

Citizen Access to Information in Papua New Guinea

Citizen Survey, June 2012



TABLE OF CONTENTS

I.	Introduction	7
II.	Overarching Findings	9
III.	Detailed Findings	15
	1. Information Needs and Sources	17
	2. Media Freedom, Media Access and Media Use	30
	3. Campaign Evaluation	54
IV.	Key considerations	64
V.	Appendix	66
	Methodology	67

ACKNOWLEDGMENTS

This report focuses on the key findings of the study into Citizen Access to Information in Papua New Guinea, conducted by InterMedia Europe in 2012. The study was commissioned by ABC International Development and funded by the Australian Agency for International Development (AusAID).

This report was co-authored by Klara Debeljak and Joe Bonnell, with strategic guidance from Dr. Gerry Power. We also thank Michelle Kaffenberger, Max Richman and Dr. Lauren Frank for their able contributions to the report. The authors welcome feedback on the report.

The research fieldwork and logistics were supported by Dr. Eleina Butuna and her team at the University of Papua New Guinea.

We are also grateful for the close collaboration with ABC International Development, particularly for valuable consultations and technical input provided by: Isabel Popal, Jaldeep Katwala, Vipul Khosla, Rob Batten and Domenic Friguglietti.

We would also like to thank Sarah Thomas, Second Secretary, Democratic Governance and the team at AusAID PNG for their technical and financial assistance. Finally, we would like to thank all research participants for their time and valuable insights.

Any opinions represented in this report are those of the authors and research participants and do not necessarily reflect the views of the Australian Broadcasting Corporation.

ABBREVIATIONS AND ACRONYMS

ABC	Australian Broadcasting Corporation
ABC ID	Australian Broadcasting Corporation International Development
AusAID	Australian Agency for International Development
FM	Frequency Modulation
HIV/AIDS	Human immunodeficiency virus/Acquired immunodeficiency syndrome
MDG	Millennium Development Goals
NBC	National Broadcasting Cooperation
NGO	Non-governmental Organisation
PMV	Passenger Motor Vehicle
PNG	Papua New Guinea
SEM	Structural Equation Modelling
SMS	Short Message Service
UNESCO	United Nations Educational, Scientific and Cultural Organization

I. INTRODUCTION



This multi-method study commissioned by ABC International Development and conducted by InterMedia was designed to assist ABC International Development and AusAID in achieving their strategic objectives in Papua New Guinea, by strengthening NBC's capacity as the national public broadcaster, through its pre existing relationship with the Australian Broadcasting Corporation (ABC).

Specifically, the study aimed to generate insights that will allow the NBC to better understand local community needs and, in turn, provide a catalyst to make content and programming changes that will have a positive effect. The study had the following key objectives:

- To explore and understand citizens' key information needs and sources of information, including traditional media, new media and word of mouth.
- To determine the access to media and media reach in the regions within the country and understand key barriers to media access and use.
- To evaluate the audience perceptions of NBC and other key media outlets and understand to what extent these sources meet their information needs.
- To understand audiences' program and content preferences.
- To assess citizens exposure to communication campaigns on violence against women and maternal health and potential impact of these campaigns on their attitudes and behaviour.

- To understand citizen's attitudes toward civic participation and their likely voting behaviour.

Overall, the approach to this study was closely aligned with InterMedia's *Citizen Access to Information*¹ research initiative that specifically addresses the relationship between development outcomes (MDGs) and people's access to information in very precise terms. This approach argues that access to information is composed of five key components - access to sources, consumption or exposure, content and evaluation of this content and sources as well as attribution of impact. Where applicable, the data on each of these elements are analysed in detail in this report, including the differences in these components between different regions of PNG and individual population subgroups.

The first section of this report focuses on the overarching findings of this study. These are followed by the central section, which includes a detailed analysis of the data gathered through a series of focus groups with NBC listeners and non-listeners and a quantitative survey with 1,308 citizens across the four regions of PNG. We conclude with an outline of the key considerations for media and development practitioners and a brief description of the methodology.

¹ [Power, G., Khatun, S., Debeljak, K. (2012) "Citizen Access to Information" Capturing the Evidence across Developing Countries. In Ingrid Volkmer. Handbook of Global Media Research. Wiley Blackwell - Ingrid Volkmer (ed.) Khatun, S., Debeljak, K. and Power, G. (2011) Citizen Access to Information: Emerging trends from the developing world. InterMedia. March. Volume 39 Issue 1.p. 18-23.]

II. OVERARCHING FINDINGS



(A) ACCESS TO SOURCES

Geographical and Infrastructural Barriers Dictating Media Access

- Geographical diversity of Papua New Guinea, infrastructural challenges and considerable income differences between different parts of the country reflects in the substantial variations in media access between different provinces. This also means that the citizens' household access to different media is most influenced by the region they live in – more than by any other demographic characteristic (age, gender, education, etc.).
- In terms of home media access, the Highlands can be characterised as the most media rich, and the Islands the most media poor PNG region, as Figure 1 below illustrates.
- On the other hand, certain parts of PNG can still be classified as “media dark”, which refers to areas with sparse and sporadic media access and low levels of radio ownership or newspaper readership. Qualitative research conducted for this study in one such media dark location in Morobe (please see the Methodology section for further details) showed that even those who do have access to a radio are rarely able to listen to it, due to poor and intermittent signals. Villagers who take the long and expensive journey to the main road or nearest city to trade tend to access radio either by mobile phone or on public transport and occasionally buy a newspaper.
- Regular listeners of NBC across all eight provinces are a part of the “media owners elite”, having considerably better overall home access to various media sources than the general population in their province (see Figure 2). The differences between NBC audience and the general population in terms of their home media access are the largest in Morobe, and the smallest in Eastern Highlands province.

Ubiquitous Mobile Phone and Radio Access

- Mobile phones and radio are the most readily accessible media devices for PNG citizens and more than four in five households across the country own at least one of the two. Despite the wide popularity country-wide, access to newspapers is often restricted particularly in the rural areas, primarily by cost, a lack of distribution points and low literacy levels.

TV and Internet Limited to Urban Elites

- Home access to TV is on the rise, but its growth is heavily limited to urban centres, due to financial barriers, poor infrastructure and weak signals in many of the rural areas.
- Internet access for now remains primarily limited to the young, educated urban elite. However, due to rapidly growing availability of 3G mobile phones, the falling cost of mobile internet and improved mobile signals across the country, access to mobile internet is also likely to surge in rural areas.

Household Hierarchies Affecting Media Access

- Aside from infrastructural and financial barriers, media access tends to be influenced by power relations and hierarchies in the household. Often, media devices available in people's homes are controlled by one of the male members of the household, typically the father, husband, or an older brother. As a result, home media access is at least to some extent restricted particularly for women and younger members of the household.

(B) CONSUMPTION OR EXPOSURE

Communal Media Use Compensating for Lack of Media Access

- Communal media consumption is pervasive, and regular communal media use in all PNG regions considerably exceeds personal home access to media sources. Public media use is particularly high in the Highlands, which is largely related to the prevalence of radio listening on the public transport - the Highlanders tend to travel on public transport more frequently and longer distances than their counterparts in other provinces. On the other end of the spectrum are those living in the Islands region, where regular media use most heavily depends on home access to different media sources.

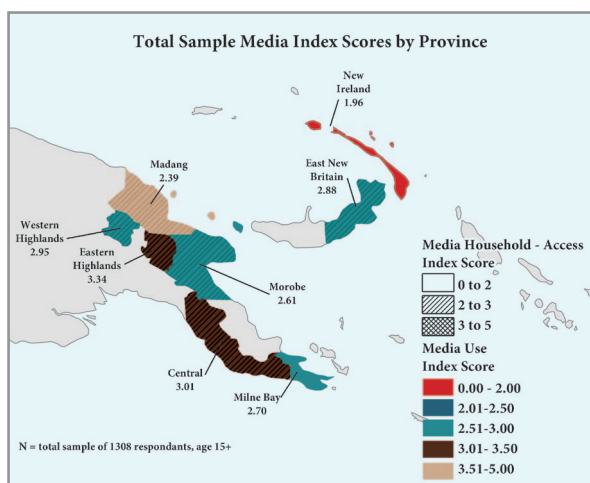
Eastern Highlanders the Heaviest, Islanders the Lightest Media Users

- As with access to the media, the overall regular media use varies significantly between different regions. Citizens living in Eastern Highlands are overall the heaviest media users and those living in the Islands region the lightest (see Figure 1).

FIGURE 1: Overall media access and regular media use by province

Figure 1 illustrates the diversity of media access and media use across PNG:

- The Media Household-Access Index is calculated based on the household ownership of radio, TV, computer, internet and mobile phone. The index runs from 0-5; the higher the score, the more diverse the household media access in a specific province.
- The Media Use Index is based on the weekly use of radio, TV, internet, mobile phones and newspapers. The index runs from 0-5; the higher the score, the higher the weekly use of these media sources in a specific province.



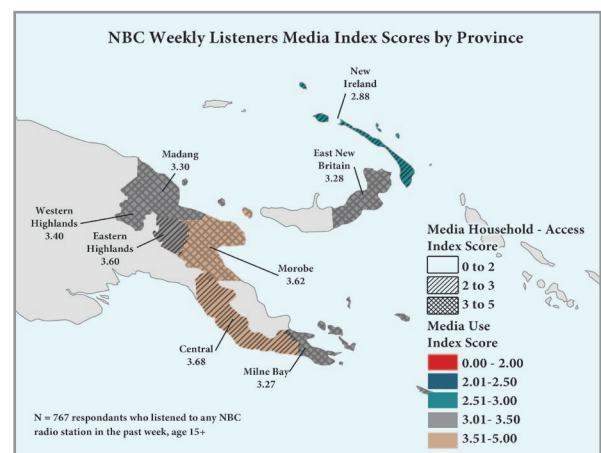
Looking only at regular NBC radio listeners, those with the least diverse home access to the media and the lowest overall media use also live in the Islands region, while the heaviest media users and those with the most diverse media access at home reside in the Morobe province (see Figure 2). NBC listeners in Morobe are thus generally much easier to reach than NBC radio audiences in other parts of the country. This may be due to better home media access and the ability to be more open to expanding their use of NBC produced content to other platforms, such as TV or the internet.

FIGURE 2: Overall media access and regular media use by province among NBC weekly listeners

Figure 2 illustrates the diversity of media access and media use among NBC weekly listeners:

- The Media Household-Access Index is calculated based on the household ownership of radio, TV, computer, internet and mobile phone. The index runs from 0-5; the higher the score, the more diverse the household media access in a specific province.

- The Media Use Index is based on the weekly use of radio, TV, internet, mobile phones and newspapers. The index runs from 0-5; the higher the score, the higher the weekly use of these media sources in a specific province.
- NBC Weekly Listeners: Respondents who listened to any of the following radio stations in the past week: NBC Radio Karai, Radio Central, Radio Milne Bay, Radio Morobe, Radio Madang, Radio Western Highlands/Eagle FM, Radio Eastern Highlands/KBK NBC Goroka, Radio East New Britain, or Radio New Ireland.



Information Deprivation

- PNG citizens are hungry for more detailed news and information on topics of their interest. NBC is being positioned as the “first port of call” for such information, even if it means redirecting listeners in some cases to other sources.
- There is a cycle to information needs and access to information. It appears that the more information a person has and the better access they have to information – the more sophisticated their information needs become. Providing more information will unlikely cap demand – but rather grow demand for information.
- In remote and difficult-to-access areas, basic needs, such as food and livelihood often come before information needs. Lack of infrastructure is foremost on people’s minds and also influences what information people need. For example, zero access to healthcare impacts on the type of health information a person needs.

Slow News Cycle

- People are often catching up on news stories days after the event. Whilst people are not demanding 24 hour news cycles, they are

becoming impatient with missing news bulletins and have started to get a taste for immediacy. Radio news has the advantage of providing immediacy and increased accessibility through the use of mobile phones with radio.

People on the Move

- “Movement” is an essential ingredient in the gathering and sharing of news and information and many consume media content while travelling on public transport, in the car or while walking.

(C) CONTENT

Importance of News

- People’s appetite for hard news and information about current affairs for now appears to be somewhat stronger than their need for lighter, entertainment-focused content. While interest in entertainment programming is likely to grow as the PNG media market develops, the need for hard and fresh news about a variety of issues tends to be strong across the country and among all demographic groups.

Diverse Information Needs

- Politics, sports, national and provincial news are the information topics of the highest importance for PNG citizens overall. However, the information topics that different segments of the population prioritise in their lives vary vastly between different segments of the population, depending on their age, gender, education level, and most of all, the region they live in.
- Corruption is considered as one of the main challenges faced by PNG, and there is clearly a need for the media to increase the amount and strengthen the quality of reporting on corruption in the government and other sectors, its impact and ways to prevent/reduce it.

The Highlanders Best Informed About the Issues They Care About

- The citizens from the Highlands region appear to be the best informed about the issues they consider important for them personally, while those living in the Islands region tend to have many unfulfilled information needs. This is in line with the findings on media access and regular media use, suggesting that home access to media sources is one of the key factors influencing the level of knowledge people have

about the issues important for their day-to-day lives.

(D) BRANDING/POSITIONING

The need for an Independent Voice of the Nation

- PNG citizens want an independent voice that provides all sides of the story, without skirting over negative aspects. They also want strong media, who speak on their behalf, particularly on issues where the government is felt to be failing them. NBC is well placed to provide this independent voice, as it is considered a trusted and respected source of news and information and characterised by some as “the voice of the nation”.

The Bridge

- People also place huge importance on “others”, and being informed about their own province as well as staying up to-date with developments in other parts of the country is vital. NBC is viewed by many as the broadcaster with the power to act as a bridge between communities and connect people with their wantoks in home provinces through programming, call-ins and reporting.

One NBC Branded Family of Stations

- However, despite relatively high listenership, many NBC provincial radio stations are currently not recognized as a part of the NBC brand family, but are perceived as a separate station, unrelated to NBC. This means that even loyal NBC listeners may find it challenging to stay tuned in as they move between provinces, since they may not be aware of the specific frequency used by NBC in that area, and may as a result switch to one of the rival commercial radio stations.

(E) EVALUATION OF CONTENT AND SOURCES

PNG Media Seen as Free

- PNG media are generally considered free, independent and trustworthy. Well established traditional media sources with high overall use, such as radio and newspapers, are considered the most reliable, while newer platforms, such as the internet, tend to attract more scepticism, especially among older people.
- NBC for now remains the most popular radio station in PNG, highly valued and trusted particularly for its high quality

coverage on news. However, NBC's music and entertainment content is considered less competitive than that played on commercial radio stations and unless this part of the programming is strengthened, NBC could start losing parts of its audience (particularly from the younger generation) to competitors, such as Yumi FM, Nau FM and FM100. Other areas with room for improvement include reception quality, program diversity and length and presentation style and language.

- Kundu TV enjoys a positive image among its audience across the country; its programming is considered entertaining, trustworthy, relevant and easy to understand. The main challenge for future growth of Kundu's viewership lies in the lack of access to TV and poor quality of the TV signal in rural areas, as well as in certain parts of the major urban centres, including Port Moresby.

(F) ATTRIBUTION OF IMPACT

Maternal Health

- Maternal health is considered one of the key development challenges facing PNG, yet the majority of women across the country, including those in the childbearing age, generally receive little information about this issue. When such information is received, it is mainly conveyed either through radio and newspapers, or through people's close personal networks, and relates primarily to family planning and health during pregnancy.
- AusAID's "Mothers Matter" campaign on women's health during pregnancy had a positive effect on women's knowledge of how to keep healthy during pregnancy and what are the danger signs during pregnancy, as well as on their views on birth planning and birth spacing. On the other hand, while the campaign also strengthened the knowledge of women's health during pregnancy among men, it has not had a significant impact on their attitudes towards birth planning and birth spacing. This suggests that their views on maternal health tend to be more culturally ingrained and may be more difficult to change

through information and education campaigns than the attitudes towards this issue among women.

Violence Against Women

- In PNG, violence against women appears to have become culturally acceptable and women are often blamed - by men as well as other female citizens - for initiating domestic violence by "nagging" or criticizing their partner. Changing the attitudes and behaviour on this issue may thus require more time and effort than shifting behaviours on other, less culturally rooted issues.
- Although AusAID's communication campaign "Use Your Voice" did not ask the citizens to call the police or personally intervene when witnessing an incident of domestic violence, those who recalled seeing or hearing the campaign slogan were more likely to say they would intervene in such cases. However, the campaign had no significant impact on people's knowledge of the domestic violence in general or their attitudes that were more condemnatory of domestic violence.

Civic Participation

- Three months before the general elections a third of all PNG citizens knew little or nothing about where or how to register to vote and about one in four were unsure about where to vote or what their voter rights are. These knowledge gaps could become notable barriers to the citizens' participation in the upcoming general elections, unless they are addressed through a fast and targeted voter information and education campaign.
- Radio and newspapers, particularly provincial NBC stations, The National and Post Courier are likely to be the most effective channels for conveying such campaign messages.
- Media access and use coupled with interpersonal discussion of government issues have a positive effect on people's awareness of their voter rights, their knowledge of where and how to vote, and in turn, on their intention to vote. One's sense of self-efficacy and active information seeking also plays an important role in strengthening citizens' voting intentions.

III. DETAILED FINDINGS



1. INFORMATION NEEDS AND SOURCES



1. INFORMATION NEEDS AND SOURCES

The information and communication landscape of Papua New Guinea in many ways resembles the extremely diverse geographic, ethnic and religious make-up of the country. In a country with more than 800 spoken languages, the information needs, citizens' access to media channels and new technologies and their consumption of media content varies significantly between different population subgroups. There truly is no "one-size-fits-all" solution for those wanting to effectively engage with the country's population.

Substantial differences in these indicators exist not only between men and women and various age groups, but also between the citizens with different levels of education, as well as between those living in urban and rural areas. Most of all, the specific region that citizens reside in has a profound impact on the kind of information they require and prioritise in their daily lives; how knowledgeable they feel about these issues; which media and communication channels are available to them and which ones they choose to use to keep themselves informed about the topics that are important to them.

1.1 Overall Findings on Information Needs and Key Sources

Overall, the citizens of PNG, regardless of the region they live in or the population sub-group they belong to, can be characterised as hungry for information – hungry for more information on the issues they are interested in, hungry for more detailed information on these issues, and hungry for information on how these issues affect their own area, as well as other parts of the country.

Building on latent personal interest, the media and other sources have done a good job in whetting citizens' appetites for information on topics such as the environment, education, health, elections and equality – but people's hunger for detailed and specific information has not been satiated. Even well-informed,

enfranchised citizens in cities who are regular NBC listeners and have good access to information wanted more information – with requests for specific and detailed information on given topics. As one of the focus group participants put it:

"From my point of view, TV and radio's information is very shallow. From newspaper, yes they give detail information but they are still shallow. They need to go deep and give correct information. Bottom line, they need to give more information"

(Male, below 25, regular NBC listener, Port Moresby)

"I think they must have plenty pages in the newspaper because the stories they put in the papers are incomplete, some don't end the story well, etc".

(Male, above 15, non-regular NBC listener, Western Highlands)

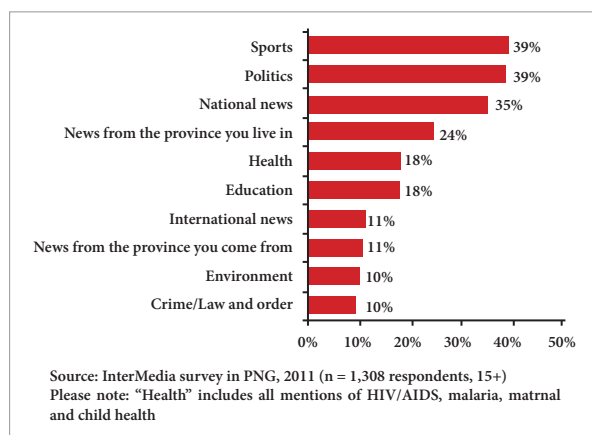
As both the qualitative and quantitative research show, the citizens are interested in a variety of different issues – from those that relate to their personal livelihoods, to those that are associated with their community, country as a whole or, to a smaller extent, foreign countries. In this section we outline the main issues that the PNG citizens consider information priorities, discuss their self-reported knowledge of these issues and the key sources that help them stay up-to-date with developments related to these topics.

1.1.1 Prioritisation of Information Topics

The survey respondents across the four PNG regions were asked to spontaneously identify three information issues that they considered the most important for them personally.

When their answers are examined in aggregate, three topics emerge as clear "**national**" **information priorities**, namely sports, politics and national news, which were each named as priority information topics by more than a third of all PNG citizens who participated in the survey. **Figure 3** below illustrates the top 10 issues, named as information priorities by PNG citizens across all four regions included in the survey.

FIGURE 3: Key information needs on the national level



However, a closer look at the data exposes the true complexity of the PNG information environment and reveals that the information needs **vary significantly between different population subgroups** and are influenced by the citizens' age, gender, education and, most of all, geographical location where they reside.

The key differences between different regions, as well as other population sub-groups can be summarised as follows:

- **Sport** clearly plays a vital role in the lives of PNG citizens and almost four in ten of all survey respondents consider it as one of the three most important information issues for them personally. However, there are several groups for which sport is considerably less important than other issues, namely those with no formal education and those with higher education, citizens above 35 and those living in the Island region. Men are also considerably more likely to prioritise sport as an information topic than women.
- Similarly, **politics** is seen as an important issue particularly among those living in the Papua and Momase regions and the better educated citizens, while especially the Highlanders and those residing in the Islands region tend to prioritise other information topics.
- Interest in the **national news** is strong across the country; only those with no formal education tend not to name it among their most important information topics.
- **Provincial news** plays the most important role in the lives of those with no formal education

and citizens above 55, who both have a strong interest in the local news from the province they are originally from as well as the news from the province they currently live in. The latter is important also for the residents of the Island region, who put news from their own province ahead of the national news, sports, politics and other issues. The qualitative findings also revealed that people who have moved from rural to urban areas have a strong connection with their home province. They want to remain well informed about what is happening in their home province.

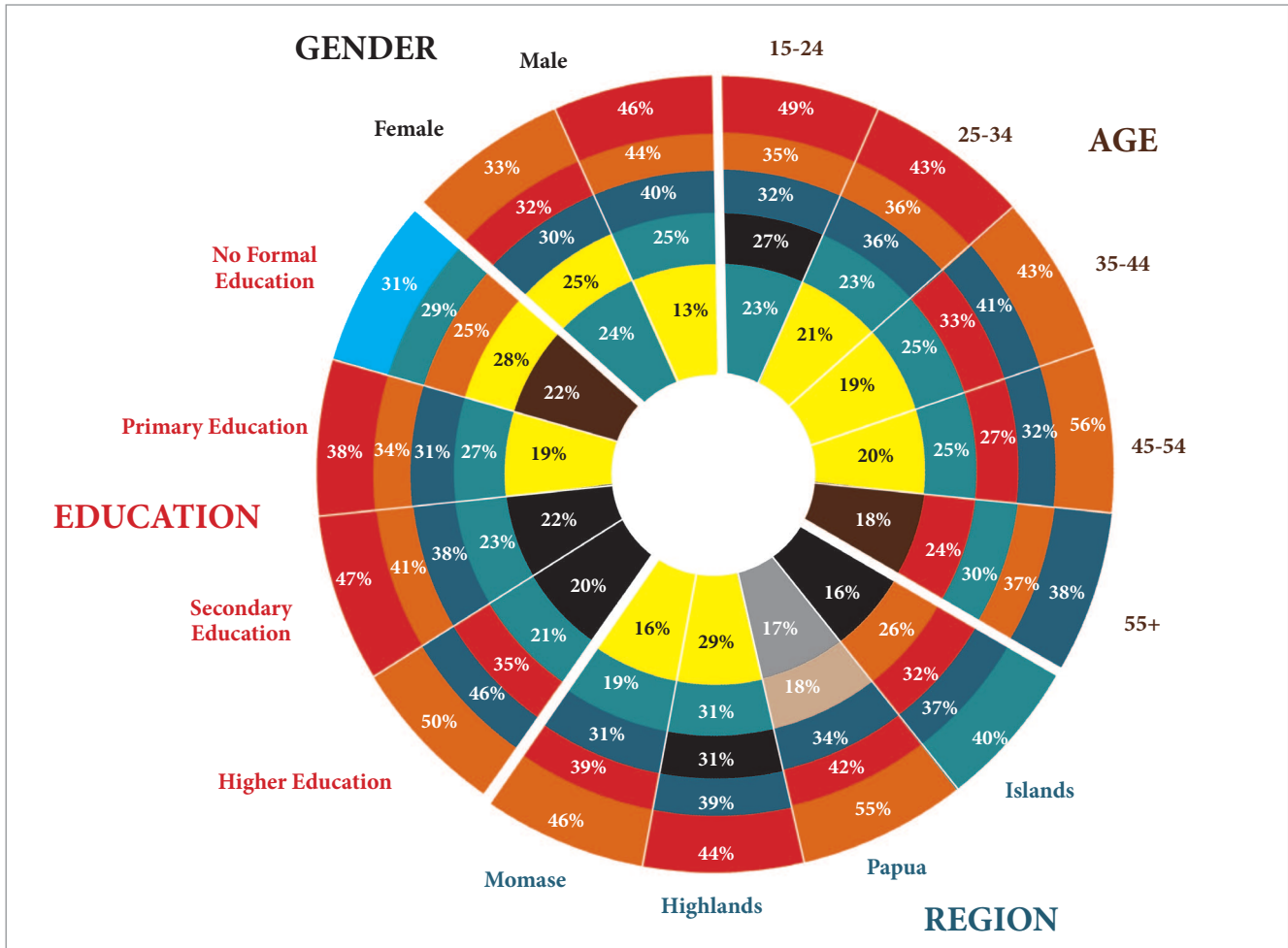
- Information on **health** tends to be highly ranked by the Highlanders, those with no formal education and women. Women are, for example, significantly more likely to prioritise all four examined health issues – malaria, maternal and child health as well as HIV/AIDS as information topics, as are those with lower education; in fact, importance of health as an information topic, interestingly, drops with education, with the lower educated valuing information on malaria, maternal and child health and HIV/AIDS more than those who are better educated.
- PNG citizens living in the Highlands – the region with the highest illiteracy rate in PNG² - also highly value news and information about education, schooling and training – more than the citizens living in any other part of PNG. Education is also of high interest to young people between 15 and 24 years of age.
- **International** news is of most interest to the residents of the Papua region.
- Information on **the environment** is of most concern to the residents of the Papua region, where almost a fifth of all respondents named it as one of the three important information issues for them personally.
- Information on **gardening** is considered important particularly by those with no formal education. This is not surprising, considering that 55 percent of all respondents with no formal education³ describe themselves as subsistence farmers.
- The differences between men and women occur particularly in terms of their views on the importance of information on **environment, health and education**, with a considerably higher proportion of women mentioning each of these issues among their top information needs than men.

² According to the census data collected in 2000, only 39% of all adults in the Highlands region were literate, in comparison with 54 percent in the Momase region, 73 percent in the Papua region and 78 percent in the Islands region. (Source: PNG National Statistical Office)

³ N = 101

Figure 4 below illustrates the diversity of information needs among various demographic subgroups. Please note that only the top five issues have been included.

FIGURE 4: Key information needs by gender, age, education level and region



Legend:

- Sports
- Politics
- National News
- News from the province you live in
- Education
- International news
- News from the province you come from
- Environment
- Gardening
- Health

Source: InterMedia survey in PNG, 2011
(n = 1,308, 15+)

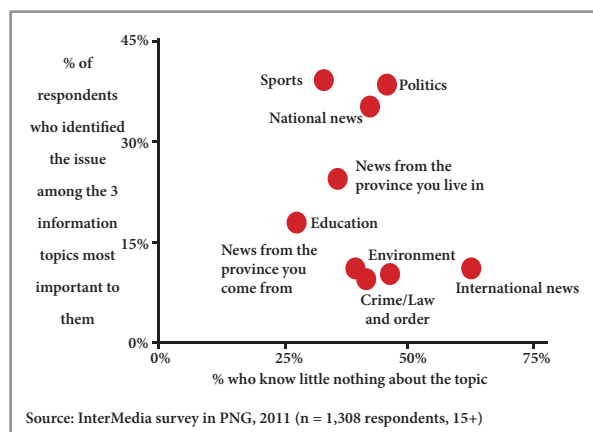
*Please note: The % on the chart indicates the share of respondents within a specific demographic group, who named the issue as one of the three most important information topics for them personally.

1.1.2 Knowledge of Priority Information Topics

Similar to the perceptions of key information needs, the levels of knowledge related to these issues vary considerably between the regions and an analysis of the data only on the national level does not capture the nuances required in order to identify the key knowledge and information gaps.

FIGURE 5: Knowledge of priority information issues (NATIONAL LEVEL)

Figure 5 indicates the relationship between the importance of individual information topics for PNG citizens overall and their knowledge of these issues. It is clear that, on the national level, politics and national news stand out as two issues of high priority to PNG citizens, where information needs remain most unfulfilled. While more than a third of all citizens mentioned these two issues as one of their three information priorities, more than four in ten also say they know little or nothing about the topic.



(Please note that health issues have not been included in the analysis in this section and are discussed in more detail in section 1.2.)

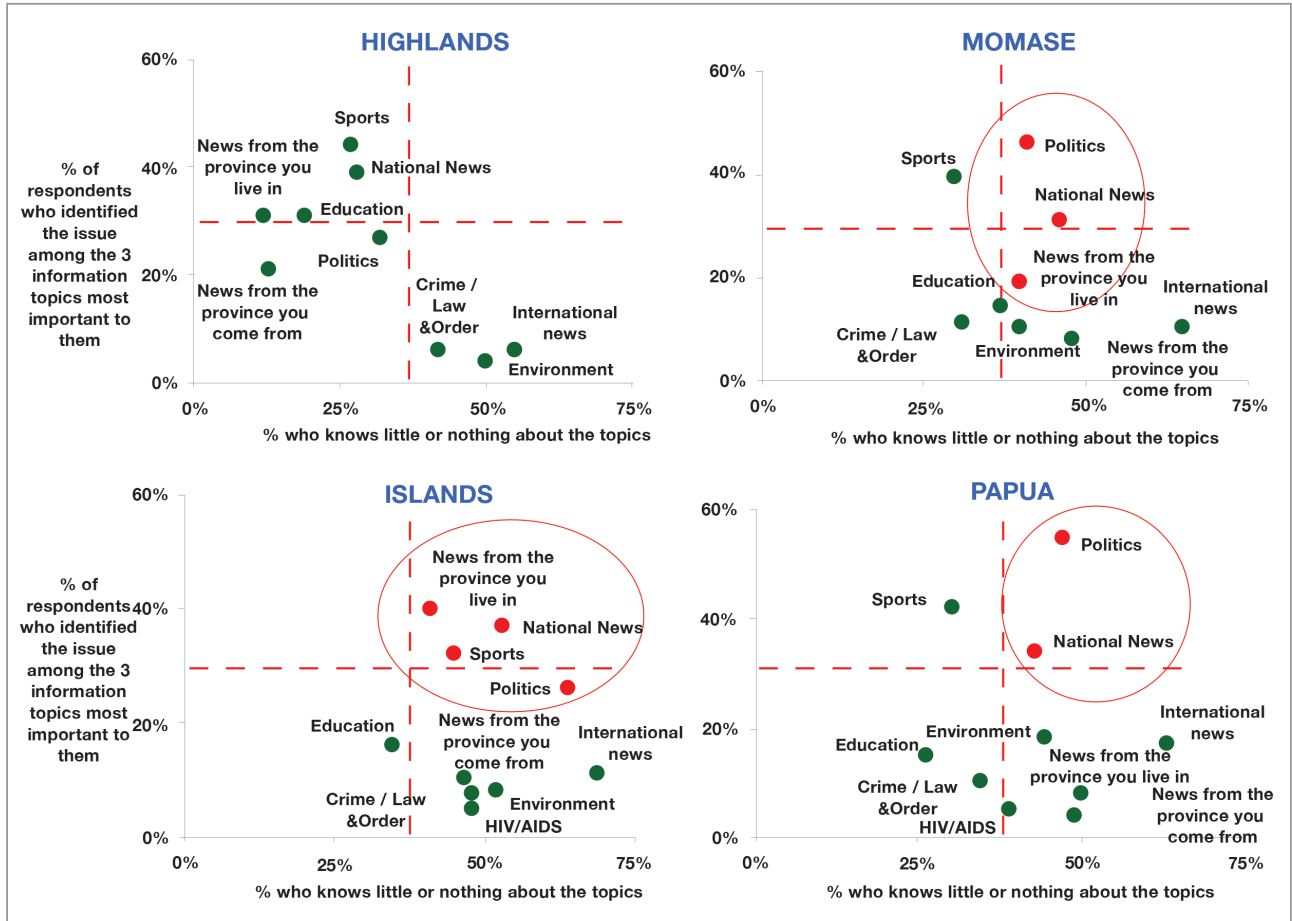
However, these gaps in information needs are not necessarily replicated across all regions of PNG. Figure 6 illustrates how citizens' self reported knowledge of the issues they consider information priorities varies between the regions and what are the current key gaps in their information needs:

- First, the citizens living in the Highlands region appear to be the best informed about the issues they consider important for them personally. On the other end of the spectrum are residents of the Islands region, many of whom feel highly unfamiliar with many of the issues they consider important, including news from the province they live in.
- Second, while politics and national news rank high on the information agenda for citizens across the country, respondents in three out of four regions - Papua, Momase and Islands - express low confidence in their knowledge on these two issues, suggesting the need for greater media focus on these issues in order to fill the knowledge gaps.
- Third, citizens across the regions feel the least knowledgeable about international news, although only about one in ten consider this as one of the three most important information issues in their life.
- Fourth, knowledge gaps on provincial news are prominent in all regions except in the Highlands, where the citizens feel relatively well informed about both, the news from the province they live in as well as about the news from the province they are originally from.
- Fifth, knowledge of education issues appears to be high across the regions, with about three quarters of all survey respondents saying they have good knowledge about this topic.

FIGURE 6: Knowledge of priority information issues by REGION

Figure 6 shows the relationship between the importance of individual information topics for PNG citizens in different regions and their knowledge of these issues.

Please note: The items highlighted in red indicate the priority issues where the information gaps are the largest. For example, in Papua, 55 percent of all respondents ranked politics as one of the three information issues most important for them personally (y axis), and yet 47 percent of all at the same time said they know very little or nothing about it (x axis).



1.1.3. Sources of Information on Priority Topics

Radio and newspapers play a dominant and equally important role in keeping PNG citizens informed about the majority of issues they consider information priorities. They consistently emerged as the two leading sources of information on sports, politics, national news, education, environment as well as international news, with no significant differences between the shares of respondents who turned to each platform for information on these issues (see **Figure 7**).

On the other hand, provincial news and information about health clearly emerged as radio's information domains, with radio being the main source of information on both issues, as **Figure 7** shows. This finding was also reaffirmed by the qualitative research. Some of the participants of the focus groups linked their preference of the radio – particularly for health information – to the fact that it is relatively easily accessed and particularly suitable for non-literate rural dwellers:

“Radio is our main source of information on health issues, especially for those who can't read. There are no other avenues we can turn to for information on health; radio is the only one we turn to. In rural areas, radio is the most reliable source”.

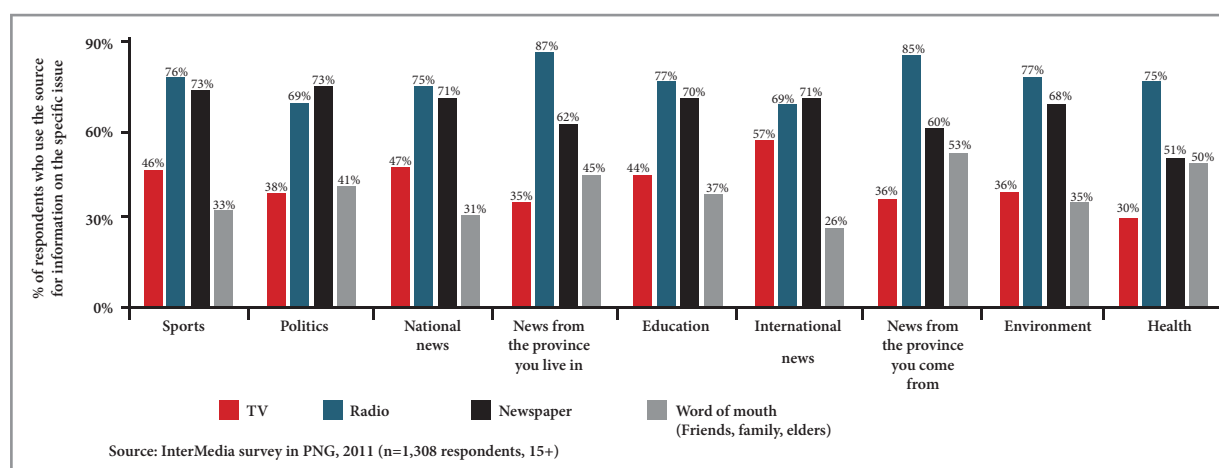
(Male, above 25, regular NBC listener, West New Britain)

Television is valued particularly for its coverage of international news; however, due to limited TV signals in rural areas its reach tends to be limited primarily to urban areas; 70 percent of all respondents who use TV as one of their sources on issues they see as information priorities⁴ live in urban areas.

Aside from the media sources, word of mouth – that is, information exchanged with friends, family, or elders – continues to remain an essential source of information for men and women, and citizens across different regions and age groups. It appears to be particularly important for obtaining information on health issues and provincial news, with about half of all citizens naming it as one of the main sources on each of these issues. For example, some of the focus group participants spoke about picking up pieces of news and information as they travelled through the country and sharing them with their family and friends on return.

Posters, SMS and internet are rarely used by PNG citizens to obtain information on topics of interest to them. The internet, in particular, due to its low accessibility and high cost, for now, is used primarily by young, highly educated urban elites. More than half (51 percent) of all who listed the internet as one of the information sources of their priority topics, were between 15-24, 62 percent lived in urban areas and 57 percent had higher education.

FIGURE 7: Top sources of information on priority issues



⁴ N = 483

1.2 Information Needs Associated with Millennium Development Goals (MDGs)

1.2.1 Health Related MDGs

HIV/AIDS - the issue of most concern overall

With an HIV prevalence of 0.9% Papua New Guinea has the largest epidemic in the Asia-Pacific region. It is therefore not surprising that overall, PNG citizens are significantly more likely to list HIV/AIDS as one of their three most important information topics, than any other health issue. As Figure 8 shows, 9 percent of all respondents ranked HIV/AIDS as one of the three most important information topics for them personally, in comparison with 5 percent who mentioned maternal health, 4 percent who cited child health and 3 percent who listed malaria.

Women more interested and knowledgeable about health issues

Overall, health issues clearly tend to be a greater concern for women than they are for men. As Figures 8 and 9 show, women are not only more likely to prioritise health issues in their information-gathering process, but generally also feel more knowledgeable about them; the only exception here is HIV/AIDS, where both men and women tend to express similar lack of confidence about their level of knowledge on the issue.

The largest differences between men and women, perhaps not surprisingly, emerge in the prioritisation of information on and knowledge of maternal health; while maternal health appears to become an important issue for women after 20, and remains a part of their information agenda throughout their lives, men's interest in this topic tends to remain very low. Further, 62 percent of all adult men say they know little or nothing at all about the issue in general in comparison with – still an alarmingly high - 39 percent of all adult women.

FIGURE 8: Share of respondents who named the issue among 3 most important information topics

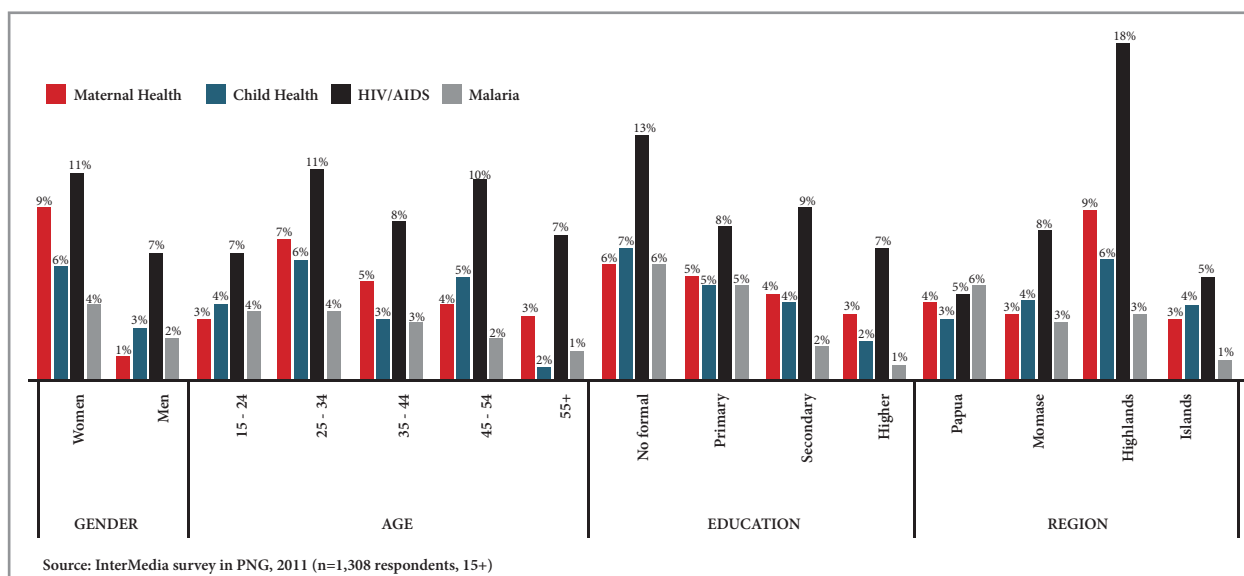
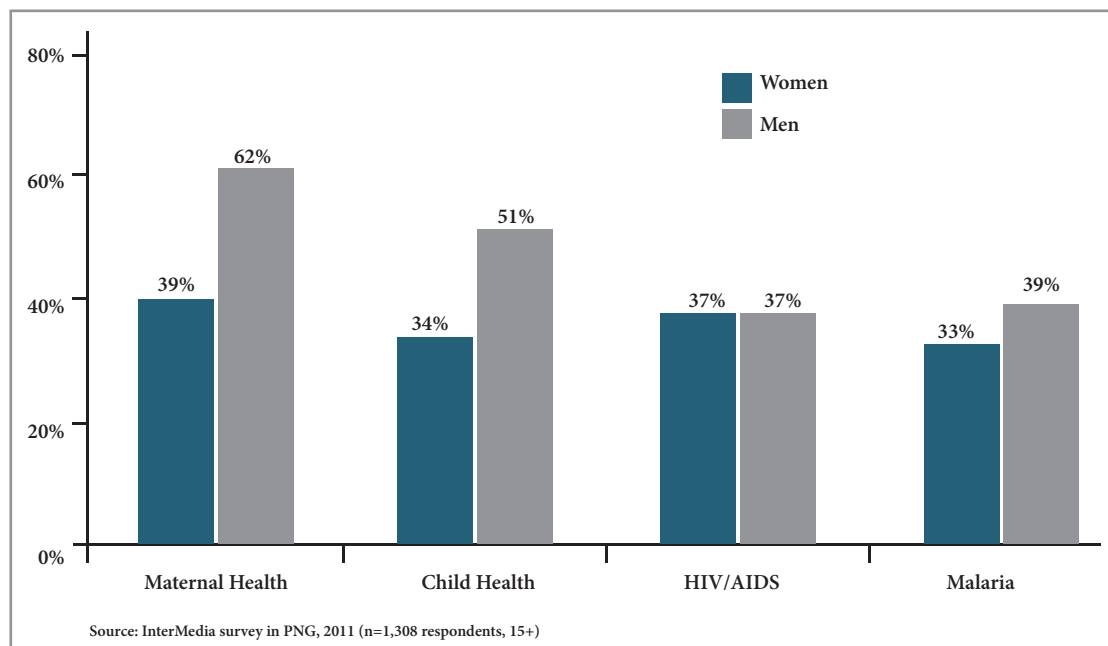


FIGURE 9: Share of respondents who know little/ nothing about the issue (I)



Information on HIV/AIDS and maternal health valued particularly in the Highlands

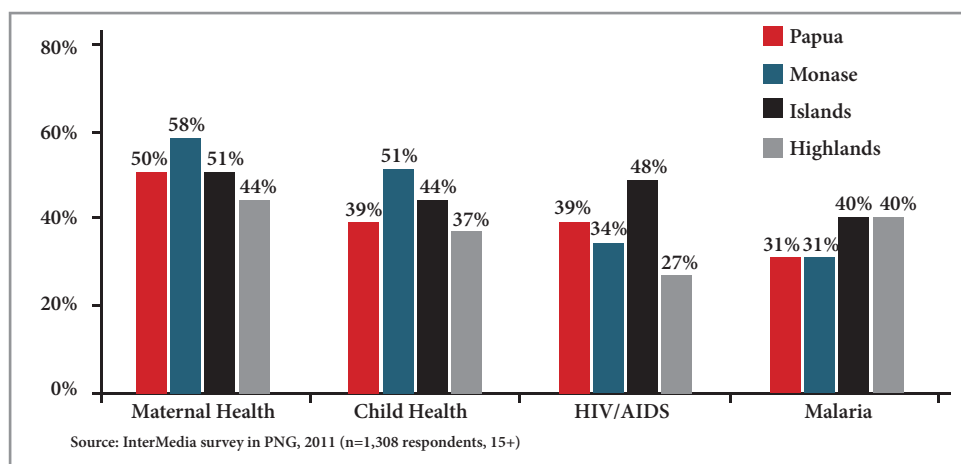
As mentioned, information on health is also more likely to be prioritised by those living in the Highlands region, particularly if it is related to HIV/AIDS and maternal health – not a surprising finding, given that the Highlands account for 75 percent of all new reported HIV cases⁶ in PNG⁷ and this is also the region with the highest maternal mortality in PNG⁸.

Almost a fifth of all adults thus named HIV/AIDS as one of three most important information topics, in

comparison to less than one in ten in all other regions. Further, 15 percent of all female respondents in this region listed maternal health as one of the three most important issues for them personally, in comparison to less than 8 percent in all other regions.

This relative importance of these two issues for the Highlands population is also reflected in the level of self-reported knowledge of both issues, which is significantly higher than in other PNG regions⁹. (see Figure 10).

FIGURE 10: Share of respondents who know little/nothing about the issue (II)



⁶ This may, in part, be a result of improved processes for recording new cases.

⁷ <http://ausaid.govspace.gov.au/2012/01/06/hiv-and-the-highlands-highway/>

⁸ http://www.wpro.who.int/countries/png/PNGNHP_Part1.pdf

⁹ The only case where the differences in self-reported knowledge were not statistically significant was in the self-reported knowledge of maternal health between those living in the Highlands region and the citizens of the Papua region

1.2.2 Education

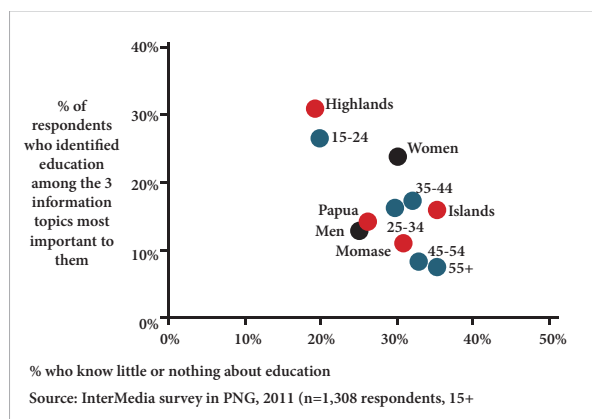
Education emerged as an information topic which ranks high on the information agenda particularly for women, those aged 15-24 and residents of the Highlands region. As **Figure 11** indicates, 24 percent, 27 percent and 31 percent of respondents in these groups¹⁰, respectively, named education as one of the three most important information topics, in comparison with 18 percent on the national level.

However, as Figure 11 also shows, while the Highlanders and those between 15 and 24 feel relatively well informed about education, women express little confidence in their knowledge about this issue, with 30 percent of them saying they know little or nothing at all about this topic. Knowledge gaps appear to be the largest among women living in the Islands region; 36 percent of them noted they know little or nothing at all about this issue¹¹.

FIGURE 11: Knowledge of education as a priority information topic

Figure 11 indicates the relationship between the importance of education as an information topic for different segments of the population and their knowledge of this issue.

Please note: The highlighted population sub-groups are those most likely to prioritise information on education issues.



It is also important to note that in qualitative research, participants often distinguished between “education” in the formal sense of attending school, college or university, and “educating people”, the process for informing the population about important issues such as health. The latter was often talked about as “education” and was seen as vital, albeit different from formal education.

Qualitative research also revealed a few other interesting findings about people’s views on education as well as information provided by the media in this regard:

- Rural areas left behind**
 When sharing their views on education, citizens often commented that rural areas are left behind, and lack materials and infrastructure. Poverty and difficulty of movement both made attending school a difficult and fragmented process, with young people dropping out and re-attending school if or when their families could afford it next.
- Value of education and self empowerment**
 Citizens did, however, recognize the value of education – and tied education to the success and development of PNG as a whole as well as the wellbeing of their own family. Citizens talked of education as the basis for building all other progress:

“In my opinion, the reason we put education at the top is that this is the foundation -- that’s the key and if you are not educated then I don’t think you will be able to get employed. If you are educated then you can earn your living or make a living for yourself. If you are not educated then life will be very hard.”
 (Female, above 25, non-regular NBC listener, Port Moresby)

“When I see any information about [formal] education, I want to read it because it trickles to the rural areas where my small brothers and sisters are. I believe that if we have an educated community, maybe we are able to address issues and choose good leaders.” (Male, below 25, regular NBC listener Port Moresby)

- Hungry for more information on education**
 The biggest issue for all focus groups when it came to information about education was forthcoming government plans for free education. This issue is illustrative of PNG citizens being hungry for information, but not feeling well informed and calling out for more detailed and specific answers to questions they have on an issue of importance:

¹⁰ N = 642 female respondents, n = 418 respondents between 15-24, n = 319
¹¹ N = 158 respondents in the Island region

“I think that that information on free education is not brought right down and broken down to the level where our parents can understand its importance and why that free education is there. The information should be broken down so that our parents can really know what free education [really] is. (Female, above 25, non-regular NBC listener, Port Moresby)

- **Media as a conduit**

There was also an appetite for the media to provide information about formal and informal education opportunities. As noted previously, where participants wanted more information on a topic, they wanted specifics and details. They wanted signposting to relevant bodies or sources of information and given guidance on “next steps”. Young people interested in education were no exception to this: any available information about education would likely be warmly welcomed by the under 30s.

“As a student, radios or news (on education) are vital for us to reach out and get information about different institutions in the country. There are also special programs that we can learn about.” (Male, below 25, regular NBC listener, West New Britain).

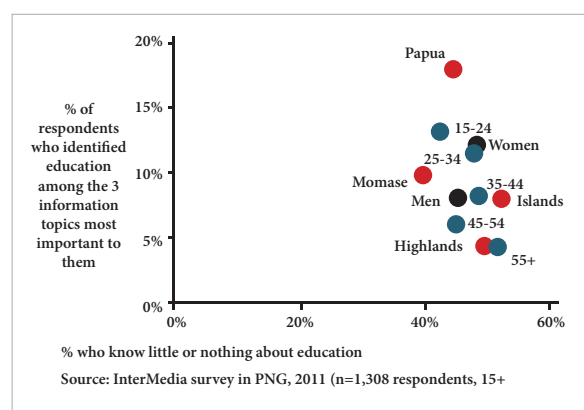
1.2.3. Environment

Despite growing environmental challenges associated with illegal logging, overfishing and other activities, the survey results show that the self-reported knowledge of environmental issues across Papua New Guinea remains low. Overall, 46 percent of all survey respondents reported little or no knowledge of environmental topics, revealing a significant information and knowledge gap that needs to be filled.

As **Figure 12** shows, even in the Papua region, whose residents are significantly more likely to prioritise information on the environment than their counterparts in other regions, almost half (44 percent of all respondents from this region¹²) say they have little or no knowledge of the topic.

FIGURE 12: Knowledge of environment as a priority information topic

Figure 12 indicates the relationship between the importance of environment as an information topic for different segments of the population and their knowledge of this issue.



Many participants of the focus group felt that this situation could be alleviated by the government, the media and NGOs, who all have a role to play in educating people about the environment. Further, many city dwellers who participated in the survey felt that rural population, in particular, needs to be educated about these issues, as they may not yet know about the negative environmental impact of development could be taken advantage of by developers and falling prey to bribery or the temptation of cash payments for large swathes of natural resources and land.

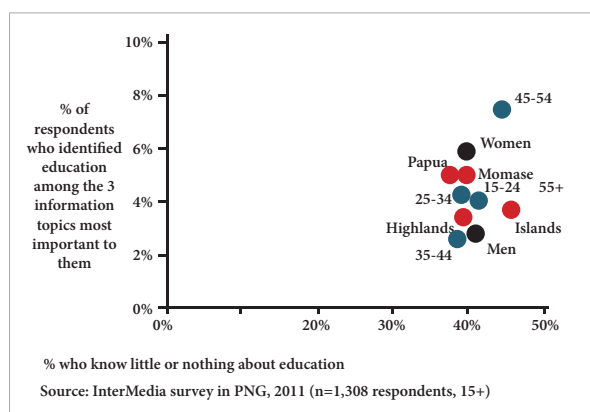
1.2.4 Domestic Violence

Domestic violence generally ranks low on the information agenda of PNG citizens, with only 4 percent of all who participated in the survey naming it as one of the top three information priorities. **Figure 13** shows that those who do view it as a priority information issue, are significantly more likely to be female - 68 percent of all respondents who cited domestic violence among the three information topics most important for them personally were women. At the same time, self-reported knowledge of this issue among all population groups, including women, remains low, with 41 percent of all respondents saying they know little or nothing about the issue.

¹² n = 348 respondents from the Papua region

Similar to other issues, radio and newspapers emerged as the main sources of information on domestic violence – 66 percent used radio and 64 newspapers to obtain information on this issue. Word-of-mouth, on the other hand, tends to play a considerably less important role than it does in information gathering processes on other issues; only 18 percent of all who see domestic violence as one of their priority information topics exchange information on this issue with their friends and family, in comparison with average 39 percent for all other top issues. This may suggest that domestic violence has become so widespread and culturally embedded that it is no longer a discussion topic within the family or friendship groups.

FIGURE 13: Knowledge of domestic violence as a priority information topic



In the focus groups, women participants often spoke about the importance of discussing equal rights between men and women and raising awareness of this issue and illustrated how such activities give women increased confidence in themselves and their place in society.

“I see that we must work together. At times, men underestimate us women, like we are for cooking only, look after the children, wash plates and saucepan, but now I can see that we women go to school at universities and other countries women become prime ministers, etc.

We can also do the same!”

Female, above 25, regular NBC listener West New Britain)

The vast majority of men who participated in the focus groups also spoke openly in support of gender equality in the groups and appeared to have a sophisticated understanding of what gender equality meant in practice. Many were quick to reflect on the values and practices in PNG’s recent past and recognise that things needed to change:

“The mentality of PNG men from the ancestral times till now say that men are the boss. But from the bible, it says that God created a woman from the rib of a man so the woman remains on our side equally. So I think more information about this should be put out in the media especially aimed at men, because the mentality that we have now is the wrong mentality.”

(Male, under 25, regular NBC listener Western Highlands)

Other men were far more open in their disagreement with gender equality. They referred to PNG’s historical culture to justify men’s dominance over women. These men were quick to share their views against gender equality and were not embarrassed by them. Several women said they had experienced domestic violence, and one or two men admitted to violence against women (but knew it was wrong). The quote below shows that campaigns against domestic violence were starting to alter attitudes:

“I see that domestic violence is not good for a man to hit a woman. I also experienced that, whenever my girlfriend makes me angry I give her a punch not with the intention to kill her. But then I later realize that it is not good. We now know that Papua New Guinea’s got a law for this kind of activity. If a man bashes his wife, he can go to jail for that.”

(Male, below 25, non-regular NBC listener, Port Moresby)

1.2.5 MDG Index

Finally, based on the citizens’ overall assessment of the importance of the MDG-related topics discussed above for them personally, as well as their knowledge of these issues, we have compiled two MDG indexes – the **MDG Importance Index** and the **MDG Knowledge Index**. These two indexes are designed to better understand the overall differences between PNG provinces in people’s prioritisation of MDG related issues, as well as their knowledge of these issues.

For the purpose of these two indexes MDG issues included maternal health, child health, HIV/AIDS, malaria, domestic violence, education and environment.

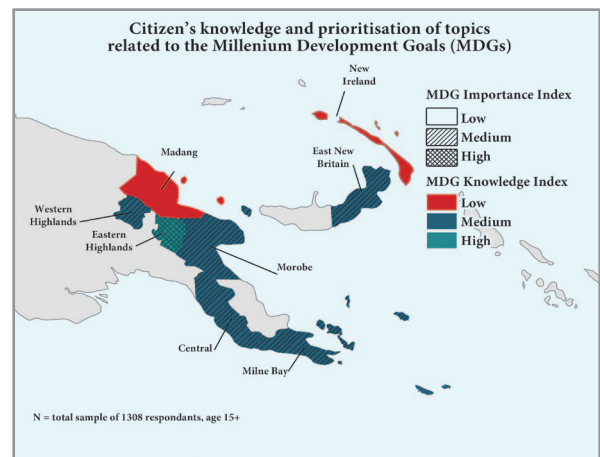
The **MDG Importance Index** was created by scoring both the frequency and intensity of the importance individuals place on MDG issues. Individuals were asked what information topics are most important to them. If the first topic they mentioned was an MDG related issue, they received 3 points, if the second topic

was an MDG issue, they received 2 points, and if the third topic was an MDG issue they received 1 point. The points were cumulative; if all three topics listed by an individual were MDG related issues they would receive the maximum point score of 6. If none of the important topics were MDG issues, they would receive the minimum score of zero. The scores were then averaged by province, and according to the distribution across provinces, each province was categorized as “low,” “medium,” or “high.”

The **MDG Knowledge Index** was created through a similar method. Individuals were asked how much they know about a list of issues and replied either “a lot,” “a fair amount,” “not much,” or “nothing at all.” For each MDG related issue about which they reported knowing a lot, they received 3 points; for each issue about which they reported knowing a fair amount, they received 2 points; for each issue about which they reported knowing not much, they received 1 point; and for each issue about which they reported knowing nothing at all, they received zero points. The maximum total number of points was 6 and the minimum 0. The scores were then averaged by province, and according to the distribution across provinces, each province was categorized as “low,” “medium,” or “high.”

As **FIGURE 13A** below shows, the citizens living in Eastern Highlands not only rank MDG issues the highest in terms of the importance they have in their daily lives as information topics, but also feel the best informed about them. On the other end of the spectrum are the inhabitants of the New Ireland and Madang province, who feel the least informed about these issues and assign the lowest importance as information topics among all researched provinces of PNG.

FIGURE 13A: MDG Importance Index and MDG Knowledge Index



2. MEDIA FREEDOM, MEDIA ACCESS AND MEDIA USE



2.1. Freedom of Expression, Media Freedom and Trust in Media

The survey results on the perceived level of media freedom and freedom of expression echo the findings of the most recent Freedom House Freedom of the Press 2012 report, which classified PNG media environment as “free”¹³. Overall, more than two thirds (69 percent) of all respondents who participated in the survey consider PNG media independent and able to report on any issue, and a further 82 percent agree that, as citizens, they are able to express their views on any issue they like.

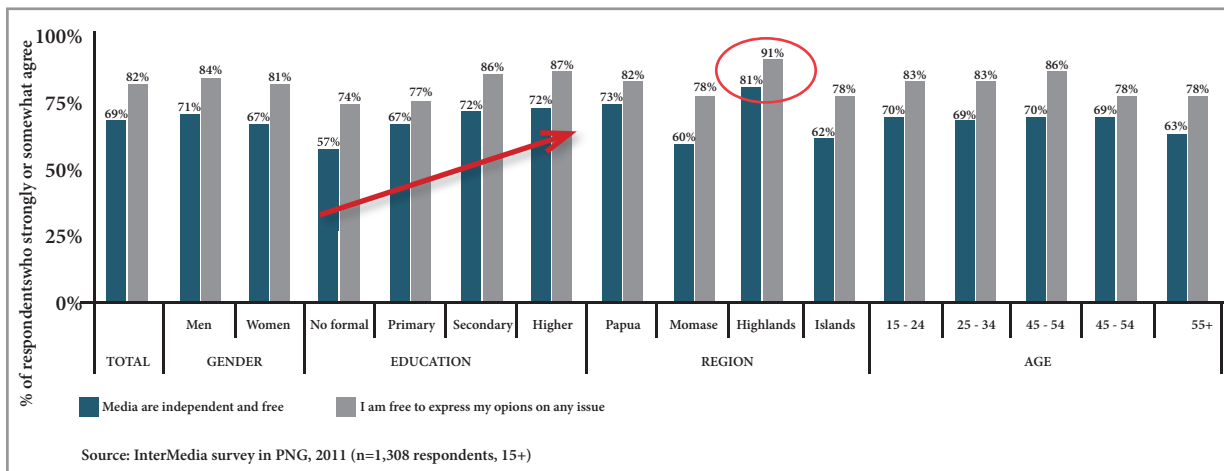
However, perceptions of media freedom and freedom of expression vary significantly among different segments of the population. This variation appears to be closely influenced by the citizens’ level of education, as well as the region in which they reside. As Figure 14 illustrates:

- Overall, the perceived freedom of the media and freedom of speech tends to increase with education and income – those better educated

and those in a better financial situation tend to be significantly more optimistic about both issues than those on the lower ends of the education and financial spectrum.

- Further, the strongest perceptions of media freedom and freedom of expression are found in the Highlands region, where 91 percent say they are able to express their views on any issue they like and 81 percent believe that PNG media are free; a significantly higher share than in any of the other PNG regions.
- On the other hand, the differences between men and women are not significant and no clear patterns emerge in terms of perceptions expressed by different age groups.
- In the “media dark” location during qualitative research, exposure to media was very low and respondents’ basic health and livelihood came ahead of other information needs. As such, conversations about trust in media were not discussed in detail.

FIGURE 14: Perceptions of media freedom and freedom of expression



¹³ <http://www.freedomhouse.org/sites/default/files/Booklet%20for%20Website.pdf>

In addition to generally being viewed as free and independent, the PNG media are generally also perceived as trustworthy. **Figure 15** shows that this is particularly true for radio and newspapers, which are trusted by about four in five of all respondents who participated in the survey. Here we outline the key findings on the trust patterns related to different media types:

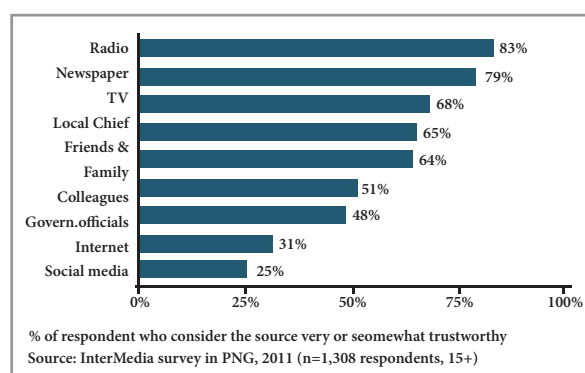
- First, trust in traditional media, namely radio, TV and newspapers, tends to fall with age and rise with education and level of income. Thus, young, educated and wealthier citizens are considerably more likely to trust information conveyed by these sources than older, less educated and poorer citizens.
- A similar pattern can be observed in relation to the new media, i.e. the internet and social media; younger people with higher education and those living in urban areas are more likely to trust these sources than are older and less educated citizens, and those living in the rural areas. These lower levels of trust may in part be related to their generally lower exposure to these media, and hence lower familiarity with the content conveyed through these channels.

On the other hand, trust in word-of-mouth appears to be more a complex phenomenon:

- Friends and family tend to be a highly trusted source across various education, income and age groups. Interestingly, the levels of trust expressed towards this group are particularly high in the Highlands and distinctly low in the Momase region. A similar pattern emerges in relation to the trust in colleagues at work or in school, suggesting the relatively higher importance of close personal networks as sources of information in the Highlands than in some of the other regions.
- Information conveyed by government officials, is significantly more trusted by residents of urban areas and by those with a higher level of education.
- Local chiefs are seen as trustworthy sources particularly for those with no formal education and lower income.

- In the “media dark” location during the qualitative phase of research, many villagers had an expectation that “officials” (health workers, teachers, and government officials) would bring them information and tell them things of importance. Word of mouth was also popular and common as there was little access to media sources. Those from the village who travelled or accessed a radio or newspaper were expected to share via word of mouth the things they had learned.

FIGURE 15: Trust in information sources



2.2 Media Access and Media Control

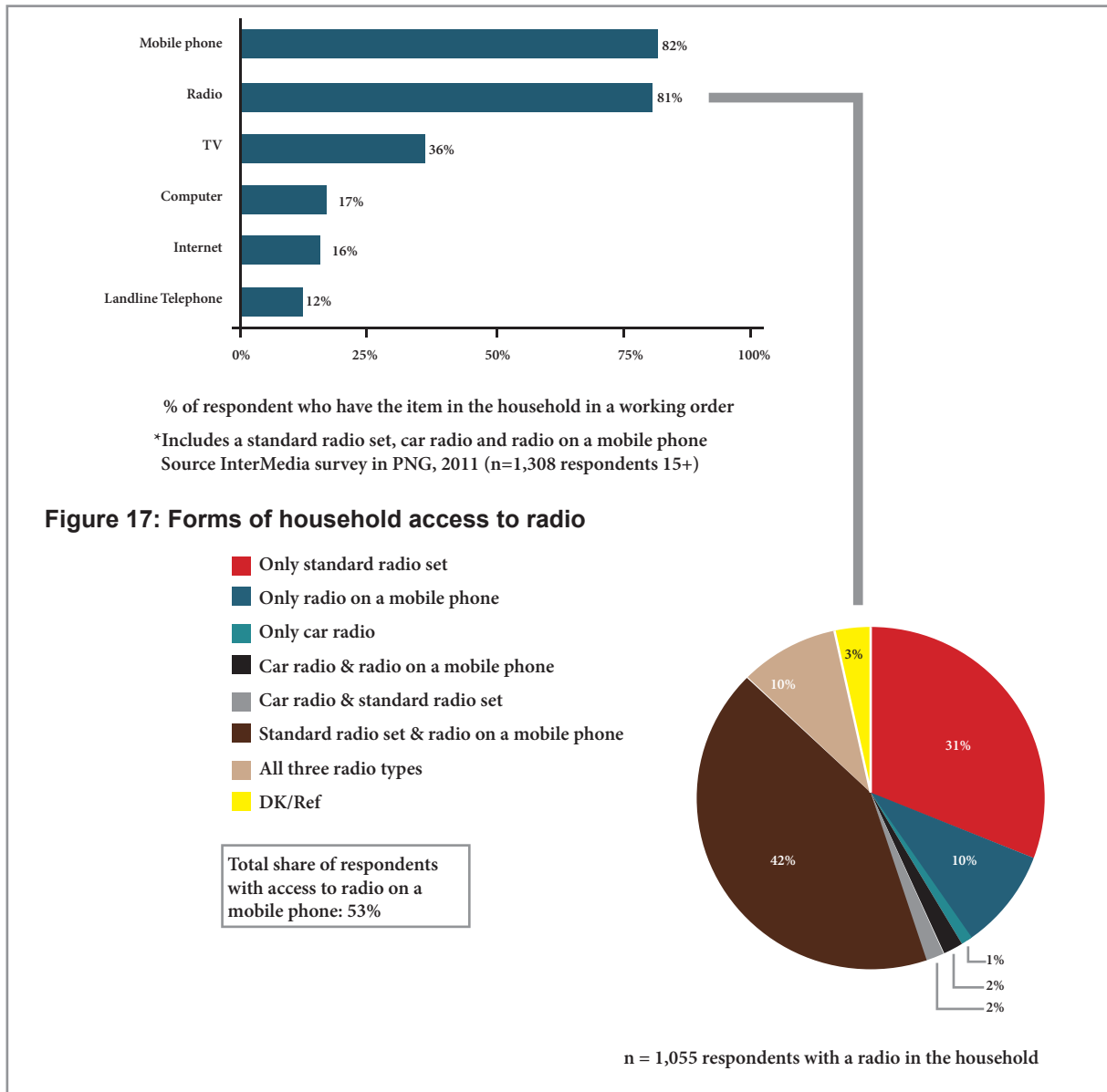
2.2.1 Media Access

MOBILE PHONES and **RADIO** are the most readily accessible media devices for PNG citizens and more than four in five households across the country own at least one of the two. However, access to both media devices remains uneven, with most households with no radio or mobile phone typically based in rural areas (71 percent of all households without a working radio¹⁴ and 66 percent of those with no mobile phone¹⁵ are in rural areas). Further, households with no radio or a mobile phone can be also more generally classified as media poor, as they also tend to have very low access to most other media devices, such as TV, computers and internet.

¹⁴ n = 239

¹⁵ n = 223

FIGURE 16: Household access to media sources



In media-poor areas, household access to both mobile phones and radio on one hand tends to be limited by financial constraints, but also poor mobile signals, particularly in remote rural areas. Participants in the qualitative research, for example, often spoke of not being able to find any radio station signals for at least part of the day, which prevented them from listening to the radio, or, at times, resulted in a long walk to a particular small spot nearby where they knew they would normally be able to catch a signal strong enough only for sending SMSs - the “bush phone booth”. Many in the poorest villages also complained that while the radio is generally more affordable than other devices, they often cannot afford batteries, which limits their regular use.

Financial limitations and poor telecommunication infrastructure play an even greater role in defining people’s household access to other media devices, namely TV, INTERNET, COMPUTER, and LANDLINE TELEPHONE. Household access to these for now remains heavily concentrated among those with higher levels of income and those living in urban areas; for example, only 21 percent of those in rural areas have a TV (51 percent in urban areas), and 7 percent have access to internet (25 percent in urban areas.)

The media access also varies across the regions:

- The **Highlands**, in particular, have the highest home access to radio (radio sets as well as radio on a mobile phone) and television, which significantly improves their opportunity to listen/watch media on a regular basis. On the other hand, the Highlanders are the least likely to own a car radio, which may be a reflection of their heavy reliance on public transport rather than cars as more personal mode of travel. The Highlanders tend to travel within PNG more than the citizens from other parts of the country, and this preference is likely associated with the lower cost, as well as with the availability of PMVs (passenger motor vehicles) in this part of the country. According to the Asian Development Bank report from 2008, more than a third of all PMVs registered in PNG come from the Highlands region¹⁶.
- On the other hand, residents of the **Momase** region are more likely to have household access to computers and internet than their countrymen in other regions. Nevertheless, the highest home ownership in this case does not necessarily translate into the highest regular use. Those living in the Papua region, for example, are more likely to be regular internet users, which may be associated with their higher use of mobile internet. The ownership of mobile phones, on the other hand, is the lowest in Momase among all regions.
- Those living in the **Papua** region have a relatively high level of household access to all media devices, while the residents of the **Islands** overall have the least media access in their own homes. Home ownership of mobile phones with radio is particularly low – only 45 percent of all adults in this region have it in their household, in comparison with 49 percent in Momase, 52 percent in Papua and 66 percent in the Highlands.

2.2.2. Media Control

Even when radio, TV, internet, computer, mobile phone or a landline are available within the citizens’ household, their actual use remains limited for some demographic groups. Women and younger citizens between 15 and 24, in particular, often report that the use of these various media is in fact controlled by someone else in their home - typically the father, the husband or the brother.

As shown in **Figure 18**, this is especially true for the use of the car radio, with only about quarter of women and those between 15 and 24 saying they themselves control its use. On the other hand, the more individual nature of the mobile phone allows these two groups more independence in the use of both the mobile phone and mobile radio, and therefore greater flexibility in choosing what they listen to and when.

FIGURE 18: Control of media devices in the household

	% of respondents within the group who agree they have the final say regarding the use of their household radio						
	Radio			TV	Mobile Phone	Internet	Landline
	Radio	Radio on a mobile phone	Car radio				
Male	80%	85%	47%	62%	84%	79%	48%
Female	58%	79%	27%	42%	73%	49%	47%
15-24	61%	83%	23%	40%	73%	63%	19%
25-34	75%	85%	31%	63%	82%	66%	64%
35-44	73%	80%	71%	52%	79%	65%	68%
45-54	72%	78%	47%	70%	81%	67%	47%
55+	76%	71%	57%	58%	83%	75%	73%
Respondents who have the device in their household	n=924	n=689	n=146	n=474	n=1,078	n=212	n=154

¹⁶ <http://www2.adb.org/Documents/RRPs/PNG/40173-PNG-RRP.pdf>

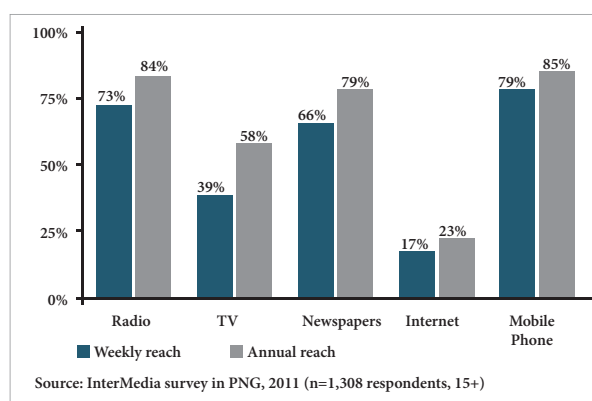
2.3. Media Consumption Habits

2.3.1 Overview

The examination of media consumption habits on the national level reaffirms the essential role that both the radio and mobile phones play in the PNG media environment. If mobile phones are primarily used for interpersonal communication, **radio clearly emerges as the main channel for reaching the mass audiences across the country in real-time.** On a weekly basis, the radio reaches more than twice as many PNG citizens than television and four times as many as the internet.

While the newspaper readership on the national level is also surprisingly high¹⁷, it is important to note that qualitative research reveals a relatively slow print-related news cycle, meaning that newspapers news often reach the intended recipients several days or even more after they have been released.

FIGURE 19: Media reach



However, the use of most of these media is generally skewed towards the young (particularly 15-24 year-olds) and the better educated, who are overall the most avid media consumers in PNG. They are not only the most regular users of most media, but also most savvy at media multitasking, using the largest number of media platforms to satisfy their hunger for information and different perspectives on issues of their interest. Weekly use of all media platforms falls both with age and education, meaning that the older generations of PNG citizens and those with lower education may be more difficult to reach, or may require considerably more targeted communication approaches.

Further, Figure 20 illustrates that men overall read (online or offline), listen and watch media content more regularly than women, which is at least in part a result of the greater control that they exercise over the use of media devices in their home. Of all media, the largest gap between men and women occurs in their daily readership of newspapers (43 percent of men read newspapers daily, 35 percent of women¹⁸), likely a reflection of higher education level of the male population, as well as their better access to locations (for example urban areas during work hours) where they can buy the newspapers.

FIGURE 20: Weekly reach of key media

Weekly reach					
	Radio	TV	Newspaper	Mobile	Internet
Papua	73%	43%	69%	80%	21%
Momase	66%	28%	67%	74%	16%
Highlands	86%	53%	70%	87%	18%
Islands	67%	29%	58%	76%	11%

Source: InterMedia survey in PNG, 2011 (n=1,308 respondents, 15+)

Mobile phones are the only platform where women are not disadvantaged in terms of regularity of their use, with about four in five women - the same as men - using them on a weekly basis. As mobile phone ownership and availability of advanced mobile phone sets further expands, this is likely to allow women also better access to other media via the mobile platform, such as the internet, radio, as well as TV via mobile.

Finally, looking at the regional differences in the media consumption, the Highlanders overall appear to be somewhat heavier media consumers than the citizens in other regions. They are particularly avid listeners of radio and TV viewers, and are, for example, almost twice more likely to have watched TV in the past week than PNG citizens in the Islands and the Momase regions. This is in large part a reflection of their high household ownership of media devices, particularly TV and radio (both standard radio sets and radio on their mobile phones), which is substantially higher than in all other provinces.

The sections that follow analyse in more detail the use of each of these different media types, the most prominent individual media outlets within these categories and ways in which they are used.

¹⁷ According to UNESCO, More than a third of the PNG are unable to read and write (<http://www.unesco.org/news/article/png-literacy-rate-still-a-mystery-over-2-million-people-print-illiterate/>)

¹⁸ N = 666 male and 642 female respondents

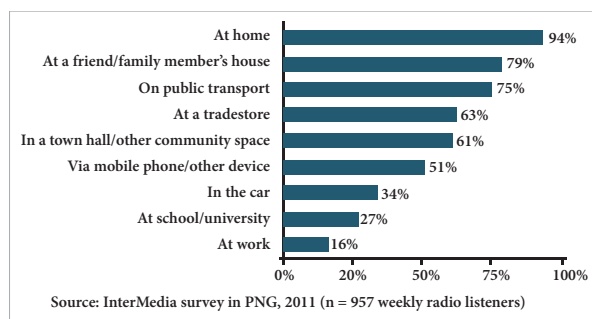
2.3.2. Radio – General Findings

Listening locations determined by availability and opportunity

Radio listening tends not to be constrained to one specific place or a platform and many listen to the radio at different locations, or when on the move, depending on their daily schedules, as well as availability of the radio signal.

While listening at home, as **Figure 21** shows, tends to be almost universal, communal radio listening is also very common and a friend’s or a relative’s house and public transport are the most frequent non-private spaces where radio listening does take place; more than three quarters of weekly radio listeners listen in each of these two locations. Radio is also held in very high regard by participants in the qualitative study. Nearly every participant had access to a radio and it is described as ‘democratic’ media for its reach and ability to communicate with illiterate rural citizens. Its ability to connect people was treasured by participants, while the radio itself was seen as good value for money due to its longevity and enjoyment of use.

FIGURE 21: Locations of radio listening



For citizens that have access, mobile phones have also become an increasingly important device through which citizens can listen to the radio. The availability and immediacy of news and information has increased, while people can listen to radio whenever and wherever they choose.

However, while most regular listeners tune in at multiple places during the day, the choice of location tends to be strongly influenced by both, the availability of radio enabled devices (radio sets at home, mobile phone, etc.) and the signal strength as well as the cultural/social tendency to share the listening experience with other people.

- **Urban/rural divide**

Residents of urban areas have a considerably greater choice of locations where they can access and listen to the radio than rural radio listeners, who are notably more reliant on a limited number of locations where the radio is available to them and where the radio signal is strong enough for them to be able to tune in. Radio listening in all locations is thus significantly higher in urban areas, with the exception of listening at a friend/relative’s house, which tends to be slightly more prevalent in rural areas, indicating a greater scarcity of radio devices and availability of a sufficient radio signal, and consequently, leading to lower overall radio reach.

- **Communal vs. private listening**

Communal radio listening declines with income – the wealthier the household, the less likely that its members will be listening to the radio at a friend/relative’s house or in a community space, such as the town or a village hall.

Communal listening is also more prevalent among the young; 15-34 year olds are considerably more likely to choose a shared (friend’s house/community space) for radio listening than their older counterparts. However, as radio sets become more widely available in the most remote rural areas – and especially radio-enabled mobile phones- and the signal strength across the country improves, the community listening is likely to decline further and will be slowly replaced by greater private, particularly individual listening.

- **Mobile radio listening**

Listening to the radio on the mobile phone affords the listener both greater privacy and control over the time and the content she or he chooses to listen to. It is thus no surprise that mobile radio listening is the most popular among the young, who generally have less control over the radio sets in their household. Fifty-nine percent of regular listeners between 15-24 years of age listen to the radio on their mobile phone, in comparison to 53 percent, 48 percent, 34 percent and 31 percent of those between 25-34, 35-44, 45-54 and 55+, respectively¹⁹. It is likely that this use, particularly among the young – typically

¹⁹ N = 305 respondents between 15-24, 307 respondents 25-34, 130 respondents 35-44, 85 respondents 45-54, 84 respondents 55+

also early adopters of new technologies - will grow further as the more sophisticated mobile phones become more affordable and hence more available to the wider population.

- **Listening on the move**

Listening to the radio while travelling is common particularly in the Highlands. This is partially due to the amount of travelling undertaken by the Highlanders because of their connection to and the importance of the Highlands highway, the main land highway in Papua New Guinea. Ninety-three percent of all regular radio listeners in the Highlands²⁰ listen to the radio on public transport in comparison to 79 percent in Momase, 67 percent in Papua and 58 percent in the Islands. Conversely, listening to the radio in the car is the lowest in the Highlands among all regions (22 percent of all regular listeners), and, more generally, largely a mode of listening for the wealthier, urban-based population.

On the other hand, lack of access to the radio is the main barrier for radio listening, with four in five of those who never listen to the radio²¹ quoting this as the reason they have never tuned in before. Electricity and cost related barriers, poor signals and lack of interest or time prevent listening to one in ten of those who have not listened to the radio before.

- **Negligible audience of non-FM wavebands**

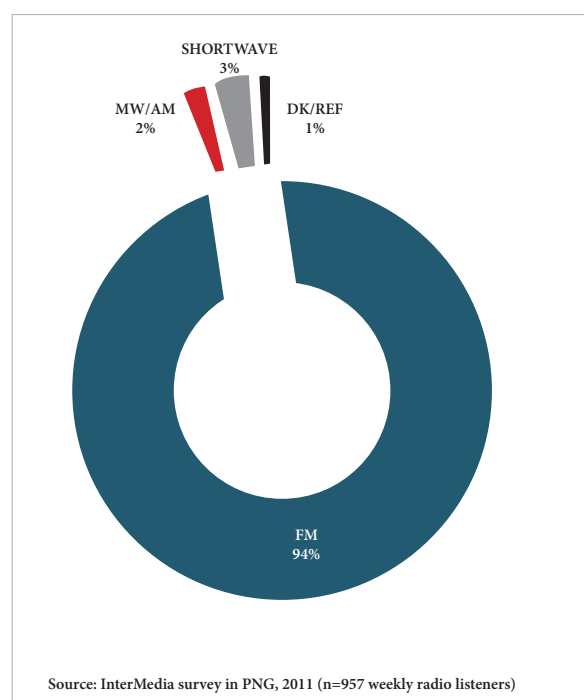
FM is the prevalent radio frequency used by regular radio listeners in PNG and tuning in on shortwave or medium wave frequencies is rare.

However, while this may be a true reflection of the reality on the ground, it is also important to note that the past research across the developing world shows that the respondents' often have difficulties recalling the exact or correct frequencies they listen to or struggle with distinguishing between different wavebands. It is thus important that the results to this survey question are interpreted with caution.

- **News and music top programming preferences for regular listeners**

News is the most popular genre of radio programming for PNG citizens across the board, with the exception of the youngest (15-24 year-olds), who prioritise music. This is in line with the findings of the initial qualitative research, which revealed that PNG citizens are not only hungry for more information on news and current affairs, but also call on the media to provide much more detailed coverage of the ongoing stories. The importance of news is also demonstrated by the prevalence of "appointment listening". Many participants of the focus groups spoke about tuning in at set "news" times on a daily basis (including 6pm or 7pm) to catch up with the most recent developments. However, given the frequent blackouts and loss of signal in PNG, these slots are often missed. Furthermore, difficulties with travel and transport mean that people often miss key news and information programming.

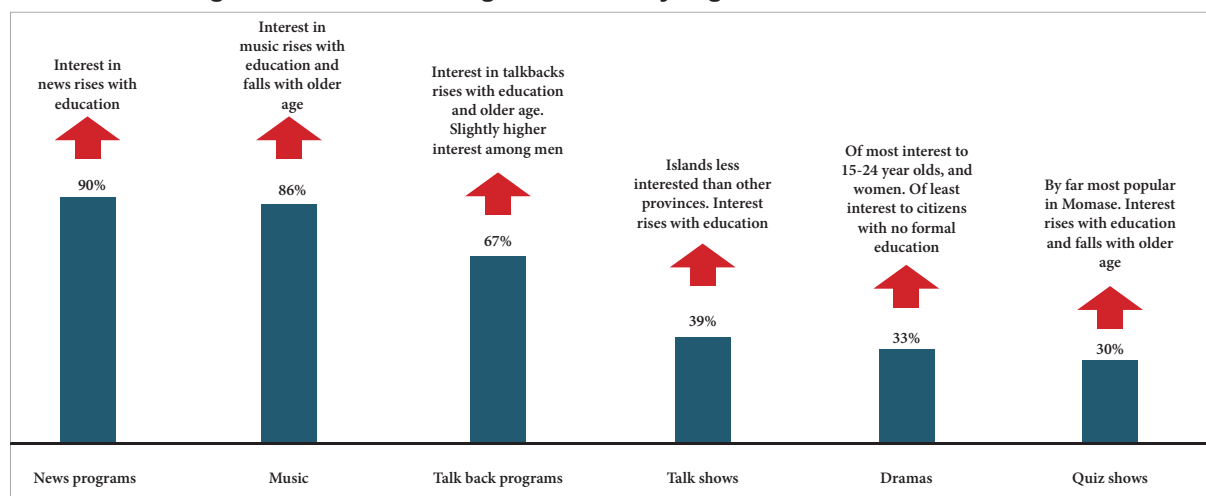
FIGURE 22: I Usually listen to the radio on....



²⁰ N = 275 weekly listeners

²¹ N = 178 respondents who never listened to the radio

FIGURE 23: Programme formats and genres liked by regular radio listeners



2.3.3. NBC – “The Voice of the Nation”

Described by some participants of the focus group discussions as “the voice of the nation” due to its good coverage of provinces across the country, NBC, through its wide network of provincial radio stations and one national radio channel, reaches the highest proportion of PNG citizens, among all radio stations and is also the most trusted of all radio providers with a national reach (Figure 25).

“I think NBC plays a lot of emphasis on it on those programs particularly cross-cutting issues and development challenges in the community because Kevin talks to listeners right throughout the country ‘you just talk to me about anything’. This information is sent through the provincial stations and in that provincial station it is translated to their languages right to their villages.”

(Male, above 25, regular listener of NBC, Port Moresby)

Eight NBC provincial stations covering the provinces included in this survey and the NBC national radio station NBC Radio Karai combined on a weekly basis reach almost six in ten of all adults in the four PNG regions covered in this study.

As Figure 24 shows, this combined NBC reach is considerably higher than the reach of individual commercial radio stations or international broadcasters.

However, as illustrated by Figure 26, NBC’s radio reach across different provinces varies dramatically, with some radio stations, such as Radio New Ireland, reaching as little as one in ten of all adults in the province, to stations, such as Radio Eastern Highlands, which reaches almost nine in ten. In part, this is a consequence of weak and intermittent signals in certain areas. This problem was also recognized by some participants of the focus groups, who called for provincial stations to be upgraded:

“They must fund provincial stations such as Eagle and FM Morobe and such. They must fund and upgrade them, so that when they transmit out to the rural areas, the information or message will get through them.”
(Male, above 25, regular listener of NBC, Mount Hagen)

FIGURE 24: Weekly media reach of PNG radio stations – national level

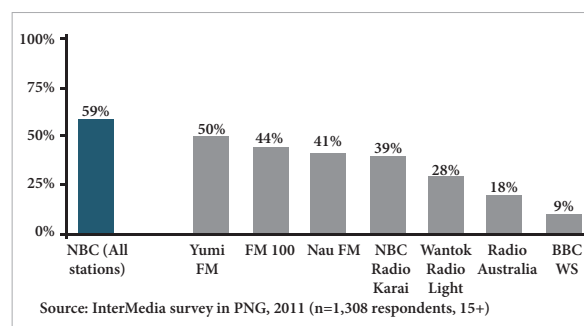
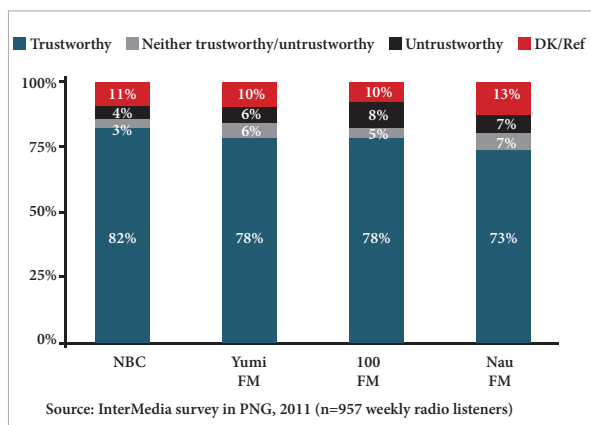
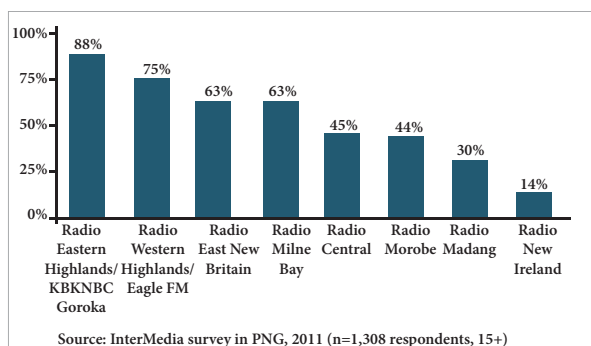


FIGURE 25: Trustworthiness of radio stations



Please note: The question about the trustworthiness of radio stations did not include Radio Australia.

FIGURE 26: NBC provincial radio stations' weekly reach within the province



Furthermore, many provincial radio stations are, despite high listenership, not necessarily recognized as a part of the NBC brand, but are rather perceived as separate station, unrelated to NBC. A good example is Radio Central which broadcasts in the Central Province, whose large proportion of regular listeners (30 percent) in the survey said they are not aware that the station is part of the NBC network. In the Highlands, many participants of the focus groups were, on the other hand, not aware that Eagle FM belonged to the NBC network.

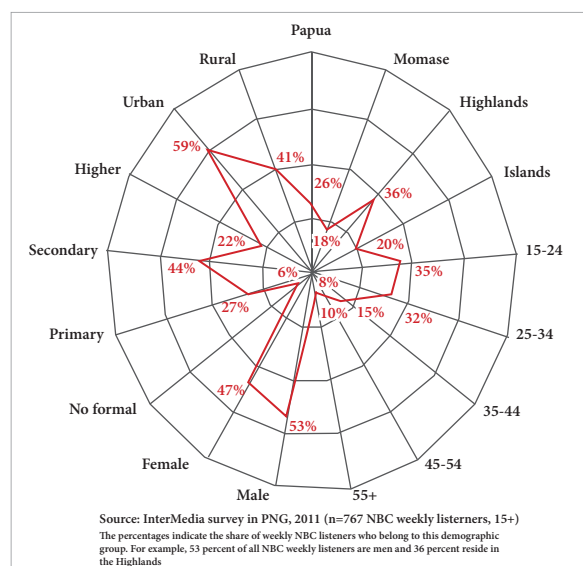
This is broadly in line with the findings of the qualitative research, which also indicated that these branding issues represent a challenge for citizens who move between provinces or regions and encounter alternative radio stations. Current NBC branding issues and use of different radio frequencies mean that some citizens are unaware that they are listening to NBC when they tune into their provincial NBC station. When moving through another province, citizens may not know to

look for that province's NBC station (or where on the FM dial to find it).

But branding issues aside, who are those who listen to the NBC radio programming on a regular basis, and who exactly are the audiences that prefer to turn to commercial radio stations?

As Figure 27 shows, NBC's weekly audience²² is concentrated among the urban population, (which may in part be a reflection of poorer radio signals in the rural areas) among men, in the Highlands region and those aged 15-34.

FIGURE 27: Profile of NBC weekly radio audience



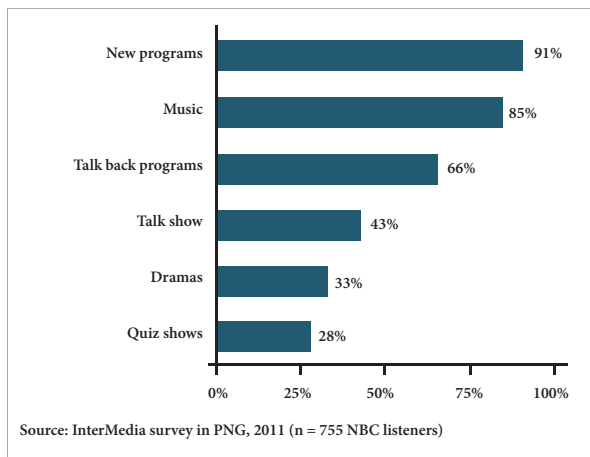
In comparison to other top commercial radio stations – Yumi FM, Nau FM and FM100, NBC for now is the most popular station among all age groups. However, both qualitative and quantitative research indicate that as signal quality across the country improves and the radio market becomes more competitive, NBC could start losing some of its listeners, particularly from younger generations, to commercial stations – unless it strengthens its entertainment and music programming

The gap in weekly listenership between NBC and commercial stations is already the smallest among the 15-24 year-olds, the age group that values music and entertainment programming much more than older generations. While music is currently one of the two most liked types of NBC programming (see Figure 28), qualitative research shows that NBC music is currently often associated with 'Golden Oldies', which were more favoured by the over 25s than the under

²² This includes those who have in the past week listened to NBC Radio Karai or any of the provincial radio stations

25s. NBC’s music programming is also associated with local music, particularly the Singing Tribe programme. Many participants of the focus groups thus recommended more music on NBC and a wider range of music, particularly to attract a younger audience.

FIGURE 28: Most liked types of NBC programming



On the other hand, the focus group participants described NBC as **the top choice among all available media when they want to get up to date with the latest news**; some even switch from another station to NBC just for the news. In the event a major national or international news story, NBC would be first port of call

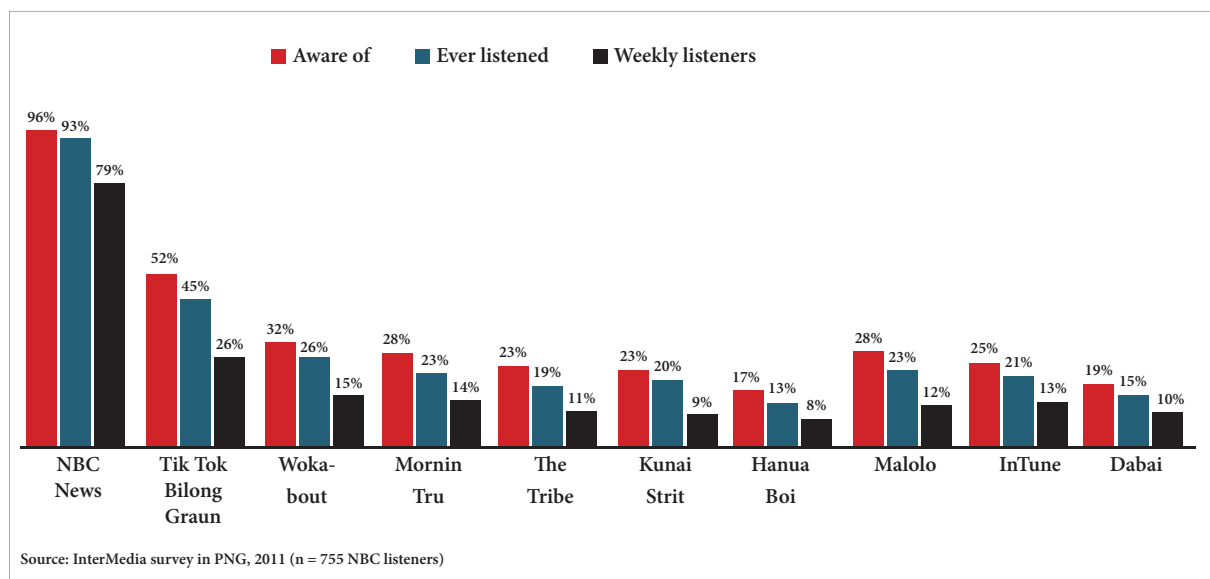
for detailed and reliable news information for nearly all participants of the focus groups, even those who generally don’t like to listen to it. City dwellers often felt that there was useful information for rural dwellers, and sometimes would take this information back to their family or wantok.

Talkback programmes were also highly regarded by participants of the focus groups felt to cover topics of interest and to be current and up to date. Particularly older listeners of NBC cited the predominance of talk as one of the key things they like about NBC – a finding, which is confirmed by the survey results. The survey data show, that talkback programming is the least liked among NBC regular listeners aged 15-24, with 57 percent of regular listeners in this age group saying they like this type of programming in comparison with 68 percent or more among all other age groups. **Interest in talkback programming also rises with education, as does interest in talk shows.**

Dramas and quiz shows are most popular among women and quizzes also have stronger appeal among the 15-24 year-olds.

These findings about style preferences are confirmed by the review of the weekly audience of individual programs on NBC. NBC News thus weekly attract the largest audience among all NBC programs by far, with about four in five NBC regular listeners tuning in every week, three times larger audience as Tok Tok Bilong Graun, the second most listened NBC program (see Figure 29).

FIGURE 29: Awareness and listenership of specific NBC programmes



As **Figure 29** shows, 15-34 year-olds overall represent the core audience for all NBC programmes. Expectedly, Tribe’s audience is the youngest, with two in five of all weekly listeners aged 15-24. Some programs, such as NBC News, Tok Tok Bilong, Mornin Tru and Malolo, also have a greater appeal for men. Some other programs were also mentioned in the focus groups with regular NBC listeners:

*“Yes NBC has taken a big lift forward over the perception of TV... With the radio I think they have particularly when you wake up at 5 o’clock, and Kevin [an NBC show] is on and the type of language that they use is really good because they will talk in Pidgin, Motu and English they use those three languages but if you turn to other radios they only use Pidgin or English.
(Male, regular listener above 25, Port Moresby)*

Finally, the core audience of NBC News and Tok Tok Bilong is concentrated in the Highlands, while all other programmes attract mainly listeners from the Papua region. However, it is important to note that regional differences may reflect not only listeners’ preferences, but also the availability and the quality of NBC signal across these different regions.

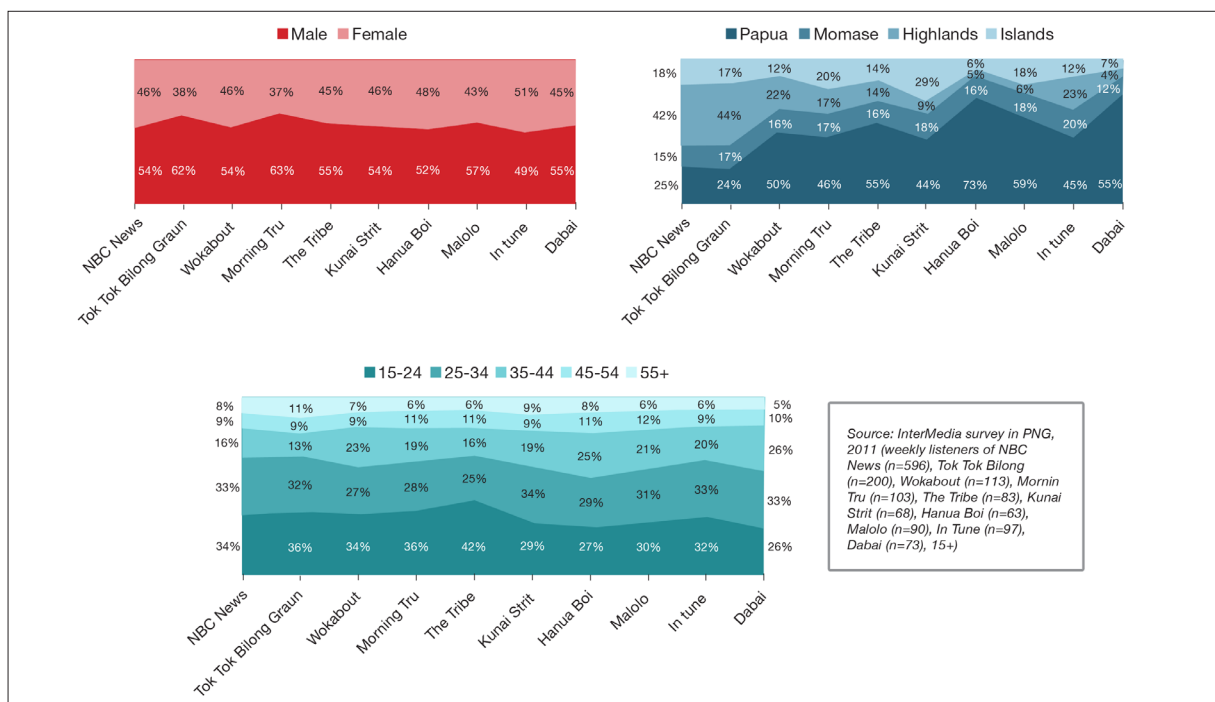
The participants in the survey were also asked about their past participation in the call-in shows on NBC. Even though the vast majority (81 percent) of all regular listeners feel they can call in and participate in

the talkback shows on the station, less than a third (29 percent) has actually done so in the past. Those who have called in²³ are mainly below 35 (70 percent) and the largest proportion live in the Highlands (46 percent).

In terms of specific topic focus, NBC regular listeners appear to be calling for more reporting particularly on some of the issues that affect their daily livelihoods, such as market prices, agriculture, as well as some key development issues – maternal and child health, environment and domestic violence (see Figure 30). The need for greater NBC coverage on these issues is strong across the country, with a few exceptions:

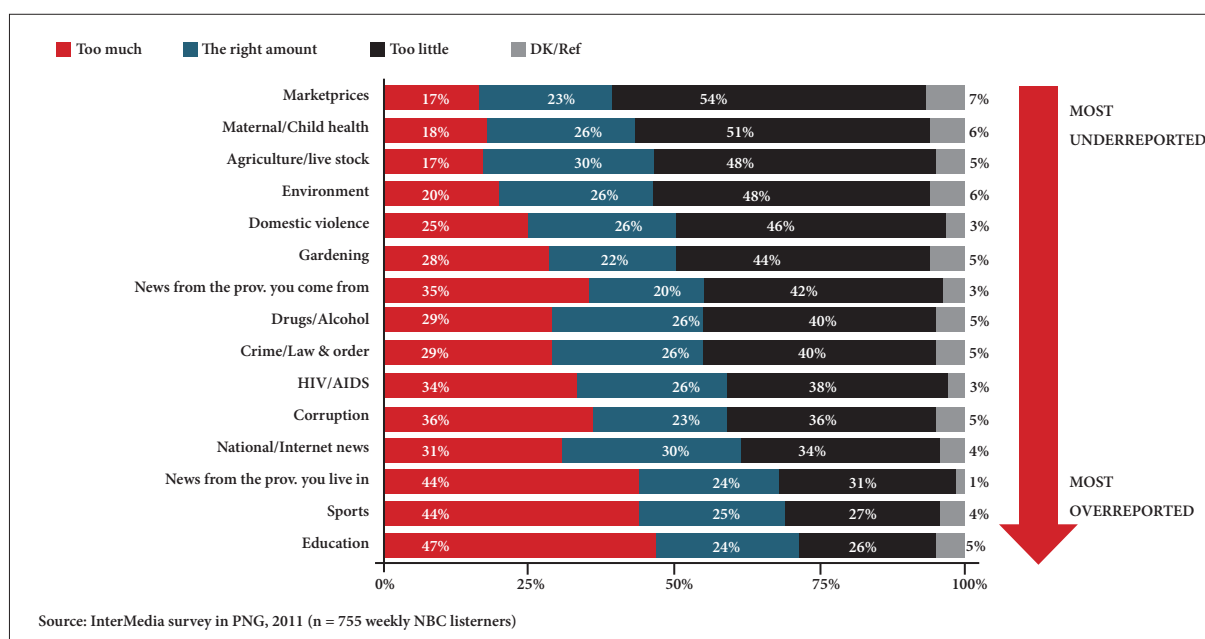
- Interestingly, men are considerably more likely to call for more NBC coverage on both maternal/child health and domestic violence. This is somewhat at odds with an early finding about citizens’ key information needs, which revealed that women are generally much more likely to prioritise information on these two topics than men. Also, the need for more NBC coverage on domestic violence appears to be the strongest in the Highlands and the weakest in Papua.
- Papuans and those living in Momase are particularly keen to hear more about gardening, while information on agriculture tends to be of the least interest to the Islanders.

FIGURE 30: Profile of NBC programmes’ weekly audience



²³ N = 217

FIGURE 31: Listeners’ assessment of the amount of information NBC currently provides on specific issues



These results of the regional survey were reinforced by many of the findings that emerged in the qualitative research with NBS regular and non-regular listeners, which is further detailed in the next section.

Key insights into regular NBC listeners from the qualitative research (focus groups)

The qualitative research focused on regular and non-regular listeners of NBC in three locations: Port Moresby, Mount Hagen and a rural location in West New Britain province²⁴. The focus groups were organised by age, gender and location.

Below we outline the key findings of each of the focus groups conducted for this study.

Focus Groups in Port Moresby

(a) Female regular listeners above 25

Of all focus groups conducted in PNG, these women were perhaps the most loyal, and least critical of NBC radio, and were seemingly very heavy NBC listeners:

- NBC was seen as a good source of information on social issues (although they wanted more information and specific calls to action).

- They were one of the only groups of regular listeners not to be critical of the presenters or their presentation style.
- This group liked that the focus of NBC was not on music – seeing that as the role of other stations. However, they did note that NBC should expand to 24 hour broadcasting and use Singing tribe music programmes overnight.
- As with other regular listeners, this group liked that NBC broadcasts in multiple languages.
- These listeners suggested NBC forges partnerships with NGOs to increase spread of information, and write to local church groups, girl guides, women’s fellowship groups to share information with them.

(b) Male regular listeners above 25

These men also liked NBC’s use of multiple languages for broadcast. In particular it meant that they were able to catch up on missed news, stories or programmes by listening again in their other spoken language. They also saw multiple languages as good for rural listeners.

“The difference that NBC makes is that suppose they brought the news up in the morning at 6 o’clock news they start with English, than Tok-Pisin and close with

²⁴ For more details on methodology, fieldwork locations and listener categories please refer to the Methodology section of the report.

Motu. So if you listen to English and you don't understand then you have another round to Pidgin. And if you are a Motu speaker and you don't understand that, your last round is Motu so it gives you a clear picture or understanding"

(Male, above 25, regular listener of NBC, Port Moresby)

These men also had a sense that they miss out on the good programming – if they cannot listen to it all day. They wanted talkback and discussions on important issues when working men and women like themselves are at home in the evenings.

They are less interested in music, and more interested in news and information in contrast to many younger listeners. They also had nostalgia for golden days of NBC and its music choices and were perhaps slightly resistant to modernisation of the station.

"Those of us who were born in the string band days we love to hear those. You know it's not heavy metal – Nau FM and FM100 those are heavy metal and it's not good for our brains!"

(Male, above 25, regular listener of NBC, Port Moresby)

This group also wanted to see better promotion of NBC and its programming – so they know what to tune into and when. Port Moresby listeners wanted NBC to be promoted in the provinces so that they could rest assured that their fellow citizens were getting the same news and information as they were.

"I think that maybe NBC's transmitter is much stronger because under and in caves they still do receive NBC station but not the other stations because we try all sorts to try and receive other stations by putting copper wires on trees and stuff but still do not receive them."

(Male, regular listener above 25, Port Moresby)

In keeping with the theme of wanting to know about their country (and NBC as a bridge between communities), these men were clear in asking for a better two-way flow of information – facilitated by NBC:

"[Improve] their networking at the

provincial level so the programs that they are putting here can be channelled to other provinces..."

(Male, above 25, regular NBC listener, Port Moresby)

"If they can put my provincial station in Port Moresby on, so that when I come here I can listen to it, and also hear information about Port Moresby – so that, as a villager, I will know what it is like in Moresby when I come here. Another example is that when I go to other provinces, for example Kimbe, I do not know their customs and traditions, so it would good if they can air programs on different customs and traditions of each province in Papua New Guinea."

(Male, above 25, regular listeners of NBC, Port Moresby)

In keeping with a desire for specific, detailed information these men asked for job adverts to be placed on NBC to help school leavers and job-seekers find work.

(c) Female regular listeners below 25

Women in this group were listening to NBC once or twice a day, mainly in the morning or evening for news and talkback shows. However they were also listening to other radio stations throughout the day. The group, as with other younger, urban residents, did not seem particularly loyal to NBC – especially in comparison to their older counterparts.

NBC was seen as a good source for news and information and would be turned to for that reason. Talkback shows were popular amongst this group, although many said that 100FM's talkback show was almost identical and just as good as NBC's.

- There was no mention of obvious changes to NBC in recent years.
- As with many other groups, these younger women wanted NBC to have younger announcers.
- Music preference is a matter of taste, but some asked for more and more modern music on NBC. However, some disagreed.
- Women in this group noted that competitor stations run 24 hours a day – and suggested NBC should do the same:

"Yeah, because you know, when they cut off at 12, we usually switch to other stations and then we listen to that and become so interested and

so 'hooked up' on to that stuff, and so we listen to that throughout the whole of the next day."
(Female, below 25, regular listener, Port Moresby)

(d) Male regular listeners below 25

The opinions of NBC amongst these younger, educated males in the capital, was complex. NBC was not a preferred source of information yet was well respected and they held NBC news coverage in high regard.

These respondents were well educated and had good access to a diverse range of media including newspapers, television, the internet and other radio stations. As such NBC was not a preferred source when in the city.

NBC was seen as a village source – excellent for keeping in touch when away from the city, but not the first choice when other options were available.

"Because I'm in the city, I have other means of accessing information through newspaper and television, and because I'm accessing these two frequently I don't have enough time to listen to NBC. But, when I'm at home in my remote village, I make it my business to listen to NBC every day."
(Male, below 25, regular listener of NBC, Port Moresby)

"Here we have many sources of getting information through the media. But actually, in the villages, that's what we listen to and every day is on - 24 hours just playing NBC [metaphorically speaking]."
(Male, below 25, regular listener of NBC, Port Moresby)

Amongst this group, NBC is losing out to other radio stations. In keeping with findings from several groups, these participants felt NBC needs to modernise.

"[I like 93 and 96FM] because they don't talk much and play only music. After the music, they play the news so they make me flow from one thing to the other. I'm not interested in other stations, because they are too boring."
(Male, below 25, regular listener of NBC, Port Moresby)

These participants, like other young listeners, saw NBC primarily as a news source:

"I tune to NBC only to listen to the Talk-Back show and the news. I like the way they report their news. Otherwise when it's not news time, I tune to other stations such as 96 and 93FM to listen to music. NBC's way of reporting the news is very good. They give detailed information."
(Male, below 25, regular listener of NBC, Port Moresby)

"I am not interested in NBC. I [generally] don't listen to NBC, but I do only when the news is interconnected with the news on 96FM. That's the only time I listen to NBC."
(Male, below 25, regular listener of NBC, Port Moresby)

Similar to all other groups and in line with the survey results, this audience group saw NBC's news coverage as very credible. The paradox for these young people was that whilst NBC does not appeal on a number of levels (lack of music, old fashioned) – it's the news provision that gives NBC credibility and keeps them tuning in at key points:

"This is one good thing about NBC. The good thing about NBC is they don't focus too much on entertainment. Their focus is on reliable information, facts about what is happening around the world and in the country. So that's what NBC is about. That's the interesting thing about NBC."
(Male, below 25, regular listener of NBC, Port Moresby)

For this group, NBC was aimed at an older audience and needed to modernise through their presenters and choice of music.

Mount Hagen, Highlands Province

(a) Male and female regular listeners above 25

In the provincial city of Mount Hagen, male and female older listeners had similar opinions on NBC and how it could be improved. In this city, the local NBC station, Eagle FM competed with 93FM, 96FM and 100FM. Interestingly, during recruitment in the city several participants who listened to Eagle FM regularly were not aware that it is an NBC station.

As in Port Moresby, older, regular listeners in Mount Hagen were fond of NBC radio and liked it for its talkback shows, news coverage and information provision

Coverage and signal strength was top-of-mind for both groups, seeing signal dropping off outside the urban centre and poor coverage in more rural areas. These comments applied to all radio stations in their area, including NBC. Participants wanted to see greater funding for NBC provincial stations.

Building on a desire for improved coverage, and displaying a desire to know about news from around the country, one regular listener asked for improved shortwave broadcasts in order to hear news from other provinces:

“I want to add another thing about improving. Before, we had short wave frequency, which allowed me to access radio Madang, Radio Lae and others, but now these radios are no longer available. (Male, above 25, regular listener of NBC, Mount Hagen)”

(b) Female regular listeners below 25

Whilst these regular listeners were listening more than once a month, they tended to be listening to NBC for major news coverage only and turning to other stations for their other radio needs:

They disliked NBC / Eagle FM announcers and thought they need to be younger and more similar to competitor stations.

They believe that NBC needs younger music to keep these listeners interested – with people readily switching to 96, 93 and 100 FM, returning occasionally for major news coverage.

They also requested radio dramas to cover topics of interest.

(c) Male regular listeners below 25

Similarly, younger males who were classified as regular listeners felt their local NBC station needed updating to captivate their attention and compete with other commercial stations.

They disliked NBC / Eagle FM announcers – need to be younger and more similar to competitor stations.

They viewed Eagle FM as old-fashioned, out of date and unprofessional.

They wanted more modern and up to date music.

When they have a choice and when they're in town or have a better radio they will listen to 93 and 96 FM.

They revert to Eagle FM for news.

West New Britain

Despite being regular listeners, respondents of all ages in the rural area of West New Britain suffered from poor quality signal and their perceptions of NBC were less rich and detailed than regular listeners who lived in the cities. However, many of their comments are consistent with comments made by those in Port Moresby and Mount Hagen.

(a) Female and male regular listeners above 25

Both male and female regular listeners above 25 shared similar views of NBC:

NBC West New Britain (WNB) has poor signal quality and could only be heard in certain places or at certain times of day. Some NBC men only listened when they travelled by bus and could get a signal.

NBC is seen as old fashioned and suffers from poor quality announcers and presenters. NBC should be improved by sending new announcers to breathe life into the station.

“Now there is a new modern system; we need to replace those old people, they must move out so that the young ones move in and they can speak good English and translate Pidgin well, because those who are here now speak broken English, confuse listeners and their Tok Pidgin language does not sound right.” (Female, above 25, regular listener of NBC, West New Britain)

Some female listeners claimed that NBC WNB focused too much on provincial news and wanted to hear more news from other provinces. Please note that due to a poor reception it is possible these listeners simply had not heard news broadcasts that covered other parts of the country. This was contrasted by a male listener who was very appreciative of the wide coverage NBC brought him:

“I think I will feel happy with that man because he provides the news so that I can listen to it. For myself, if I lived in another province and they asked me I'd say that Radio West New Britain is still the best, because we

can still hear everything that is happening outside the country.”
(Male, above 25, regular listener of NBC, West New Britain)

One female respondent felt that NBC was overly repetitive:

“The same news they are reading out at noon, they will read it again at 1pm, when they should be changing the news hourly. They repeat the same thing, like the songs they played last Sunday, they will play it again and the next Sunday. It makes us give up sometimes. It should be more like 93 and 100FM.”

(Female, above 25, regular listener of NBC, West New Britain)

Finally, in keeping with other, older, regular listeners around the country – there was a hunger for even more information:

“I want to say thank you for what they are currently playing on radio, the news and information - I'd like them to continue to play such information for our people to hear and know.”

(Male, above 25, regular listener of NBC, West New Britain)

(b) Female regular listeners below 25

Like younger listeners in Port Moresby and Mount Hagen, these respondents felt NBC needed to update and professionalise in order to keep up with competitors. They also believed NBC suffers from poor quality announcers, who are pausing too often in their delivery and are seen as less professional than 93FM and 100FM announcers.

These rural listeners also wanted news on other provinces and on government affairs, as they were feeling that they didn't know enough about what is happening around the country.

NBC Radio reception is very poor in this area. On other hand, the reception of FM100 tend to be clear, which often drives the choice of radio station people listen to.

(c) Male regular listeners below 25

The males agreed with younger female listeners, as follows:

- NBC needs better signal and improved announcers.
- The young males wanted to see investment

in the local NBC station to improve its quality and provide a boost for the local economy.

Lessons from non-regular listeners (focus groups)

During the qualitative research there was a consistency of feedback across all non-regular listeners in all locations. Despite differences in age, gender and location all non-regular listeners had similar opinions on NBC radio. Many of their criticisms are shared by the regular listeners. However, in the case of non-regular listeners the negative aspects of NBC may have outweighed the benefits of listening regularly.

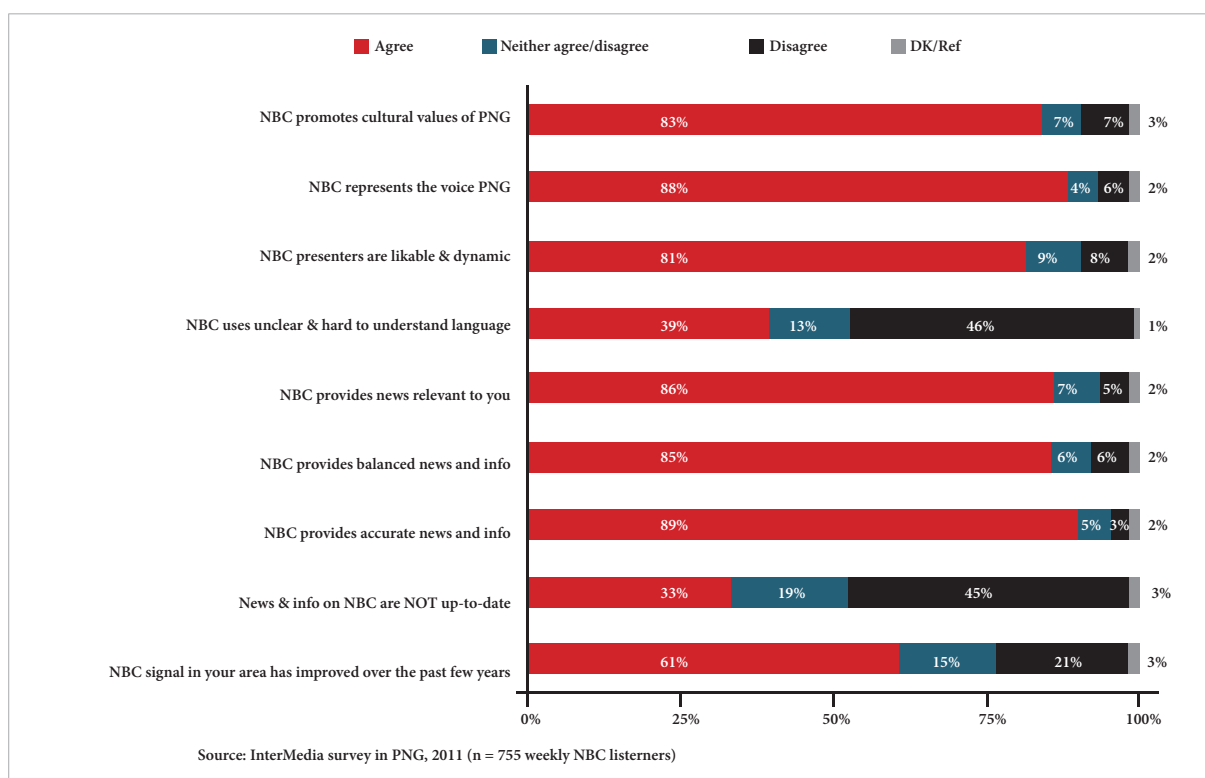
Defining a non-regular listener is complex. They may not listen due to lack of access to NBC, lack of interest in NBC programming, news and information, or lack of regard for NBC broadcasts (quality and style). Whatever their reasons for not-listening regularly, their feedback about NBC was consistent across non-listener groups:

- NBC is still the place to go for “must have” news on major events.
- NBC announcers are of poor quality, sound tired and outdated, and should be replaced with more professional and engaging announcers and presenters.
- Music played by NBC was disliked by non-regular listeners. Music tastes and level of interest in hearing music vary, and respondents were not calling for NBC to become a dedicated music station. Instead, they'd like the music to move away from “golden oldies” and felt perhaps NBC could make better use of more modern music to liven up their programming. Suggestions included playing a few songs after more serious programmes, or mid-way through serious discussions – as a break for listeners.
- NBC was seen as old fashioned and traditional (although the heritage of good news coverage was a positive aspect of this).
- Many non-regular listeners said they found NBC boring and overly repetitive.
- Coverage and poor reception was a major issue for non-regular listeners in rural areas – although coverage alone was not the only reason they rarely listened. Rural non-regular listeners also held the same negative perceptions of NBC.
- NBC had lost listeners to more modern FM stations such as 93FM, 96FM and 100FM.

Room for improvement: Music, language, program diversity and length, reception

Overall, regular listeners have a strong positive opinion of NBC programming in general. The news and information provided by the broadcaster is viewed as highly objective, relevant and accurate and representing the diverse culture of PNG (Figure 32).

FIGURE 32: Perceptions of NBC among weekly listeners



Opportunities for further improvement of the quality of the programming particularly in the following areas:

- First, quality of NBC reception: Even though the vast majority of regular NBC listeners in the survey agreed that the NBC signal improved over the past few years, qualitative research shows that poor and intermittent reception of NBC remains a problem for many listeners, particularly those living in more remote areas, and is often cited as the main barrier to listening by those who do not tune in regularly or not at all. Overall opinions and usage of NBC was highly dependent on reception; in some areas (such as the Islands) it was the only source of information, and then it was considered ‘the voice of the nation’. In other areas (such as Morobe), it had poor or very limited reception. People are unlikely to listen even to a preferred station when the sound quality is so poor. The need to improve signal quality was also one of the top suggestions of regular NBC listeners

for further improvements of the quality of NBC, with 14 percent noting that the signal needs to be improved. Improved radio signal in remote locations would reduce the need to travel in order to gather information and likely prove very popular.

- Second, the amount and type of music played on NBC stations: As mentioned, lack of music and more modern music is the chief complaint that regular NBC listeners had about the current programming and an area from which NBC’s competitors currently draw one of their key advantages. In the survey, a quarter of NBC regular listeners said that NBC should include more music in its programming and 17 percent noted that the musical style needs to be changed.

“From my perception, it’s all about music so I’ll try to play the latest and best, updated music which 96FM can’t play but that I can

play. When I play it, people will become more interested in music. Nowadays, it's all about music. I think if I play the latest and up to date music, I can definitely get people's interest to listen to NBC."

(Male, below 25, regular listener of NBC, Port Moresby)

- Third, the diversity of programming and program length: in the survey, many regular listeners called for more interesting (26 percent) and topically diverse programs (19 percent), or an extension of program length (23 percent). The focus group participants also called for a greater level of detail in NBC reporting:

"[It is] very important - issues mustn't be brief, they must really give sufficient detail [that allows people] to solve [the problem] or to enable people to look for help. They must really give good level of detail about issues, because villagers or some students won't know what antenatal clinic is - they won't know. So, [they need to] use the terms which will allow people to understand, and if you can give direction, give direction."

(Male, regular listener above 25, Mount Hagen)

- Fourth, freshness of the news: Despite the overall high quality of the news provided by NBC, a third of all regular NBC listeners believe that news on NBC is not up-to-date. This was reaffirmed by the participants in the focus groups, many of whom expressed frustration at hearing repeated short bulletins throughout the day.
- Fifth, presentation style and language: While most regular NBC listeners consider NBC presenters as likable and dynamic, qualitative research indicates that NBC's presentation style generally lags behind those used on commercial stations. Both younger and older participants of the focus groups expressed dissatisfaction with the announcers and their style of presenting, including the language they tend to use. Although some participants said the information was very clearly expressed and easy to understand, the voices were said to need to be more "sharp" as "the way she talks is sleepy type." The announcing style was described by other young participants as sleepy and as sounding as if they were "sick".

Some participants of the focus groups also compared NBC presenters with those from other stations, such as 93FM and other commercial stations:

"The way she talks is very good and people love listening to her. Yes, the way she speaks in pidgin. Vavi Esie's [the presenter's] language is very different from the announcers in NBC Hagen. Like I said, they drag us backward. The same language is always being given to us."

(Male, above 25, regular listener of NBC, Mount Hagen)

"If they can buy announcers from Nau FM and Yumi FM the format of announcing will improve."

(Male, above 25, regular listener of NBC, Mount Hagen)

- Sixth, understand your audience better: Participants of one of the focus groups in Port Moresby suggested that, in order to improve its performance and reach, NBC needs to get a better understanding of their audience needs. One participant elaborated:

"I would do research, maybe send a research team to find out what people are interested in. At the moment they are just assuming that this type of people from this type of area likes this type of music. But, if they send out a research team, they'll get rural and urban people's views about the type of information, music, and other that they want listen to."

(Male, below 25, regular listener of NBC, Port Moresby)

2.3.4. TV – General Findings

Urban elites core TV audience

The viewership of all three most popular TV networks is concentrated among the urban elites, and in the Highlands region. Both qualitative and quantitative research indicates that lower TV reach in other regions is more a reflection of access to television (either at home or the access to TV elsewhere), rather than preference – where TV is available, TV programming proves very popular, particularly for watching sport. For those with easy access TV also appears to be the preferred source of news. Improved wealth and infrastructure in PNG is thus likely to see a rapid rise in TV usage, which would likely come at the expense of radio.

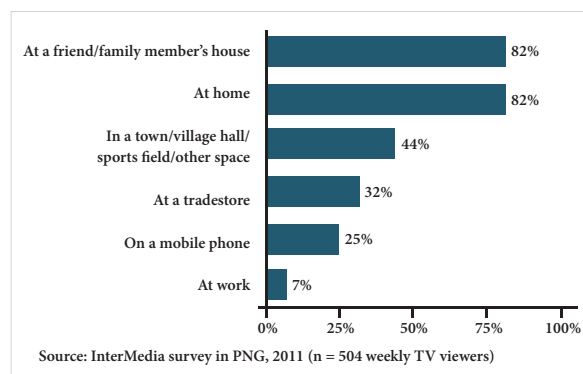
Love of sport linked to strong communal TV viewing in the Highlands

Household access to TV is not a precondition for TV viewing, but is, in the case of PNG, a strong predictor of regularity of TV use. It appears to not only influence TV viewing at home, but is also strongly related to TV viewing outside the household – those whose household owns a TV are more likely to also seek and use opportunities for watching television outside their home, primarily at a friend or a relative’s house or in a community space (village hall, etc.).

Overall, home TV viewing is, in addition to a friend’s or a relative’s house, the most common place for regular TV viewers to tune in, as shown in Figure 33. This may in part be related to the “haus piksa” phenomenon, or makeshift cinema houses, whose popularity in rural areas is on the rise²⁵. Communal viewing is by far the most prevalent in the Highlands region, where watching TV at a friend/relative’s house is in fact more common than watching TV at home. About three in five regular TV viewers in the Highlands also watch TV in a town/village community space or at a trade store. In part, this can be linked back to the high importance of sport – one of the main content types PNG citizens watch on TV - for the population in this region and the nature of sport viewing as a typically shared experience. The Highlanders are also considerably more likely to watch TV on their mobile phones than in any other region.

Lack of access, on the other hand, is the main barrier to TV use by those who have never watched it before – about four in five of those who never watch TV²⁶ quote it as the main reason for this. Lack of TV signals prevents TV watching to a third (32 percent), electricity related barriers are a problem for a quarter of them (24 percent) and cost is the obstacle to 15 percent of non-viewers. Lack of signal, electricity and cost related obstacles are a challenge particularly for those living in rural areas, in the Highlands and from poorer households. Improved access to television across the country driven by increased wealth and improved infrastructure is thus likely to result in a rapid rise in regular TV use, at the expense of radio and newspapers as currently preferred news sources.

FIGURE 33: Locations of TV viewing

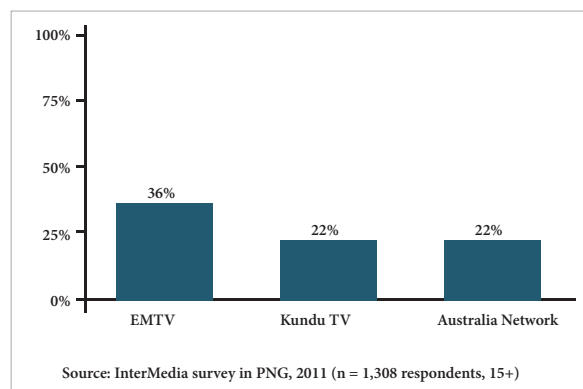


2.3.5. Kundu TV

Kundu 2 a serious competitor to EMTV only in the Highlands

EMTV dominates TV viewing across all segments of the weekly TV viewers - from young to old, among citizens with different levels of education, men and women as well as across regions. The only exception is the Highlands region, where Kundu 2 offers strong competition to EMTV, attracting the same share of weekly viewers.

FIGURE 34: TV stations’ weekly reach on a national level

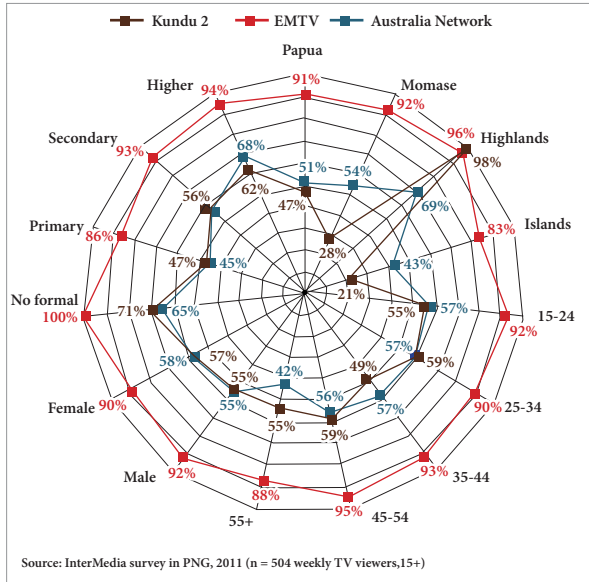


²⁵ <http://unitec.researchbank.ac.nz/bitstream/handle/10652/1644/Papoutsaki%20Engaging.pdf?sequence=1>

²⁶ N = 458 respondents who never watch TV

FIGURE 35: TV stations' last 7 day reach among weekly TV viewers

Please note: The percentages on Figure 35 indicate the share of weekly TV viewers within each population segment that have watched the specific TV channel in the past 7 days.



Kundu 2 respected and liked, but poor signals likely to hinder future growth

Kundu's regular audience - both male and female - generally considers its programming is of high quality - entertaining, trustworthy, relevant, easy to understand

and most also prefer it to the radio (see Figure 36).

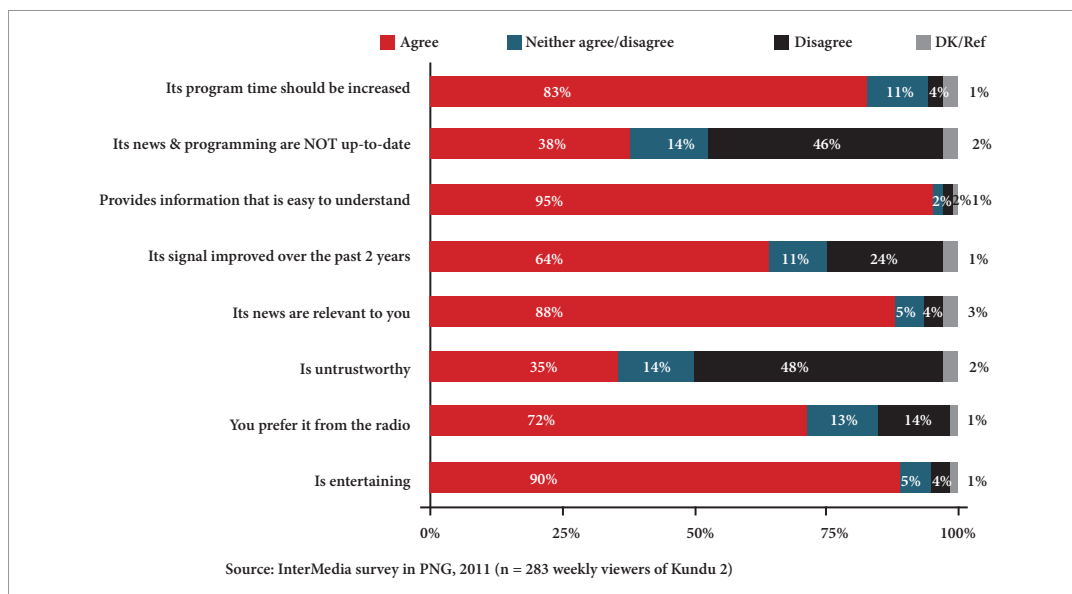
While its positive image is generally strong across the country, the qualitative research and additional observations from the field reveal that, in addition to the lack of access in rural areas, poor quality of the TV signal remains the main challenge for future growth of Kundu 2 viewership. This is not a challenge only for remote rural areas, but also for certain parts of the major urban centres, including Port Moresby.

2.3.6 Newspapers

While lack of financial means or opportunity to buy newspapers regularly prevent many from getting a newspaper on a daily basis, sharing of newspapers is common. This is particularly the case in rural areas, where people often rely on their family members or friends working in the city, to bring them newspapers when they return to the village. However, this means that much of the news is received and read several days, weeks or even months, after it has been published.

Lack of access and illiteracy/difficulty of understanding are the two main barriers for those who do not read newspapers, with the vast majority falling into groups with low income and living primarily in rural areas. However, the format of newspapers was seen to possess educational benefits, with participants commenting that they felt it helped them to improve their literacy. In addition, the format means that citizens are able to take their time to digest news stories by reading

FIGURE 36: Perceptions of Kundu 2 among its regular viewers

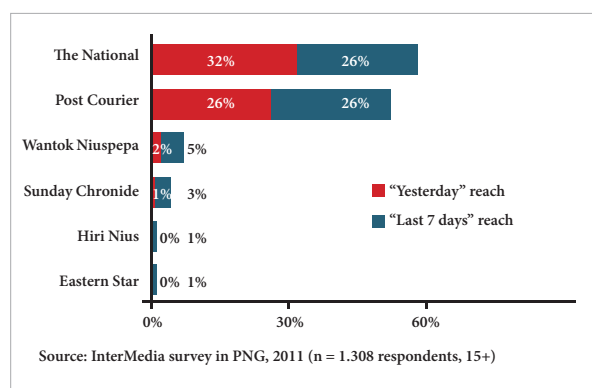


slowly, or re-reading sections that they found difficult to understand. In addition, newspapers with interesting stories or valuable information were kept for future reference. The newspapers could thus be considered a useful add-on medium for future communication campaigns (particularly those that target men), as it is used as tool for future reference.

As Figure 37 illustrates, the two largest country's newspapers, Post Courier and The National both command similar shares of newspaper readership. All featured newspapers have higher weekly readership among men and those better educated (secondary or higher education).

However, their popularity appears to be uneven across the country: Wantok Niuspepa's core readership is based in Momase region (41 percent of all its weekly readers reside in this part of the country) and Post Courier is the most popular in the Highlands. The National's weekly audience is also the strongest in the Highlands region and the lowest in the Islands. The weekly readership of Hiri Nius, Sunday Chronicle and Eastern Star was too low for further statistical analysis.

FIGURE 37: Newspapers' reach on a national level



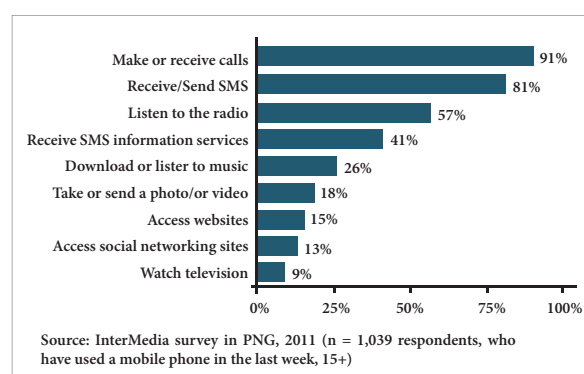
2.3.7 Mobile Phones

Since PNG's telecommunications sector was deregulated in 2007, the country saw a rapid surge of both the ownership and the use of mobile phones and it can be argued that PNG now has a national communication network for the very first time. In addition to fulfilling their primary function as a tool of interpersonal communication, mobile phones in PNG play an important role in enhancing people's

access to mass media content, particularly radio programming. Improved access and growing personal ownership thus increased availability and immediacy of news information and music to many people in PNG, particularly for those regularly on the move or from poorer backgrounds.

In addition to a high household ownership of mobile phones - 82 percent of all respondents have a mobile phone in their home - personal ownership also appears to be very high; 74 percent of all interviewed adults say they have one. Personal ownership rises with income and is the highest in the Highlands (87 percent) and the lowest in the Islands region (67 percent). Men and women across PNG, however, are equally likely to personally own one. Sharing of mobile phones within personal networks is common and those who personally do not own a mobile phone generally borrow it from other family members or friends. For those who do not use mobile phones at all, lack of access represents the only substantial barrier to mobile phone use, cited by about four in five of those who have never used it before.

FIGURE 38: Share of respondents who use a mobile for these activities at least a few times a week



The use of mobile phones for accessing media content – either by listening to the mobile radio, watching mobile TV or accessing the internet – is concentrated among the young. For example, 41 percent of those who listen to the radio on their mobile phone on a weekly basis²⁷, 49 percent of those who weekly watch mobile TV²⁸ and 51 percent who weekly access websites via their mobile phone²⁹ are between 15 and 24. This may in part be a result of their attempts to circumvent the lack of control over other forms of radio as well as TV and computers available in their household. As discussed in the section on media access and media control, this group generally has less authority over the use of media devices available in their homes than their older siblings and other members of the household.

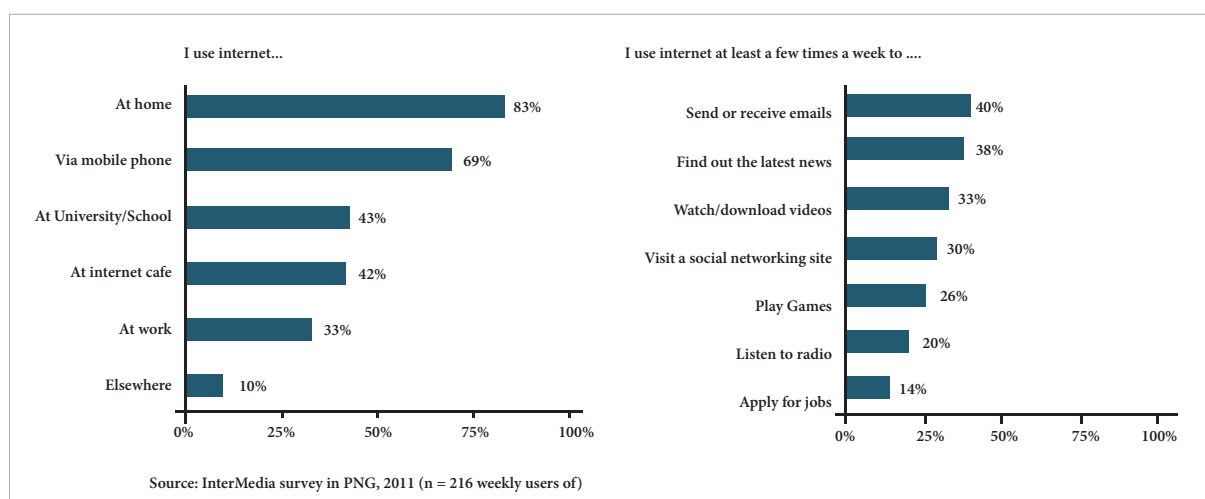
²⁷ N = 606
²⁸ N = 94
²⁹ N = 159

2.3.8 Internet

Mobile phones are also one of the most common ways for PNG citizens to connect to the internet, second only to home PC access. However, as the qualitative research and fieldwork observations indicate, in many areas, the potential of mobile internet for now remains constrained by poor mobile phone signals, slow upload and download speeds, the relatively limited ownership of internet-enabled mobile devices as well as relatively high cost. A further obstacle is the lack of knowledge on how to use internet and what internet is, which was quoted by the survey participants as the main barrier to internet use in general.

Those who have home access to internet, typically use it regularly; 70 percent of those who have internet in their household use it on a weekly basis. The use of internet cafes are the most widely used in the Highlands (about four in five weekly internet users access it there) and the least popular in Papua and the Islands regions (24 percent and 21 percent, respectively, 40 percent in Momase). In the Islands and in Momase regular users rely primarily on their home internet access and mobile access to get online. Internet use at work expectedly rises with age, education and income and is higher among men (who are also more likely to be employed), and most of those who use it at an educational institution are aged between 15 and 24.

FIGURE 39: Locations of internet use and key activities online

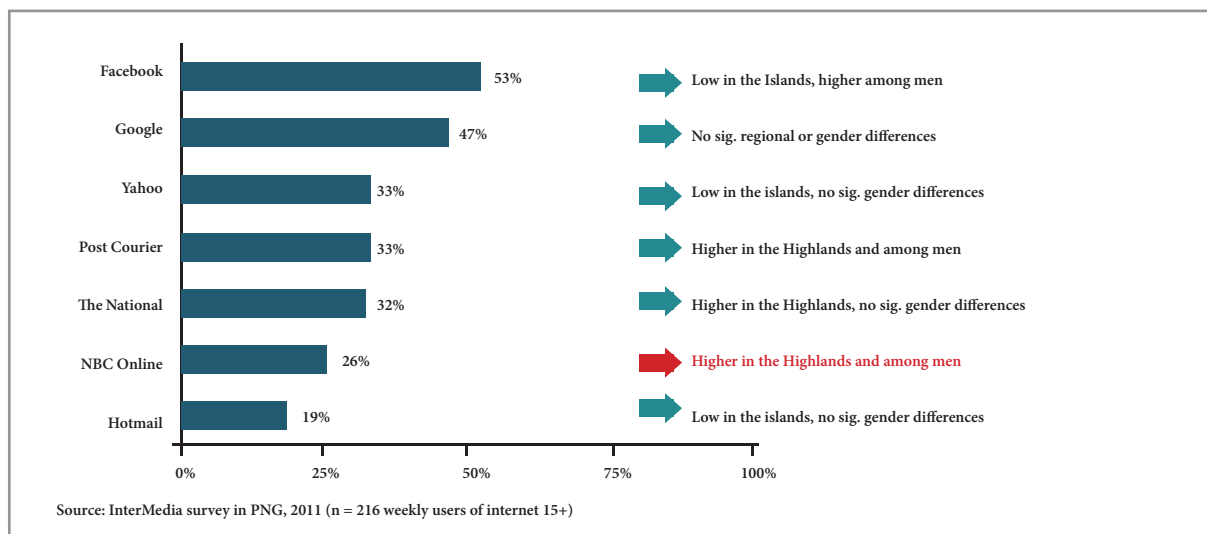


The focus group discussions indicated that the use of internet may for now be largely functional – sending emails and getting up-to-date with news, however, the subsequent survey revealed a relatively strong use of the internet for leisure. A good share of all who use internet on a weekly basis use it to play games online and watch and download videos or access social networks - particularly Facebook. Facebook’s weekly audience is thus now already significantly larger than the audience of any of the other news websites included in this survey;

53 percent of all weekly internet users said they have used Facebook in the past week in comparison to 33 percent and 32 percent who have accessed the websites of Post Courier and The National, respectively, and 26 percent who said they visited NBC’s website.

The weekly audience of all of these websites is concentrated among the 15-34 year-olds, those better educated and men. Other notable differences in the profile of their audience are illustrated in Figure 40:

FIGURE 40: Profile of the websites' weekly audience



3. CAMPAIGN EVALUATION



While the current study focused primarily on media access and consumption patterns among the population in Papua New Guinea, the survey also aimed to assess citizens' knowledge, attitudes and/or behaviour on three development related issues and associated communication campaigns:

- Maternal health
- Violence against women
- Civic participation

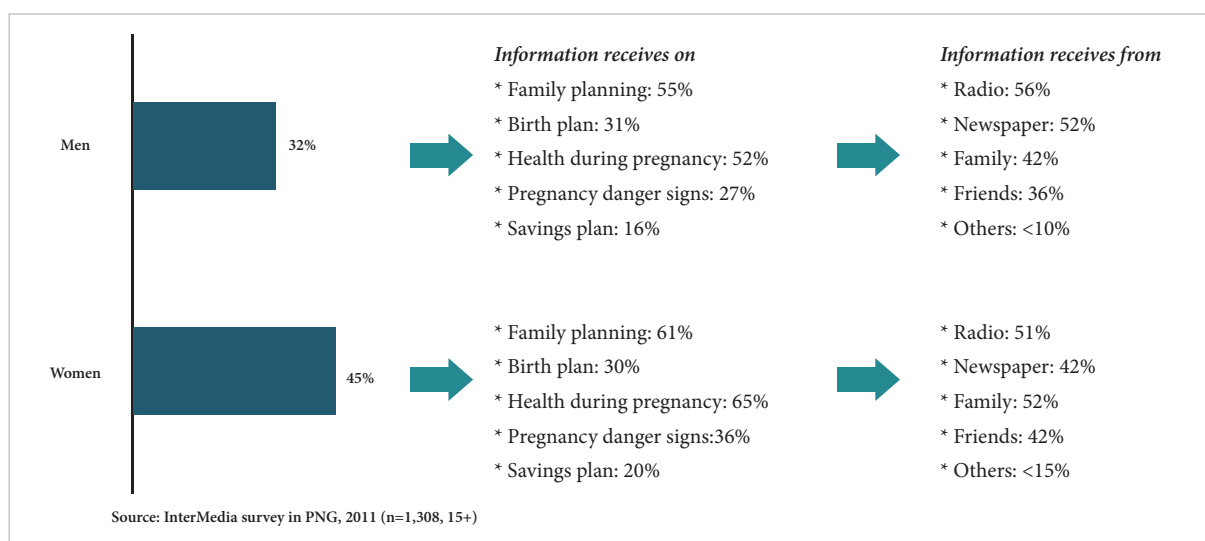
3.1 Maternal Health

3.1.1. Overview

Despite maternal mortality and maternal health being one of the biggest development challenges facing PNG, most adult women, including those in the childbearing age, still appear to receive little information about this issue.

As results of the survey indicate, more than half of all women survey participants have not received any information on women's health during pregnancy in the past half a year - the vast majority (70 percent) of them are 15-34³⁰. Men are even less informed about this issue, with two thirds of all male respondents saying they have heard nothing about the issue in the last six months. When such information is received, it is mainly conveyed either through radio and newspapers, or through people's close personal networks, and relates primarily to family planning and health during pregnancy (see Figure 41).

FIGURE 41: Share of men/women who received information on women's health during the pregnancy in the past 6 months, issues they received it on and sources of such information

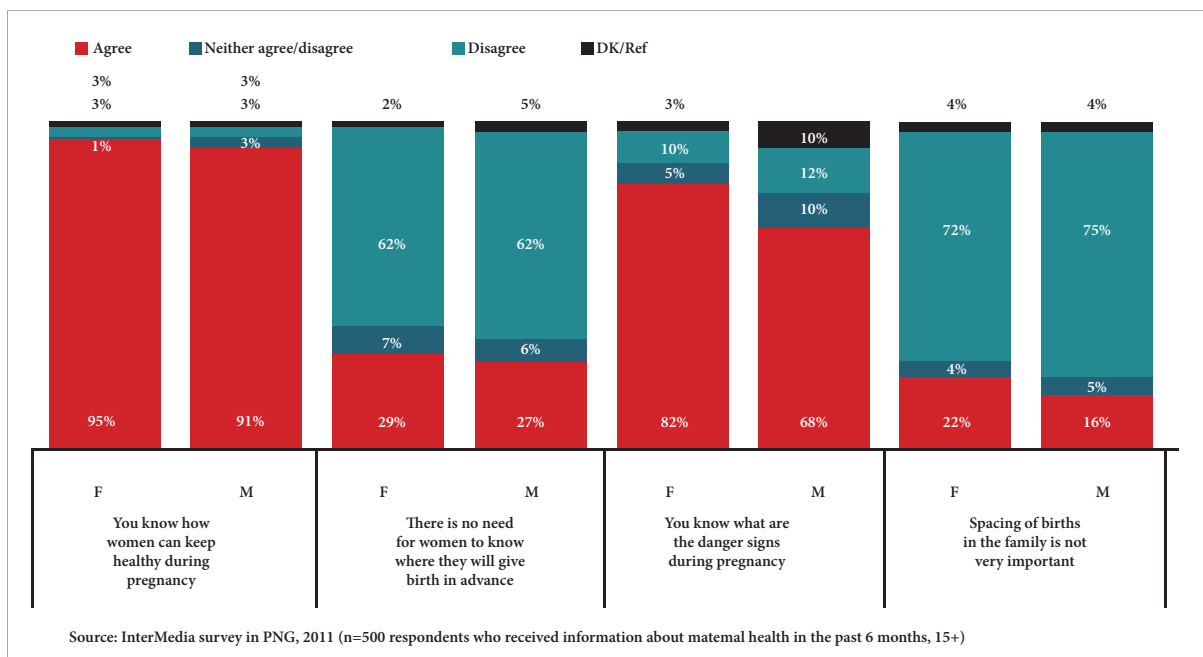


³⁰ N = 344

Self-reported knowledge on maternal health among those who received information on maternal health in the last half a year, however, is fairly strong, as Figure 42 indicates. The largest gap in knowledge appears to

exist in relation to the danger signs during pregnancy, particularly among men, which may require targeted communication interventions focusing specifically on this issue

FIGURE 42: Attitude and knowledge of women’s health during the pregnancy



3.1.2. Impact of the “Mothers Matter” Campaign

The study also explored the impact of the AusAID “Mothers Matter” campaign, which was conducted between May 6-15, 2011. The key objective of the campaign was to educate both men and women that a pregnant mother (whether married/had a partner or single) needed to be supported throughout her pregnancy up until safe delivery of her child. The campaign messages were printed in several print media and conveyed via radio and SMS messages. Overall, 21 percent of all survey respondents recalled slogans that were used by the campaign; among men, this share was 17 percent and among women 25 percent. Interestingly, those with higher education and those with no formal education were also more likely to have seen the campaign than those with primary and secondary education.

To evaluate the impact of the “Mothers Matter” campaign on people’s attitudes and knowledge of maternal health, we employed structural equation modelling (SEM), as it allows complex relational hypotheses to be modelled and empirically tested. SEM analysis was also used to understand the relationship between household media

access and recency of media use, their influence on the exposure to the “Mothers Matter” campaign and, in turn the impact on people’s attitudes and knowledge about women’s health during pregnancy. In order to measure the overall media access, recency of media use, exposure to the campaign and knowledge and attitudes on maternal health, the following questions from the survey were included in the model:

- 1.) **KNOWLEDGE:**
 - How much do you agree with the following statement: You know how women can keep healthy during pregnancy.
 - How much do you agree with the following statement: You know what are the danger signs during pregnancy.
- 2.) **MEDIA ACCESS:**
 - Which of the following items do you have available in your household in working order? (Radio, TV, Computer, Mobile phone, Internet)
- 3.) **RECENCY OF MEDIA USE**
 - Apart from today, when was the last time you listened to the radio?
 - Apart from today, when was the last time you watched television?

- Apart from today, when was the last time you read newspapers?
 - Apart from today, when was the last time you used the internet?
- 4.) **EXPOSURE:**
- Do you recall hearing or seeing a slogan “Mothers Matter”?
 - What were the campaign slogans related to women’s health during pregnancy that you have heard or seen? Mothers Matter
- 5.) **ATTITUDES**
- How much do you agree with the following statements: There is no need for women to know where they will give birth in advance.
 - How much do you agree with the following statements: Spacing of births in the family is not very important.

women’s self-reported knowledge of maternal health, the more likely women were to believe that they should plan where they would give birth and that birth spacing is important. This suggests that men’s views on maternal health tend to be considerably more culturally ingrained and may as such be significantly more difficult to change through information and education campaigns than the attitudes towards this issue among women.

The final two models are presented in Figures 43 and 44 below³¹.

Figure 43: Exposure to “Mothers Matter” media campaign and attitudes and knowledge about maternal health among MEN

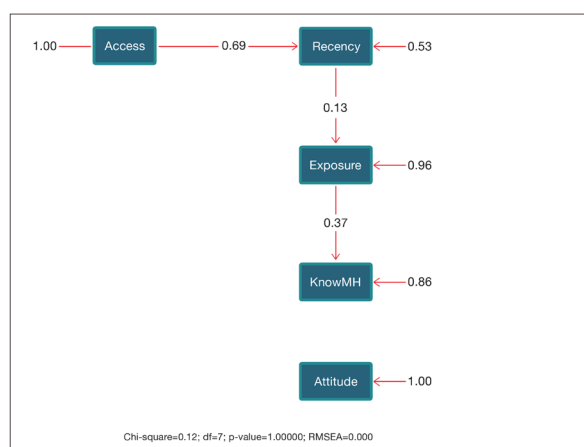
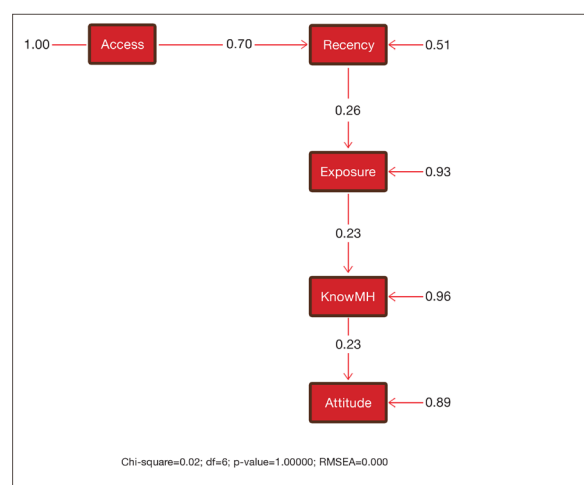


Figure 44: Exposure to “Mothers Matter” media campaign and attitudes and knowledge about maternal health among WOMEN



Key findings:

- The initial analysis showed significant differences between men and women in terms of the pattern of relationships between media access, media use, exposure to the campaign and attitudes and knowledge of maternal health. Due to these differences, separate models were run for men and women to examine the impact of the campaign among each of these two demographic sub-groups.
- Among both men and women, access to media was positively associated with the recency of using the radio, television, newspapers, or internet. In other words, the better the household access to these various media, the heavier the media use of these sources.
- In turn, the heavier the media use, the more likely the respondents were to hear one of the campaign messages focused on maternal health (media recency was positively associated with exposure to the maternal health campaign).
- Those who recalled the campaign (both, men and women) were more likely to report high levels of knowledge of maternal health: namely, knowledge of how women can keep healthy during pregnancy and knowledge of the danger signs that can occur during pregnancy
- However, for men, this increased knowledge had no relationship with their attitudes toward pregnancy planning or birth spacing, meaning that strengthening their knowledge of maternal health does not necessarily lead to the change in their attitudes. In contrast, the relationship was highly significant for women - the higher

³¹ All pathways presented in the model are statistically significant. Pathway coefficients denote the strength of relationships between constructs. They are not coefficients of correlation. A pathway coefficient of 0.5 between constructs A and B means an increase of 1 standard deviation in construct A would result in an expected change of 0.5 the standard deviation in construct B – the larger the number the stronger the relationship between the constructs

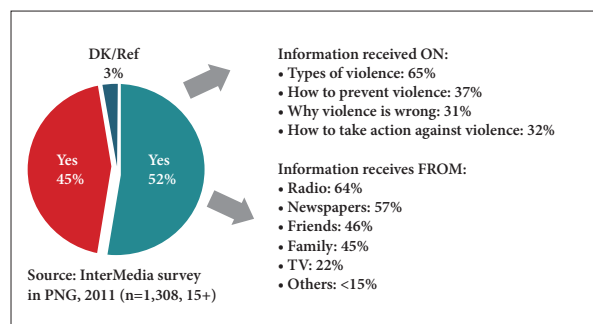
3.2. Violence Against Women

3.2.1. Overview

The second AusAID campaign included in this study focused on violence against women. The “Use Your Voice” campaign was implemented between September and November 2011 and included radio programming, TV spots and SMS messages.

While overall about half of all survey respondents said they received some kind of information about violence against women in the past year, 42 percent of all participants also recalled hearing or seeing at least one of the slogans used in the “Use Your Voice” campaign - “Strong men don’t bash women” and/or “Use Your Voice to stop violence against women”. Those that were exposed to the campaign, received information on domestic violence (but not necessarily on the UYV campaign) primarily from radio, (68 percent, friends (47 percent), and family (56 percent). The exposure to the campaign was the lowest in Momase (only 18 percent of all who have seen the campaign live in this region) and the highest in the highlands (33 percent). Those who recalled the slogans were equally likely to be male or female and most of them (64 percent) were below 35.

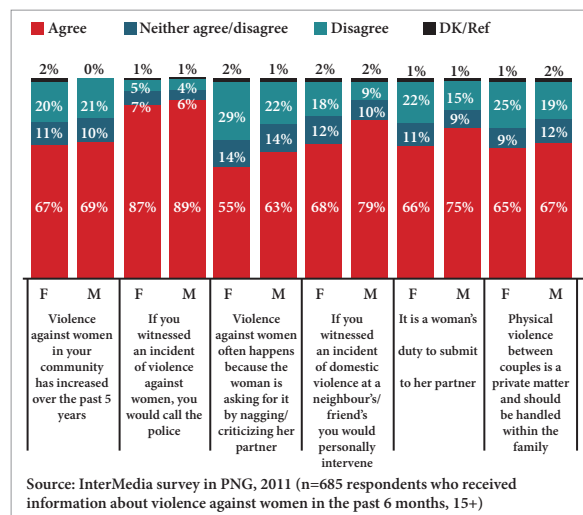
FIGURE 45: Share of respondents who received information on violence against women in the past 6 months, issues they received it on and sources of such information



The survey data on attitudes on violence against women suggest that such violence may be difficult to address, as it has to a large extent become culturally acceptable. As Figure 46 shows, many adults – both men and women – transfer some of the responsibility for domestic violence to women themselves, because they are “nagging” or criticizing their partner, when in fact, it is their duty to submit to him. At the same time most respondents –

again, male and female – say that they would intervene, if they witnessed an occurrence of such violence, either personally, or by calling the police.³²

FIGURE 46: Attitude towards violence against women



3.2.2. Impact of the “Use our Voice” Campaign

Structural equation modelling was again employed to assess the impact of the “Use Your Voice” campaign and understand the relationship between household media access and recency of media use, their influence on the exposure to the campaign and, in turn the impact on people’s attitudes and knowledge about violence against women as well as intentions to intervene if they witnessed a case of such violence

The following questions from the survey were used in order to evaluate the overall media access, recency of media use, exposure to the campaign and knowledge and attitudes on maternal health:

- 1.) MEDIA ACCESS**
 - Which of the following items do you have available in your household in working order? (Radio, TV, Computer, Mobile phone, Internet)
- 2.) RECENCY OF MEDIA USE**
 - Apart from today, when was the last time you listened to the radio?
 - Apart from today, when was the last time you watched television?
 - Apart from today, when was the last time

³² It is important to note that social desirability, i.e. the tendency to provide answers that will be viewed favourably by others, may have influenced the respondents’ answers to the questions concerning their behaviour and attitudes on violence against women. This may have resulted in some over-reporting on socially desirable attitudes/behaviours and under-reporting on those that are considered undesirable.

- you read newspapers?
 - Apart from today, when was the last time you used the internet?
- 3.) **EXPOSURE**
- What were the campaign slogans related to violence against women that you have heard or seen? Strong men don't bash women/Use your voice to stop violence against women
 - Do you recall hearing or seeing a campaign slogan "Strong men don't bash women"?
 - And do you recall seeing a campaign slogan "Use your voice to stop violence against women"?
- 4.) **KNOWLEDGE**
- How much do you know about domestic violence/violence against women?
- 5.) **ATTITUDES**
- How much do you agree with the following statement: Violence against women often happens because the woman is asking for it by nagging or criticizing her partner?
 - How much do you agree with the following statement: It is a woman's duty to submit to her partner?
 - How much do you agree with the following statement: Physical violence between couples is a private matter and should be handled within the family?
- 6.) **BEHAVIOUR INTENTIONS**
- How much do you agree with the following statement: If you witnessed an incident of violence against women, you would call the police?
 - How much do you agree with the following statement: If you witnessed an incident of domestic violence at a neighbour's or friend's you would personally intervene?

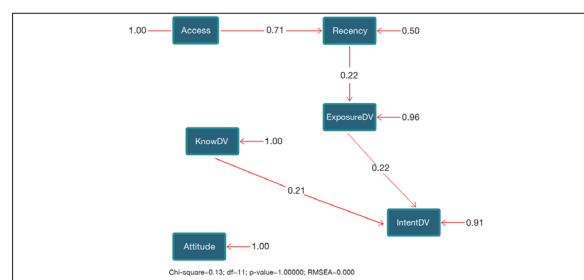
Your Voice” campaign.

- Surprisingly, those who recalled the campaign did not report more knowledge of domestic violence or attitudes that were more condemnatory of domestic violence.
 - However, exposure to the campaign had a direct effect on behavioural intentions to call the police and/or personally intervene when witnessing an incident of domestic violence and those who had seen or heard any of the campaign slogans were more likely to intervene in such cases. It is important to note that this may in part also be influenced by social desirability.
 - For both men and women, self-reported knowledge about domestic violence against women was also positively associated with intentions to report or intervene in such incidents – in other words, the more men and women knew about domestic violence, the more likely they were to say they would intervene if they witnessed such an incident.
 - Similarly, women's attitudes condemning domestic violence play an important role in influencing their tendency to intervene in such cases; however, such attitudes have no impact among men.
 - Finally, knowledge of domestic violence does not appear to have any substantial impact on people's attitude condemning violence. However, it is important to note that the “knowledge” component included in this model included the knowledge of domestic violence in general. The findings might have been significantly different if the study focused on exploring people's knowledge of their associated rights, prevention of such violence or other, more specific issues.
- The final two models are presented on Figures 47 and 48 below³³.

Key findings:

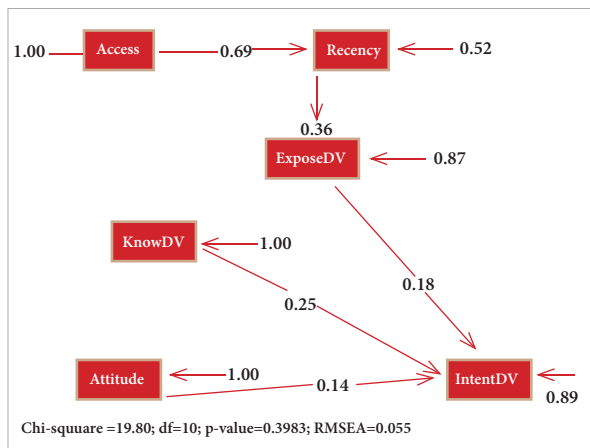
- As for the topic of maternal health, separate models needed to be run for men and women, due to considerable differences between both groups in terms of the pattern of relationship between media access, media use, exposure to the campaign, their attitudes and knowledge of domestic violence and behavioural intentions.
- Similar to the “Mothers Matter” campaign, for both men and women the ability to access media at home had an effect on how recently respondents had used the radio, television, newspapers, or internet.
- Further, recency of media use also had an impact on to recalling the slogans of the “Use

Figure 47: Exposure to “Use Your Voice” campaign, attitudes, knowledge and behavioural intentions on domestic violence among MEN



³³ All pathways presented in the model are statistically significant. Pathway coefficients denote the strength of relationships between constructs. They are not coefficients of correlation. A pathway coefficient of 0.5 between constructs A and B means an increase of 1 standard deviation in construct A would result in an expected change of 0.5 the standard deviation in construct B – the larger the number the stronger the relationship between the constructs

Figure 48: Exposure to “Use Your Voice” campaign, attitudes, knowledge and behavioural intentions on domestic violence among WOMEN



Despite these widespread knowledge gaps voters generally feel strongly that it is important to participate in elections and generally also actively seek out information on this topic. Most of them also plan to cast their vote in the next elections in June 2012, a sentiment that is repeated even among those who are, at least for now, still unsure of where and how to vote. Some research participants in the qualitative research saw the benefits of elections and politics as a force for change. For some in rural areas that did not know how, they wanted people to come and explain to them how to vote and participate (whilst maintaining a healthy scepticism toward politicians).

Nevertheless, scepticism over whether participation in elections makes a difference or not seems to be widespread – a finding in line with the insights from the qualitative research. This revealed that apathy, to a large extent, stems from a very low opinion of politicians, distrust for the political process, and strong perceptions of corruption among politicians on the local and national level.

Corruption was seen as key issue, driving participants’ views on the electoral process to the point of total disengagement. This topic really brought to the fore the frustration with the corruption seen as endemic in PNG public life. Politicians were seen as dishonest and only out to serve their own self interest as well as those of their close family and friends. They were also viewed as corrupt – siphoning off money and not

3.3 Civic Participation/ Elections

3.3.1. Overview

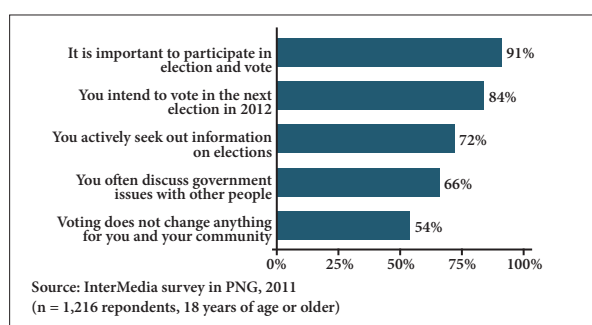
Only a month before the general elections in 2012, a third of all PNG citizens know little or nothing about where or how to register to vote and about one in four are unsure about where to vote or what their voter rights are.

FIGURE 49: Share of those with no or little knowledge about election related issues

	Where to register to vote	How to register to vote	Where to vote	Your voter rights
National level	34%	33%	22%	24%
Male	29%	29%	19%	21%
Female	40%	38%	24%	27%
Papua	37%	33%	26%	30%
Momase	47%	47%	26%	28%
Highlands	6%	7%	5%	7%
Islands	47%	46%	29%	29%
18-24	42%	41%	28%	26%
25-34	35%	32%	22%	26%
35-44	27%	27%	14%	18%
45-54	25%	29%	17%	19%
55+	33%	31%	19%	27%
n=1, 216 citizens 18 years of age or older				

fulfilling election promises. Politicians were seen to be responsible for abandoning the rural people (about whom all participants regularly expressed care and concern).

FIGURE 50: Attitudes toward elections and voting intention



Consistent with the survey findings that over half (54 percent) of people thought that voting did not change anything for them or their community, the qualitative research also found that combined with hostile feelings towards politicians, the idea of participating in elections was characterised by a certain apathy – ‘it won’t make any difference anyway’. However, the media was cited as an entity that had the capability to improve the accountability of politicians to the electorate and educate the population about democratic processes:

“There is also a growing unwillingness to participate solely to do with the loss of confidence of the masses towards their political representatives because of the lack of service delivery.”

(Male, above 25, non-regular NBC listener Port Moresby)

“We say the country is now corrupted...If the media goes in and...we can fill in a memorandum of understanding and say, ok if you become a member you’ll come and do this and that in a certain year after you get into the parliament... it’s their duty to do whatever it takes. When the media goes in, it will do something to help change our country.”

(Male, older, regular listener, WHP)

“If the media follow up then the politicians won’t use bribery. That’s because they will find it hard to bribe. Now that the media is not following up, the politicians are bribing and when they win they go back and instead of using the money to improve services, they put it into their pockets.”

(Male, older, regular listener, WHP)

3.3.2. Impact of Media Use on Civic Participation

To examine the relationship between media use and civic participation in Papua New Guinea we again employed structural equation modeling approach.

The final model included seven components: media access, recency of media use, interpersonal discussion of government issues, and knowledge, self-efficacy, information seeking, and intention to vote in the 2012 election.

Each of these components was based on the following questions from the survey:

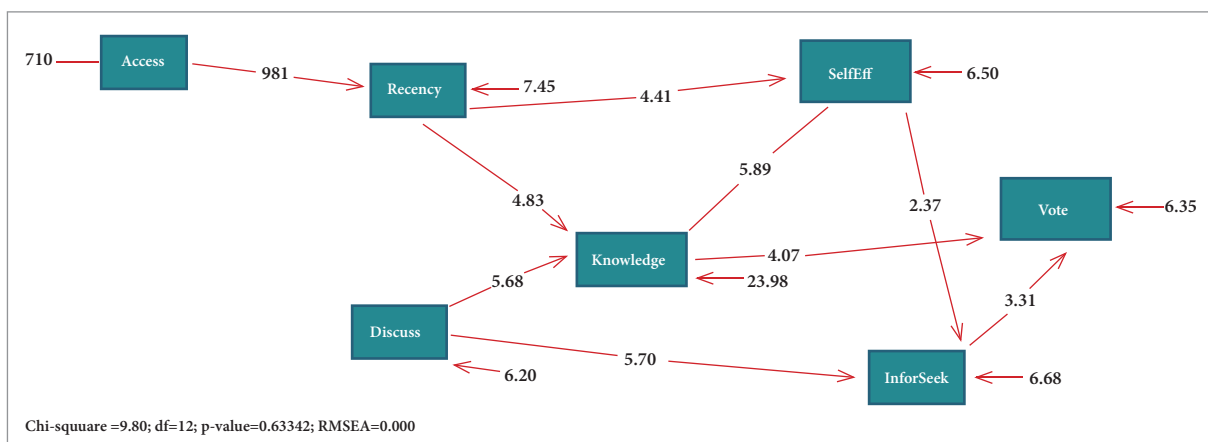
- 1.) **MEDIA ACCESS**
 - Which of the following items do you have available in your household in working order? (Radio, TV, Computer, Mobile phone, Internet)
- 2.) **RECENCY OF MEDIA USE**
 - Apart from today, when was the last time you listened to the radio?
 - Apart from today, when was the last time you watched television?
 - Apart from today, when was the last time you read newspapers?
 - Apart from today, when was the last time you used the internet?
- 3.) **INTERPERSONAL DISCUSSION OF GOVERNMENT ISSUES**
 - To what extent do you agree that you often discuss government issues with other people?
- 4.) **INFORMATION SEEKING**
 - To what extent do you agree that you actively seek out information on elections?
- 5.) **SELF-EFFICACY**
 - As a citizen of PNG, do you feel that you are free to express your opinions on any issue you like?
 - And do you feel you have a right to seek information on any issue from the local or national authorities?
- 6.) **KNOWLEDGE**
 - How much do you know about: where to register to vote/how to register to vote/ where to vote/your voter rights?
- 7.) **INTENTION TO VOTE IN THE 2012 ELECTION**
 - To what extent do you agree that you intend to vote in the next election in 2012?

Key findings:

- Media access was again positively associated with recency of media use (e.g. newspapers, radio, television, and the internet); the better the home media access, the more likely the citizens have used the media in the past week.
- Together, both recency of media use and interpersonal discussion influence citizens' awareness of their voter rights, as well as on their knowledge of where and how to register to vote. In other words, the higher the media use and the more they talk about government relations with other people, the more likely they are to be aware of their voter rights and where and how to cast their vote.
- Media recency and knowledge were both also

- positively related to the sense of self-efficacy. The more the citizens used the media and the greater their knowledge of election issues, the more likely they were to feel confident in their ability to express opinions about issues and seek more information from the government.
- This sense of self-efficacy also positively affects the citizen's information seeking behaviour on election issues.
- Finally, those with the highest levels of self-reported knowledge of how and where to register and vote and those who seek information about the elections were the most likely to report strong intentions to vote in the next election in 2012.
- The final model is presented on Figure 51 below³⁴.

Figure 51: Media use and civic participation among MEN and WOMEN



³⁴ All pathways presented in the model are statistically significant. Pathway coefficients denote the strength of relationships between constructs. They are not coefficients of correlation. A pathway coefficient of 0.5 between constructs A and B means an increase of 1 standard deviation in construct A would result in an expected change of 0.5 the standard deviation in construct B – the larger the number the stronger the relationship between the constructs

IV. KEY CONSIDERATIONS



Based on the key findings of the study outlined in chapters II and III of this report we are proposing a set of ten considerations for media and development practitioners looking to more effectively engage with the audiences in Papua New Guinea.

- **One, recognize the considerable diversity in access to media, media consumption patterns, information needs and content preferences between different population sub-groups.** Only a strategy that is tailored to the wants and needs of the specific segment of the audience can be effective in engaging with them in the long term.
- **Two, prioritise the challenge of improving access to media, including TV and radio signal, as this is proving to be a significant barrier to regular media consumption in many provinces.** Access to media in general and signal strength is a problem particularly in rural areas that suffer from greater information deprivation.
- **Three, seize the current opportunity to respond to the appetite for more detailed and current news and information content.** People across PNG are hungry for information on topics of their interest and often feel frustrated with the lack of regular, in-depth coverage on these topics.
- **Four, provide detailed and practical information on topics related to people's livelihoods.** Content targeted at school-leavers and job-seekers may be particularly attractive and engaging.
- **Five, respond to the high interest and value placed on information on education.** Women, those aged 15-24 and the residents of the Highlands are particularly interested in news and information on this issue.
- **Six, recognize the potential for sports programming.** The huge hunger for sport content might also provide a vehicle to deliver educational, health and gender related content. Treat sports programming not as a genre, but a platform or a vehicle to deliver other content.
- **Seven, distinguish the national versus provincial news and information offering and ensure that you are delivering on both consistently and frequently.** Enable connections between people and their wantoks in home provinces through programming, call-ins and reporting.
- **Eight, capitalise on the significant use of mobile phones for media consumption, particularly radio.** This is particularly important for reaching the 15-24 year-olds and women, who generally have less control over the use of the household radio and providing them with radio on mobile will address the restrictions on listenership at home.
- **Nine, leverage the popularity of talkback and identify information needs that can be most effectively addressed through this format.** For example, the talkback format is effective in broadening the range of perspectives.

V. APPENDIX



4.1. Methodology

The methodology and research instruments for this study were designed in close consultation with the research team at ABC International Development. The study was based on a multi-method approach and included two research phases:

- PHASE I, which was conducted in October 2011 and was designed to establish the parameters of media access, media consumption and usage, audience perceptions of media outlets as well as evaluation of content and programming. This phase consisted of 28 mini-discussion groups with regular, non-regular and non-listeners of

NBC in four different locations. Mini-groups are preferable in PNG as there is less leading/dominance/hiding and less risk of respondent fatigue. Each group included 4 participants. Participants of these discussions were selected based on a combination of

- Demographic characteristics (gender and age), location and NBC listening patterns, as shown in Figure 52 below. Each group contained four participants, and mini groups were selected in order to create a safe and discursive environment whilst benefiting from the dynamics that come from group discussions.

Figure 52: The composition of discussion groups

	Port Moresby		Mount Hagen		Galai 2 (Rural location in West New Britain)		Wantoat (Media dark location in Morobe province)
MALE 18-24	Regular listeners	Non-regular listeners	Regular listeners	Non-regular listeners	Regular listeners	Non-regular listeners	Non-listeners
FEMALE 18-24	Regular listeners	Non-regular listeners	Regular listeners	Non-regular listeners	Regular listeners	Non-regular listeners	Non-listeners
MALE 25+	Regular listeners	Non-regular listeners	Regular listeners	Non-regular listeners	Regular listeners	Non-regular listeners	Non-listeners
FEMALE 25+	Regular listeners	Non-regular listeners	Regular listeners	Non-regular listeners	Regular listeners	Non-regular listeners	Non-listeners

The conversations in these groups were directed by an InterMedia-trained moderator, based on three tailored discussion guides, developed before the start of Phase I. In addition to providing an initial insight into citizens' media and consumption habits, the findings of this phase also informed the development of the research instrument for the second phase, outlined below.

The key objective of PHASE II was to confirm the insights gathered in the qualitative phase of the mini group discussions and to establish the generalisability of the findings to the wider population. This phase, conducted in January-February 2012, included a regionally representative face-to-face quantitative survey with citizens living in eight provinces, two in each of the four PNG regions: East New Britain and New Ireland province (Island region),

Western and Eastern Highlands province (Highlands region), Milne Bay and Central Province (Papua region), Madang and Morobe province (Momase region).

The sampling approach used in this study was based on a regional model with Papua, Momase, Highlands, and Islands regions sampled equally, allowing robust sample sizes in all regions and good geographical coverage. The detailed sampling plan was based on the 2000 National Population Census Database, provided by the PNG National Statistics Office.

The target sample of 1,280 citizens (15+) was split equally between the four regions, eight provinces, and urban/rural zones, as highlighted in Figure 53:

Figure 53: Sample split by region, province and zone

Region	Selected Provinces	N	Zone 1 = Urban	Zone 2 = Peri-urban	Zone 3 = Rural Accessible	Zone 4 = Rural Remote
Papua	NCD/Central	160	40	40	40	40
	Milne Bay	160	40	40	40	40
Highlands	Eastern Highlands	160	40	40	40	40
	Western Highlands	160	40	40	40	40
Momase	Morobe	160	40	40	40	40
	Madang	160	40	40	40	40
Islands	New Ireland	160	40	40	40	40
	East New Britain	160	40	40	40	40
TOTAL		1,280	320	320	320	320

The final achieved sample was slightly higher than the original sample, namely 1,308 interviews. The collected data closely reflected the demographic structure of the PNG population, and therefore no additional weighting of the data was needed.

