InterMedia’s multiyear AudienceScapes project is aimed at bridging knowledge gaps about media preferences, personal communication habits and the use of information and communication technologies (ICTs) in Ghana, Kenya, Zambia and Tanzania and other developing regions.

AudienceScapes looks at the general population’s access to and use of media, access to and use of information and communication technologies (ICTs), and word-of-mouth communication habits; and how these factors affect people’s acquisition of knowledge about key development topics.

In addition, in Ghana and Kenya, AudienceScapes looks at how policy makers and influencers gather, assess, share and disseminate critical information related to development topics.

Tanzania

Identifying Health Information Needs in Tanzania [1]

[1]The report focuses on how people of different social groups in Tanzania consume, share and assess information on key health issues including HIV/AIDS, Malaria,
Maternal and Child Health. Specifically, the report helps development organizations to identify health information needs for Tanzanian adults and ways to share such information with key demographic groups.

citizens' access to efficient and affordable financial services in developing countries.

The July 2010 AudienceScapes national survey of Tanzania queried respondents on their use and knowledge of mobile money, with a view toward answering two key questions: Who uses these services in Tanzania? Are users mainly those who previously had access to other banking services, or do they include the poorest and the largely unbanked Tanzanians at the so-called “bottom of the
pyramid” (BOP)?


[3]This report uses AudienceScapes data from a nationally representative survey of Tanzania to describe how people of different social groups gather, share and access information through mass media - radio, television and newspapers. We also focus on whether the presence of mobile phones can further augment information dissemination using SMS
and mobile radio. Media access and use trends are broken down by region and we profile both national and regional media outlets.

Zambia

Mobile Communications in Zambia- Demand-Side Survey Analysis of Mobile Phone Use and Access [4]
Beyond measuring basic access and use levels, this report works to answer several key research questions regarding the role of mobile phones in economic and social development in Zambia. These include but are not limited to; what is the potential for SMS-based information services as a development tool, is the mobile market beginning to reach disadvantaged populations, what are the continuing barriers to mobile phone access and use, who is using mobile money and is their greater market potential for these services?
Communicating with Policymakers in Zambia - A Guide

InterMedia conducted in-depth interviews with 17 senior policy actors and policy implementers in Zambia to better understand how they gather, assess, share and disseminate policy-relevant information. In particular, this study focused on how the global development community can best support the policy process from an informational point of view. The interviewees highlighted challenges they face in accessing and using policy-related information, and concrete suggestions of how the development community can help them overcome these challenges.

Mass Media in Zambia - Demand-Side Measures of Access, Use and Reach

This report assists development professionals in crafting their communications strategies through mass media conduits. Zambia's mass media environment is limited by the country's modest level of economic development and its lack of private sector infrastructure. Radio is the most dominant and widespread medium in Zambia, while television and newspapers do not yet have a large national reach, and it is not clear when or if they will. This report focuses on the common determinants of access and use, as well as identifies key opinion leaders and media non-users. Audience and programming profiles of specific media outlets by province are also presented.

Health Information Gaps in Zambia - Evidence from the AudienceScapes National Survey

The report focuses on how people of different social groups in Zambia gather, share and
assess information on key health issues. It showcases how the AudienceScapes survey data can be used by the development community to better target communications and information-sharing efforts. Specifically, the report helps development organizations to identify gaps in access to health information for Zambian adults and efficient conduits to share such information with key demographic groups.

Kenya

Information At the Grassroots [9]: Analyzing Media And Communication Use and Access to Support Effective Development
This quantitative study in Kenya addresses some of the toughest questions in development program management: How much and from which sources do various segments of the population learn about development issues? And more importantly, how can we share critical information with target demographic groups efficiently and effectively? What sorts of information do people want, need or lack?

Communicating with Policymakers [10]: A Guide for the International Development Community
This report presents the results of the project’s policy-focused qualitative research in Kenya. The chosen methodology was in-depth interviews with 15 senior-level members of the Kenyan policy community, including representatives from parliament, government ministries, business associations, non-governmental organizations and multilateral donor institutions. They are all directly involved in development-related policy formulation and implementation.

Ghana
Making Connections in Ghana [11]: Using Data On Media Use and Communication Habits As A Practical Tool in Development Work
The study highlights statistically significant variations in information access, use and preferences among key demographic segments—notably, between rural and urban respondents, men and women, people with varying levels of education and those living in different regions of the country—all of which are analyzed in this report.

Communicating with Policymakers in Ghana [12]: A Guide for the International Development Community
AudienceScapes conducted in-depth interviews with 15 senior Ghanaian policy actors, comprising mostly senior politicians and bureaucrats, as well as a few influential figures outside government. The interviews focused on how the policy actors gather, assess, share and disseminate information critical to development policy work. The aim was to understand how external stakeholders, particularly members of the international development community, can most effectively engage and assist these policymakers.
[2]
http://www.audiencescapes.org/sites/default/files/AudienceScapes_Mobile%20Money%20for%20the%20Unbanked_Lessons%20from%20Tanzania_December%202010.pdf
[3]
[4]
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