Not A Simple Equation

Mapping How Digital Media Makes a Difference in Zambia and Tanzania [1]

In Sub-Saharan Africa, mobile phones and the internet are clearly becoming important
communication and news gathering tools, but factors such as high illiteracy rates and poverty levels

In a presentation to the World Press Freedom Day conference May 2, InterMedia’s Myriam Benlamlih explained how access to digital media does not guarantee access to information, and what lessons this provides to news organizations, development practitioners and other proponents of mobile access.

One key lesson: in many instances, the most effective way of reaching different populations is through the use of both traditional and new media. Disseminating similar information across different platforms increases the chances that your target audience will receive the information and eventually act upon it.

See the presentation [1]

Also See:

video [2] to the WPFD panel discussion featuring Myriam

Watch the

Watch Myriam’s interview on Al Hurra’s Eye on Democracy [3]
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Links: