

Fingo Powerbank Outsourced Experimentations

Comparison of digital survey methods for Rural Community Radios

By The Finnish Foundation for Media and Development - VIKES

fingo

Introduction

- Implementing a community radio listeners survey in rural environments can be a difficult and challenging task to perform. Distances are long and it can be difficult or even impossible to reach some desired areas.
 - Many community radio stations are identifying heavily to their mission, vision and strategy. But due the lack of reliable statistics on their listeners, stations have only a guess of the effectiveness of the strategy.
 - By piloting this experience with Jamii FM's audience, other Tanzanian community radio stations can take advantage of the experience and conduct data gathering in other areas.
- 2 • Jamii FM reaches approx. coverage of 1mil people.



Collaborations/partnerships

- The experimentation was hosted by the ongoing Empowering rural communities in Tanzania through media project, in collaboration with VIKES and Jamii FM
- 34 Tadio member stations will receive information about best practices so they can conduct similar surveys.
- Cooperation with Liike Ry and Sports Development Aid Tanzania



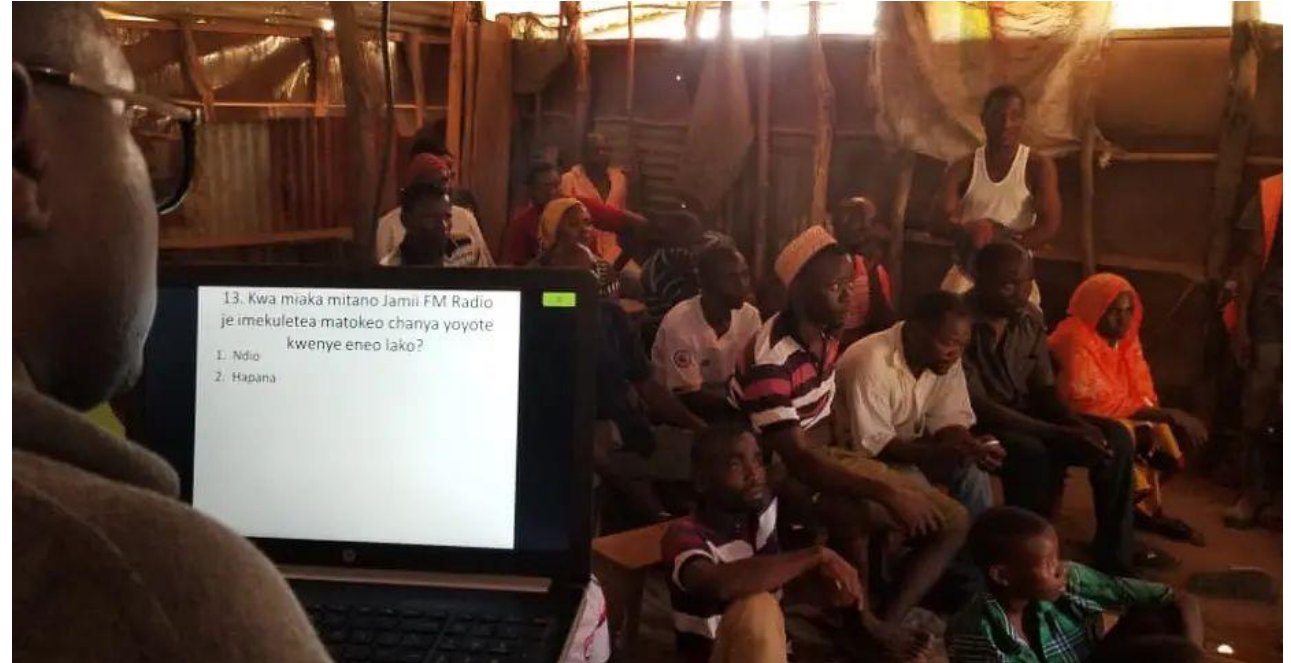
Results and successes

- Survey received over 400 replies
- Cooperation between four organisations
- Untapped data revealed
- Participatory method used
- New tools were introduced



Challenges and modifications during implementation

- Covid-19 -> resilience
- Accidents -> agility
- Data consistency
- Training -> More recourses and time



Principles for Digital Development

- The whole experiment was implemented with users in a collaborative way and the survey can be easily scaled to other Tanzanian community radio stations
- Collaboration
- Data Driven
- Open Source
- Scale



Feasibility for scaling

- Best practices of this experiment will be shared with 34 TADIO member stations
- The stations are able to verify the effectiveness of their Vision and Mission
- Survey will give accurate data for the radio stations to develop their work towards even more sustainable and effective direction.

