

شباط 13

اليوم العالمي للإذاعة

#انتم_الإذاعة



منظمة الأمم المتحدة
للتربية والعلم والثقافة



الاتحاد الأوروبي



شبيكات الشباب المتوسطي



Photo Credit: 24 FM

Online Survey on Youth and Radio in Palestine

Report Findings

THE NET-MED Youth Project is funded by European Union

Online Survey on Youth and Radio in Palestine- Findings Report ⁽¹⁾

World Radio Day 2017 - “Radio is You!”

Introduction

Each year, UNESCO celebrates World Radio Day on 13 February, aiming to shed light on how radio positively affects millions of lives. Radio remains the medium that reaches the widest audience worldwide, in the quickest possible time. In 2017, the global theme for World Radio Day was “Radio is You!”⁽²⁾ Through the celebrations this year, UNESCO aimed to focus on audience engagement, public participation and ensuring all voices are heard.

UNESCO Ramallah, through the EU-funded NET-MED Youth project, celebrated World Radio Day 2017 through an initiative that sought to contribute to young people’s participation and engagement with radio, namely through an online survey and a campaign implemented in partnership with Radio 24 FM, under the theme “Radio is Youth”. In this context, the online survey and a vox pop were designed in order to examine youth representation in Palestinian radios. A one-hour live radio show was broadcast live on 24FM on World Radio Day, with the participation of four members of NET-MED Youth Palestine, a representative of the Palestinian Journalists’ Union and the Deputy Minister of Information as guests. The show featured the presentation of survey results, and a discussion on the ways youth can better use the radio as a medium for advocacy. In parallel, personal experiences of Palestinian NET-MED Youth members in regards to the role of radio were shared through the NET-MED Youth project’s website⁽³⁾ and Facebook page⁽⁴⁾.

Purpose

UNESCO Ramallah commissioned the online survey with the two-fold purpose of understanding:

To which extent radio in Palestine represents young people and reflects their concerns.

What youth want from radio, and the degree to which they feel included in the different existing radio programmes in Palestine.

Scope and methodology

The survey was conducted in Palestine (West Bank and Gaza) over a period of 12 days from 1 to 12 February 2017. It was administered online (via Google Drive) and reached 508 respondents. The survey focused on the coverage of youth issues in the Palestinian radios – to shed light into the following questions:

(1) This online survey has been produced with the assistance of the European Union. Its contents are the sole responsibility of its authors, and can in no way be taken to reflect the views of the European Union.

The designations employed and the presentation of material throughout this findings report do not imply the expression of any opinion whatsoever on the part of UNESCO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. The ideas, opinions, analysis and recommendations expressed in this findings report are those of its authors; they are not necessarily those of UNESCO and do not commit the organization.

(2) <http://www.diamundialradio.org/home>

(3) <http://www.netmedyouth.org/>

(4) <https://www.facebook.com/netmedyouth/>

- To what extent do local radios reflect young people's views and issues of concern?
- How often do young people listen to radio programmes?
- What kind of radio programmes attract young people?
- What kind of programmes are Palestinian radios lacking, which could make them more attractive to young audiences?
- Does the content disseminated by local radios have any impact on policies and decision-making related to youth?
- To what extent are young women and men represented, and their concerns covered, by Palestinian media other than radio?
- Which type of media best represents young people in Palestine and is the best source of information on matters of concern to them?

Summary of Findings

- Demographics

The number and geographical breakdown of respondents are presented in Table 1 below.

Demographic information	No.	(%)
Palestine, West Bank	364	71.7
Palestine, Gaza Strip	144	28.3
Total	508	100

Table -1 Distribution by location

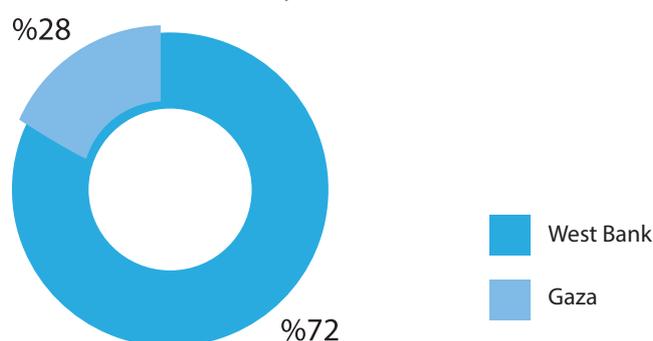


Figure 1 : Distribution by location

The combined survey group was both female (%48.2) and male (%51.8). We can see that the majority of people who answered this survey were between 20 and 24 years old (representing

%30.5 of the sample). In turn, %28.1 of the respondents were aged 35-30 years old, and %23.6 were between the ages of 29-25.

Age			Gender	
19-15	25	%4.9	Female	%48.2
24-20	155	%30.5	Male	%51.8
29-25	120	%23.6		
35-30	134	%28.1		
35 +	65	%12.8		
Totals	508	%100	508	%100

Table 2 – Respondents’ age

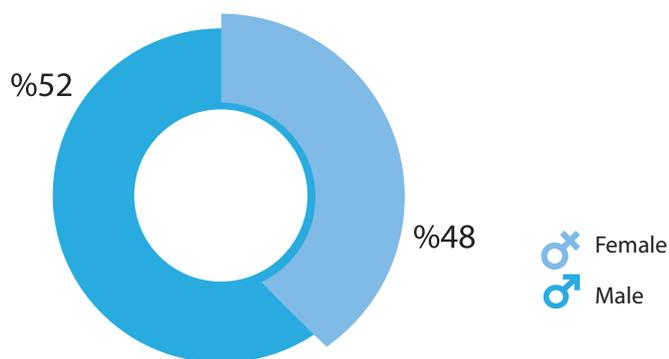


Figure 2: Respondents Breakdown by Gender

- Radio Listening Habits

On average, %33.3 of respondents said they listened to the radio on a daily basis. At the same time, %33.3 responded that they listened to the radio with less frequency: %27.4 said they did so few times a week, while %6.1 only once a week.

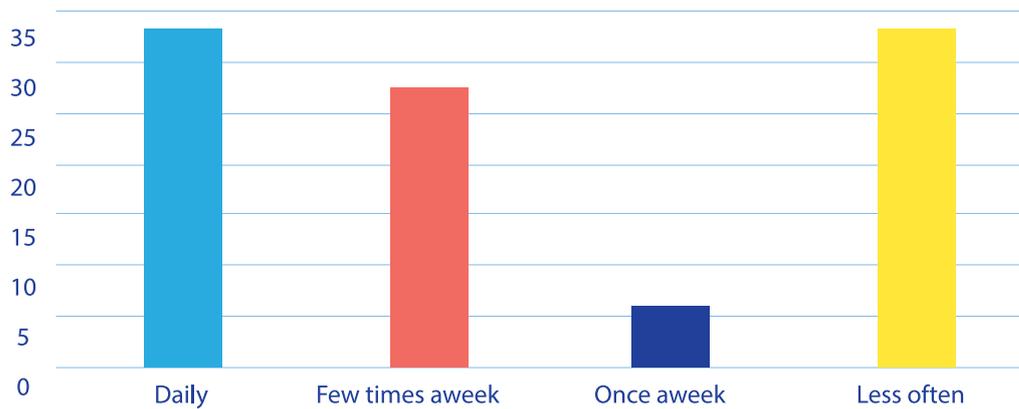


Figure 3: Average frequency with which respondents listen to the radio

In regards to the time of the day in which respondents listen to the radio, %37.8 said they were most likely to follow the radio in the morning, while %11.8 said they were most likely to do so early in the evening, %8.1 at noon or in the afternoon, and %6.3 in the late evening.

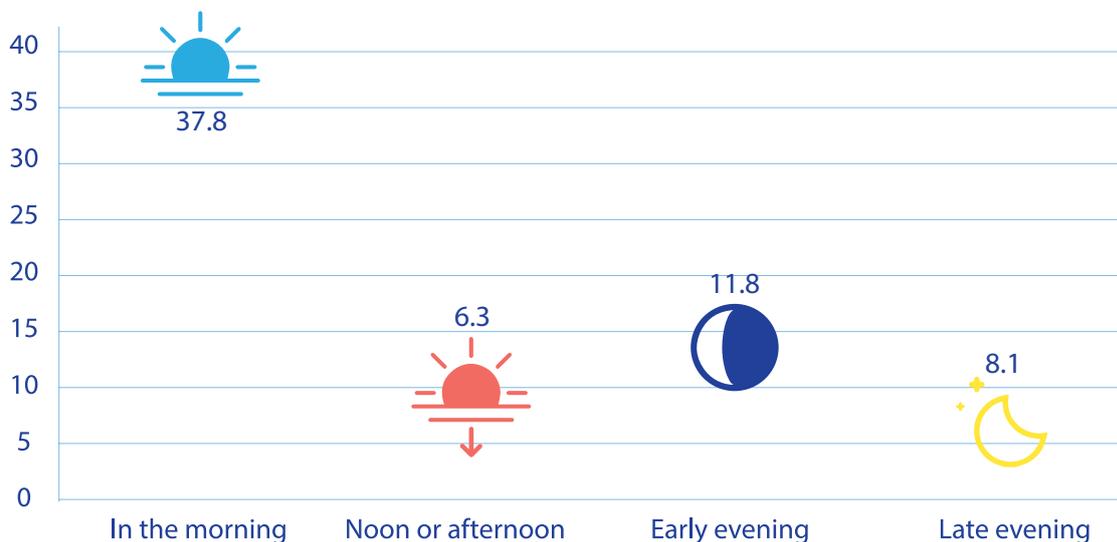


Figure 4: Radio listening time

- Extent to which radio programmes reflect young people’s views and issues of concern

When asked about the extent to which radio programmes reflected their views and concerns, %41.1 of respondents thought that this was the case to a small extent, %33.1 to a moderate extent, and %13.2 concern to a great extent. In turn, %6.3 said that radio programmes do not reflect their views and issues of concern at all, while another %6.3 expressed they did not know.

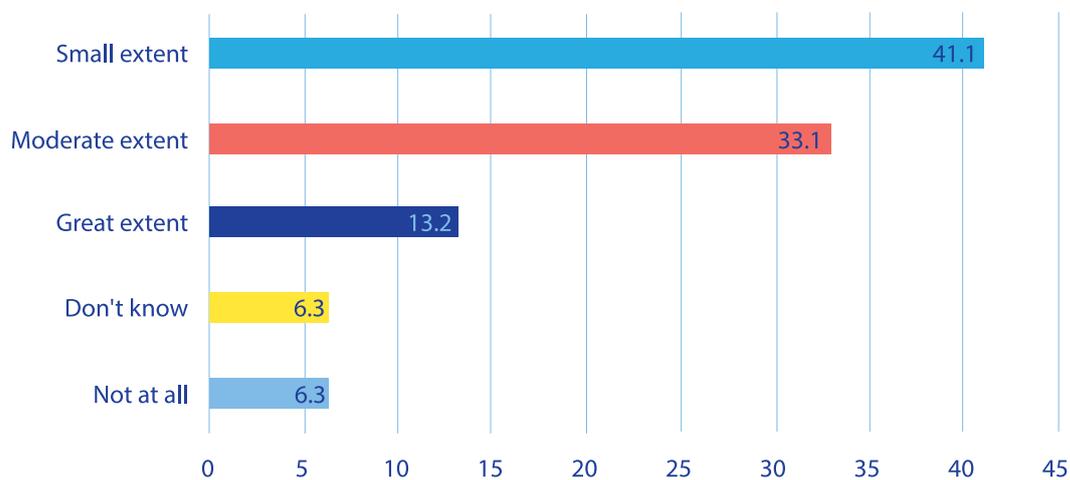


Figure 5: Radio programmes' reflection of young people's views and issues of concern

- Kinds of radio programmes that attract young people

A %55.5 of respondents said they think that social programmes attract young people, and %35.2 viewed music programmes as attractive for young people. A %34.6 of the sample referred to entertainment programmes when asked about this matter, %32.3 mentioned sport programmes, %18.9 political programmes and %18.3 cultural programmes. A %16.5 of the sample were of the view that news programmes attract young people, while %2.4 referred to other types of programmes.

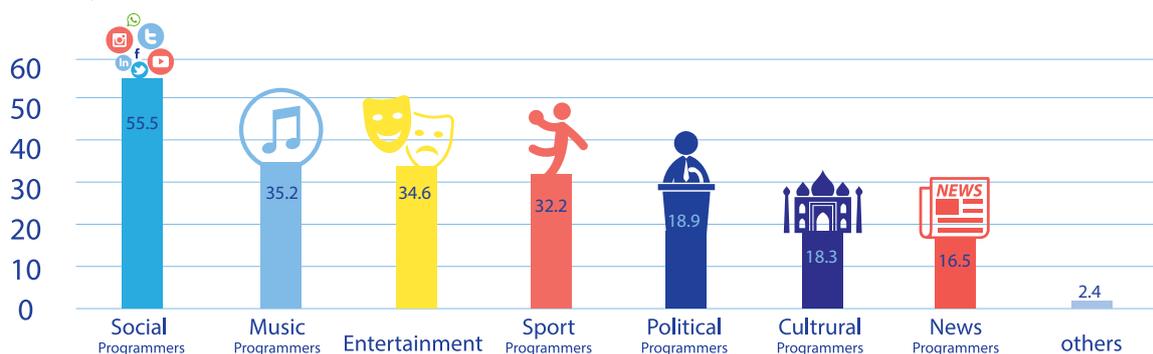


Figure 6: Radio programmes that attract young people

- The kind of programmes that Palestinian radios are lacking and which could make them more attractive to young audiences

This question was included in order to gather, from young people themselves, their perspectives on what they want from radio. The radio programmes that respondents made reference to included educational ones, those that raised public awareness on key issues, focused on scientific content, facilitated dialogue with decision-makers, as well as religious ones. Also mentioned were programmes tackling youth problems and issues, those that motivate youth regarding employment and undertaking initiatives, tackle matters related to Technical and Vocational Education (TVET), volunteerism and small projects. Respondents also referred to programmes where there is interaction with the audience, and others through which reading books is encouraged, and which address topics pertaining to youth's health. Respondents also mentioned historical programmes.

- The impact of the content disseminated by the local radios

%51.4 of respondents think that the content disseminated by the local radios somehow has an impact on policies and decision –making related to youth somehow, while %39 don't think that this is the case at all. In turn, %5.1 of the sample said that the content disseminated by the local radios has impact on policies and decision –making related to youth. Those within this last group of respondents mentioned that local radio programmes have effective impact on issues related to teachers' strikes, transportation problems, medical mistakes, the electricity crisis, youth unemployment, and demands for youth rights. In turn, %4.5 of participants in the survey expressed not knowing whether the content disseminated by the local radios has impact on policies and decision –making related to youth or not.

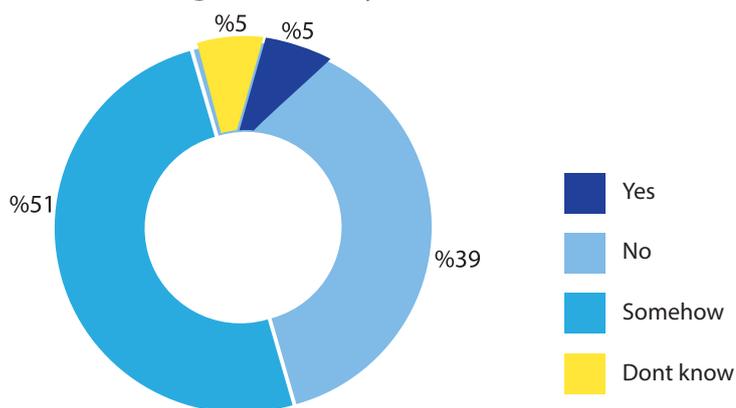


Figure 7: Impact of the content disseminated by the local radios on policies and decision –making related to youth

- Representation of young men and women's concerns in Palestinian media other than Radio.

%51.4 of respondents were of the view that young people's concerns are represented and covered by Palestinian media other than radio only to a small extent, while %27.6 said that this was the case to a moderate extent, and %10.4 believed that that youth concerns are not represented and covered by Palestinian media other than radio at all. Those who responded that young people's concerns are reflected in other Palestinian media to a great extent represented %7.7 of respondents, while %3 said they did not know.

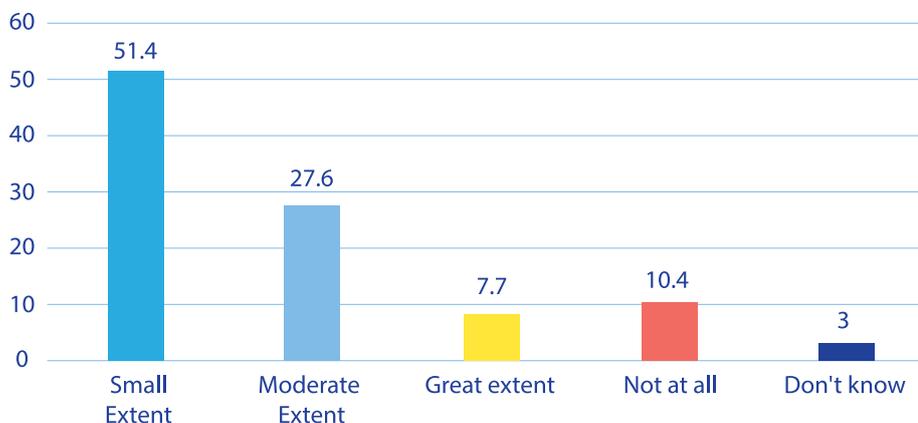


Figure 8: Representation of young people's concerns in media other than radio

- Type of media that best represents young people in Palestine and is the best source of information on matters of concern to them

%49.6 of participants in the survey identified social media as being the best representing young people in Palestine and as the best source of information on matters of concern to them, while %42.7 of respondents referred to the internet, %5.7 to radio, %1 to television, %0.8 to newspapers and %0.2 to magazines.



Figure 9: Type of media that best represents young people in Palestine/ is considered their best source of information

- Other comments

The survey included, at its end, a space where respondents were invited to openly share further comments regarding the topics addressed by it. Emerging from this section were the following two suggestions: 1) focusing on radio programmes that reflect the issues of concern for persons with disability; 2) conducting professional trainings for staff from the local radios, especially the radio presenters.

Conclusion

The results from this survey show that radio is still considered as a type of media that people are still listening to and interacting with, although there also seems to be considerable room for enhancing content, so that young people feel better represented in radio. The radio staff involved in undertaking this survey felt that these findings encouraged them to go beyond traditional types of radio programmes in order to better tackle modern youth issues and involve decision-makers. People listen to the radio on their cell phones, at home, on the street, in taxis and cars easily; it is a widespread media that can reach literate and illiterate people, the poor and the rich, and all groups in society. Therefore, radio has an important role in encouraging and enabling dialogue and discussion among decision-makers, youth and other actors live on air. It contributes to solving, in a practical way, the problems a society faces; as it can facilitates accountability and transparency in an immediate, direct manner, and allow all voices to be publicly heard.

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