

FATA INSIGHT

Media and Perceptions

OCTOBER 2011
(Northern & Central FATA)

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Section One

Overview

Summary of key findings and methodology

- ▶ This FATA INSIGHT report is the first of six monthly publications exploring the relationship between the media and the people of Pakistan's Federally Administered Tribal Areas (FATA). It juxtaposes the attitudes and awareness of citizens of FATA with content analysis of the radio and newsprint media available to them, with a focus upon governance and conflict concerns.
- ▶ The FATA INSIGHT series is intended to guide Raabta Consultants' own radio and magazine programming, as well as its communications support to civil society in FATA. Its findings may be of use however to any organisation interested in developing productive engagement with the people of FATA, and as such the series is being released to the public.
- ▶ The findings in this report are based on analysis of two sets of data.
 - ▶ **FIELD RESEARCH.** Two field researchers aided by local facilitators carried out 107 face-to-face in-depth interviews in Northern and Central FATA, in order to assemble a balanced and quota-driven sample of 64 respondents. The key objectives of the face-to-face interviews were to:
 - ▶ To understand how citizens of FATA consume and interact with the media available to them.
 - ▶ To identify which social problems are considered to be priorities by FATA citizens.
 - ▶ To understand the level of awareness of FATA citizens of available social service providers.
 - ▶ **CONTENT ANALYSIS.** A team of seven content analysts sampled 1,245 articles from the two most popular newspapers in FATA – the Daily Aaj and the Daily Mashriq – as well as 1,405 minutes of radio broadcast by five selected radio stations to determine the quantity and character of reporting pertaining to FATA, Khyber-Pakhtunkhwa (KPK) and the rest of Pakistan as a whole.

Caveat

- ▶ FATA Insight does not claim to make authoritative statements about the people of FATA. It does not draw upon a large sample survey, nor does it claim to provide findings that, statistically speaking, can be generalised beyond its sample.
- ▶ The purpose of this series is instead to provide regular, monthly insight into the knowledge, behaviour and attitudes of some citizens of FATA – specifically, the media consumption behaviours of those living in areas that receive both FM radio and mobile network signals.
- ▶ To do so, FATA Insight draws upon rigorous field survey and content analysis methods in order to provide an *ethnographic* output – in this case, an in-depth description of particular trends observed under particular circumstances that may shed light on similar trends observed by others.
- ▶ Designed to provide support to Raabta Consultants' own media productions, it is here shared to provide other organisations working in FATA with an alternative viewpoint to contribute to their own research and decision-making.

Overview – Key Findings (1 of 3)

One: Severe lack of access to pertinent information and service providers

Slides 35 - 47

Respondents faced basic problems of survival across the board, but were neither able to access media addressing these concerns nor to confidently identify *any* organisations able to help them resolve these problems, despite the multiplicity of relevant governmental, inter-governmental and non-governmental activities presently on-going in FATA.

- ▶ Male and female respondents of all mediagraphic groupings (defined on slide 9) consistently identified basic problems of survival as both their greatest chronic and acute problems. These most frequently included problems of gas and electricity supply, lack of food, lack of water, and lack of employment. Women in particular were primarily concerned about gas and electricity load shedding, 78 percent of female respondents choosing it as their most pressing concern.
- ▶ Radio was the most frequently used medium cited by respondents, with up to 87.5 percent listenership at the most inclusive count, but sampled radio programmes did not address these problems in FATA at all, focussing instead upon militancy and military operations.
- ▶ Furthermore, not one respondent was able to identify a specific organisation capable of solving such problems in their locality. Respondents instead identified the government of Pakistan as an undifferentiated whole, or pointed to 'NGOs' as a group. Almost all such references were followed by negative judgements of these options.

Overview – Key Findings (2 of 3)

Two: Freedom from violence was the highest priority hope for the future across all respondent groups

Slide 41

Freedom from violence was chosen as the highest priority hope for the future by male and female respondents across all three mediagraphic categories (defined on slide 9). Freedom from violence was preferred over the basic survival needs indicated by the same respondents as both the most acute and the most chronic problems in their lives and communities. This trend was especially pronounced amongst women - 63 percent of female respondents selected freedom from violence as their highest priority hope for the future.

Three: Presence of militant groups perceived as primary cause of disturbances in FATA by women

Slide 38

One in two female respondents identified the presence of militant groups as a principal cause of the *kharab* ('disturbances' or 'turmoil') in FATA. More than a quarter of women laid the blame on the presence of the military. Men blamed the *kharab* upon a greater variety of factors, foremost lack of education, presence of militant groups, and acts of terrorism.

Four: Illicit drugs were identified as the greatest chronic concern by 34 percent of women

Slide 37

One in three women identified drugs as their greatest general concern, whereas only six percent identified it as their greatest immediate concern. No men identified it as either a chronic or an acute concern. It is suggested that this response indicates female concern over male family members consuming illicit drugs, since few female respondents would have had sufficient privacy and independence of movement to be drug takers themselves.

Overview – Key Findings (3 of 3)

Five: Thirty percent of women under the age of 35 read the newspaper

Slides 18 - 20

Seven of eight women classified as media rich (defined on slide 9) indicated that they read the newspaper, and six of them at least once per week. These women hailed from a variety of educational backgrounds, from no formal education up to secondary school education, and were all aged between 20 and 32. Two were employed as teachers, but the remainder were unemployed or identified themselves as housewives. All but one read the Mashriq newspaper.

Five of the eight identified the newspaper as their most trusted source for information about security and safety matters, but none identified it as their most trusted source for information about emergencies and disasters, preferring television and family members.

Six: For security information, men most trust friends, family and neighbours; women most trust the radio

Slide 28

Despite a majority of men listening to radio, only three male respondents identified radio as their most trusted source of information about security matters, as against fourteen female respondents. Conversely, nineteen male respondents identified their family, friends or neighbours as their most trusted source, whereas only seven female respondents did.

Seven: TV is not a trusted medium for information about safety and security

Slide 28

Although 81 percent of respondents watched TV, and 52 percent had a working television in their homes, only 14 percent listed television as their most trusted source for security information. In stark contrast, television was the most trusted resource for disaster and emergency information – potentially due to the prevalence of breaking news coverage.

Section Two

Methodology

Respondent demographics and mediagraphics

Newspaper and radio sample characteristics

Mediagraphic Calculations

- ▶ In order to systematically compare respondents having varying access to media, FATA INSIGHT uses three mediagraphic groups:
 - ▶ **MEDIA RICH:** Participants will regularly watch television, listen to the radio, use a mobile phone, and may in some cases have access to the internet.
 - ▶ **MEDIA MAINSTREAM:** Participants will most often have access to any two of television, radio, and a mobile phone, and will use them regularly.
 - ▶ **MEDIA POOR:** Participants will infrequently use a radio or mobile phone.
- ▶ Each respondent is classified into one of the mediagraphic groups after calculating a score for two questions.
 - ▶ One: Access to media in working order at home. For each media access (radio, TV, mobile, computer, internet, landline) the respondent is allocated a score of 2 points.
 - ▶ Two: Frequency of use of media to acquire information. For each media they are allocated a score of 4, 3, 2, 1 and 0 points for 'Everyday', 'Once a week', 'Once a month', 'Less often', and 'Never' respectively.
 - ▶ Scores from the two questions are summed to achieve a final rank, as per the table below:

| Category | Scores |
|------------------|----------|
| Media Rich | 15 to 36 |
| Media Mainstream | 6 to 14 |
| Media Poor | 0 to 5 |

Field Research Quota

- Each FATA INSIGHT report will either address northern and central FATA or southern FATA. Within these areas, interviews are spread evenly across the geographic area, but limited by three factors: safe access for field research, coverage by at least one FM radio station, and cellphone coverage by at least one provider.

| Quota Structure | Media Poor - Female | Media Poor - Male | Media Mainstream - Female | Media Mainstream - Male | Media Rich - Female | Media Rich - Male | Grand Total |
|--------------------|---------------------|-------------------|---------------------------|-------------------------|---------------------|-------------------|-------------|
| Bajaur | 1 | 1 | 2 | 2 | 1 | 1 | 8 |
| FR Kohat | 1 | 1 | 2 | 2 | 1 | 1 | 8 |
| FR Peshawar | 1 | 1 | 2 | 2 | 1 | 1 | 8 |
| Hangu | 1 | 1 | 2 | 2 | 1 | 1 | 8 |
| Khyber | 1 | 1 | 2 | 2 | 1 | 1 | 8 |
| Kurram | 1 | 1 | 2 | 2 | 1 | 1 | 8 |
| Mohmand | 1 | 1 | 2 | 2 | 1 | 1 | 8 |
| Orakzai | 1 | 1 | 2 | 2 | 1 | 1 | 8 |
| Grand Total | 8 | 8 | 16 | 16 | 8 | 8 | 64 |

- Field research for each report will draw upon a quota of 64 interviews: 16 Media Rich, 32 Media Mainstream and 16 Media Poor, each spread evenly across male and female respondents.

For this report, field researchers conducted a total of 107 random sampling interviews in order to assemble the desired quota of 64 respondents.

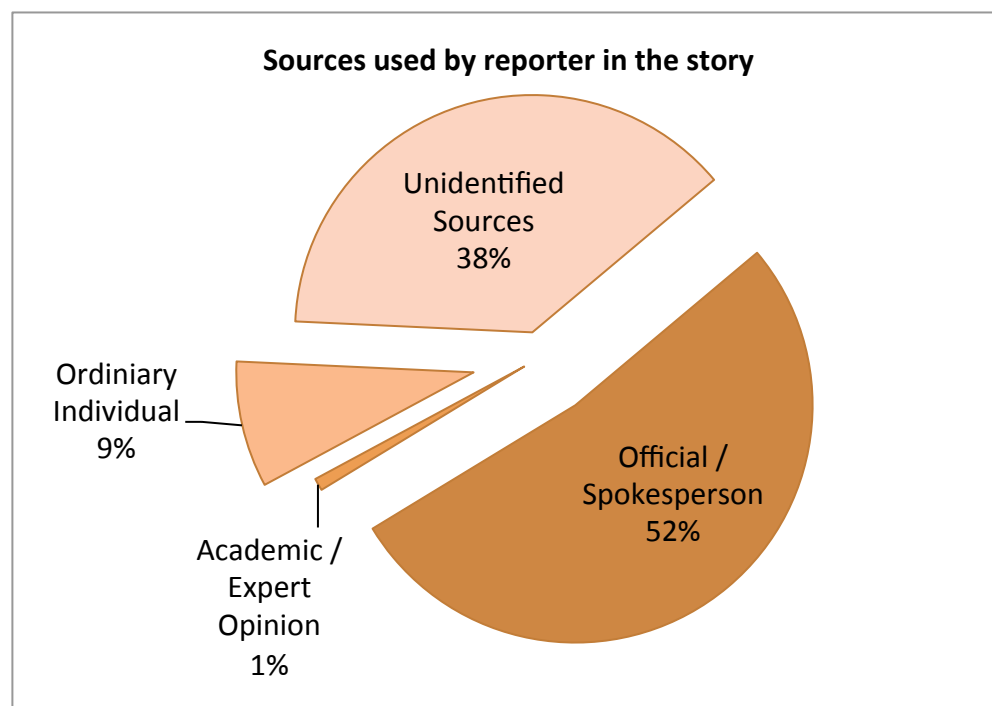
| Random Sample | Media Poor | Media Mainstream | Media Rich |
|---------------|------------|------------------|------------|
| Male | 9 | 18 | 30 |
| | 8.4% | 16.8% | 28.0% |
| Female | 12 | 25 | 13 |
| | 11.2% | 23.4% | 12.1% |

Mediagraphic Profiles

| | Media Poor | Media Mainstream | Media Rich |
|--------|--|---|--|
| Male | Mostly uneducated or educated in a madrassa, over the age of 44, and either unemployed or working as a day labourer. | Men of all ages from all educational backgrounds, from no education to university level, including madrassa students. Half are unemployed, and the remainder are mostly farmers or small businessmen. | Mostly educated males, including more than half university graduates. Evenly spread between the ages of 18 and 50. Most are doctors, teachers or students. |
| Female | With no exceptions, uneducated housewives under the age of 45. | Almost exclusively uneducated housewives under the age of 45. (12.5 percent had attended middle school.) | Mostly secondary school educated women under the age of 35, three quarters of whom were unemployed. The remainder were teachers. |

Newspaper Articles and Sources

- ▶ 1,245 articles from the two highest circulation newspapers in FATA – Daily Mashriq and Daily Aaj – were sampled by the Newspaper Content Analysis team between from October 01, 2011 and October 21, 2011. Articles referring to KPK, FATA or Pakistan were analysed for mentions of violence, forms of violence, mentions of pre-identified potential conflict drivers, and mentions of pre-identified social service providers in FATA.
- ▶ 52 percent of the articles analysed cited a government official as a source of information for the story in article, while only 9 percent of the sources cited were private individuals.

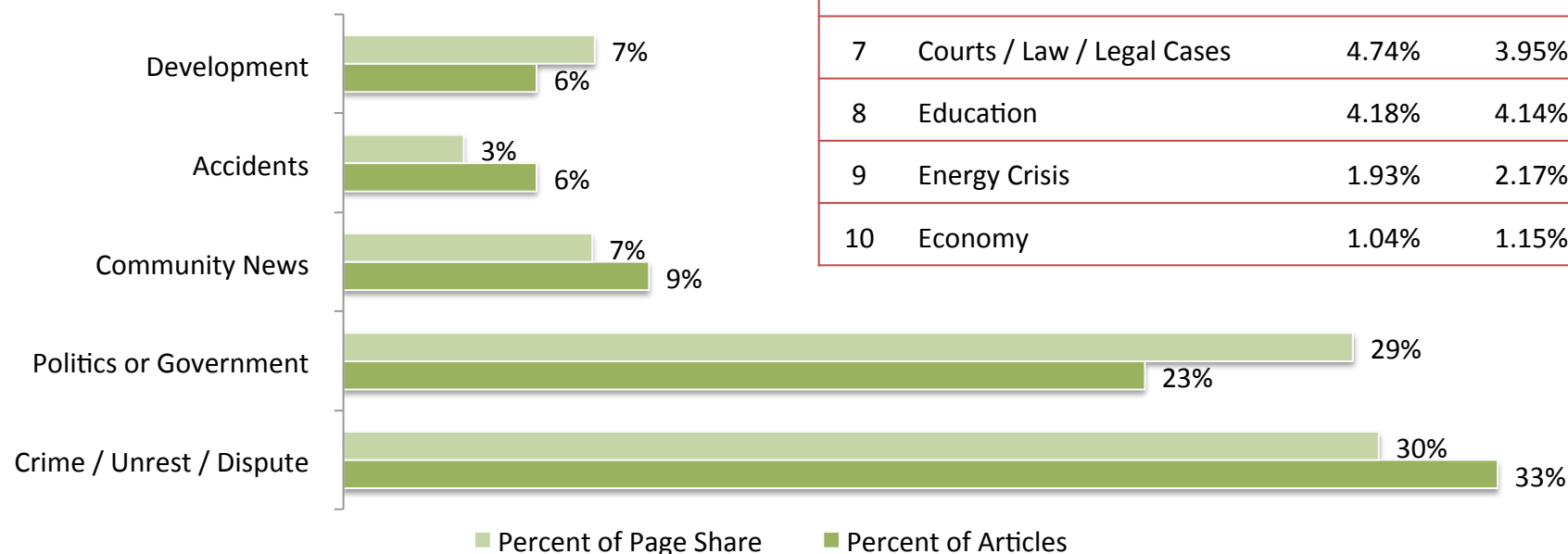


| Newspaper Title | Articles Processed |
|--------------------|--------------------|
| Daily Aaj | 526 |
| Daily Mashriq | 719 |
| Grand Total | 1245 |

| Location in Focus | No. of Articles |
|-------------------------|-----------------|
| KPK | 958 |
| Rest of Pakistan | 142 |
| FATA | 139 |
| Don't Know / Not Stated | 6 |
| Grand Total | 1245 |

Topics Covered in Newspapers

- ▶ High priority topics for newspaper readers (media rich and male media mainstream) – systemic problems with the supply of food, water, gas, electricity and jobs – went almost unaddressed in the newspapers. **See slides 36-37 and 42-43.**
- ▶ When coverage is controlled for reference to FATA, however, some priority topics do increase in relative prevalence. **See slide 44.**

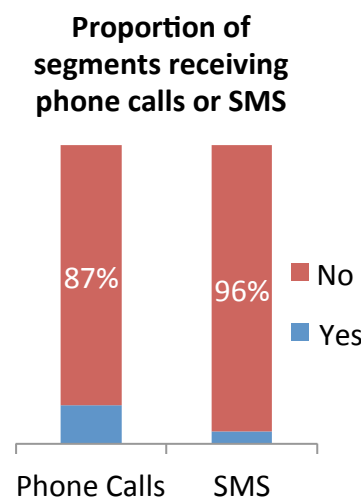
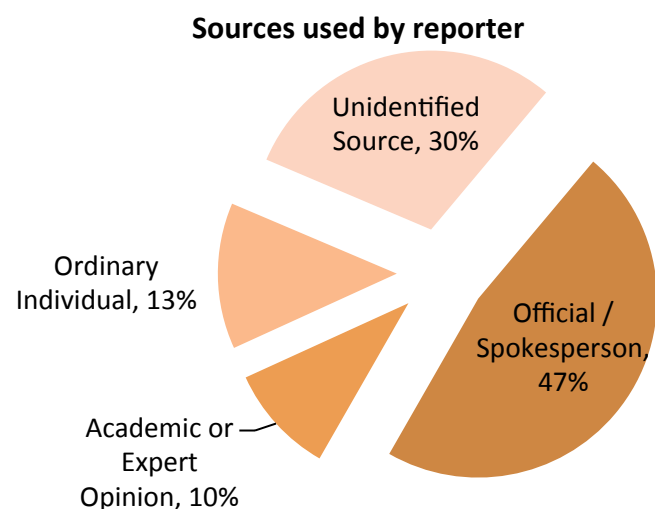


| Rank | Main Focus | Percent of Articles | Percent of Page Share |
|------|----------------------------|---------------------|-----------------------|
| 1 | Crime / Unrest / Dispute | 33.09% | 29.69% |
| 2 | Politics or Government | 22.97% | 28.95% |
| 3 | Community News | 8.76% | 7.13% |
| 4 | Accidents | 5.54% | 3.44% |
| 5 | Development | 5.54% | 7.20% |
| 6 | Health | 5.22% | 4.93% |
| 7 | Courts / Law / Legal Cases | 4.74% | 3.95% |
| 8 | Education | 4.18% | 4.14% |
| 9 | Energy Crisis | 1.93% | 2.17% |
| 10 | Economy | 1.04% | 1.15% |

Radio Segments and Sources

- ▶ 171 segments of 1,405 minutes duration from news, current affairs and talk shows aired by the selected radio stations were analyzed by the Radio Content Analysis team between October 01, 2011 to October 21, 2011. The same sampling and analysis methods as for the newspaper content were applied to the radio content, with the exception that analysts were required to manually separate each programme sampled into topic-specific segments.
- ▶ The proportion of content drawing upon ordinary citizens as sources was higher than for the newspapers, but only 13% engaged ordinary individuals through telephone calls and only 4% read SMS that they received from listeners.
- ▶ From November 2011, BBC Urdu and Radio Dilber will also be sampled.

| Radio Station Name | No. of Segments |
|-----------------------|-----------------|
| Radio Buraq, Peshawar | 20 |
| Radio Mashaal | 55 |
| Radio Swat | 30 |
| Radio Waziristan | 26 |
| VOA Radio Deewa | 40 |
| Grand Total | 171 |

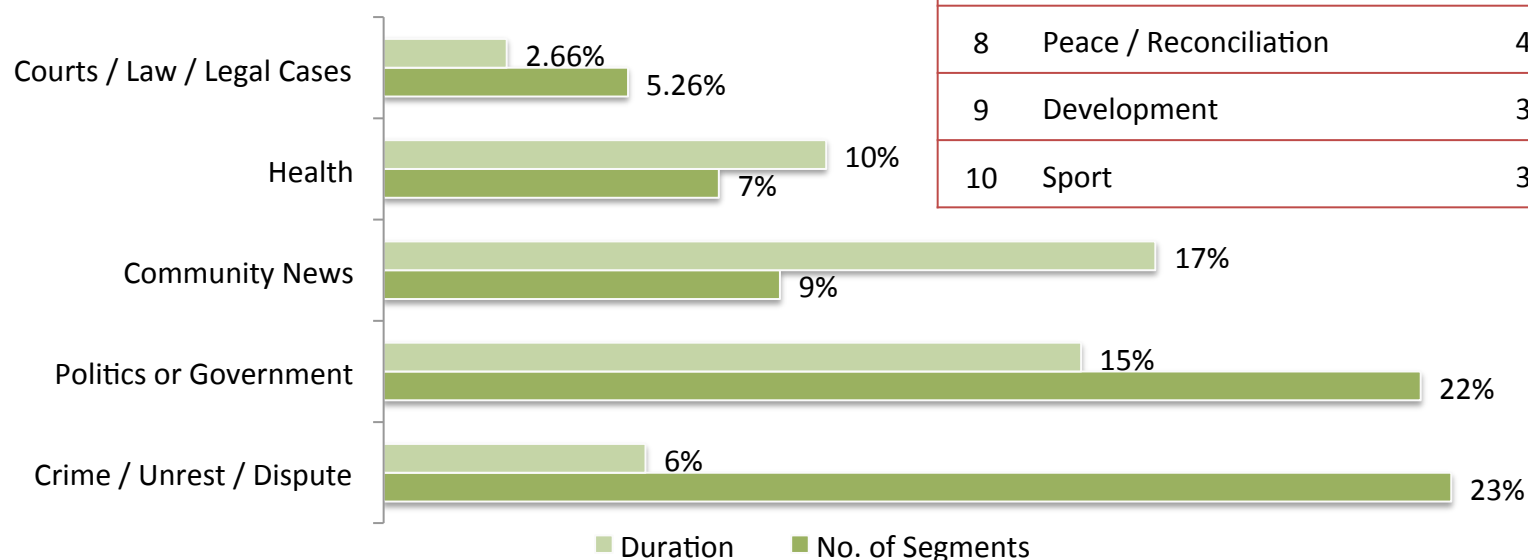


| Location in Focus | No. of Segments |
|-------------------------|-----------------|
| Rest of Pakistan | 60 |
| Don't Know / Not Stated | 59 |
| FATA | 23 |
| KPK | 29 |
| Grand Total | 171 |

Topics Covered on Radio

- ▶ Radio coverage was dominated by stories regarding crime, unrest, politics and government. Note, however, that these segments were largely news headlines and short news items – amounting for 45 percent of segments but only 20 percent of air time.
- ▶ FATA INSIGHT's sampling only covers news bulletins, current affairs programmes and talk shows, given the significant labour burden of content analysis of audio material. As such, these results may show a bias towards topics of interest to males – **see slide 26**.

| Rank | Main Focus | Percent of Segments | Percent of Air Time |
|------|----------------------------|---------------------|---------------------|
| 1 | Crime / Unrest / Dispute | 23.0% | 5.6% |
| 2 | Politics or Government | 22.4% | 15.0% |
| 3 | Community News | 8.6% | 16.7% |
| 4 | Health | 7.2% | 9.5% |
| 5 | Courts / Law / Legal Cases | 5.3% | 2.7% |
| 6 | International Relations | 5.3% | 1.3% |
| 7 | Economy | 4.6% | 4.0% |
| 8 | Peace / Reconciliation | 4.6% | 2.1% |
| 9 | Development | 3.9% | 1.1% |
| 10 | Sport | 3.9% | 0.8% |



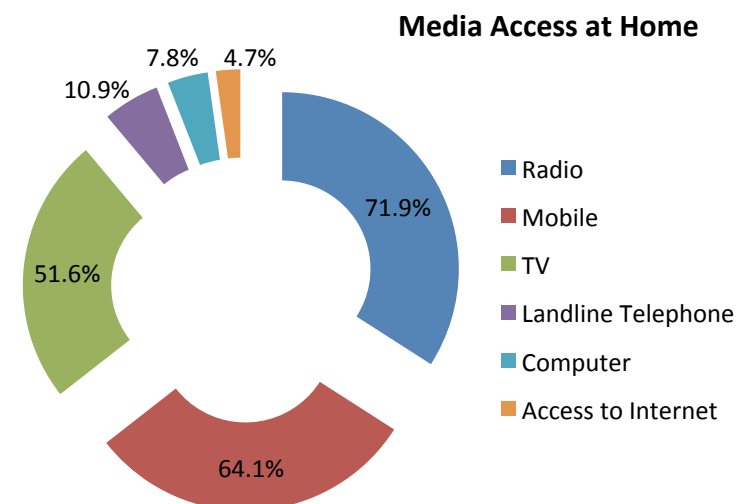
Section Three

Media Access and Use

Comparative analysis of respondents' use, access and trust
of radio, television and newspapers

Media Access at Home

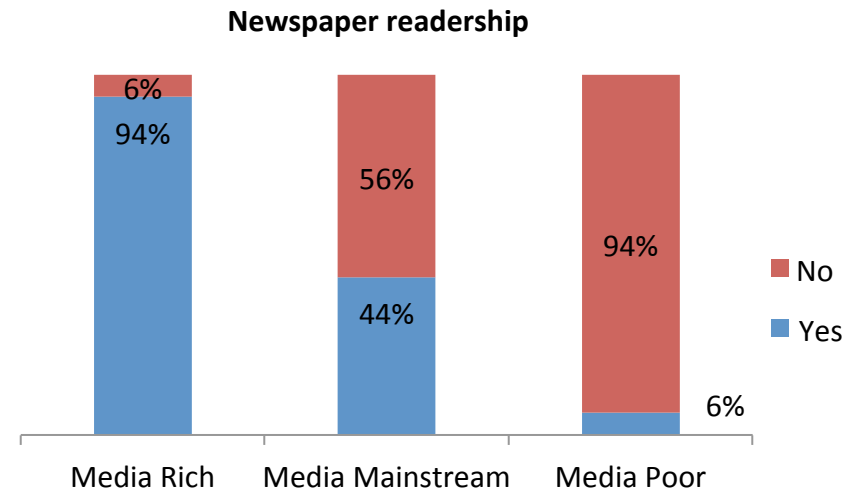
- ▶ Radio was the most commonly possessed communication technology followed by mobile phones and television.
- ▶ Every media rich female respondent had access to a television.
- ▶ Every media rich male respondent had access to a working mobile phone in their home.
- ▶ Computers and the internet were only possessed by media rich respondents of both genders.
- ▶ Media poor respondents tended to have access either to a mobile phone or to a radio, but not both.



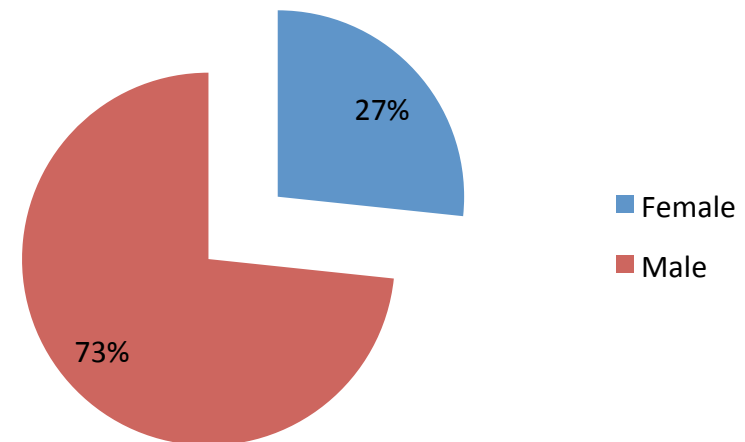
| Access at Home to | Media Poor - Female | Media Poor - Male | Media Mainstream - Female | Media Mainstream - Male | Media Rich - Female | Media Rich - Male | Grand Total |
|--------------------|---------------------|-------------------|---------------------------|-------------------------|---------------------|-------------------|-------------|
| Radio | 62.5% | 50.0% | 68.8% | 75.0% | 87.5% | 87.5% | 71.9% |
| Mobile | 37.5% | 37.5% | 56.3% | 68.8% | 87.5% | 100.0% | 64.1% |
| TV | - | - | 81.3% | 31.3% | 100.0% | 87.5% | 51.6% |
| Landline Telephone | - | - | 6.3% | - | 37.5% | 37.5% | 10.9% |
| Computer | - | - | - | - | 25.0% | 37.5% | 7.8% |
| Access to Internet | - | - | - | - | 12.5% | 25.0% | 4.7% |
| Total Respondents | 8 | 8 | 16 | 16 | 8 | 8 | 64 |

Newspaper Readership (1 of 2)

- ▶ Eight of thirty two women indicated that they read newspapers.
- ▶ Seven of these women were classified as media rich. Both of the employed women interviewed stated that they read the newspaper, but the remaining six women were unemployed housewives. All were between the ages of 20 and 32.
- ▶ All media rich male respondents stated that they read the newspaper, but less than half of media mainstream male respondents and only one media poor respondent did so.



Gender split of those who read the newspaper

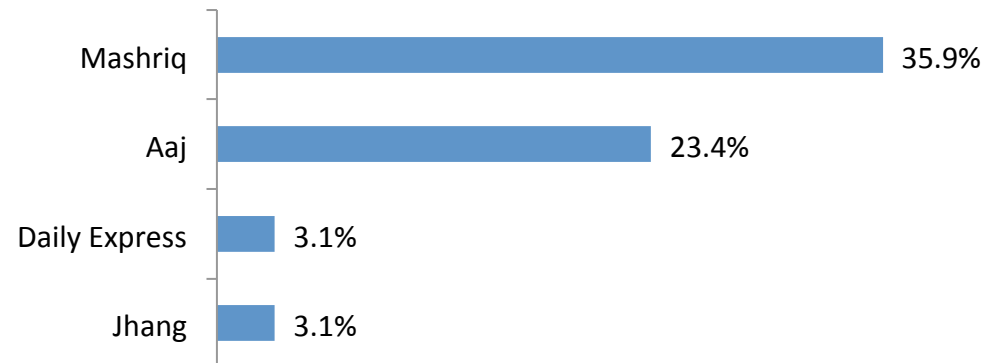


Newspaper Readership (2 of 2)

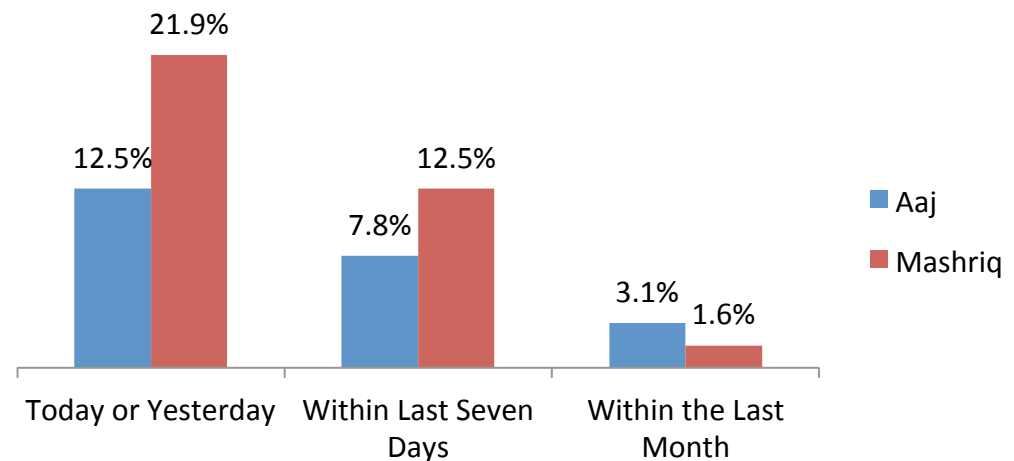
- ▶ The Daily Mashriq and the Daily Aaj dominated newspaper readership amongst our respondents – a finding supported by newspaper circulation statistics in CAMP's 'Understanding FATA IV' report, to be found at: <http://www.understandingfata.org/uf-volume-iv/>.
- ▶ From a list of twenty nine known newspapers, only the Mashriq and the Aaj achieved more than two readers amongst our 64 respondents.
- ▶ The Daily Mashriq had a proportionately larger daily following than the Daily Aaj.

The Daily Mashriq and the Daily Aaj have the highest circulations because they have the most extensive Urdu-language coverage of news local to KPK and FATA.

Most popular newspapers



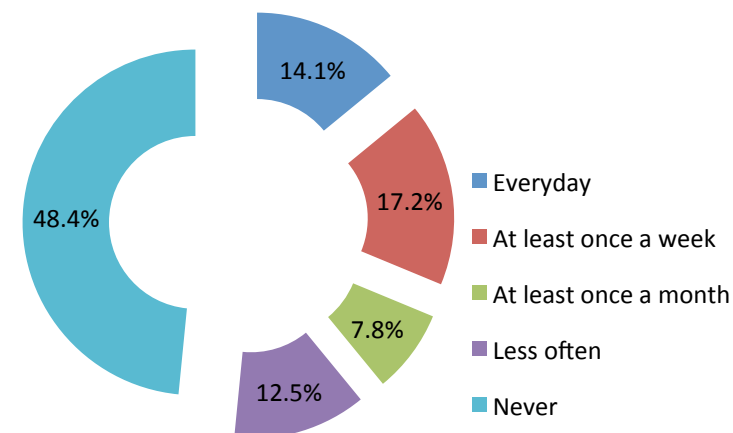
When did you last read the newspaper



Using Newspaper to Access Information

- ▶ Although 46 percent of respondents stated that they read newspapers, only 14 percent use them to pro-actively access information on a daily basis.
- ▶ All but four regular newspaper readers were classified either as media rich (of either gender) or as media mainstream (male).
- ▶ Seven of eight media rich female respondents stated that they used newspapers as a source of information. However, only one female respondent across all the groups stated that she used newspapers on a daily basis.

Frequency of using newspapers to access information



| How Often | Media Poor - Female | Media Poor - Male | Media Mainstream - Female | Media Mainstream - Male | Media Rich - Female | Media Rich - Male | Grand Total |
|-----------------------|---------------------|-------------------|---------------------------|-------------------------|---------------------|-------------------|-------------|
| Every day | - | - | - | 25.0% | 12.5% | 50.0% | 14.1% |
| At least once a week | - | - | - | 18.8% | 62.5% | 37.5% | 17.2% |
| At least once a month | - | - | 12.5% | 12.5% | 12.5% | - | 7.8% |
| Less often | - | 25.0% | - | 31.3% | - | 12.5% | 12.5% |
| Never | 100.0% | 75.0% | 87.5% | 12.5% | 12.5% | - | 48.4% |
| Total Respondents | 8 | 8 | 16 | 16 | 8 | 8 | 64 |

Television Viewership (1 of 2)

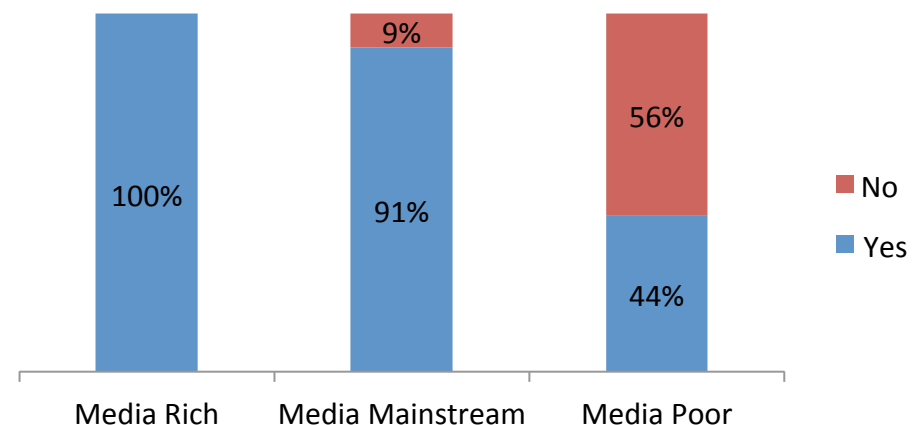
- ▶ A majority of both men and women stated that they watch television. This majority mostly comprised the media mainstream and media rich segments of society.
- ▶ It should be noted that although 44 percent of media poor respondents stated that they watch television, not one of the same respondents stated that they had access to a working television in their homes.

Not possessing a working television in the home, it is likely that male media poor respondents will watch television in a friend or patron's *hujra*, or in the *adda*.

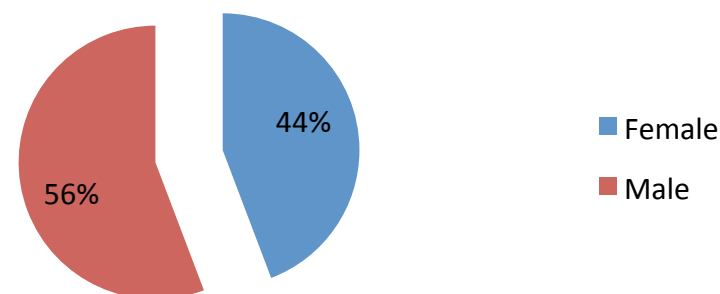
A *hujra* is a semi-private space (indoors or outdoors) for male sociability and hospitality, usually attached to the home of a family.

The *adda* is the central communal space in a village or town, where shops and bus stops can be found.

Answers to 'Do you watch television?'



Gender split of those who watch TV

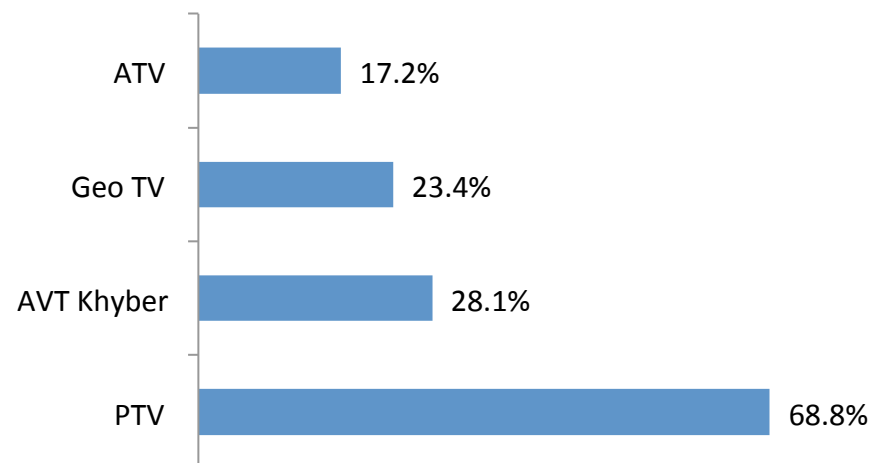


Television Viewership (2 of 2)

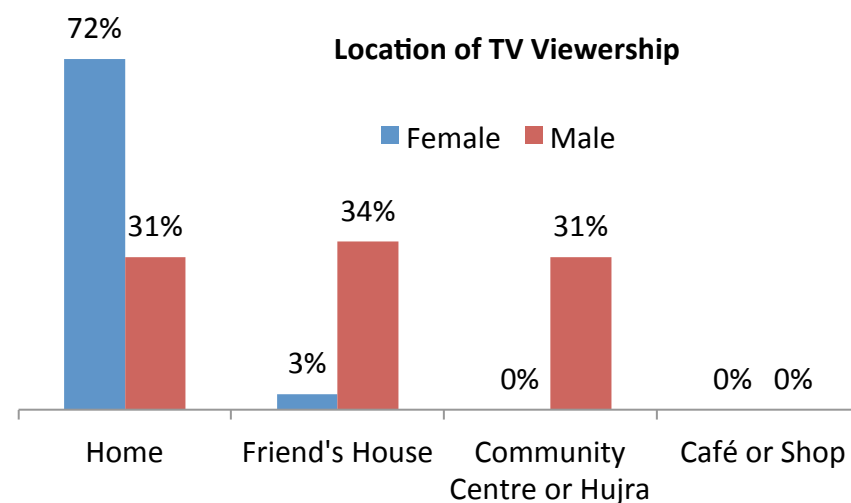
- ▶ All but two women that watched television stated that they did so at their own home, while the men watched equally across their own home, a friend's home, and the *hujra* (see previous slide).
- ▶ PTV was the most popular channel, with nearly 70 percent of respondents stating that they watched it, followed by AVT Khyber (a Pashto-language channel) at 28 percent. PTV is the only terrestrial channel in Pakistan; there is no cable network in much of FATA, and satellite dishes are in some communities viewed as a vice by elders and/or conservative individuals.

Although almost all women watch television in their own home, it should not be assumed that they watch it alone. Female sociability in FATA largely takes place in the home, amongst female relatives and children.

Most popular TV Station



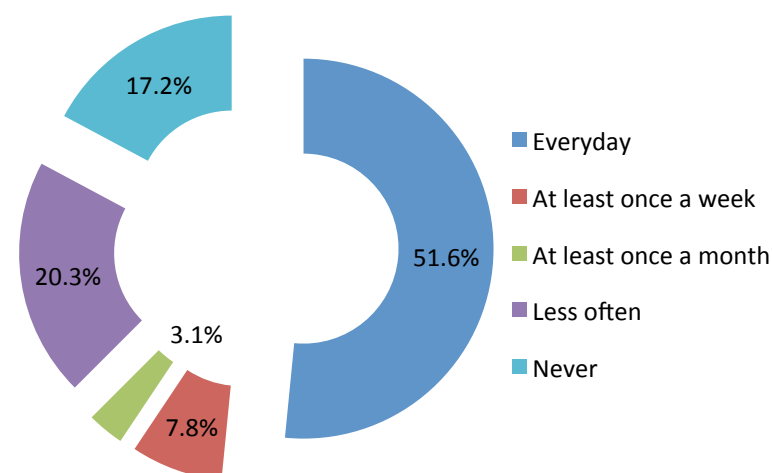
Location of TV Viewership



Using Television to Access Information

- ▶ More than half of the respondents watched TV everyday, including every single media rich female and all but one media rich male respondents.
- ▶ Male sociability in FATA enables men who don't have a working television at home to watch television elsewhere. Female sociability, however, restricts female viewership to those who possess a television at home.

Frequency of using TV to access information

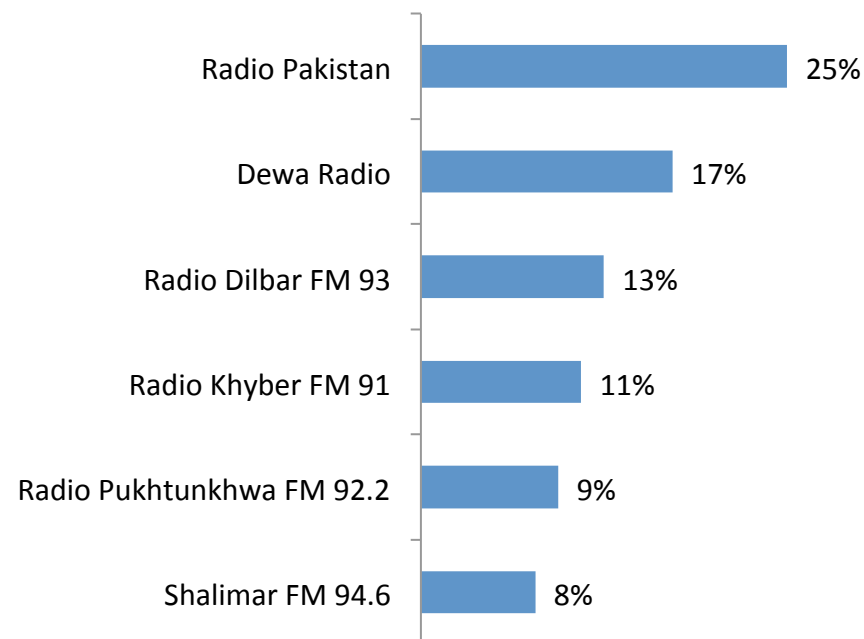


| How Often | Media Poor - Female | Media Poor - Male | Media Mainstream - Female | Media Mainstream - Male | Media Rich - Female | Media Rich - Male | Grand Total |
|-----------------------|---------------------|-------------------|---------------------------|-------------------------|---------------------|-------------------|-------------|
| Every day | - | 12.5% | 87.5% | 18.8% | 100.0% | 87.5% | 51.6% |
| At least once a week | - | - | - | 25.0% | - | 12.5% | 7.8% |
| At least once a month | - | 12.5% | - | 6.3% | - | - | 3.1% |
| Less often | - | 62.5% | - | 50.0% | - | - | 20.3% |
| Never | 100.0% | 12.5% | 12.5% | - | - | - | 17.2% |
| Total Respondents | 8 | 8 | 16 | 16 | 8 | 8 | 64 |

Radio Listenership (1 of 3)

- ▶ Radio Pakistan (PBC) was the most popular radio station amongst all respondents, followed by BBC among male and Radio Pukhtunkhwa among female respondents.
- ▶ Women, however, listened to more radio stations than men. Four stations were listened to by fifteen or more of female respondents, whereas only two stations received fifteen or more male listeners from amongst the interviewees.
- ▶ Radio Pakistan was also the most trusted radio station among all the respondents followed by VOA Radio Dewa.

Most trusted radio station amongst all respondents

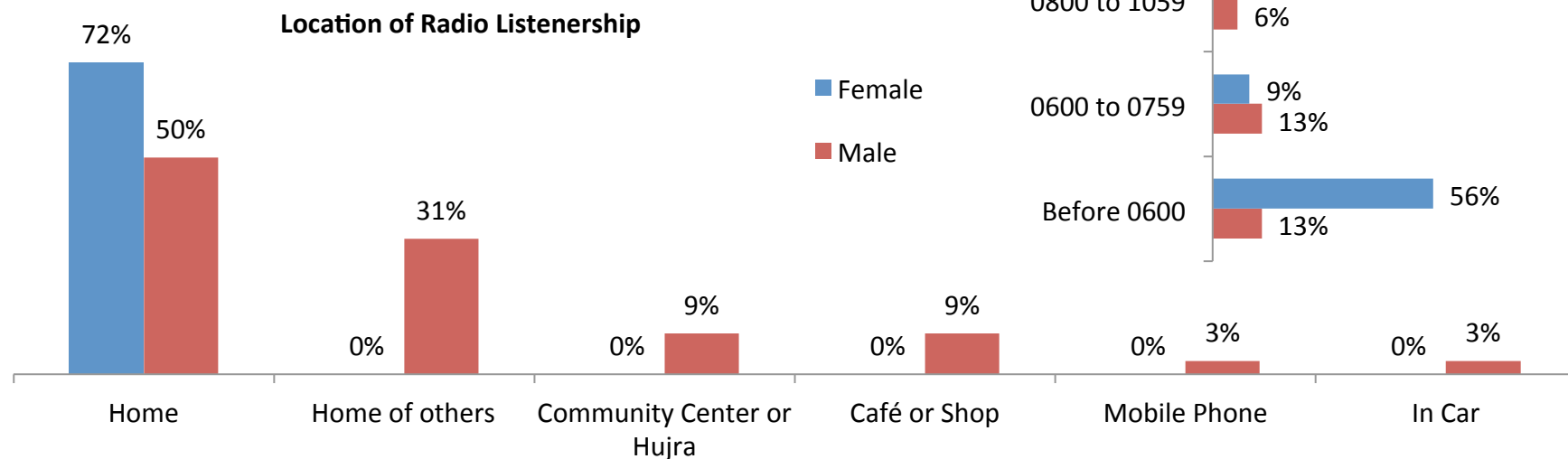


| Radio Stations Ever Listened To | Female |
|---------------------------------|--------|
| Radio Pakistan | 53% |
| Radio Pukhtunkhwa 92.2 | 50% |
| Radio Khyber FM 91 | 47% |
| Sada-e-Khyber 97.6 | 47% |
| Dilbar Charsadda Radio FM 93 | 38% |

| Radio Stations Ever Listened To | Male |
|---------------------------------|------|
| Radio Pakistan | 66% |
| BBC | 56% |
| Dewa Radio | 41% |
| Radio Buraq FM 104 | 22% |
| Radio Pukhtunkhwa 92.2 | 19% |

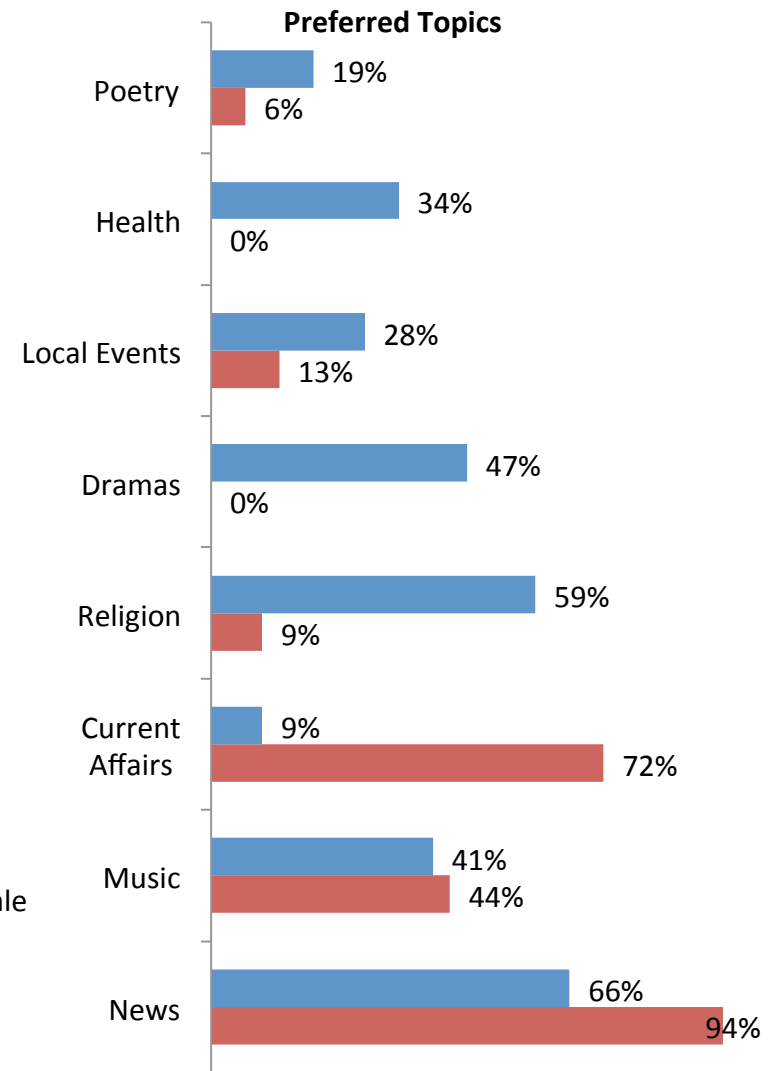
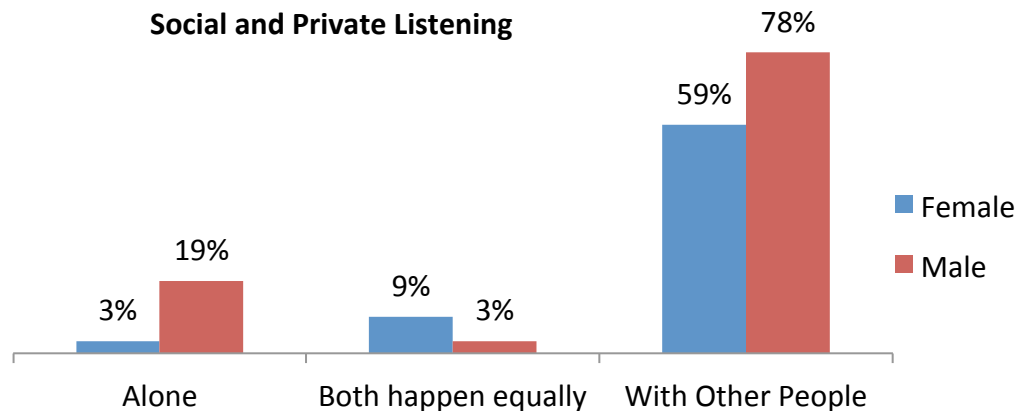
Radio Listenership (2 of 3)

- Male respondents were evenly divided amongst those that listened primarily at home, and those that listened elsewhere, whereas all women listened to the radio at home. **See slides 21 – 22.**
- Men tended to listen to radio most often between 6pm and 9pm – when most work, agricultural or professional, has concluded, and in order to hear the prime time news broadcasts.
- Some doubt was expressed amongst Raabta Consultants' analysts about late night and early morning female listenership – further issues of FATA INSIGHT will continue to explore these trends. Analysts indicated that women in FATA are considered usually to listen to the radio after 9 am and before 6pm, in contrast to these findings.



Radio Listenership (3 of 3)

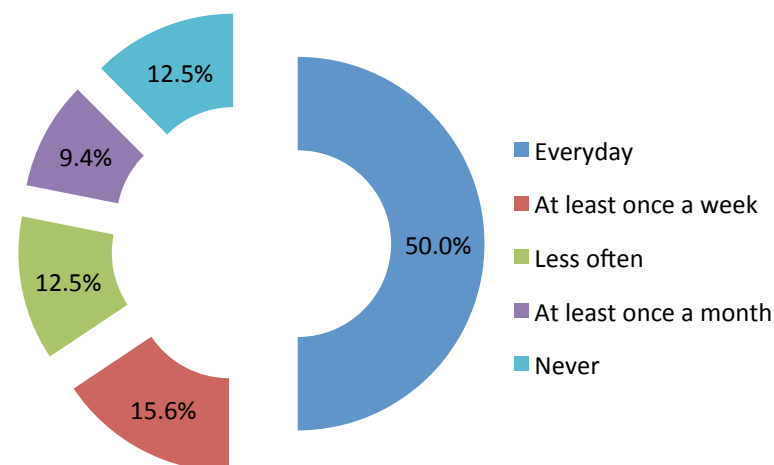
- Male and female listeners both listened to news bulletins and to music, 94 percent of men listening to the former. However, almost no women matched their interest in news with an interest in extended talk shows about current affairs.
- Female listeners, however, dominated the listenership for dramas and programming about poetry, health and religion.
- Raabta Consultants' analysts suggested that dramas have low male listenership because the content tends towards domestic concerns. Male interest in television dramas may further indicate that the drama format itself does not disinterest men in FATA.



Using Radio to Access Information

- ▶ Half of all respondents listened to the radio every day.
- ▶ Women were consistently more likely to be daily listeners than men. However, all respondents who stated that they never listened to the radio were also female.
- ▶ Three of eight media rich male respondents accessed the radio for information less often than once a month – perhaps because this mediagraphic has access across the broadest range of media technologies.

Frequency of using radio to access information



| How Often | Media Poor - Female | Media Poor - Male | Media Mainstream - Female | Media Mainstream - Male | Media Rich - Female | Media Rich - Male | Grand Total |
|-----------------------|---------------------|-------------------|---------------------------|-------------------------|---------------------|-------------------|-------------|
| Every day | 37.5% | 25.0% | 56.3% | 50.0% | 75.0% | 50.0% | 50.0% |
| At least once a week | 25.0% | 25.0% | 6.3% | 25.0% | 12.5% | - | 15.6% |
| At least once a month | - | 37.5% | 6.3% | 18.8% | - | 12.5% | 12.5% |
| Less often | - | 12.5% | 6.3% | 6.3% | - | 37.5% | 9.4% |
| Never | 37.5% | - | 25.0% | - | 12.5% | - | 12.5% |
| Total Respondents | 8 | 8 | 16 | 16 | 8 | 8 | 64 |

Most Trusted Sources of Information about Peace & Security

- ▶ Three quarters of male respondents identified family members, friends or neighbours as their most trusted sources of information, with only 8 male respondents selecting other sources.
- ▶ Female respondents, on the other hand, consistently identified radio and TV as their most trusted sources, with only 10 female respondents choosing other options.
- ▶ Despite all media rich female respondents owning a television, none of them identified it as their most trusted source for peace and security information.

Men in FATA often socialise and work with other men of wide-ranging backgrounds and with heterogeneous media consumption habits. They are thus able to actively source information from male acquaintances.

Women however spend time largely with a small number of other women in the same household, all with access to the same information from the same media. This may explain why women place trust in the primary source of information – usually the radio.

| Source of Information | Media Poor - Female | Media Poor - Male | Media Mainstream - Female | Media Mainstream - Male | Media Rich - Female | Media Rich - Male | Grand Total |
|------------------------|---------------------|-------------------|---------------------------|-------------------------|---------------------|-------------------|-------------|
| Family | 25.0% | 50.0% | 25.0% | 37.5% | 12.5% | 25.0% | 29.7% |
| Radio | 37.5% | 12.5% | 31.3% | 6.3% | 75.0% | 12.5% | 26.6% |
| TV | - | - | 37.5% | 12.5% | - | 12.5% | 14.1% |
| Friends and Neighbours | - | 25.0% | - | 18.8% | - | 25.0% | 10.9% |
| Newspapers | - | - | - | 18.8% | 12.5% | 12.5% | 7.8% |
| Local Maliks | 37.5% | - | 6.3% | - | - | - | 6.3% |
| Total Respondents | 8 | 8 | 16 | 16 | 8 | 8 | 64 |

Most Trusted Sources of Information about Emergencies & Disaster

- ▶ Television was found to be the most trusted source of information regarding emergencies and disasters, including amongst 42 percent of non-media poor respondents. This stands in strong contrast to the findings on the previous slide.
- ▶ Although several male media poor respondents were able to watch television in homes of others (**see slide 17**), none possessed a television at home.

Raabta Consultants' analysts suggested that television may be more trusted for emergencies and disaster-related information because it provides visual communication of the scope and nature of the disaster.

It is perhaps the time-sensitive nature of emergency information that prompts male media poor respondents to rely on radio and personal contacts over television, since they generally watch television in public spaces or the homes of others.

| Source of Information | Media Poor - Female | Media Poor - Male | Media Mainstream - Female | Media Mainstream - Male | Media Rich - Female | Media Rich - Male | Grand Total |
|------------------------|---------------------|-------------------|---------------------------|-------------------------|---------------------|-------------------|-------------|
| TV | - | - | 15.6% | 15.6% | 75.0% | 50.0% | 31.3% |
| Family | 50.0% | 50.0% | 9.4% | 6.3% | 12.5% | - | 21.9% |
| Radio | 37.5% | 12.5% | 12.5% | 9.4% | - | 12.5% | 18.8% |
| Friends and Neighbours | - | 37.5% | - | 6.3% | - | - | 7.8% |
| Local Maliks | 12.5% | - | 6.3% | - | 12.5% | - | 6.3% |
| Newspapers | - | - | - | 9.4% | - | 12.5% | 6.3% |
| Total Respondents | 8 | 8 | 16 | 16 | 8 | 8 | 64 |

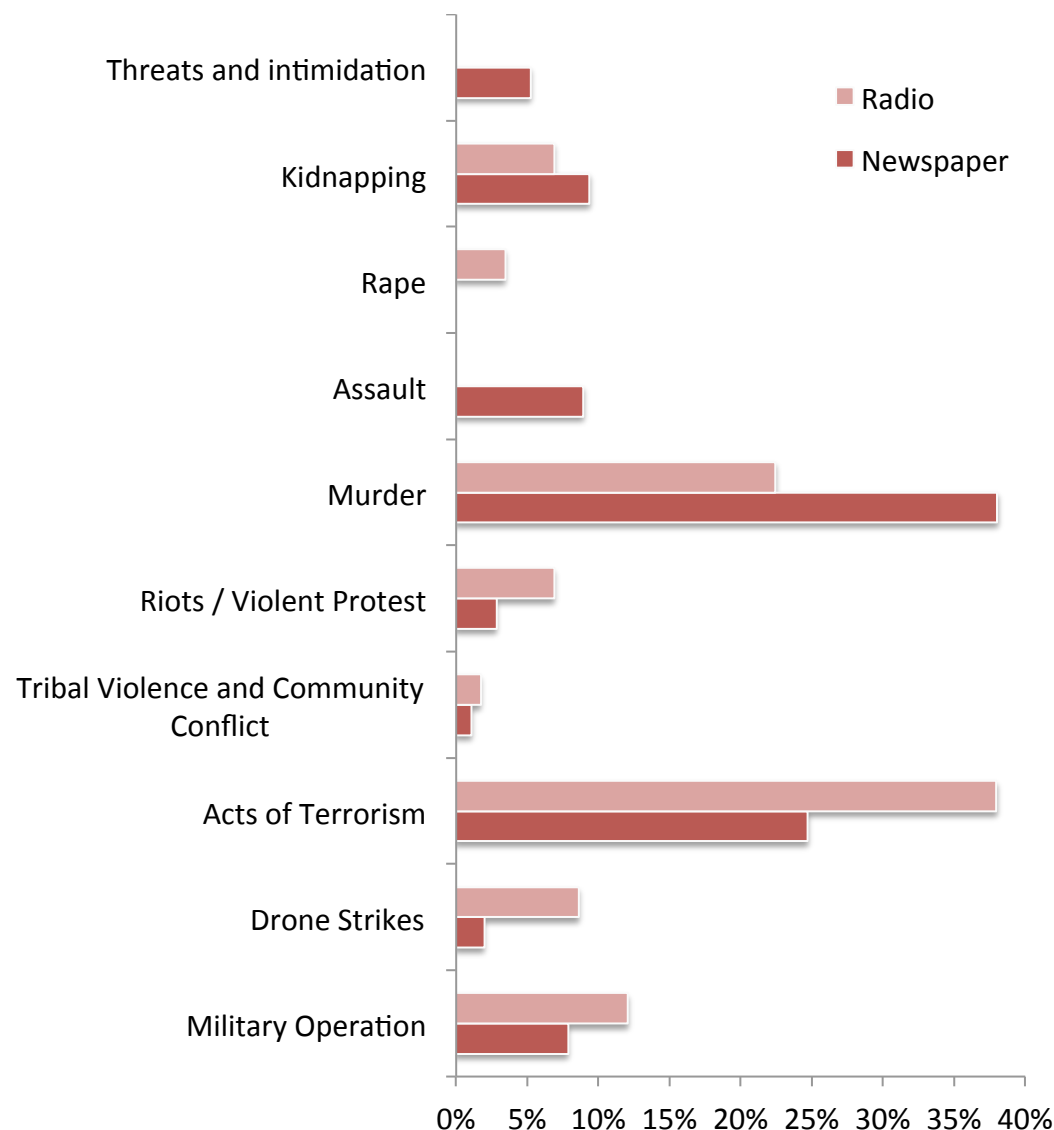
Section Four

Violence in the Media

Coverage and contexts of violence
in sampled newspapers and radio programmes

Types of Violence

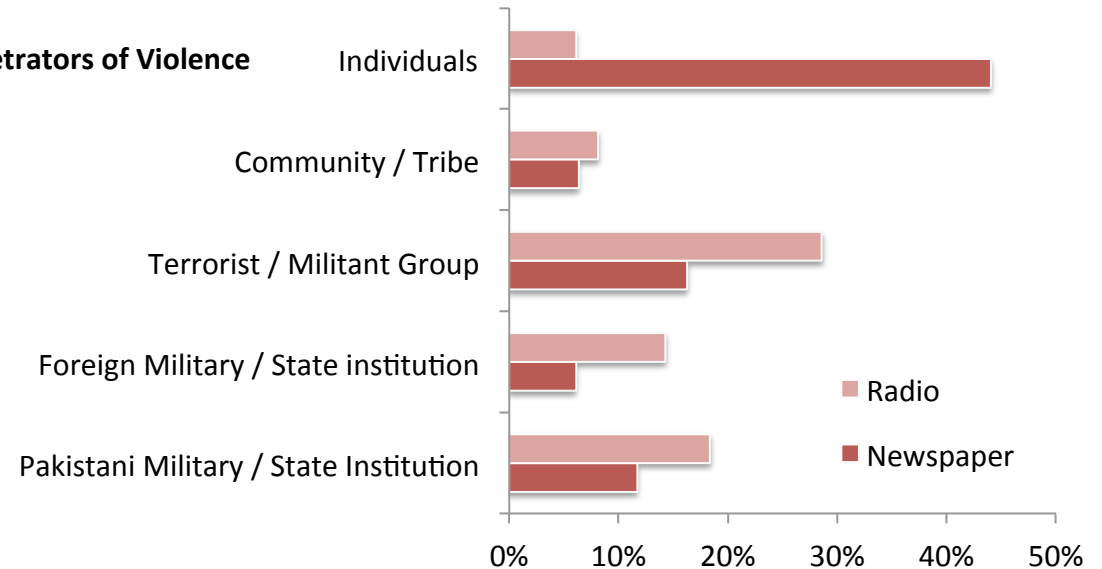
- ▶ Nearly 40 percent of violent incidents covered by the sampled radio programmes involved acts of terrorism.
- ▶ Newspaper coverage, however, featured ordinary murder more frequently than acts of terrorism.
- ▶ Drone strikes saw very little coverage in the two newspapers, but were substantially represented in the sampled radio programmes.
- ▶ From 1,245 articles from the two highest circulation newspapers over 21 days, not one single newspaper article involved a mention of rape.



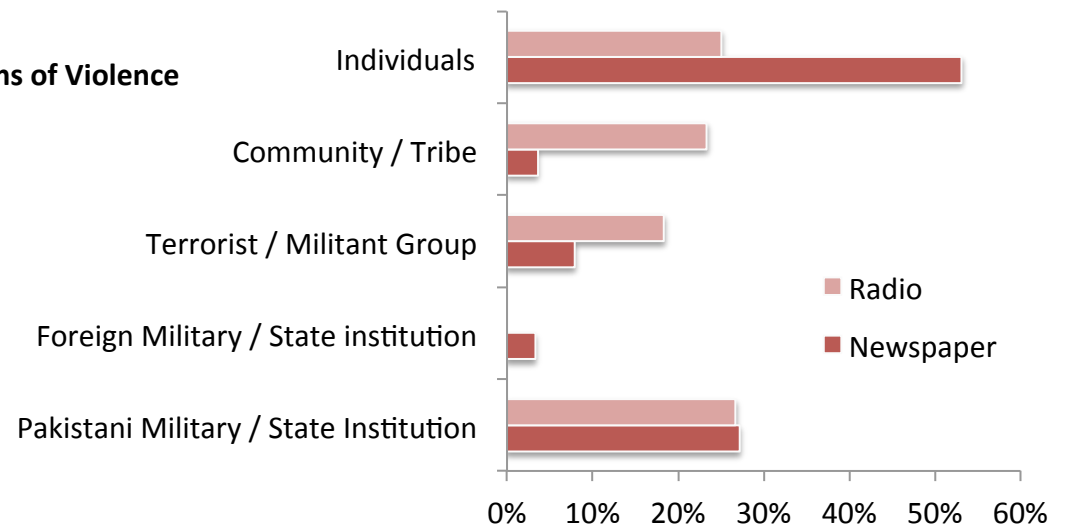
Perpetrators and Victims of Violence

- ▶ Nearly half of the violence covered in the two newspapers was performed by private individuals, and more than half of violent incidents described involved private individuals as victims.
- ▶ This dual trend reflects the high proportion of newspaper articles addressing murder, and indicates a greater focus upon local small-scale violence than upon terrorism and militancy.
- ▶ Radio coverage of violence, on the other hand, tended to focus upon violence by terrorists or militant groups.
- ▶ Both gave significant coverage to instances of violence directed against the Pakistani military and state institutions.

Perpetrators of Violence



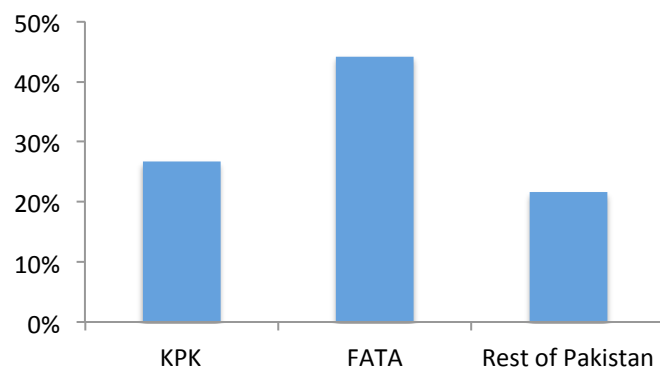
Victims of Violence



Contexts of Violence in Newspapers (1 of 2)

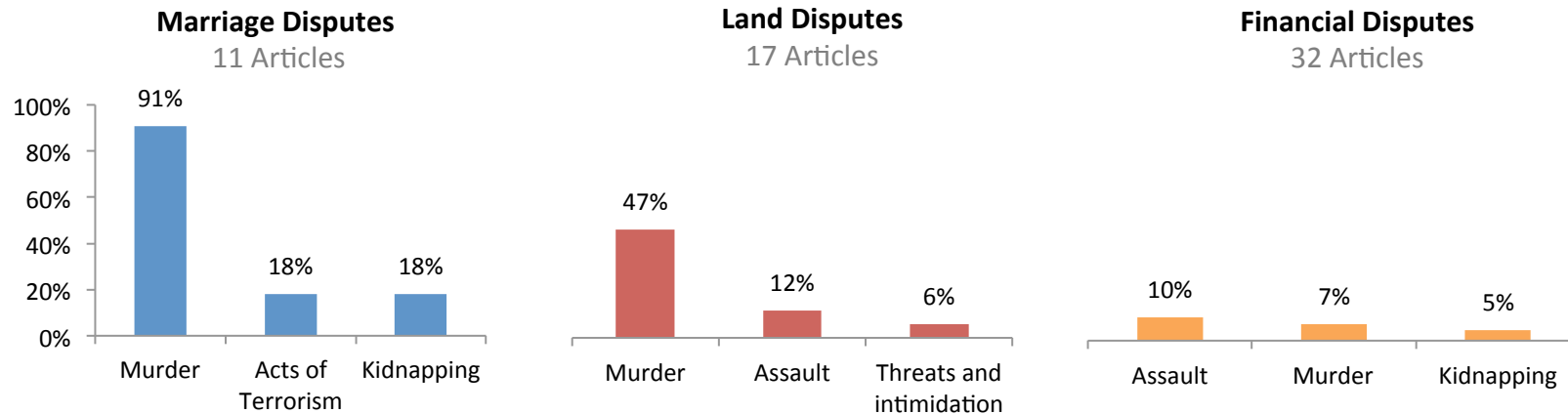
- ▶ The table to the right shows the correlation between incidence of violence (of any type) and each of the main topics.
- ▶ The topic bearing the greatest number of violent articles, despite having a comparatively low proportion of violent articles, is 'Failures of Government Institutions' – a category that covers incompetence, abuse of power and neglect of duty.
- ▶ Over 40% of articles about FATA included a mention of at least one type of violence.

Percentage of Articles Concerning Violence, by Geography



| Topic | No of occurrence | Percent of Violence Mentioned |
|--|------------------|-------------------------------|
| Marriage Disputes | 11 | 100% |
| Tribal Rivalries | 10 | 80% |
| Presence of Foreigners | 25 | 64% |
| Insecure Border | 25 | 60% |
| Land Disputes | 17 | 59% |
| Financial Disputes | 32 | 56% |
| Foreign Policy and Foreign Relations | 13 | 38% |
| Lack of Access to Justice | 9 | 22% |
| Lack of Transport | 28 | 21% |
| Failures of Named Politicians / Civil Servants | 26 | 19% |
| Lack of Employment | 43 | 16% |
| Failures of Government Institutions | 288 | 16% |
| Problems with Electricity / Gas Supply | 152 | 12% |
| Lack of Food or Water | 46 | 11% |
| Lack of Education | 46 | 11% |
| Poverty | 38 | 11% |
| Drugs | 19 | 11% |
| Failures of Political Parties | 29 | 10% |
| Lack of Shelter and Housing | 11 | 9% |
| Lack of Sanitation | 17 | 6% |
| Lack of Health Care | 74 | 5% |
| Failures of NGOs / INGOs | 7 | 0% |
| Fuel Shortages | 6 | 0% |

Contexts of Violence in Newspapers (2 of 2)



This slide shows the types of violence most strongly associated with three common disputes. Each graph shows the percentage of articles mentioning a particular dispute or problem that also mention certain types of violence, restricted to the top three correlations per graph. This data only represents newspaper coverage of these disputes, and does not include radio coverage.

- ▶ Marriage disputes showed the highest correlation with murder in newspaper articles, but also the lowest coverage of the three types of disputes shown here. Ten of the eleven articles mentioning marriage disputes also mentioned a murder. This ranking should perhaps be interpreted as indicating that marriage disputes only become newsworthy when they are also violent.
- ▶ However, as shown in previous slides, only 6% of murder articles also included mentions of marriage disputes – a small figure, but the fourth strongest correlation with murder across 38 measured factors and 187 analysed murders.
- ▶ Financial disputes show a much lower correlation with violence. This may indicate that financial disputes are less likely to become violent, but it may also indicate that newspapers see some 'story' value in non-violent financial disputes.

Section Five

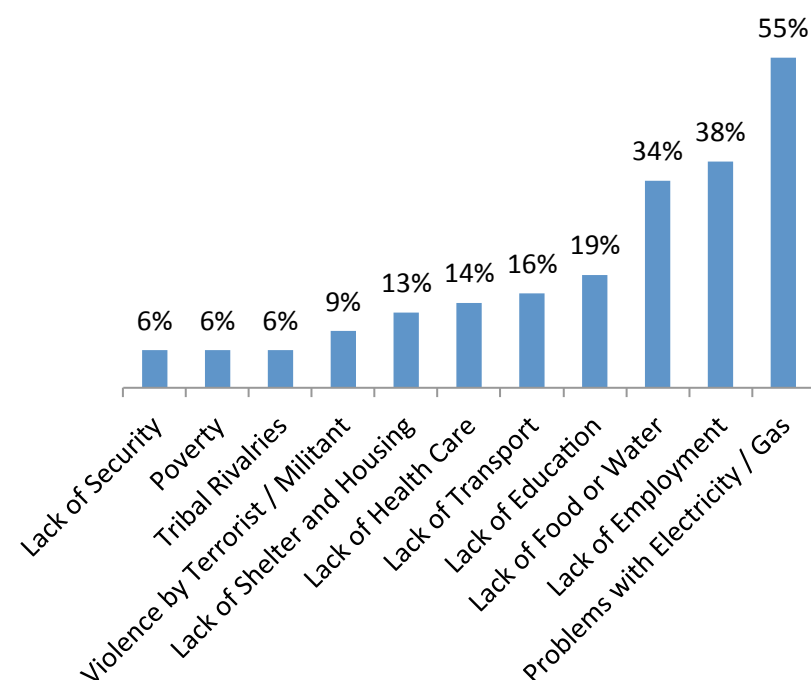
Social Problems

Grievances, disputes and potential conflict drivers
across newspapers, radio and respondent opinion

Respondents' Acute Problems

- ▶ Twenty five of thirty two female respondents mentioned load shedding of electricity and gas as one of their greatest problems at the time of the interview.
- ▶ High female concerns over employment may reflect a desire both for employment for themselves amongst the media rich, but for their male family members amongst the media mainstream and media poor.
- ▶ Male respondents showed much less agreement on their most pressing topics with only two topics being mentioned by seven or more respondents, as opposed to five such topics amongst women.
- ▶ Terrorist violence appeared comparatively low in the priorities of respondents, in contrast to its dominance of newspaper and radio coverage. **See slides 43 to 45.**

Most Cited Acute Problems



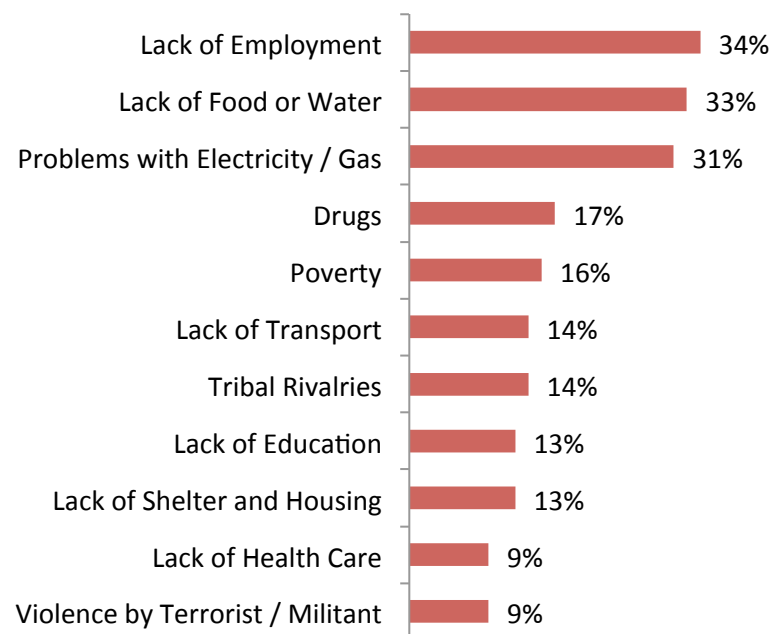
| | Male |
|--|------|
| Problems with Electricity / Gas Supply | 31% |
| Lack of Food or Water | 22% |
| Lack of Employment | 16% |
| Lack of Shelter and Housing | 13% |
| Lack of Security | 13% |

| | Female |
|--|--------|
| Problems with Electricity / Gas Supply | 78% |
| Lack of Employment | 59% |
| Lack of Food or Water | 47% |
| Lack of Education | 31% |
| Lack of Transport | 22% |

Respondent's Chronic Problems

- ▶ Respondent's chronic problems show greater differentiation amongst men and women, although women again showed lower internal disagreements as a group than did men.
- ▶ Male responses were consistent with their acute problems, with the exception that poverty was the most frequently mentioned problem by male respondents. (It should be noted that the Pashto word for poverty also applies to a general state of helplessness – a poverty of opportunities or means as much as income poverty.)
- ▶ Women, however, also expressed concerns about drugs (one in three women) and tribal rivalries (one in four).
- ▶ Other than gas and electricity problems, none of these difficulties were addressed by radio programming. **See slides 44 and 45.**

Most Cited Chronic Problems



| | Female |
|--|--------|
| Problems with Electricity / Gas Supply | 56% |
| Lack of Food or Water | 53% |
| Lack of Employment | 53% |
| Drugs | 34% |
| Tribal Rivalries | 25% |

| | Male |
|-----------------------|------|
| Poverty | 19% |
| Lack of Employment | 16% |
| Lack of Security | 16% |
| Lack of Food or Water | 13% |
| Lack of Transport | 13% |

Respondent's View of Causes of *Kharab* in FATA by Gender

- ▶ Respondents were asked what they considered to be the causes of *kharab* in FATA. *Kharab* translates as 'turmoil' or 'disturbances', and is the most widespread term for the violent social crisis presently being experienced by citizens of FATA.
- ▶ Female respondents focussed upon the presence of militants and the military as the causes. One in two female respondents cited the *presence* of militant groups as the greatest cause of the disturbances, as opposed to their violent actions.
- ▶ No such unity of opinion was demonstrated by male respondents, but more than one in four identified lack of education as the principal cause – also identified by women as the third most important cause.

| | Male |
|--|------|
| Lack of Education | 28% |
| Presence of Terrorist / Militant Groups | 16% |
| Violence by Terrorist / Militant group | 16% |
| Lack of Employment | 9% |
| Failures Political Administration / Government | 9% |

| | Female |
|---|--------|
| Presence of Terrorist / Militant Groups | 50% |
| Presence of Pakistan Military | 28% |
| Lack of Education | 22% |
| Presence of Foreigners | 13% |
| Lack of Employment | 13% |
| Lack of Shelter and Housing | 13% |

Respondent's View of Causes of *Kharab* in FATA by Mediagraphics

- ▶ When analysed by respondent mediagraphic group, clear trends emerge:
 - ▶ the greater a respondent's access to multiple media, the greater the likelihood that they named lack of education as a cause of the *kharab*;
 - ▶ the lower a respondent's access to multiple media, the greater the likelihood that they considered the presence of conflict actors to be a cause of *kharab*.
- ▶ Media rich respondents also demonstrated a greater variety of responses than media mainstream or media poor respondents.

| Media Rich | |
|--|-----|
| Lack of Education | 31% |
| Violence by Terrorist / Militant group | 19% |
| Presence of Terrorist / Militant Groups | 13% |
| Lack of Employment | 13% |
| Failures Political Administration / Government | 13% |
| Presence of Pakistan Military | 13% |
| Lack of Health Care | 13% |
| Lack of Education | 31% |

| Media Mainstream | |
|--|-----|
| Presence of Terrorist / Militant Groups | 41% |
| Lack of Education | 25% |
| Presence of Pakistan Military | 19% |
| Lack of Employment | 13% |
| Failures Political Administration / Government | 9% |

| Media Poor | |
|---|-----|
| Presence of Terrorist / Militant Groups | 38% |
| Lack of Education | 19% |
| Presence of Pakistan Military | 19% |
| Presence of Foreigners | 13% |
| Kidnapping | 13% |

What Would Most Improve Your Daily Life?

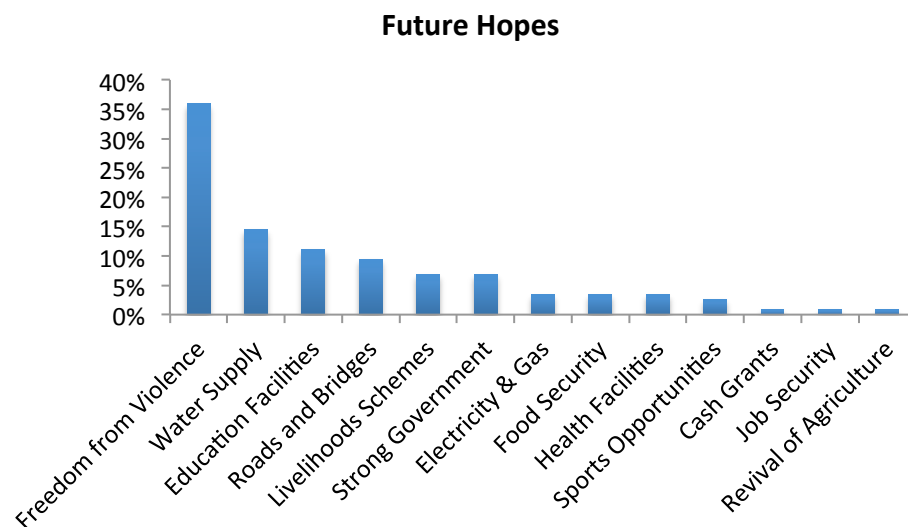
- ▶ Despite rarely identifying any form of violence as either the greatest form of acute or chronic problem in their lives, respondents most frequently identified freedom from violence as the one change that would bring about the greatest improvement in their lives.
- ▶ Once more, women showed greater unity of opinion, nineteen of thirty two women agreeing that freedom from violence would most improve daily life.
- ▶ Women otherwise gave responses that matched their acute and chronic problems but men cited distinct problems.

| | Female |
|-----------------------|--------|
| Freedom from Violence | 59% |
| Electricity & Gas | 16% |
| Food Security | 16% |
| Education Facilities | 6% |
| Health Facilities | 3% |

| | Male |
|-----------------------|------|
| Freedom from Violence | 25% |
| Education Facilities | 13% |
| Roads and Bridges | 13% |
| Job Security | 13% |
| Water Supply | 13% |

What Do You Most Hope for in the Future?

- ▶ When asked about hopes for the future, women became yet more unified around a desire for freedom from violence, whereas male responses became more diffuse, with only two topics achieving more than three male respondents.
- ▶ Respondents were asked to identify up to three priorities. The below chart shows percentage of mentions across all three priorities, further indicating the importance of freedom from violence.



| First Priority | Female |
|-----------------------|--------|
| Freedom from Violence | 63% |
| Education Facilities | 13% |
| Strong Government | 9% |
| Roads and Bridges | 6% |
| Water Supply | 3% |

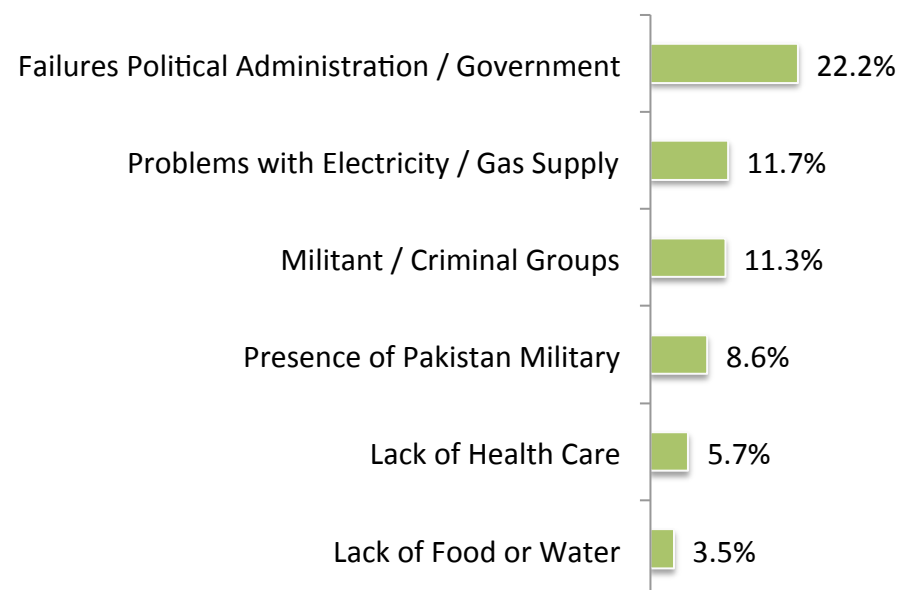
| First Priority | Male |
|-----------------------|------|
| Freedom from Violence | 28% |
| Water Supply | 19% |
| Health Facilities | 9% |
| Livelihoods Schemes | 9% |
| Sports Opportunities | 9% |

Social Problems Covered by Newspapers

- ▶ Newspapers consistently highlighted government failures in regards to many stories, followed by problems with gas and electricity. The latter peaked early in October 2011, when the country experienced widespread load shedding. Respondents in FATA, however, continued to identify gas and electricity shortages as their most pressing problem into mid-October. **See slides 36 and 37.**
- ▶ Newspapers also addressed a number of other chronic and acute concerns of male and female respondents, such as lack of food and water, but only in a scatter of articles. Other chronic problems such as drugs – a concern for women – went unaddressed. **See slides 36 and 37.**

| Rank | In Newspaper | Percent of Articles | Percent of Page Share |
|------|---|---------------------|-----------------------|
| 1 | Failures of Government Institutions | 22.2% | 21.6% |
| 2 | Problems with Electricity / Gas Supply | 11.7% | 12.5% |
| 3 | Presence of Terrorist / Militant Groups | 11.3% | 10.1% |
| 4 | Presence of Pakistan Military | 8.6% | 7.5% |
| 5 | Lack of Health Care | 5.7% | 6.0% |
| 6 | Lack of Food or Water | 3.5% | 3.4% |
| 6 | Lack of Education | 3.5% | 3.6% |
| 7 | Lack of Employment | 3.3% | 3.6% |
| 8 | Poverty | 2.9% | 3.1% |
| 9 | Financial Disputes | 2.5% | 2.2% |
| 10 | Lack of Security | 2.4% | 3.4% |

Top 6 drivers of conflict covered in newspaper

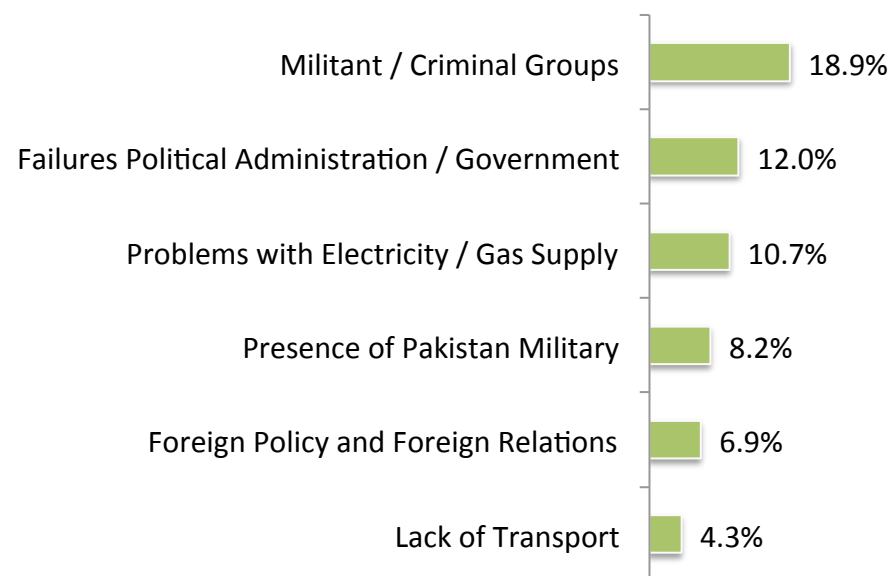


Social Problems Covered by Radio

- ▶ With the exception of extensive coverage of the load shedding crisis, sampled radio programmes largely referred to topics not considered by respondents to be either acute or chronic problems in their lives, such as misconduct or neglect by government institutions. No sampled radio coverage addressed women's concerns about drugs or tribal rivalries. **See slides 36 and 37.**
- ▶ The radio did, however, provide extensive coverage to the presence of conflict actors (militant groups and the Pakistani military) in FATA – cited by many women as the leading causes of the disturbances in FATA. **See slides 38 and 39.**

| Rank | In Radio | Percent of Segments | Percent of Air Time |
|------|---|---------------------|---------------------|
| 1 | Presence of Terrorist / Militant Groups | 18.9% | 4.1% |
| 2 | Failures of Government Institutions | 12.0% | 13.2% |
| 3 | Problems with Electricity / Gas Supply | 10.7% | 13.1% |
| 4 | Presence of Pakistan Military | 8.2% | 2.1% |
| 5 | Foreign Policy and Foreign Relations | 6.9% | 4.6% |
| 6 | Lack of Transport | 4.3% | 0.8% |
| 7 | Presence of Foreigners | 3.9% | 1.3% |
| 8 | Fuel Shortages | 3.9% | 9.4% |
| 8 | Lack of Security | 3.0% | 0.4% |
| 9 | Land Disputes | 2.6% | 5.6% |
| 10 | Failure of Named Politicians | 3% | 8% |

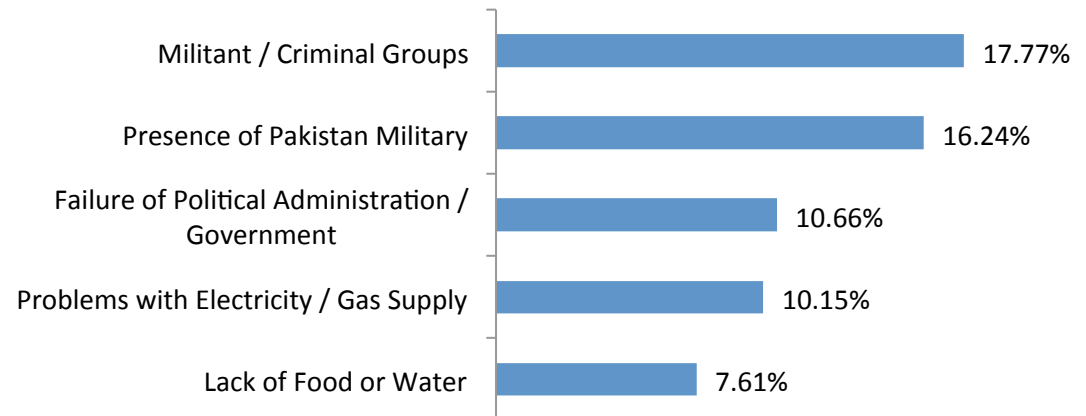
Top 6 drivers of conflict covered in Radio



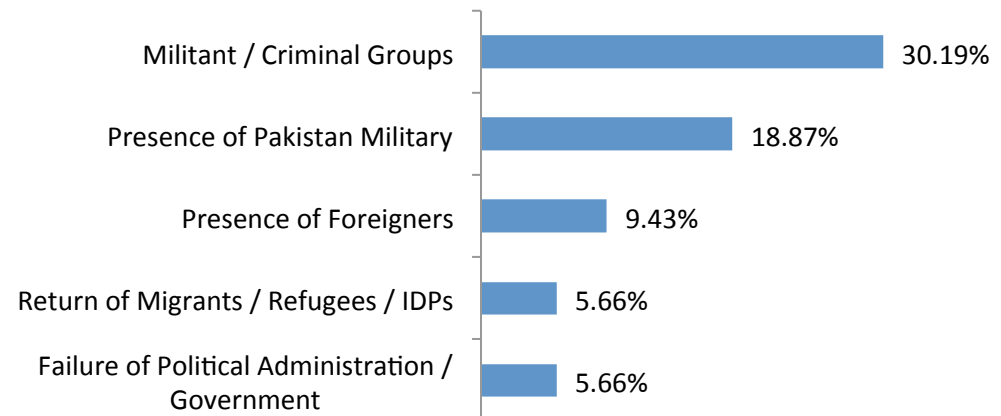
Potential Drivers of Conflict in FATA Covered in Media

- ▶ In contrast to the two preceding slides, when focus is placed on news about FATA the distribution of problems changes dramatically.
- ▶ With reference to FATA, newspapers tracked closer to the concerns of our respondents than did radio.
- ▶ Sampled radio stations however made little mention of basic pressing needs identified by respondents, such as problems of electricity or gas supply, and shortages of food, water and employment.
- ▶ Newspapers, though covering these topics more extensively, are rarely read by respondents except by media rich of both genders.

Potential Drivers of Conflict in FATA Covered in Newspapers



Potential Drivers of Conflict in FATA Covered in Radio



Section Six

Service Providers

Media coverage and popular awareness and trust
of social service providers in FATA

Institutions Mentioned in Media

- ▶ Militant groups are the most frequently mentioned 'institution' in sampled radio broadcasts – with exclusively negative or neutral coverage.
- ▶ Most radio coverage of other institutions tended towards neutral portrayals, with the exception of the Pakistan People's Party, which received 44% negative coverage (4 of 9 segments mentioning that party).
- ▶ Newspapers paid significantly more attention to Pakistani state institutions at all levels than did radio, and were overwhelmingly negative in their portrayal of militant groups, but presented a surprisingly neutral picture of the notoriously underperforming courts.

Methodological Note

'Positive', 'Negative' and 'Neutral' refer to the depiction of the institution in a given article or segment. A negative depiction, for example, could involve direct criticism by a source or journalist. These categorisations thus amount to subjective judgments by our content analysts.

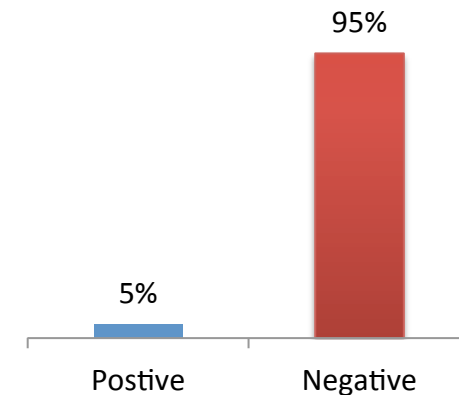
| Institutions in Radio | Total | Positive | Negative | Neutral |
|--|-------|----------|----------|---------|
| Militant / Terrorist / Criminal Groups | 49 | - | 65% | 35% |
| Pakistan Military Forces | 28 | 25% | 11% | 64% |
| Provincial Government | 19 | 16% | - | 84% |
| Police | 18 | 6% | 22% | 72% |
| Government Clinic or Hospital | 9 | 11% | - | 89% |
| Courts | 9 | 11% | 11% | 78% |
| Pakistan Peoples' Party | 9 | 22% | 44% | 33% |
| Para-military | 9 | 11% | 11% | 78% |
| Pakistan Muslim League – Nawaz | 8 | 38% | - | 63% |
| Tribes | 8 | - | - | 100% |

| Institution in Newspaper | Total | Positive | Negative | Neutral |
|---|-------|----------|----------|---------|
| Police | 290 | 16% | 10% | 75% |
| Provincial Government | 272 | 24% | 32% | 44% |
| Pakistan Peoples' Party | 139 | 37% | 38% | 24% |
| Government Clinic or Hospitals | 131 | 19% | 16% | 65% |
| Militant / Terrorist / Criminal Groups | 115 | 3% | 78% | 19% |
| Courts | 113 | 24% | 4% | 72% |
| Pakistan Military Forces | 110 | 31% | 14% | 55% |
| Government School, Colleges, Universities | 107 | 26% | 16% | 58% |
| District Government / Administration | 99 | 19% | 25% | 56% |
| Awami National Party | 73 | 47% | 25% | 29% |

Institutions that can solve your problems and disputes

- ▶ Despite largely prioritising basic survival needs, almost no respondents were able to identify a specific institution that could help them solve their most pressing problems or resolve disputes in their communities.
- ▶ Half of respondents, almost exclusively female, were unable to mention any organisation at all.
- ▶ A substantial minority, almost exclusively male, named 'the government of Pakistan', without specifying a particular department, official or body.
- ▶ Some respondents, mostly male and with mainstream or rich access to media and information, stated that international and Pakistan NGOs could help, but did not identify a specific institution.

Perception about Government (Unspecified)



| Institutions | Media Poor - Female | Media Poor - Male | Media Mainstream - Female | Media Mainstream - Male | Media Rich - Female | Media Rich - Male | Grand Total |
|--------------------------|---------------------|-------------------|---------------------------|-------------------------|---------------------|-------------------|-------------|
| I Have No Idea | 100.0% | - | 100.0% | 6.3% | 87.5% | - | 50.0% |
| Government (Unspecified) | - | 62.5% | - | 56.3% | - | 87.5% | 34.4% |
| Any Pakistani NGO | - | 12.5% | - | 12.5% | 12.5% | 37.5% | 10.9% |

Acknowledgements



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