

# Mass Communications Assessment

## Azraq Camp

*Presentation of Key Findings*

# Introduction / Background

- From 20 - 30 December 2015 REACH, in collaboration with UNHCR, conducted a Mass Communications assessment in Azraq camp.
- The primary objectives of this assessment were to identify:
  - Access to information and communication technologies (ICTs)
  - Access to information dissemination mechanisms and media sources
  - Barriers to accessing disseminated information and media sources
  - The primary information needs of the community
  - The usage of feedback and complaint mechanisms
  - Barriers to accessing feedback and complaint mechanisms
- A variety of formal information dissemination channels and media campaigns exist to ensure that camp-wide assistance is distributed efficiently and that camp residents have access to accurate information regarding available services and opportunities.
- Additionally in 2016, camp partners seek to provide increased access to ICTs and media sources through the installation of Wi-Fi hotspots in selected public spaces, and the introduction of electricity at the household level.

# Methodology

- This assessment consisted of both quantitative and qualitative components:
  - Quantitative:
    - A sample of 368 households in each village were randomly selected for participation. Results are generalisable at the village level with a 95% confidence level and a 5% margin of error.
    - A team of Syrian incentive-based volunteers (IBVs) under the supervision of REACH data collection officers conducted the interviews using the Open Data Kit (ODK) collect application.
  - Qualitative:
    - Eight focus group discussions (FGDs) were conducted, consisting of 6-10 participants each.

Demographic breakdown of FGDs

	Village 3	Village 6
Male 16-30 years	1	1
Male 30+ years	1	1
Female 16-30 years	1	1
Female 30+ years	1	1

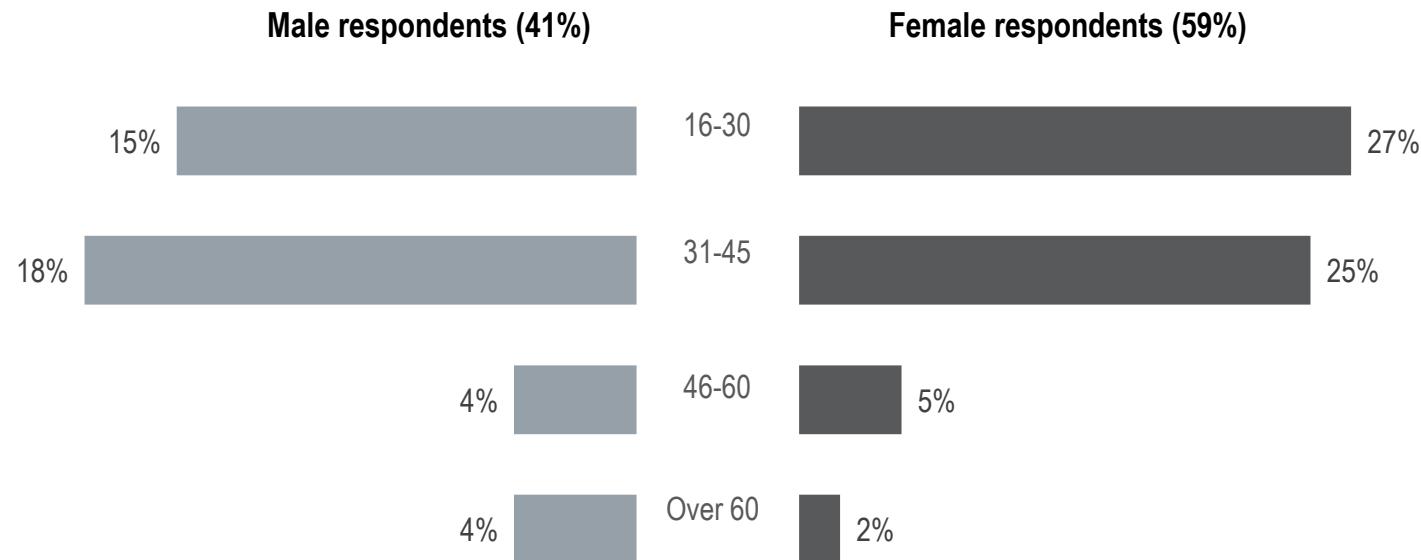


# DEMOGRAPHICS

# Age and sex of respondents

- The highest proportion of respondents were between 16 and 30 years old (43%), followed by 42% of respondents aged 31-45 years, 11% aged 46-60 years, and 4% over the age of 60.
- Female respondents comprised a slightly larger proportion of the sample, with 59% female respondents and 41% male.

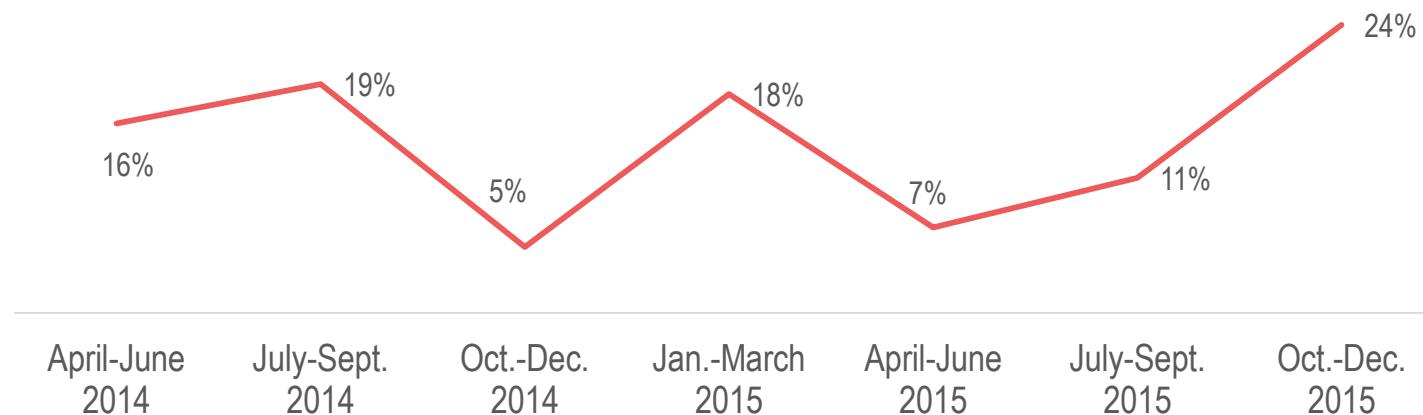
Age and sex of respondents included in the assessment



# Time of arrival to Azraq camp

- Most respondents (24%) reported arriving to the camp October - December 2015, whereas the least (5%) reported arriving one year prior October and December 2014.
- **Over one-third (35%) of respondents reported arriving in the last six months.**

Month and year of respondents' arrival to Azraq camp



- **Village 6 has a larger proportion of newer arrivals to the camp than Village 3 - 44% of respondents who arrived between June and December 2015 reside in Village 3, compared with 56% of respondents who reside in Village 6.**

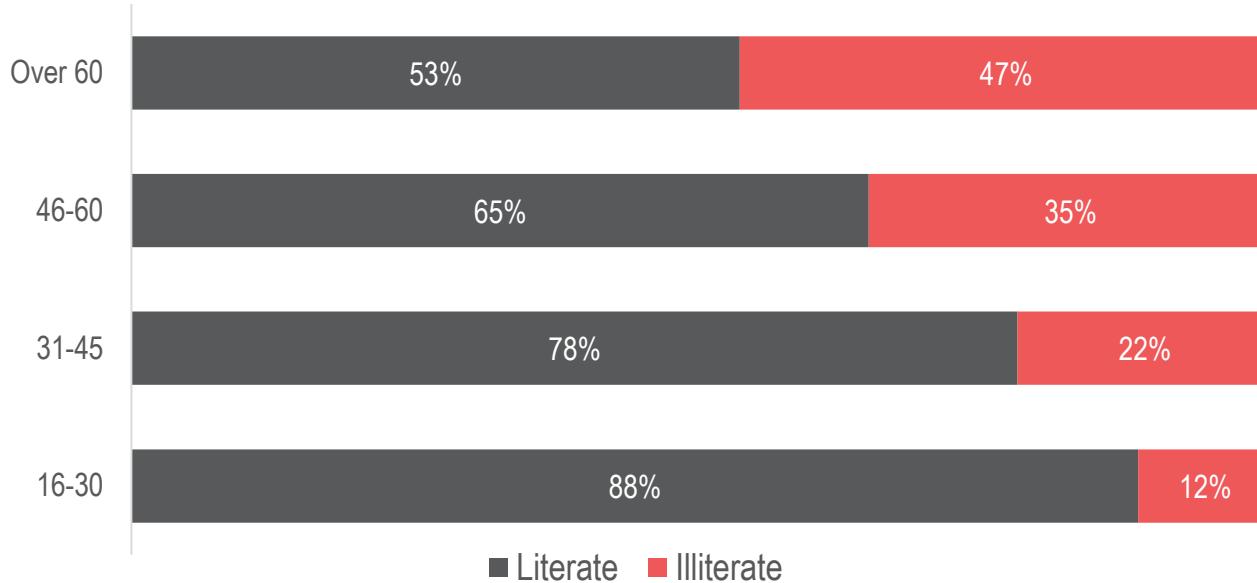


# ACCESS TO ICTS

# Literacy rates

- The overall camp-wide literacy rate is 80%, and is highest amongst 16-30 years old (88%).
  - Residents over 60 had the lowest literacy rates, with 47% reporting themselves as illiterate
  - Village 3 residents (84%) report a higher literacy rate than Village 6 residents (76%).
  - Males refugees (87%) report a higher literacy rate than female refugees (75%) in the camp.

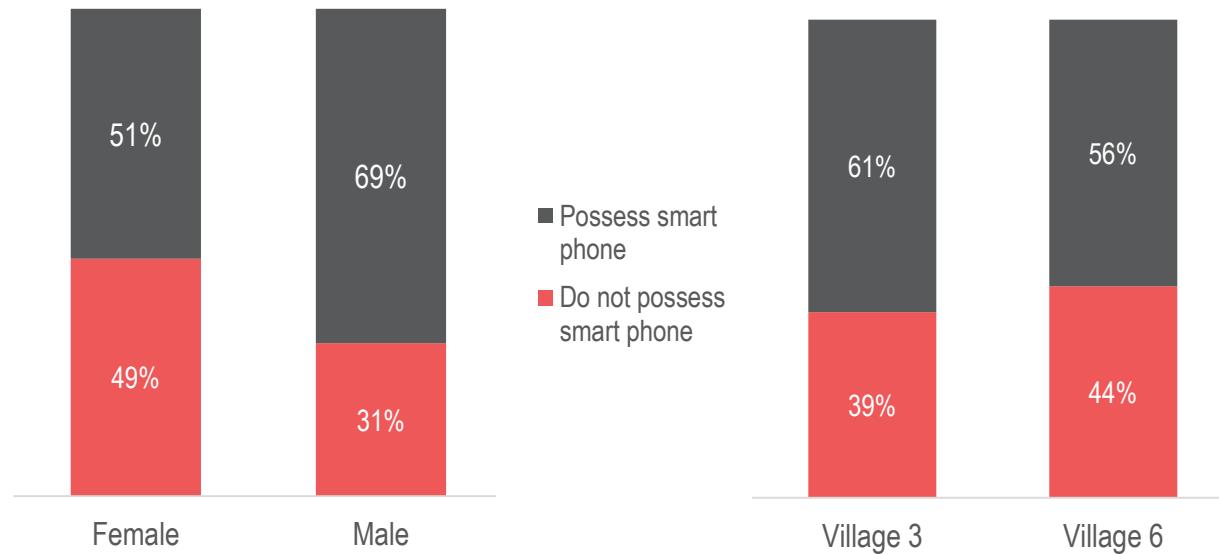
Reported literacy rate by age group



# Individual smart phone possession

- **58% of respondents reported that they possess a smart phone.**
- Respondents 16-30 years reported the highest rate of smart phone possession (66%) amongst all age groups.
- Respondents from Village 3 (61%) reported smart phone possession at a slightly higher rate than Village 6 (56%).
- Males (69%) reported smart phone possession at a higher rate than females (51%), suggesting potential gender-based limitations in access to communications technology.

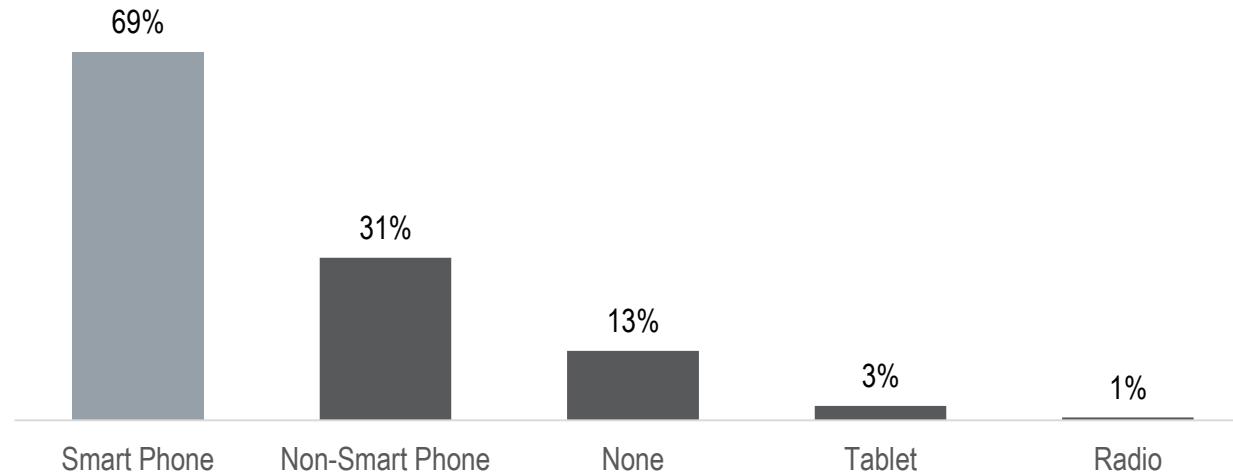
Proportion of respondents in possession of a smart phone by sex and village of residence



# Household level ICT possession

- **87% of respondents report having access to either a smart or a non-smart phone within their household:**
  - Indicates that in principle the majority of Azraq camp residents receiving camp services and assistance are able to receive disseminated information through SMS text messages.

ICTs possessed by households members of respondents

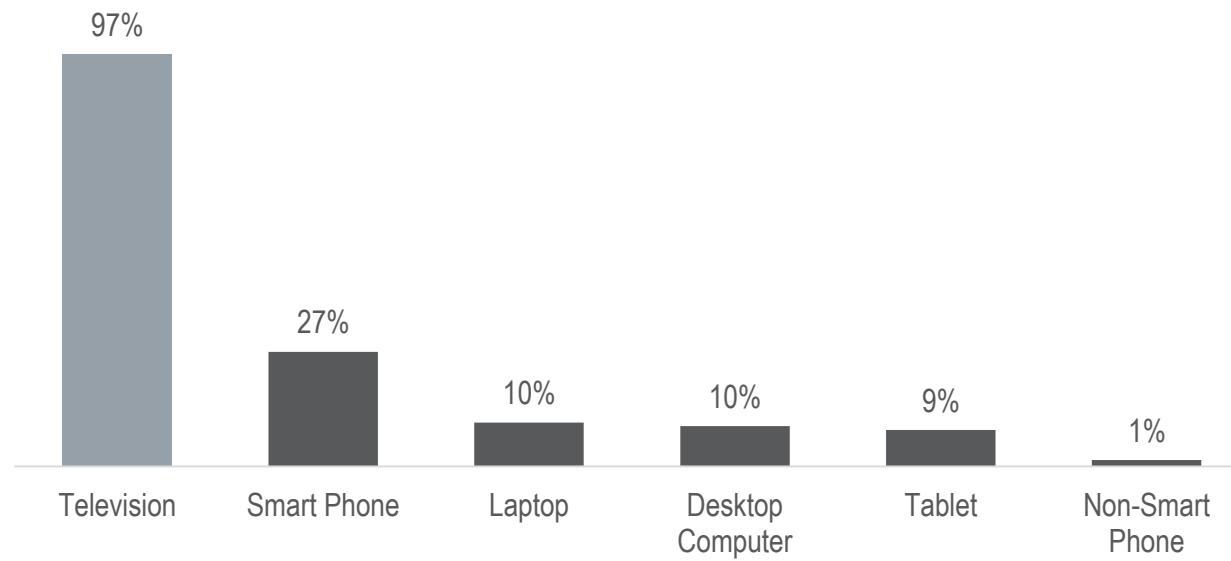


- Smart phones are the most frequently cited ICTs that households in Azraq camp have access to (69%), followed by non-smart phones (31%).

# Intended ICT acquisition

- The vast majority (97%) of respondents cited televisions as the ICT that they would acquire, followed by smart phones (27%).
- FGDs KI interviews showed that residents want televisions primarily to **stay informed about the conflict in Syria** followed by to **obtain news about policy changes that may affect refugees in Jordan** as well as Syrian refugees travelling to Europe and Canada for resettlement.

ICTs which respondents intend to acquire following the introduction of electricity to Azraq camp

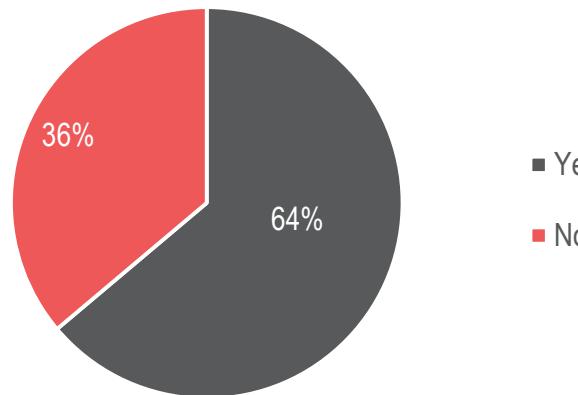


# Access to internet sources

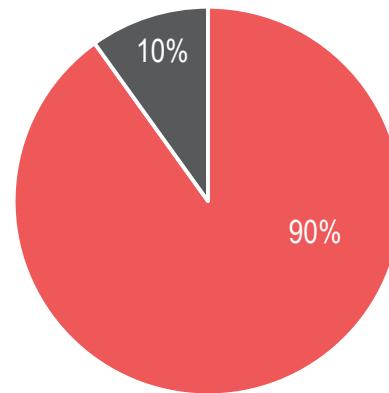
- Over one-third (34%) of respondents reported that they had no access to the internet in the two months prior to the assessment, either inside or outside of the household. 66% of respondents reported having accessed the internet either inside or outside of their household.
- Individuals who are able to access the internet do so on a consistent basis: of the 66% who reported accessing the internet either inside or outside of the household in the two months preceding the assessment, 80% reported accessing the internet one or more times a day.

Proportion of respondents with access to the internet in the two months preceding the assessment (October-November 2015)

Internet access inside household:



Internet access outside household:



# Preferred locations for Wi-Fi hotspots

- In collaboration with NetHope, UNHCR is currently exploring the possibility of providing Wi-Fi hubs in public spaces across Azraq camp.
- To guide the identification of locations for installing these Wi-Fi hotspots, FGD participants were asked to highlight optimal areas in the camp and the reasons why they were selected.
- Overall findings indicate that:
  - Equal access to Wi-Fi hotspot for people living in different areas of the camp and for males and females is a primary point of consideration according to refugees
  - **Points in the centre of villages or the camp were perceived to be best way to get equal access, as well as hotspots at locations frequently visited by everybody.**
  - The key concerns regarding internet hotspots in the camp were disturbances to shelters in the close vicinity of hotspots due to gatherings of people using the internet, and the security of females who use the hotspots. **To alleviate these concerns empty or open spaces and spaces next to NGO facilities were considered optimal for Wi-Fi hotspots.**

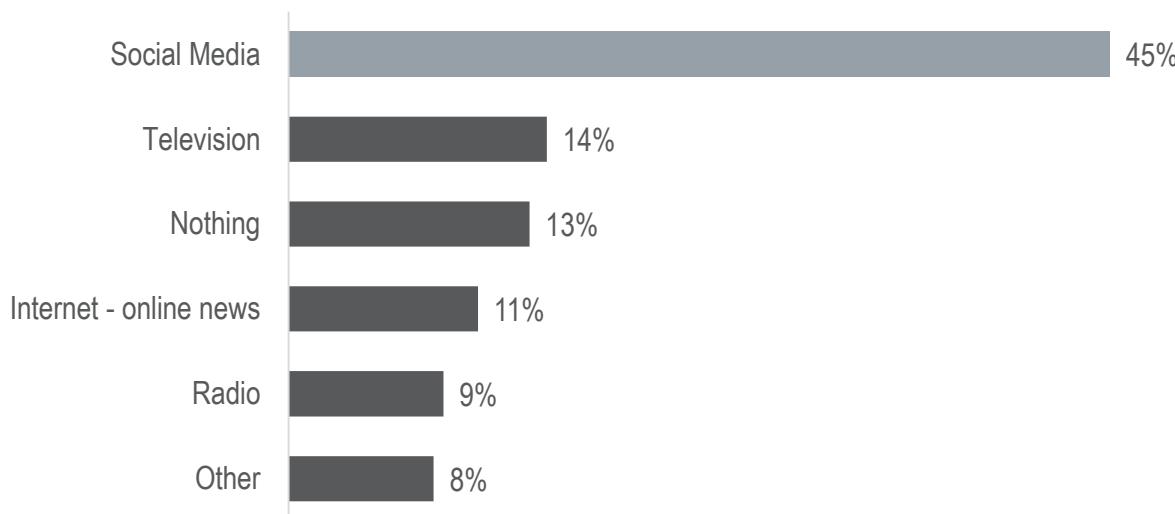


# ACCESS TO MEDIA SOURCES

# Frequently used media sources

- Social media platforms were cited as the first most frequently used media source (45%), reflective of Azraq camp residents' greater access to smart phones in comparison with other forms of ICTs.
- Of those who reported accessing media sources in the two months preceding the assessment, 64% used this media one or more times a day.

Primary most frequently used media sources used in the two months preceding the assessment (October-November 2015)

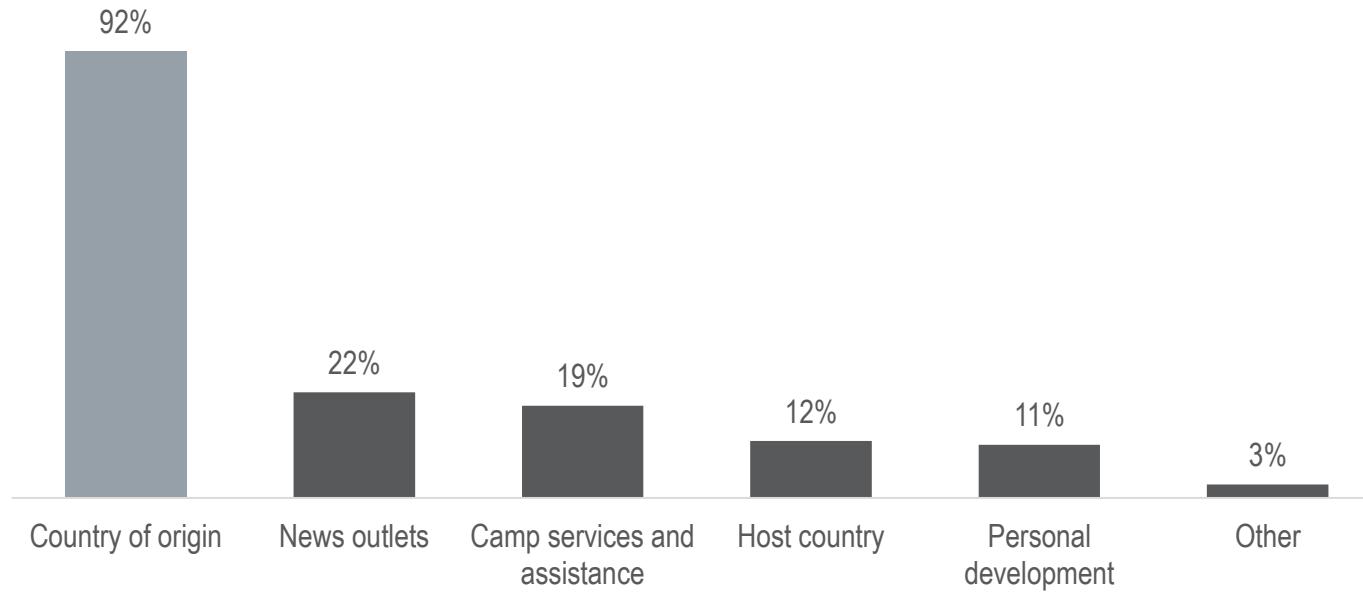


Although both survey respondents and FGD participants indicated that television media is the preferred source for multiple types of information, accessing this source is greatly inhibited until electricity is introduced to the camp.

# Types of information accessed

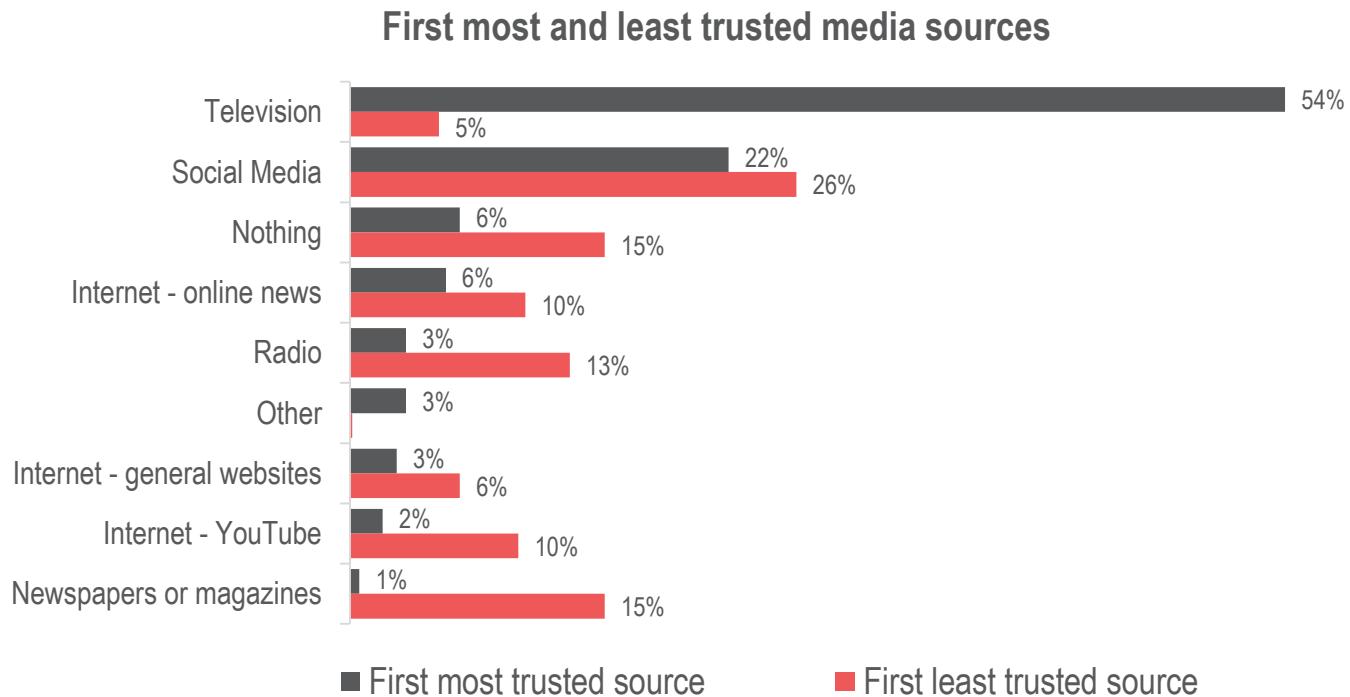
- **92% of respondents reported country of origin as the main type of information that they accessed through media sources.**
- The second most frequently cited type of information accessed was news services (22%).

Types of information accessed through media sources



# Trusted media sources

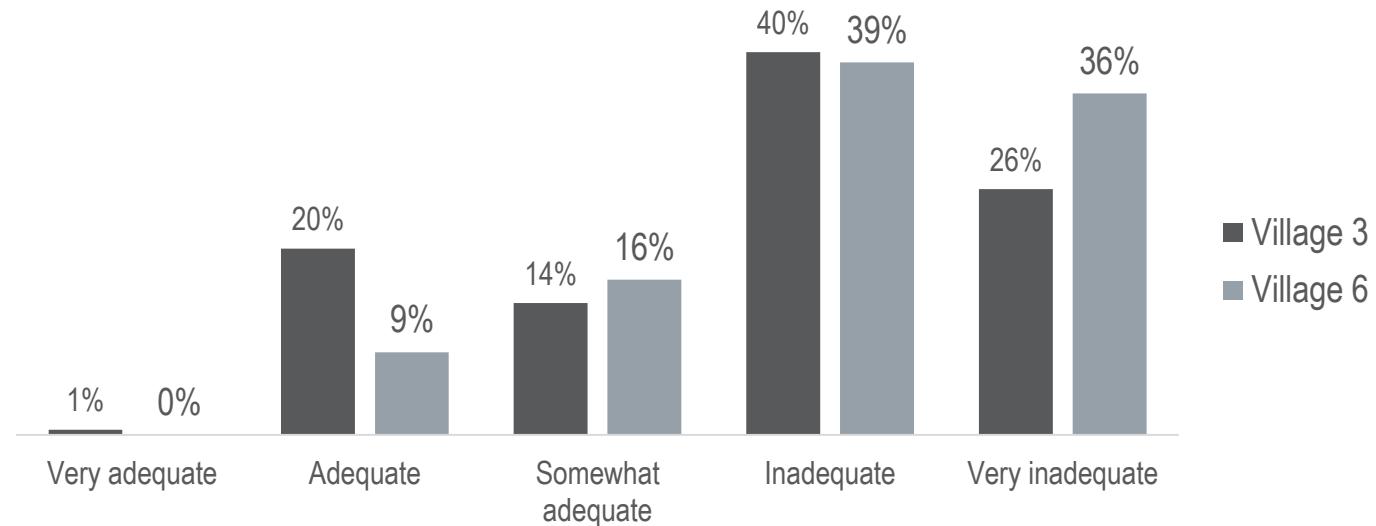
- **Television is the most trusted form of media reported**, with 54% of respondents citing this as their first most trusted source, followed by social media (22%).
- **Social media was also ranked as a first least trusted source by 26%**. KI interviews revealed that social media is often the only source available rather than the most trustworthy.



# Adequacy of access to media sources

- The majority (71%) of respondents perceived access to media sources as either inadequate or very inadequate.
- Only 9% of Village 6 respondents rated access to media as adequate, compared with 20% from Village 3.
  - Suggesting that **Village 6 residents are less satisfied with access to media than Village 3 respondents.**

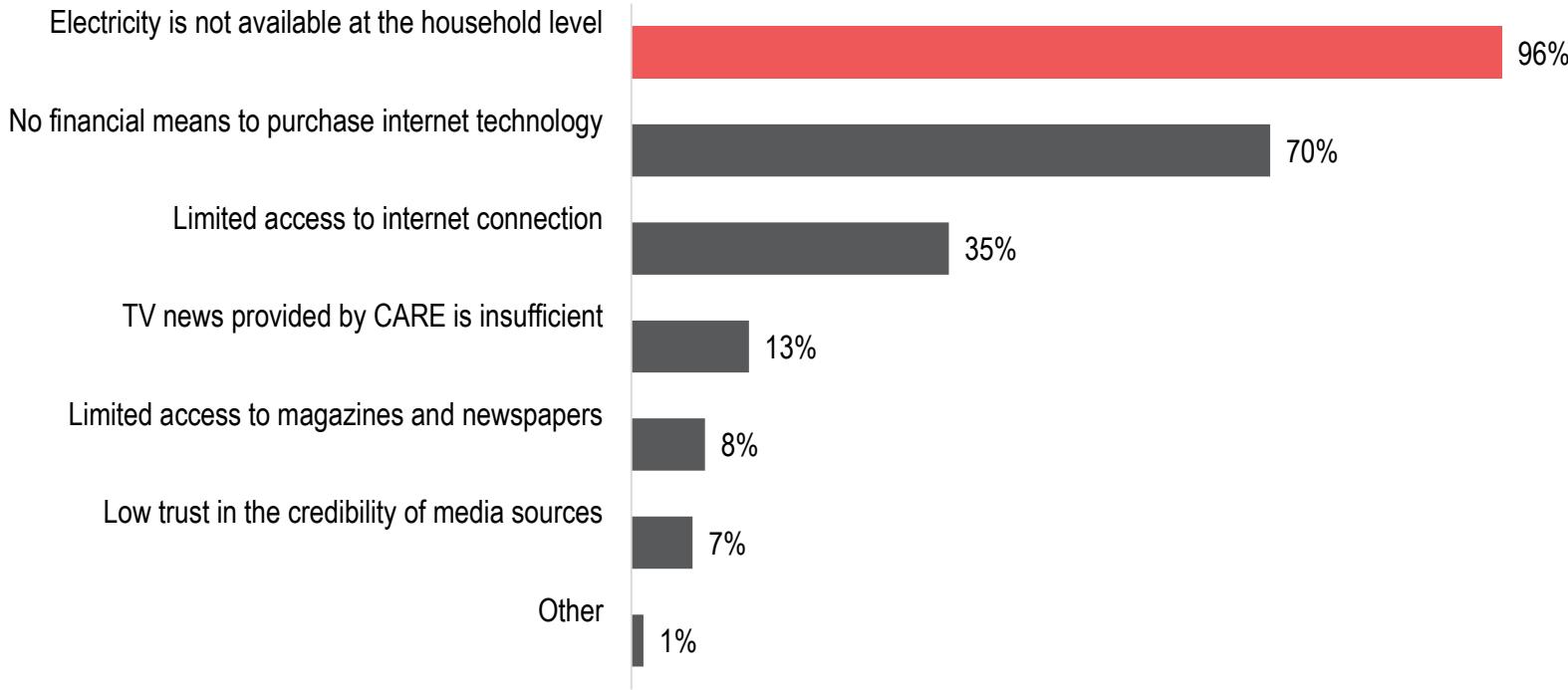
Adequacy of access to media sources by village of residence



# Reasons for perceived inadequacy

- The lack of electricity at the household level is a key driver of perceptions of inadequate access to media sources with 96%, followed by a lack of financial means to purchase internet technology with 70%

Reasons for perceived inadequacy of access to media sources

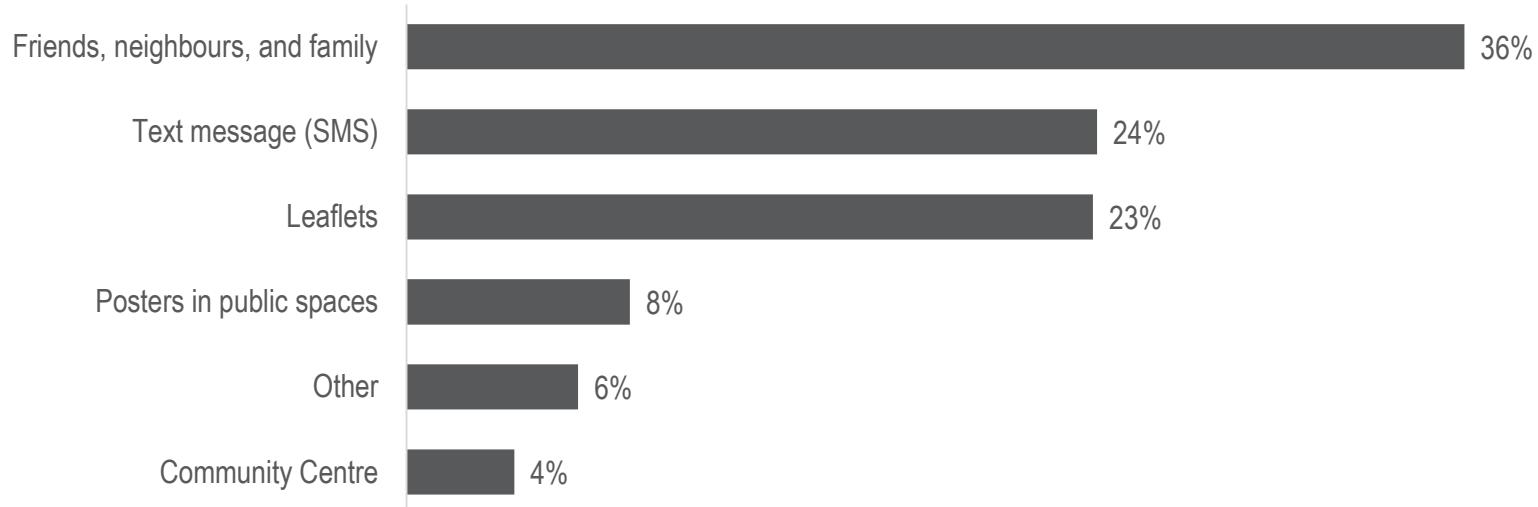




# Frequently used information sources (1)

- 36% of respondents reported friends, family, and neighbours as their most commonly used source of information in the camp, followed by 24% citing text messages and 23% citing leaflets.
- 37% of respondents aged 16-30 cited friends, family, and neighbours as the most commonly used information sources, compared with 47% of respondents aged over 60.

Most commonly used source for obtaining camp services and assistance information



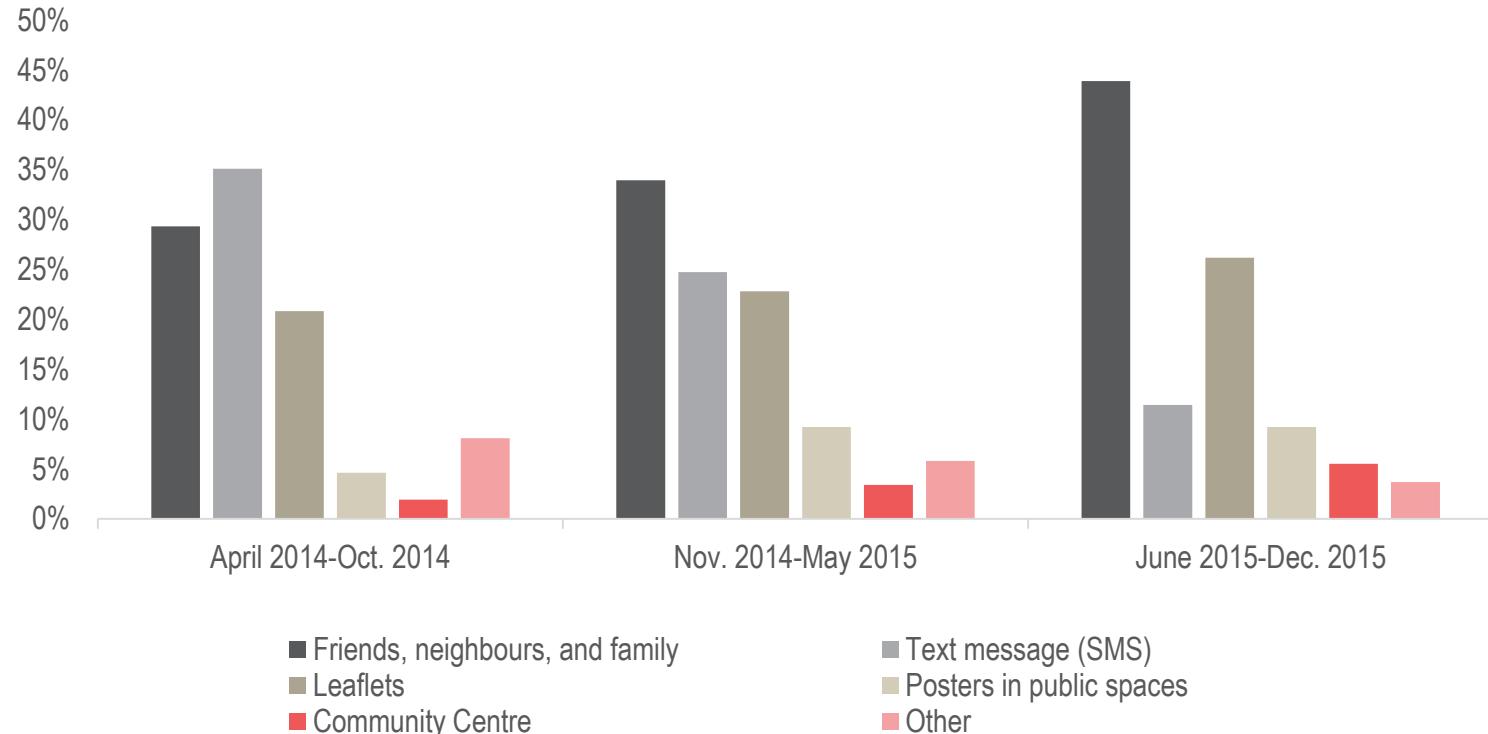
# Frequently used information sources (2)

- FGDs indicated that informal channels are used in tandem with formal mediums, particularly when information is seen as difficult to obtain (e.g. status of electricity scheme, family reunification and UNHCR resettlement procedures).
- Female respondents cited friends, families, and neighbours slightly more frequently than males (38% versus 33%)
- Male FGD participants noted that female household members are more likely to obtain information through informal channels, as they are very active in their local communities, whereas males are often more present in public spaces around the camp.
- However, participants also recognised the limitations of relying solely on informal channels, such as rumours and incomplete information.
- These findings indicate that although informal channels are utilised by a significant portion of camp residents, it remains important that organisations in Azraq camp aim to meet the information needs of the majority of the population through formal dissemination mechanisms.

# Frequently used sources by time of arrival

- SMS text messages are cited as the most commonly used information source amongst the earliest arrivals to the camp: 35% of respondents who arrived between April and October 2014, whereas only 11% who arrived between May and December 2015 cited this source.

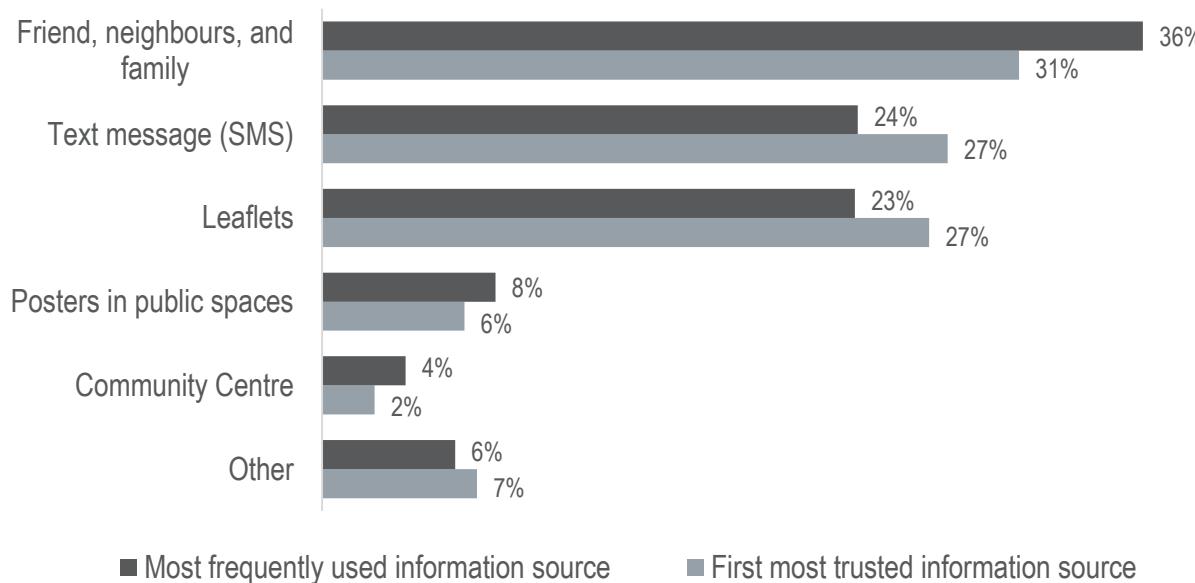
Most commonly used source for obtaining camp services and assistance information  
by date of arrival to Azraq camp



# Most trusted versus most used sources

- “Friends, family, and neighbours” was the most commonly reported first most trusted source (36%) whilst 31% of respondents cited this as their most frequently used.
- 27% of respondents cited text messages as a first most trusted source, whilst 24% cited this as their most frequently used source.

Most frequently used vs. first most trusted source of information regarding camp services and assistance

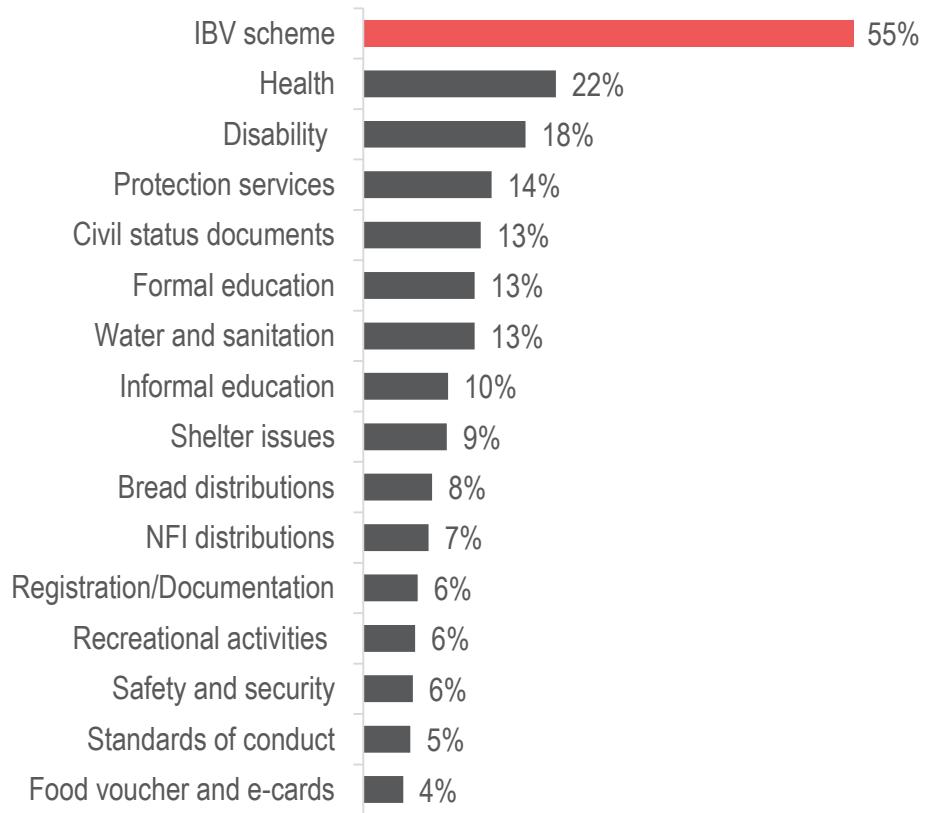


Overall, 75% of respondents ranked SMS text messages as either their first, second, or third most trusted information source, followed by leaflets (66%), and friends, family, and neighbours (49%).

# Adequacy of access to information sources

- For 12 of the 16 services assessed, a majority of respondents considered the level of access to information to be adequate or very adequate.
- Food vouchers and e-cards, bread distributions, and safety and security were the three services with the highest ratings of adequacy (77% , 76% and 76%, respectively).
- The Incentive Based Volunteer (IBV) scheme was the sector with the highest proportion of respondents expressing dissatisfaction with access to information, 55% of respondents indicated that access was either inadequate or very inadequate.

Proportion of respondents who rated information access as inadequate or very inadequate, by camp service



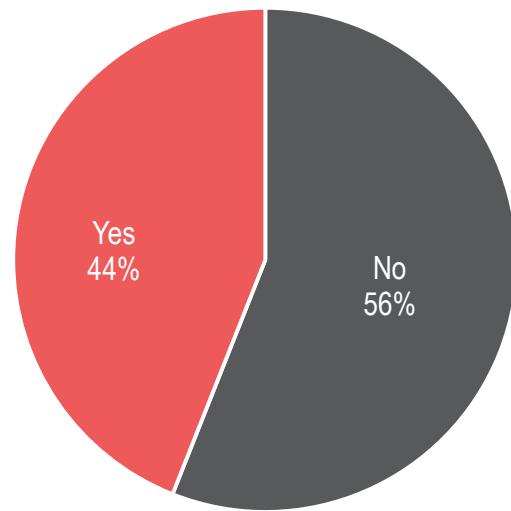
# Adequacy of information regarding IBV scheme

- The primary reasons driving the perception of inadequacy was that the **information available was insufficiently detailed** (44%), followed by **not receiving a response after asking for more information** (40%).
- Across all sex and age groups, FGD participants highlighted the need to know: **which organisations are engaging refugees in IBV work, when IBV positions become available, application procedures, and the selection criteria for applicants.**
- A lack of trust in the selection process was expressed by both male and female participants, who highlighted **a perception of nepotism with respect to the selection of IBVs.**
- **Improved communication of IBV opportunities accompanied by the dissemination of detailed application and selection criteria therefore can combat the mistrust that is developing with the current levels of specific procedural information.**

# Information gaps and needs

- 44% of respondents reported that there had been information that they were unable to access in the three months preceding the assessment that they deemed important to have access to.
- **Of the above 22% of respondents cited services for children, 17% reported family reunification with family living in Zaatri camp or the Jordanian host community, and 15% cited news about Syria as the types of information they were seeking.**

Proportion of respondents who feel there are gaps in information access



Preferred methods for information dissemination

- Leaflets announcing upcoming **ad hoc** distributions
- High traffic public facilities:
  - WASH centres
  - Sameh Mall
  - Mosques
- Community mobilization teams
- Community police

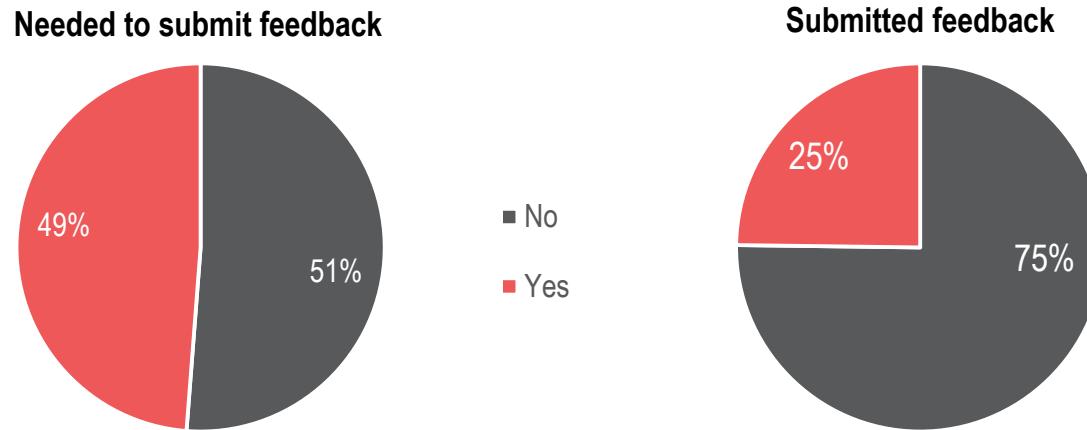


# FEEDBACK AND COMPLAINT CHANNELS

# Raising a question or complaint

- Nearly half of respondents (49%) reported needing to ask a question or report a complaint to a humanitarian or government organisation in the camp in the three months preceding the assessment
- Of those, 75% reported they submitted the question/feedback and 25% reported they did not.

% of respondents needing to raise a complaint/question, and of those, % of respondents who submitted them

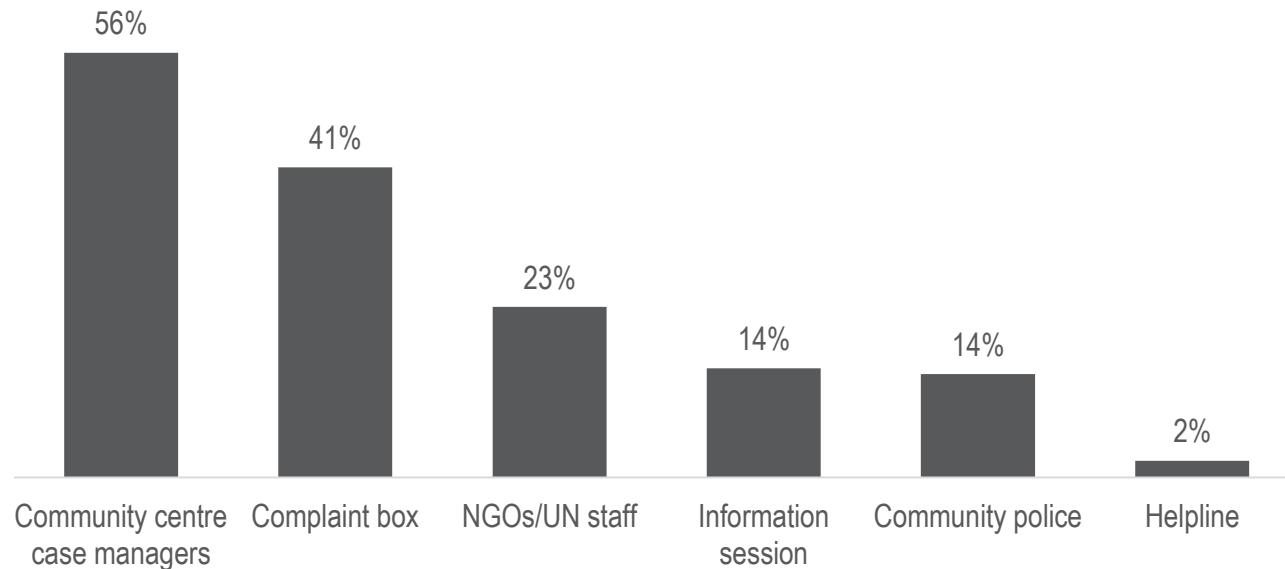


- Of those respondents who did not submit their question/complaint, **58% cited that they did not believe such action would have an effect, and 33% reported being unaware of the appropriate channel.**

# Primary feedback channels utilised

- The majority (56%) of respondents cited community centre case managers as the primary channel through which their question or complaint was raised.
- 41% of respondents reported using designated complaint boxes in the camp to submit their question/complaint.

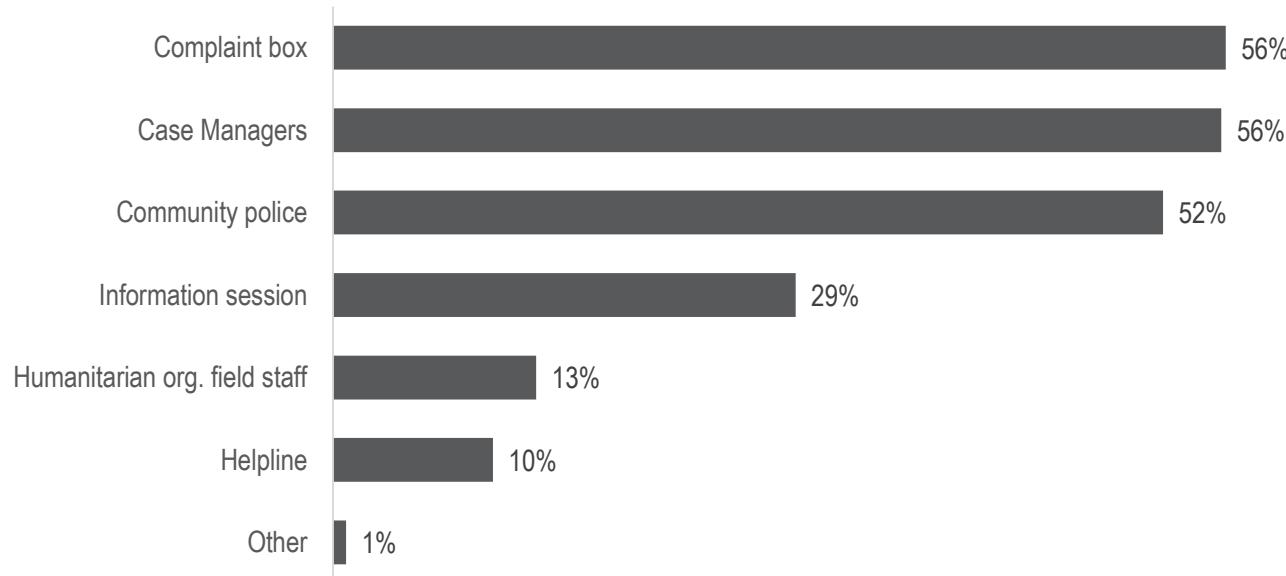
Primary channel through which feedback was submitted by respondents who submitted feedback in the three months preceding the assessment (September-December 2015)



# Awareness of official feedback and complaint channels

- Respondents reported similar levels of awareness of the following available feedback and complaint channels: complaint boxes in the camp (56%), case managers (56%), and community police (52%).
- Conversely, **only 10% of respondents reported being aware of the camp's helpline** as an available channel.

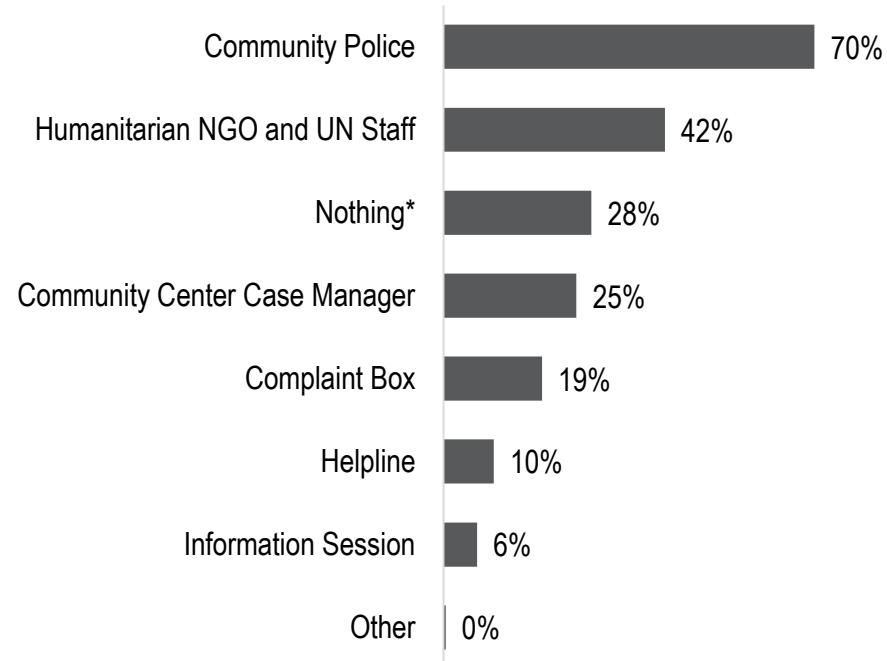
Feedback and complaint channels respondents report they are aware of



# Trusted feedback and complaint channels

- Overall, community police were cited as the most trusted feedback and complaint channel, with 70% of respondents ranking this source as their first most trusted, followed by Humanitarian NGO and UN staff with 42%.
  - Despite high level of trust, only 14% of respondents needing to submit feedback indicated using community police. Conversely, complaint boxes and case managers were reported as the two most frequently used sources.
  - This discrepancy indicates that residents are reliant upon communicating questions and complaints through means viewed as most easily accessible rather than those seen as most effective.

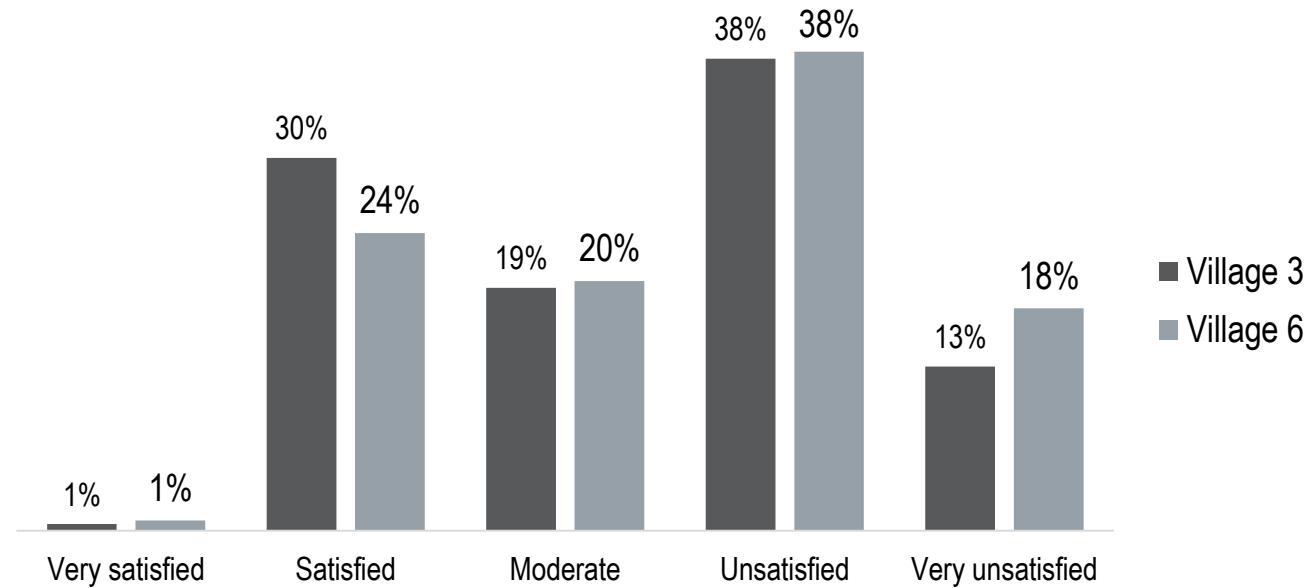
Feedback and complaint channels ranked as either first or second most trusted\*



# Satisfaction with feedback and complaint channels

- Overall, over half (53%) of respondents indicated being unsatisfied or very unsatisfied with available feedback and complaint channels.
- The most frequently cited reason for this reported dissatisfaction was a lack of feedback on the complaints that had been logged (71%). Further, 67% of respondents indicated a lack of solutions provided in the feedback to the complaint.

Satisfaction with available feedback and complaint channels, by village of residence





# RECOMMENDATIONS

# Recommendations

The following recommendations have been developed based on quantitative findings from the household survey and the feedback provided by Azraq camp residents who participated in focus group discussions:

- **Phone charging:** Until the electricity network is extended to the household level, access to charging stations for mobile phones and other ICT items should be expanded in public spaces.
- **Access to televisions:** The provision of public access to television in CARE community centres should be extended beyond one hour a day, and if possible multiple channels should be provided for viewing.
- **Wi-Fi hotspots:** These should be installed in central locations in each village, so that they can be accessed by a maximum number of residents. These spaces should also be near well-known landmarks so that they are easy to locate, and in areas that female internet users perceive as safe to visit on their own.
- **SMS dissemination:** As findings highlighted a lack of universal SMS text message dissemination to all camp residents, with a greater lack of dissemination amongst newer arrivals to the camp, CARE should revisit its list of beneficiaries who have registered mobile phone numbers and actively update this list to ensure it is inclusive and accurate.

# Recommendations (2)

- **Feedback and complain channels:** Responses to questions and complaints should include sufficiently detailed information that is easy to understand, as well as potential solutions to the issue raised. Further, improving follow-up procedures once questions and complaints are submitted is important to change perceptions of unresponsiveness amongst the refugee community.
- **Non-text based information dissemination:** The dissemination of information regarding distributions, and other services in the camp should include non-texted based mechanisms in order to reach a wider demographic of beneficiaries, especially those who are illiterate or do not have access to phones
- **IBV opportunities:** Efforts should be made to improve information dissemination regarding IBV opportunities. In addition it is also important to address perceptions of bias in selection processes by emphasizing the high demand for these opportunities and the mechanisms that are currently in place to prevent nepotism.

# Thank You

For further information regarding the Mass Communications assessment in Azraq Camp  
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