

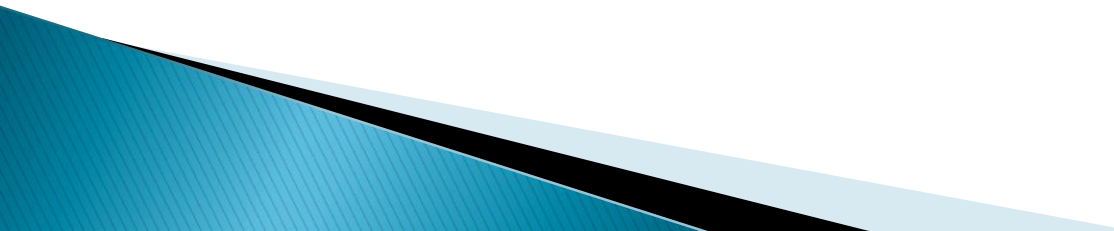


Media Coverage and promotion of ST&I in Tanzania

By
Costantine Deus & David Ramadhani

Feedback Research Workshop 25th
September 2014

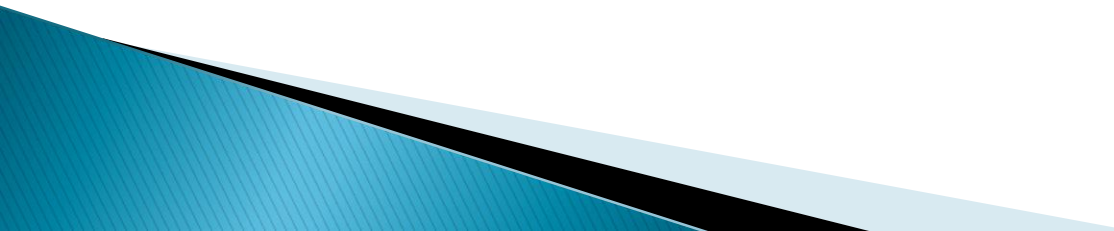
Outline

- ▶ Introduction
 - Problem statement
 - Research Objectives
 - Research Questions
 - ▶ Definition of Key terms
 - ▶ Research methodology
 - ▶ Research Findings
 - ▶ Conclusion and Recommendations
- 

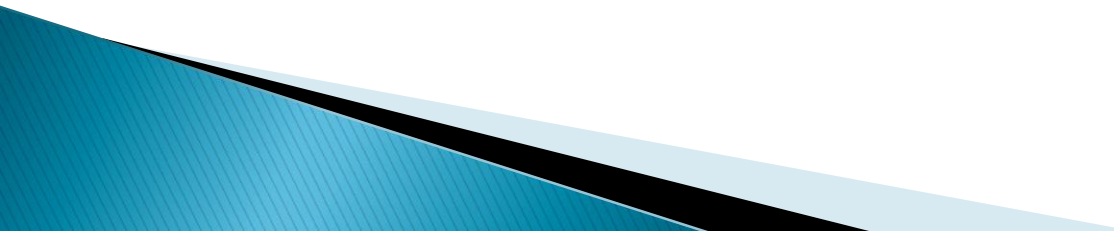
Introduction

- ▶ ST&I plays a central role in social & economic development particularly in the 21st century (Gurbiel, 2002).
- ▶ However, it needs the general public to understand and debate the importance of ST&I for it to gain recognition among policy makers and other stakeholders.
- ▶ In the context of communicating ST&I, the media are seen as a bridge between science and the public, framing the social reality for their readers and shaping the public consciousness about science-related events. (Nelkin, 2001: 205).

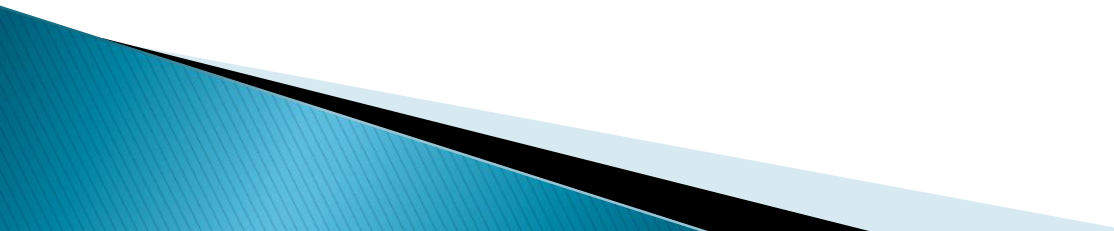
Statement of the Problem

- ▶ There have been initiatives to promote ST&I in the development agenda at national, regional and global levels. This is done through assimilating ST&I research results into development priorities.
 - ▶ Mass media continue to be instrumental in influencing the assimilation of ST&I issues.
 - ▶ Despite of the increase in ST&I research and advancement of media in policy influence, there remains a limited knowledge on the role of media coverage in promotion of ST&I.
- 


Objectives

- ▶ Overall Objective: To investigate the role of media coverage in promoting ST&I in Tanzania
 - ▶ Specific Objectives:
 - To examine priorities in media coverage
 - To determine the extent of ST&I coverage in media
 - To identify challenges facing journalists in ST&I media coverage
- 

Research Questions

- ▶ Are there priorities in media coverage?
 - ▶ What is the extent of ST&I media coverage?
 - ▶ What are the challenges facing journalists in coverage of ST&I?
- 

Definition of key Terms

- ▶ **Media:** A means through which people send and receive information (Crosbie, 2002). The study focused on mass media including Radio, TV and Newspapers
 - ▶ **Science** is a knowledge generating activity which is based on systematically organized bodies of accumulated knowledge obtained through objective observations (NCD, 2006–2012)
 - ▶ **Technology** is the application of knowledge to the practical aims of human life. Technology includes the use of materials, tools, and techniques for productivity (NCD, 2006–2012)
- 

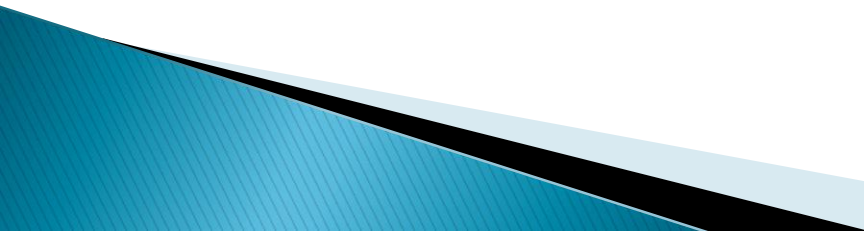
Definition of Key terms cont.....

Innovation is successful creation, development, and marketing of new goods or successful application of new techniques (Archibugi et al., 1994).

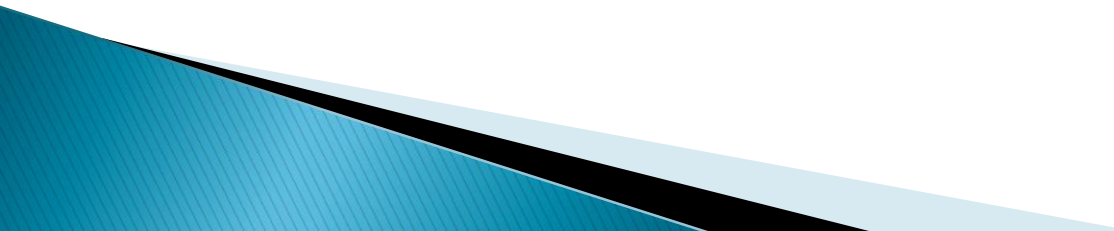
It is the transformation of an idea into a new or improved product , a new or improved operational process used in industry and commerce, or into a new approach to a social service (OECD, 1994).

Generally, innovation is an idea, practice, or object that is perceived as new by an individual or any other unit of adoption (Rogers,1995).

Research Methodology

- The study was conducted in Dar es Salaam because most of the media houses are based in Dar es Salaam.
 - Simple random sampling was used to select 20 media houses involved in the study and 60 respondents were randomly selected (3 from each media house)
 - Media houses were Newspapers (28), Radio (7) , TV (5), Radio &TV (20),
 - Both qualitative and quantitative data were collected
- 

Research Methodology cont.....

- Primary data were collected through questionnaires, in-depth interviews and FGDs.
 - Secondary data involved review of published materials on the subject matter accessed by researchers.
 - Thematic analysis was used to analyse qualitative data.
 - SPSS was used for quantitative data analysis.
- 

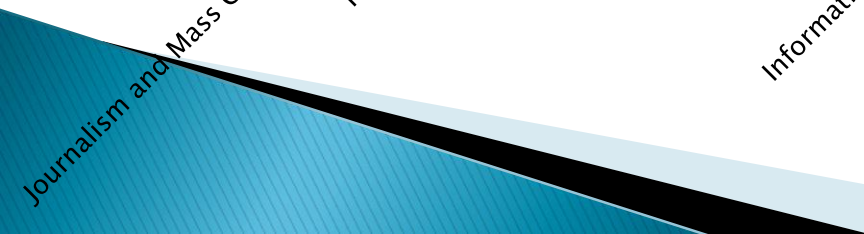
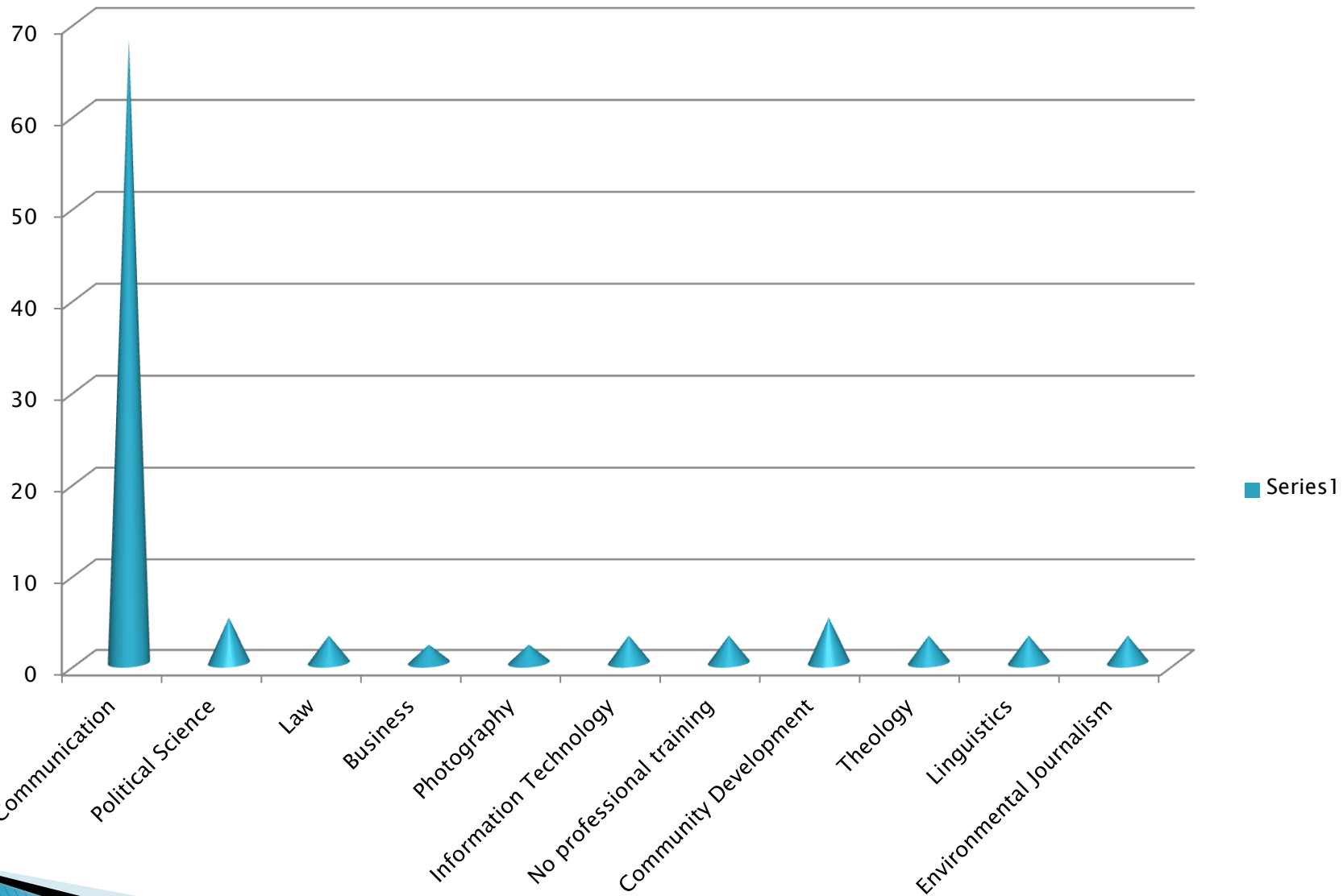
Findings:

- ▶ **Respondent's Profile**
 - News reporters 78%
 - Editors 15%,
 - Photographers 5%
 - and administrators 2%

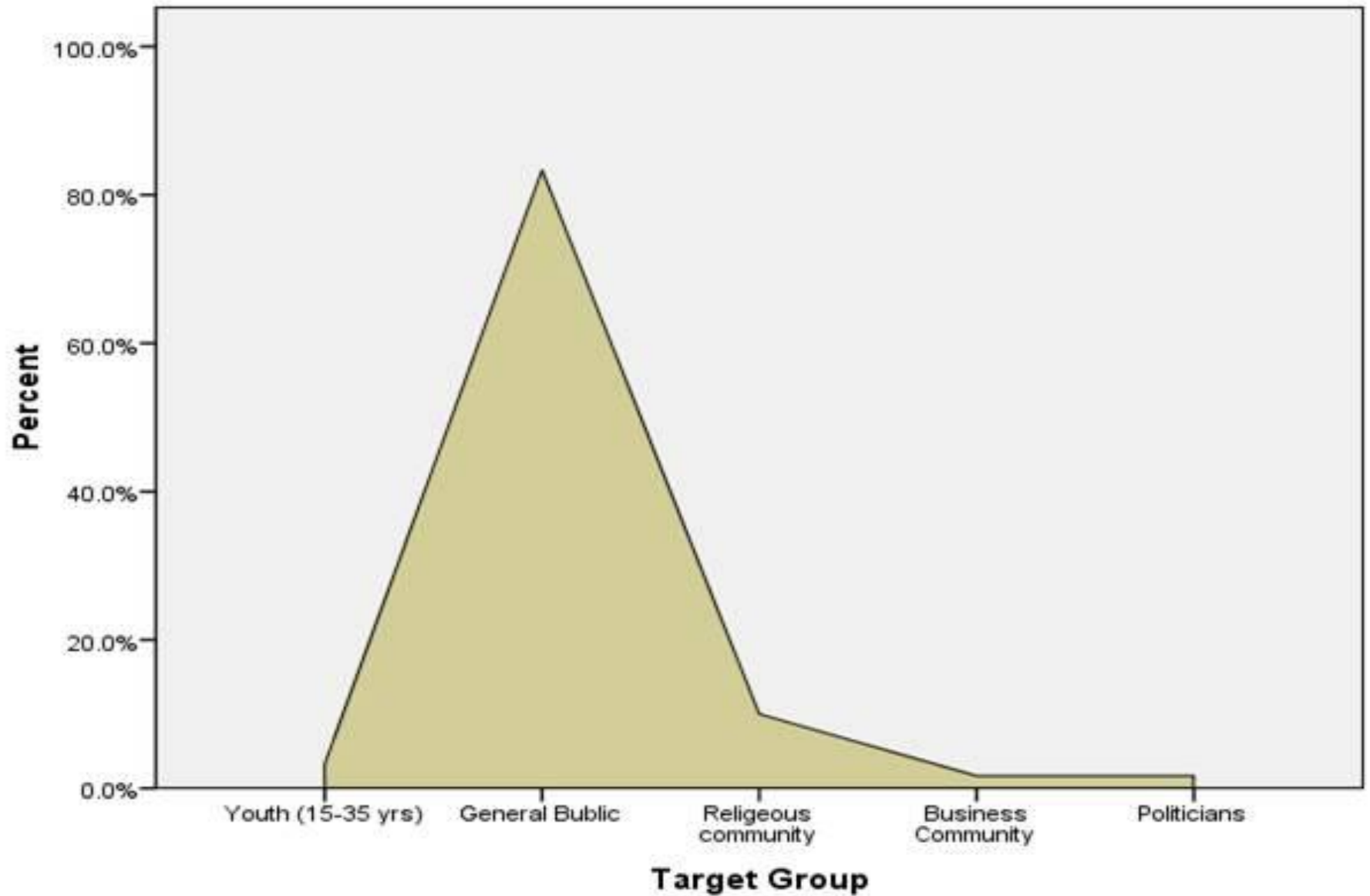
Level of Education

- ▶ Secondary 2%
- ▶ Certificate 13%
- ▶ Diploma 37%
- ▶ Bachelor degree 45%
- ▶ Masters Degree 3%

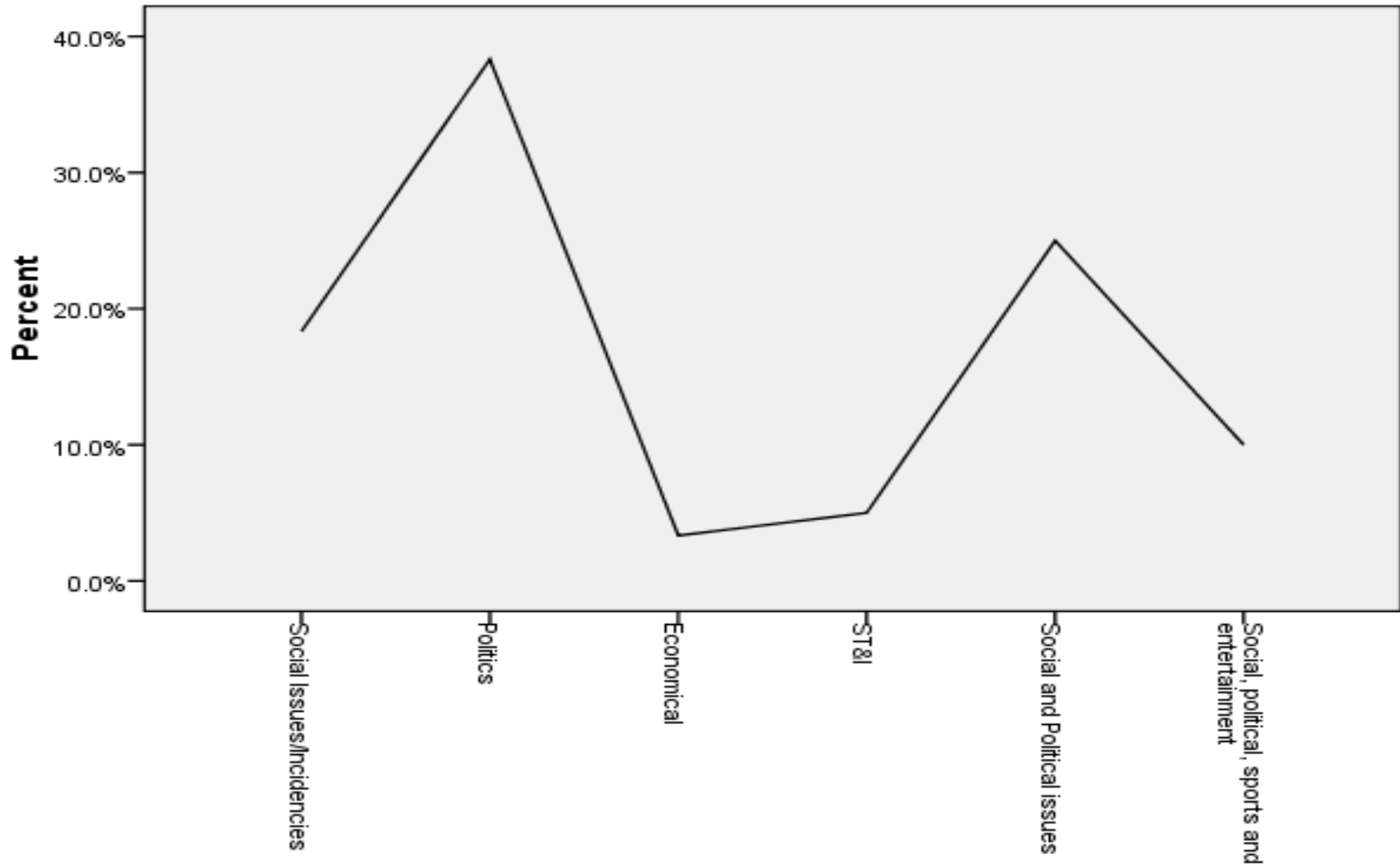
Training Course



MH, Target Audience

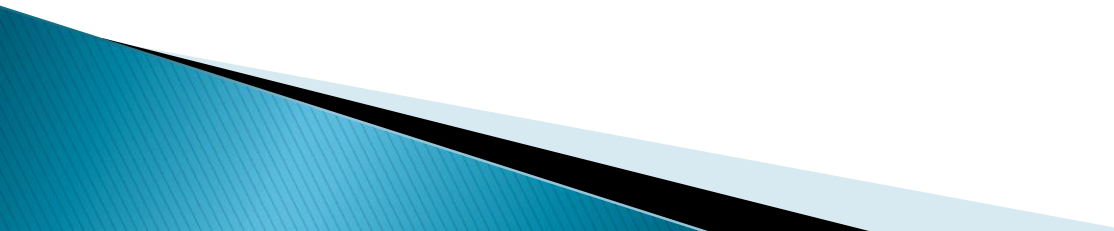


General Trends of Media Coverage

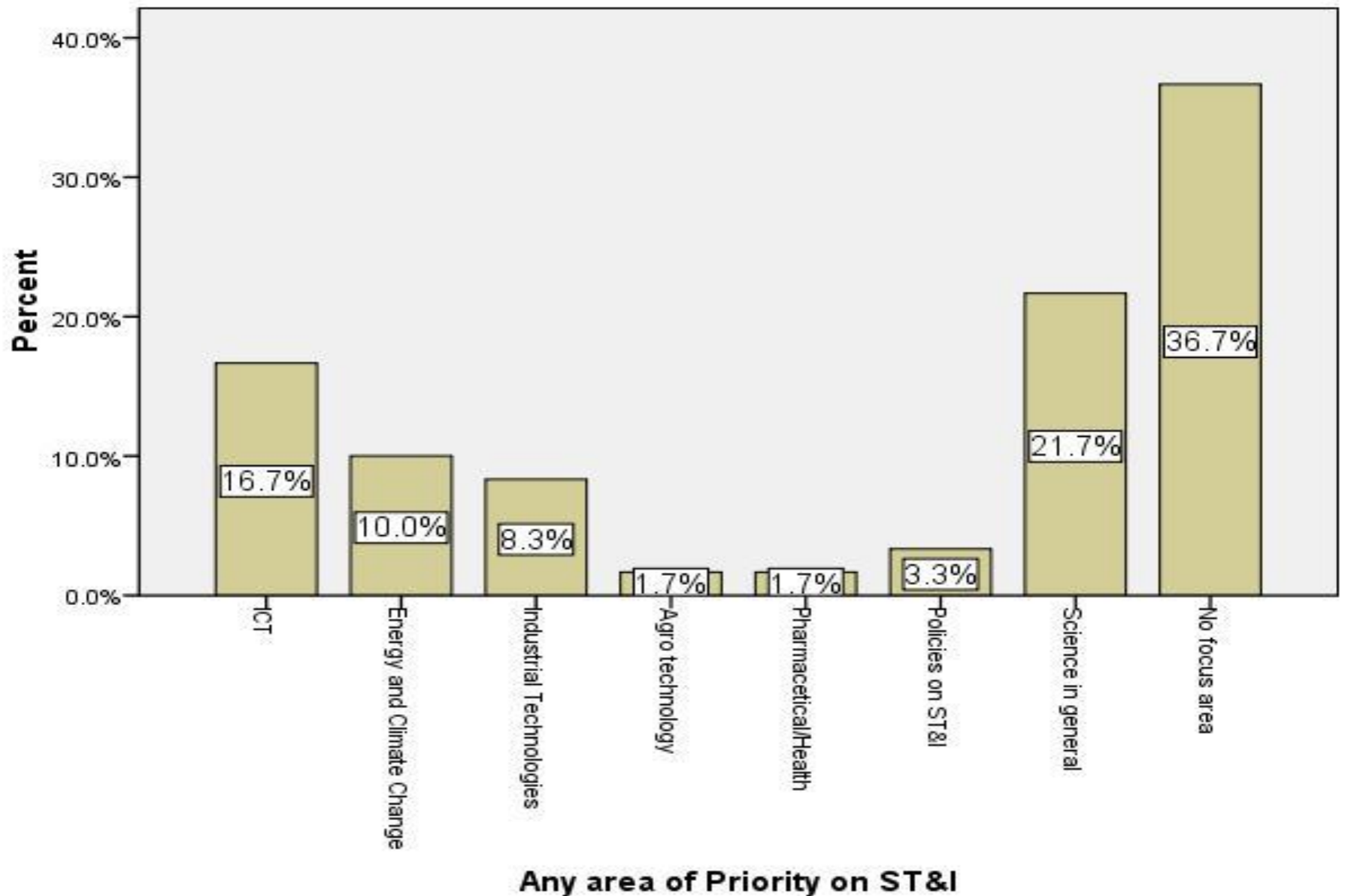


The trend of Media coverage in Tanzania

General trends in Media Coverage cont..

- ▶ One of the factors for higher media coverage on political and social news was market.
 - ▶ Market has been the driving force towards what is to be covered.
 - ▶ Media house policy and style
- 

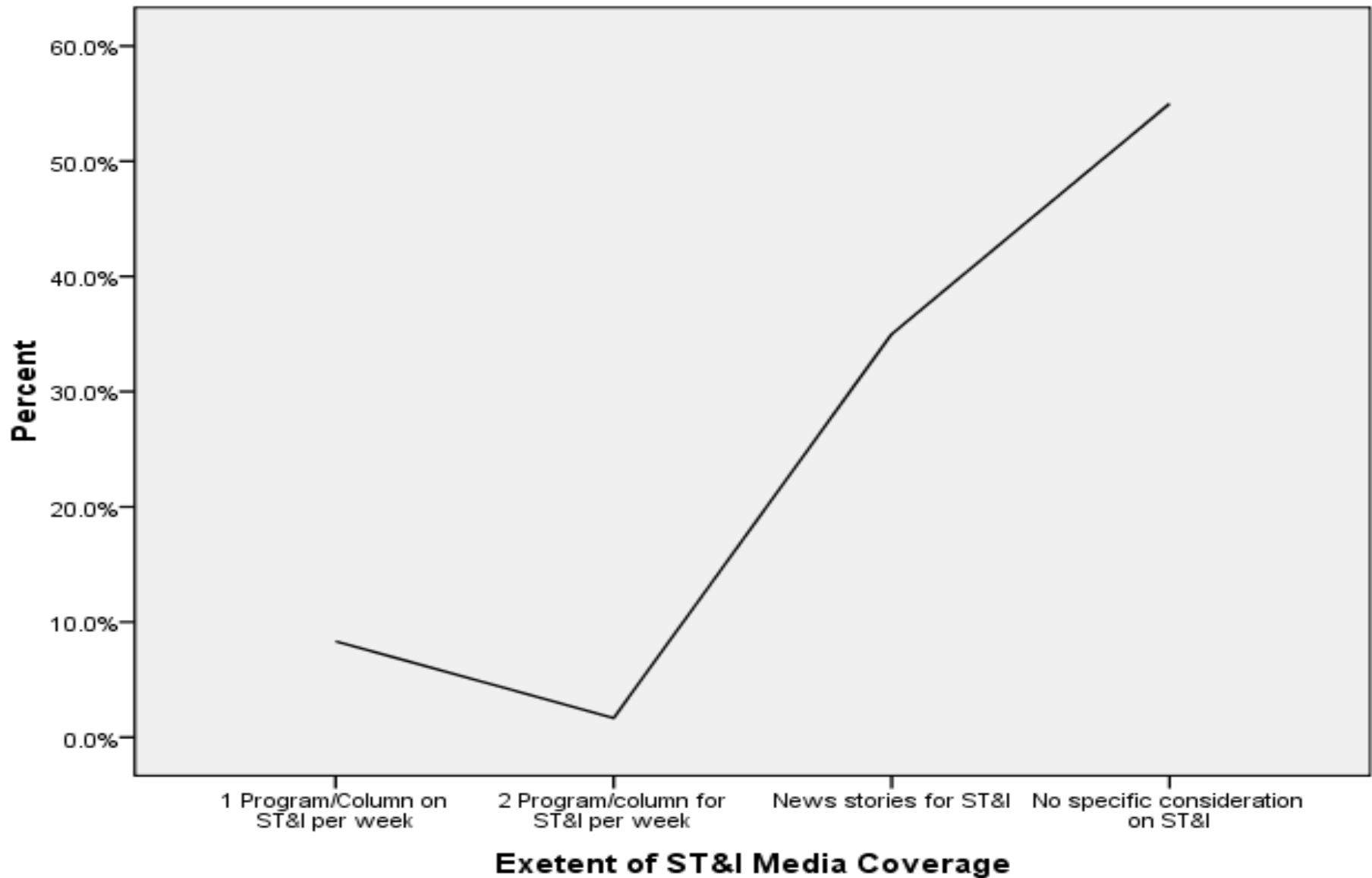
4.3 Priorities of STI



Priorities of ST&I Conti...

- ▶ Lugalambi (2011) *Science and technology reporting in Africa* reports the death of ST&I reporting in Africa media because the issues are considered complex among journalists who lack technical expertise.
- ▶ Nelkin (1995) found that the coverage of ST&I in UK grew due competition in the media industry. Media houses were mushrooming but most of them focussed on **social and political news** creating a demand for ST&I news

Extent of STI Media Coverage



The extent of ST&I Media Coverage cont

- ▶ A study by the Australia Science Media Centre (2011) reports about 44.5% of the population not being informed on ST&I in comparison to sports and politics.
- ▶ On contrary, a study by Dennis and McCartney (1979) reported significant media coverage on medicine (39%), followed by the environment and energy (27%), the biological sciences (10%), physical sciences (7%) and behavioural science (6%).

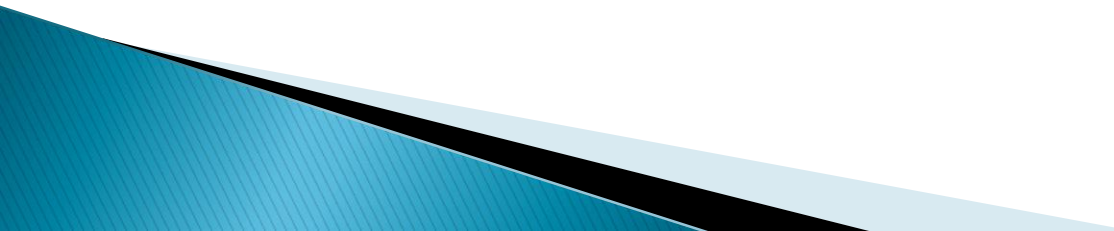
Challenges

- ▶ About 40% of the respondents pointed out that journalists find it difficult to report Science and Technology issues due to inadequate training. **Rooney (2002)** reports that in SA, majority of STI reporters are foreigners and they do have ST&I specialization.
- ▶ There is market for political and social news. According to **Rusell (2011)** ST&I can receive media coverage when framed in social or political context eg of **Evans Wadongo** and Russian Leader **Mikhail Gorbachev**

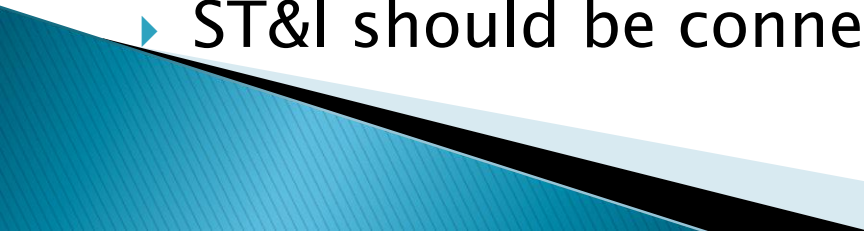
Challenges Conti....

- ▶ Poor cooperation between scientist/ researchers and journalists. *“Scientist normally use technical jargon and the have not time to explain issues to journalists unless in a meeting or workshop”*
- ▶ Words Apart Survey– only 11% of the of scientists indicated to have confidence in journalists (Hartz and Chappell, 1997)
- ▶ scientist are normally concerned that journalist will misquote them whereas journalists think that scientists do not explain issues in a common and simple language (Rooney, 2012)

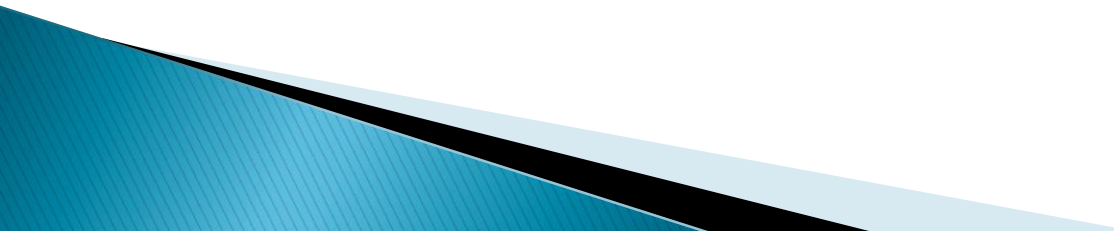
Conclusion & Recommendations

- ▶ Despite the growth of media industry, media coverage has been dominated by issues regarding to social, politics, entertainment and sports leaving behind ST&I issues. Low coverage of ST&I in the media houses results from lack of expertise among journalists, low interest of the audience on ST&I issues, and poor cooperation between ST&I researchers and journalists
- 

Recommendations

- ▶ MIST and TCRA should provide by laws to ensure ST&I media Coverage
 - ▶ There should be ST&I specializations for journalism training programs at different levels in higher learning institutions
 - ▶ Think tanks and academic institutions should regularly create networking platforms for journalists and science researchers
 - ▶ ST&I researchers should be trained on media outreach, communication and policy engagement issues
 - ▶ Media industry and ST&I research institutions should come up with a special campaign for promoting ST&I
 - ▶ ST&I should be connected with socioeconomics
- 

Areas 4 further studies

- ▶ Preferences of information consumers and media coverage for Science, Technology and Innovation
 - ▶ The role of Science researchers in promoting media coverage on Science, Technology and innovation
- 

Thanks for Listening

www.stipro.or.tz

<https://www.facebook.com/pages/STIPRO>