Communication for Development Interventions in Fragile States: A Systematic Review

Andrew Skuse PhD[1]

Dianne Rodger PhD[1]

Gerry Power PhD[2]

Domenic Friguglietti Mbus[3]

Tait Brimacombe B Dev Studs, LLB[1]

1. The University of Adelaide, Anthropology and Development Studies, University of Adelaide, North Terrace Adelaide 5005 Australia

2. InterMedia, 34 Bloomsbury Square, Suite 34 London, WC1A 2RL United Kingdom,

3. ABC International, ABC International Projects GPO Box 9994 Melbourne VIC 3001 Australia

Corresponding Author:
Andrew Skuse
E-mail: andrew.skuse@adelaide.edu.au

Executive summary

Background

A wide range of contextual and programmatic factors frame, affect and constrain communication for development (C4D) interventions undertaken in fragile or conflict affected states. For the purposes of this review, contextual factors include culture, poverty, different stages of conflict (such as latent, open or post-conflict scenarios), policy, legislation and so on, while programmatic factors include the type of intervention, formative and summative evaluation, project design and management, human and financial resources and so on. Understanding the various factors that influence C4D interventions in fragile states is important to improving practice, implementation and evaluation, as well as to the future development of methodologies and frameworks that can be utilised in conflict or crisis situations.

Objective

The objective of this review is to assess the contextual and programmatic factors that influence communication for development interventions in fragile states.

Types of participants

Persons regardless of age, gender and ethnicity - living in fragile states.

Phenomena of interest

The contextual and programmatic factors that influence communication for development (C4D) interventions in fragile states.

Types of studies

Qualitative peer reviewed studies, expert opinion, discussion papers, project reports, policy papers, position papers and other text.

Search strategy

Searches were conducted for published and unpublished material (between January 2001 - September 2011), including grey literature, in the English language. Databases searched were: Academic Search Premier; African Women's Bibliographic Database; Anthropology Plus; Bibliography of Asian Studies; Educational Resources Information Centre; Ingenta Connect; JSTOR; Scopus; and Sociological Abstracts; Communication for Social Change Consortium; DevComm (World Bank); Eldis; Search for Common Ground; The Communication Initiative; United Nations Development Programme; United Nations Educational, Scientific and Cultural Organization; and United Nations High Commissioner for Refugees.

Methodological quality

Each identified source was critically appraised by two independent reviewers for methodological quality and thematic relevance prior to inclusion in the review. The appraisal process employed the System for the Unified Management, Assessment and Review of Information (SUMARI) software developed by the Joanna Briggs Institute.

Data collection

Data was extracted using the standardised extraction tools.

Data synthesis

Data were categorised and synthesised using standardised SUMARI extraction tools. This involved the identification of a set of analytical findings, followed by the allocation of specific categories representative of each, i.e. digital divide. A process of aggregation followed via which these initial categories were (where possible) collated into broader synthesised findings. The results of this process are set out in the form of a series of statements that represent a wider trend informed by the data.

Results

A total of 239 sources were retrieved for detailed examination. 156 of these sources were excluded after review of the full paper/publication leaving 83 sources that were assessed for methodological quality using the SUMARI system. A total of 26 papers (19 qualitative papers and 7 textual/opinion pieces) were included in the review for appraisal and data extraction. A

further 57 papers were assessed and excluded. Following extraction, a discussion was developed that examined the relevance of the findings from a realist perspective.

Conclusions

This review identifies that while different initiatives can be pursued in different conflict situations, their direction and content needs to be driven by a close understanding of context, which in turn is driven by a range of influencing factors (contextual and programmatic), which in turn reflect and build upon existing C4D practice principles. While identifying influencing factors that affect C4D implementation is critical to effective practice, this systematic review also highlights a need for early, more thorough and longer-term C4D interventions within fragile states (especially those that can be characterised by latent conflict and chronic instability). Early communication intervention can help reduce tension and promote reconciliation, but also enable development and humanitarian agencies to be better placed to address situations that may escalate into open conflict.

Implications for policy and practice

A wide range of contextual and programmatic factors combine to both constrain *and* provide opportunities for C4D initiatives in fragile states. Such factors need to be recognised, negotiated and addressed by practitioners in design, implementation and evaluation in order to enhance the overall effectiveness of C4D initiatives.

Implications for research

The quality of the evidence base relating to C4D interventions in fragile states is relatively weak. The difficultly of conducting rigorous evaluation and research in conflict-affected contexts should not be underestimated. This highlights a need to improve our understanding of communications environments within fragile states and the related need to develop appropriate methodological frameworks and tools that enable effective mapping and the identification of appropriate communication interventions to occur.

Keywords:

C4D, communication for development; conflict; contextual; factors; fragile states; influence; outcomes; peacekeeping; programmatic; reduction; stability; violence.

Glossary

The glossary of terms; set out below provide explanations for a range of terms that are commonly used to refer to aspects of communication for development practice. The inclusion of a glossary is designed to aid readers who may be unfamiliar with these specific terms, many of which form critical categories of analysis within this report (see discussion section). Some terms used in this report are not included in this glossary for reason of their self-explanatory nature, i.e. conflict reduction or telecommunications.

Behaviour change communication (BCC): an approach that advocates and demonstrates a desired action that is achievable, i.e. a behaviour change.

Brain drain: the large-scale emigration of individuals with technical skills/expertise resulting in weak capacity within certain economic and social sectors, i.e. health or media.

Capacity Strengthening: strengthening of the human resource capacity of various sectors, i.e. within the media and communications sectors. This may result in increasing professionalism, independence; journalistic, production and editorial skills; and technical skills and capacity, as well as decreasing bias and self-censorship.

Civic education: increasing political knowledge, participation, tolerance and national identity, as well as promoting government transparency and accountability, i.e. used extensively during post-conflict periods to promote understanding of the role and responsibilities of government and citizens.

Contextual constraints: relate to constraints to effective implementation such as the presence of conflict, poor infrastructure, lack of media coverage, lack of governmental services, and geographical remoteness.

Culturally appropriate media content: is media content that is aligned to social and cultural norms and local understandings of particular population groups, i.e. it is communication that seeks to work through and with local culture and norms. Such communication tends to have a stronger level of public acceptance and a higher degree of impact.

Digital and/or media literacy: the existence of skills necessary to access, use, comprehend, analyse, evaluate and create digital and/or media content.

Digital divide: the existence of divides within communities that exclude certain individuals and/or groups from accessing, using and benefitting from new digital information and communication technologies such as the Internet.

Edutainment: the combination of education and entertainment to promote a particular message or set of messages, i.e. the use of radio or television drama to promote messages associated with aspects of development, conflict reduction or post-conflict reconstruction.

Evaluation: a summative process or assessment that is used to gauge the effectiveness or impacts associated with development interventions such as communication for development initiatives.

Evidence: the data gathered and used in support of evaluation assessments that may support/justify existing or future development interventions.

Formative research: the research of community interests, knowledge and needs that occurs prior to program design and implementation and provides evidence for the rationale and relevance of specific interventions.

Gender equality: refers to equality between men and women, which in development terms is often pursued through the identification of gender inequalities, i.e. in terms of access to new technologies for women, and a focus on how inequalities may be addressed through program implementation.

Hate media: media and/or communication that incites conflict or violence, or vilifies an individual and/or group, i.e. radio has been used extensively, notably in Rwanda, to incite genocide and to promote inter-ethnic conflict.

Information divide: refers to differences in access to information. These differences may be between men and women, different ethnicities, different socio-economic groups or may be promoted by remoteness. The information divide refers to restrictions associated with all forms of media and communication, i.e. chronically poor people may have limited access to terrestrial media such as radio leading to an information divide between them and their better-off neighbours.

Local ownership: refers to community involvement and ownership over the development process premised on the notion that when individuals and communities are fully invested in and supportive of development programs stronger and more sustainable outcomes occur.

Media bias: refers to the selective reporting and/or coverage of specific events or issues, i.e. many state broadcasters are overtly biased towards the activities of government figures, while providing minimum or negative coverage of political opponents. Sometimes media bias can have an ethnic dimension. Equally, some commercial media organisations may be biased towards certain sections of society.

Multi-channel communications: refers to the distribution of a particular message(s) across multiple communication channels, i.e. a combination of interpersonal communication, mass media and digital communication technologies. It is widely recognised that multi-channel communication results in the most significant social and behavioural impacts.

Participation: the inclusion and/or involvement of the local population in an intervention. Typically, participation is seen as something that is positive, i.e. the inclusion and/or involvement of the local population tends to enhance the effectiveness of an intervention. However, participation can also have a negative connotation, with the inclusion and/or involvement of some individuals or groups impeding an intervention in terms of its effectiveness, i.e. attempts to stimulate local participation in conflict contexts may reflect aspects of the conflict itself with some participants actively obstructing progress.

Participatory approaches: refers to the incorporation of participatory techniques and/or methods designed to encourage local participation within, and ownership over, development interventions. The application of participatory methods/approaches in communication for development interventions is most often associated with initial design, ongoing monitoring and summative assessment.

Participatory media: refers to the use of certain media formats that require active audience involvement or participation, i.e. street theatre, role-playing, participatory video and social mobilisation. These formats are less reliant on the literacy levels of their target audience and empower participants with the means of media content production or the creative license to tell and perform their own stories. Participatory media, along with careful facilitation, are effective at bringing together groups that are or have been opposed to each other.

Peacekeeping operations: refer to formally sanctioned interventions to protect and/or stabilise certain contexts experiencing conflict. Peacekeeping operations have numerous humanitarian and political goals, i.e. reduction of human rights abuses, conflict reduction, post-conflict transition.

Resource constraints: implies a lack of technical resources and/or infrastructure needed to sustain media and communications within a given context, i.e. this may refer to a lack of transport, the non-availability of electricity supplies, or a lack of skilled human resources.

State media: refers to media that is government-controlled, funded and/or run. In certain contexts, state media have a monopoly on broadcasting and are associated with biased media content. State media are often a key target within conflict situations for the relative power they have and their ability to communicate on a national basis.

Sustainability planning: refers to measures that can be adopted to ensure that programs can exist independent of external donor funding, i.e. once formal funding has ceased. This can include the development of an exit strategy for the withdrawal of donor support and transfer of responsibilities (including budgeting) to local authorities.

Transfer of power: refers to a process in which governance responsibilities are transferred to local actors/leaders. This coincides with a decrease in power/governance either by peacekeeping forces or former regimes.

Background

Communication for Development (C4D) has constituted a discrete sub-field of development practice for more than 50 years. From its early association with planned modernisation and industrialisation,[1, 2] to its contemporary rekindling in the mid-1990s as development stakeholders began to take notice of the global emergence of new information and communication technologies,[3, 4] C4D is playing an increasingly central role in the development process.[5] This role is dominated by the potential of C4D interventions to: (i) foster public dialogue; (ii) build social inclusion and equality; and (iii) promote behavioural and social changes leading to improved development outcomes (i.e. those associated with the Millennium Development Goals [MDGs], poverty reduction and realisation of human rights).[6] Increasingly, in contexts where the physical delivery of aid becomes uncertain, C4D interventions are also being employed in support of conflict reduction, the delivery of humanitarian assistance and post-conflict reconstruction.

This systematic review has examined the various contextual and programmatic factors that frame communication for development (C4D) interventions undertaken in fragile states. Our concern has not been to identify and collate the statistical impacts associated with these C4D interventions; rather it is with developing a qualitative understanding of the contextual and programmatic factors that influence the outcomes of the interventions. For the purposes of this review, contextual factors include culture, poverty, different stages of conflict (such as latent, open or post-conflict scenarios), policy, legislation and so on, while programmatic factors include the type of intervention, formative and summative evaluation, project design and management, human and financial resources and so on.

Significant quantities of qualitative data and textual opinion material were found to exist relating to C4D interventions in fragile states. This material concerns topics such as: (i) media strengthening designed to improve the quality and responsibility of the mainstream media; (ii) using mass, participatory and interpersonal communication to specifically target conflict reduction; (iii) the provision of essential humanitarian information; as well as (iv) communication focusing on post-conflict recovery, electoral reform and governance issues. In order to narrow the focus of this review and sharpen its relevance, this review has only focused on the role that C4D can play in supporting broad conflict reduction,

stabilisation and democratisation processes or civic education within fragile states. Extensive database searches (including Academic Search Premier, African Women's Bibliographic Database, Anthropology Plus, Bibliography of Asian Studies, Educational Resources Information Centre (ERIC), Ingenta Connect, JSTOR, Scopus, and Sociological Abstracts) have identified that no previous systematic review has been undertaken that focuses on C4D in fragile states and no similar review registered with a systematic review body (i.e. Evidence for Policy and Practice Information and Co-ordinating Centre [EPPI-Centre], Cochrane Collaboration, Campbell Collaboration and Joanna Briggs Institute [JBI]) at the time this review was registered with JBI.

This review has examined both qualitative studies and textual opinion papers in order to: (i) identify a range (within the limitation of the included studies) of C4D interventions undertaken in fragile states that support processes of conflict reduction, stabilisation and democratisation; (ii) identify the contextual and programmatic factors that contribute to both their success or failure; and (iii) examine the program delivery implications for the Australian Agency for International Development (AusAID), as they relate to their wider humanitarian and emergency programs in support of partner governments. Understanding the factors that contribute to positive outcomes, as well as those that contribute to a failing or which significantly constrain an intervention, is critical because C4D initiatives do not always lead to positive outcomes.[7] For example, King et al. demonstrate in their synthetic review of community driven development and curriculum interventions that development programs can also impact negatively on the communities that they are designed to assist if they are not carefully managed.[8] Consequently, assessing the diverse factors associated with context, project design and management, implementation and evaluation can help donors such as AusAID to reduce the potential for C4D to create more harm than good within fragile states.

Definitions of the term 'fragile states' are numerous, however, the term is typically understood to reflect the failure of states to assure security, rule of law and justice, or to provide basic services and economic opportunities. The United Kingdom Department for International Development (DFID) describes fragile states as: 'those where the government cannot or will not deliver core functions to the majority of its people, including the poor'.[9] Such contexts conventionally display a sensitivity to conflict - be it latent, open or post-conflict scenarios - or to environmental shocks (though these will not be addressed in this review). AusAID defines fragile states as countries that encounter poverty and development challenges that are particularly serious and which are at a high risk of failure or increasing deterioration[10]. They note that while each fragile state may be different, they all have common features such as 'weak governance, failing public institutions, instability or conflict' and that these features impact on their growth prospects.[10] In this respect, Brack states that insecurity challenges the achievability of sustainable development, but also that the promotion of sustainable development can play an important role in the realisation of peace and security.[11] In turn, the importance of aid programs is heightened in fragile states because it is more difficult for these states to attract foreign investment and to participate in international trade.[10] The role that C4D can play in such contexts is noted in both qualitative research literature and textual opinion, with identified interventions ranging from rapid humanitarian information provision during conflict, to building peace through conflict resolution processes and to civic education in support of electoral reform and democratisation.

Existing comprehensive reviews of the literature pertaining to C4D (that combine quantitative assessment of behavioural impacts with qualitative discussion of programmatic factors) have tended to focus on HIV-related mass communication campaigns and their impact on behaviour. These literature reviews, though not systematic in their assessment of evidence, are relevant to the present review because of their focus on the contextual and programmatic factors associated with rigorous C4D design and implementation, factors that are closely associated with successful outcomes.[12,13] Identified factors include: (i) the use of formative research to examine behavioural issues, target audiences and their media, communication and information uses and preferences; (ii) using communication or behavioural theory; (iii) audience segmentation such as by age, gender and ethnicity; (iv) targeting tailored messages at specific audience segments; (v) using popular media formats and channels to ensure wide exposure to health messages; (vi) process and impact evaluation that is both qualitatively and quantitatively rigorous and which avoids inferences concerning impact.[13]

The recent literature review by Noar et al., which focuses on HIV communication, starts from the fairly narrow premise of mass mediated interventions.[13] In doing so it omits a number of core principles associated with effective C4D initiatives that this review will seek to explore in the context of C4D interventions in fragile states. These include: (i) working through multiple channels, including mass, interpersonal and participatory communication; (ii) linking to service provision; (iii) working with and through communities and community structures; (iv) building advocacy strategies, as well as policy and legislative measures to support interventions; (v) effective management and organisation (including planning, budgeting, risk assessment, ethical practice and professionalism); (vi) effective leadership and teamwork; and (vii) adequate human and financial resourcing. Accordingly, this review explores a wide range of programmatic factors that are employed in C4D interventions within fragile states, as well as the contextual factors that influence and affect those interventions.

This systematic review recognises that the implementation of interventions, the collection of qualitative data and the evaluation of interventions can be extremely difficult in the context of a fragile state. Nonetheless, the synthetic review of Lloyd et al. illustrates that valuable evaluations can be attempted even in situations of armed conflict.[14] In their synthetic review of the effectiveness of measures to mitigate the experience of armed conflict on the psychosocial and cognitive development of children aged 0-8 years, Lloyd et al. argue that even though it may be hard to locate controlled studies of interventions in situations of armed conflict, this does not reduce the need for their rigorous evaluation.[14] Lloyd et al. state that in light of the jeopardy faced by young children exposed to armed conflict the 'least the research community and public aid agencies and Non-Government Organisations (NGOs) owe them is not to exacerbate their difficulties by ill-conceived and ill-informed, even if well-intentioned, interventions'.[14] Like Lloyd et al., this systematic review is designed to assist researchers, aid agencies and NGOs to gain a more thorough understanding of the contextual and programmatic factors (as outlined above) that contribute to the outcomes associated with C4D interventions.[14] This review did not seek to systematically establish which types of interventions are more effective than others in a quantitative sense. This is because initial searches have demonstrated that little reliable quantitative data associated with C4D interventions in fragile contexts exists. Further, it is not important to establish

which types of intervention are quantitatively more successful than others because C4D interventions in fragile states tend to work in well-understood areas of support, i.e. journalism training, media policy and regulation, civic education, conflict reduction communications and so on. Because of this, any quantitative studies were excluded from this review.

Unlike Lloyd et al., who do not include descriptive/opinion studies in their analysis, this review has systematically searched a far broader range of qualitative and textual opinion sources.[14] The available qualitative data tends to highlight impact, in both a behavioural and social sense, but is less explicit about the various factors that contribute to it. Textual opinion is more squarely focused on why C4D interventions work, what factors contribute to success and what factors constrain success. Consequently, a systematic review that combines evidence from peer reviewed qualitative research literature with textual opinion provides an opportunity to develop a balanced synthesis. Finally, though this systematic review used the Joanna Briggs Institute meta-aggregative process to assess, categorise and synthesise the available evidence, the results are interpreted in the discussion using a realist approach. This approach is designed to inform C4D options and practice in fragile states.

Objective

The objective of this review was to provide a synthesis of evidence on the contextual and programmatic factors that influence communication for development (C4D) interventions in fragile states.

Inclusion Criteria

Types of participants

The review considered any relevant qualitative research and textual material that includes a focus on people - regardless of age, gender and ethnicity - living in fragile states. A full list of the fragile states included in this study is outlined below.

Phenomena of interest

The focus of the review was on the various contextual and programmatic factors that frame communication for development (C4D) interventions aimed at supporting broad conflict reduction, stabilisation and democratisation processes in fragile states. In this regard, the review was not overtly outcome-focused, i.e. both positive and negative outcomes and the factors that influenced these outcomes were of interest to this review. These interventions can reflect a range of different communication approaches, from mass media, to interpersonal and participatory communication. Programmatic factors address the range of human, financial, technical inputs that are associated with specific C4D project interventions (as outlined in detail in the main text). Contextual factors in this review included, but were not limited to, cultural factors such as geographic location, specific racial or gender-based interests, extent of poverty, different stages of conflict (such as latent, open or post-conflict scenarios), policy, legislation and so on.

Types of studies

The qualitative component of the review considered peer reviewed qualitative studies including, but not limited to, designs such as phenomenology, grounded theory, ethnography, action research and feminist research. The textual component of the review considered expert opinion, discussion papers, project reports, policy papers, position papers and other text.

Search Strategy

The search strategy aimed to find both published and unpublished studies from the period January 2001 - September 2011. Given the specialist nature of C4D the search strategy was tailored to databases relevant to the thematic area. Initially, a three-step strategy was considered whereby the reference lists of included sources would also be searched for additional sources (i.e. snowballing). However, due to the high number of sources returned by the search this third search step was deemed unnecessary. Therefore, a two-step search strategy was utilised for both the qualitative and text/opinion component of this review. This comprised an initial limited search of Academic Search Premier followed by the analysis of the words contained in the title and abstract of results, and of the index terms used to describe articles. Searches using these identified keywords and index terms were then undertaken across the following databases:

For Peer Reviewed Studies:

- Academic Search Premier
- African Women's Bibliographic Database
- Anthropology Plus
- Bibliography of Asian Studies
- Educational Resources Information Centre (ERIC)
- Ingenta Connect
- JSTOR
- Scopus
- Sociological Abstracts.

For Unpublished Studies or 'Grey Literature':

- Communication for Social Change Consortium (CFSC)
- DevComm (World Bank)
- Eldis (incorporating ID21)
- Search for Common Ground (SFCG)

- The Communication Initiative
- United Nations Development Programme (UNDP)
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- United Nations High Commissioner for Refugees (UNHCR).

Thematic keywords used included: Rights, Human Rights, Civic/Civil Rights, Democratisation, War, Peace, Humanitarian, Violence, Conflict, Mitigation, Reduction, Fragile State, Stabilisation, Governance, Policy, Legislation, Ethnic, Refugee, Gender, Inter Ethnic Reporting, Peace Reporting, Peace Building, Media Strengthening, Participation, Media, New Media, Social Media, Radio, Television, Print, Video, Interpersonal, Information, Campaign, Communication, Development, C4D, Behaviour Change, BCC, KAP and ICT4D.

These keywords were sorted into the following logic grid (see Table 1) and some words were truncated to increase the sensitivity of the search (e.g. participat* returns participate and participation and so on):

Table 1: Logic grid of search terms

right*	"peace reporting"
"human right*"	"peace building"
"civic right*"	"media strengthening"
"civil right*"	participat*
democrati?*	media
war	new
peace	social
humanitarian	radio
violence	television
conflict	print
mitigation	video
reduction	interpersonal
"fragile state*"	information
stabili?*	campaign
governance	communication
Polic*	development
legislation	C4D
ethnic	"behavior change"/"behaviour change"
refugee	BCC
gender	KAP
"interethnic reporting"	ICT4D

However, while these key words formed the basis of each search, trial and error was used to determine the optimum search strategy for each database. In particular, the nature of the sources searched for 'grey literature' required a flexible approach because complex search strings designed for academic databases could not always be used. An example of a search used in Academic Search Premier is provided in Appendix I and a table of the results from each database is included in Appendix II.

Only studies published in English were considered for inclusion in this review, however we acknowledge the important contributions of authors writing in languages other than English; in particular, the growing body of work that assesses C4D interventions being conducted in Latin America that is reported in Spanish. Only studies published in the last ten years (January 2001-September 2011) were considered for inclusion in this review. This restriction was used to ensure that the C4D interventions discussed are contemporary and relevant to the current fragile state lists used by AusAID (see below).

AusAID use a composite list of fragile states derived from both the World Bank and Organisation of Economic Co-operation and Development (OECD)-Development and Assistance Committee (DAC). The country names listed below were used in searches in addition to the key words identified above to provide a specific geographical focus to the search strategy. Fragile states keywords included: Afghanistan, Angola, Burma, Burundi, Cameroon, Central African Republic, Chad, Comoros, Democratic Republic of Congo, Republic of Congo, Cote d'Ivoire, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gambia, Guinea, Guinea-Bissau, Haiti, Iraq, Kenya, Kiribati, Laos, Liberia, Mauritania, Nepal, Niger, Nigeria, North Korea, Pakistan, Papua New Guinea, Rwanda, Sao Tome & Principe, Sierra Leone, Solomon Islands, Somalia, Sudan, Tajikistan, Timor-Leste (and variants Democratic Republic of Timor-Leste and East Timor), Togo, Tonga, Uganda, West Bank and Gaza, Yemen, Zimbabwe. In addition, AusAID (the funders of this systematic review project) specifically requested an additional focus on The Philippines, Indonesia and Sri Lanka (see map) as these countries are characterised by intermittent social and political unrest and are of relevance to AusAID's program delivery.

Method of the Review

Assessment of methodological quality

Qualitative papers selected for retrieval were assessed by two independent reviewers for methodological validity prior to inclusion in the review using critical appraisal instruments from the Joanna Briggs Institute Qualitative Assessment and Review Instrument (JBI-QARI) (Appendix V). Any disagreements that arose between the reviewers were resolved through discussion. Textual papers selected for retrieval were assessed by two independent reviewers for authenticity prior to inclusion in the review using standardised critical appraisal instruments from the Joanna Briggs Institute Narrative, Opinion and Text Assessment and Review Instrument (JBI-NOTARI) (Appendix V). Any disagreements that arose between the reviewers were resolved through discussion.

Data Collection

Qualitative data were extracted from papers included in the review using the standardised data extraction tool from JBI-QARI (Appendix VI). Textual data were extracted from papers included in the review using the standardised data extraction tool from JBI-NOTARI (Appendix VI). The data extracted includes specific details about the phenomena of interest, populations, study methods and outcomes of significance to the review question.

Data Synthesis

Qualitative and text/opinion findings were pooled using JBI-QARI and JBI-NOTARI respectively. Included papers were read closely before any relevant findings were extracted. Supporting statements (usually verbatim quotes drawn from the text) for each finding (in QARI) or conclusion (in NOTARI) were also extracted and then given a level of credibility according to the QARI or NOTARI analytical module criteria. These levels were: (i) Unequivocal (U) - this relates to evidence that is deemed to be beyond reasonable doubt that may include findings that are matter of fact, directly reported/observed and not open to challenge; (ii) Credible (C) - relates to evidence that can be described as interpretations, i.e. they are plausible in respect of both the data presented and theoretical framework employed; and (iii) Unsupported (US) - when the previous two categories of findings do not apply, findings can be said to be not supported by the data.

Both the first reviewer (Skuse) and second reviewer (Rodger) assessed each source to identify key findings. Subsequently, these findings were examined by the first reviewer (Skuse) who utilised a thematic synthesis approach to categorise and re-categorise the evidence. Thematic synthesis is a methodology whereby findings are analysed and organised into a number of dominant 'themes'.[15] The first reviewer (Skuse) undertook this task because of his familiarity with key issues and terminology relevant to the C4D field. The scope and relevance of these themes/categories were then discussed with the second reviewer (Rodger) before they were finalised. The results of this process are set out in the form of a series of statements that represent a wider trend informed by the data.

The approach taken to data synthesis within this review is atypical for a JBI systematic review due to: (i) the high number and complexity of C4D contextual and programmatic factors identified through the data extraction process; (ii) the need to furnish the funder of the review (AusAID) with a synthesis that is both specific and of relevance to program implementation in the context of C4D interventions in fragile states; and (iii) the need to establish analytical links to previous systematic literature searches (on HIV communications practice), cited in the Background section of this review, which constitute the most rigorous assessment to date of contextual and programmatic factors that affect communication for development implementation in the developing world. With these issues in mind, our approach has been to develop more detailed Level 1 finding statements than is the norm for this type of review. This was done in an attempt to add specificity and allow better 'read across' from the findings, to categories to syntheses. Further, few of the included studies address C4D contextual and programmatic factors directly, i.e. themes rather than direct findings tend to be elaborated in the material assessed. Because of this, the review team has developed Level 1 finding statements from the studies drawn from the available evidence presented. These findings, as previously mentioned, were then categorised (Level 2 findings) according to what makes sense in the context of the delivery of development programs more broadly, and C4D initiatives specifically. Categories such as 'digital divide' and 'sustainability planning' speak to well-understood issues in development practice and do not require more expansive elaboration. Finally, the Level 3 syntheses speak to the broad finding associated with each category, which is elaborated upon in further detail from within the Discussion section of this review.
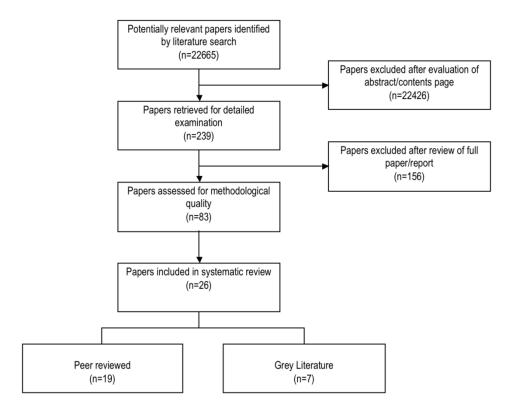
Interpretation of Results of Data Synthesis

Following appraisal, the extraction of findings, categorisation and synthesis of the results of this review, as outlined in the discussion section below, have been subject to an additional interpretative step. The objective of this review has been to assess the contextual and programmatic factors that affect C4D implementation in fragile states. The factors identified are numerous and 'ideal-typical' in that not all factors could realistically be considered in every situation. While this systematic review has used the Joanna Briggs Institute meta-aggregative process to assess, categorise and synthesise the available evidence, the results have been interpreted in the discussion section using a realist approach. Pawson et al.[16] suggest that a realist approach to systematic reviews helps to deliver pragmatic illumination, rather than statements of truth, as well as contextual grounding, instead of abstraction and standardization. In applying a realist interpretation to our findings, our aim is to enhance the relevance of discussion concerning the various factors that facilitate and/or constrain effective C4D practice in fragile states. The Discussion section in this review was developed utilising the following steps: (i) a draft discussion section was developed by the first reviewer (Skuse) based on the syntheses and wider results emerging from appraisal and extraction; (ii) this draft was then circulated to the review team's practitioner partners (Power and Friguglietti) for realist assessment; and; (iii) this assessment was integrated into the final discussion section included in this systematic review by the first reviewer (Skuse). This process was designed to facilitate the incorporation of practical feedback from experienced C4D practitioners into the review process. Pawson et al.[16] state that input from practitioners and policy makers is important in a realist review because 'it is their questions and their assumptions about how the world works that form the focus of analysis'. While Pawson et al. do not specifically identify the discussion section of a systematic review as a means through which this input can occur, we have chosen to incorporate feedback from our practitioner partners within this section. This is the most logical point at which realist interpretation can occur and the critical point at which our discussion can meaningfully dialogue with real-world experience, as well as with other examples/studies emerging from the field of C4D. Importantly, it is only at this point that additional experience and examples can be introduced without the methodological scrutiny associated with source selection and data extraction that is typically associated with systematic reviews.

Results

Description of studies

Between 1st August 2011 and 15th September 2011 a systematic search was undertaken of the databases outlined above. The titles and abstracts of every search result that appeared to meet the inclusion criteria for the review were quickly screened for their relevance. At this initial stage two broad criteria were used for inclusion: (i) the primary geographical focus of the paper/publication was a country included on the AusAid/OECD-DAC composite list of fragile states or referred also to The Philippines, Indonesia and Sri Lanka; and (ii) the intervention or program discussed in the paper explicitly referenced C4D or established C4D approaches. These approaches involve the use of various communication mediums (i.e. radio, interpersonal communication, new ICTs, television etc.) to achieve a specific development outcome. Following this, the abstracts of the short-listed articles were

independently assessed by both the first reviewer (Skuse) and second reviewer (Rodger) for inclusion. Any disagreements were resolved through discussion. The full text of all included papers were then retrieved and subject to review for inclusion again by both Reviewers. At this stage, methodological quality was not considered; rather, the relevance of the source to the review question was assessed. This process involved identifying whether or not the source adequately explored the contextual and programmatic factors that influence the outcomes of C4D interventions in fragile states. This process identified 83 sources that were included for critical appraisal in this systematic review. Of these, 58 were qualitative papers (see Appendix III) and a further 25 were text/opinion sources (see Appendix IV). These studies were then critically appraised using the QARI and NOTARI tools respectively. This appraisal resulted in the inclusion of 19 qualitative studies and 7 text/opinion publications in the review. A total of 26 sources were subject to full data extraction and synthesis. The result of the search process is presented below (see Figure 1) and is followed by a narrative summary, in case-study format, of each of the included studies for which data extraction occurred. Appendix IX provides a table of included studies/publications and excluded studies/publications is presented in Appendix X.

Figure 1: Number of studies found and retrieved

Case study text (QARI) - contexts of the included studies

Given the success or failure of C4D intervention depends significantly on understanding of and negotiation of contextual factors in which the intervention is delivered, the following section describes the individual contexts of each of the studies and publications included in the review.

Best, M. L. & Thakur, D. (2009) 'Telecommunications Policy Process in Post-Conflict Developing Countries: The case of Liberia' in *Info: The Journal of Policy, Regulation and Strategies for telecommunications, Information and Media,* Vol. 11, Issue 2, pp. 42-57.

The context of this study is post-conflict Liberia and the country's recent transition from civil war. The intervention explored in this study is telecommunications policy, with a particular focus on the Liberian Telecommunications Act of 2007 and the associated factors that influence the policymaking process in contexts such as this. This analysis was developed through a qualitative methodology, with data being collected from semi-structured interviews with senior government personnel, political representatives and representatives from telecommunications firm. Results indicate that unique factors influence the policy process in developing post-conflict settings. These factors include institutional context, technical and human resources, political support, international support, attributes of elites and international policy networks. The article explores questions of institutional legitimacy, particularly the Liberian telecommunications regulator, and how perceptions of these institutions strongly influenced local operator's positions during the telecommunications legislative process. Furthermore, during periods of post-conflict political instability, many telecommunications operators operate under few restrictions or are self-regulated, creating resistance to new regulatory policies. The results of interviews indicate that due to the significant brain-drain associated with skilled workers fleeing the country during conflict, many institutions suffer from a lack of qualified, technical resources to adequately implement recommended policies. It was also noted that elite actors and certain ethnic groups often hold a great deal of influence to advance particular policy directions. The article concludes that a better understanding of these factors could improve the development and implementation of public policies in these settings.

Connelly, C. (2010) 'How Does the Show Go On?: Theatre for Development in Post-Election Kenya' in *Theatre History Studies*, Vol. 30, pp. 65-72.

The context of this study is Kenya during the disputed election (December 2007) and the associated political and ethnic tensions and violence. This study explores a variety of Theatre for Development interventions including People's Popular Theatre (PPT) in Nairobi, Shining Home for the Community (SHOFCO) in Kibera, and Rapid Effective Participatory Action in Community Theatre Education and Development's (REPACTED) Magnet Theatre in Nakuru. These interventions each employ techniques of community theatre with the aim of addressing community concerns and promoting dialogue on issues such as HIV/AIDS, gender equality and poverty reduction. This article explores the difficulties faced by Theatre for Development practitioners working in volatile settings both during and after periods of political tensions and violence. This exploration was conducted using participant observation, personal

reflection and qualitative interviews – both face-to-face and via email. The results of this exploration indicated that it is extremely difficult but very important to conduct Theatre for Development activities during and post-conflict. Theatre for Development was identified as particularly beneficial for creating bonds between members of different, often conflicting, ethnic groups as well as promoting peace and behaviour change within individuals. Some of the difficulties faced by practitioners include destruction of property, increased violence, displacement, safety concerns and restricted access to areas. However the examination noted that holding Theatre for Development interventions in non-theatre settings such as parks and markets helps overcome many socio-economic barriers to attendance.

Curtis, D.E.A. (2000) 'Broadcasting Peace: An Analysis of Local Media in Post-Conflict Peace building projects in Rwanda and Bosnia' In *Canadian Journal of Development Studies*, Vol. 21, Issue 1, pp. 141-166.

This study explores the dual contexts of post-conflict Rwanda and post-conflict Bosnia. The study explores a variety of interventions with a focus on the use of local media (particularly television and radio) peace building projects. In the context of Rwanda the interventions explored include Reporteurs sans Frontiér's and Foundation Hirondelle's Radio Agatashya project and UNESCO's SOS Médias programme focussing on technical support and training. In the context of Bosnia the interventions explored include the Office of the High Representative's Open Broadcasting Network (OBN) encouraging pluralist, professional and multicultural media; the Free Elections Radio Network (FERN) providing balanced elections coverage; and a variety of smaller interventions .This article represents an analysis of how different kinds of local media interventions can affect peace building processes. This analysis is conducted through a literature review, qualitative interviews, media and policy analysis, and programme evaluation. The results of this analysis concluded that local media projects, particularly radio soap opera, can contribute to peace building, conflict resolution and reconciliation. However, the article also notes that the factors that contribute to the success of such activities need to be further evaluated. In order to be successful, peace building initiatives require an understanding of the local context and culture within which they are operating. Furthermore, it is demonstrated that if local media interventions are not viewed as impartial they are likely to be viewed with suspicion by audiences. This is demonstrated by both the OBN and FERN networks whose dominant presence in Sarajevo prevented them from making a clean break from the existing media scene in Bosnia. Local media institutions (particularly Radio Agatashya in Rwanda) in post-conflict settings often face difficulties meeting the needs of diverse groups with differing expectations. This can often result in the characterisation of these institutions as biased.

Erni, J. N. (2009) 'War, 'Incendiary Media' and International Human Rights Law' In *Media, Culture & Society*, Vol. 31, Issue 6, pp.867-886.

This article explores the legality of media interventions carried out by foreign forces in post-conflict settings. This study is not situated in a specific geographic context; instead the setting of this study considers more generally a non-specific target state in a post-conflict condition. The interventions explored in this study are media interventions carried out by foreign forces within this setting and the

study specifically assesses the legality of these interventions. This is done through a literature review assessing existing human rights frameworks and principles of intervention, a media analysis, and a legal analysis of media interventions. Participants in this study included foreign agencies, military forces and media organisations. The study explores the cases of Cambodia, Bosnia and Kosovo to demonstrate the potential for the diverse agendas of parties involved in media interventions to stifle healthy development in the post-war media space. The study also demonstrates the possibility for media interventions to violate state sovereignty by intruding upon the target state's autonomy or exerting influence upon this state. The study also explores the case of the interim government in post-war Iraq to demonstrate the potential for transitional governments to abuse their control over the media and in doing so, recreate the conditions that led to the intervention. It is argued that the legal basis of media interventions is, and will continue to be, debateable. However, it is argued that the more aggressive measures during times of conflict, in particular the 'use of force' such as bombing broadcasting towers, may violate the UN Charter and other International norms. The study concludes by arguing that there should be a strong presumption against interventions and a high standard of proof demonstrating abuse.

Evans, R. (2008) 'The Two Faces of Empowerment in Conflict' in Research in Comparative and International Conflict, Vol. 3, Issue 1, pp. 50-64.

The context of this study is post-conflict Nepal as a locale for Bhutanese refugees. The intervention explored in this study is peace-building education among these refugees, particularly through the Bhutanese Refugee Children Forum (BRCF). The BRCF is an agency-initiated participation project designed to increase refugee children's capacity for decision-making, empowerment and awareness of their rights. This article represents an exploration of the possibilities for empowerment available to Bhutanese refugees, particularly through involvement with agency-initiated non-formal education projects, with a focus on their engagement in violent political activities. This exploration is informed by ethnographic observation, individual interviews, focus group discussions and participatory drawing and writing exercises with children who participated in the BRCF. Peace education programs have demonstrated many positive impacts including increased confidence, improved family relationships and development of new skills. However, peace education programs are limited in their effectiveness as a result of the participants' status as refugees and notions of displacement and denial of basic rights. Furthermore, the results of this exploration indicate that that peace building education programs may have unintended consequences and it cannot be assumed that the skills and experiences gained by participating in these programs will be used to promote peace. One participant in the BRCF also participated in a Maoist cultural organisation, demonstrating that participation in peace building programs and involvement with violent political activities are not mutually exclusive. Despite the peaceful messages promoted by BRCF, some participants are willing to invoke violence as an expression of their political conviction.

Finkel, S. E. & Smith, A. E. (2011) 'Civic education, Political Discussion and the Social Transmission of Democratic Knowledge and Values in a New Democracy: Kenya 2002' In *American Journal of Political Science,* **Vol. 55, Issue 2, pp. 417-435.**

The context of this study is Kenya, in the time spanning the democratic election of 2002. During this time the political culture of the country was characterised by democratic struggles, ethnic rivalries and inequalities, intolerance, distrust and low levels of citizen engagement. The intervention explored in this report is the Kenyan National Civic Education Programme (NCEP) – a civic education programme designed to promote civic skills, democratic values and political engagement through a series of workshops, lectures, plays, puppet shows and community meetings. This intervention was conducted by nearly 80 Kenyan NGOs. This article represents an evaluation of the NCEP in regards to its ability to affect changes in knowledge, belief and behaviours. This evaluation was informed by both pre- and post-civic education survey interviews with individuals attending NCEP workshops as well as interviews with non-attendees as a control group. The article argues that exposure to adult civic education training can increase political knowledge and participation and reduce political intolerance. The article identifies four dependant variables of political cultures: (i) political knowledge, (ii) participation, (iii) tolerance, and (iv) sense of national versus tribal identity. The survey results indicated that adults who attended the civic education showed a significant increase in all four of these variables. It was also acknowledged that the NCEP had indirect effects including exposure of the programme's message to non-attendees of workshops through social discussion with attendees. The article also identifies six participatory methodologies such as small group discussions, role playing, stage plays or dramatisations, game playing, problem solving, and mock elections. Survey results indicated that attending purely lecture-based workshops, with no participatory elements, was less effective than those using open, participatory teaching methods in changing participants' knowledge, beliefs and behaviours.

Frere, M. S. (2009) 'After the Hate Media: Regulation in the DRC, Burundi and Rwanda' In *Global Media and Communication,* **Vol. 5, Issue 3, pp. 327-352.**

The context of this study is post-conflict Central Africa, particularly the nations of Burundi, Rwanda and the Democratic Republic of Congo (DRC). This study takes place following the end of civil wars in the region, during which time the media in the aforementioned nations became vehicles for 'hate media' and was seen as a contributor to the violence. The study explores the role of communications regulatory bodies to support press freedom and monitor the media landscape. The specific regulatory bodies explored are Counseil National de la Communication (CNC) in Burundi, Haute Autorité 'des Médias (HAM) in the DRC, and High Council of the Press (HCP) in Rwanda. The article establishes that reconstructing the media sector post-conflict is a difficult task. There were particular challenges associated with achieving consensus within these regulatory bodies as members were often unwilling to sanction media outlets that supported their own political views. Furthermore, in the case of the HCP in Rwanda, it was determined that there was little independence from government and an inability to act as a decision-making body independent of government enforcement. It was acknowledged that communication regulatory bodies can play a key role in the development of a media sector that is professional and accountable. Within the contexts of Burundi, Rwanda and the DRC, the establishment and strengthening of regulatory bodies was seen as an essential element of a responsible media sector and a necessary step to prevent future 'hate media'. However, it was noted that these bodies often lack

the resources to effectively fulfil this role. The CNC in Burundi had limited access to transport and power generators thereby limiting their ability to adequately monitor the media. Similarly, many radio stations in Burundi were reliant on foreign aid, the withdrawal of which might threaten the survival and impartiality of the media sector.

Gamage, P. & Halpin, E. F. (2007) 'E-Sri Lanka: Bridging the Digital Divide' In *Electronic Library*, Vol. 25, Issue 6, pp. 693-710.

The context of this study is post-conflict Sri Lanka, having emerged from decades of civil war. The intervention explored in this study is e-Sri Lanka's Telecentre Development Programme (TDP) designed to connect every village in Sri Lanka to the internet and thereby assist in bridging the digital divide. This article represents an examination of the impact of the TDP. Both qualitative and quantitative data for this examination was gathered from a survey of users, focus group discussions, observations, interviews and document analysis. The results indicated that a number of improvements need to be made to the telecentres in order to increase their effectiveness. The telecentres did not adequately cater for non-English speaking groups such as Sinhala and Tamil speakers and materials that were to be made available in these languages were not provided. In particular, the author found that the telecentres were poorly promoted, under-staffed and reliant on subsidies. Furthermore, some of their services were not used or valued by the community. It was discovered that only a small percentage of the total population were aware of the telecentres existence and features. Furthermore, a weekly telecast from the Sri Lankan ICT Agency was broadcast on a channel that could not be viewed in certain areas of the country and at a time that did not reach many of its desired recipients. These issues need to be addressed in order to improve the sustainability of the centres and their impact on the 'digital divide'.

Kamal, S. (2007) 'Development On-air: Women's Radio Production in Afghanistan' In *Gender and Development*, Vol. 15, Issue 3, pp. 399-411.

The context of this study is Herat, Afghanistan during the post-Taliban reconstruction and associated war. The focus of this study is the launch of a women's radio station – *Radio Sahar* – supported by the Institute for Media, Policy and Civil Society (IMPACS), Canada. This station was developed with the aim of promoting strong reporting on gender issues as well as building the capacity (both broadcast and editorial) of women within the station. This study represents an investigation of the launch of *Radio Sahar*. Results of this study indicate concerns balancing the competing constraints of conservative Afghan culture and the objectives of IMPACS trainers. The article indicates that C4D initiatives that are designed to reduce gender inequalities, like *Radio Sahar*, need to produce content that is representative of their target audience. Due to time constraints and hectic work schedules, members of the radio station had little time to plan their programming and were often reliant on pre-packaged programming from donors. The pre-scripted nature of these broadcasts was very formal and educated which served to isolate many illiterate listeners and prevented spontaneous conversational dialogue that is more culturally dominant in Afghanistan. This suggests that inadequate audience research can result in programming that reflects the interests and concerns of a select number of radio station members. Self-censorship also contributed to the dominance of content favoured by Western donor agencies and programming that was more likely to be accepted by local stakeholders such as the

militia. It was also concluded that the use of media to promote gender equality needs to encompass more than setting up women's radio stations and should be conceptualised as a holistic, culturally-specific, long-term approach.

Karan, K., Gimeno, J. D. M., & Tandoc, E. Jr., (2009) 'The Internet and Mobile Technologies in Election Campaigns: The GABRIELA Women's Party During the 2007 Philippine Elections' In *Journal of Information Technology and Politics*, Vol. 6, Issue 3-4, pp. 326-339.

The context of this study is the Philippines, during the 2007 mid-term election, which was conducted against a backdrop of violence. This study explores the GABRIELA Women's Party (GWP) use of media technologies for electoral campaigns. This exploration is conducted through a case study analysis and in-depth interviews with GWP officials. The findings of this examination indicate that new communications technologies are a cost-effective way for political parties to reach voters. The GWP successfully used a combination of traditional media and new technologies to generate support for the party and increase public engagement. However, some forms of new communications technologies are more accessible than others. For example, organisations with limited funds may have difficulty using and maintaining websites. Similarly, the cost of television advertising can be very high and offer only limited exposure, resulting in many campaigns (including GWP's) turning to YouTube to generate wider exposure for less cost. However, it was noted that the benefit of using YouTube could have been maximised if it was used earlier in the campaign. In the Philippines campaigning via mobile phones was more effective then utilising the internet, due to the higher rate of mobile phone penetration across the country.

Michau, L. (2007) 'Approaching Old Problems in New Ways: Community Mobilisation as a Primary Prevention Strategy to Combat Violence Against Women' In *Gender and Development*, Vol. 15, Issue 1, pp. 95-109.

The context of this study is East Africa, with a specific focus on Tanzania and Uganda. The study focuses on the efforts of the NGO Raising Voices in regards to community mobilisation to prevent violence against women (VAW). This article represents a presentation of the lessons learnt from Raising Voices experiences in East Africa. The article proposes that community mobilisation is essential to ensure meaningful change on the issue of VAW. As VAW has been normalised by many communities, community mobilisation is necessary to ensure individuals receive community support for changing social norms and/or behaviour. It is acknowledged that campaigns designed to address individual behaviour are unlikely to succeed without addressing the socio-cultural community factors that drive that behaviour. However, while mobilising communities to prevent domestic violence holds promise, it presents many challenges. For example, in the past, Raising Voices had been unrealistic about the outcomes that could be achieved though community and institutional engagement. As such, the authors acknowledge that a focus on the end result of reducing VAW is meaningless without considering the context of relationships. Similarly sporadic engagement with a variety of sectors (such as police, religious leaders, health care workers etc) can often result in fragmentation and act as an obstacle to long-term change. There are also challenges associated with assessing the effectiveness of

long-term social mobilisation campaigns due to the difficulty of linking activities to changes in community beliefs.

Miller, S. (2006) 'Journalism Training in Sri Lanka: Meeting the Needs of Working Journalists' In *Changing English: Studies in Culture and Education,* **Vol. 13, Issue 2, pp. 173-178.**

The context of this study is Sri Lanka, amidst the residual ethnic tensions and conflict that has damaged the journalism sector. This study focuses on a BBC World Service Trust journalism training programme - 'Bridging the Divide'. This programme was designed to improve the accuracy, impartiality and responsibility of journalists during conflict. This article addresses the successfulness of this programme and explores the lessons to be learnt. It was noted that during the war years in Sri Lanka there was almost no interaction between Sinhala and Tamil journalists resulting in a polarised journalism industry. It was concluded that in order for journalism training interventions to be effective it is critical that work is undertaken with senior staff and owners to ensure that higher standards of journalism are encouraged and supported. Throughout the duration of the BBC programme, which had a large distance education component, it was noted that many of the face-to-face training sessions, which were successful at the time, had insufficient follow up. In order to be successful, journalism training programmes require either face-to-face training as the dominant training modality or sufficient additional face-to-face training when the dominant modality is online.

Milligan, S. & Mytton, G. (2009) 'From Mouthpiece to Public Service: Donor Support to Radio Broadcasters in New Democracies' in *Development in Practice,* **Vol. 19, Issue 4/5, pp. 491-503.**

The context of this study is northern Nigeria – the Jigawa state – following the nations transition into democratic rule at the end of the 1990s. The study explores the Department for International Development (DFID) supported radio programme – *Radio Hannu Daya.* This state-controlled radio programme aimed to provide a talk-show format whereby the views and concerns of the electorate could be broadcast as well as giving government a chance to answer constituent's questions and respond to concerns. This article represents a critical examination of the lessons learnt from DFID's support of this programme. The article concludes that engagement with state media can yield results in terms of shifting editorial practices and improving independence. Particularly in parts of rural Africa, where many communities are reliant on state broadcasters and with commercial stations seeing little point to accessing these communities as part of their target audience. However sustaining this independence remains a key challenge. State-run media in a newly democratic society can often be unprepared for the new role they are expected to fulfil and are often hampered by funding restrictions and lack of capacity. In many instances, it can take a number of years for these barriers to change however donor support targeted at Capacity Strengthening can help facilitate the process of legislative reform. However, engagement with state broadcasters can remain problematic due to continued domination by governing powers. Similarly, state broadcasters can often be slow to adapt the scope of their content to conform to democratic changes.

Paluck, E. L. (2010) 'Is It Better Not to Talk? Group Polarization, Extended Contact, and Perspective Taking in Easter Democratic Republic of Congo' In *Personality and Social Psychology Bulletin*, Vol. 36, Issue 9, pp. 1170-1185.

This study is situated in the eastern provinces of Democratic Republic of Congo (DRC) during periods of residual conflict and hostility following the official end of war in the region. This study explores and radio soap opera – *Kumbuka Kesho* – and related talk-show designed to promote listener discussion about ethnic conflict and increase intergroup cooperation. This study compared the attitudes and behaviour of individuals listening to both the talk-show and soap opera against listeners of only the soap opera as a baseline. Data was collected through interviews and questionnaires with listeners from over 15 ethnic groups in order to assess whether mass media can actually encourage interpersonal discussion about conflict and the effects of such discussion. This article represents a discussion of the results of this study. Results indicated that a majority of listeners of both the talk-show and soap opera discussed the program more than listeners of only the soap opera. Similarly, listeners of the talk-show characterised their discussions as more contentious, registering a stronger intolerance towards disliked groups.   This increase in negative attitudes and behaviours among talk-show listeners could have been caused by either methodological design or quality of the content of programming. These results emphasise the need for pre-testing of audience feedback and pre-setting of discussion goals to ensure that media content achieves its desired outcome.

Paluck, E. L. & Green, D. P. (2009) 'Deference, Dissent and Dispute Resolution: An Experimental Intervention Using Mass Media to Change Norms and Behaviour in Rwanda' In *American Political Science Review*, Vol. 103, Issue 4, pp. 622-644.

This study is situated in post-genocide Rwanda and represents a comparison of the relative impacts of a health (*Urunana*) and reconciliation (*Musekewaya*) radio soap opera, with a view to establishing the effects on listeners in terms of promoting independent thought through collective action. *Musekewaya* is a program aimed at discouraging blind obedience and reliance on direction from authorities and promoting independent thought and collective action in problem solving. This study compares the outcomes of groups listening to this radio soap opera with those listening to a different message in order to isolate the impact of the program content from the socio-cultural environment. Following from this, control groups listened to a radio soap opera (*Urunana*) which aims to change beliefs, norms and behaviours about reproductive health and HIV. Throughout the study, the two radio soap opera programs were presented to pairs of communities across fourteen research sites. These communities included genocide survivors, Twa communities (the pygmy minority), prison communities and the general population. The study engaged in a qualitative and quantitative assessment, through individual interviews, focus group discussions, and role-play content analysis, of changes in individual attitudes, perceived community norms and deliberative behaviours.   The results of the study indicate that while two radio programs had little effect on many beliefs and attitudes, certain aspects of political culture are malleable to short-term change as a result of media programs. In particular, it was demonstrated that radio soap opera can impact listener's willingness to express dissent, self-reliance and local responsibility for community problems as well as increasing social trust within the community. It was also demonstrated that the radio soap opera led to decreased dependency on external institutions, with participants demonstrating a desire to problem solve collectively as a community. However, these

changes were not accompanied by a greater willingness to reduce social distance through interaction with other social or cultural groups. The study concludes by acknowledging the role for further study to explore the role of a variety of media across a broad range of institutional settings.

Sengupta, A., Long, E. G., Singhal, A. & Shefner-Rogers, C. L. (2007) 'The Sada Says 'We Women Have Our Rights': A Gender Analysis of an ICT Initiative in Afghanistan' In *International Communication Gazette*, vol. 69, Issue 4, pp. 335-353.

This study is situated in Afghanistan during the parliamentary elections of 2005. This study explores Voice for Humanity's (VFH) *Sada* initiative. As part of this initiative, 40,000 solar-powered digital audio devices were distributed, each containing 15 hours of civic education material designed to promote peace, national unity and democracy. Women were a particular focus of this initiative as a result of their lack of access to alternative communication technologies. This article represents an examination of both men and women's perceptions of the technological device and patterns of use. This examination was formed through in-depth interviews and focus group discussions. The results of this study indicate that women's access to ICTs is constrained by a variety of factors including time constraints, economic constraints, and illiteracy. The study demonstrates that technology is not gender neutral and in order to address rights issues, a gender analysis of ICT or C4D interventions is essential. C4D interventions that target gender inequality can help increase social mobility and promote women's rights in a conservative society, particularly in regards to forced marriage and the right to education and employment. Results of the study indicated that the Sada device became a vehicle for collective listening and engagement between neighbours and communities. This was identified as a valuable avenue for promoting community dialogue and discussion. The authors conclude that the content on the Sada devices was culturally appropriate, utilising simple language and culturally sensitive material that did not seem to offend any Afghan cultural and religious beliefs. The study illustrates that C4D interventions can lead to behavioural shifts in political culture and enhance community ownership of problems requiring collective action.

Tacchi, J., Watkins, J., & Keerthiranthne, K. (2009) 'Participatory Content Creation: Voice, Communication, Development' In *Development in Practice*, Vol. 19, Issue 4-5, pp. 573-584.

The context of this study is Sri Lanka, in the surrounding communities engaged by the Kothmale Community Centre (CMC). This study also draws on material from a number of sites across India, Indonesia and Nepal. The study explores the Sri Lanka e-Tuktuk initiative whereby an auto-rickshaw is converted into a mobile mixed-media platform containing a laptop, printer, telephone, loudspeakers and data projector. This initiative was explored as part of the Finding a Voice Research project and as such other participatory content-creation activities are also explored in this study. Through the example of the e-Tuktuk initiative, this article explores the role of content creation activities as enablers of voice in marginalised communities. The results of this exploration indicate the importance of the local cultural context for designing appropriate, relevant content. It is noted that intermediaries can play a valuable role in linking communities to technology; however it is crucial that the chosen intermediary is not going to exacerbate exclusionary relationships and community distrust. Participation needs to be encouraged

at all stages of content creation to ensure meaningful engagement by beneficiaries. The study demonstrates the benefits of engaging marginalised groups as well as the usefulness of local content for generating debate around local issues.

Vollhardt, J., Coutin, M., Staub, E., Weiss, G. & Deflander, J. (2006) 'Deconstructing Hate Speech in the DRC: A Psychological Media Sensitization Campaign' In *Journal of Hate Studies*, Vol. 5, Issue 1, pp. 15-35.

The context of this study is the Democratic Republic of Congo (DRC), particularly the use of hate speech across the mass media throughout the presidential election campaigns in 2006. This study explores the consequences and polarisation caused by this hate speech, and examines a radio program developed to counter hate speech during the election campaign. This study explores La Benevolencija's (a Dutch NGO's) media campaign against hate speech. This large scale media campaign, involving a combination of edutainment and individual psychological theories of behaviour change, sought to empower groups and individuals who had been targets of hate speech. The program aimed to help heal some of the trauma caused by violence as well as promote the justice process. One aspect of this large-scale program was broadcasts with a specific focus on countering hate speech. These broadcasts, four times a week on Radio Okapi, sought to counter the effects of hate speech before the second round of elections. The format of these broadcasts allowed listeners' questions about hate speech to be answered by La Benevolencija experts. This study explores the characteristics of hate speech – (i) the existence of elements inciting violence, (ii) the existence of derogatory elements, and (iii) promotion of an individual/group's views at the harm of another's. The results of this study demonstrate the increasing role played by the media in propagating ethnic hatred and divisions and exacerbating existing tensions within the community. As a result of this it becomes increasingly necessary to increase individual's ability to critically examine political broadcasts and deconstruct any hate speech. By increasing public sensitisation to hate speech and teaching individuals how to recognise and resist it, steps can be taken to further promote peace and security.

Whalan, J. (2010) 'The Power of Friends: The Regional Assistance Mission to Solomon Islands' In *Journal of Peace Research*, Vol. 47, Issue 5, pp. 627-637.

The context of this study is the Solomon Islands, following extensive factional conflict, militia violence and criminal activity. This study explores the Australian Government's Regional Assistance Mission to the Solomon Islands (RAMSI) intervention. This intervention saw the military deployment of over 2,000 personnel to the Solomon Islands with the objective of increasing security, demobilising and disarming militia groups, ending government corruption, and restoring government services. This article explores RAMSI's ability to shape the attitudes, incentives and interests of local actors through various powers of coercion, inducement and legitimacy. The initial success of the RAMSI intervention was due to the immediate strengthening of the criminal justice system, which not only enabled the arrest and detention of law breakers but also acted as a powerful deterrent. The use and deployment of Pacific Islander personnel during the intervention enabled a degree of cultural familiarity, which assisted communications and helped to legitimise the intervention. The effective communication strategies (both

face-to-face and through mass media) behind RAMSI also helped legitimise the intervention and demonstrated the power of a multi-channelled approach to communications. It is concluded that transparency and accountability can be enhanced in conflict interventions through effective local participation mechanisms, which help to understand the power dynamics that have the potential to derail the peace process.

Case study text (NOTARI) - the contexts of the included studies

Bright, D. & Mozani, B. (2010). Final Evaluation Report: Youth and Non-Violence in Guinea, Search for Common Ground (SFCG) with support for US Agency for International Development (USAID), pp. 1-37.

This study is situated in Guinea, specifically the locations of Kindia, Mamou and Kankan. The intervention explored in this report is Search for Common Ground's (SFCG) 'Youth and Non-Violence in Guinea' project. Three types of activities were implemented as part of this project – (i) training young people across human rights, civic duties and conflict resolution, (ii) outreach and sensitisation events such as peace festivals and theatre performances, and (iii) production of a radio magazine (*Barada*) and an interactive radio show to discuss topics covered in the magazine. The aim of this intervention was to promote the use of non-violent means of conflict resolution among youths. This report represents an evaluation of the relevance, effectiveness and impact of the 'Youth and Non-Violence in Guinea' project. The evaluation is informed by consideration of secondary data in the form of a review of project documents alongside primary data. This primary data includes focus group discussions with participants from youth associations, interviews with key informants and participant questionnaires. The gender ratio of the questionnaire used in the report was not balanced, with this imbalance seemingly reflected in project and activity participation. As a result of this it was concluded that the everyday living situations of women may limit their ability to participate in C4D projects. It was suggested that the low number of female participants in the project could be addressed with an explicit strategy. The results of the pre-training and post-training questionnaires indicated a positive change in participants' knowledge of human rights, civic duties and conflict resolution. There were concerns expressed about the potential of the interactive radio show format to prompt derogatory comments, after a caller in Mamou made comments about the President. However, this incident proved to be isolated, prompting the conclusion that the interactive format of the radio shows was highly valued by project participants. Throughout the evaluation process it was noted that certain elements of project documentation were missing, making it difficult for evaluators to assess the full impact of the project. Furthermore, there was a lack of data about the impact of the 'Youth and Non-Violence in Guinea' project on beneficiaries. This results in a need for greater assessment of the benefits of the program on community members.

Dahal, J., Kafle, K. & Bhattarai, K. (2008) 'Children Associated with Armed Forces and Armed Groups Program – Evaluation Report', Search for Common Ground (SFCG), pp. 1-53.

This study is situated in Nepal, specifically the three districts of Surkhet, Dang and Chitwan. The intervention explored in this report is the Search for Common Ground (SFCG) and UNICEF Supported 'Children Associated with Armed Forces and Armed Groups Program' (CAAFAG). As part of this

program, SFCG facilitated a radio program produced by children (*Sunau Bolau*) as well as media sensitisation, community peace building and outreach activities. Alongside the *Sunau Bolau* radio program, designed to give young people a platform to contribute to the peace process to produce their own radio show, SFCG also produced a radio serial drama (*Nayaa Baato, Nayaa Paaila*), which encourages young people to solve disputes through non-violent means. This report represents an evaluation of these programs, alongside a variety of community peace building activities, in order to assess the extent to which project outcomes and results were achieved. The tools used for this evaluation include focus group discussions, key informant interviews, content analysis and case studies. The evaluation found that, while the CAAFAG did result in behaviour change, the success of the project was mitigated by a number of factors. It was noted in the evaluation that, despite being a project target area, the region of Dang had no access to the FM radio coverage. Therefore, respondents from the local community had trouble listening to *Sunau Bola.* Furthermore, the complex language used in the radio programs, particularly the incorporation of English terms, made it difficult for Nepali children to understand. Similarly, the format of the programs, with lengthy interview and discussions, was found to be less entertaining and appealing to the children. The results of the evaluation also indicated the importance of the timing of radio programs to adequately capture the target audience. The evaluation particularly emphasised the important role to be played by culturally specific/'local' forms of media such as Dohari (a Nepali folk tradition of dialoguing through songs). This enabled potentially controversial messages to be provided to the community regarding the return and reintegration of children.

Everitt, P., Williams, T., & Myers, M. (2004) Evaluation of Search for Common Ground Activities in Sierra Leone, Search For Common Ground (SFCG), Sierra Leone and Department for International Development (DFID), pp. 1-46.

This study is situated in post-conflict Sierra Leone. The interventions explored in this report are a selection of Search for Common Ground (SFCG) projects - Talking Drum Studios (TDS), and Community Peace Building Unit (CPU) - jointly referred to throughout the report at TDS. These interventions utilise the media, alongside outreach tools, to encourage and disseminate peace building messages and promote public discussion on issues of local and national interest. These interventions are implemented through an 'alliance building approach' which emphasises the importance of forging strategic partnerships with other institutions at both a local and national level. This report evaluates these interventions and explores whether broadcast and outreach messages are listened to and discussed in society and whether this contributes to or encourages changes in attitudes and behaviours. A wide range of sources are drawn upon to develop this evaluation including unstructured interviews and focus groups with stakeholders including project beneficiaries, local government, paramount chiefs, project evaluators, SFCG project staff and staff from partner organisations. The report notes that as the post-conflict situation in Sierra Leone began to change, so too did the aims of SFCG shift from a peace-building goal to a 'rights-based' approach. This demonstrated that C4D interventions need to adapt to changes in a post-conflict setting in order to be successful. The results of this evaluation indicate that the combined use of media and outreach work is a highly effective way to engage rural, often illiterate populations while promoting peace building. It was demonstrated that radio programs, in particular, can be most useful after an isolated incident of violence to restore order and transmit accurate information. The report concludes that SFCG's activities in Sierra Leone have been

highly effective, particularly their 'alliance building' approach which ensured that partners were carefully chosen based on their perceived trustworthiness and impartiality. TDS successfully encouraged greater levels of inclusion and participation by community members, particularly women, children and youth. SFCG's activities in Sierra Leone also exposed corruption practices by increasing transparency and accountability.   However, it is noted that the success of TDS has generated some problems regarding the development of a successful exit strategy. An appropriate exit strategy needs to be developed to ensure the ongoing sustainability of initiatives by increasing the capacity and confidence of community members to conduct activities independent of SFCG and TDS.

Gordon, G. (2008). A UNHCR Evaluation of Search for Common Ground Programming in the DRC: OCTOBER (2008), UNHCR and Search for Common Ground (SFCG), pp. 1-51.

The context of this study is the Democratic Republic of Congo (DRC), particularly the areas of South Kivu and Katanga that have been plagued by ethnic tension and violence as well as large-scale displacement and repatriation. The intervention explored in this report is the UNHCR funded; Search for Common Ground (SFCG) implemented, media-oriented conflict resolution programming. SFCG's work in the DRC employs radio programming and interactive theatre to decrease conflict among repatriated refugees as well as providing communities with necessary conflict resolution tools. This report represents an evaluation of SFCG's programming, analysing programming efficacy, the role of media as a mode of conflict resolution and possible opportunities to re-scale current programming. The data for this evaluation was gathered through surveying SFCG participants in the territories of Uvira, Fizi, and Moba, key informant interviews with community leaders and partner organisations and ethnographic observations. It is concluded that increased communication between the UNHCR and SFCG would enhance project success and create more opportunities for collaboration. It was noted that SFCG's current inter-organisational communication practices were weak, placing a potential strain on partner relationships. The report recommended that internal standardized practices be established for inter-organisational communication. Furthermore, there is a need to narrowly define complex and ambiguous terms to reduce miscommunication. It is also indicated that a lack of baseline information and inadequate evaluation and monitoring procedures can make it difficult to assess the impacts of C4D projects. The data collected as part of this evaluation offer only a snapshot about those who listen to SFCG radio or see SFCG theatre and is only able to suggest correlation, not causation. This is due to the lack of baseline data collection and randomisation and the report suggests the development of new monitoring and evaluation procedures to overcome some of these limitations. Furthermore, the evaluation itself was carried out in relatively calm areas meaning that when programs are scaled up to more volatile contexts, there is a need to further analyse and contextualise results to determine what works in these contexts. Results suggest that SFCG had a significant impact on the ways in which people obtain information and knowledge. Listeners and viewers of SFCG programming are more likely to dismiss rumours and obtain information from the radio, local NGOs and the government. As such, the report concludes that the negative impacts of SFCG's work are outweighed by the positive impacts.

Gouley, C. & Kanyatsi, Q. (2010) Final Evaluation of the Project "Supporting a Conversation on Youth Leadership in Côte d'Ivoire", Search for Common Ground (Côte d'Ivoire) and US Department of State Bureau of Democracy, Human Rights and Labor, pp. 1-65.

The context of this study is Côte d'Ivoire, particularly the Administrative Regions of Vallée du Bandama, des Lacs, Moyen-cavally, Bas-Sassandra, des Savanes, 18 Montagnes and the Abidjan metropolitan area. The intervention explored in this report is the SFCG project 'Supporting a Conversation on Youth Leadership in Côte d'Ivoire'. This project targets a diverse range of youth groups in the aforementioned regions to facilitate reconciliation and social cohesion. These youths are engaged in leadership conversations through a series of participatory workshops, theatre performances and radio programs. This report represents an evaluation of this project. The data for this evaluation was collected through focus group discussions with youth leaders and beneficiaries and a survey questionnaire for youth leaders and the general population. The creation of SFCG radio programs is of particular relevance in a context such as Côte d'Ivoire where political and military commanders often interrupt everyday radio broadcasts to incite hatred and cover events in a favourable way. The report notes that the broadcasting of SFCG radio programs had reduced the incidences of this behaviour occurring. The evaluation noted radio programming created important opportunities for community dialogue and cooperation through the generation of informal listening clubs to assist community members who did not speak French to understand certain programs. Also, theatre was identified as a particularly effective C4D method in rural areas with high illiteracy due to its strong visual and oral content. Furthermore, the interactive and realistic nature of the theatre performances enabled participants to reflect on their own behaviours from an outsider's perspective and develop alternate, non-violent ways to mitigate and resolve conflict. While the report observed a reduction in violence and positive changes to youths' attitudes and behaviours as a result of SFCG's work, it noted a need for these findings to be confirmed during a presidential campaign that is likely to heighten tensions. Areas for improvement were also identified in the report. Evaluation data demonstrated that more men than women participated in the project, noting the project's failure to take into account the different understandings of conflict as experienced by men and women and recommending the incorporation of an explicit gender strategy to ensure gender equality across participation. Concerns were also expressed regarding the independence of the evaluation team who were largely dependent upon SFCG staff to organise meetings and focus groups and administer questionnaires. The evaluation noted that the effectiveness of different project elements were influenced by the visibility of SFCG in the region where project activities were conducted. For example, areas in which SFCG were less frequently present demonstrate less convincing results than the areas in which SFCG had been more active. The report also recommends the formation of partnerships with local authorities in order to ensure the long-term sustainability of the project.

Hanson-Alp, R. (2008) Promoting Information and Voice Transparency on Elections (PIVOT): End of Programme Assessment, Department for International Development (DFID), pp. 1-20.

The context of this study is post-conflict Sierra Leone and the intervention explored is DFID's election reform intervention known as 'Promoting Information and Voice for Transparency on Elections' (PIVOT). The PIVOT programme acts as an umbrella structure by bringing a variety of partners, approaches and interventions together under a common goal. This common goal is to support a variety

of development partners in providing opportunities for citizen engagement with political processes as well as supporting free and fair elections. Some of the projects and partners encompassed by PIVOT include the Search for Common Ground (SFCG) and BBC World Service Trust partnership to develop the 'Democratic Governance in Sierra Leone' project which provided skills to community radio stations and journalists; the partnerships between Fourah Bay College Department of Mass Communications and Foundation Hirondelle to develop the 'Strengthening Media in Sierra Leone' project which led to the formation of an independent news and information radio broadcast called Cotton Tree News (CTN); the partnership between the National Democratic Institute and National Elections Watch to implement the 'Strengthening Democratic Governance in Sierra Leone' project to provide voter education and voting support; partnership between Oxfam and 50/50 on the 'Promoting a Culture of Equal Representation (PACER) project aimed at increasing women's representation in Parliament; and the Westminster Foundation for Democracy which worked with political parties under the 'Political Party Development Programme' to build the capacity of political parties. This report represents an evaluation of the PIVOT programme and was generated by a review of project documentation and interviews with project partners and stakeholders. The authors conclude that the impact of projects designed to promote civic education and participation in the lead up to elections can be maximised if planning and support starts early and delays are avoided. The evaluation noted that some PIVOT initiatives could have been more effective if implemented earlier and continued on a long-term basis. Coordinating a large project that involves multiple organisations poses numerous challenges. The evaluation notes that staff changes within partner organisations resulted in an extremely slow and ineffective start to the first year of implementation. As such, it was concluded that information sharing acts as a critical factor that influences the success of complex projects.

Tagor Lubis, I. & Nainggolan SV, M. (2004) Common Ground Indonesia Full Program Evaluation Report, Common Ground Indonesia, pp. 1-40.

This study is situated in Indonesia, specifically West Kalimantan, Central Kalimantan and Madura.   The interventions explored in this report are a selection of Common Ground (CG) projects – Conflict Transformation Radio Programme (*Metend Pangkalan*), Conflict Transformation Comic Book (*Gebora*), and Community Based Conflict Transformation Programme. The radio show intervention was designed to promote community dialogue through a nationally broadcast soap opera about conflict resolution as well as circulate practical information about conflict resolution through the radio. The comic book intervention was designed to influence the attitudes and behaviours of teenage boys by providing practical, yet entertaining, information to youths about non-violent ways of dealing with conflict. Finally, the Community Based Conflict Transformation Programme was designed to support community and civil society to develop problem solving and conflict resolution skills and facilitate the development of joint action projects to bridge inter-ethnic, inter-racial and inter-class divides. This report evaluates these projects using a participatory approach by conducting a literature review and field observation alongside in-depth interviews, individual interviews and focus groups with project participants, project beneficiaries, local government, project evaluators and CG project staff. The results of the report indicated that the recruitment of participants for CG projects was an important issue, often creating animosity and jealousy as a result of unclear selection procedures. Furthermore, the partnerships created between CG Indonesia and local partners were often unclear, resulting in tension and dissatisfaction. This process was specifically questioned by local government in Sampang, regarding

the appointment of a partner associated with a political party, which threatened the impartiality of CG and created friction within the local political context. The report notes that de-centralisation of decision-making mechanisms within CG Indonesia could improve management's ability to respond to local problems and overcome issues associated with poor communication between management staff and local partners. It was noted that CG Indonesia did not adequately incorporate local suggestions and ideas into their Comic Book Programme, particularly regarding the inclusion of sensitive words in a particular edition that resulted in complaints from local children and local people protesting for the edition to be withdrawn. Furthermore, the report discovered that too many activities within the same program made it difficult for CG to focus on the quality of work being delivered. This report clearly demonstrates the importance of local participation in C4D projects, concluding that the impact of CG's activities in Indonesia could have been strengthened if they had more effectively liaised with locals and gained a better understanding of the political, cultural and economic context in which the projects were being implemented.

Methodological quality

QARI

Approximately a third (19 out of 58) of the qualitative studies selected for assessment were included for data extraction. Many of the studies excluded lacked a defined methodology, offered limited reflection on the influence of the researcher over the subject matter or participants, as well as offering little or no insight into the ethical position adopted during the research. The most consistent methodological issue was the absence of participants' voices in the research, making the association of findings with research participants/informants problematic. While a significant number of studies were excluded for reasons of methodological weakness, it must be noted that employing a systematic methodology within a context characterised by conflict is often extremely difficult and should not be wholly attributed to a weak understanding of methodologies on behalf of the researchers.

Table 2: Number of qualitative studies included and excluded

Number of studies included	Number of studies excluded
19	39

Table 3: Final assessment table. Results for the critical appraisal of included qualitative research studies using the JBI-QARI critical appraisal checklist

Citation	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
Connelly, C., 2010	U	U	U	U	U	N	N	Y	U	Y
Evans, R., 2008	Y	Y	Y	Y	Y	Y	U	U	Y	Y
Curtis, D. E. A., 2000	Y	Y	Y	Y	Y	U	N	N	U	Y
Erni, J. N., 2009	Y	Y	Y	Y	Y	U	N	N	U	Y
Best, M. L. & Thakur, D., 2009	Y	Y	Y	Y	Y	Y	N	N	U	Y
Finkel, S. E. & Smith, A. E., 2011	Y	Y	Y	Y	Y	Y	U	Y	U	Y
Frère, M. S., 2009	Y	Y	Y	Y	Y	N	N	U	U	Y
Gamage, P. & Halpin, E. F., 2007	Y	Y	Y	Y	Y	U	U	U	U	Y
Kamal, S., 2007	U	Y	Y	Y	Y	U	U	Y	U	Y
Karan, K., Gimeno, J. D. M., Tandoc E. Jr, 2009	Y	Y	Y	Y	Y	U	U	Y	U	Y
Michau, L., 2007	U	U	U	U	U	U	N	N	U	Y
Miller, S., 2006	U	U	U	U	U	U	N	U	U	Y
Milligan, S. & Mytton, G., 2009	U	U	U	U	U	U	N	U	U	Y
Paluck, E. L., 2010	Y	Y	Y	Y	Y	U	N	N	Y	Y
Paluck, E. L. & Green, D. P., 2009	Y	Y	Y	Y	Y	Y	Y	U	Y	Y
Sengupta, A., Long, E. G., Singhal, A. & Shefner-Rogers, C. L., 2007	Y	Y	Y	Y	Y	U	U	Y	Y	Y
Tacchi, J., Watkins, J. & Keerthirathne, K., 2009	Y	Y	Y	Y	Y	U	U	Y	Y	Y
Vollhardt, J., Coutin, M., Staub, E., Weiss, G. & Deflander, J., 2006	Y	Y	Y	Y	Y	N	N	N	U	Y
Whalan, J., 2010	Y	Y	Y	Y	Y	N	N	N	Y	Y
% YES RESPONSES	73.68	78.95	78.95	78.95	78.95	21.05	5.26	31.58	31.58	100.0

(see Appendix V for questions 1-10). Y = yes, N = no, U = unclear.

NOTARI

Just under half (7 out of 18) of the text and opinion sources selected for assessment were included for data extraction. Some of the excluded sources lacked a defined methodology, offered limited reflection on the influence of the researcher over the subject matter or participants, as well as offering little or no insight into the ethical position adopted during the research. While the methodological approach taken in many of the text and opinion sources was sound, the findings of some sources were found to be too narrow to be of wider value to this review and were excluded. While a number of included studies displayed methodological weakness, it must be noted that employing a systematic methodology within a context characterised by conflict is often extremely difficult and should not be wholly attributed to a weak understanding of methodologies on behalf of the researchers.

Table 4: Number of publications included and excluded

Number of publications included	Number of publications excluded
7	18

Table 5: Final assessment table of text and opinion publications. Results for the critical appraisal of included text/opinion papers using the JBI-NOTARI critical appraisal checklist

Citation	Q1	Q2	Q3	Q4	Q5	Q6	Q7
Bright, D. & Monzani, B., 2010	Y	Y	Y	Y	Y	N/A	N/A
Dahal, J., Kafle, K., & Bhattarai, K., 2008	Y	Y	Y	Y	Y	N/A	N/A
Everitt, P., Williams, T. & Myers, M., 2004	Y	Y	Y	Y	Y	N/A	N/A
Gordon, G., 2008	Y	Y	Y	Y	Y	N/A	N/A
Gouley, C. & Kanyatsi, Q., 2010	Y	Y	Y	Y	Y	N/A	N/A
Hanson-Alp, R., 2008	Y	Y	N	Y	Y	N/A	N/A
Tagor Lubis, I. & Nainggolan SV, M., 2004	Y	Y	Y	Y	Y	N/A	N/A
% YES RESPONSES	100.0	100.0	85.71	100.0	100.0	N/A	N/A

Results for the critical appraisal of included text/opinion papers using the JBI-NOTARI Critical Appraisal Checklist (see Appendix V for questions 1-7). Y = yes, N = no, N/A = not applicable.

Results of metasynthesis of qualitative research findings

Meta-synthesis of studies included in the review generated 23 Synthesised Findings. These Synthesised Findings were derived from 141 Study Findings that were subsequently aggregated into 29 Categories on the basis of similarity of meaning. The Study Findings are listed by study in Appendix X. As discussed earlier in the data aggregation section, these categories were established using a thematic synthesis, i.e. one that encourages the identification of common or linking themes within a body of evidence.[15] These categories also build upon and reference those already elaborated in the work of Myhre and Flora[12] and Noar et al.[13] on HIV communication and which, are used widely and understood by C4D practitioners specifically, and development practitioners broadly. These categories are further subdivided into interventions, facilitators, constraints and outcomes in the discussion section below to add further nuance to the analysis. Within the Synthesised Finding table set out below a number of sub-categories - such as 'brain drain', which refers to the loss of skilled human resources to migration - are subsumed within a broader finding, in this instance relating to capacity strengthening (see Glossary specific C4D terms used in this review). The findings extracted provide a rich body of evidence that gives insight into a wide range of factors that influence C4D implementation and outcomes in fragile states. These categories are further subdivided into interventions, facilitators, constraints and outcomes in the discussion section below to add further nuance to the analysis.

Findings, categories and synthesised findings (qualitative research studies)

Finding	Category	Synthesised Finding
Exposure to the talk-show appeared to harden attitudes towards outgroups and decrease tolerance, rather than increase it. The author cautions that either the methodological design or the quality of the media content could have influenced this finding, i.e. the content lacked a clear behaviour change focus and offered no course of action associated with conflict reduction. (C) Individuals can only sustain behaviour change if the communities around them support and endorse that change, i.e. social norms have to shift for change to be sustainable. (C) Theatre for Development activities can play a role in promoting peace and changing individual beliefs and practices. (C)	Behaviour change communication (BCC)	**Behaviour change communication (BCC)** C4D initiatives in fragile states may benefit from taking a behaviour change communication (BCC) approach, i.e. an approach that advocates and demonstrates an action that is achievable.

During conflict skilled workers may flee the country and this has an adverse effect on industries that are trying to re-build. In Liberia the lack of qualified personnel had a direct impact on data collection and policy analysis capabilities. (U)

Brain-drain

Developing a cadre of trained trainers through a TOT process in addition to training staff within individual organisations helps to strengthen the pool of available professionals to work across the entire sector. (C)

Journalism training must be systematic with: (i) follow up if face-to-face training dominates; or (ii) additional face-to face training if the dominant mode of delivery is online learning. (C)

Legislative reform of the media alone will not necessarily deliver change unless it is supported by meaningful capacity development. (C)

Radio Sahar members self-censored their content in order to avoid scrutiny from male political and religious leaders. This self-censorship hindered the station's ability to address gender inequalities in Afghanistan because potentially controversial topics were avoided. (U)

Skills and capacity strengthening

Capacity strengthening
Capacity strengthening of the media and communications sectors in post-conflict contexts can help strengthen professionalism and reduce bias and self-censorship.

Adults who attended the civic education showed a significant increase in all four dependent variables identified by the authors: Political knowledge, Political participation, Political tolerance and, National versus tribal identification. (U)

Although civic education training has positive effects it is important to recognise that the impact of programs like NCEP are constrained by other factors that also influence the success of democratic transitions. (C)

Following a democratic regime change, citizens' need to learn about the

Civic education

Civic education
Civic education can increase political knowledge, participation, tolerance, national identification and help to reduce violence, as well as increase government transparency and accountability.

norms and values that inform the democratic political system and to acquire new 'civic competencies and attitudes' (Finkel and Smith 2011, p. 417). While this process was initially thought to involve slow changes over time in people's knowledge, beliefs and behaviours, more recent studies suggest that these changes can happen relatively quickly. Nonetheless, there are more direct ways to promote democratic values. The most effective way to directly educate citizens in new democracies may be through civic education programs. (C)

In a post-conflict setting the legitimacy of the new government is often questioned and this can result in a lack of support for government policies and regulatory bodies. (U)

The cost of airing television commercials on national television is prohibitive. Political advertisements that are hosted on YouTube can generate widespread political exposure for less financial cost. (C)

The effectiveness of Internet based political campaigns can be increased if the medium is used early in the campaign. (C)

The ethnic violence that broke out after the 2007 Kenyan election may have been worse if the 2002 NCEP program and a 2007 civic education program had not been implemented. (U)

The media content (which was relevant to both men and women) contained on the Sada device had an impact on women's understanding of their rights, though it is noted that open discussion of women's rights is still constrained by the conservative cultural context. Nonetheless, there is evidence of the media content empowering women and increasing their confidence to act over rights denial or abuse. (C)

The NCEP civic education program had widespread indirect effects. Many Kenyans who did not attend the programs were exposed to the civic education messages through discussions with attendees in their social network. Although the authors estimate that 14% of the Kenyan population attended the training, they state that approximately 40 to 50% were exposed to the program messages in some way. This had a measurable statistical impact on all of the dependant variables except political participation. (U)

Ensuring the safety of journalists is an important component of an effective local media peace-building strategy. (C)

In a post-conflict setting the legitimacy of the new government is often questioned and this can result in a lack of support for government policies and regulatory bodies. (U)

Media/information interventions may violate state sovereignty. (U)

Peace education programs for young people can also have positive impacts on the broader community. (U)

The deployment of Pacific Islander personnel helped to legitimise the intervention and helped to ensure that communications between RAMSI and the general public were effective. (C)

The development of effective communication strategies helped to support the legitimacy of the RAMSI intervention. Communication occurred face-to-face in the context of ceremonies to destroy weapons, national radio broadcasting, through newly established police posts, press conferences and public meetings. This supports the notion that multi-channel communications is effective and that interventions can be more effective if the general public is clear about how they work and the ways in which they exercise power. (C)

The RAMSI intervention's potential to be effective was enhanced by the large-scale deployment of military personnel which had a substantial 'coercive' effect and removed the impetus for local people to 'self-defend', abandon personal weapons and thereby created better public security. (U)

During periods of political instability and/or violence people often operate with minimal governance. This can create problems post-conflict because people who are accustomed to self-regulation or minimal regulation may resist change. (U)

Public perceptions of RAMSI eroded as the intervention sought to bolster local leadership and reduce its own influence. This has lead to claims that RAMSI is a foreign policy tool of the Australian Government, rather than a helping hand. In turn this highlights the challenge associated with long-term peace-building and in the transfer of power to local actors. (C)

Conflict reduction/peacekeeping operations

Transfer of power

Conflict reduction/peacekeeping operations
Multi-channel communications that link to the provision of services (i.e. weapons collection) can be effective in peacekeeping or stabilisation efforts, especially where a strong security presence enhances public confidence in the abandonment of violence.

The legal basis of media/information interventions is debatable. In particular, interventions that utilise measures that could be defined as a 'use of force' such as bombing broadcasting towers may violate the UN Charter and other international norms (Erni 2009, p. 872). (U)

The RAMSI intervention's potential to be effective was enhanced by the large-scale deployment of military personnel which had a substantial 'coercive' effect and removed the impetus for local people to 'self-defend', abandon personal weapons and thereby created better public security. (U)

The use of mass media (i.e. C4D interventions) can be an important tool in promoting how institutions are understood by the public, how they work and how they can be challenged to improve. Further studies are required to verify the role media plays in this dynamic. (C)

Unilateral conflict reduction and peace-building initiatives may stand a greater chance of success because they are easier to coordinate and support. (C)

Although civic education training has positive effects it is important to recognise that the impact of programs like NCEP are constrained by other factors that also influence the success of democratic transitions. (C)

Ensuring the safety of journalists is an important component of an effective local media peace-building strategy. (C)

The Sada device became a focus for collective listening and engagement around the content contained on the device. In simple media contexts or contexts constrained by a lack of electricity or mainstream media, such devices could have a potentially important role to play in bringing information about civic and human rights, and in starting dialogue in information poor environments. (C)

Contextual constraints

Contextual constraints
Contextual factors including conflict, ethnicity, poor infrastructure, lack of media coverage, gender inequality and so on may constrain the effectiveness of C4D initiatives in fragile states.

Some of the women at Radio Sahar initially hid their inclusion of religious programming from Kamal because they assumed that she would disapprove of the content. Her role as an employee of a secular funding body (IMPACS) led them to believe that she would inform the donor agency of their

Culturally appropriate media content

Culturally appropriate media content
Culturally appropriate media content, content that links to social and cultural norms and local understandings of conflict dynamics will tend to have a greater impact.

religion-inspired programming which may lead to their funding being cut. This demonstrates that the perceived interests and aims of donor agencies can influence the actions of C4D participants. (C)

The pre-scripted nature of Radio Sahar content meant that illiterate people were excluded from the production process. The reliance on written scripts also meant that the radio content and presentation style was formal and official rather than conversational. This focus on the written word rather than the 'oral culture more dominant in Afghanistan' (Kamal 2007, p. 407) limited the appeal of the program to Afghan women who were not highly educated. (C)

Time restraints can mean that members of radio stations have very little time to plan their programming schedule and produce their own content. This can lead to a heavy reliance on pre-packaged programming created by donor agencies, which may not be representative of the target audience. (U)

Women found the information contained on the Sada device to be culturally appropriate, easy to understand and were enjoyable (being listened to many times) as the content used simple language and a variety of genres (jokes, drama, etc.). The device was also found to be easy to use and cost effective as it required no batteries (due to the solar power). (C)

Community access to and effective use of ICTs requires a systematic approach to building digital literacy amongst stakeholders. (C)

In contexts in which conflict is occurring enhancing media literacy (i.e. the ability to critically assess media content for its truth and voracity) can play an important role in countering hate speech. (C)

Poor publicity and awareness programs have contributed to the small number of telecentre users. The current promotion and awareness strategy utilises a medium (a television channel) that is not accessible in many parts of the country and is therefore, not very effective. (C)

When considering the use of intermediaries used to link ICT initiatives to poor and marginalised communities it is essential that power dynamics and the potential for them to exacerbate exclusion is considered. An intermediary that is not trusted by the community will result in poor uptake of the ICT initiative by the community. (C)

Digital and/or media literacy

Digital and/or media literacy
C4D initiatives in fragile states need to assess the degree of digital and/or media literacy present within context before engaging in implementation.

A clear digital divide exists in Sri Lanka, with access to ICT being very unequal. (U)

An evaluation of the telecentres set up as part of the Sri Lankan governments' Telecentre Development Program (TDP) revealed that 90 percent of telecentre users are under 35 years of age and no older people used the service. (C)

Conventional understandings of the process by which public policy is developed and implemented in nations like the US may not apply to developing countries, and in particular to post-conflict developing countries. (U)

ICT4D projects need to identify and solve the needs of their target population. Interventions that are poorly designed, implemented and promoted will not achieve their desired outcomes and the money spent to fund them will have been wasted. (C)

Many people were unaware of the telecentres and did not use the services offered by them. (C)

Many telecentres are situated in remote locations, are inadequately staffed and are poorly maintained. These factors contribute to their limited use and lack of functionality. (C)

New communications technologies are not effective if they are inaccessible. Members of the GABRIELA party thought that their mobile phone electoral campaign was more effective than their use of the Internet because mobile phones have a higher penetration rate in the Philippines. (C)

Political parties with limited funds may be unable to adequately maintain and promote a website. (C)

Poor publicity and awareness programs have contributed to the small number of telecentre users. The current promotion and awareness strategy utilises a medium (a television channel) that is not accessible in many parts of the country and is therefore, not very effective. (C)

Telecentres lose customers to competitors who can offer the same services for lower prices. (C)

Digital divide

Digital divide
Digital divides exist within communities that may exclude the very young, the old, women, ethnic, linguistic and religious minorities, the remote and the poor from accessing and using new digital information and communication technologies.

The Sada device became a focus for collective listening and engagement around the content contained on the device. In simple media contexts or contexts constrained by a lack of electricity or mainstream media, such devices could have a potentially important role to play in bringing information about civic and human rights, and in starting dialogue in information poor environments. (C)

The telecentres do not adequately cater for non-English speaking groups such as Sinhala and Tamil speakers. Off-line computer based training materials that were going to be made available to the telecentres by the ICTA in Sinhala, Tamil and English were not provided. (C)

When considering the use of intermediaries used to link ICT initiatives to poor and marginalised communities it is essential that power dynamics and the potential for them to exacerbate exclusion is considered. An intermediary that is not trusted by the community will result in poor uptake of the ICT initiative by the community. (C)

Where information and communication technologies are socially constructed as 'male', such as in Afghanistan, thought needs to be put in to how the design or styling of the ICTs can enhance the potential for ownership and use by women. (C)

Women's access to ICTs is constrained by a range of contextual and cultural factors, including demands on their time and economic constraints. In the context of Afghanistan illiteracy also constrains access to information. (C)

Conflict and reconciliation focused edutainment (as role-played from a partial radio script) can lead to a reduction in dependency on external institutions and bodies (NGOs and government) and an increase in social action. (C)

In the short-term, radio soap opera can improve the ability of individuals and communities to express dissent, increase self-reliance and collective action in post-conflict societies. (C)

Local media, in particular radio soap operas, can be used to directly promote conflict resolution and reconciliation. (U)

Radio soap opera that focuses on social and political conflict can help to

Edutainment

Edutainment
The use of edutainment (programs that mix education with entertainment) in fragile states is effective because it helps to increase social action and self-reliance.

increase social trust within discrete social and cultural groups, but may do little to close the social distance between groups affected by conflict. This is especially relevant to conflict characterised by ethnic cleansing or genocide. (C)

The introduction of a talk-show format to state media, one that addresses the role of government and its service delivery, helped to increase openness and accountability and allowed for greater diversity of voices to be heard. (C)

Assessing the effectiveness of long-term social mobilisation campaigns is challenging because it is often difficult to link activities to changes in community held beliefs. (C)

Evaluations of civic education programs need to consider both direct and indirect effects. Studies that solely focus on those who attended the programs fail to consider the indirect ways that information and ideas promoted in the education programs can influence non-attendees (e.g. through discussion with peers). (U)

Internal evaluations of local media peace-building projects may be unreliable and this makes it difficult to accurately assess the impacts of these projects. (C)

Short term evaluations of local media peace-building projects may not capture long-term changes in behaviour or beliefs. (C)

Despite the increasing number of civic education interventions, there is a lack of evidence demonstrating the effectiveness of these programs. (U)

Donor agencies are increasingly utilising local media projects to promote peace-building. However, there is a lack of research that examines the effectiveness of these projects and their contribution to peace-building strategies. (U)

Evaluation

Evidence

Evaluation and Evidence
Evaluation constraints are evident in fragile states, which means the evidence base associated with C4D interventions that focus on peace-building and conflict reduction is weak.

The format of C4D and the need for pretesting audience feedback prior to broadcast are essential to ensuring that content achieves the desired effect. The lack of clear goals associated with the discussions mean that testing outcomes is problematic and points to need for clear objectives, goals and impact indicators. (C)

There is a lack of studies that consider how the cultural context of post-conflict countries influences the policy process. (U)

When donors implement local peace-building projects they must make difficult decisions about which outcomes they will prioritise and what the implications of that choice will be. Every strategy has strengths and weaknesses and donors should carefully consider these when developing local media peace-building projects. (U)

C4D interventions that target gender inequality can positively affect social norms regarding the social mobility, roles and rights of women in conservative society. This was found to be especially significant in the areas of early and forced marriage and the right to education and employment. (C)

Civic education targeted at women through Sada lead to an increase in knowledge of civics and in electoral participation. (C)

Creating opportunities for women to participate in the media sector will not necessarily change their unequal social status. C4D interventions that effectively promote gender equality should be holistic, culturally and socially specific and part of a long term vision. (C)

Radio Sahar members self-censored their content in order to avoid scrutiny from male political and religious leaders. This self-censorship hindered the station's ability to address gender inequalities in Afghanistan because potentially controversial topics were avoided. (U)

The media content (which was relevant to both men and women) contained on the Sada device had an impact on women's understanding of their rights, though it is noted that open discussion of women's rights is still constrained by the conservative cultural context. Nonetheless, there is evidence of the media content empowering women and increasing their confidence to act over rights denial or abuse. (C)

Gender equality

Gender equality
C4D initiatives in fragile states that target aspects of gender equality can positively affect collectively-held social norms leading to increased empowerment, such as electoral participation.

Undertaking gender analysis in the context of ICT or C4D interventions is critical if equity and rights issues are to be addressed and in particular, the empowerment of women is to be realised. (C)

Where information and communication technologies are socially constructed as 'male', such as in Afghanistan, thought needs to be put in to how the design or styling of the ICTs can enhance the potential for ownership and use by women. (C)

Women's access to ICTs is constrained by a range of contextual and cultural factors, including demands on their time and economic constraints. In the context of Afghanistan illiteracy also constrains access to information. (C)

Amongst mass media, radio broadcasting has played a central and historic role in generating conflict and instability across the developing world, but especially in Africa, over the past twenty years. (U)

Developing a comprehensive understanding of conflict is critical to the deployment of counter hate speech strategies and campaigns that empower and support groups affected by violence. Hate speech builds on stereotypes, societal beliefs and cultural preconceptions which need to be understood before hate speech can be effectively countered. (C)

International actors and donor agencies are divided about how, when and if hate media should be prevented post-conflict. Thus, while some scholars argue that controlling hate media is a necessary step in the peace-building process, others raise concerns about the implications of media regulation, censorship and international interference. (U)

Over the past 15 years the media has played a central role in exacerbating ethnic and political tensions and inciting violence and hatred in the Central African nations of Rwanda, Burundi and the Democratic Republic of Congo (DRC). (U)

The central characteristics of hate speech have been identified and focus on: (i) instigating elements; (ii) derogatory elements and; (iii) strategies designed to promote self-interest or political gain while causing harm to others. The implication of the availability of such characteristics is the potential to undertake discourse and textual analysis of media text to

Hate media

Hate media
C4D initiatives in fragile states need to consider the role of hate media and speech and its role in inciting violence, conflict and genocide. Radio has historically been the principal channel for hate speech.

analyse the extent to which they promote hate. (C)

There is a strong correlation between poverty and: (i) a lack of electricity (i.e. power does not extend to poor remote areas); (ii) illiteracy; (iii) poor access to television and print media. In turn this places a particular emphasis on radio as a medium capable of reaching the poor. (C)

When considering the use of intermediaries used to link ICT initiatives to poor and marginalised communities it is essential that power dynamics and the potential for them to exacerbate exclusion is considered. An intermediary that is not trusted by the community will result in poor uptake of the ICT initiative by the community. (C)

Information divide

Information divide
Information divides and inequalities are evident in any context or community.

High levels of partisanship in media play a key role in dividing the wider journalism community, especially when it is divided along ethnic lines. (C)

If local media peace-building projects are not seen to be impartial, they can be viewed with suspicion. (U)

In a post-conflict setting media outlets, such as radio stations, are often unable to meet the needs of diverse groups who have different expectations. This can result in their characterisation as biased or illegitimate, which threatens their ability to promote peace-building. (U)

Internal divisions within communications regulatory bodies can lead to conflicts and ineffective regulation as members with diverse political affiliations seek to serve their own political interests. Members can be unwilling to sanction media outlets that support their own political views, even when these outlets are producing extremist propaganda. (U)

State media can be slow (or unwilling) to reflect democratic changes in their media content in transition/post-conflict societies. (C)

State-run media are often ill-prepared and equipped for the public-service role that they are expected to take in democratic society. Funding deficits and a lack of capacity hamper the effectiveness of the support they can offer during democratic transition, i.e. in post-conflict states. (C)

Media bias

Media bias
Media bias is a fundamental problem affecting both pre-conflict, conflict and post-conflict states.

The diverse agendas of the parties involved in media/information interventions can create rifts that hinder the success of the media reforms. (C)

The establishment and strengthening of communications regulatory bodies in the DRC, Rwanda and Burundi was intended to facilitate the development of a more accountable and democratic media sector. (C)

The Rwandan communication regulatory body, the High Council of the Press (HCP), is not a decision-making body and relies on the government to enforce their recommendations. This means that the HCP has very little power and is not independent from government influence. (U)

Transitional governments in post-conflict societies may abuse their ability to control the media and begin to recreate the conditions that led to the intervention. (U)

Listeners who listened to both the talk-show and soap opera discussed the soap opera more than those who only listened to the soap opera. This suggests that multiple-media broadcasting similar content can have a compound effect, i.e. increase potential impact. (C)

New communications technologies can be used in conjunction with traditional media to increase public engagement and generate political support during election campaigns. (C)

Stand alone awareness campaigns designed to address and change practices around violence are unlikely to succeed without a more systematic approach to addressing the social and cultural factors that drive violence. (C)

The development of effective communication strategies helped to support the legitimacy of the RAMSI intervention. Communication occurred face-to-face in the context of ceremonies to destroy weapons, national radio broadcasting, through newly established police posts, press conferences and public meetings. This supports the notion that multi-channel communications is effective and that interventions can be more effective if the general public is clear about how they work and the ways in which they exercise power. (C)

Multi-channel communication

Multi-channel communication
In fragile states C4D initiatives are more effective if they utilise multiple communication channels (i.e. interpersonal, participatory, traditional mass media, new ICTs).

A lack of local involvement in the development and implementation of local media projects can reduce their effectiveness. (U)

BRCF staff teach young people that they can play an active role in improving their community. Despite the BRCF's emphasis on peace education, some BRCF participants see political involvement, sometimes involving violence, as a viable way to make these improvements. (U)

Participation in peace-building programs, such as the Bhutanese Refugee Children Forum (BRCF), and involvement in violent political activities, such as Maoist political activities, are not mutually exclusive. (U)

The impact of peace education programs designed to encourage non-violence through 'empowerment' need to be empirically examined. It cannot be assumed that the skills and experiences gained through participation in these projects will necessarily be used to promote peace. (U)

Participation (negative)

Participation
Local participation in C4D initiatives in fragile states can help increase community ownership over conflict-related problems and help generate greater impact.

Impacts were found to be greatest in areas that were deemed to be more secure and progressive that others. (C)

Participation in Theatre for Development can create bonds between members of different ethnic groups. (C)

Young people who participated in the BRCF reported many positive impacts including; increased confidence and personal freedom, improved family relationships, and the development of new skills that could potentially earn them money. (U)

Participation (positive)

Civic education programs that utilise open, participatory teaching methods more effectively change participants' knowledge, beliefs and behaviour than those that do not. The authors group various participatory methods into six categories: small group discussions, role playing, stage plays or dramatisations, game playing, problem solving and developing proposals, and mock elections. (U)

Community mobilisation can provide an alternative to media-based campaigns. Because they are more responsive and participatory they have

Participatory approaches

Participatory approaches
C4D initiatives that use participatory approaches/methods are more effective at changing knowledge, beliefs and behaviour because they have a better chance of understanding and getting to the root causes of conflict and violence.

better chance of addressing the root causes of violence. (C)

ICT access and content creation by the poor can be characterised by exclusion, leading to voicelessness. Using participatory research techniques, trusted local intermediaries and relevant combinations of ICTs, initiatives can be optimised to promote inclusion and voice. (C)

When the policy process is not inclusive and participatory this can hinder the effectiveness of the policy. (C)

Outbreaks of political and/or ethnic violence make it very difficult for Theatre for Development programs to continue. (U)

Participatory media content creation does not necessarily lead to either voice or empowerment. There must be an audience for a voice to be heard, therefore in consideration of such interventions as they might relate to conflict reduction, it is important that an emphasis is placed on participatory dialogue and sharing, i.e. using media to bridge the gap between opposing sides and to build trust and ultimately dialogue. (C)

Social mobilisation efforts should be realistic about what can be achieved and engage across communities and the institutions that support them systematically and over the long-term if change is to occur. (C)

Theatre for Development activities can play a role in promoting peace and changing individual beliefs and practices. (C)

Theatre for Development interventions held in non-theatre settings such as parks and markets can reach disadvantaged audiences that may be unable or unwilling to attend performances in traditional theatre venues. (C)

Participatory media

Participatory media
Participatory media (such as street theatre, role playing, video, social mobilisation, local media genres) can be effective in stimulating community dialogue and in reaching marginalised groups (especially those who may be illiterate).

Effective civil society engagement with state broadcasters remains problematic in many contexts (due to domination by governing powers), in turn this can hamper the diversity of media voices available. (C)

The rural poor are especially reliant on state broadcasting and many commercial outlets see little point in trying to reach such audiences. (C)

State media

State media
State media have a key role to play in reaching remote and poor populations, often through radio broadcasting.

Donor supported C4D interventions may struggle to be sustainable when external funding is no longer available. Developing realistic sustainability and phase-out strategies are important to ensuring local ownership of initiatives in the long-run. (C)

Local media projects in post-conflict settings face great challenges and will not necessarily result in immediate short-term changes. (C)

Many radio stations in Burundi are reliant on foreign aid and the withdrawal of this aid may threaten their survival and the impartiality of the media sector. (C)

Telecentre operators are heavily reliant on government subsidies and therefore, the sustainability of the telecentres is questionable. (C)

Sustainability planning

Sustainability planning
C4D initiatives in fragile states are heavily reliant on external donor funding and need to consider sustainability planning and exit strategies in a more systematic way.

International support played a key role in facilitating the creation and delivery of government policy in the Liberian telecommunications sector. (C)

New communications technologies are not effective if they are inaccessible. Members of the GABRIELA party thought that their mobile phone electoral campaign was more effective than their use of the Internet because mobile phones have a higher penetration rate in the Philippines. (C)

Telecentre operators are heavily reliant on government subsidies and therefore, the sustainability of the telecentres is questionable. (C)

Telecentres lose customers to competitors who can offer the same services for lower prices. (C)

Telecommunications

Telecommunications
Telecommunications can play an important role in C4D interventions in fragile states because they often have high penetration rates (but services may be prone to disruption during periods of conflict).

Members of Radio Sahar had limited access to data about women's radio listening habits. Therefore, they made decisions about program content based on their own life experiences and social networks. However, their own perspectives and needs were not reflective of the majority of the Afghan female population. C4D initiatives need to consider whether or not the cultural, social and economic backgrounds of participants such as radio

Formative research

Understanding the cultural context
Developing a detailed understanding of the cultural context of fragile states, why conflict occurs, how it is reduced and how best to communicate with the public, is essential if C4D initiatives are to be effective.

hosts and producers, are representative of the broader target population. (U)

Outbreaks of violence in fragile states can create security threats that restrict researcher's access to particular regions. (U)

Undertaking gender analysis in the context of ICT or C4D interventions is critical if equity and rights issues are to be addressed and in particular, the empowerment of women is to be realised. (C)

When working in culturally conservative contexts access to primary stakeholders may be constrained and consideration should be given of how such constraints can be mitigated. (C)

Broader factors that influence the success of peace-building also play a role in determining the effectiveness of local media peace-building projects. Peace building projects are more likely to succeed if they promote indigenous participation and understand the cultural and local context in which they operate. (U)

Certain ethnic groups may have greater influence on governmental policy and be more likely to hold positions of power. (U)

Conflict reduction and peace-building interventions may be hampered in contexts where weak investment in research constrains understanding of the socio-cultural dynamics or politico-economic dimensions of conflict. Ongoing examination of the relationships between peace operation and local people can help to ensure effective operations. (U)

In post-conflict settings elite actors play a greater role in policy processes than in stable nations. This can result in policies that represent the interests of elite actors and not the general public. (U)

Structural factors such as poverty, political instability and the participants' refugee status limit the effectiveness of peace education projects designed to 'empower' young people in refugee camps. (C)

The disparities between international child rights norms promoted by the BRCF and Bhutanese sociocultural values can create conflicts. (U)

Understanding local culture

Understanding the cultural context (cont.)

A lack of resources can reduce the ability of communications regulatory bodies to function effectively. In Burundi, the members of the CNC (Conseil National de la Communication) had limited access to transport and no generator and this significantly affected their ability to monitor the media. (U)

Resource constraints

Understanding the institutional context
Understanding the institutions that support or constrain the effectiveness of C4D initiatives in fragile states is a critically important determinant to effectiveness.

C4D initiatives need to consider the wider institutional setting when building capacity and skills and not just focus on stand alone initiatives. Attention should be paid to complimentary activities that help improve the organisation/institutional context for media freedoms. (C)

Central Government organisations may be unable to enforce their policies in locations where war lords or local militia have strong power bases. Donor agencies cannot solely rely on government support in these situations. The success of C4D initiatives in these contexts may be dependent on the backing of key political and/or military figures. (U)

Communications regulatory bodies (CRB's) are unable to effectively regulate the media sector when their legitimacy is not recognised and the media outlets they seek to control have more resources, popular support and power than themselves. (U)

Communications regulatory bodies can play a vital role in the peace process in post-conflict countries where the media has contributed to the violence. However, their influence is often mitigated by their lack of power, minimal resources, the unwillingness of governments to concede control of the media and the ethnic, national and political divisions that still exist in post-conflict settings. (C)

The use of mass media (i.e. C4D interventions) can be an important tool in promoting how institutions are understood by the public, how they work and how they can be challenged to improve. Further studies are required to verify the role media plays in this dynamic. (C)

Understanding the institutional context

Understanding the institutional context (cont.)

Results of metasynthesis of textual data based on opinion

Meta-synthesis of text and opinion sources included in the review generated 20 Synthesised Findings. These Synthesised Findings were derived from 100 Publication Conclusions that were subsequently aggregated into 23 Categories. The Publication Conclusions are listed in Appendix IX. As discussed earlier in the data aggregation section, these categories were established using a thematic analysis, i.e. one that encourages the identification of common or linking themes within a body of evidence.[15] These categories also build upon and reference those already elaborated in the work of Myhre and Flora[12] and Noar et al.[13] on HIV communication and which, are used widely and understood by C4D practitioners specifically, and development practitioners broadly. These categories are further subdivided into interventions, facilitators, constraints and outcomes in the discussion section below to add further nuance to the analysis (a Glossary of specific C4D terms used in this review is provided at the beginning of this report).

Conclusions, categories and synthesised findings (text and opinion)

Conclusions	Category	Synthesised Finding
No one reported any major violent incidents in the three cities where the 'Youth and Non-Violence in Guinea' was conducted and all people interviewed noted positive changes in youth behaviour, including increased mediation skills. This is significant given that there was a violent protest and massacre in the city of Conakry in 2010. Some project participants in Mamou reported that they received rallying calls from their peers in Conakry, which they rejected because of their involvement in the Youth and Non-Violence project. (C) SFCG's work in Cote d'Ivoire did result in a reduction in violence and positive changes in youths' attitudes and behaviours. However, these findings need to be confirmed during a presidential election campaign where tensions are likely to increase. (C) The 'Youth and Non-Violence in Guinea' project inspired some participants to organise their own conflict resolution initiatives and	Behaviour change communication (BCC)	**Behaviour change communication (BCC)** C4D initiatives in fragile states may benefit from taking a behaviour change communication (BCC) approach, i.e. an approach that advocates and demonstrates an action that is achievable.

other activities. This suggests that the project effectively empowered and equipped young people to continue non-violence education. (C)

Given the cost of establishing CTN, a more sustainable option may have been to build up the capacities of an existing radio station rather than creating a new independent news agency. (C)

The maintenance of satellite equipment can be a frustrating burden in a country like Sierra Leone where replacement parts are unavailable and there are limited technicians. (C)

When donors provide equipment, funding and/or deliver training this can create tensions between those who receive the benefits and those who do not. (C)

Skills and capacity strengthening

Capacity strengthening
Capacity strengthening of the media and communications sectors in post-conflict contexts can help strengthen professionalism and reduce bias and self-censorship.

Participation in the 'Youth and Non-Violence in Guinea' project increased youths' knowledge of human rights, civic duties and conflict resolution. (C)

Radio stations can help to reduce practices such as the intimidation of female election candidates by broadcasting discussion programs that promote women's electoral participation and by providing information about the harassment of female candidates. (C)

SFCG's activities in Sierra Leone increased accountability and transparency by; exposing corruption practices, holding government officials and public figures to account, and fostering improved civil/police relationships, which promoted the reporting of crimes. (C)

Civic education

Civic education
Civic education can increase political knowledge, participation, tolerance, national identification and help to reduce violence, as well as increase government transparency and accountability.

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De-centralisation would improve Common Ground (CG) Indonesia's ability to respond to local problems. At the moment, local partners are reliant on CG management who are based in Jakarta. Poor communication between CG staff in Jakarta and local partners acerbates this issue. (C)

Poor infrastructure, such as roads, and short project time frames can contribute to the over-representation of urban district participants in radio programming. (C)

SFCG staff are unaware of the geographic dimensions of their radio programming coverage. Establishing the potential overlaps and holes in radio coverage is essential if SFCG want to continue to expand and improve their radio programming. (C)

The effectiveness of the 'Promoting a Culture of Equal Representation' (PACER) project was hindered by staff changes within the partner organisations (Oxfam and 50/50), and a lack of clear project goals. These factors contributed to the slow implementation of the project and its limited impact in its first year. (C)

The evaluation of the impact of SFCG programming was conducted in relatively peaceful areas, Uvira, Fizi and Moba. When these programs are implemented in more volatile areas they will need to be assessed to determine what works in these contexts. (C)

The implementation of C4D projects that utilise radio can be hampered by a lack of resources, equipment and poor infrastructure. (C)

Contextual constraints

Contextual constraints
Contextual factors including conflict, ethnicity, poor infrastructure, lack of media coverage, gender inequality and so on may constrain the effectiveness of C4D initiatives in fragile states.

A weakness of CTN (Cotton Tree News) radio programming was a lack of local language programs. This led some listeners to critique the station for only representing Freetown and being inaccessible. (C)

Common Ground (CG) Indonesia did not adequately incorporate local suggestions and ideas into their comic book programme. CG included the phrase 'dasar Madura?!' in the comic which generated complaints from local children and resulted in several local people protesting the edition arguing that it should be withdrawn. In a pre-release workshop session in Pontianak the sensitive nature of the wording had been raised but this issue was not adequately addressed by CG. (C)

Culturally specific or 'local' media forms, such as Dohori [a Nepali folk tradition of dialoguing through songs] can be an effective way to deliver C4D messages and promote community participation. (C)

People prefer radio and theatre content that is produced by local staff and locally selected journalists. In communities marked by conflict and ethnic tension, where people can be very suspicious of 'outsiders', significant amounts of media content should be locally produced. (C)

Radio programs that are not broadcast in local languages can have unforeseen positive impacts. In some villages, informal listening clubs emerged that helped community members who did not speak French to understand the programs. Summaries and translations of programs were created and shared amongst the villages. These activities created important opportunities for community dialogue and cooperation. (C)

Radio programs that incorporate local content and involve local participants in their production are more popular than centrally produced and disseminated programs. (C)

Culturally appropriate media content

Culturally appropriate media content
Culturally appropriate media content, content that links to social and cultural norms and local understandings of conflict dynamics will tend to have a greater impact.

Radio programs that use lengthy interviews and discussions may not be entertaining for children. (C)

The incorporation of English terms and the use of formal and complex language in radio programs made the programs more difficult for Nepali children to understand and less appealing. (C)

The maintenance of satellite equipment can be a frustrating burden in a country like Sierra Leone where replacement parts are unavailable and there are limited technicians. (C)

When donors provide equipment, funding and/or deliver training this can create tensions between those who receive the benefits and those who do not. (C)

Digital divide

Digital divide
Digital divides exist within communities that may exclude the very young, the old, women, ethnic, linguistic and religious minorities, the remote and the poor from accessing and using new digital information and communication technologies.

Radio programs that use lengthy interviews and discussions may not be entertaining for children. (C)

The interactive radio format involves the risk that callers will make derogatory comments live on air that incite violence and hatred. Only one such incident occurred during the 'Youth and Non-Violence in Guinea' project, suggesting that the benefits of interactive radio outweigh the risks. (C)

The radio programs (Barada magazine and interactive shows) were highly valued by the project participants, community leaders and the radio stations. In particular, respondents indicated that they

Edutainment

Edutainment
The use of edutainment (programs that mix education with entertainment) in fragile states is effective because it helps to increase social action and self-reliance.

enjoyed the responsibility of facilitating the discussion in the interactive show, a format that encouraged listeners to call in to discuss a particular topic. (C)

A lack of baseline data and prior randomisation means that collected statistical data intended to measure the impact of SFCG programming in the DRC can only be used to suggest correlation not causation. This limitation could be avoided through the implementation of new evaluation and monitoring procedures. (C)

If questionnaires are not conducted correctly they may be incomplete or inaccurate. This can lead to their exclusion from the study and can create information gaps. (C)

Key terms need to be clearly defined and very specific to avoid miscommunication, ambiguity and inappropriate impact expectations. (C)

Key terms used by SFCG, such as 'Youth' were not adequately defined. (C)

Missing project documentation or records that are not standardised can make it difficult for evaluators to assess the full impact of a C4D project. (C)

Outcomes or recommendations made in dialogue forums or community workshops need to be followed up. (C)

SFCG's work in Cote d'Ivoire did result in a reduction in violence and positive changes in youths' attitudes and behaviours. However, these findings need to be confirmed during a presidential election campaign where tensions are likely to increase. (C)

Evaluation

Evaluation and Evidence
Evaluation constraints are evident in fragile states, which means the evidence base associated with C4D interventions that focus on peace-building and conflict reduction is weak.

Short evaluation time frames can limit the amount of data that can be gathered and can result in information gaps. (C)

Survey data illustrates that SFCG's theatre programming was much more likely to have a negative impact on viewer's tolerance levels, whereas SFCG's radio programming was more likely to have a positive or no impact on listener's tolerance levels. This illustrates that different media forms may have varying impacts that need to be accounted for during project design. Given the negative impacts of theatre, SFCG must carefully examine the content of its theatre programming and continue to evaluate its effectiveness. (C)

The availability of project materials such as posters and cassettes and the organisation of project activities can vary widely across districts. The effectiveness of C4D interventions may differ greatly depending on the activities and materials available in each location, as such, generalisations about the impact of projects at the national level may be unreliable. (C)

The bias towards publishing positive project data means that information about what does not work is not always shared. This can result in a limited understanding of the factors that influence project success and the re-creation of poor programming. (C)

The effectiveness of the 'Promoting a Culture of Equal Representation' (PACER) project was hindered by staff changes within the partner organisations (Oxfam and 50/50), and a lack of clear project goals. These factors contributed to the slow implementation of the project and its limited impact in its first year. (C)

The evaluation of the impact of SFCG programming was conducted in relatively peaceful areas, Uvira, Fizi and Moba. When these programs are implemented in more volatile areas they will need to be assessed to determine what works in these contexts. (C)

The evaluators were reliant on SFCG staff to organise meetings and focus groups, and administer questionnaires. While this increased the involvement of SFCG staff in the evaluation process it also reduced the ability of the evaluation team to act independently. (C)

The impact of C4D projects can be more effectively gauged if monitoring systems are developed that are tailored to the specific project. (C)

The project had less impact in areas where SFCG were not as active. The visibility of SFCG in each region influences the project's effectiveness in that area. (C)

There is a lack of data about the impact of the 'Youth and Non-Violence in Guinea' project on beneficiaries. The benefits of the program for community members in project locations need to be more consistently measured. (C)

A lack of baseline data and prior randomisation means that collected statistical data intended to measure the impact of SFCG programming in the DRC can only be used to suggest correlation not causation. This limitation could be avoided through the implementation of new evaluation and monitoring procedures. (C)

Key terms need to be clearly defined and very specific to avoid miscommunication, ambiguity and inappropriate impact expectations. (C)

Key terms used by SFCG, such as 'Youth' were not adequately defined. (C)

The bias towards publishing positive project data means that information about what does not work is not always shared. This can result in a limited understanding of the factors that influence

Evidence

Evaluation and Evidence (cont.)

project success and the re-creation of poor programming. (C)

More men participated in the project than women. Factors that may make it difficult for women to attend project events such as their daily household tasks were not considered in the project design. A more explicit gender strategy that considers the specific needs of young women is required if SFCG wants to ensure their greater participation. (C)

Radio stations can help to reduce practices such as the intimidation of female election candidates by broadcasting discussion programs that promote women's electoral participation and by providing information about the harassment of female candidates. (C)

TDS programs have encouraged greater levels of inclusion and participation by all community members in local decision making, in particular by providing spaces for women, children and youth to make their voices heard. (C)

The everyday living situations and responsibilities of women may preclude them from participating in C4D projects or make it more difficult for them to participate. For example, women who are primary child carers may be unable to attend project events and training. This can result in an imbalanced gender ratio, with more male participants than female participants. (C)

The low number of female participants in the project could be addressed by an explicit gender strategy. (C)

Gender equality

Gender equality
C4D initiatives in fragile states that target aspects of gender equality can positively affect collectively-held social norms leading to increased empowerment, such as electoral participation.

SFCG radio programs play an important role in Cote d'Ivoire where political and military leaders frequently use the radio to incite ethnic hatred and have the power to influence media coverage, including radio coverage, of particular events. Broadcasting SFCG's radio programs has reduced these incidences. (C)

Hate media

Hate media
C4D initiatives in fragile states need to consider the role of hate media and speech and its role in inciting violence, conflict and genocide. Radio has historically been the principal channel for hate speech.

In some regions, there may be no or limited access to FM radio coverage. This needs to be considered in the design of C4D projects that utilise FM radio. Children in the Dang districts were unable to access the radio programs, despite the fact that they lived in a designated project area. (C)

Radio programs that are not broadcast in local languages can have unforeseen positive impacts. In some villages, informal listening clubs emerged that helped community members who did not speak French to understand the programs. Summaries and translations of programs were created and shared amongst the villages. These activities created important opportunities for community dialogue and cooperation. (C)

SFCG staff are unaware of the geographic dimensions of their radio programming coverage. Establishing the potential overlaps and holes in radio coverage is essential if SFCG want to continue to expand and improve their radio programming. (C)

Some project achievements or challenges are highly context-specific. Despite this, the differences between rural and urban areas were not adequately accounted for in the project design. (C)

The availability of project materials such as posters and cassettes and the organisation of project activities can vary widely across districts. The effectiveness of C4D interventions may differ greatly

Information divide

Information divide
Information divides and inequalities are evident in any context or community.

depending on the activities and materials available in each location, as such, generalisations about the impact of projects at the national level may be unreliable. (C)

The implementation of C4D projects that utilise radio can be hampered by a lack of resources, equipment and poor infrastructure. (C)

The visual and oral nature of theatre means that it is a particularly effective C4D method to use in rural areas where there are high illiteracy rates. (C)

Although the project was designed to address political violence, the participants used the project to discuss and address many other forms of conflict including familial conflict and student/teacher conflict. The scope of the project was expanded to meet the needs of the participants suggesting a high level of project ownership. (C)

Radio programs that incorporate local content and involve local participants in their production are more popular than centrally produced and disseminated programs. (C)

The 'Youth and Non-Violence in Guinea' project inspired some participants to organise their own conflict resolution initiatives and other activities. This suggests that the project effectively empowered and equipped young people to continue non-violence education. (C)

Local ownership

Local ownership
Working to develop a high degree of local involvement and ownership over C4D initiatives can lead to social change and increased self-reliance.

Poor infrastructure, such as roads, and short project time frames can contribute to the over-representation of urban district

Long term commitments

Long-term commitment
C4D initiatives have more potential to

participants in radio programming. (C)

Some PIVOT initiatives could have been more effective if they were implemented earlier. It takes time to build citizen's confidence and promote behaviour change. (C)

generate positive impact if they are implemented over the longer term.

Alliance partners must be chosen carefully to ensure that TDS's trustworthy and independent reputation is not jeopardised and that potential partners share the same values and vision as TDS. (C)

SFCG radio programs play an important role in Cote d'Ivoire where political and military leaders frequently use the radio to incite ethnic hatred and have the power to influence media coverage, including radio coverage, of particular events. Broadcasting SFCG's radio programs has reduced these incidences. (C)

SFCG's theatre and radio programming has a positive impact on people's information seeking habits and their knowledge. Listeners and viewers of SFCG's programming are more likely to dismiss rumours and to obtain information from the radio, local NGOs and the government. (C)

The perceived neutrality and professionalism of SFCG produced radio programs has a flow on effect on the radio stations that aired them, resulting in increased listener confidence in the radio's impartiality. (C)

Media bias

Media bias
Media bias is a fundamental problem affecting both pre-conflict, conflict and post-conflict states.

Combining outreach work and media (live drama, video and radio) is a highly effective way to engage rural, largely illiterate populations and promote peace-building. (C)

Multi-channel communication

Multi-channel communication
In fragile states C4D initiatives are more effective if they utilise multiple communication

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channels (i.e. interpersonal, participatory, traditional mass media, new ICTs).

SFCG's theatre and radio programming has a positive impact on people's information seeking habits and their knowledge. Listeners and viewers of SFCG's programming are more likely to dismiss rumours and to obtain information from the radio, local NGOs and the government. (C)

It is difficult to involve youth who 'benefit' from the present political situation in project activities. (C)

Recruitment and selection procedures were not transparent and this created animosity and jealousy within the community and negatively impacted on the legitimacy of Common Ground (CG) Indonesia. (C)

Participation (negative)

No one reported any major violent incidents in the three cities where the 'Youth and Non-Violence in Guinea' was conducted and all people interviewed noted positive changes in youth behaviour, including increased mediation skills. This is significant given that there was a violent protest and massacre in the city of Conakry in 2010. Some project participants in Mamou reported that they received rallying calls from their peers in Conakry, which they rejected because of their involvement in the Youth and Non-Violence project. (C)

Participation in the 'Youth and Non-Violence in Guinea' project increased youths' knowledge of human rights, civic duties and conflict resolution. (C)

TDS programs have encouraged greater levels of inclusion and

Participation (positive)

Participation
Local participation in C4D initiatives in fragile states can help increase community ownership over conflict-related problems and help generate greater impact.

participation by all community members in local decision making, in particular by providing spaces for women, children and youth to make their voices heard. (C)

Combining outreach work and media (live drama, video and radio) is a highly effective way to engage rural, largely illiterate populations and promote peace-building. (C)

Culturally specific or 'local' media forms, such as Dohori [a Nepali folk tradition of dialoguing through songs] can be an effective way to deliver C4D messages and promote community participation. (C)

Survey data illustrates that SFCG's theatre programming was much more likely to have a negative impact on viewer's tolerance levels, whereas SFCG's radio programming was more likely to have a positive or no impact on listener's tolerance levels. This illustrates that different media forms may have varying impacts that need to be accounted for during project design. Given the negative impacts of theatre, SFCG must carefully examine the content of its theatre programming and continue to evaluate its effectiveness. (C)

The realistic nature of SFCG interactive theatre performances enhances their ability to effectively promote community discussion, self-reflection and sensitisation. (C)

The visual and oral nature of theatre means that it is a particularly effective C4D method to use in rural areas where there are high illiteracy rates. (C)

Participatory media

Participatory media
Participatory media (such as street theatre, role playing, video, social mobilisation, local media genres) can be effective in stimulating community dialogue and in reaching marginalised groups (especially those who may be illiterate).

An appropriate exit strategy for TDS needs to be developed to ensure the long term sustainability of funded and supported initiatives such as community radio stations. A clear exit strategy will help staff and project partners to plan more effectively. (C)

Building partnerships with local authorities may improve the long term sustainability and effectiveness of SFCG projects. (C)

Given the cost of establishing CTN, a more sustainable option may have been to build up the capacities of an existing radio station rather than creating a new independent news agency. (C)

The quality of Common Ground (CG) Indonesia's programs was reduced by rapid expansion. Donors need to ensure that existing projects are sufficiently established before they are scaled up into new regions. (C)

The success of C4D projects and the trustworthy reputation of development organisations can create problems including; dependency, sustainability and high demand. Many individuals and groups approach TDS [Talking Drum Studios, used in this report to describe all SFCG activities in Sierra Leone] for assistance with a wide range of issues and this places pressure on the organisation. TDS needs to educate people about the roles and responsibilities of other institutions, and where they can go to address their problems. Furthermore, TDS needs to implement processes to increase the capacity and confidence of people to conduct activities without support from TDS. (C)

Sustainability planning

Sustainability planning
C4D initiatives in fragile states are heavily reliant on external donor funding and need to consider sustainability planning and exit strategies in a more systematic way.

Key terms need to be clearly defined and very specific to avoid miscommunication, ambiguity and inappropriate impact expectations. (C)

Key terms used by SFCG, such as 'Youth' were not adequately

Formative research

Understanding the cultural context
Developing a detailed understanding of the cultural context of fragile states, why conflict occurs, how it is reduced and how best to communicate with the public, is essential if

defined. (C)

SFCG's primary audience are highly educated and adult. A more concerted effort should be made to reach young people and uneducated viewers/listeners. (C)

Some project achievements or challenges are highly context-specific. Despite this, the differences between rural and urban areas were not adequately accounted for in the project design. (C)

C4D initiatives are to be effective.

A sound understanding of the social, cultural and political context in which C4D projects will be implemented contributes to their effectiveness. The characteristics and roles of local parties and stakeholders need to be considered in project design. (C)

More men participated in the project than women. Factors that may make it difficult for women to attend project events such as their daily household tasks were not considered in the project design. A more explicit gender strategy that considers the specific needs of young women is required if SFCG wants to ensure their greater participation. (C)

Some project achievements or challenges are highly context-specific. Despite this, the differences between rural and urban areas were not adequately accounted for in the project design. (C)

The timing of radio programs needs to be carefully considered so that the target audience can be effectively reached. Sunau Bolau was broadcast in the morning, a time when children were often working or preparing to go to school and unable to listen to the program. (C)

Understanding local culture

Understanding the cultural context (cont.)

A sound understanding of the social, cultural and political context in which C4D projects will be implemented contributes to their effectiveness. The characteristics and roles of local parties and stakeholders need to be considered in project design. (C)

Donors need to have a sound understanding of the political context in which projects are funded and the risks that may pose serious challenges to project success and participant safety. (C)

The appointment of a partner organisation that was associated with

Understanding the institutional context

Understanding the institutional context
Understanding the institutions that support or constrain the effectiveness of C4D initiatives in fragile states is a critically important determinant to effectiveness.

a particular political party threatened the impartiality of Common Ground (CG) Indonesia and created frictions in the already divided local political context. (C)

The relationship between Common Ground (CG) Indonesia and local partners was not always clear. This lack of clarity created tensions and dissatisfaction. (C)

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Discussion

This discussion section has a number of broad aims. First, it draws on a range of literature to 'set a scene' in terms of defining the nature of fragile states and the role that C4D can play within a number of conflict different scenarios (latent, open and post-conflict). Second, it collates and organises the findings associated with the review in terms of these differing conflict scenarios. This is undertaken to aid highlight the potential range of C4D interventions that can be undertaken in fragile states. Third the discussion recognises that while different initiatives can be pursued in different situations, the direction and content of C4D initiatives tends to be driven by a close understanding of context, which in turn is driven by clearly defined communication practice principles. A principle-based approach to C4D initiatives is discussed and a table that identifies and sets out the various contextual and programmatic factors identified in this review follows this analysis. Each identified factor is also subject to a realist assessment, in which further elaboration and examples are provided for consideration. Finally, the discussion section concludes with analysis of the review's policy, practice and research implications.

This systematic review has examined a wide range of contextual and programmatic factors frame, affect and constrain communication for development (C4D) interventions undertaken in fragile or conflict affected states. Understanding the various factors that influence C4D interventions in fragile states is critical to improving practice, implementation and evaluation, as well as to the future development of communication focused approaches, methods and frameworks that can be utilised in various conflict or crisis situations. The term 'fragile state(s)' implies numerous different conditions, possibilities and constraints. However, it is often used to imply the failure of sovereign states to assure security, rule of law and justice, or to provide basic services and economic opportunities.[9,10] Fragile states may be at a high risk of failure or increasing deterioration. Such contexts tend to display a sensitivity to conflict - be it latent, open or post-conflict scenarios and these different forms of conflict typically demand different types of communication intervention. The DFID guide *Working with the Media in Conflict and Other Emergencies*[17] uses the categories latent, open and post-conflict to good effect in developing a number of intervention frameworks that help us to think through some of the critical warning signs, communication and information needs and the scope of C4D of interventions possible. While the range of interventions in fragile states is driven by context specific media availability, media uses and genre preferences, and cannot be realistically captured in their entirety, there is practical mileage in developing, adapting and updating these intervention frameworks to help locate the findings emerging from this systematic review.

C4D in different conflict scenarios

Latent conflict scenarios tend to reflect political, religious, economic or ethnic tensions and such tensions are increasingly being focused on by media and peace-building organisations for the reason that they can evolve into more acute forms of open conflict. Within such situations, reconciliation focused media, inter-ethnic reporting, media strengthening through capacity

development, as well as support to generate participatory and community media to help build dialogue between opposing groups is often promoted.[17] In addition, latent conflict situations may force a focus on ensuring the responsibility of media not to inflame existing tension and to act responsibly.

C4D in Latent Conflict Scenarios[17]

Critical warning signs	- Political, economic and/or ethnic tensions - Local civil unrest - Weak state and local authority capacity - Increasing rights infringements - Increasing press and media censorship - Harassment of journalists and media professionals - Suppression of dissent and public expression
Communication and information needs	- Access to accurate and impartial reporting and news media - Increased communication between rival groups and factions - Increased dialogue between government and the public - Increased flow of information relating to human rights - Awareness of conflict mediation and resolution mechanisms
Scope of C4D interventions	- Research and analysis of existing information and communication sources - Research on the information needs of people affected by conflict and their key sources/channels of communication - Support to more balanced news and media coverage through national and international channels - Support to community media to develop conflict-reducing and dialogue creating communication that helps to bring rivals together to defuse tensions - Support communication interventions at all levels that promote inter-ethnic understanding and tolerance - Support communication that promotes awareness of and adherence to human rights - Establish mechanisms to monitor the content being produced by media to ensure it does not incite conflict - Increased media monitoring

Turning to open conflict, which, within the developing world tends to be sub-national and can be characterised by the use of light weapons and a blurring of the distinction between combatants and civilians.[17] Such conflict may pass through both acute phases, with high levels of violence and chronic phases of lower intensity conflict and insecurity. During more acute phases, C4D initiatives may be limited to the provision of emergency humanitarian information relating to maximising security/safety or raising awareness of services for displaced populations. Open conflict, regardless of intensity, is often accompanied by human rights abuses. Consequently, it is important to raise awareness of rights conventions and the need to observe basic human rights, such as those set out in the Geneva Convention.[10] Lower intensity conflict may provide additional opportunities for peace-building and reconciliation initiatives through relevant media and communication channels. Such situations provide more of an opportunity to research, design and implement C4D interventions that focus on the root causes of violence and promote

community self-reliance in the widespread absence of government services and/or physical aid delivery.

C4D in Open Conflict Scenarios[17]

Critical warning signs	-	Open conflict between clearly defined combatants driven by specific causes and goals
	-	Widespread human rights abuses
	-	Forced migration and internal displacement
	-	Destruction of infrastructure (including media and communications)
	-	Increasing food insecurity
	-	Rapid deterioration of the public health environment
	-	High degree of censorship and regulation of media and communications
Communication and information needs	-	Impartial and accurate media, especially news media
	-	Targeted information on health food availability, shelter, conflict avoidance and mitigation, landmine awareness, human rights and international humanitarian law, humanitarian aid activities, peacekeeping roles and responsibilities
Scope of C4D interventions	-	Rapid assessment of media and communications availability, uses and preferences to inform implementation strategy and options
	-	Support to community, national and international media for dissemination of balanced news media and humanitarian information
	-	Support for the production of peace-building programming at all levels
	-	Training for objective political/conflict reporting, humanitarian reporting and peace-building programming
	-	Provision of emergency media/communication response, i.e. rapid deployment radio broadcasting
	-	Maintenance of telecommunications infrastructure
	-	Provision of broadcasting and communications infrastructure
	-	Provision of media (i.e. radios) to dislocated populations

Finally, in post-conflict scenarios, efforts to sustain and enhance peace, reconciliation, reconstruction and trust are critical. Here, C4D often takes the form of support for civic and electoral education in support of political and democratic reforms. Equally, they may help to explain stability interventions, anti-corruption measures, better governance, promote the rule of law, as well as efforts to maintain the peace-building dialogue necessary to stop a slide back in to open conflict. In many post-conflict scenarios media strengthening/development is actively promoted, with efforts to improve the professionalism and responsibility of the media, as well as efforts to increase the plurality, independence and performance monitoring (watchdogs) of media through changes to the legislative and policy environment representing priority interventions.[17]

C4D in Post-Conflict Scenarios[17]		
Critical warning signs	-	Context is characterised by a transitional status often associated with a move towards democracy
	-	Relaxing of media censorship
	-	Relaxing of media and telecommunications regulation
	-	Renewal and expanding of media and communication infrastructure
	-	NGOs and CSOs expanding
Communication and information needs	-	Development of media and communications capacity
	-	Maintenance of peace-building dialogue between formerly opposed groups through media
	-	Increase transparency between governments and the public, with a increased focus on information sharing to enhance accountability
	-	Maintained focus on human rights observance and the addressing of previous human rights abuses
	-	Focus on civic education, the roles and responsibilities of governments and citizens (i.e. during elections)
Scope of C4D interventions	-	Increased emphasis on capacity strengthening of media and communications personnel, especially in areas associated with news reporting and peace-building
	-	Support for revision of media and communications policy and regulation to enhance plurality and lower cost to access
	-	Development of local C4D capacity and specialization within national/local NGOs and CSOs

While the conflict scenarios outlined above present very different communications challenges, the range of C4D implementation options is fairly well defined, i.e. humanitarian information provision (across a wide range of themes), support to increase media professionalism, support for conflict reduction, the promotion of reconciliation and peace-building, stabilisation processes, participatory media/communication to build dialogue, civic and electoral education, media and communications deregulation and reform through policy and legislative actions, as well as enhanced media monitoring to ensure media responsibility. In addition, as new information and communication technologies (ICTs) have diffused to developing world contexts the number of potential communication channels available to C4D implementers, as well as citizens, has risen exponentially.[18] Increasingly, both governments and citizens are actively using new ICTs to engage in a wide range of social media activity that is far more participatory than traditional media such as radio and television. Interestingly, this review returned few sources that related directly to the use of new or social media in conflict situations. This is because the bulk of new research on social media and conflict has arisen from states not included in the AusAID/OECD DAC composite list of fragile states at the time the searches were conducted for this review.

C4D intervention summaries of review findings

The intervention summaries set out below provide an alternative way of reading the data extracted from the qualitative research and textual sources included in this systematic review. These summaries allow the evidence to be read according to the context in which specific C4D interventions occur and highlight the facilitators and barriers to interventions in those contexts. The following intervention summaries build on the categories of latent, open and post-conflict outlined above and provide illustrations of the types of intervention that might be pursued within certain given situations. These summaries are not comprehensive, but give a sense of the breadth of C4D initiatives that can occur. The summaries identify both the geographical context and the program-specific sub-context. These are followed by a number of categories (see synthesised findings, Table 10) that relate to the factors or issues, as identified in the available evidence, that exert influence over these initiatives. Finally, a summary of the extracted findings associated with each example, plus a conclusion and the source data is provided. The shading within the intervention summaries highlights different sources to aid the read-across of the example.

Table 6: Latent conflict intervention map

Context	Sub-Context	Factors	Findings	Conclusion	Source
Indonesia - West Kalimantan, Central Kalimantan and Madura - following community conflicts in these regions in 1997, 1999 and 2001.	Search for Common Ground (SFCG) Projects - conflict transformation radio programme, conflict transformation comic book programme, and community based conflict transformation programme.	Behaviour change communication Contextual constraints Culturally appropriate media content Edutainment Evaluation and evidence Participation Sustainability planning Understanding the cultural context Understanding the institutional context	Recruitment and selection procedures were not transparent and this created animosity and jealousy within the community and negatively impacted on the legitimacy of SFCG Indonesia. The relationship between SFCG Indonesia and local partners was not always clear. This lack of clarity created tensions and dissatisfaction. The appointment of a partner organisation that was associated with a particular political party threatened the impartiality of SFCG Indonesia and created frictions in the already divided local political context. A sound understanding of the social, cultural and political context in which C4D projects will be implemented contributes to their effectiveness. The characteristics and roles of local parties and stakeholders need to be considered in project design. SFCG Indonesia did not adequately incorporate local suggestions and ideas into their comic book programme. SFCG included a sensitive phrase in the comic book that generated complaints from local children and resulted in several local people protesting the edition arguing that it should be withdrawn. In a pre-release workshop session in Pontianak the sensitive nature of the wording had been raised but this issue was not adequately addressed by SFCG. De-centralisation would improve SFCG Indonesia's ability to respond to local problems. At the moment, local partners are reliant on SFCG management who are based in Jakarta. Poor communication between SFCG staff in Jakarta and local partners exacerbates this issue. The quality of SFCG Indonesia's programs was reduced by rapid expansion. Donors need to ensure that existing projects are	Local participation is important in C4D projects. The impact of SFCG activities in Indonesia could have been strengthened if they had more effectively liaised with locals and gained a better understanding of the political, cultural and economic context in which their projects were implemented.	Tagor Lubis, I. & Nainggolan SV, M. (2004) Common Ground Indonesia Full Program Evaluation Report, Common Ground Indonesia, pp. 1-40.

sufficiently established before they are scaled up into new regions.

Outcomes or recommendations made in dialogue forums or community workshops need to be followed up.

Guinea – Kindia, Mamou and Kankan – following the riots of Jan and Feb 2007.	Search for Common Ground (SFCG) project 'Youth and Non-Violence in Guinea' to promote non-violent conflict resolution among youth.	Behaviour change communication Civic education Contextual constraints Edutainment Evaluation and evidence Gender equality Information divide Local ownership Participation	The implementation of C4D projects that utilise radio can be hampered by a lack of resources, equipment and poor infrastructure. The 'Youth and Non-Violence in Guinea' project inspired some participants to organise their own conflict resolution initiatives and other activities. This suggests that the project effectively empowered and equipped young people to continue non-violence education. No one reported any major violent incidents in the three cities where 'Youth and Non-Violence in Guinea' was conducted and all people interviewed noted positive changes in youth behaviour, including increased mediation skills. This is significant given that there was a violent protest and massacre in the city of Conakry in 2010. Some project participants in Mamou reported that they received rallying calls from their peers in Conakry which they rejected because of their involvement in the 'Youth and Non-Violence' project. Participation in the 'Youth and Non-Violence in Guinea' project increased youth's knowledge of human rights, civic duties and conflict resolution. The interactive radio format involves the risk that callers will make derogatory comments live on air that incite violence and hatred. Only one such incident occurred during the 'Youth and Non-Violence in Guinea' project, suggesting that the benefits of interactive radio outweigh the risks. The radio programs (Barada magazine and interactive shows) were highly valued by the project participants, community leaders and the radio stations. In particular, respondents indicated that	The 'Youth and Non-Violence in Guinea' project effectively increased participants' peaceful conflict resolution skills and their knowledge of human rights and civic duties. However, several limitations of the program were noted, including the lack of female participants.	Bright, D. & Mozani, B. (2010). Final Evaluation Report: Youth and Non-Violence in Guinea, Search for Common Ground (SFCG) with support for US Agency for International Development (USAID), pp. 1-37.

they enjoyed the responsibility of facilitating the discussion in the interactive show, a format that encouraged listeners to call in to discuss a particular topic.

The low number of female participants in the project could be addressed by an explicit gender strategy.

The everyday living situations and responsibilities of women may preclude them from participating in C4D projects or make it more difficult for them to participate. For example, women who are primary child carers may be unable to attend project events and training. This can result in an imbalanced gender ratio, with more male participants than female participants.

If questionnaires are not conducted correctly they may be incomplete or inaccurate. This can lead to their exclusion from the study and can create information gaps.

Missing project documentation or records that are not standardised can make it difficult for evaluators to assess the full impact of a C4D project.

The impact of C4D projects can be more effectively gauged if monitoring systems are developed that are tailored to the specific project.

There is a lack of data about the impact of the 'Youth and Non-Violence in Guinea' project on beneficiaries. The benefits of the program for community members in project locations need to be more consistently measured.

The Philippines - against the backdrop of the 2007 mid-term elections.	The use of new media and technologies for electoral campaigning by the GABRIELA Women's Party (GWP).	Civic education	New communications technologies can be used in conjunction with traditional media to increase public engagement and generate political support during election campaigns.	New communications technologies are a cost-effective way for political parties to reach voters. However, some forms of new communications technologies are more	Karan, K., Gimeno, J. D. M., & Tandoc, E. Jr., (2009) 'The Internet and Mobile Technologie
		Digital divide			
		Multi-channel communications	Political parties with limited funds may be unable to adequately maintain and promote a website.		
		Telecommunications	New communications technologies are not effective if they are		

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			inaccessible. Members of the GABRIELA party thought that their mobile phone electoral campaign was more effective than their use of the Internet because mobile phones have a higher penetration rate in the Philippines. The cost of airing television commercials on national television is prohibitive. Political advertisements that are hosted on YouTube can generate widespread political exposure for less financial cost. The effectiveness of internet based political campaigns can be increased if the medium is used early in the campaign.	accessible than others. In the Philippines campaigning via mobile phones was more effective then utilising the internet.	s in Election Campaigns: The GABRIELA Women's Party During the 2007 Philippine Elections' In Journal of Information Technology and Politics, Vol. 6, Issue 3-4, pp. 326-339.
Sri Lanka – residual tensions after emerging from 20 years of civil war.	The use of telecentres to bridge the digital divide through e-Sri Lanka's Telecentre Development Programme (TDP).	Digital and/or media literacy Digital divide Sustainability planning Telecommunications Understanding the cultural context	A clear digital divide exists in Sri Lanka, with access to Information and Communication Technologies (ICTs) being very unequal. An evaluation of the telecentres set up as part of the Sri Lankan government's Telecentre Development Programme (TDP) revealed that 90 percent of telecentre users are under 35 years of age and no older people used the service. Many people were unaware of the telecentres and did not use the services offered by them. Many telecentres are situated in remote locations, are inadequately staffed and are poorly maintained. These factors contribute to their limited use and lack of functionality. The telecentres do not adequately cater for non-English speaking groups such as Sinhala and Tamil speakers. Off-line computer based training materials that were going to be made available to the telecentres by the ICTA in Sinhala, Tamil and English were not provided.	A number of improvements need to be made to the telecentres in order to increase their effectiveness. In particular, the author found that the telecentres were poorly promoted, under-staffed and reliant on subsidies. Furthermore, some of their services were not used or valued by the community. These issues need to be addressed in order to improve the sustainability of the centres and their impact on the 'digital divide'.	Gamage, P. & Halpin, E. F. (2007) 'E-Sri Lanka: Bridging the Digital Divide' In Electronic Library, Vol. 25, Issue 6, pp. 693-710.

ICT4D projects need to clearly identify and solve the needs of their target population. Interventions that are poorly designed, implemented and promoted will not achieve their desired outcomes and the money spent to fund them will have been wasted.

Poor publicity and awareness programs have contributed to the small number of telecentre users. The current promotion and awareness strategy utilises a medium (a television channel) that is not accessible in many parts of the country and is, therefore, not very effective.

Telecentres lose customers to competitors who can offer the same services for lower prices.

Telecentre operators are heavily reliant on government subsidies and, therefore, the sustainability of the telecentres is questionable.

Outbreaks of violence in fragile states can create security threats that restrict researchers' access to particular regions.

| Sri Lanka – during prolonged periods of ethnic tension. | Journalism training by the BBC World Service Trust. | Capacity strengthening

Media bias | High levels of partisanship in media play a key role in dividing the wider journalism community, especially when it is divided along ethnic lines.

Journalism training must be systematic with: (i) follow up face-to-face training dominates; or (ii) additional face-to-face training if the dominant mode of delivery is online learning.

Developing a cadre of trained trainers through a training of trainers (TOT) process in addition to training staff within individual organisations helps to strengthen the pool of available professionals to work across the entire sector. | For journalism training interventions to be effective it is critical that work is undertaken with senior staff and owners to ensure that higher standards of journalism are encouraged and supported. | Miller, S. (2006) 'Journalism Training in Sri Lanka: Meeting the Needs of Working Journalists' In Changing English: Studies in Culture and Education, Vol. 13, Issue 2, pp. 173-178. |

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Eastern Democratic Republic of Congo (DRC) – during periods of residual conflict and hostility.	Radio soap opera - Kumbuka Kesho - and related talk-show.	Behaviour change communication Edutainment Evaluation and evidence Multi-channel communications	Listeners who listened to both the talk-show and soap opera discussed the soap opera more than those who only listened to the soap opera. This suggests that multiple-media broadcasting similar content can have a compound effect, i.e. increase potential impact. Exposure to the talk-show appeared to harden attitudes towards outgroups and decrease tolerance, rather than increase it. The author cautions that either the methodological design or the quality of media content could have influenced this finding, i.e. the content lacked a clear behaviour change focus and offered no course of action associated with conflict reduction. The format of C4D and the need for pretesting audience feedback prior to broadcast is essential to ensuring that content achieves the desired effect. The lack of clear goals associated with the discussions mean that testing outcomes is problematic and points to need for clear objectives, goals and impact indicators.	Listeners of both the talk-show and soap opera discussed the content more often but their intolerance towards other groups hardened as a result of being exposed to such content.	Paluck, E. L. (2010) 'Is It Better Not to Talk? Group Polarization, Extended Contact, and Perspective Taking in Easter Democratic Republic of Congo' In Personality and Social Psychology Bulletin, Vol. 36, Issue 9, pp. 1170-1185.
Democratic Republic of Congo (DRC) – South Kivu and Katanga – following the long-standing humanitarian crisis and large scale displacement.	Search for Common Ground (SFCG) media-oriented conflict resolution programming.	Behaviour change communication Contextual constraints Culturally appropriate media content Evaluation and evidence Information divide Media bias Multi-channel	The bias towards publishing positive project data means that information about what does not work is not always shared. This can result in a limited understanding of the factors that influence project success and the re-creation of poor programming. A lack of baseline data and prior randomisation means that collected statistical data intended to measure the impact of SFCG programming in the DRC can only be used to suggest correlation not causation. This limitation could be avoided through the implementation of new evaluation and monitoring procedures. Survey data illustrates that SFCG's theatre programming was much more likely to have a negative impact on viewer's tolerance levels, whereas SFCG's radio programming was more likely to have a positive or no impact on listeners' tolerance levels. This illustrates that different media forms may have varying impacts that need to be accounted for during project design. Given the	The negative impacts of SFCG's work are outweighed by the positive impacts. It is concluded that increased communication between the UNHCR and SFCG would enhance project success and create more opportunities for collaboration. It is also indicated that a lack of baseline information and inadequate evaluation and monitoring procedures can make it difficult to assess the	Gordon, G. (2008). A UNHCR Evaluation of Search for Common Ground Programming in the DRC: OCTOBER (2008), UNHCR and Search for Common Ground (SFCG), pp. 1-51.

		communication	negative impacts of theatre, SFCG must carefully examine the content of its theatre programming and continue to evaluate its effectiveness.	impacts of C4D projects.	
		Participatory media			
		Understanding the cultural context	Key terms need to be clearly defined and very specific to avoid miscommunication, ambiguity and inappropriate impact expectations.		
			The evaluation of the impact of SFCG programming was conducted in relatively peaceful areas, Uvira, Fizi and Moba. When these programs were implemented in more volatile areas they will need to be assessed to determine what works in these contexts.		
			SFCG's theatre and radio programming has a positive impact on people's information seeking habits and their knowledge. Listeners and viewers of SFCG's programming are more likely to dismiss rumours and to obtain information from the radio, local NGOs and the government.		
			SFCG staffs are unaware of the geographic dimensions of their radio programming coverage. Establishing the potential overlaps and holes in radio coverage is essential of SFCG want to continue to expand and improve their radio programming.		
			People prefer radio and theatre content that is produced by local staff and locally selected journalists. In communities marked by conflict and ethnic tension, where people can be very suspicious of 'outsiders', significant amounts of media content should be locally produced.		
Post-conflict Democratic Republic of Congo (DRC) – surrounding the presidential election	Hate speech in the mass media and a radio program developed to counteract hate speech.	Behaviour change communication Edutainment Digital and/or media literacy	Amongst mass media, radio broadcasting has played a central and historic role in generating conflict and instability across the developing world, but especially in Africa, over the past 20 years. Developing a comprehensive understanding of conflict is critical to the deployment of counter hate speech strategies and campaigns that empower and support groups affected by violence. Hate speech builds on stereotypes, societal beliefs and	Hate speech is a destructive tool used in conflict and genocide that can be fought through legislation and social action. Public sensitisation to hate speech, how to recognise	Vollhardt, J., Coutin, M., Staub, E., Weiss, G. & Deflander, J. (2006) 'Deconstructi ng Hate

campaign of 2006.		Hate media	cultural preconceptions which need to be understood before hate speech can be effectively countered. The central characteristics of hate speech have been identified and focus on: (i) instigating elements; (ii) derogatory elements, (iii) strategies designed to promote self-interest or political gain while causing harm to others (see Vollhardt et al. 2006, p.29-30 for a full list of hate speech characteristics). The implication of the availability of such characteristics is the potential to undertake discourse and textual analysis of media text to analyse the extent to which they promote hatred. In contexts in which conflict is occurring, enhancing media literacy (i.e. the ability to critically assess media content for its truth and voracity) can play an important role in countering hate speech.	it and reject it are critical to peace and stability. Educational programs (radio-based) and sensitisation campaigns are critical in contexts in which hate speech is promoted.	Speech in the DRC: A Psychological Media Sensitization Campaign' In Journal of Hate Studies, Vol. 5, Issue 1, pp. 15-35.
Côte d'Ivoire – following the attempted coup in 2002 and increasing conflict between government forces and rebels.	Search for Common Ground's (SFCG) Project 'Supporting a Conversation on Youth Leadership in Côte d'Ivoire'.	Behaviour change communication Participatory approaches Culturally appropriate media content Evaluation and evidence Gender equality Hate media Information divide Local ownership Media bias	Short evaluation time frames can limit the amount of data that can be gathered and can result in information gaps. The evaluators were reliant on SFCG staff to organise meetings and focus groups, and administer questionnaires. While this increased the involvement of SFCG staff in the evaluation process it also reduced the ability to the evaluation team to act independently. The project had less impact in areas where SFCG were not as active. The visibility of SFCG in each region influences the project's effectiveness in that area. Key terms used by SFCG such as 'Youth' were not adequately identified. Some project achievements or challenges are highly context-specific. Despite this, the differences between rural and urban areas were not adequately accounted for in the project design.	The project has had a significant positive impact on Ivorian youth, Areas for improvement are also identified.	Gouley, C. & Kanyatsi, Q. (2010) Final Evaluation of the Project "Supporting a Conversation on Youth Leadership in Côte d'Ivoire", Search for Common Ground (Côte d'Ivoire) and US Department of State Bureau of Democracy, Human

Participation	More men participated in the project than women. Factors that may make it difficult for women to attend project events such as their daily household tasks were not considered in the project design. A more explicit gender strategy that considers the specific needs of young women is required if SFCG wants to ensure their greater participation.	Rights and Labor, pp. 1-65.
Participatory media		
Sustainability planning		
Understanding the cultural context	SFCG's work in Côte d'Ivoire did result in a reduction in violence and positive changes in youths' attitudes and behaviours. However, these findings need to be confirmed during a presidential election campaign where tensions are likely to increase.	

The perceived neutrality and professionalism of SFCG produced radio programs has a flow on effect on the radio stations that aired them, resulting in increased listener confidence in the radio's impartiality.

SFCG radio programs play an important role in Côte d'Ivoire where political and military leaders frequently use radio to incite ethnic hatred and have the power to influence media coverage, including radio coverage, of particular events. Broadcasting SFCG's radio programs has reduced these incidents.

Radio programs that are not broadcast in local languages can have unforeseen positive impacts. In some villages, informal listening clubs emerged that helped community members who did not speak French to understand the programs. These activities created important opportunities for community dialogue and cooperation.

The visual and oral nature of theatre means that it is a particularly effective C4D method to use in rural areas where there are high illiteracy rates.

The realistic nature of SFCG interactive theatre performances enhances their ability to effectively promote community discussion, self-reflection and sensitisation.

Although the project was designed to address political violence,

the participants used the project to discuss and address many other forms of conflict including familial conflict and student/teacher conflict. The scope of the project was expanded to meet the needs of participants suggesting a high level of project ownership.

It is difficult to involve youth who 'benefit' from the present political situation in project activities.

Building partnerships with local authorities may improve the long-term sustainability and effectiveness of SFCG projects.

Kenya – Nairobi, Kibera and Nakuru – following the disputed election in 2007.	Theatre for Development interventions including People's Popular Theatre (PPT), Shining Home for the Community (SHOFCO), and Rapid Effective Participatory Action in Community Theatre Education and Development's (REPACTED) Magnet Theatre.	Behaviour change communication Participatory approaches Participation Participatory media	Outbreaks of political and/or ethnic violence make it very difficult for Theatre for Development programs to continue Theatre for Development interventions held in non-theatre settings such as parks and markets can reach disadvantaged audiences that may be unable or unwilling to attend performances in traditional theatre venues. Theatre for Development activities can play a role in promoting peace and changing individual beliefs and practices. Participation in Theatre for Development can create bonds between members of different ethnic groups.	It is extremely difficult but very important to conduct theatre for development activities during and post-conflict.	Connelly, C. (2010) 'How Does the Show Go On?: Theatre for Development in Post-Election Kenya' in Theatre History Studies, Vol. 30, pp. 65-72.
Kenya – following the transitional democratic election of 2002.	Civic education intervention – Kenyan National Civic Education Programme (NCEP).	Civic education Contextual constraints Evaluation and evidence Participatory	Despite the increasing number of civic education interventions, there is a lack of evidence demonstrating the effectiveness of these programs. Evaluations of civic education programs need to consider both direct and indirect effects. Studies that solely focus on those who attended the programs fail to consider the indirect ways that information and ideas promoted in the education programs can influence non-attendees (e.g. through discussion with peers).	This study provides conclusive evidence that exposure to adult education training can increase political knowledge and participation and reduce political intolerance.	Finkel, S. E. & Smith, A. E. (2011) 'Civic education, Political Discussion and the Social

approaches

Following a democratic regime change, citizens need to learn about the norms and values that inform the democratic political system and acquire new 'civic competencies and attitudes' (Finkel and Smith 2011, p. 417). While this process was initially thought to involve slow changes over time in people's knowledge, beliefs and behaviours, more recent studies suggest that these changes can happen relatively quickly. Nonetheless, there are more direct ways to promote democratic values. The most effective way to directly educate citizens in new democracies may be through civic education programs.

Adults who attended the civic education showed a significant increase in all four dependent variables identified by the authors: political knowledge, political participation, political tolerance, and national versus tribal identification.

The NCEP civic education program has widespread indirect effects. Many Kenyans who did not attend the programs were exposed to the civic education messages through dissemination with attendees in their social network. Although the authors estimate that 14% of the Kenyan population attended the training, they state that approximately 40 to 50% were exposed to the program messages in some way (Finkel and Smith 2011, p. 433). This had a measureable statistical impact on all of the dependant variables except political participation.

The ethnic violence that broke out after the 2007 Kenyan election may have been worse if the 2002 NCEP program and a 2007 civic education program had not been implemented.

Although civic education training has positive effects it is important to recognise that the impact of programs like NCEP are constrained by other factors that also influence the success of democratic institutions.

Civic education programs that utilise open, participatory teaching methods more effectively change participants' knowledge, beliefs and behaviours than those that do not. The authors group various participatory methods into six categories: small group

Transmission of Democratic Knowledge and Values in a New Democracy: Kenya 2002' In American Journal of Political Science, Vol. 55, Issue 2, pp. 417-435.

discussions, role playing, stage plays or dramatisations, game playing, problem solving and developing proposals, and mock elections.

Table 7: Open conflict intervention map

Context	Sub-Context	Factors	Findings	Conclusion	Source
Afghanistan - Herat - during post-Taliban reconstruction.	Women's radio station Radio Sahar launch.	Capacity strengthening Culturally appropriate media content Gender equality Understanding the cultural context Understanding the institutional context	Central government organisations may be unable to enforce their policies in locations where warlords or local militia have strong power bases. Donor agencies cannot solely rely on government support in these situations. The success of C4D initiatives in these contexts may be dependent on the backing of key political and/or military figures. Members of Radio Sahar had limited access to data about women's radio listening habits. Therefore, they made decisions about program content based on their own life experiences and social networks. However, their own perspectives and needs were not reflective of the majority of the Afghan female population. C4D initiatives need to consider whether or not the cultural, social and economic backgrounds of participants such as radio hosts and producers, are representative of the broader target population. Time restraints can mean that members of radio stations have very little time to plan their programming schedule and produce their own content. This can lead to a heavy reliance on pre-packaged programming created by donor agencies, which may not be representative of the target audience. Some of the women at Radio Sahar initially hid their inclusion of religious programming from Kamal because they assumed that she would disapprove of the content. Her role as an employee of a secular funding body Institute for Media, Policy and Civil Society (IMPACS) led them to believe she would inform the donor agency of their religion-inspired programming which may lead to their funding being cut. This demonstrates that the perceived interests and aims	C4D initiatives that are designed to reduce gender inequalities, like Radio Sahar, need to produce content that is representative of their target audience. Inadequate audience research can result in programming that reflects the interests and concerns of a select number of radio station members. Self-censorship also contributes to the dominance of content favoured by Western donor agencies and programming that is likely to be accepted by local stakeholders such as the militia.	Kamal, S. (2007) 'Development On-air: Women's Radio Production in Afghanistan' In Gender and Development, Vol. 15, Issue 3, pp. 399-411.

of donor agencies can influence the actions of C4D participants.

The pre-scripted nature of Radio Sahar content meant that illiterate people were excluded from the production process. The reliance on written scripts also meant that the radio content and presentation style was formal and official rather than controversial. This focus on the written word rather than the 'oral cultural more dominant in Afghanistan' (Kamal 2007, p. 407-408) limited the appeal of the program to Afghan women who were not highly educated.

Radio Sahar members self-censored their content in order to avoid scrutiny from male political and religious leaders. This self-censorship hindered the stations ability to address gender inequalities in Afghanistan because potentially controversial topics were avoided.

Creating opportunities for women to participate in the media sector will not necessarily change their unequal social status. C4D interventions that effectively promote gender equality should be holistic, culturally and socially specific and part of a long term vision.

Afghanistan – during the 2005 parliamentary elections.	Promotion of civic education material through audio devices - Voice for Humanity's (VFH) Sada initiative.	Civic education Contextual constraints Culturally appropriate media content Digital divide Gender equality Participation Understanding the cultural context	Undertaking gender analysis in the context of ICT or C4D interventions is critical if equity and rights issues are to be addressed and, in particular, the empowerment of women is to be realised. Women's access to ICTs is constrained by a range of contextual and cultural factors, including demands on their time and economic constraints, In the context of Afghanistan, illiteracy also constrains access to information. The Sada device became a focus for collective listening and engagement around the content contained on the device. In simple media contexts or contexts constrained by a lack of electricity or mainstream media, such devices could have a potential important role to play in bringing information about civic and human rights, and in starting dialogue in information-poor environments. Where information and communication technologies are socially constructed as 'male', such as in Afghanistan, thought needs to be	Projects that target access to and use of ICTs for women can play a significant role in empowerment and realisation of women's human rights, as well as the enhancement of family and community dialogue.	Sengupta, A., Long, E. G., Singhal, A. & Shefner-Rogers, C. L. (2007) 'The Sada Says 'We Women Have Our Rights': A Gender Analysis of an ICT Initiative in Afghanistan' In International Communicati

put in to how the design or styling of the ICTs can enhance the potential for ownership and use by women.

C4D interventions that target gender inequality can positively affect social norms regarding the social mobility, roles and rights of women in conservative society. This was found to be especially significant in the areas of early and forced marriage and the right to education and employment.

Civic education targeted at women through Sada led to an increase in knowledge of civics and in electoral participation.

The media content (which was relevant to both men and women) contained on the Sada device had an impact on women's understanding of their rights, though it is noted that open discussion of women's rights is still constrained by conservative cultural context. Nonetheless, there is evidence of the media content empowering women and increasing their confidence to act over rights denial or abuse.

Women found the information contained on the Sada device to be culturally appropriate, easy to understand and were enjoyable (being listened to m any times) as the content used simple language and a variety of genres (jokes, drama, etc.). The device was also found to be easy to use and cost effective as it required no batteries (due to solar power).

When working in culturally conservative contexts, access to primary stakeholders may be constrained and consideration should be given to how such constraints can be mitigated.

Impacts were found to be greatest in areas that were deemed to be more secure and progressive than others.

on Gazette, vol. 69, Issue 4, pp. 335-353.

Solomon Islands, following conflict between	The Australian Government's Regional Assistance Mission to the	Conflict reduction and peacekeeping operations Multi-channel	Conflict reduction and peace-building interventions may be hampered in contexts where weak investment in research constrains understanding of the socio-cultural dynamics or politico-economic dimensions of conflict. Ongoing examination of the relationships between peace operation and local people can	Transparency and accountability can be enhanced in conflict interventions through effective local	Whalan, J. (2010) 'The Power of Friends: The Regional

militia groups.	Solomon Islands (RAMSI).	communications Understanding the cultural context	help ensure effective operations. The RAMSI (Regional Assistance Mission to Solomon Islands) intervention's potential to be effective was enhanced by the large-scale deployment of military personnel which had a substantial 'coercive' effect and removed the impetus for local people to 'self-defend', abandon personal weapons and thereby created better public security. Unilateral conflict reduction and peace-building initiatives may stand a greater chance of success because they are easier to coordinate and support. The deployment of Pacific Islander personnel helped to legitimise the intervention and helped to ensure that communications between RAMSI and the general public were effective. Public perceptions of RAMSI eroded as the intervention sought to bolster local leadership and reduce its own influence. This has lead to claims that RAMSI is a foreign policy tool of the Australian Government, rather than a helping hand. In turn this highlights the challenge associated with long-term peace-building and in the transfer of power to local actors. The development of effective communication strategies helped to support the legitimacy of the RAMSI intervention. Communication occurred face-to-face in the context of ceremonies to destroy weapons, national radio broadcasting, through newly established police posts, press conferences and public meetings. This supports the notion that multi-channel communications is effective and that interventions can be more effective if the general public is clear about how they work and the ways in which they exercise power.	participation mechanisms. Such mechanisms help interventions to understand the power dynamics that may derail the peace processes and try to enhance their legitimacy to act in pursuing peace.	Assistance Mission to Solomon Islands' In Journal of Peace Research, Vol. 47, Issue 5, pp. 627-637.

Table 8: Post-conflict intervention map

Context	Sub-Context	Factors	Findings	Conclusion	Source
Legality of	Media	Conflict reduction and	The legal basis of media/information interventions is debateable; In	There should be a strong	Erni, J. N.

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| interventions carried out by foreign forces in post-conflict settings. | interventions promoting stabilisation undertaken by foreign forces. | peacekeeping operations

Media bias

Understanding the institutional context | particular, interventions that utilise measures that could be defined as 'use of force' such as bombing broadcasting towers may violate the UN Charter and other international norms (Erni 2009, p.872).

Media/information interventions may violate state sovereignty.

The use of mass media (i.e. C4D interventions) can be an important tool in promoting how institutions are understood by the public, how they work and how they can be challenged to improve. Further studies are required to verify the role the media plays in this dynamic.

The diverse agendas of the parties involved in media/information interventions can create rifts that hinder the success of the media reforms.

Transitional governments in post-conflict societies may abuse their ability to control the media and begin to recreate conditions that led to the intervention. | presumption against media interventions that challenge sovereignty and a high standard of proof demonstrating media abuse in stabilisation contexts. | (2009) 'War, 'Incendiary Media' and International Human Rights Law' In Media, Culture & Society, Vol. 31, Issue 6, pp.867-886. |
| Post-conflict Central Africa – Burundi, Rwanda and the Democratic Republic of Congo (DRC) – following the end of civil wars in the region. | The support of press freedom and media monitoring through communications regulatory bodies | Hate media

Media bias

Sustainability planning

Understanding the institutional context | Over the past 15 years the media has played a central role in exacerbating ethnic and political tensions and inciting violence and hatred in the Central African nations of Rwanda, Burundi and the Democratic Republic of Congo (DRC).

The establishment and strengthening of communications regulatory bodies in the DRC, Rwanda and Burundi was intended to facilitate the development of a more accountable and democratic media sector.

Internal divisions within communications regulatory bodies can lead to conflicts and ineffective regulation as members with diverse political affiliations seek to serve their own political interests. Members can be unwilling to sanction media outlets that support their own political views, even when these outlets are producing extremist propaganda.

The Rwandan communication regulatory body, the High Council of the Press (HCP), is not a decision-making body that relies on the | Reconstructing the media sector post-conflict is a difficult task. Communication regulatory bodies can play a key role in the development of a media sector that is professional and accountable. However, these bodies often lack the resources to effectively fulfil this role. | Frére, M. S. (2009) 'After the Hate Media: Regulation in the DRC, Burundi and Rwanda' In Global Media and Communication, Vol. 5, Issue 3, pp. 327-352. |

government to enforce their recommendations. This means that the HCP has very little power and is not independent from government influence.

Communications regulatory bodies are unable to regulate the media sector effectively when their legitimacy is not recognised and the media outlets they seek to control have more resources, popular support and power than themselves.

A lack of resources can reduce the ability of communications regulatory bodies to function effectively. In Burundi, the members of the CNC (Conseil National de la Communication) had limited access to transport and no generator and this significantly affected their ability to monitor the media.

Communications regulatory bodies can play a vital role in the peace process in post-conflict countries where the media has contributed to the violence. However, their influence is often mitigated by their lack of power, minimal resources, the unwillingness of governments to concede control of the media and the ethnic, national and political divisions that still exist in post-conflict settings.

Many radio stations in Burundi are reliant on foreign aid and the withdrawal of this aid may threaten their survival and the impartiality of the media sector.

Post-conflict Rwanda following the 1994 genocide.	Health and reconciliation radio soap operas.	Behaviour change communication Conflict reduction and peace keeping operations Edutainment Understanding the institutional context	In the short-term, radio soap opera can improve the ability of individuals and communities to express dissent, increase self-reliance and collective action in post-conflict societies. Radio soap opera that focuses on social and political conflict can help to increase social trust within discrete social and cultural groups, but may do little to close the social distance between groups affected by conflict. This is especially relevant to conflict characterised by ethnic cleansing or genocide. Conflict and reconciliation focused edutainment (as role-played from a partial radio script) can lead to a reduction in dependency on external institutions and bodies (NGOs and government) and an	C4D interventions can lead to behavioural shifts in political culture and enhance community ownership of problems requiring collective action.	Paluck, E. L. & Green, D. P. (2009) 'Deference, Dissent and Dispute Resolution: An Experimental Intervention Using Mass Media to Change

			increase in social action.		Norms and Behaviour in Rwanda' In American Political Science Review, Vol. 103, Issue 4, pp. 622-644.
			The use of mass media (i.e. C4D interventions) can be an important tool in promoting how institutions are understood by the public, how they work and how they can be challenged to improve.		
			Further studies are required to verify the role media plays in this dynamic.		
Post-conflict Rwanda, following the 1994 genocide, and post-conflict Bosnia, following the war (1992-1995).	Local media (television and radio) peace building activities.	Conflict reduction and peace keeping operations Contextual constraints Edutainment Evaluation and evidence Hate media Media bias Participation Sustainability planning Understanding the cultural context	Donor agencies are increasingly utilising local media projects to promote peace building. However, there is a lack of research that examines the effectiveness of these projects and their contribution to peace building strategies. When donors implement local peace building projects they must make difficult decisions about which outcomes they will prioritise and what they implications of that choice will be. Every strategy has strengths and weaknesses and donors should carefully consider these when developing local media peace building projects. Short-term evaluations of local media peace building projects may not capture long-term changes in behaviour or beliefs. Internal evaluations of local media peace building projects may be unreliable and this makes it difficult to accurately assess the impacts of these projects. Broader factors that influence the success of peace building also play a role in determining the effectiveness of local media peace building projects. Peace building projects are more likely to succeed if they promote indigenous participation and understand the cultural and local context in which they operate. Ensuring the safety of journalists is an important component of an effective local media peace building strategy. International actors and donor agencies are divided and how, when and if hate media should be prevented post-conflict. Thus, while some scholars argue that controlling hate media is a necessary	Local media projects can contribute to peace building. However, the factors that contribute to the success of such activities need to be further evaluated.	Curtis, D.E.A. (2000) 'Broadcasting Peace: An Analysis of Local Media in Post-Conflict Peace building projects in Rwanda and Bosnia' In Canadian Journal of Development Studies, Vol. 21, Issue 1, pp. 141-166.

step in the peace building process, others raise concerns about the implications of media regulation, censorship and international inference.

Local media, in particular radio soap operas, can be used to directly promote conflict resolution and reconciliation.

In a post-conflict setting media outlets, such as radio stations, are often unable to meet the needs of diverse groups who have different expectations. This can result in their characterisation as biased or illegitimate, which threatens their ability to promote peace building.

If local media peace building projects are not seen to be impartial, they can be viewed with suspicion.

A lack of local involvement in the development and implementation of local media projects can reduce their effectiveness.

Local media projects in post-conflict settings face great challenges and will not necessarily result in immediate short-term changes.

East Africa – Tanzania and Uganda – following periods of political tension.	Community mobilisation (through the NGO Raising Voices) to counter violence against women (VAW).	Behaviour change communication Evaluation and evidence Multi-channel communications Participatory approaches Participatory media	Stand-alone awareness campaigns designed to address and change practices around violence are unlikely to succeed without a more systematic approach to addressing the social and cultural factors that drive violence. Community mobilisation can provide an alternative to media-based campaigns. Because they are more responsive and participatory they have a better chance of addressing the root causes of violence. Social mobilisation efforts should be realistic about what can be achieved and engage across communities and the institutions that support them systematically and over the long-term if change is to occur. Individuals can only sustain behaviour change if the communities around them support and endorse that change, i.e. social norms	Mobilising communities to prevent domestic violence holds promise, but presents many challenges such as over community ownership, as well as the length and complexity of the process.	Michau, L. (2007) 'Approaching Old Problems in New Ways: Community Mobilisation as a Primary Prevention Strategy to Combat Violence Against Women' In Gender and Development

			have to shift for change to be sustainable.		, Vol. 15, Issue 1, pp. 95-109.
			Assessing the effectiveness of long-term social mobilisation campaigns is challenging because it is often difficult to link activities to changes in community held beliefs.		
Post-conflict Sierra Leone, following the civil war (1991-2002) .	Use of media to promote peace building by SFCG through Talking Drum Studio (TDS) and Community Peace Building Unit (CPU) (jointly referred to as TDS).	Civic education Gender equality Media bias Multi-channel communication Participation Participatory media Sustainability planning	The success of C4D projects and the trustworthy reputation of development organisations can create problems, including dependency, sustainability and high demand. Many individuals and groups approach TDS for assistance with a wide range of issues and this places pressure on the organisation. TDS needs to educate people about the roles and responsibilities of other institutions, and where they can go to address their problems. Furthermore, TDS needs to implement processes to increase the capacity and confidence of people to conduct activities without support from TDS. An appropriate exit strategy for TDS needs to be developed to ensure the long-term sustainability of funded and supported initiatives such as community radio stations. A clear exit strategy will help staff and project partners to plan more effectively. Alliance partners must be chosen carefully to ensure that TDS's trustworthy and independent reputation is not jeopardised and that potential partners share the same values and visions and TDS. SFCG's activities in Sierra Leone increased accountability and transparency by exposing corruption practices, holding government officials and public figures to account, and fostering improved civil/police relationships that promoted the reporting of crimes. TDS programs have encouraged greater levels of inclusion and participation by all community members in local decision-making, in particular by providing spaces for women, children and youth to make their voices heard. Combining outreach work and media (live drama, video, radio) is a highly effective way to engage rural, largely illiterate populations and promote peace building.	SFCG's activities in Sierra Leone have been highly effective, with many benefits of an 'alliance building' approach. However, the success of programs have created some problems that may prove challenging regarding the preparation of an exit strategy.	Everitt, P., Williams, T., & Myers, M. (2004) Evaluation of Search for Common Ground Activities in Sierra Leone, Search For Common Ground (SFCG), Sierra Leone and Department for International Development (DFID), pp. 1-46.

Post-conflict Sierra Leone, particularly the 2007 elections.	Supporting free and fair elections through Department for International Development's (DFID) Promoting Information and Voice for Transparency on Elections (PIVOT) Programme.	Capacity strengthening Civic education Contextual constraints Culturally appropriate media content Digital divide Evaluation and evidence Gender equality Long-term commitment Sustainability planning Understanding the institutional context	Radio stations can help reduce practices such as the intimidation of female election candidates by broadcasting discussion programs that promote women's electoral participation and by providing information about the harassment of female candidates. Poor infrastructure, such as roads, and short project time frames can contribute to over-representation of urban district participants in radio programming. Some PIVOT initiatives could have been more effective if they were implemented earlier. It takes time to build citizens' confidence and promote behaviour change. Donors need to have a sound understanding of the political context in which projects are funded and the risks that may pose serious challenges to project success and participant safety. Given the cost of establishing CTN, a more sustainable option may have been to build up the capacities of an existing radio station rather than creating a new independent news agency. When donors provide equipment, funding and/pr deliver training this can create tensions between those who receive the benefits and those who do not. The maintenance of satellite equipment can be a frustrating burden in a country like Sierra Leone where replacement parts are unavailable and there are limited technicians. A weakness of the CTN (Cotton Tree News) radio programming was a lack of local language programs. This led some listeners to critique the stations for only representing Freetown and being inaccessible. The effectiveness of the 'Promoting a Culture of Equal Representation (PACER) project was hindered by staff changes within the partner organisations (Oxfam and 50/50), and a lack of clear project goals. These factors contributed to the slow	The impact of projects designed to promote civic education and participation in the lead up to elections can be maximised if planning and support starts early and delays are avoided. Coordinating a large project that involves multiple organisations poses numerous challenges – information sharing acts as a critical factor that influences the success of complex projects.	Hanson-Alp, R. (2008) Promoting Information and Voice Transparency on Elections (PIVOT): End of Programme Assessment, Department for International Development (DFID), pp. 1-20.

implementation of the project and its limited impact in its first year.

Post-conflict Liberia, following the country's emergence from protracted civil war.	Telecommunications policy in post-conflict setting.	Capacity strengthening Civic education Conflict reduction and peacekeeping operations Digital divide Evaluation and evidence Participatory approaches Telecommunications Understanding the cultural context	Conventional understandings of the process by which public policy is developed and implemented in nations like the US may not apply to developing countries, and in particular to post-conflict developing countries. There is a lack of studies that consider how the cultural context of post-conflict countries influences the policy process. International support played a key role in facilitating the creation and delivery of government policy in the Liberian telecommunications sector. In a post-conflict setting the legitimacy of the new government is often questioned and this can result in lack of support for government policies and regulatory bodies. During periods of political instability and/or violence people often operate with minimal governance. This can create problems post-conflict because people who are accustomed to self-regulation or minimal regulation may resist change. During conflict skilled workers may flee the country and this has an adverse effect on industries that are trying to re-build. In Liberia the lack of qualified personnel had a direct impact on data collection and policy analysis capabilities. In post-conflict settings elite actors play a greater role in policy processes than in stable nations. This can result in policies that represent the interests of elite actors and not the general public. Certain ethnic groups may have greater influence on governmental policy and be more likely to hold positions of power. When the policy process is not inclusive and participatory this can hinder the effectiveness of the policy.	Unique factors influence the policy process in developing post-conflict settings. A better understanding of these factors could improve the development and implementation of public policies in these settings.	Best, M. L. & Thakur, D. (2009) 'Telecommunications Policy Process in Post-Conflict Developing Countries: The case of Liberia' in Info: The Journal of Policy, Regulation and Strategies for telecommunications, Information and Media, Vol. 11, Issue 2, pp. 42-57.
Post-conflict	Radio talk-show –	Capacity	State-run media are often ill-prepared and equipped for the public	Engagement with state	Milligan, S. &

Nigeria – the Jigawa state - following the nations return to democracy.	Radio Hannu Daya – to encourage increased communication between government and electorate.	strengthening Civic education Edutainment Information divide Media bias State media Sustainability planning Understanding the institutional context	service role that they are expected to take in a democratic society. Funding deficits and a lack of capacity hamper the effectiveness of the support they can offer during democratic transition, i.e. in post-conflict states. State media can be slow (or unwilling) to reflect democratic changes in their media content in transition/post-conflict societies. Legislative reform of the media alone will not necessarily deliver change unless it is supported by meaningful capacity development. The rural poor are especially reliant on state broadcasting and many commercial outlets see little point in trying to reach such audiences. Effective civil society engagement with state broadcasters remains problematic in many contexts (due to domination by governing powers), in turn this can hamper the diversity of media voices available. There is a strong correlation between poverty and: (i) lack of electricity (i.e. power does not extend to poor remote areas); (ii) illiteracy; (iii) poor access to television and print media. In turn this places a particular emphasis on radio as a medium capable of reaching the poor. The introduction of a talk-show format to state media, one that addresses the role of government and its service delivery, helped to increase openness and accountability and allowed for greater diversity of voices to be heard. Donor supported C4D interventions may struggle to be sustainable when external funding is no longer available. Developing realistic sustainability and phase-out strategies are important to ensuring local ownership of initiatives in the long run. C4D initiatives need to consider the wider institutional setting when building capacity and skills and not just a focus on stand alone initiatives. Attention should be paid to complementary activities that help improve the organisation/institutional context for media	media can yield results in terms of shifting editorial practices and improving independence. Sustaining this independence remains a key challenge.	Mytton, G. (2009) 'From Mouthpiece to Public Service: Donor Support to Radio Broadcasters in New Democracies' in Development in Practice, Vol. 19, Issue 4/5, pp. 491-503.

freedoms.

Post-conflict Nepal, following the signing of the Peace Accord in 2006.	Use of media for community peace building by SFCG through Children Associated with Armed Forces and Armed Groups Program (CAAFAG).	Behaviour change communication Culturally appropriate media content Edutainment Evaluation and evidence Information divide Local ownership Participatory media Understanding the cultural context	Radio programs that incorporate local content and involve local participation in their production are more popular than centrally produced and disseminated programs. The incorporation of English terms and the use of formal and complex language in radio programs made the programs more difficult for Nepali children to understand and less appealing. Radio programs that use lengthy interviews and discussions may not be entertaining for children. Culturally specific or 'local' media forms, such as Dohori [a Nepali folk tradition of dialoguing through songs] can be an effective way to deliver C4D messages and promote community participation. In some regions, there may be no or limited access to FM radio coverage. This needs to be considered in the design of C4D projects that utilise FM radio. Children in the Dang districts were unable to access the radio programs, despite the fact that they lived in a designated project area. The availability of project material such as posters and cassettes and the organisation of project activities can vary widely across districts. The effectiveness of C4D interventions may differ greatly depending on the activities and materials available in each location, as such, generalisations about the impact of projects at the national level may be unreliable. The timing of radio programs needs to be carefully considered so that the target audience can be effectively reached. Sunau Bolau was broadcast in the morning, a time when children were often working or preparing to go to school and unable to listen to the program.	The CAAFAG did result in behaviour change, although the success of the project was mitigated by a number of factors. In particular, the use of cultural activities like Dohari was an effective way to deliver behaviour change messages and to initiate intergenerational dialogue.	Dahal, J., Kafle, K. & Bhattarai, K. (2008) 'Children Associated with Armed Forces and Armed Groups Program – Evaluation Report', Search for Common Ground (SFCG), pp. 1-53.
Post-conflict Nepal,	Peace building education	Behaviour change communication	Peace education programs for young people can also have positive impacts on the broader community.	Peace building education programs may have	Evans, R. (2008) 'The

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following the influx of refugees from Bhutan in the early 1990s.	interventions among Bhutanese refugees living in Nepal – namely the Bhutanese Refugee Children Forum (BRCF).	Conflict reduction and peace keeping operations Participation Participatory approaches Understanding the cultural context	The impact of peace education programs designed to encourage non-violence through 'empowerment' need to be empirically examined. It cannot be assumed that the skills and experiences gained through participation in these projects will necessarily be used to promote peace. Participation in peace building programs, such as the BRCF, and involvement in violent political activities, such as Maoist political activities, are not mutually exclusive. Young people who participated in the BRCF reported many positive impacts, including increased confidence and personal freedom, improved family relationships, and the development of new skills that could potentially earn them money. BRCF staff teach young children that they can play an active role in improving their community. Despite the BRCF's emphasis on peace education, some BRCF participants see political involvement, sometimes inciting violence, as a viable way to make these improvements. The disparities between international child rights norms promoted by the BRCF and Bhutanese socio-cultural values can create conflicts. Structural factors such as poverty, political instability and participants' refugee status limit the effectiveness of peace education projects designed to 'empower' young people in refugee camps.	unintended consequences. Young people can use the skills developed in these projects to campaign for violent political movements.	Two Faces of Empowerment in Conflict' in Research in Comparative and International Conflict, Vol. 3, Issue 1, pp. 50-64.
Post-conflict Sri Lanka - also drawing on studies from India, Indonesia and Nepal.	Participatory media content distributed through the e-Tuktuk mobile media platform.	Digital and/or media literacy Digital divide Information divide	ICT access and content creation by the poor can be characterised by exclusion, leading to voicelessness. Using participatory research techniques, trusted local intermediaries and relevant combinations of ICTs, initiatives can be optimised to promote inclusion and voice. Community access to and effective use of ICTs requires a systematic approach to building digital literacy among stakeholders	C4D interventions can reach out to marginalised communities with new and traditional communication technologies to harness the creativity of poor	Tacchi, J., Watkins, J., & Keerthiranthne, K. (2009) 'Participatory Content

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	Participatory approaches Participatory media	When considering the use of intermediaries used to link ICT initiatives to poor and marginalised communities it is essential that power dynamics and the potential for them to exacerbate exclusion is considered. An intermediary that is not trusted by the community will result in poor uptake of the ICT initiative by the community. Participatory media content creation does not necessarily lead to either voice or empowerment. There must be an audience for a voice to be heard, therefore in consideration of such interventions as they might relate to conflict reduction, it is important that an emphasis is placed on participatory dialogue and sharing, i.e. using media to bridge the gap between opposing sides and to build trust and ultimately dialogue.	people and help them to define and address their information needs. In doing so, this helps stimulate a great diversity of voices within communities and encourages local debate in issues that affect them.	Creation: Voice, Communication, Development' In Development in Practice, Vol. 19, Issue 4-5, pp. 573-584.

A focus on implementation factors

The conflict scenarios and intervention summaries outlined above help to locate the potential role that C4D can play in different conflict situations. However, this review is not overly concerned with establishing what specific types of C4D interventions 'work' in fragile states. This is for a number of reasons. First, conflict places severe restrictions on routine monitoring and evaluation processes and our source searches have revealed that there is a relative paucity of reliable quantitative impact data associated with C4D interventions in fragile states. Second, where quantitative data does exist, reliability is often constrained by a lack of independence from the implementing organisation, i.e. the norm is for self-assessment. The bulk of impact data associated with C4D interventions in fragile states resides in the arena of text and opinion content the quality if which is generally too low for inclusion in a systematic review. Because of this, the decision was made to exclude quantitative data in favour of qualitative sources. Our focus has been on securing the best quality evidence possible, mainly through selection of peer reviewed qualitative evidence and text and opinion sources with a demonstrable and rigorous methodology.

The examples highlighted in this review reveal that there is a wide range of potential C4D activity that could occur in any given context. The potential diversity of C4D interventions are such that attempting to comprehensively catalogue them all, or indicate explicitly, which should be employed in which circumstance is beyond the scope of this review. Further, there are inherent risks involved in linking a specific C4D activity to a specific issue or occurrence as this may lead to prescriptive solutions that are at odds with the opportunities or constraints presented in context. More typically, the specificity of interventions is driven by the principles that are employed by C4D practitioners and organisations. It is widely recognised by C4D practitioners that an approach to program implementation that is 'principle-based' has the best potential to yield sustainable outcomes.[19] Within this review our principal concern has been to highlight the various programmatic and contextual factors that either constrain or facilitate C4D initiatives in fragile states, many of which link to and inform a principles-based approach to communication. A list of generic C4D principles, derived from both qualitative research and textual evidence can include, but is not limited to:

a) The use of formative research to examine knowledge, attitudes and practices and to understand the information needs of people at risk in conflict situation, as well as summative evaluation that is learning-centred and feeds back in to program delivery;

b) Recognising that audiences/stakeholders are diverse and have different needs based on factors including gender, age and ethnicity, occupational category and socio-economic standing;

c) Understanding that diverse audience/stakeholder groups need information that specifically targets them; using popular media formats and multiple communication channels to ensure wide exposure to relevant information;

d) Prioritising behaviour change messages, i.e. messages that advocate an action or access to a resource or service, within communication;

e) Linking communication strategies to physical service provision and delivery, (i.e. humanitarian aid, security services);

f) Working with and through communities, community structures and local organisations (i.e. participation);

g) Advocating to positively influence key stakeholders and to help formulate a supportive policy environment.[19]

Turning to examine the contextual and programmatic factors that exert influence over C4D implementation in fragile states, this review highlights and discusses a wide range. These factors can influence effectiveness and, therein, outcomes in both a positive and negative sense. To a degree, these factors replicate, but also substantively expand upon prior literature reviews that have focused on C4D implementation factors in the context of HIV communication and prevention.[12,13] The factors identified in this review fall into a number of broad categories or factors that can be further refined to reflect: (i) interventions and/or approaches; (ii) facilitators; (iii) obstacles; and (iv) outcomes. These categories (which are reflected in the intervention maps above) help to make sense of the various factors identified in this review and whether they have a positive (i.e. help facilitate) or negative (i.e. present obstacles) influence on C4D implementation and the associated outcomes. While the range of factors is significant, this discussion also seeks to apply a realist lens to the findings to ensure that they are relevant to C4D practitioners.

Table 9: C4D factors Identified from the review

Interventions / Approaches	Facilitators	Obstacles	Outcomes
- Behaviour change communication (BCC) - Capacity strengthening - Civic education - Edutainment - Participatory approaches	- Culturally appropriate media content - Understanding the cultural context - Understanding the institutional context - State media - Telecommunications - Multi-channel communication - Participatory media - Sustainability planning - Long-term commitment - Building digital or media literacy - Gender equality - Local ownership - Local participation	- Contextual constraints - Digital divide - Information divide - State media - Media bias - Hate media - Weak evaluation and evidence	- Conflict reduction, peacekeeping, reconciliation

There is little value in presenting an ideal-typical list of factors or model of C4D intervention without discussing what is practical, pragmatic and realistic. This is especially relevant when the nature of fragile or conflict-affected states tends to constrain C4D implementation in very specific ways. For example, arguing for the promotion of better research on communication contexts during periods of open conflict would present acute problems associated with researcher safety and efficacy that need to be clearly identified. Accordingly, each of the factors and related findings identified through the process of data extraction and synthesis is outlined in detail and is then subject to realist assessment of its relevance to C4D practice, including any identified gaps.[16] The realist assessment was undertaken by C4D practitioners (Power and Friguglietti) and provides commentary on the conceptual, programmatic and logistical aspects of each identified factor. In turn, this assessment points the reader to a number of alternative sources not identified through the formal search and selection process used in this review. For ease of access and referral the discussion of the programmatic and contextual factors identified in this review are presented in table form (see Table 10), together with how they have been interpreted using a realist assessment.

Table 10: Review findings and realist interpretation

	Systematic Review Findings	Realist Interpretation
Interventions and/or approaches	**Behaviour Change Communication (BCC)** - C4D initiatives in fragile states may benefit from taking a behaviour change communication (BCC) approach, i.e. an approach that advocates and demonstrates an action that is achievable. Evidence suggests that: (i) participatory media can be effective at promoting behaviour change such as violence/conflict reduction within fragile states (though implementation may be hampered by conflict); (ii) behaviour change requires wider community support if it is to occur (individuals cannot shift collectively held norms); (iii) a focus on behaviour change demands a rigorous approach to formative research, pretesting of outputs, as well as the evaluation of clear and measurable goals (though all of these may be difficult to achieve in a conflict scenario); and (iv) media content that lacks a clear BCC focus can harden attitudes because no clear actions may be advocated, i.e. problematising issues without offering solutions.	**Conceptual** - The BCC approach has conceptually evolved from health promotion frameworks where desirable behaviours are often predefined and are relatively more predictable than the behaviours associated with thematic areas like governance or conflict reduction. It is also problematic in some cases, as BCC approaches may not always be especially participatory, with desirable behavioural outcomes often being predefined as part of the intervention, i.e. smoking cessation. Consequently, it is essential that any interventions targeting behaviour change undertake rigorous situational analysis.[20] Additionally, the literature is still lagging behind both in terms of our understanding of media effects and impact evaluation of BCC. This problem may be further aggravated, because the theoretical models are more 'evidence-based' than 'practice-based' (see Crosby and Noar 2010).[21] **Programmatic** - At the programmatic level, there needs to be a consideration of whether BCC is thematically and contextually attuned to programs in different areas like governance, sustainable livelihoods or humanitarian response. Also, for lasting behaviour change to occur community support is essential. Undertaking behaviour change interventions in its absence is unlikely to yield positive outcomes. **Logistical** - BCC presupposes change and not necessarily reinforcement of existing systems or practices. This can be challenging, particularly in the context of a fragile state that is already in the process of transformation. Further, behaviour change communication should not promote desirable behaviours that are not supported by corresponding improvement in service delivery or which may create artificial demand where the goods or services are not available in a fragile state scenario. This could result in exacerbation of conflict.
	Capacity Strengthening - of the media and communications sectors in post-conflict contexts can help strengthen professionalism, independence, reduce bias and self-censorship. Evidence associated with capacity strengthening includes: (i) conflict can lead to a brain-drain	**Conceptual** - The requirement to provide capacity strengthening that is inclusive and broad based can often manifest itself in a very heterogeneous client base. For example, it is often counter-productive to mix senior veteran and junior journalists not only for pedagogical

within media, IT and research sectors leading to skills deficiencies during post-conflict reconstruction; (ii) training of trainers programs help to strengthen capacity in post-conflict scenarios; (iii) journalism training is critical to helping ensure the neutrality of the media and should be comprehensive and long-term; (iv) capacity strengthening needs to occur in tandem with policy/legislative change; (v) capacity development should build on what is already there (i.e. existing media) rather than try to create new institutions; (vi) capacity strengthening should be as inclusive and as broad based as resources allow; and (vii) capacity strengthening efforts should take into account safety and other contextual constraints that may affect implementation.

reasons, but also to acknowledge the boundaries of hierarchy in traditional societies that may exist. Segregating the less experienced can often give licence to younger participants to be more expressive in-group learning situations.

Programmatic - Despite capacity strengthening programmes, a study of 400 journalists across 20 countries in Africa conducted for the International Food Policy Research Institute (www.ifpri.org) to help foster more and better coverage of development issues uncovered a plethora of barriers to journalists. These included poor access to experts, data, transport facilities, low salaries and bribery. These factors are likely to be exacerbated in fragile states and conflict and post-conflict environments. However, the greatest barrier to journalists producing content they might not have otherwise produced is editorial sanction, which is likely to be highly sensitive in politically sensitive contexts. Greater success is achieved when both the editors and their journalists participate in the capacity strengthening initiatives.

Logistical - In many fragile states, the majority of the population lives in rural areas, often served only by state radio and/or television. This is often where the need for a diversity of voices and perspectives is greatest. However, the challenge of providing capacity strengthening programmes to media practitioners working in remote areas should not be underestimated, in terms of security, logistics and costs. Further, professionals in senior positions will often be resistant to attending a session that is positioned as 'building skills or capacity', as it is assumed that they already have the skills necessary to fulfil their duties. A seminar or dialogue would be deemed more appropriate. In addition, the venue for the seminar or dialogue must be perceived as sufficiently high status. Otherwise, this may also prove to be a barrier to attendance.

Civic Education - Evidence suggests that civic education can increase political knowledge, participation, tolerance, national identification and help to reduce violence, as well as increase government transparency and accountability. Changes in norms and values associated with democratic political shifts (i.e. women's right to vote) can occur quickly. Civic education programs in fragile states are most effective when: (i) spread across multiple media channels; and (ii) contain a social mobilisation or community dialogue component to extend the reach of key messages. Finally, new ICTs (such as mp3 players) can be effective

Conceptual - In some countries the terms accountability and transparency do not directly translate in local languages. This can create challenges in communicating these concepts at the country level. In more closed societies or where freedom of expression is severely restricted, it is imperative to be more innovative about ways of connecting with hard-to-reach populations (be they hard to reach for cultural, religious, political, ethnic, linguistic or security reasons). New media are often the only solution to sharing information.

	at delivering civic education to remote populations in areas where poor media and communications infrastructure exists.	**Programmatic** - The work of the Small Media Foundation (SMF) to foster otherwise restricted cultural spaces in Iran is exemplary. Because of the repressive state control of cultural spaces in Iran, SMF has designed programmes that are delivered digitally.[22] Elsewhere, in Cambodia an AusAID Independent Review has shown that radio talkback programs on state provincial stations have increased community dialogue. These programs are supported by ABC International Development and implemented in partnership with the Provincial Department of Information. Citizens are free to call in and pose questions on any subject related to provincial development. Prior to the introduction of talkback, there was no platform to ask such questions to government. **Logistical** - SMF have employed the Internet as the vehicle to deliver their programmes. Despite the government censorship, the high level of internet penetration in Iran has enabled SMF to provide human rights content and banned literature to networks of information brokers throughout the Persian blogosphere.[23] However, there is a constant challenge to maintain the content online and to avoid state blocking of websites and discussion forums, not unlike the satellite jamming of broadcast signals for traditional media.
	Edutainment - The use of edutainment (programs that mix education with entertainment) in fragile states is effective because: (i) it helps to increase collective social action and self-reliance (edutainment typically highlights problems and solutions that can be acted upon); (ii) it can help promote conflict resolution, reconciliation and social trust between opposing groups; and (iii) it can help to increase openness, accountability and the diversity of media voices (by offering a platform via which people can speak or sensitive topics can be aired).	**Conceptual** – The Audiences in the Developing World reports a high value on educational content provided via mass communication channels. The creation of a genre that combines entertainment and educational content in many developing countries may be highly specific, i.e. may mix a variety of popular genres, the design of which can be informed by detailed audience research. **Programmatic** - The entertainment component can be a soap opera or drama, a reality show or music, the appeal of which is often defined by the popular mainstream genres among audiences in different cultural contexts, i.e. if radio drama is highly popular in any given context then an educational radio drama is likely to appeal to mass audiences. **Logistical** - The challenge of creating content that will have mass appeal and compete for audiences with other popular television, radio and increasingly online entertainment education programmes, should not be underestimated. Breaking through the clutter in competitive media environments is not easy. In addition, language and cultural

		differences between opposing groups may make it challenging for such groups to be featured on the same program and therein promoting a conflict resolving dialogue may be difficult.
	Participatory Approaches - C4D initiatives that use participatory approaches/methods are more effective at changing knowledge, beliefs and behaviour because they have a better chance of understanding and getting to the root causes of conflict and violence. Participatory approaches can also help to bridge digital and information divides and leads to more inclusive policy processes.	**Conceptual** - To the extent that participation is linked to the notion of a community, particularly a situated community, where 'members have a communicative and dialogic relationship' then we believe these approaches can be problematic. There is a twofold challenge: the nature of how groups define and label themselves according to the socio-historical conditions at a particular historical moment is fluid; also, while the majority of the population in most conflict and post-conflict environments lives in rural settings and not cities, the scale and reach of a community in urban and semi-urban places is less clear. Consequently, participation in an era of global connection may imply digital communities of bloggers as much as grounded and bounded communities. **Programmatic** - Participatory approaches can be resource intensive and require considerable research capacity to be mobilised. Also, participation is never equal and program managers need to be aware of power dynamics within groups. Further, participation can be forced or be seen as a requirement, which can undermine the very purpose it was designed to serve, i.e. greater community inclusion. See section on mediated community engagement in Manyozo (2012) People's Radio: Communicating Change Across Africa. Penang: Southbound.[24] **Logistical** - Significant resources are often required to sustain long term and meaningful ownership of C4D activities at the community level. The availability, especially of the skilled human resources, necessary to maintain community participation levels may be problematic in open conflict situations in which community involvement in C4D initiatives often gives way to the pressing demands of communicating humanitarian information.
Facilitators	**Culturally Appropriate Media Content** - Culturally appropriate media content, i.e. content that links to social and cultural norms and local understandings of conflict dynamics will tend to have a greater impact. Supporting local or culturally appropriate media content does not mean that such content is in any way contrary to development goals or	**Conceptual** - There are at least two important dimensions to the hegemonic nature of cultural appropriateness in terms of implementation of interventions. First, it is more useful to regard appropriateness as a continuum rather than as an absolute state, as the aims of the intervention may require a challenge to what is culturally

outcomes, rather it is an effective strategy for getting messages across and increasing their level of community acceptance. Media content can be enhanced and made more culturally appropriate by: (i) listening to local media professionals and audiences; (ii) using local/vernacular language; (iii) ensuring that time and budget is allocated to enable production values to focus on cultural propriety; (iv) ensuring that initiatives understand the needs of their audiences and the styles of content they prefer; (v) considering the use of specific local communications genres/forms; and (vi) incorporating local voices/input into production.

sanctioned rather than adhering to cultural norms. Second, as is often the case with culturally appropriate attitudes and behaviours, including domestic violence, their appropriateness is often gendered and will require a different approach for men and women.

Programmatic - It is critical that the content is tested with audiences before it is broadcast. The content must be tested not just for the positive intended messages, but also for any unintended negative messaging which may have severe consequences for the credibility of C4D programs. This is also particularly important for testing different genres and formats. In the case of drama, testing how audiences interpret the characters and plots/subplots can help predict the outcomes from such programs.

Logistical - There can be potential conflicts between production and research if the process of testing outputs and formats is not well managed. It is important for production staff to be engaged and aware of the process involved and have an in-depth understanding of the value of pretesting outputs. Further, testing may be problematic in contexts experiencing open conflict.

Understanding the Cultural Context - Developing a detailed understanding of the cultural context of fragile states, why conflict occurs, how it is reduced and how best to communicate with the public, is essential if C4D initiatives are to be effective. Detailed evaluation of: (i) media practices and preferences (such as times to listen/view); (ii) information use, needs and access; (iii) ICT/digital divide issues; (iv) gender equity in information access; (v) social and cultural constraints to potential behaviour change; (vi) the role of elites in constraining change; (vii) mechanisms to promote community participation; (viii) the relationship between and perception of peacekeeping interventions; (ix) structural drivers of conflict such as poverty or lack of resource access; and (x) local interpretations of human rights. The presence of open conflict may make such data collection problematic and points to the need for early intervention, during latent or pre-conflict stages to obtain the data necessary to begin early implementation of C4D initiatives.

Conceptual - In conflict or post-conflict environments, there are three important challenges that are particularly salient for formative research efforts. First, there is often little secondary data available to draw on in terms of population characteristics and behaviour patterns. Second, there can often be large variations among sub-populations, which can be eliminated when data from different groups or regions are aggregated. Third, conditions tend to be dynamic and populations may be forced migrate. During such times access to information sources tends to be subject to information technology infrastructure such as transmitters and signals being available in different areas.

Programmatic - It is important to create outputs that are responsive to the immediate and evolving needs of audiences, and that are not static and prescribed.[25]

Logistical - Creating feedback mechanisms from communities back to central communications hubs will assist in monitoring changing situations and conditions and more effectively provide up-to-date insights on the cultural context. Large-scale time consuming

		population-based research endeavours may not be practical or efficient in conflict affected contexts.
	Understanding the Institutional Context - Understanding the institutional contexts that support or constrain the effectiveness of C4D initiatives in fragile states is critically important. Supporting capacity development of the media without working to free the legislative or regulatory environment may be counterproductive. Further, in conflict situations the institutional context may not be one of formal government, therefore analysis of institutional actors can play an important role in mitigating challenges and constraints. However, the security situation during open conflict may make institutional assessment problematic.	**Conceptual** - There may be an absence of an institutional force or body that can both inhibit and facilitate implementation of C4D initiatives. This may be a temporary situation that will change as conditions improve or may develop into a more semi-permanent state of dysfunction. **Programmatic** - It may be valuable to design activities and a supporting infrastructure that is sufficiently versatile to adapt to changing circumstance and to the requirement of institutional bodies. For example, in a situation in which information technology infrastructure has been destroyed, working with institutional partners to allow for the rapid deployment of emergency radio broadcasting services to provide essential humanitarian information to the public becomes a priority. **Logistical** - It may be possible to work outside the institutional requirements of the nation state if one is working outside of the borders of the country. This is often the case with radio stations in refugee camps, whose outputs can be received by citizens living inside the borders of the more fragile state (e.g. Somaliland, Puntland and Burma).
	State Media - State media have a key role to play in reaching remote and poor populations, often through radio broadcasting and may serve both as a facilitator and as an obstacle. Despite this, civil society groups often find it hard to access airtime leading to concerns that state media are not fully representative of the full diversity of opinions that may be present in any given context.	**Conceptual** - There is often an inherent contradiction in working with state media. On the one hand, the national infrastructure is in place to reach the entire population of a country. On the other hand, state media often only reflect the interests of the capital city or other urban centres where it is feasible and affordable to have reporters. The views and interests of rural populations are often neglected on state media. **Programmatic** - It is often the case that the audience for state media are older, literate and male. This demographic profile may not match the requirements of a C4D initiative in a fragile state in conflict or post-conflict conditions. Further, state media may lack innovation in programming and could attract a more diverse audience through innovation in program genres. **Logistical** - There may be challenges in working with the State if there is a lack of mutual trust and respect between the state media and civil society groups. There is a greater need to work in partnership with the

			State, including the state media, to ensure that existing systems can be strengthened within fragile states.
		Telecommunications - Telecommunications can play an important role in C4D interventions in fragile states because they often have high penetration rates (but services may be prone to disruption during periods of conflict). International support can help post-conflict societies build the policy and legislative environment (preferably pro-poor) and it is noted that new ICT or telecommunications initiatives such as telecentres may be hard to sustain and are often not competitive with the private sector.	**Conceptual** - telecommunications, as a key facilitator of access to the internet and social media during the Arab Spring, are understood to play a critical role in networking, in mounting a challenge to rights abuses and also in organising armed groups. Increasingly, telecommunications tools and options are being integrated into mainstream C4D approaches as a vital information channel. More than any other ICT, telecommunications and especially mobile communications help to foster national and international connections, dialogue and real-time interaction.[26]

Programmatic - While significant use has been made of telecommunications and things such as smart phone applications in areas such as health, their use in conflict reduction and peace-building is not as well evidenced. Further, access to and ownership of mobile phones is reaching saturation levels in many developing world contexts and is a medium (i.e. mobile internet content and social media use) that is far harder to control and regulate than traditional terrestrial media such as radio and television.

Logistical - Infrastructural access is critical if C4D interventions are to make effective use of telecommunications, yet in many contexts telecommunications systems remain the monopoly of governments. Ensuring state cooperation may be difficult. In contexts in which multiple commercial service providers exist, working out effective partnerships and ensuring low or no cost access to things such as SMS can positively impact on C4D programs. SMS can provide instant access to significant portions of the population and have become an important tool in disaster preparedness initiatives, i.e. via Tsunami alerts. |
| | | **Multi-Channel Communication** - In fragile states C4D initiatives are more effective if they utilise multiple communication channels (i.e. interpersonal, participatory, traditional mass media, new ICTs). Evidence demonstrates: (i) higher levels of impact in addressing the social and cultural factors that drive conflict when using multiple channels; (ii) additional impact when communication is linked to service provision, i.e. weapons collection or the establishment of police/security | **Conceptual** - It is important to map how communication flows within different areas i.e. not just considering what the multiple communication channels are, but also taking into consideration how these channels can be best synergised to communicate new messages or reinforce existing messages. There is a lack of conceptual clarity around the roles that different media can play in different contexts or regions within the same country. |

	services; (iii) effectiveness at including/reaching illiterate populations.	**Programmatic** - While multiple communication channels are employed, it is imperative not to assume that all citizens will engage with all channels in a consistent manner. Consequently, it is valuable to understand the conditions under which certain groups will benefit from a variety of sources and vehicles, while others will have none. **Logistical** - Consistency in amount and frequency of exposure to multiple channels is difficult to capture empirically and understanding the interaction effects between different information vehicles and formats is even more complex. Mapping this interaction is possible in latent conflict scenarios, but is problematic in open conflict situations when normal research infrastructure may be severely disrupted and research itself may be a hazardous activity.
	Participatory Media - Participatory media (such as street theatre, role playing, video, social mobilisation, local media genres) can be effective in stimulating community dialogue and in reaching marginalised groups (especially those who may be illiterate). When considering the use of participatory media in fragile states: (i) face to face communication may be difficult and risky to undertake depending on the intensity of conflict; (ii) it should be recognised that it is only going to be effective if there is an audience for it or it stimulates some form of dialogue; and (iii) it is important to be holistic when approaching participatory communication efforts and engage across as many community groups and institutions as possible to help generate a more meaningful dialogue.	**Conceptual** - The self efficacy potential of participatory media is great and the challenge is to create an experience that can benefit from a multiplier effect and one that does not require the physical intervention from the original source. **Programmatic** - Facilitating an understanding of one's potential as an information disseminator to others may be the greatest achievement of participatory media, i.e. the possibility that the citizen/consumer becomes the messenger. **Logistical** - Scaling up participatory media activities in terms of numbers of people reached and the breadth of geography covered is always difficult. This is especially so during periods of conflict when severe risk may accrue to people trying to promote participatory media initiatives.
	Sustainability Planning - C4D initiatives in fragile states are heavily reliant on external donor funding. Initiatives should: (i) be realistic about the outcomes that can be achieved in terms of conflict reduction, peace-building or civic education; (ii) be realistic about what is and is not sustainable (i.e. emergency humanitarian information interventions are not designed to be sustainable over the long-term) and engage in more rigorous sustainability planning with the local media and information sectors; (iii) develop comprehensive phase-out strategies designed to	**Conceptual** - The imperative is to be specific and precise about what is sustainable by whom and among whom. The nature of C4D interventions, especially in open conflict situations, is not geared towards sustainability. **Programmatic** - A mentoring and succession-planning programme will increase the likelihood that the technical skills elements of C4D interventions will be sustained after the programme has ended.

	build ownership and the resourcing of initiatives with local partners; (iv) take a long-term approach as problems may arise when a phase-out is too rapid (which may lead to a collapse of media/information quality); and (v) work to build on existing institutions, rather than seek to develop new ones.	**Logistical** - Often the language in project documents and logical frameworks is vague and general, leading to little ownership and accountability in terms of the goals for sustainability, for succession or phase-out.
	Long-term Commitment - C4D initiatives have more potential to generate positive impact if they are implemented over the longer term. Longer project timeframes enable implementers to develop strategies for including difficult-to-reach populations and enables them to build trust with communities.	**Conceptual** - It is important to gauge the necessity of a long-term commitment and the appropriate format or vehicle to deliver information based on the objectives of the C4D intervention. Longer-term interventions have better potential to build capacity, but may be best suited to latent or post-conflict situations. **Programmatic** - Again, depending on the nature of the objectives, a long-term commitment may be appropriate in order to repeat C4D interventions over a period of time for different populations or as an evolving C4D effort for the same population. **Logistical** - A long-term commitment to C4D in conflict-affected contexts may require the rebuilding of capacity, i.e. it is common for highly skilled media professionals to migrate. Also longer-term interventions would need to be able to respond to the changing information needs of various groups, i.e. using public service announcements directing citizens to food supplies in post-conflict zones will require a different strategy over time in comparison to a C4D initiative supporting peace and reconciliation between warring tribes in a post-conflict phase.
	Digital and/or Media Literacy - C4D initiatives in fragile states need to assess the degree of digital and/or media literacy present within context before engaging in implementation. Building digital/media literacy can play an important role in: (i) familiarising communities with the role and value of new technologies; (ii) building awareness of new services (such as telecentres); and (iii) countering hate media/speech. Community intermediaries can play an important role in building digital/media literacy for excluded groups.	**Conceptual** - In order to leverage the potential of digital and media literacy, it is imperative to integrate the literacy programmes within the lager media landscape and to understand how to complement existing resources and needs. Digital and media literacy in isolation or in a vacuum is of limited value. **Programmatic** - While C4D interventions may need to build digital or media literacy, they can also take their lead from rapidly emerging literacies. For example, social media usage in certain contexts may start to dictate how media development/C4D practitioners can utilise such a phenomenon as a C4D tool. More understanding is needed in this area as there is a tendency to use social media in a way that complements

		more traditional forms of media. **Logistical** - Building digital and media literacy in contexts experiencing conflict requires sustained efforts to train significant sections of the population in using ICTs. Conflict disrupts infrastructure and may make such interventions problematic unless they are very well designed and targeted.
	Gender Equality - C4D initiatives in fragile states that target aspects of gender equality can positively affect collectively-held social norms leading to increased empowerment, such as electoral participation for women. Gender-focused C4D initiatives are more effective when they: (i) are implemented over the longer-term; (ii) reduce the potential for self-censorship (of media content developed by women); (iii) undertake holistic gender analysis (of gender norms, gender bias in media content and gender-based social constraints to media access and use); and (iv) ICTs are designed specifically for women's use (i.e. styled to detract male use). In addition, the development of gender strategies can help more broadly focused C4D initiatives to address any gender inequalities that they may face or inadvertently create.	**Conceptual** - Gender equality has inherently different implications for men and women and these distinctions need to be reflected in the design of C4D interventions and programmes.[27] **Programmatic** - In particular, programs that focus on improving conditions and guaranteeing rights of women may meet with greater resistance from men and will require community level grass roots intervention to reinforce the underlying assumptions of gender equity, as well as the basic information being delivered. **Logistical** - Access to the voices of women and participation by women in media production may itself be challenging in some of the more traditional cultures. Issues of self-efficacy must be taken into consideration as part of gender equality programs, i.e. the level of self-belief that people have regarding the potential to achieve change, which may be weak for women in certain contexts.
	Local Ownership - Working to develop a high degree of local involvement and ownership over C4D initiatives can: (i) lead to social changes above and beyond the immediate scope of the intervention; and (ii) increase community dialogue and self-reliance.	**Conceptual** - Internalising an understanding of and appreciation for C4D initiatives is optimal, but not easily achieved. Defining the meaning of 'local' is also problematic and raises questions about the reference groups with which citizens self-define, i.e. is an internet community local? Also, in crisis situations interventions often occur without any sense or possibility for ownership. They are driven by necessity, i.e. humanitarian information interventions. **Programmatic** - Initiating dialogue is difficult and verifying the extent to which it has happened in a consistent manner is also challenging. In latent and post-conflict situations ownership over C4D initiatives has more potential and is in fact critical to successful outcomes, i.e. a lack of ownership and involvement in peace-building initiatives is unlikely to deliver peace.

		Logistical - Delivering programmes at scales that have a local quality is resource intensive and may only be achievable with specific homogeneous groups to whom specific content is directed. Building a sense of ownership in small-scale initiatives is more realisable. Local ownership implies something beyond just participation, it reflects the directing and implementation of initiatives, which again may be difficult to achieve in conflict-affected states.
	Local Participation - Local participation in C4D initiatives in fragile states: (i) helps to reduce conflict and violence by building ownership over both the problems and the processes C4D initiatives advocate for their resolution; (ii) builds bonds between opposing groups; and (iii) may be more effective in areas that are more secure (as conflict may make local participation problematic). While local participation increases effectiveness some participants in C4D initiatives may continue to use violence to pursue their goals.	**Conceptual** - Participation is considered an essential component of development practice and is aspired to in C4D interventions. In its own right participation is a measure of success in that it reflects activity. Over-zealous practitioners can also force participation upon communities because promises of participation have been made to funders. **Programmatic** - Participation needs to be managed carefully if it is to be effective. Participation requires excellent formative assessment of the actors, structures and dynamics associated with conflict and C4D initiatives should encourage increased participation and contact between opposing groups only when suitable levels of trust have been built. Some C4D initiatives, especially in conflict affected areas may not encourage or require participation, rather they may advocate an action or behaviour. **Logistical** - Effective participation in C4D initiatives is difficult to achieve on a large scale, requires human resource capacity to undertake facilitation and is difficult to assess in terms of impact and/or quality.
Obstacles	**Contextual Constraints** - Contextual constraints including conflict, poor infrastructure, lack of media coverage, lack of government services, the presence of conflict and geographical remoteness may affect the implementation of C4D initiatives in fragile states and need to be ameliorated where possible.	**Conceptual** - It is widely recognised that in order for C4D and BCC practice to be effective, it is necessary to understand and work through a wide range of contextual constraints that may inhibit access to information, use of a technology and so on. In turn, this again prioritises the role of formative research in C4D design processes. **Programmatic** - In a recent study of media habits in Burma, The BBC Media Action report that in terms of access to information, there were marked geographical information divides.[28] Urban youth used multiple information sources, including Facebook, TV, print

		journals and some radio to get news. By contrast, in rural locations, sources of news were much more limited: radio, TV and word of mouth. When the research team asked about ten recent news stories, in some rural communities, most people had heard nothing about them at all. This reinforces the need to both understand and work through those constraints that can be offset through program implementation and delivery. **Logistical** - It is important to recognise that not all contextual constraints can be addressed. Some are of a scale, i.e. lack of IT infrastructure, which may be hard to address through C4D programs and may be a job for post-conflict reconstruction. Further, it is important to be attuned (through research) to the resourcefulness of citizens and their ability to overcome the challenges of a limiting political and media environment. In a recent report on media use in North Korea, citizens demonstrated very creative ways of copying broadcast content onto DVDs and smuggling them into the country to share with their family and trusted friends. Undertaking the necessary detailed formative research to fully understand constraints may itself be constrained by the nature of the conflict, i.e. open conflict.
	Digital Divide - Digital divides exist within communities that may exclude the very young, the old, women, ethnic, linguistic and religious minorities, the remote and the poor from accessing and using new digital information and communication technologies. The use of new ICTs in fragile states suggests: (i) the matching of information needs of the community to cost effective and appropriate ICT provision (new technologies may not be the most effective or popular channels for communication, especially in conflict scenarios); (ii) the raising of ICT literacy to ensure effective use; (iii) raising awareness of the availability of community services such as telecentres; (iv) that attention is paid to linguistic diversity to ensure linguistic minorities are included; (v) donor-supported or state ICT initiatives should be cost-competitive with local alternative services; (vi) ICT and communications policy/legislation that is context specific, i.e. not policy that is transplanted from Western to non-Western contexts; (vii) the use of trained community intermediaries to raise ICT literacy and enhance digital inclusion; and (viii) ensuring there is enough technical human resource capacity to maintain equipment.	**Conceptual** – It is widely recognised that digital divides are driven by poverty and inequality and drive aspects of vulnerability and risk, i.e. those that are associated with a lack or inadequacy of information. Addressing the inequalities associated with digital divides has become a critical feature of C4D interventions more broadly. **Programmatic** - Addressing aspects of digital divides is not often associated with C4D initiatives in conflict situations, and interventions tend to rely on the dominant, easy-to-access media and communication channels that are available. This should not result in a stifling of innovation. New communication technologies have worked well in remote contexts where traditional media may not reach. **Logistical** – Raising ICT literacy, addressing infrastructural concerns and ensuring the adequate human resources to help overcome digital issues remains problematic in open conflict situations. In latent and post-conflict/reconstruction scenarios, addressing digital divides can give a boost to dialogue and community engagement and help promote conflict resolution/mitigation.

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	Information Divide - Information divides are evident between sections of any context or community based on: (i) poverty (which manifests itself in terms of a lack of access to services such as electricity); (ii) remoteness (and a physical lack of coverage of media and difficulties in distributing information materials); (iii) illiteracy; (iv) leading to a lack of access to or exclusion from information, (v) a lack of access to or exclusion from traditional as well as new ICTs; (vi) a lack of information and media content in minority languages. In contexts characterised by information divides, community-based intermediaries and the use of participatory media can play a role in fostering greater information equality and inclusion for marginalised groups.	**Conceptual** - Access to a platform or source does not guarantee access to information; and access to information does not guarantee access to quality or relevant information; and access to quality or relevant information does not guarantee that it will be acted upon.[29] **Programmatic** - In the case of media and technology, it is important to distinguish between those who have access and those who own. High levels of group listening to radio and viewing of television, use of Internet cafes, and pay-as-you-go customers rather than mobile subscribers can lead to dramatic underreporting of access to a source of information or a platform. Second, it is valuable to know whether access occurs in a public versus private space. Similarly, it is valuable to understand the context in which the information source or platform is accessed. Certain information may be culturally or politically sensitive and may not be appropriate for dissemination with strangers. For example, family planning content may be more comfortably consumed by parents without their children or by young people without their parents. Third, access may be restricted at certain times because of electricity cuts or because of weak signals. Access to a platform or source of information may be interrupted at certain times of the day. For example, not all radio stations broadcast 24 hours every day. Finally, signals may barely reach remote areas, with the result that the audio or video content is not comprehensible. Finally, identifying the medium of access is important, recognising that, in the context of convergence, citizens may be using one medium to access the content originated from another. With the rise of technological convergence, it is imperative to establish the platform where the medium is accessed. For example, is the citizen listening to radio on her radio, on the Internet, or on her mobile phone? **Logistical** - In a recent study of citizen access to information in Papua New Guinea, commissioned by ABC International Development, there were significant differences in access to information across different provinces largely attributed to either the absence of a transmitter or an inconsistent or low quality broadcast signal.
	Media Bias - Media bias is a fundamental issue affecting both pre-conflict, conflict and post-conflict states. Media bias is: (i) evident in fragile states in which media is divided along ethnic lines; (ii) often	**Conceptual** - Bias manifests itself in the media in various forms and it is valuable to identify the range of biases that may exist within the same system, media organisation or media channel. More important are the

difficult to counter within the media of post-conflict or transition states and in regulatory bodies (which may favour elected governments); (iii) prevents a diversity of voices and opinions being aired. Reducing media bias requires: (i) long-term support and capacity development with both media professionals and regulators to establish functional and independent public service/interest broadcasting; (ii) careful choice of trustworthy partners; and (iii) the development of high quality impartial media content.	structural relationships between the media entity and other socio-political forces within the political economy of a country that requires or, at the very least, passively permits such biases to persist. **Programmatic** - A classification of media biases and illustrative examples of each can be useful to understand the extent to which they pose a problem to the credibility or effectiveness of a C4D initiative. For example, is a media entity actively promoting one position over another? To what extent is information consciously withheld from the citizenry? How pervasive is self-censorship at the organisational and practitioner level? **Logistical** - It is important to identify the spectrum of perspectives or diversity of voices that one would expect in theory, compared with the reality, and to identify what is reasonable to achieve within the constraints of the proposed C4D initiative.
Hate Media - C4D initiatives in fragile states need to consider the role of hate media and speech and its role in inciting violence, conflict and genocide. Radio has historically been the principal channel for hate speech. When considering hate media and speech it is important to: (i) have a comprehensive contextual understanding of conflict; (ii) enable hate speech to be countered through media/communication interventions; (iii) enhance media literacy so that audiences can identify and reject hate media and speech; and (iv) identify and address hate speech in media regulation and legislation.	**Conceptual** - Abdi and Deane's Policy Briefing on the role of the media in the violent aftermath in the Kenyan elections in 2007 is valuable here.[30] The authors address the claims facing local language media that it has fanned ethnic hatred and incited violence; the role of community media and an examination of why there is not more of it given its social role; the role of the mainstream media and examining claims that it has become politically co-opted; an examination of claims that blogs and SMS text messages were used to inflame tension and incite ethnic hatred; the role of the government media, and the claim that a more credible and independent public service broadcaster could have done much to shape a more constructive tone in national debate; and the role of the international media. **Programmatic** - In order to address hate speech, it may be more effective to work with the communicators of hate speech within their channels to challenge their assumptions, rationale and legitimacy and leverage access to their audience. Countering hate speech on alternative sources may not always reach the same target group. **Logistical** - Hate speech is often validated through stereotypes of out-groups and these pre-conceptions are difficult to change. Counter-stereotypes are one strategy to challenge general assumptions about out-group members.

	Evaluation and Evidence - The evidence base associated with many C4D interventions in fragile states is relatively weak and many studies are unreliable (i.e. they are performed by the implementing organisation and potentially biased). The evaluation of C4D initiatives in fragile states may not yield expected results in the short term and tracking change over the long term is problematic as it is often difficult to link impact to specific C4D initiatives. Some of the challenges associated with evaluation include: (i) the need to establish clear objectives and indicators and be realistic about what C4D initiatives can achieve; (ii) the use of vague and imprecise terms (such as 'youth') used during design can hamper the specificity of impact evaluation; (iii) establishing quality baselines data is difficult; (iv) the context and conflict may lead to difficulties with the execution of evaluation and poor quality data; (v) evaluation (and monitoring) is hampered by poor record keeping; (vi) context affects the quality of evaluation, it being easier to conduct evaluations in more peaceful areas; (vii) it is difficult for external evaluation to remain independent of the implementer due to methodological reliance on them to link evaluators with informants; and (viii) there is a reluctance to reveal constraints, implementation errors or negative impacts in evaluation.	**Conceptual** - The Crawford and Pauker (2008) report on *Communicating Transitional Justice in Burundi* speaks to the value of having research-based evidence and the challenges of using language to communicate to citizens that they will understand.[31] There has also been a focus on developing participatory evaluations as part of C4D initiatives, though the practicality of undertaking participatory evaluation in conflict situations may be limited. Academic texts may underestimate the value and reliability of internal evaluations, many of which are critical, incisive and undertaken in very challenging conditions. **Programmatic** - Participatory research evidence can be used to develop media content that is more likely to be understood by citizens because the vocabulary has been pre-tested. **Logistical** - It is imperative to conduct research with all of the relevant stakeholder groups in order to understand the sources of confusion, misunderstanding and disagreement and to establish research-based protocols on language use.
Outcomes	**Conflict Reduction/Peacekeeping Operations** - Multi-channel communications that link to the provision of services (i.e. weapons collection) can be effective in peacekeeping or stabilisation efforts, especially where a strong security presence enhances public confidence in the abandonment of violence. C4D initiatives in the context of peacekeeping or stabilisation: (i) have more legitimacy when local personnel are involved; (ii) need to be long term and think through the transition from stabilisation to civil governance more thoroughly; (iii) can help the public understand institutional change; (iv) may be more effective when they support unilateral interventions (i.e. RAMSI).	**Conceptual** - In Pakistan, InterMedia has partnered with the Popular Engagement Policy Lab (PEPL) to conduct innovative 'hyper-local' research design and local capacity strengthening training for 'Pakhto Voices' - a program that seeks to prevent and ameliorate violent conflict in Pakistan's Federally Administered Tribal Areas (FATA) and the adjoining areas of Khyber Pakhtunkhwa (KP) by strengthening local governance, voice and accountability. **Programmatic** - The project, in partnership with local media and civil society organizations, involves ongoing survey and ethnographic research to identify information and local service delivery needs among the local population, as well as ongoing content analysis of local media as a way to identify gaps between local citizens' needs and media coverage. These gaps are then addressed in local radio, print and SMS outputs to the region as a means of strengthening local voice, accountability, governance and contributing to longer-term peace-building in the region. Similarly, an independent review of the

		ABC International Development's media strengthening program in the Solomon Islands, SOLMAS, revealed a significant improvement in the media coverage of the National Election in comparison with the 2006 election. RAMSI also acknowledged that media coverage contributed to a peaceful election process. This further reiterates that C4D in peacekeeping operations may be more successful when they support unilateral interventions. **Logistical** - In the case of peacekeeping operations and conflict reduction, it is important to ensure that the basic media infrastructure is reinstated before C4D interventions are designed. In such scenarios media development may take precedence before any effective C4D interventions can be undertaken due to the lack of basic infrastructure.

Conclusion

Drawing out a set of wider conclusions emerging from the findings and realist assessment of C4D contextual and programmatic factors presented in this systematic review is challenging, but essential. The findings support the earlier assertion that C4D interventions can and should be approached from a perspective of identifying and working through the factors and issues that help to determine communications effectiveness. The sheer diversity of potential combinations of communication channels and thematic content makes a focus on influencing factors both logical and of practical relevance. The findings and realist assessment outlined above can help development program officers and implementers to better understand some of the most critical inputs (facilitators) and obstacles to C4D effectiveness, as well as some of the key interventions and/or approaches. Importantly, the difficulties associated with developing effective participation or in undertaking formative research in conflict situations is also recognised within the realist assessment in order to identify the range of barriers or constraints that may be faced.

While elaboration of the C4D factors is of value in its own right, a number of broader conclusions relevant to AusAID's future support for C4D in fragile and conflict-affected states can be drawn from the broad body of evidence identified by this review. These include:

a) **Early intervention**: in latent conflict scenarios is potentially easier - in terms of understanding contextual and institutional factors, as well as media/ICT uses and preferences or aspects of digital and information divides - than in open conflict scenarios. Early mapping of information and communication contexts, linked to existing or concurrent conflict analyses can play a role in identifying future areas of C4D intervention that can inform interventions across latent, open and post-conflict contexts. Putting in place the necessary formative research, establishing communication partnerships and building communication capacity constitutes a future priority for bilateral, multilateral and non-government organisations.

b) **Long-term commitments**: that support C4D initiatives during and through latent, conflict and post-conflict scenarios have better potential to build a useful/useable knowledge base, sustainable capacity and enhanced levels of social trust than short-term interventions. Conflict reduction and peace-building are complex processes that require long-term investment if they are to achieve appropriate outcomes. Longer funding cycles for C4D interventions can help to build more meaningful partnerships and capacity strengthening activities, as well as reduce the transaction costs for those involved in designing, implementing, evaluating and approving C4D interventions.

c) **Methodological tools:** could usefully be developed and trialled in order to help facilitate the participatory assessment of existing media and communications environments, media uses and preferences, media and communications policy and legislation, capacity development needs, institutional opportunities and constraints and the identification of key messages that support civic education, conflict reduction and peace-building. Any new methodological tools

developed need to be responsive to different context scenarios and conditions (although early intervention, as stated above, is desirable), providing a range of assessment options from the rapid to the longer-term. Ideally, the application of such tools would generate not only knowledge that is critical to understanding which forms of C4D should be promoted, but also to building inclusive partnerships for implementation.

Ultimately, this systematic review has found that a broad array of contextual and programmatic factors underpins C4D implementation and practice in fragile and conflict-affected states. Evidence highlights that these factors combine to both constrain *and* provide opportunities for C4D initiatives and, as such, need to be recognised, negotiated and addressed by a range of different development practitioners in order to enhance effectiveness. This review has added to and extended upon the C4D implementation and programmatic factors identified in earlier literature reviews undertaken in the context of HIV communication,[12,13] therein providing a number of additional criteria for consideration. The factors outlined here support the need for early, more thorough and longer-term C4D interventions in fragile and conflict-affected states, as well as the need to develop appropriate methodological frameworks to enable engagement in both rapid and extended mapping of the media and communications contexts.

Implications for practice and policy

The implications for C4D practice within fragile and conflict-affected states that this review has outlined are numerous. Pragmatically, no C4D intervention could, or necessarily should, seek to adhere to, or address, all of the contextual and programmatic factors identified that affect C4D implementation. The specificity of C4D interventions, from civic education to emergency humanitarian information provision, places different values on different contextual and programmatic factors. For example, humanitarian information interventions demand rapid deployment and by association do not have the time or necessarily the mandate to engage in lengthy formative analysis. On the other hand, conflict reduction initiatives in latent conflict situations require an in-depth understanding of the factors and dynamics associated with features such as inter-ethnic conflict. With this recognised, the factors presented in this review nonetheless provide broad guidance to C4D implementers, as well as offering insights into the principles that uphold effective C4D practice for donors.

The evidence and synthesis emerging from this review allows the following observations to be made about C4D interventions in fragile states. The observations, as suggested above, are of value to C4D program designers, implementers and assessors. They include:

a) **Behaviour change communication (BCC):** C4D initiatives in fragile states may benefit from taking a behaviour change communication (BCC) approach, i.e. an approach that advocates and demonstrates an action that is achievable;

b) **Capacity strengthening:** capacity strengthening of the media and communications sectors in post-conflict contexts can help strengthen professionalism and reduce bias and self-censorship;

c) **Civic education:** civic education can increase political knowledge, participation, tolerance, national identification and help to reduce violence, as well as increase government transparency and accountability;

d) **Conflict reduction/peacekeeping operations:** multi-channel communications that link to the provision of services (i.e. weapons collection) can be effective in peacekeeping or stabilisation efforts, especially where a strong security presence enhances public confidence in the abandonment of violence;

e) **Contextual constraints:** contextual factors including conflict, ethnicity, poor infrastructure, lack of media coverage, gender inequality and so on may constrain the effectiveness of C4D initiatives in fragile states;

f) **Culturally appropriate media content:** culturally appropriate media content, content that links to social and cultural norms and local understandings of conflict dynamics will tend to have a greater impact;

g) **Digital and/or media literacy:** C4D initiatives in fragile states need to assess the degree of digital and/or media literacy present within context before engaging in implementation;

h) **Digital divide:** digital divides exist within communities that may exclude the very young, the old, women, ethnic, linguistic and religious minorities, the remote and the poor from accessing and using new digital information and communication technologies;

i) **Edutainment:** the use of edutainment (programs that mix education with entertainment) in fragile states is effective because it helps to increase social action and self-reliance;

j) **Evaluation and Evidence:** evaluation constraints are evident in fragile states, which means the evidence base associated with C4D interventions that focus on peace-building and conflict reduction is weak;

k) **Gender equality:** C4D initiatives in fragile states that target aspects of gender equality can positively affect collectively-held social norms leading to increased empowerment, such as electoral participation;

l) **Hate media:** C4D initiatives in fragile states need to consider the role of hate media and speech and its role in inciting violence, conflict and genocide. Radio has historically been the principal channel for hate speech;

m) **Information divide:** Information divides and inequalities are evident in any context or community;

n) **Local ownership:** working to develop a high degree of local involvement and ownership over C4D initiatives can lead to social change and increased self-reliance;

o) **Long-term commitment:** C4D initiatives have more potential to generate positive impact if they are implemented over the longer term;

p) **Media bias:** Media bias is a fundamental problem affecting both pre-conflict, conflict and post-conflict states;

q) **Multi-channel communication:** in fragile states C4D initiatives are more effective if they utilise multiple communication channels (i.e. interpersonal, participatory, traditional mass media, new ICTs);

r) **Participation:** local participation in C4D initiatives in fragile states can help increase community ownership over conflict-related problems and help generate greater impact;

s) **Participatory approaches:** C4D initiatives that use participatory approaches/methods are more effective at changing knowledge, beliefs and behaviour because they have a better chance of understanding and getting to the root causes of conflict and violence;

t) **Participatory media:** participatory media (such as street theatre, role playing, video, social mobilisation, local media genres) can be effective in stimulating community dialogue and in reaching marginalised groups (especially those who may be illiterate);

u) **State media:** state media have a key role to play in reaching remote and poor populations, often through radio broadcasting;

v) **Sustainability planning:** C4D initiatives in fragile states are heavily reliant on external donor funding and need to consider sustainability planning and exit strategies in a more systematic way;

w) **Telecommunications:** telecommunications can play an important role in C4D interventions in fragile states because they often have high penetration rates (but services may be prone to disruption during periods of conflict);

x) **Understanding the cultural context:** developing a detailed understanding of the cultural context of fragile states, why conflict occurs, how it is reduced and how best to communicate with the public, is essential if C4D initiatives are to be effective;

y) **Understanding the institutional context**: understanding the institutions that support or constrain the effectiveness of C4D initiatives in fragile states is a critically important determinant to effectiveness.

Implications for research

This systematic review has highlighted the need for more rigorous and longer-term research in the context of C4D interventions in fragile states. While conflict situations inevitably constrain and affect the quality of the summative evidence available, it is the formative aspects of research that are potentially of more importance to C4D interventions and wider processes of development, humanitarian assistance and conflict mitigation and reduction. A striking feature of the review is the relative dearth of latent or open conflict examples, relative to that of post-conflict interventions. Mapping the complexity of media and communication environments while 'windows of opportunity' remain open during periods of latent conflict is potentially critical to informing more effective communication interventions should open conflict scenarios subsequently develop. Early research interventions into media and communication environments in fragile states require that: (i) appropriate policy commitments are made to undertake such work; and (ii) that the necessary funding and institutional relationships are pursued to enable such work to be undertaken.

While, research interventions during periods of latent conflict can help to build better and more targeted interventions, from a research perspective, there is a clear need to enhance and increase conflict and C4D-focused research on Africa. The map set out at the beginning of this review highlights that large parts of Central, West and East Africa fall into the fragile state category, yet for many of these countries this review returned no quality evidence. Though C4D interventions are occurring, they are not on the radar of many researchers or research institutions. Forging long-term relationships with African

universities and committing additional research funding to mapping media and communications environments and to understanding the potential of C4D interventions in fragile states within Africa represents a key priority.

Within the arena of C4D practice, especially within fragile states, this systematic review found little quality evidence concerning the role of new and social media. This is because of the bulk of evidence emerging relates to contexts in North Africa, such as Libya, Egypt and Tunisia, countries that were not included in this review. The role that new and social media have played in the political transformations that have occurred there is important to understand, especially the potential role social media has to play in supplying humanitarian information and in protecting communities from rights abuses. Untangling the evidence and practical implications of new and social media from the hyperbole that surrounds them constitutes an important future research agenda for bilateral, multilateral and non-government development organisations alike.

Limitations of the Review

Like all research processes, certain limitations emerged during the development of the protocol, data extraction and report development stages that are worth noting. Research in fragile states is an area that can be characterised by data that is constrained in quality, due principally to the difficulties related to its collection in contexts experiencing conflict. Unlike the theme of HIV communication and prevention, C4D implementers in fragile states tend not to collect rigorous quantitative data due to the context, which makes pursuing a focus on the effectiveness of different types of C4D interventions extremely limited. Because of the significant absence of reliable quantitative data this review developed a protocol that examined the identifiable factors, inputs and issues that affected implementation utilising qualitative research and textual evidence. It is widely recognised in C4D practice that adherence to a set of core principles, combined with recognition of contextual opportunities and constraints, significantly affects the quality of implementation.[19] Further, the highly specific nature of C4D interventions, which are tailored to specific media uses and genre preferences makes the identification of particular interventions such as talk-radio for conflict prevention, redundant. Consequently, this review has sought to identify the various programmatic and contextual factors that might influence implementation - in line with the AusAID-agreed protocol - rather than attempting to identify specific C4D courses of action in specific fragile state contexts.

While this review identifies a range of different C4D interventions in different contexts, which can be characterised by different forms and intensities of conflict, the authors recognise that the examples cited are not exhaustive. The bulk of examples of C4D interventions reside in the realm of self-assessed project evaluations, the relatively low reliability and poor methodological quality of which resulted in their exclusion from this review. Hence, a focus on programmatic and contextual factors identified in higher quality peer reviewed journals and methodologically assessed text and opinion sources results in a focus that cuts across any type of C4D intervention conducted in any fragile state or

conflict-affected scenario. In addition, the absence of a publicly available C4D strategy or policy further limits the scope of this review, as there is no clear AusAID policy position with which this review can articulate, challenge or inform.

Conflict of Interest

No significant conflicts of interest are evident in this review. However, given the reviewers are active in the field of study under review no qualitative or textual study produced by a member of this review team or the institutions for which they work was included for assessment. This removed a potential for bias within evidentiary assessment and data synthesis. AusAID provided the financial support for this review (through a partnership with the DFID and 3ie). This support had no influence on the independence of this review or the outcome of the activity beyond the identification of an initial question broadly related to the role of C4D initiatives in fragile states.

Acknowledgements

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20. The MARCH (Modelling and Reinforcement to Combat HIV) model approach partly addresses this by taking account of barriers and facilitators for BCC http://www.mfdi.org/docs/MJMARCHpaper.pdf

21. Crosby R, Noar S. (2012) Theory development in health promotion: are we there yet? *Journal of Behavioral Medicine.* 33(4): 259-263.

22. See
http://issuu.com/smallmedia/docs/culturalcensorshipiniran?mode=window&backgroundColor=%23222222 and http://smallmediafoundation.com/files/LGBTRepublicofIran.pdf

23. See
http://www.bbg.gov/press-release/bbg-data-show-iran-internet-satellite-usage-at-all-time-high/)

24. See: http://www.southbound.my/SB_PeoplesRadio.htm

25. See
http://www.bbc.co.uk/mediaaction/where_we_work/africa/sierra_leone/nationalconversationsierra.html

26. See Frontline SMS and Plan work on Violence Reporting in West Africa:
http://www.frontlinesms.com/wp-content/uploads/2011/10/FrontlineSMS_Plan_2011_2.pdf

27. See UNESCO's recently released *Gender Sensitive Indicators of Media*:
http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/IPDC/ipdc28_gsmi_paper_rev.pdf

28. See http://www.bbc.co.uk/blogs/bbcmediaaction/posts/A-smile-from-land-of-hope

29. InterMedia argue that Citizen Access to information is based on five dimensions, see:
http://intermedia.org/press_releases/InterMedia%20%20Citizen%20Access%20to%20Information.pdf

30. See: http://downloads.bbc.co.uk/worldservice/trust/pdf/kenya_policy_briefing_08.pdf

31. See
http://www.comminit.com/?q=democracy-governance/content/ready-talk-about-past-survey-knowledge-and-attitudes-toward-transitional-justice-burundi. See also
http://www.usip.org/publications/evaluating-media-interventions-in-conflict-countries-0

Appendix I: Example Search (Academic Search Premier A)

Database and Search Name	Search String and Qualifiers	Results	Included based on abstract	Retrieved	Selected	Included
Academic Search Premier (A)	(Afghanistan or Angola or Burma or Burundi or Cameroon or "Central African Republic" or Chad or Comoros or Congo or "Cote d'Ivoire" or Djibouti or "Equatorial Guinea" or Eritrea or Ethiopia or Gambia or Guinea or "Guinea Bissau" or Haiti or Iraq or Kenya or Kiribati or Laos or Liberia or Mauritania or Nepal or Niger or Nigeria or "North Korea" or Pakistan or "Papua New Guinea" or Rwanda or "Sao Tome and Principe" or "Sierra Leone" or "Solomon Islands" or Somalia or Sudan or Tajikistan or "Timor Leste" or "East Timor" or Togo or Tonga or Uganda or "West Bank and Gaza" or Yemen or Zimbabwe) AND (rights or "human right*" or "civic right*" or "civil right*" or democrati?* or war or peace or humanitarian or violence or conflict or mitigation or reduction or "fragile state" or stabili?* or governance or policy or legislation or ethnic or refugee or gender) AND ("inter ethnic reporting" or "peace reporting" or "peace building" or "media strengthening" or participat* or "new media" or "social media" or radio or television or print or video or interpersonal or information or campaign or communication or development or C4D or "behavior change" or "behaviour change" or BCC or KAP or ICT4D or media) Advanced Search - Searched field: 'AB Abstract or Author Supplied Abstract', Years: 2001-2011, Limited to 'Scholarly Peer Reviewed Journals' and Document Type: 'Article'.	5216	187	83	26	13

Appendix II: Search strategy

The table below sets out the separate searches undertaken for peer reviewed qualitative material. It highlights the total results, articles that were viewed (abstracts), retrieved, selected and finally, included in the review. The text and opinion material is generally not searchable in a systematic way, due to the deficiencies in the search capability of various sites. For this reason, a similar detailed table is not included for the NOTARI sources. These are included in the last row of the table below under the heading 'grey literature'.

Database and Search Name	Results	Included based on abstract	Retrieved	Selected	Included
Academic Search Premier (A)	5216	187	83	26	10
Academic Search Premier (B)	92	3	3	0	0
African Women's Bibliographic Database (A)	379	0	0	0	0
African Women's Bibliographic Database (B)	23	9	2	0	0
Anthropology Plus	84	13	4	0	0
Bibliography of Asian Studies (A)	0	0	0	0	0
Educational Resources Information Centre (ERIC) (A)	135	7	5	0	0
Educational Resources Information Centre (ERIC) (B)	616	21	8	5	1
Educational Resources Information Centre (ERIC) (C)	78	0	0	0	0
Ingenta Connect (A)	0	0	0	0	0
Ingenta Connect (B)	6	0	0	0	0
Ingenta Connect (C)	10	0	0	0	0
JSTOR (A)	7	4	2	0	0
JSTOR (B)	253	0	0	0	0
JSTOR (C)	5	0	0	0	0
JSTOR (D)	10	0	0	0	0
Scopus (A)	6841 (First 400 viewed)	24	13	2	0
Scopus (B)	3826 (First 2000 viewed)	52	17	1	0
Scopus (C)	7621 (First 2000 viewed)	98	20	9	3
Scopus (D)	37	3	0	0	0
Sociological Abstracts (A)	782	33	7	2	1
Sri Lanka A+B+C	513	32	6	6	3
Indonesia A+B	500	22	5	5	0
Philippines A+B	500	15	5	4	1
Total	**13646**	**484**	**177**	**58**	**19**
Grey Literature (NOTARI)	9019	100	62	25	7
Combined Total	**22665**	**584**	**239**	**83**	**26**

Appendix III: Selected Studies (JBI-QARI)

1.   Barker, M. J. (2008) 'Democracy or Polyarchy? US-funded media developments in Afghanistan and Iraq post 9/11' In *Media, Culture and Society*, Vol. 30, Issue 1, pp. 109-130.

2.   Best, M. L. & Thakur, D. (2009) 'The Telecommunications Policy Process in Post-Conflict Developing Countries: The case of Liberia' In *Info: The Journal of Policy, Regulation and Strategies for Telecommunications, Information and Media*, Vol. 11, Issue 2, pp. 42-57.

3.   Boulton, A. (2010) 'Education for Development, CD for Peace: Producing the "Globally Competitive" Child' In *Geoforum*, Vol. 41, Issue 2, pp. 329-336.

4.   Bratic, V. (2008) 'Examining Peace-Orientated Media in Areas of Violent Conflict' In *International Communication Gazette*, Vol. 70, Issue 6, pp. 487-503.

5.   Brauchler, B. (2007) 'Religious Conflicts in Cyberage' In *Citizenship Studies*, Vol. 11, Issue 4, pp. 329-347.

6.   Bretherton, D., Weston, J. & Zbar, V. (2005) 'School-Based Peace Building in Sierra Leone' In *Theory into Practice*, Vol. 44, Issue 4, pp. 355-362.

7.   Celdran, D. (2002) 'The Philippines: SMS and Citizenship' In *Development Dialogue*, Vol. 2002, Issue 1, pp. 91-103.

8.   Connelly, C. (2010) 'How Does the Show Go On?: Theatre for Development in Post-Election Kenya' In *Theatre History Studies*, Vol. 30, pp. 65-72.

9.   Curtis, D.E.A. (2000) 'Broadcasting Peace: An Analysis of Local Media Post-Conflict Peace building Projects in Rwanda and Bosnia' In *Canadian Journal of Development Studies*, Vol. 21, Issue, 1, pp. 141-166.

10.   Erni, J. N. (2009) 'War, 'Incendiary Media' and International Human Rights Law' In *Media, Culture & Society*, Vol. 31, Issue 6, pp. 867-886.

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12.   Evans, R. (2008) 'The Two Faces of Empowerment in Conflict' In *Research in Comparative and International Conflict*, Vol. 3, Issue 1, pp.50-64.

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15.   Gamage, P. & Halpin, E. F. (2007) 'E-Sri Lanka: Bridging the Digital Divide' In *Electronic Library*, Vol. 25, Issue 6, pp. 693-710.

16.   Gazali, E. (2003) 'Negotiating Public and Community Media in Post-Suharto Indonesia' In *Javnost*, Vol. 10, Issue 1, pp. 85-100.

17.   Gregory, S. (2006) 'Transnational Storytelling: Human Rights, WITNESS, and video advocacy' In *American Anthropologist*, Vol. 108, Issue 1, pp. 195-204.

18.   Hattotuwa, S. (2009) 'New Media and Conflict Transformation in Sri Lanka' In *IDS Bulletin*, Vol. 40, Issue 2, pp. 28-35.

19.   Hilhorst, D. & van Leeuwen, M. (2005) 'Grounding Local Peace Organisations: A Case Study of Southern Sudan' In *Journal of Modern African Studies*, Vol. 43, Issue 4, pp. 537-563.

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25.   Kafewo, S. A. (2009a) 'Discussion, Intervention, Processing: Theatre and Citizenship in Nigeria' In *New Theatre Quarterly*, Vol. 25, Issue 2, pp. 178-186.

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31.   Maclure, R. (2006) 'Pragmatism or Transformation? Participatory Evaluation of a Humanitarian Education Project in Sierra Leone' In *Canadian Journal of Program Evaluation*, Vol. 21, Issue 1, pp. 107-129.

32.   Madfis, J., Martyris, D. & Triplehorn, C. (2010) ' Emergency Safe Spaces in Haiti and the Solomon Islands' In *Disasters*, Vol. 34, Issue 3, pp. 845-864.

33.   Makinen, M. & Kuira, M. W. (2008) 'Social Media and Postelection Crisis in Kenya' In *International Journal of Press/Politics*, Vol. 13, Issue 3, pp. 328-335.

34.   Malhotra, D. & Liyanage, S. (2005) 'Long-Term Effects of Peace Workshops in Protracted Conflicts' In *Journal of Conflict Resolution*, Vol. 49, Issue 6, pp. 908-924.

35.   McCaffery, J. (2005) 'Using Transformative Models of Adult Literacy in Conflict Resolution and Peace building Processes at a Community Level: Examples from Guinea, Sierra Leone & Sudan' In *Compare: A Journal of Comparative Education*, Vol. 35, Issue 4, pp. 443-462.

36.   Michau, L. (2007) 'Approaching Old Problems in New Ways: Community Mobilisation as a Primary Prevention Strategy to Combat Violence Against Women' In *Gender and Development*, Vol. 15, Issue 1, pp. 95-109.

37.   Miller, S. (2006) 'Journalism Training in Sri Lanka: Meeting the Needs of Working Journalists' In *Changing English: Studies in Culture and Education*, Vol. 13, Issue 2, pp. 173-178.

38.   Milligan, S. & Mytton, G. (2009) 'From Mouthpiece to Public Service: Donor Support to Radio Broadcasters in New Democracies' In *Development in Practice*, Vol. 19, Issue 4/5, pp. 491-503.

39.   Mundrawala, A. (2007) 'Fitting the Bill' Commissioned Theatre Projects on Human Rights in Pakistan – The Work of Karachi-Based Theatre Group 'Tehrik e Niswan" In *Research in Drama Education*, Vol. 12, Issue 2, pp. 149-161.

40.   Nassanga, G.L. (2008) 'Twenty Years of Conflict in Northern Uganda: Reshaping the Agenda for Training and Research' In *Global Media Journal – Mediterranean Edition*, Vol. 3, Issue 2, pp. 12-20.

41.   Paluck, E. L. & Green, D. P. (2009) 'Deference, Dissent and Dispute Resolution: An Experimental Intervention Using Mass Media to Change Norms and Behavior in Rwanda' In *American Political Science Review*, Vol. 103, Issue 4, pp. 622-644.

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43.   Paluck, E. L. (2010) 'Is It Better Not to Talk? Group Polarization, Extended Contact, and Perspective Taking in Eastern Democratic Republic of Congo' In *Personality and Social Psychology Bulletin*, Vol. 36, Issue 9, pp. 1170-1185.

44.   Plastow, J. (2007) 'Finding Children's Voices: A Pilot Project Using Performance to Discuss Attitudes to Education Among Primary School Children in Two Eritrean Villages' In *Research in Drama Education*, Vol. 12, Issue 3, pp. 345-354.

45.   Robie, D. (2008) 'Frontline Reporting, Ethos and Perception: Media Challenges in the South Pacific' In *Asia Pacific Viewpoint*, Vol. 49, Issue 2, pp. 213-227.

46.   Schulenkorf, N. (2010) 'Sport Events and Ethnic Reconciliation: Attempting to Create Social Change between Sinhalese, Tamil and Muslim Sportspeople in War-torn Sri Lanka' In International *Review for the Sociology of Sport*, Vol. 45, Issue 3, pp. 273-294.

47.   Sen, K. (2003) 'Radio Days: Media-Politics in Indonesia' In *Pacific Review*, Vol. 16, Issue 4, pp. 573-589.

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49.   Shaheen, M.A. (2008) 'Uses of Social Networks and Information Seeking Behavior of Students During Political Crises in Pakistan: A Case Study' In *International Information and Library Review*, Vol. 40, Issue 3, pp. 142-147.

50.   Siriyuvasak, U. (2004) 'People's Media and Communication Rights in Indonesia and the Philippines' In *Inter-Asia Cultural Studies*, Vol. 6, Issue 2, pp. 245-263.

51.   Sliep, Y., Weingarten, K. & Gilbert, A. (2004) 'Narrative Theatre as an Interactive Community Approach to Mobilizing Collective Action in Northern Uganda' In *Families, Systems and Health: The Journal of Collaborative Family HealthCare*, Vol. 22, Issue 3, pp. 306-320.

52.   Tacchi, J., Watkins, J., & Keerthirathne, K. (2009) 'Participatory Content Creation: Voice, Communication, Development' In *Development in Practice*, Vol. 19, Issue 4-5, pp. 573-584.

53.   Thompson, J. (2002) 'Ugly, Unglamorous and Dirty: Theatre of Relief/Reconciliation Liberation in Places of War' In *Research in Drama Education*, Vol. 7, Issue 1, pp. 108-114.

54.   Utterwulghe, S. (2004) 'Conflict Management in Complex Humanitarian Situations: Peacemaking and Peace building Work with Angolan IDPs' In *Journal of Refugee Studies*, Vol. 17, Issue 2, pp. 222-242.

55.   Vollhardt, J., Coutin, M., Staub, E., Weiss, G. & Deflander, J. (2006) 'Deconstructing Hate Speech in the DRC: A Psychological Media Sensitization Campaign' In *Journal of Hate Studies*, Vol. 5, Issue 1, pp. 15-35.

56.   Whalan, J. (2010) 'The Power of Friends: The Regional Assistance Mission to Solomon Islands' In *Journal of Peace Research*, Vol. 47, Issue 5, pp. 627-637.

57.   Wickett, E. (2007) 'Video for Development' In *Visual Anthropology*, Vol. 20, Issue 2/3, pp. 123-141

58.   Yoder, J. B (2008) 'Minority Language Development and Literacy Among Internally Displaced Persons (IDPs), Refugee's, and Wartime Communities' In *Canadian Modern Language Review*, Vol. 65, No. 1, pp. 147-170.

Appendix IV: Selected Studies (JBI-NOTARI)

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2.   Dahal, J., Kafle, K. & Bhattarai, K. (2008) 'Children Associated with Armed Forces and Armed Groups Program - Evaluation Report', Search for Common Ground, pp. 1-53.

3.   Elmqvist, M. & Bastian, S. (2006) 'Promoting Media Professionalism, Independence and Accountability in Sri Lanka' SIDA Evaluation 06/50, pp. 1-52.

4.   Elmqvist, M., Rylander, L., & Luwaso, L. (2008) 'Performance Analyses of the Cooperation between Swedish Radio and Radio Republic Indonesia 2000–2005' SIDA Evaluations 2008:36, pp. 1-38.

5.   Everitt, P., Williams, T., & Myers, M. (2004) Evaluation of Search for Common Ground Activities in Sierra Leone, Search for Common Ground (SFCG), Sierra Leone and Department for International Development (DFID), pp. 1-46.

6.   Gordon, G. (2008). A UNHCR Evaluation of Search For A Common Ground Programming in the DRC: OCTOBER (2008), UNCHR and Search for Common Ground (SFCG), pp. 1-51.

7.   Gouley, C. & Kanyatsi, Q. (2010) Final Evaluation of the Project "Supporting a Conversation on Youth Leadership in Côte d'Ivoire", Search for Common Ground (Côte d'Ivoire) and US Department of State Bureau of Democracy, Human Rights and Labor, pp. 1-65.

8.   Gratton, M. (2010) Children and Youth Program Review - Summer 2010 - Democratic Republic of the Congo, Search for Common Ground, pp. 1-39.

9.   Hanson-Alp, R. (2008) Promoting Information and Voice for Transparency on Elections (PIVOT): End of Programme Assessment, Department for International Development (DFID), pp. 1-20.

10.   Kalathil, S. with Langlois, J. & Kaplan, A. (2008) 'Towards a New Model: Media and Communication in Post-Conflict and Fragile States' The International Bank for Reconstruction and Development/The World Bank Communication for Governance & Accountability Program (CommGAP), pp. 1-112.

11.   Monzani, B. & Adhikari, K.   (2009). Final Evaluation Report: Radio for Peace building Nepal, Search for Common Ground, pp. 1-22.

12.   Mytton, G. (2005) Evaluation and Review of Hannu Daya in Jigawa State, DFID. pp. 1-20.

13.   National Defence University & Quaid-e-Azam University (2011) Pakistan Radio: A Forum for Moderate Voices Project - Evaluation Report Search for Common Ground Pakistan, pp. 1-35.

14.   Onuoha, A. & James, A.   (2008) Report of Evaluation: Facilitating Civil Society Dialogue and Development to Foster Accountability and Good Governance in Liberia, Search for Common Ground (SFCG), Liberia and Department for International Development (DFID), pp. 1-20.

15.   Orme, B. (2010) 'Broadcasting in UN Blue: The Unexamined Past and Uncertain Future of Peacekeeping Radio' Center for International Media Assistance (CIMA), February 16, 2010, pp. 1-74.

16.   Paluck, E. L. & Green, D. P. (2006) La Benevolencija Reconciliation Radio Project:

Musekweya's First Year Evaluation Report: Rwanda Reconciliation Radio: Does it Work?, pp.1-43

17.   Shepler, S., Omideyi, O., & Lue Clark, C. (2006). Evaluation of Search for Common Ground Programming in Liberia, Search for Common Ground (SFCG), Liberia, pp. 1-37.

18.   Sigal, I. (2009) 'Digital Media in Conflict-Prone Societies' Center for International Media Assistance (CIMA), pp. 1-40.

19.   Street, A., Smith, J. & Mollett, H. (2008) Consolidating the peace? Views from Sierra Leone and Burundi on the United Nations Peace building Commission, Action Aid International, Catholic Agency for Overseas Development (CAFOD) and CARE International, pp. 1-42.

20.   Tagor Lubis, I. and Nainggolan SV, M. (2004). Common Ground Indonesia Full Program Evaluation Report, Common Ground Indonesia, pp. 1-40.

21.   von Kaltenborn-Stachau, H. (2008) 'The Missing Link: Fostering Positive Citizen-State Relations in Post-Conflict Environments', The International Bank for Reconstruction and Development/The World Bank Communication for Governance & Accountability Program (CommGAP), pp. 1-124.

22.   Wahnyi, Eriyanto & Wahnyi, Esti (2009) 'Radio: Connecting Papua: The Impacts of Radio Pikon Ane on Communities in Kurima, Yahukimo, Papua', pp. 1-64.

23.   World Bank (2010) 'Implementation, Completion and Results Report (IDA-38250) On a Credit in the Amount of SDR 15.7 Million (US $22 Million Equivalent) to the Government of the Islamic Republic of Afghanistan for a Emergency Communications Development Project', Policy Unit, Global Information and Communication Technologies Department, South Asia Regional Office, pp. 1-40.

24.   World Bank (2010b) 'Implementation, Completion and Results Report (IDA-35810) On a Credit in the Amount of SDR 17.50 Million (US $22.56 Million Equivalent) to Nepal for a Telecommunications Sector Reform Project', Policy Unit, Global Information and Communication Technologies Department, South Asia Regional Office, pp. 1-63.

25.   World Bank (2010c) Implementation, Completion and Results Report (IDA-39850) On a Credit in the Amount of SDR 17.1 Million (US $25.0 Million Equivalent) to the Federal Democratic Republic of Ethiopia for an Information and Communication Technology Assisted Development Project (ICTAD), Transport, Water and ICT Sector Department, Ethiopia Country Department, pp. 1-106.

NOTARI Appraisal instrument

JBI Critical Appraisal Checklist for Narrative, Expert opinion & text

Reviewer _____ Date _____

Author _____ Year _____ Record Number _____

	Yes	No	Unclear
1. Is the source of the opinion clearly identified?	☐	☐	☐
2. Does the source of the opinion have standing in the field of expertise?	☐	☐	☐
3. Are the interests of patients/clients the central focus of the opinion?	☐	☐	☐
4. Is the opinion's basis in logic/experience clearly argued?	☐	☐	☐
5. Is the argument developed analytical?	☐	☐	☐
6. Is there reference to the extant literature/evidence and any incongruency with it logically defended?	☐	☐	☐
7. Is the opinion supported by peers?	☐	☐	☐

Overall appraisal: Include ☐ Exclude ☐ Seek further info ☐

Comments (Including reason for exclusion)

_____

_____

_____

_____

Appendix VI: Data extraction instruments

QARI data extraction instrument

**JBI QARI Data Extraction Form
for Interpretive & Critical Research**

Reviewer _____   Date _____
Author _____   Year _____
Journal _____   Record Number _____

Study Description

Methodology _____

Method _____

Intervention _____

Setting _____

Geographical _____

Cultural _____

Participants _____

Data analysis _____

Authors Conclusions

_____
_____
_____

Comments

_____
_____
_____
_____

Findings	Illustration from Publication (page number)	Evidence		
		Unequivocal	Credible	Unsupported

Extraction of findings complete   YES   ☐

NOTARI data extraction instrument

JBI Data Extraction for Narrative, Expert opinion & text

Reviewer _____   Date _____
Author _____   Year _____   Record Number _____

Study Description

Type of Text: _____

Those Represented: _____
                            _____

Stated Allegiance/   _____
Position: _____

Setting: _____
                            _____

Geographical: _____
                            _____

Cultural: _____

Logic of Argument: _____
                            _____

Authors Conclusion:
_____
_____
_____

Reviewers Comments:
_____
_____
_____

Conclusions	Illustration from Publication (page number)	Evidence		
		Unequivocal	Credible	Unsupported

Extraction of findings complete   YES ☐

Appendix VII: Included studies

QARI

Study	Methods	Participants	Intervention	Outcomes	Notes
Best, M. L. & Thakur, D., 2009[2]	Literature Review, Qualitative Semi-Structured Interviews, Policy Analysis.	Liberian Government, Mobile Phone Operators, Liberian Telecommunications Corporation (LTC), Ministry of Post and Telecommunications (MPT), Development Organisations, Elite actors, Americo-Liberians, Indigenous-Liberians.	Development of telecommunications policy in a post-conflict setting.	Unique factors influence the policy process in developing post-conflict settings. A better understanding of these factors could improve the development and implementation of public policies in these settings.	Using the case study of telecommunications policy in Liberia, Best and Thakur (2009) demonstrate that theories which are designed to analyse the public policy process in stable countries do not account for the conditions present in post-conflict settings.
Connelly, C., 2010[8]	Participant observation, Personal reflection, Qualitative email interviews, Qualitative face-to face interviews, Theatre for Development (T4D).	T4D Practitioners and participants. Four different organisations: Peoples' Popular Theatre (PPT), Shining Home for the Community (SHOFCO), Youth for Youth Service Organisation and REPACTED's (Rapid Effective Participatory Action in Community Theatre Education and Development) Magnet Theatre (p. 65).	People's experiences of community theatre or T4D during and after periods of violence and the difficulties faced by T4D practitioners working in an 'environment of political strife and violence' (p. 65). The role of T4D in the peace process.	It is extremely difficult but very important to conduct Theatre for Development activities during and post-conflict.	Article is a compelling account of the difficulties faced by Theatre for Development practitioners working in volatile settings. However, the author does not rigorously evaluate the impact of a specific intervention.
Curtis, D. E. A., 2000[9]	Literature Review, Qualitative Interview, Media/Policy Analysis, Programme Evaluation.	Donor agencies, Rwandan and Bosnian National Governments, Agents contributing to local media projects.	The strengths and weaknesses of local media projects that promote peace-building. Focuses on projects that use television and radio (p. 143).	Local media projects can contribute to peace-building. However, the factors that contribute to the success of such activities need to be further evaluated.	A detailed consideration of the factors that influence the effectiveness of local media peace-building projects.
Erni, J. N., 2009[10]	Literature Review, Legal Analysis, Media Analysis.	Foreign Agencies, Military Forces, Media organisations.	Legality of media interventions carried out by foreign forces in post-conflict settings (p. 868).	Author examines the diverse positions of different intergovernmental agencies, donor nations and	Article provides a sound analysis of the legality of media interventions.

				non-governmental organisations regarding the legality of media interventions in post-conflict settings. Author argues that there should be a strong presumption against interventions and a high standard of proof demonstrating abuse.	
Evans, R., 2008[12]	Participant Observation, Field work, Individual Qualitative Interviews, Focus Groups, Drawing and Writing Activities.	'Children' or 'young people' in Bhutanese refugee camps, although the author notes that these categories are culturally constructed. Evans (2008) argues that despite the culturally-specificity of childhood concepts, 'the model of childhood prevalent in the Global North exerts widespread influence' (p. 52). The impact of this concept of childhood is explored in the article. Participants in the Bhutanese Refugee Children Forum (BRCF).	Analyses children's experiences of peace-building education in Bhutanese refugee camps in Nepal.	Author concludes that peace-building education programs may have unintended consequences. Young people can use the skills developed in these projects to campaign for violent political movements.	An in-depth and well researched account of the complexities of peace education programs.
Finkel, S. E. & Smith, A. E., 2011[13]	Pre and Post Civic Education Survey (Likert Scale), Various cohorts including non-attendance control group.	Numerous individuals surveyed in various 'waves' of the project.	The direct and indirect effects of civic-education.	Authors argue that their study provides conclusive evidence that exposure to adult civic education training can increase political knowledge and participation and reduce political intolerance.	Article draws on statistical evidence to illustrate changes in knowledge, belief and behaviours following direct or indirect exposure to civic education. However, no qualitative data was gathered which means that authors do not focus on the experiences of specific individuals.
Frère, M. S., 2009[14]	Literature Review, Policy/Media Analysis.	Communication Regulatory Bodies: Haute Autorité des Médias (HAM) - DRC, Conseil	Examines the role of Communication Regulatory Bodies in promoting	Author concludes that reconstructing the media sector post-conflict is a difficult	Article is a well researched literature review that draws on both scholarly sources and

		national de la communication (CRC) - Burundi, High Council of the Press (HCP) - Rwanda. Journalists, Politicians, Foreign Aid Donors, Military Forces.	peace-building and media strengthening after conflict, in particular, when the media has contributed to violence.	task. Communication regulatory bodies can play a key role in the development of a media sector that is professional and accountable. However, these bodies often lack the resources to effectively fulfil this role.	grey literature. Frere (2009) uses case studies to examine the complexities of media reconstruction in post-conflict settings and identifies many factors that influence the effectiveness of communication regulatory bodies in these contexts.
Gamage, P. & Halpin, E. F., 2007[15]	Focus Groups, Observation, Key-Informant Interviews, User Interviews, Document Analysis.	Telecentre Operators and Users, People in proximity of the telecentre.	Assessment of the e-Sri Lanka Initiative's Telecentre Development Program (TDP) (p. 698).	Author concludes that a number of improvements need to be made to the telecentres in order to increase their effectiveness. In particular, the author found that the telecentres were poorly promoted, under-staffed and reliant on subsidies. Furthermore, some of their services were not used or valued by the community. These issues need to be addressed in order to improve the sustainability of the centres and their impact on the 'digital divide'.	A succinct account of an ICT4D project. The authors evaluate the impact of the TDP and consider how it could be further improved. At times, the findings are a little brief and could be further substantiated.
Kamal, S., 2007[27]	Participant Observation	The researcher (who was also working in a role as acting radio station manager) and four female founding members of the radio station. Three of these women were urban, upper-class Dari speakers and one was a rural, middle-class Pashto speaker.	The launch of a women's radio station Radio Sahar (Radio Dawn) in Afghanistan with the support of a Canadian media development organisation called the Institute for Media, Policy and Civil Society (IMPACS).	Author concludes that C4D initiatives that are designed to reduce gender inequalities, like Radio Sahar, need to produce content that is representative of their target audience. Inadequate audience research can result in programming that reflects the interests and concerns of a select number of radio station members. Self-censorship also contributes to the dominance	Very good use of observations and field notes to examine the internal workings of the radio station. Author's conclusions about the representativeness of radio station content could have been further substantiated with data gathered from radio listeners.

				of content favoured by western donor agencies and programming that is likely to be accepted by local stakeholders such as the militia.	
Karan, K., Gimeno, J. D. M. & Tandoc E. Jr, 2009[28]	Qualitative face-to-face interviews, Media Analysis, Policy Analysis, Site mapper.	Officials from GABRIELA, contributors to GABRIELA online forums and websites.	The use of new communication technologies for electoral campaigning by a political party called the General Assembly Binding Women for Reforms, Integrity, Equality, Leadership and Action (GABRIELA). The GABRIELA party was created in 1984 to help overthrow the dictatorship and promote women's rights. The party has limited financial resources.	Authors demonstrate that new communications technologies are a cost-effective way for political parties to reach voters. However, some forms of new communications technologies are more accessible than others. In the Philippines campaigning via mobile phones was more effective than utilising the Internet.	Article illustrates the new communications technologies can be used in novel ways in political campaigns. However, there is a limited focus on development or the impact of these new technologies on the peace/reconstruction process.
Michau, L., 2007[36]	Personal reflection.	Community members.	Community mobilisation to counter violence against women.	Mobilising communities to prevent domestic violence holds promise, but presents many challenges such as over community ownership, as well as the length and complexity of the process.	Initial findings on VAW prevention/mobilisation that is of relevance to the wider issue of violence/conflict.
Miller, S., 2006[37]	Personal reflection.	Media professionals.	Journalism training to improve accuracy, impartiality and responsibility during conflict.	For journalism training interventions to be effective it is critical that work is undertaken with senior staff and owners to ensure that higher standards of journalism are encouraged and supported.	Short paper, based on personal reflection, but with some interesting notes on the implementation issues faced by the initiative.
Milligan, S. & Mytton, G., 2009[38]	Personal reflection.	Radio professionals, listeners and external consultants.	The promotion of accountability, transparency and democracy through media through a radio talk-show.	Engagement with state media can yield results in terms of shifting editorial practices and improving independence. Sustaining this independence	Useful paper that highlights the outcomes associated with a C4D initiative to support more effective government service delivery. The paper lacks a

					remains the key challenge.	clear methodological framework and is based on the authors' experience as advisers, so there is potential for bias.
Paluck, E. L., 2010[43]	Survey.	Poor and violence affected radio talk-show and radio soap opera listeners.	Examination of the role of a radio talk-show and radio soap opera in promoting conflict reduction in promoting intergroup discussion and cooperation.	Listeners of both the talk-show and soap opera discussed the content more often but their intolerance towards other groups hardened as a result of being exposed to such content.	Difficult paper to interrogate, the findings are cautioned against by the author for a range of perceived methodological difficulties, but a key aspect lies with the lack of a behaviour change focus or BCC messages in the content which can lead to discussion but no clear understanding of a course of action.
Paluck, E. L. & Green, D. P., 2009[41]	Content analysis, quantitative surveying, qualitative individual interviews and focus group discussions.	Community members (from genocide, pygmy, prison and general populations).	Comparison of the relative impacts of a health (Urunana) and reconciliation (Musekewaya) radio soap opera, with a view to establishing the effect on listeners in terms of promoting independent thought and collective action.	That C4D interventions can lead to behavioural shifts in political culture and enhance community ownership of problems requiring collective action.	Mixed method (qualitative and quantitative) study that provides some useful behavioural insights into collective responses to edutainment.
Sengupta, A., Long, E. G., Singhal, A. & Shefner-Rogers, C. L., 2007[48]	In-depth interviews and focus groups.	Women, media and development professionals.	Distribution of 40,000 solar powered digital audio players (called Sada) to 21 provinces to enhance women's access to and use of ICTs. Each device contained 15 hours of civic education material that promoted peace, national unity and democracy.	Projects that target access to and use of ICTs for women can play a significant role in empowerment and realisation of women's human rights, as well as the enhancement of family and community dialogue.	Useful study of ICTs, gender and access in the context of a conservative society in which technology access is typically constructed as a 'male' domain.
Tacchi, J., Watkins, J. & Keerthirathne, K., 2009[52]	Participatory techniques, focus group discussions, interviewing.	Media professionals, community members.	Participatory media content creation by poor people in disadvantaged communities	C4D interventions can reach out to marginalised communities with new and	The paper provides a useful insight into new combinations of ICTs and the potential to

				through use of the e-Tuktuk multi-media platform.	traditional communication technologies to harness the creativity of poor people and help them to define and address their information needs. In doing so, this helps stimulate a great diversity of voices within communities and encourages local debate in issues that affect them.	enhance the voice of the poor in the public sphere.
Vollhardt, J., Coutin, M., Staub, E., Weiss, G. & Deflander, J., 2006[55]	Discourse analysis, textual analysis, analysis of secondary data.	Mass media professionals, politicians, human rights advocates, development practitioners.	Effects of mass mediated hate speech and how to counter it.		Hate speech is a destructive tool used in conflict and genocide that can be fought through legislation and social action. Public sensitisation to hate speech, how to recognise it and reject it are critical to peace and stability. Educational programs (radio-based) and sensitisation campaigns are critical in contexts in which hate speech is promoted. are essential	Important paper that highlights the negative uses of hate speech and some mechanisms for countering its harmful effects.
Whalan, J., 2010[56]	In-depth interviews, document and secondary data analysis.	Local commentators, journalists, civil society representatives, community leaders, public officials, international civil service personnel, RAMSI personnel.	Regional Assistance Mission to Solomon Islands (RAMSI).		Transparency and accountability can be enhanced in conflict interventions through effective local participation mechanisms. Such mechanisms help interventions to understand the power dynamics that may derail peace processes and to enhance their legitimacy to act in pursuing peace.	The paper provides some rich contextual detail concerning why RAMSI was a success and points to effective communication as one of the reasons the intervention was regarded as a legitimate power broker.

NOTARI

Study	Methods	Participants	Intervention	Outcomes	Notes
Bright, D. & Monzani, B., 2010[1]	Participants in the project titled 'Youth and Non-Violence in Guinea' and project beneficiaries (e.g. people who listened to the radio programs), local government, project evaluators, project staff from Search for Common Ground (SFCG) and project funders (US Agency for International Development, USAID).	Arguments are logically presented. Evidence is used to substantiate the evaluators' claims and the limitations and weaknesses of both the project and the evaluation are considered.	The authors utilised primary and secondary sources to evaluate the outcomes of the 'Youth and Non-Violence in Guinea' project.	The evaluators demonstrate that the 'Youth and Non-Violence in Guinea' program effectively increased participants' peaceful conflict resolution skills and their knowledge of human rights and civic duties. However, several limitations of the program including the lack of female participants were noted. The evaluators also state that their findings were limited by time restraints.	Sound program evaluation that reflects on the strengths and weaknesses of the program and identifies the limitations of the evaluation process.
Dahal, J., Kafle, K. & Bhattarai, K., 2008[2]	Participants in the project titled 'Children Associated with Armed Forces and Armed Groups Program' and project beneficiaries (e.g. people who listened to the radio programs), local government, project evaluators, project staff from Search for Common Ground (SFCG) Nepal, partner organisations (e.g. Antenna Foundation Nepal) and project funders (UNICEF).	The report is insightful and draws on empirical evidence to assess the impacts of the project. However, some of the findings are generalised and could have been more succinct. The 'Lessons Learnt' section of the report could have been more clearly linked to the case studies and quotations from project participants discussed earlier in the report. For example, the lesson that 'continuous information flow in the community helps to change the mind set of the people' (Dahal, Kafle and Bhattarai 2008, p. 29) could be re-worded to more explicitly illustrate how information flow facilitates behaviour change and what a 'continuous information flow' actually	The authors utilised primary (qualitative interviews, quantitative survey, field visits, focus groups) and secondary sources (project documents etc.) to evaluate the outcomes of the 'Children Associated with Armed Forces and Armed Groups Program' project.	Authors conclude that the 'Children Associated with Armed Forces and Armed Groups Program' did result in behaviour change, although the success of the project was mitigated by a number of factors. In particular, the author's found that the use of cultural activities like Dohari were an effective way to deliver behaviour change messages and to initiate inter-generational dialogue.	Authors reflect on a number of factors that influenced the impact of the project. However, some sections of the evaluation are poorly written and this reduces the clarity of the findings.

		involves.			
Everitt, P., Williams, T. & Myers, M., 2004[5]	Participants in Search for Common Ground (SFCG) projects in Sierra Leone, and project beneficiaries (e.g. people who listened to the radio programs, community members), local government, paramount chiefs, project evaluators, project staff from SFCG, partner organisations, and project funders (Department for International Development, DFID).	A well structured and thorough report that draws on a wide range of sources to examine the impact of SFCG's activities in Sierra Leone.	Authors evaluate the impact of SFCG activities in Sierra Leone, including Talking Drum Studios (TDS) and the Community Peace Building Unit (CPU). These two interconnected projects utilise the media to promote peace-building and to achieve SFCG's aim of 'strengthening communities to participate in building a tolerance, inclusive society for a sustainable peace' (Everitt, Williams and Myers 2004, p. 8).	Authors conclude that SFCG's activities in Sierra Leone, colloquially referred to as TDS, have been highly effective arguing that their 'alliance building' approach has many benefits. They note that the success of TDS has created some problems and that TDS will face new challenges as they begin preparing an exit strategy.	A well written report that illustrates the impact of SFCG's work in Sierra Leone and provides clear recommendations for the future strategic directions of TDS.
Gordon, G., 2008[6]	Participants in Search for Common Ground (SFCG) projects in the DRC, and project beneficiaries (e.g. people who listened to the radio programs, community members), local government, project evaluators, project staff from SFCG, partner organisations, and project funders (United Nations Higher Commissioner for Refugees, UNHCR).	A thorough report that draws on a wide range of sources to examine the impact of SFCG's activities in the DRC.	The authors utilised primary sources (qualitative interviews, quantitative surveys and ethnographic observation) to evaluate the impact of SFCG's work in the DRC over a two year period from 2006 to 2008.	The negative impacts of SFCG's work are outweighed by the positive impacts. Author concludes that increased communication between the UNHCR and SFCG would enhance project success and create more opportunities for collaboration. He also indicates that a lack of baseline information and inadequate evaluation and monitoring procedures can make it difficult to assess the impacts of C4D projects.	A concise examination of the impacts of SFCG's work in the DRC. The strengths and weaknesses of SFCG's relationship with the UNHCR is also examined which provides important insights into the practicalities of alliances between NGOs and international development agencies.
Gouley, C. & Kanyatsi, Q., 2010[7]	Participants in Search for Common Ground (SFCG) project in Cote d'Ivoire titled 'Supporting a Conversation on Youth Leadership in Cote d'Ivoire'. The targeted intervention group were young	A well structured report that clearly sets out the scope of the evaluation and systematically addresses a series of identified questions.	The authors gathered qualitative and quantitative evidence to evaluation the impact of the 'Supporting a Conversation on Youth Leadership in Cote d'Ivoire' project.	Author's illustrate that the project has had a significant positive impact on Ivorian youth. Areas for improvement are also identified.	A thorough report that draws on a wide range of sources to examine the impact of the 'Supporting a Conversation on Youth Leadership in Cote d'Ivoire' project. Both qualitative and quantitative

	people living in Cote d'Ivoire. Evaluation also represents other beneficiaries (e.g. people who listened to the radio programs, community members), local government, project evaluators, project staff from SFCG, partner organisations, and project funders (US Department of State Bureau of Democracy, Human Rights and Labor).				data are utilised to examine the strengths and weaknesses of the project.
Hanson-Alp, R., 2008[9]	Report evaluates the impact of the 'Promoting Information and Voice for Transparency on Elections' (PIVOT) project. This project was co-ordinated by the Department for International Development (DFID) and involved a number of International non-government organisations who were partnered with national organisations to achieve specific outcomes. These organisations included; Foundation Hirondelle, BBC World Service Trust (BBC WST), Search for Common Ground (SFCG), the Independent Radio Network (IRN), the National Democratic Institute, Oxfam, Westminster Foundation for Democracy (WFD), Fourah Bay College's Department of Mass Communications, Sierra Leone's National Election Watch and 50/50. The evaluation is based on interviews with staff from these	Report is a clear and concise account of the strengths and weaknesses of each component of the PIVOT program. Because of the short length of the evaluation and the broad scope of the project, each output is not assessed in great detail. However despite its brevity, the evaluation is a well written consideration of the factors that influenced the effectiveness of the project	The evaluation draws on primary (qualitative interviews, and 'Lessons Learning' events) and secondary (project documentation) to assess the impact of the PIVOT project.	The impact of projects designed to promote civic education and participation in the lead up to elections can be maximised if planning and support starts early and delays are avoided. Hanson-Alp (2008) demonstrates that co-ordinating a large project that involves multiple organisations poses numerous challenges. She identifies information sharing as a critical factor that influences the success of complex projects.	A brief evaluation that provides a clear discussion of the factors that influenced the effectiveness of the PIVOT project and identifies improvements that could be implemented in preparation for the 2012 elections.

	organisations and other project beneficiaries and stakeholders including the councillor of paramount chiefs. In addition, the report also draws on discussions held with various people who attended 'Lessons Learning' events including community radio station staff.				
Tagor Lubis, I. & Nainggolan SV. M., 2004[20]	Participants in selected Common Ground (CG) projects in Indonesia, and project beneficiaries (e.g. people who read the comic books, community members), local government, project evaluators and project staff from CG.	A number of clear recommendations are given and the authors critically reflect on the strengths and weaknesses of the project. However, some of the findings are very brief and could have been discussed in more detail. At times, not enough background information is given which means that some of the examples are difficult to follow.	Report is an evaluation of selected CG projects (Conflict Transformation Radio Programme (Meteng Pangkalan), Conflict Transformation Comic Book Programme (Gebora) and Community Based Conflict Transformation Programme) that utilised both primary (qualitative interviews, focus group discussions, participant observation) and secondary (project documents etc.) sources.	This report clearly demonstrates the importance of local participation in C4D projects. The author's contend that the impact of Common Ground's activities in Indonesia could have been strengthened if they had more effectively liaised with locals and gained a better understanding of the political, cultural and economic context in which their projects were implemented.	The report is insightful and draws on empirical evidence to assess the impacts of the project. However, there are some sections that could have been more carefully edited to improve their clarity.

Appendix VIII: Excluded studies

QARI

Barker, M. J. (2008) 'Democracy or Polyarchy? US-funded media developments in Afghanistan and Iraq post 9/11' In *Media, Culture and Society*, Vol. 30, Issue 1, pp. 109-130.

> **Reason for exclusion:** Poorly defined methodology, with no clear ethical statement.

Boulton, A. (2010) 'Education for Development, CD for Peace: Producing the "Globally Competitive" Child' In *Geoforum*, Vol. 41, Issue 2, pp. 329-336.

> **Reason for exclusion:** No ethical statement provided. Plus, on assessment limited coverage of factors associated with successful C4D implementation found.

Bratic, V. (2008) 'Examining Peace-Orientated Media in Areas of Violent Conflict' In *International Communication Gazette*, Vol. 70, Issue 6, pp. 487-503.

> **Reason for exclusion:** Limited methodological quality and limited detail on factors that contribute to effective C4D implementation.

Bretherton, D., Weston, J. & Zbar, V. (2005) 'School-Based Peace Building in Sierra Leone' In *Theory into Practice*, Vol. 44, Issue 4, pp. 355-362.

> **Reason for exclusion:** Limited methodological quality, plus no clear coverage of C4D, paper examines formal education only.

Brauchler, B. (2007) 'Religious Conflicts in Cyberage' In *Citizenship Studies*, Vol. 11, Issue 4, pp. 329-347.

> **Reason for exclusion:** Limited methodological quality and no coverage of C4D, paper examines religion conflict and the Internet.

Celdran, D. (2002) 'The Philippines: SMS and Citizenship' In *Development Dialogue*, Vol. 2002, Issue 1, pp. 91-103.

> **Reason for exclusion:** No evidence of methodological consideration. Paper is of marginal relevance to C4D in fragile states.

Essien, E. J., Mgbere, O., Monjok, E., Ekong, E., Holstad, M. M., & Kalichman, S. C. (2011) 'Effectiveness of a Video-Based Motivational Skills-Building HIV Risk-Reduction Intervention for Female Military Personnel' In *Social Science and Medicine*, Vol. 72, Issue 1, pp. 63-71.

> **Reason for exclusion:** On close examination the content of this paper was deemed to not be relevant to fragile states. In addition, the bulk of the findings are quantitative.

Gazali, E. (2003) 'Negotiating Public and Community Media in Post-Suharto Indonesia' In *Javnost*, Vol. 10, Issue 1, pp. 85-100.

> **Reason for exclusion:** Limited explanation of ethical stance or recognition of the researcher's own influence on the research. Also, lacks sufficient detail on C4D interventions, or implementation factors.

Gregory, S. (2006) 'Transnational Storytelling: Human Rights, WITNESS, and video advocacy' In

American Anthropologist, Vol. 108, Issue 1, pp. 195-204.

> **Reason for exclusion:** Lacks participants' voices and reflection on influence of the researcher over the researched. Does not address implementation issues or constraints, though examines an interesting area.

Hattotuwa, S. (2009) 'New Media and Conflict Transformation in Sri Lanka' In *IDS Bulletin*, Vol. 40, Issue 2, pp. 28-35.

> **Reason for exclusion:** Lacks methodological quality and sufficient explanation, as well as providing insufficient detail on C4D interventions, or implementation factors.

Hilhorst, D. & van Leeuwen, M. (2005) 'Grounding Local Peace Organisations: A Case Study of Southern Sudan' In *Journal of Modern African Studies*, Vol. 43, Issue 4, pp. 537-563.

> **Reason for exclusion:** Lacks participants' voices and also a clear focus on C4D in fragile states.

Hinton, R., Kopi, M., Apa, A., Sil, A., Kini, M., Kai, J., Guman, Y., & Cowley, D. (2008) 'The Kup Women for Peace Approach to Peacebuilding: Taking the Lead in the Papua New Guinea National Elections' In *Gender and Development*, Vol. 16, Issue 3, pp. 523-533.

> **Reason for exclusion:** Following methodological assessment the paper was excluded for lack of sufficient detail on C4D interventions or implementation factors.

Hollander, E., Hidayat, D. N. & D'Haenens, L. (2008) 'Community Radio in Indonesia: A Re-invention of Democratic Communication' In *Javnost*, Vol. 13, Issue 3, pp. 59-74.

> **Reason for exclusion:** The paper lack detail on the various implementation factors that contributed to its impact.

Ibrahim, M. (2009) 'Rebel Voice and Radio Actors: In Pursuit of Dialogue and Debate in Northern Uganda' In *Development in Practice*, Vol. 19, Issue 4/5, pp. 610-120.

> **Reason for exclusion:** Lacks methodological quality, analytical depth and sufficient detail on C4D interventions, or implementation factors.

Jayasekera, R. (2004) 'Bad Habits in Baghdad' In *Index on Censorship*, Vol. 33, Issue 1, pp. 8-17.

> **Reason for exclusion:** Lacks methodological quality and analytical depth.

Jenkins, K. & Jenkins, B. (2010) 'Cooperative Learning: A Dialogic Approach to Constructing a Locally Relevant Peace Education Programme for Bougainville' In *Journal of Peace Education*, Vol. 7, Issue 2, pp. 185-203.

> **Reason for exclusion:** Lacks methodological rigour and does not provide a sufficient focus on C4D interventions to warrant data extraction.

Kafewo, S. A. (2009a) 'Discussion, Intervention, Processing: Theatre and Citizenship in Nigeria' In *New Theatre Quarterly*, Vol. 25, Issue 2, pp. 178-186.

> **Reason for exclusion:** Lacks a clearly defined methodological approach and an insufficient focus on C4D interventions to warrant data extraction.

Kafewo, S. A. (2009b) 'Giving Voice: Instigating Debate on Issues of Citizenship, Participation, and Accountability' In *Development in Practice*, Vol. 19, Issue 4/5.

> **Reason for exclusion:** Lacks a clearly defined methodological approach and an insufficient focus on C4D interventions to warrant data extraction.

Kumar, K. (2006) 'International Assistance to Promote Independent Media in Transition and Post-conflict Societies' In *Democratization*, Vol. 13, Issue 4, pp. 652-667.

> **Reason for exclusion:** Lacks a clear methodological approach and analytical depth.

Laplante, L. J. & Phenicie, K. (2009) 'Mediating Post-Conflict Dialogue: The Media's Role in Transitional Justice Processes' In *Marquette Law Review*, Vol. 93, Issue 1, pp. 251-284.

> **Reason for exclusion:** Some minor methodological concerns over lack of participants' voices, as well as a focus on contexts not on AusAID list of fragile states.

Maclure, R. (2006) 'Pragmatism or Transformation? Participatory Evaluation of a Humanitarian Education Project in Sierra Leone' In *Canadian Journal of Program Evaluation*, Vol. 21, Issue 1, pp. 107-129.

> **Reason for exclusion:** Some minor methodological concerns over lack of participants' voices and lacks clear focus on C4D in fragile states.

Madfis, J., Martyris, D. & Triplehorn, C. (2010) ' Emergency Safe Spaces in Haiti and the Solomon Islands' In *Disasters*, Vol. 34, Issue 3, pp. 845-864.

> **Reason for exclusion:** After methodological assessment, the paper was excluded because it lacked a clear focus on C4D in fragile states.

Malhotra, D. & Liyanage, S. (2005) 'Long-Term Effects of Peace Workshops in Protracted Conflicts' In *Journal of Conflict Resolution*, Vol. 49, Issue 6, pp. 908-924.

> **Reason for exclusion:** Methodology not suited to qualitative approach of this review (data principally quantitative).

McCaffery, J. (2005) 'Using Transformative Models of Adult Literacy in Conflict Resolution and Peacebuilding Processes at a Community Level: Examples from Guinea, Sierra Leone & Sudan' In *Compare: A Journal of Comparative Education*, Vol. 35, Issue 4, pp. 443-462.

> **Reason for exclusion:** Minor methodological concerns are evident associated with the lack of participants' voices in the work. Also, lacks clear focus on C4D in fragile states.

Mundrawala, A. (2007) 'Fitting the Bill' Commissioned Theatre Projects on Human Rights in Pakistan - The Work of Karachi-Based Theatre Group 'Tehrik e Niswan" In *Research in Drama Education*, Vol. 12, Issue 2, pp. 149-161.

> **Reason for exclusion:** Lacks a clear methodological or theoretical framework. Findings of marginal relevance to the study.

Makinen, M. & Kuira, M. W. (2008) 'Social Media and Postelection Crisis in Kenya' In *International Journal of Press/Politics*, Vol. 13, Issue 3, pp. 328-335.

> **Reason for exclusion:** Lacks methodological quality and analytical depth.

Nassanga, G.L. (2008) 'Twenty Years of Conflict in Northern Uganda: Reshaping the Agenda for Training and Research' In *Global Media Journal - Mediterranean Edition*, Vol. 3, Issue 2, pp. 12-20.

Reason for exclusion: Provides some limited insights into media training and conflict but lacks methodological quality and original data.

Paluck, E. L. (2009) 'Reducing Intergroup Prejudice and Conflict using the Media: A Field Experiment in Rwanda' In *Journal of Personality and Social Psychology*, Vol. 96, Issue 3, pp. 574-587.

Reason for exclusion: After methodological assessment, the source was found to lack analytical detail on the nature of the C4D interventions discussed.

Plastow, J. (2007) 'Finding Children's Voices: A Pilot Project Using Performance to Discuss Attitudes to Education Among Primary School Children in Two Eritrean Villages' In *Research in Drama Education*, Vol. 12, Issue 3, pp. 345-354.

Reason for exclusion: Limited detail on methodological and theoretical framework, no discussion/recognition of conflict.

Robie, D. (2008) 'Frontline Reporting, Ethos and Perception: Media Challenges in the South Pacific' In *Asia Pacific Viewpoint*, Vol. 49, Issue 2, pp. 213-227.

Reason for exclusion: Lacks methodological quality, as well as specific detail on C4D interventions.

Schulenkorf, N. (2010) 'Sport Events and Ethnic Reconciliation: Attempting to Create Social Change between Sinhalese, Tamil and Muslim Sportspeople in War-torn Sri Lanka' In *International Review for the Sociology of Sport*, Vol. 45, Issue 3, pp. 273-294.

Reason for exclusion: After methodological assessment, the paper was found to lack a clear focus on C4D in fragile states.

Sen, K. (2003) 'Radio Days: Media-Politics in Indonesia' In *Pacific Review*, Vol. 16, Issue 4, pp. 573-589.

Reason for exclusion: Some methodological concerns are evident (i.e. lack of participants' voices) and does not provide a sufficient focus on C4D interventions to warrant inclusion.

Shaheen, M.A. (2008) 'Uses of Social Networks and Information Seeking Behavior of Students During Political Crises in Pakistan: A Case Study' In *International Information and Library Review*, Vol. 40, Issue 3, pp. 142-147.

Reason for exclusion: Lacks methodological quality and analytical depth.

Siriyuvasak, U. (2004) 'People's Media and Communication Rights in Indonesia and the Philippines' In *Inter-Asia Cultural Studies*, Vol. 6, Issue 2, pp. 245-263.

Reason for exclusion: Lacks methodological quality and analytical depth.

Sliep, Y., Weingarten, K. & Gilbert, A. (2004) 'Narrative Theatre as an Interactive Community Approach to Mobilizing Collective Action in Northern Uganda' In *Families, Systems and Health: The Journal of Collaborative Family HealthCare*, Vol. 22, Issue 3, pp. 306-320.

Reason for exclusion: Lacks methodological quality and provides limited coverage of factors

associated with successful C4D implementation.

Thompson, J. (2002) 'Ugly, Unglamorous and Dirty: Theatre of Relief/Reconciliation Liberation in Places of War' In *Research in Drama Education*, Vol. 7, Issue 1, pp. 108-114.

> **Reason for exclusion:** Lacks sufficient depth and methodological quality to warrant inclusion.

Utterwulghe, S. (2004) 'Conflict Management in Complex Humanitarian Situations: Peacemaking and Peacebuilding Work with Angolan IDPs' In *Journal of Refugee Studies*, Vol. 17, Issue 2, pp. 222-242.

> **Reason for exclusion:** Lacks sufficient depth and methodological quality to warrant inclusion.

Wickett, E. (2007) 'Video for Development' In *Visual Anthropology*, Vol. 20, Issue 2/3, pp. 123-141.

> **Reason for exclusion:** After methodological evaluation the paper was found to provide some limited insights into the use of video as a C4D tool, but is mainly focused on public health and does not address aspects of conflict.

Yoder, J. B. (2008) 'Minority Language Development and Literacy Among Internally Displaced Persons (IDPs), Refugee's, and Wartime Communities' In *Canadian Modern Language Review*, Vol. 65, No. 1, pp. 147-170.

> **Reason for exclusion:** Lacks participants' voices and a clear focus on C4D in fragile states.

NOTARI

Elmqvist, M. & Bastian, S. (2006) 'Promoting Media Professionalism, Independence and Accountability in Sri Lanka' SIDA Evaluation 06/50, pp. 1-52.

> **Reason for exclusion:** Despite being methodologically rigorous, during assessment it was found that the focus of the source was too narrow from which to be able to draw wider conclusions.

Elmqvist, M., Rylander, L., & Luwaso, L. (2008) 'Performance Analyses of the Cooperation between Swedish Radio and Radio Republic Indonesia 2000–2005' SIDA Evaluations 2008:36, pp. 1-38.

> **Reason for exclusion:** Despite being methodologically rigorous, the sources recommendations are too specific to draw wider conclusions from.

Gratton, M. (2010) Children and Youth Program Review - Summer 2010 - Democratic Republic of the Congo, Search for Common Ground, pp. 1-39.

> **Reason for exclusion:** Overlap with other SFCG interventions. Methodologically, there is a weak causal link between the interventions and their impact.

Kalathil, S. with Langlois, J. & Kaplan, A. (2008) 'Towards a New Model: Media and Communication in Post-Conflict and Fragile States' The International Bank for Reconstruction and Development/The World Bank Communication for Governance & Accountability Program (CommGAP), pp. 1-112.

> **Reason for exclusion:** The paper is designed to guide policy and therefore the findings are already synthesised. Lack of detailed information about specific programs/case studies.

Monzani, B. & Adhikari, K.   (2009). Final Evaluation Report: Radio for Peacebuilding Nepal, Search for

Common Ground, pp. 1-22.

> **Reason for exclusion:** Despite a solid methodology, the evaluation contains some relevant material, but is brief and similar recommendations are covered elsewhere.

Mytton, G. (2005) Evaluation and Review of Hannu Daya in Jigawa State, DFID. pp. 1-20.

> **Reason for exclusion:** Despite a solid methodology, after assessment the paper was found to lack specific information regarding C4D implementation factors.

National Defence University & Quaid-e-Azam University (2011) Pakistan Radio: A Forum for Moderate Voices Project - Evaluation Report Search for Common Ground Pakistan, pp. 1-35.

> **Reason for exclusion:** Weak methodology and analysis. Findings are too generalised and lack clarity.

Onuoha, A. & James, A.   (2008) Report of Evaluation: Facilitating Civil Society Dialogue and Development to Foster Accountability and Good Governance in Liberia, Search for Common Ground (SFCG), Liberia and Department for International Development (DFID), pp. 1-20.

> **Reason for exclusion:** Poor quality report, with weak methodology and incoherent findings.

Orme, B. (2010) 'Broadcasting in UN Blue: The Unexamined Past and Uncertain Future of Peacekeeping Radio' Center for International Media Assistance (CIMA), February 16, 2010, pp. 1-74.

> **Reason for exclusion:** Scope of the report is very narrow and methodologically, the case studies are too brief to extract suitable levels of evidence.

Paluck, E. L. & Green, D. P. (2006) La Benevolencija Reconciliation Radio Project: Musekweya's First Year Evaluation Report: Rwanda Reconciliation Radio: Does it Work?, pp.1-43

> **Reason for exclusion:** Though methodologically sound, the report duplicates findings of studies included in QARI.

Shepler, S., Omideyi, O., & Lue Clark, C. (2006). Evaluation of Search for Common Ground Programming in Liberia, Search for Common Ground (SFCG), Liberia, pp. 1-37.

> **Reason for exclusion:** Solid methodology, but after assessment the article was excluded because it focuses on an area that falls outside of the scope of this review.

Sigal, I. (2009) 'Digital Media in Conflict-Prone Societies' Center for International Media Assistance (CIMA), pp. 1-40.

> **Reason for exclusion:** A sound overview of the use of digital media in conflict prone environments. However, methodologically, each individual case study is not explored in detail and this limits the insightfulness of the report.

Street, A., Smith, J. & Mollett, H. (2008) Consolidating the peace? Views from Sierra Leone and Burundi on the United Nations Peacebuilding Commission, Action Aid International, Catholic Agency for Overseas Development (CAFOD) and CARE International, pp. 1-42.

> **Reason for exclusion:** Lacks a methodological on participants' voices and therefore does not meet the requirements for data extraction.

Wahnyi, Eriyanto & Wahnyi, Esti (2009) 'Radio: Connecting Papua: The Impacts of Radio Pikon Ane on Communities in Kurima, Yahukimo, Papua', pp. 1-64.

> **Reason for exclusion:** The authors do explore the impacts of the radio station in a number of area's including health and education; however, these are not the central focus of the review.

World Bank (2010) 'Implementation, Completion and Results Report (IDA-38250) On a Credit in the Amount of SDR 15.7 Million (US $22 Million Equivalent) to the Government of the Islamic Republic of Afghanistan for a Emergency Communications Development Project', Policy Unit, Global Information and Communication Technologies Department, South Asia Regional Office, pp. 1-40.

> **Reason for exclusion:** Report is primarily quantitative with very little qualitative, contextual information provided. Report is not detailed enough and the author's do not adequately explore the strengths/weaknesses of the project. Lessons learned section is inadequate.

World Bank (2010b) 'Implementation, Completion and Results Report (IDA-35810) On a Credit in the Amount of SDR 17.50 Million (US $22.56 Million Equivalent) to Nepal for a Telecommunications Sector Reform Project', Policy Unit, Global Information and Communication Technologies Department, South Asia Regional Office, pp. 1-63.

> **Reason for exclusion:** In terms of method and approach, not enough data is provided to adequately assess the impact of the intervention.

World Bank (2010c) Implementation, Completion and Results Report (IDA-39850) On a Credit in the Amount of SDR 17.1 Million (US $25.0 Million Equivalent) to the Federal Democratic Republic of Ethiopia for an Information and Communication Technology Assisted Development Project (ICTAD), Transport, Water and ICT Sector Department, Ethiopia Country Department, pp. 1-106.

> **Reason for exclusion:** The 'Lessons Learned' section of the report is not especially detailed and the majority of information provided is designed for internal use by the World Bank.

von Kaltenborn-Stachau, H. (2008) 'The Missing Link: Fostering Positive Citizen-State Relations in Post-Conflict Environments', The International Bank for Reconstruction and Development/The World Bank Communication for Governance & Accountability Program (CommGAP), pp. 1-124.

> **Reason for exclusion:** Methodologically, the case studies set out to describe the media landscape in each context and the impact of media strengthening activities but do not provide enough detail.

Appendix IX: List of study findings

Best, M. L. & Thakur, D. (2009) 'The Telecommunications Policy Process in Post-Conflict Developing Countries: The case of Liberia' In *Info: The Journal of Policy, Regulation and Strategies for Telecommunications, Information and Media*, Vol. 11, Issue 2, pp. 42-57.	
Finding 1	Conventional understandings of the process by which public policy is developed and implemented in nations like the US may not apply to developing countries, and in particular to post-conflict developing countries.
Illustration	'theoretical assumptions of stable and pluralistic decision-making systems are difficult to apply within the context of a country with nascent policy subsystems and a recent turbulent political past' (Best and Thakur 2009, p. 43)
Finding 2	There is a lack of studies that consider how the cultural context of post-conflict countries influences the policy process.
Illustration	'previous studies have not sought to comprehensively examine the factors influencing the policy process in post-conflict countries' (Best and Thakur 2009, p. 46).
Finding 3	Six key factors influence the policy process in post-conflict countries. These are: Institutional Context, Technical and Human Resources, Political Support, International Support, Attributes of Elites, and, International Policy Networks.
Illustration	'Factors Influencing the Policy process in post-conflict States' (Figure 1, Best and Thakur 2009, p. 46).
Finding 4	In a post-conflict setting the legitimacy of the new government is often questioned and this can result in a lack of support for government policies and regulatory bodies.
Illustration	'In post conflict nations questions of legitimacy of new governing institutions are often raised. This was particularly true for the nascent Liberian telecoms regulator and this perception strongly influenced the positions held by local operators towards the telecom legislative process' (Best and Thakur 2009, p. 50).
Finding 5	During periods of political instability and/or violence people often operate with minimal governance. This can create problems post-conflict because people who are accustomed to self-regulation or minimal regulation may resist change.
Illustration	In the telecommunications sector in Liberia, many mobile phone operators had been conducting business with few restrictions and they resisted new telecommunications policies that regulated their conduct (Best and Thakur 2009, p. 50).
Finding 6	During conflict skilled workers may flee the country and this has an adverse effect on industries that are trying to re-build. In Liberia the lack of qualified personnel had a direct impact on data collection and policy analysis capabilities.
Illustration	'Our interviews revealed an ongoing problem that exists in both the Ministry of Post and Telecommunications (MPT) and Liberian Telecommunications Authority (LTA), which is the lack of sufficient technical and human resources to support the development and implementation of policy; (Best and Thakur 2009, p. 51).
Finding 7	International support played a key role in facilitating the creation and delivery of government policy in the Liberian telecommunications sector.
Illustration	'International support therefore was instrumental in developing both Bill No. 18 and the 2007 Act' (Best and Thakur 2009, p. 51).
Finding 8	In post-conflict settings elite actors play a greater role in policy processes than in stable nations. This can result in policies that represent the interests of elite actors and not the general public.

Illustration	'post-conflict settings have generally very weak institutions' [i]n the presence of such weak institutions' the role and responsibilities of individual elites is enhanced' (Best and Thakur 2009, p. 52). 'the actual substance of policy was often the result of a bargaining process between these elite interests that is then advanced as the public interest' (Best and Thakur 2009, p. 53).
Finding 9	Certain ethnic groups may have greater influence on governmental policy and be more likely to hold positions of power.
Illustration	'our interviews with ordinary Liberians revealed a peripheral but historic and cultural issue. That is, the distinction between Americo-Liberians (those Liberians that are descendants of the freed American slaves who founded the country) and the indigenous Liberians who comprise approximately 95 percent of the population (Sessay, 1996). Traditionally the Americo-Liberians have held positions of power in most sectors of the society including government' (Best and Thakur 2009, p. 52).
Finding 10	When the policy process is not inclusive and participatory this can hinder the effectiveness of the policy.
Illustration	'A policy process that does not include the wider population can create problems during implementation. In this case, the inability to participate can also undermine efforts to be inclusive' (Best and Thakur 2009 p. 55).

Connelly, C. (2010) 'How Does the Show Go On?: Theatre for Development in Post-Election Kenya' In Theatre History Studies, Vol. 30, pp. 65-72.	
Finding 1	Outbreaks of political and/or ethnic violence make it very difficult for Theatre for Development programs to continue.
Illustration	'When daily life in these communities becomes marked by murder, beatings, destruction of property, and displacement, as it did after the election, maintaining a theatre program in them becomes a very dangerous endeavour' (Connelly 2010, p. 66). 'During the widespread violence, due to safety concerns for audiences and performers alike, theatre groups were unable to enter areas where they had regularly and recently performed' (Connelly 2010, p. 69).
Finding 2	Theatre for Development activities can play a role in promoting peace and changing individual beliefs and practices.
Illustration	'theatre popular to the people plays a role in solving the socioeconomic, political, and moral conflicts in the society' (Connelly 2010, p. 67).
Finding 3	Theatre for development interventions held in non-theatre settings such as parks and markets can reach disadvantaged audiences that may be unable or unwilling to attend performances in traditional theatre venues.
Illustration	'Offering theatre performances for the poorest, instead of the wealthiest, audiences is an essential part of many Theatre of Development projects. The purpose is to bring performances to the people in their own settings without the social and economic barriers often found in traditional theatre venues' (Connelly 2010, p. 67).
Finding 4	Participation in Theatre for Development can create bonds between members of different ethnic groups.
Illustration	'one of the Kikuyu students who was chased from Kericho was hosted by the family of a Luo friend and classmate in Nairobi. The students and company members supported one another, sometimes financially, during the crisis' (Connelly 2010, p. 68).

Curtis, D.E.A. (2000) 'Broadcasting Peace: An Analysis of Local Media Post-Conflict Peace building Projects in Rwanda and Bosnia' In Canadian Journal of Development Studies, Vol. 21, Issue, 1, pp. 141-166.	
Finding 1	Donor agencies are increasingly utilising local media projects to promote peace-building. However, there is a lack of research that examines the effectiveness of these projects and their contribution to peace-building strategies.
Illustration	'while there seems to be a general consensus that local media projects constitute an effective means of contributing to peace-building, there is a relative absence of work that explains why this is the case or that outlines the explicit linkages between local media and peace-building. Similarly, there have been few attempts to measure the success of these kinds of projects' (Curtis 2000, p. 142).
Finding 2	Broader factors that influence the success of peace-building also play a role in determining the effectiveness of local media peace-building projects. Peace building projects are more likely to succeed if they promote indigenous participation and understand the cultural and local context in which they operate.
Illustration	'successful peace-building requires an emphasis on local populations, including a knowledge of the local context and culture in which the donor is operating, and significant indigenous participation' (Curtis 2000, p. 146). 'Projects with peace-building informational objectives or societal reconciliation objectives must be based on a thorough understanding of the political and social dynamics of the region…[d]onors must carefully examine the impact of the project on local politics as well as the impact of local politics on the project' (Curtis 2000, p. 162).
Finding 3	International actors and donor agencies are divided about how, when and if hate media should be prevented post-conflict. Thus, while some scholars argue that controlling hate media is a necessary step in the peace-building process, others raise concerns about the implications of media regulation, censorship and international interference.
Illustration	'Steps taken to control hate media such as jamming broadcasting signals or destroying media equipment can create unexpected consequences, violate sovereignty and negatively impact donor or international relationships with local authorities' (Curtis 2000, p. 149).
Finding 4	Ensuring the safety of journalists is an important component of an effective local media peace-building strategy.
Illustration	'During a conflict, journalists are often among the first targets and in the delicate post-conflict environment, authorities will try to maintain a tight rein on the press. If journalists begin to broadcast alternative points of view, authorities or local leaders may feel threatened and may respond with non-violent or violent intimidation tactics against journalists. Improving the security environment for journalists is, therefore, an important post-conflict peace-building activity' (Curtis 2000, p. 149).
Finding 5	Local media, in particular radio soap operas, can be used to directly promote conflict resolution and reconciliation.
Illustration	'There have been several examples of highly popular radio dramas that aim to promote societal reconciliation. New Home New Life is a radio soap opera broadcast on BBC in Afghanistan. Fictional characters in the soap opera comment on key social issues that are intended to create stimuli for peace among listeners' (Curtis 2000, p. 151).
Finding 6	When donors implement local peace-building projects they must make difficult decisions about which outcomes they will prioritise and what the implications of that choice will be. Every strategy has strengths and weaknesses and donors should carefully consider these when developing local media peace-building projects.
Illustration	'different types of media activities face constraints and contradictions, and when setting their peace-building objectives, donors must have a clear idea of the trade-offs and choices that they will face' (Curtis 2000, p. 153).
Finding 7	Short term evaluations of local media peace-building projects may not capture long-term changes in behaviour or beliefs.

Illustration	'the full impact of local media peace-building projects may not be apparent until later' (Curtis 2000, p. 154).
Finding 8	Internal evaluations of local media peace-building projects may be unreliable and this makes it difficult to accurately assess the impacts of these projects.
Illustration	'many donor agencies are not adequately staffed to undertake long-term evaluations. Similarly, donor agencies have an interest in presenting their activities in a favourable light, in order to maintain or increase funding' (Curtis 2000, p. 154).
Finding 9	In a post-conflict setting media outlets, such as radio stations, are often unable to meet the needs of diverse groups who have different expectations. This can result in their characterisation as biased or illegitimate, which threatens their ability to promote peace-building.
Illustration	'Each group in Rwanda had different expectations regarding Radio Agatashya and all parties to the conflict accused the radio of siding with the 'enemy'' (Curtis 2000, p. 157).
Finding 10	A lack of local involvement in the development and implementation of local media projects can reduce their effectiveness.
Illustration	'both networks [OBN television and FERN radio in Bosnia-Herzegovina] encountered difficulties due to the donors' lack of attention paid to politics and local dynamics. OBN was put together without very much influence from Bosnians, consequently, it was viewed as being 'foreign'' (Curtis 2000, p. 159).
Finding 11	If local media peace-building projects are not seen to be impartial, they can be viewed with suspicion.
Illustration	'OBN and FERN have both focused on Bosniac-controlled federation territory at the expense of the Serb Republic and Croat-controlled territory. Both networks were supposed to develop into pan-Bosnian initiatives, but their dominant presence in Sarajevo has prevented them from making a clear break from the tripartite media scene in Bosnia' (Curtis 2000, pp. 159-160).
Finding 12	Local media projects in post-conflict settings face great challenges and will not necessarily result in immediate short-term changes.
Illustration	'rebuilding trust through media programmes is a long-term process and the reconstruction of media structures in a war-torn country is bound to encounter obstacles and trade-offs' (Curtis 2000, p. 163).

Erni, J. N. (2009) 'War, 'Incendiary Media' and International Human Rights Law' In Media, Culture & Society, Vol. 31, Issue 6, pp. 867-886.	
Finding 1	The legal basis of media/information interventions is debatable. In particular, interventions that utilise measures that could be defined as a 'use of force' such as bombing broadcasting towers may violate the UN Charter and other international norms (Erni 2009, p. 872).
Illustration	'While the ultimate legality of such intervention methods, created in the name of reconstruction, will continue to be debated, the legal ground for more aggressive measures taken in times of imminent or present conflict appears to be tenuous' (Erni 2009, p. 872).
Finding 2	Media/information interventions may violate state sovereignty.
Illustration	'it is one thing to prevent violence, it is another for the information intervention programme to intrude upon the target state's autonomous public sphere, and even to exert influence and authority in the target state' (Erni 2009, p. 872). However, as Erni (2009, p. 875) discusses, international legal obligations mean that the 'sovereignty of a given state cannot be absolute or exclusive'.
Finding 3	The diverse agendas of the parties involved in media/information interventions can create rifts that hinder the success of the media reforms.

Illustration	'Cases like Cambodia, Bosnia and Kosovo show exactly the cleavages amongst these stake holders, in the end stifling a healthy development of the post-war media space in these countries' (Erni 2009, p. 878).
Finding 4	Transitional governments in post-conflict societies may abuse their ability to control the media and begin to recreate the conditions that led to the intervention.
Illustration	'The second legal problem concerns the unjustifiable exuberance of the transitional governments in post-conflict societies in expanding their power of control through their newly established media regulations, edging toward censorship and hegemony of control reminiscent of the totalitarian power toppled in the war' (Erni 2009, p. 878). 'For instance, the interim government in post-war Iraq established media rules (and other administrative codes) that showed a tendency towards a hegemonic control of the information space, instead of promoting free flow of information and diversity of views in the Iraqi media' (Erni 2009, p. 878).

Evans, R. (2008) 'The Two Faces of Empowerment in Conflict' In Research in Comparative and International Conflict, Vol. 3, Issue 1, pp.50-64.	
Finding 1	The impact of peace education programs designed to encourage non-violence through 'empowerment' need to be empirically examined. It cannot be assumed that the skills and experiences gained through participation in these projects will necessarily be used to promote peace.
Illustration	'In practice, project participants may utilise these tools in ways unanticipated by humanitarian agencies, for example, to promote political violence rather than peaceful ideals' (Evans 2008, p. 51).
Finding 2	Participation in peace-building programs, such as the Bhutanese Refugee Children Forum (BRCF), and involvement in violent political activities, such as Maoist political activities, are not mutually exclusive.
Illustration	'Of the young people who have spoken to me about their involvement in Maoist activities, almost all are current or former BRCF members…[o]ne 17-year-old female activist, Dhan Maya, who received training in street theatre through the BRCF, took part in both BRCF performances on child protection issues, and performances for a Bhutanese Maoist cultural organisation…later Dhan Maya led attacks on the homes of third country resettlement activists' (Evans 2008, p. 58).
Finding 3	Young people who participated in the BRCF reported many positive impacts, including increased confidence and personal freedom, improved family relationships, and the development of new skills that could potentially earn them money.
Illustration	'after working in the BRCF I feel confident to speak in front of other people and share my views' (young person in Evans 2008, p. 56).
Finding 4	Peace education programs for young people can also have positive impacts on the broader community.
Illustration	'the BRCF members make people aware of social issues, such as alcoholism and gender discrimination by showing street dramas, displaying pamphlets and posters' (community member in Evans 2008, p. 56).
Finding 5	The disparities between international child rights norms promoted by the BRCF and Bhutanese sociocultural values can create conflicts.
Illustration	'BRCF participants are encouraged to report particular issues such as an early marriage to agency staff. Such practices are viewed as harmful by donor agencies but are accepted by many members of the Bhutanese refugee community' (Evans 2008, p. 56).
Finding 6	Structural factors such as poverty, political instability and the participants' refugee status limits the effectiveness of peace education projects designed to 'empower' young people in refugee camps.

Illustration	'These limitations result from the participants' status as refugees and to the inability of the agencies and the refugees to change the political situation that caused them to be displaced from Bhutan 17 years ago and which has resulted in their being denied citizenship and basic rights' (Evans 2008, p. 57).
Finding 7	BRCF staff teach young people that they can play an active role in improving their community. Despite the BRCF's emphasis on peace education, some BRCF participants see political involvement, sometimes involving violence, as a viable way to make these improvements.
Illustration	'As the agencies hoped, many young project participants do express their conviction that they can positively contribute to the development of their community, but some wish to do so through ensuring their right to return and to securing the rights of both the refugees and those Nepali Bhutanese remaining inside Bhutan, even if this involves violence' (Evans 2008, p. 59).

Finkel, S. E. & Smith, A. E. (2011) 'Civic Education, Political Discussion, and the Social Transmission of Democratic Knowledge and Values in a New Democracy: Kenya 2002' In American Journal of Political Science, Vol. 55, Issue, 2, pp. 417-435.	
Finding 1	Following a democratic regime change, citizens need to learn about the norms and values that inform the democratic political system and to acquire new 'civic competencies and attitudes' (Finkel and Smith 2011, p. 417). While this process was initially thought to involve slow changes over time in people's knowledge, beliefs and behaviours, more recent studies suggest that these changes can happen relatively quickly. Nonetheless, there are more direct ways to promote democratic values. The most effective way to directly educate citizens in new democracies may be through civic education programs.
Illustration	'Perhaps the most promising direct means for promoting democratic orientation in new democracies is through civic education programs, which teach democratic citizenship to young people in classroom settings or to adults in community workshops, lectures or public fora' (Finkel and Smith 2011, p. 418).
Finding 2	Despite the increasing number of civic education interventions, there is a lack of evidence demonstrating the effectiveness of these programs.
Illustration	'Despite the proliferation of civic education programs in new democracies, there has been relatively little research on their effectiveness in changing democratic orientations among children or adults' (Finkel and Smith 2011, p. 418).
Finding 3	Evaluations of civic education programs need to consider both direct and indirect effects. Studies that solely focus on those who attended the programs fail to consider the indirect ways that information and ideas promoted in the education programs can influence non-attendees (e.g. through discussion with peers).
Illustration	'we find first that the Kenyan National Civic Education Programme (NCEP) affected the knowledge, attitudes and participatory inclinations of those directly trained in the program. These individuals then became opinion leaders, communicating new democratic orientations to neighbors, family members, and friends within their network. We show that individuals with no personal exposure to the program who discussed others' civic education experienced significant growth in political knowledge, tolerance, and a sense of national versus tribal self-identification' (Finkel and Smith 2011, p. 419).
Finding 4	Adults who attended the civic education showed a significant increase in all four dependent variables identified by the authors: Political knowledge, Political participation, Political tolerance and, National versus tribal identification.
Illustration	'The results indicate that adults trained in NCEP activities showed significant increase in political knowledge and participation, and in such critical democratic values as the sense of Kenyan versus tribal identification and political tolerance' (Finkel and Smith 2011, p. 432).
Finding 5	The NCEP civic education program had widespread indirect effects. Many Kenyans who did not attend the programs were exposed to the civic education messages through discussions with attendees in their social network. Although the authors estimate that 14% of the Kenyan population attended the training, they state that approximately 40 to 50% were exposed to the program

	messages in some way (Finkel and Smith 2011, p. 433). This had a measurable statistical impact on all of the dependant variables except political participation.
Illustration	'The results thus provide strong support for a two-step process of social diffusion of democratic messages through civic education' (Finkel and Smith 2011, p. 432).
Finding 6	Civic education programs that utilise open, participatory teaching methods more effectively change participants' knowledge, beliefs and behaviour than those that do not. The authors group various participatory methods into six categories: small group discussions, role playing, stage plays or dramatisations, game playing, problem solving and developing proposals, and mock elections.
Illustration	'attending a purely lecture-based workshop that made use of none of the six participatory methodologies had effects that were statistically distinguishable from zero only in the case of imparting factual political knowledge. For the three other democratic orientations, it was only when workshops made use of active methods that any significant effects were obtained' (Finkel and Smith 2011, p. 430).
Finding 7	Although civic education training has positive effects it is important to recognise that the impact of programs like NCEP are constrained by other factors that also influence the success of democratic transitions.
Illustration	'Successful democratic transitions depend on a good many other factors aside from a supportive mass political culture, most importantly elite behavior and the crafting of institutions that can ameliorate ethnic and other potentially destabilizing social cleavages' (Finkel and Smith 2011, p. 433).
Finding 8	The ethnic violence that broke out after the 2007 Kenyan election may have been worse if the 2002 NCEP program and a 2007 civic education program had not been implemented.
Illustration	'Our results imply that the violence would likely have been worse in the counterfactual absence of programs such as the 2002 NCEP (and its 2007 successor)' (Finkel and Smith 2011, p. 434).

Frere, M. S. (2009) 'After the Hate Media: Regulation in the DRC, Burundi and Rwanda' In Global Media and Communication, Vol. 5, Issue 3, pp. 327-352.	
Finding 1	Over the past 15 years the media has played a central role in exacerbating ethnic and political tensions and inciting violence and hatred in the Central African nations of Rwanda, Burundi and the Democratic Republic of Congo (DRC).
Illustration	'The Democratic Republic of Congo, Rwanda and Burundi have in common that for the past 15 years they have been through murderous wars notable for the use of what have been described as 'hate media'' (Frére 2009, p. 327).
Finding 2	The establishment and strengthening of communications regulatory bodies in the DRC, Rwanda and Burundi was intended to facilitate the development of a more accountable and democratic media sector.
Illustration	'During the various peace processes which followed the armed conflicts, the establishment of communications regulatory bodies, and the strengthening of the already existing body in Burundi, were seen as essential in order to encourage a responsible attitude from the media and avoid any future drift towards incitement of ethnic hatred' (Frére 2009, p. 329).
Finding 3	Internal divisions within communications regulatory bodies can lead to conflicts and ineffective regulation as members with diverse political affiliations seek to serve their own political interests. Members can be unwilling to sanction media outlets that support their own political views, even when these outlets are producing extremist propaganda.
Illustration	'It was a real challenge, for instance, to get the members' agreement on any sanction against CCTV and CKTV (which belonged to Vice-President Jean-Pierre Bemba) or against RTGA, Digital Congo and the national public broadcaster, RTNC (Radio Television Nationale Congolaise), all three of which supported President Joseph Kabila)' (Frére 2009, p. 331).

Finding 4	Struggles for power in post-conflict settings can hinder the activities of communications regulatory bodies whose authority may not be recognised by the government. Governmental ministries can undermine the activities of communications regulatory bodies (CRB's) by making decisions that contradict their resolutions.
Illustration	'The HAM's activities were also hampered by constant conflicts of responsibility with the Minister for Information and the Press, who clung to the prerogatives which had traditionally belonged to his office…the ministry refused to acknowledge the existence and powers of the new independent regulator and regularly took decisions and carried out measures contrary to those decided by the regulator' (Frére 2009, p. 331).
Finding 5	Communications regulatory bodies (CRBs) are unable to regulate the media sector effectively when their legitimacy is not recognised and the media outlets they seek to control have more resources, popular support and power than themselves.
Illustration	'The CNC announced that it was suspending the RPA's operating licence indefinitely. The radio sector as a whole (radio stations and professional associations) united to defend their colleague, all stopped broadcasting, and forced the President of the CNC to resign. This incident confirmed that the media, with their popular support, were stronger than the regulator' (Frére 2009, p. 338).
Finding 6	A lack of resources can reduce the ability of communications regulatory bodies to function effectively. In Burundi, the members of the CNC (Conseil National de la Communication) had limited access to transport and no generator and this significantly affected their ability to monitor the media.
Illustration	'A report by the CNC's monitoring team emphasized that it had no transport ('the team cannot remain at work until the stations close down, but is obliged to go home after the 6pm news programme') and that, having no generator, it could not work during the power cuts that happened 'several times a day'' (Frére 2009, p. 340).
Finding 7	Many radio stations in Burundi are reliant on foreign aid and the withdrawal of this aid may threaten their survival and the impartiality of the media sector.
Illustration	'Now that peace has been restored, those responsible for the radio stations are concerned that the funders may withdraw, which may threaten the survival of the media…an impoverishment of the media may be harmful not only to professional standards but also to the integrity and independence of journalists, which are an important prerequisite for effective self-regulation' (Frére 2009, p. 341).
Finding 8	The Rwandan communication regulatory body, the High Council of the Press (HCP), is not a decision-making body and relies on the government to enforce their recommendations. This means that the HCP has very little power and is not independent from government influence.
Illustration	'… journalists have deplored the propensity of some politicians to interfere in the affairs of the HCP in order to try and get rid of particular journalists. As the Committee to Protect Journalists has stressed, journalists remain sceptical of the HCP's independence from government influence' (Frére 2009, p. 345).
Finding 9	Communications regulatory bodies can play a vital role in the peace process in post-conflict countries where the media has contributed to the violence. However, their influence is often mitigated by their lack of power, minimal resources, the unwillingness of governments to concede control of the media and the ethnic, national and political divisions that still exist in post-conflict settings.
Illustration	'A communication regulatory body can play a central role in the reconfiguration of the sector, in creating media which are accountable and a part of a real project of democratization. But these bodies remain today somewhat powerless, because of a lack of resources, because of the enormity of the challenge facing them, and because of the significant contradictions between the proclaimed desire of the political authorities to see freedom of expression flower and the concern of those same authorities to exercise control of the media' (Frére 2009, p. 348).

Gamage, P. & Halpin, E. F. (2007) 'E-Sri Lanka: Bridging the Digital Divide' In Electronic Library, Vol. 25, Issue 6, pp. 693-710.	
Finding 1	A clear digital divide exists in Sri Lanka, with access to Information and Communication Technologies (ICTs) being very unequal.
Illustration	'the vast majority of rural communities in Sri Lanka, which comprises over 70 per cent of the total population, do not presently have access to ICT and for that same reason do not reap the benefits of ICT' (Gamage and Halpin 2007, p. 697).
Finding 2	Outbreaks of violence in fragile states can create security threats that restrict researchers' access to particular regions.
Illustration	'The Nanasalas situated in the North East region had to be excluded from the study due to the resumption of hostilities between the Government of Sri Lanka and the Liberation Tigers of Tamil Eelam (LTTE), and a corresponding lack of access and security in the region' (Gamage and Halpin 2007, p. 702).
Finding 3	An evaluation of the telecentres set up as part of the Sri Lankan government's Telecentre Development Program (TDP) revealed that 90 percent of telecentre users are under 35 years of age and no older people used the service.
Illustration	'More than 90 percent of Nansala users are youths and adults younger than 35 years of age…[it] was observed throughout this survey that older people were not among the users' (Gamage and Halpin 2007, p. 702-703).
Finding 4	Many people were unaware of the telecentres and did not use the services offered by them.
Illustration	'only a small percentage of the total population are aware of Nansalas and use the facilities offered by them' (Gamage and Halpin 2007, p. 703).
Finding 5	Poor publicity and awareness programs have contributed to the small number of telecentre users. The current promotion and awareness strategy utilises a medium (a television channel) that is not accessible in many parts of the country and is, therefore, not very effective.
Illustration	'Although the ICTA [Sri Lanka Information and Communication Technology Agency] telecasts a weekly program on one of the television channels, since it is telecast in the early evening it does not reach its desired clients. Also, some of the respondents disclosed that this particular channel cannot be viewed in certain areas of the country. Therefore, even if ICTA spends a considerable amount of money on publicity and awareness programmes, it seems that the purpose has not been served and their efforts are poorly targeted' (Gamage and Halpin 2007, p. 705).
Finding 6	Although the telecentres offer a wide range of services, many are not utilised. Thus, instead of providing the same sets of equipment to all centres, the needs of each individual centre should be considered.
Illustration	'Although there is a wide range of services offered by the centres, their level of use is extremely low…[a] small percentage of centres were given a web camera; it was reported that many of the centres have never used them' (Gamage and Halpin 2007, p. 704).
Finding 7	Many telecentres are situated in remote locations, are inadequately staffed and are poorly maintained. These factors contribute to their limited use and lack of functionality.
Illustration	'when the person in charge is not there, nobody has access to the centre. The researcher encountered this problem at many centres during visit [sic]…[i]t was observed during the survey that the majority of Nanasala centres are maintained under poor physical conditions' (Gamage and Halpin 2007, p. 705).
Finding 8	Telecentres lose customers to competitors who can offer the same services for lower prices.
Illustration	'As there are plenty of cheaper places that offer the service at a lower cost, they lose customers' (Gamage and Halpin 2007, p. 706).

Finding 9	Telecentre operators are heavily reliant on government subsidies and, therefore, the sustainability of the telecentres is questionable.
Illustration	'The survey data confirms that all Nanasalas are highly (100 per cent) dependent on subsidies provided by the ICTA' (Gamage and Halpin 2007, p. 706).
Finding 10	The telecentres do not adequately cater for non-English speaking groups such as Sinhala and Tamil speakers. Off-line computer based training materials that were going to be made available to the telecentres by the ICTA in Sinhala, Tamil and English were not provided.
Illustration	'the ultimate aim of establishing Nanasalas is to provide a catalytic effect for rural communities in poverty reduction and social and economic development, this has not been addressed properly through the programme. If rural communities have access to material chiefly in English while they chiefly use Sinhala or Tamil, this situation will not change' (Gamage and Halpin 2007, p. 703).
Finding 11	ICT4D projects need to identify and solve the needs of their target population. Interventions that are poorly designed, implemented and promoted will not achieve their desired outcomes and the money spent to fund them will have been wasted.
Illustration	'If the needs of the rural communities are not correctly identified and solutions are not found immediately to ensure sustainability, then the huge amount of money invested on bridging the digital divide will definitely be a waste' (Gamage and Halpin 2007, p. 708).

Kamal, S. (2007) 'Development On-air: Women's Radio Production in Afghanistan' In Gender and Development, Vol. 15, Issue 3, pp. 399-411.	
Finding 1	Central government organisations may be unable to enforce their policies in locations where warlords or local militia have strong power bases. Donor agencies cannot solely rely on government support in these situations. The success of C4D initiatives in these contexts may be dependent on the backing of key political and/or military figures.
Illustration	'While the radio station had officially been granted a licence from the Ministry of Information and in Kabul, Ismail Khan's power base in the west was very strong, and the central government had very little power to enforce its policies in Herat. As a result, during the process of setting up the radio station, there was much concern when Ismail Khan chose not to offer any written guarantee that the operation would receive his sanction…[b]y describing the women's radio station as a tool for women's instruction and culture, and inviting the Canadian ambassador to Afghanistan to the radio station's launch, Radio Sahar was able to receive Ismail Khan's last minute support' (Kamal 2007, p. 400-401).
Finding 2	Time restraints can mean that members of radio stations have very little time to plan their programming schedule and produce their own content. This can lead to a heavy reliance on pre-packaged programming created by donor agencies, which may not be representative of the target audience.
Illustration	'We have four minutes', Seddiqeh announces, as she hunts for a pencil. 'Where's the weekly schedule? …there was very little time for decision making…[d]uring their non-stop eight-hour schedule, the women were live to air for six hours, and able to plan and programme for two…[t]hey had very little time to prepare programmes, and hence tended to rely on music and pre-packaged programming to ease their heavy workload' (Kamal 2007, p. 401-402).
Finding 3	Members of Radio Sahar had limited access to data about women's radio listening habits. Therefore, they made decisions about program content based on their own life experiences and social networks. However, their own perspectives and needs were not reflective of the majority of the Afghan female population. C4D initiatives need to consider whether or not the cultural, social and economic backgrounds of participants such as radio hosts and producers, are representative of the broader target population.
Illustration	'Radio Sahar was mandated with producing and broadcasting material of interest to women and the larger community, but had limited resources for finding out how its audience and especially women, listened to the radio…[t]he four founding members of the radio station, as urban, high school graduate, dollar-earning radio professionals, comprised a tiny elite in the 80 per cent rural, 80 per cent illiterate, overwhelmingly 'housewife' Afghan female population' (Kamal 2007, p. 403).

Finding 4	Some of the women at Radio Sahar initially hid their inclusion of religious programming from Kamal because they assumed that she would disapprove of the content. Her role as an employee of a secular funding body Institute for Media, Policy and Civil Society (IMPACS) led them to believe that she would inform the donor agency of their religion-inspired programming which may lead to their funding being cut. This demonstrates that the perceived interests and aims of donor agencies can influence the actions of C4D participants.
Illustration	'the women observed my secular bias…some of the team members responded by shielding their heavily religion-inspired programming. I believe this was, in large part, because they were worried that I would transmit that information to their also clearly secular western donors, who would in turn cut off their funding' (Kamal 2007, p. 404).
Finding 5	Radio Sahar members self-censored their content in order to avoid scrutiny from male political and religious leaders. This self-censorship hindered the station's ability to address gender inequalities in Afghanistan because potentially controversial topics were avoided.
Illustration	'content that was likely to incur the wrath of local interests, according to the women at the radio station, included 'playing too much music' and criticising the local militia...believing that they were subject to heightened scrutiny as a women's radio station, the women producers chose to proceed with care and focus on women's 'safe' educational programming for the bulk of their content' (Kamal 2007, p. 405).
Finding 6	The pre-scripted nature of Radio Sahar content meant that illiterate people were excluded from the production process. The reliance on written scripts also meant that the radio content and presentation style was formal and official rather than conversational. This focus on the written word rather than the 'oral culture more dominant in Afghanistan' (Kamal 2007, p. 407) limited the appeal of the program to Afghan women who were not highly educated.
Illustration	'IMPACS training in western standard of professional journalism and societal preferences for the urban and educated in Afghanistan pressed the radio station towards adopting a scripted and more formal radio voice over spontaneous conversational dialogue in its programming. The formal and privileged context that emerged as a result of the above influences led to radio that was often distant from the everyday concerns of most Afghans' (Kamal 2007, p. 407-408).
Finding 7	Creating opportunities for women to participate in the media sector will not necessarily change their unequal social status. C4D interventions that effectively promote gender equality should be holistic, culturally and socially specific and part of a long term vision.
Illustration	'Media and gender development, then, involves more than setting up women's radio stations. While often a useful tool for promoting gender equality, the media as a system can maintain inequality and be resistant to change. Gender and media objectives should be conceptualised with local understanding and expertise, long-term vision, and a more holistic approach for their interventions to be effective' (Kamal 2007, p. 409).

Karan, K., Gimeno, J. D. M., & Tandoc, E. Jr., (2009) 'The Internet and Mobile Technologies in Election Campaigns: The GABRIELA Women's Party During the 2007 Philippine Elections' In Journal of Information Technology and Politics, Vol. 6, Issue 3-4, pp. 326-339.	
Finding 1	New communications technologies can be used in conjunction with traditional media to increase public engagement and generate political support during election campaigns.
Illustration	'The GWP [GABRIELA Women's Party] combined grassroots campaigning, traditional media, and ICTs in generating support for the party. This strategy apparently worked' (Karan, Gimeno and Tandoc Jr. 2009, p. 336).
Finding 2	Political parties with limited funds may be unable to adequately maintain and promote a website.
Illustration	'For a Web site to be popular, you have to develop it and advertise it…[w]e had a problem maintaining the website because we did not have enough funds' (Palabay in Karan, Gimeno and Tandoc Jr. 2009, p. 332).
Finding 3	The cost of airing television commercials on national television is prohibitive. Political

	advertisements that are hosted on YouTube can generate widespread political exposure for less financial cost.
Illustration	'This [You Tube video] helped our campaign a lot. It got wider exposure since our resources for putting up these videos on TV [were] very limited and we could only afford very few exposures on TV and radio' (Palabay in Karan, Gimeno and Tandoc Jr. 2009, p. 333).
Finding 4	New communications technologies are not effective if they are inaccessible. Members of the GABRIELA party thought that their mobile phone electoral campaign was more effective than their use of the Internet because mobile phones have a higher penetration rate in the Philippines.
Illustration	'unfortunately the reality is that many Filipino's, especially those at the grassroots, still do not have access to the Internet' (Salvador in Karan, Gimeno and Tandoc Jr. 2009, p. 336).
Finding 5	The effectiveness of Internet based political campaigns can be increased if the medium is used early in the campaign.
Illustration	'Promotional videos on YouTube would have had a bigger impact had the material been uploaded early in the campaign' (Karan, Gimeno and Tandoc Jr. 2009, p. 336).

Michau, L. (2007) 'Approaching Old Problems in New Ways: Community Mobilisation as a Primary Prevention Strategy to Combat Violence Against Women' In Gender and Development, Vol. 15, Issue 1, pp. 95-109.	
Finding 1	Stand alone awareness campaigns designed to address and change practices around violence are unlikely to succeed without a more systematic approach to addressing the social and cultural factors that drive violence.
Illustration	'The task of challenging an entrenched value system is complex, and in efforts to make it manageable, a 'do what you can' strategy is often adopted, with the underlying assumption being that doing something is better than doing nothing. Raising Voices' experience over the past six years in East Africa has been that ad hoc activities and short-term engagement, where individuals and communities are provoked to question the status quo, but are not supported to find workable alternatives, can be counterproductive. They can build hope and then demoralise' (Michau 2007, p. 96-97).
Finding 2	Community mobilisation can provide an alternative to media-based campaigns. Because they are more responsive and participatory they have better chance of addressing the root causes of violence.
Illustration	'Community mobilisation adds up individual interventions, sequences them into a logical progression, strives to build on what is achieved, and has an overview of how various activities will slowly come together to change the social climate' (Michau 2007, p. 97).
Finding 3	Social mobilisation efforts should be realistic about what can be achieved and engage across communities and the institutions that support them systematically and over the long-term if change is to occur.
Illustration	'We failed to recognise several key factors: (a) thrusting rights messages into communities where people do not yet recognise that violence is a problem often creates defensiveness, confusion and rejections; (b) focusing on an end result (i.e. cessation of physical violence) is meaningless when the context of a relationship is not explored; (c) sporadic engagement with different sectors (e.g. religious leaders, police, health care providers, local government officials) results in fragmented and often counter-productive interventions' (Michau 2007, p. 97).
Finding 4	Individuals can only sustain behaviour change if the communities around them support and endorse that change, i.e. social norms have to shift for change to be sustainable.
Illustration	'VAW [violence against women] is normalised in many communities, so much so that women and men do not identify it as a problem or a violation of rights... We found that a focus on prevention, and on the root causes of VAW, rather than its diverse manifestations, means that the framework for community mobilisation can be used across cultures' (Michau 2007, p. 99).

Finding 5	Assessing the effectiveness of long-term social mobilisation campaigns is challenging because it is often difficult to link activities to changes in community held beliefs.
Illustration	'...there is a lack of knowledge and skills in carrying out operations research in the field of violence prevention. This area has fertile potential for collaborations between researchers and activist organisations' (Michau 2007, p. 106).

Miller, S. (2006) 'Journalism Training in Sri Lanka: Meeting the Needs of Working Journalists' In Changing English: Studies in Culture and Education, Vol. 13, Issue 2, pp. 173-178.	
Finding 1	High levels of partisanship in media play a key role in dividing the wider journalism community, especially when it is divided along ethnic lines.
Illustration	'There was almost no interaction (except on a small scale in the capital Colombo) between Sinhala and Tamil journalists during the war years' (Miller 2006, p. 173).
Finding 2	Journalism training must be systematic with: (i) follow up if face-to-face training dominates; or (ii) additional face-to face training if the dominant mode of delivery is online learning.
Illustration	'... it had a strong distance-learning component. Previous courses in other places had run into continuity and relevance problems. We realised that many of our face-to-face training courses, however successful at the time, did not have sufficient follow up' (Miller 2006, p. 174).
Finding 3	Developing a cadre of trained trainers through a training of trainers (TOT) process in addition to training staff within individual organisations helps to strengthen the pool of available professionals to work across the entire sector.
Illustration	'...we provided train-the-trainer courses and then practical experience of working alongside a BBC trainer. In many ways, this proved the toughest part of the programme to implement, because our partner institutes...underwent many staff changes over this period' (Miller 2006, p. 177).

Milligan, S. & Mytton, G. (2009) 'From Mouthpiece to Public Service: Donor Support to Radio Broadcasters in New Democracies' In Development in Practice, Vol. 19, Issue 4/5, pp. 491-503.	
Finding 1	State-run media are often ill-prepared and equipped for the public-service role that they are expected to take in democratic society. Funding deficits and a lack of capacity hamper the effectiveness of the support they can offer during democratic transition, i.e. in post-conflict states.
Illustration	'They are ... still bound by the same 'rules of the game' that governed them prior to the democratic era. The voices that are heard, are interests that are promoted, and the 'spin' that is attached to various news items continue to closely reflect the agenda of the ruling party' (Milligan and Mytton 2009, p. 492).
Finding 2	Legislative reform of the media alone will not necessarily deliver change unless it is supported by meaningful capacity development.
Illustration	'... improved 'rules of the game' can take many years to evolve. Targeted donor support to state broadcasters can help to break down the established practices that serve to restrict debate and fair and balanced reporting' (Milligan and Mytton 2009, p. 492).
Finding 3	The rural poor are especially reliant on state broadcasting and many commercial outlets see little point in trying to reach such audiences.
Illustration	'...people in many parts of rural Africa remain reliant on the state broadcaster, despite the rapid and widespread growth of the independent broadcasting sector since 1990' (Milligan and Mytton 2009, p. 492).
Finding 4	Effective civil society engagement with state broadcasters remains problematic in many contexts

	(due to domination by governing powers), in turn this can hamper the diversity of media voices available.
Illustration	'The content of state-owned electronic media remains heavily state controlled, with limited opportunities for civil society or opposition parties to express their views or to stimulate debate' (Milligan and Mytton 2009, p. 494).
Finding 5	There is a strong correlation between poverty and: (i) a lack of electricity (i.e. power does not extend to poor remote areas); (ii) illiteracy; (iii) poor access to television and print media. In turn this places a particular emphasis on radio as a medium capable of reaching the poor.
Illustration	'Successive surveys...show that radio is growing faster than all other media in audience reach... Radio has the potential to be a key medium for creating and establishing dialogue and debate between government and civil society' (Milligan and Mytton 2009, p. 496).
Finding 6	State media can be slow (or unwilling) to reflect democratic changes in their media content in transition/post-conflict societies.
Illustration	'...it was also apparent that citizens felt that the existing radio programmes did not provide the scope or have the legitimacy to air the views of 'ordinary people' regarding government, service delivery, or other topical matters' (Milligan and Mytton 2009, p. 496).
Finding 7	The introduction of a talk-show format to state media, one that addresses the role of government and its service delivery, helped to increase openness and accountability and allowed for greater diversity of voices to be heard.
Illustration	'Hannu Daya [the talk-show] is viewed by listeners ... and staff of the radio station as a good example of openness and accountability where the voices of citizens could be heard, not least about so-called 'sensitive issues' (Milligan and Mytton 2009, p. 497).
Finding 8	Donor supported C4D interventions may struggle to be sustainable when external funding is no longer available. Developing realistic sustainability and phase-out strategies are important to ensuring local ownership of initiatives in the long-run.
Illustration	'...the momentum and interest generated by the successful completion of the pilot phase should have triggered the development of a realistic phase-out strategy. This should have been built on the notion of equal partnership, and an explicit statement of respective expectations, responsibilities, and obligations' (Milligan and Mytton 2009, p. 499).
Finding 9	C4D initiatives need to consider the wider institutional setting when building capacity and skills and not just focus on stand alone initiatives. Attention should be paid to complementary activities that help improve the organisational/institutional context for media freedoms.
Illustration	'...Radio Jigawa remain insufficiently engaged with and interested in Hannu Daya. Moreover, with ... [the initiative] ... focusing on the production, senior management may even resent the perceived 'benefits' made available to the (junior) staff' (Milligan and Mytton 2009, p. 499).

Paluck, E. L. (2010) 'Is It Better Not to Talk? Group Polarization, Extended Contact, and Perspective Taking in Eastern Democratic Republic of Congo' In Personality and Social Psychology Bulletin, Vol. 36, Issue 9, pp. 1170-1185.	
Finding 1	Listeners who listened to both the talk-show and soap opera discussed the soap opera more than those who only listened to the soap opera. This suggests that multiple-media broadcasting similar content can have a compound effect, i.e. increase potential impact.
Illustration	'An overwhelming majority reported that the fictional program inspired discussions about actual situations in eastern DRC...Talk show listeners were more likely to report that their discussions were contentious' (Paluck 2010, p. 1177).
Finding 2	Exposure to the talk-show appeared to harden attitudes towards outgroups and decrease tolerance, rather than increase it. The author cautions that either the methodological design or the quality of the media content could have influenced this finding, i.e. the content lacked a clear behaviour

	change focus and offered no course of action associated with conflict reduction.
Illustration	'The talk show did not affect tolerance of outgroups in general, however, exposure to the talk show was associated with less tolerance for disliked groups' (Paluck 2010, p. 1177).
Finding 3	The format of C4D and the need for pretesting audience feedback prior to broadcast is essential to ensuring that content achieves the desired effect. The lack of clear goals associated with the discussions mean that testing outcomes is problematic and points to need for clear objectives, goals and impact indicators.
Illustration	'Talk for talk's sake can make discussants feel impotent, and this sense of 'cheap talk' can fuel frustration and anger' (Paluck 2010, p. 1181).

Paluck, E. L. & Green, D. P. (2009) 'Deference, Dissent and Dispute Resolution: An Experimental Intervention Using Mass Media to Change Norms and Behavior in Rwanda' In American Political Science Review, Vol. 103, Issue 4, pp. 622-644.	
Finding 1	In the short-term, radio soap opera can improve the ability of individuals and communities to express dissent, increase self-reliance and collective action in post-conflict societies.
Illustration	'Our findings suggest that certain aspects of political culture are susceptible to short-term change in the wake of non-institutional interventions, such as media programs' (Paluck and Green 2009, p. 623).
Finding 2	Radio soap opera that focuses on social and political conflict can help to increase social trust within discrete social and cultural groups, but may do little to close the social distance between groups affected by conflict. This is especially relevant to conflict characterised by ethnic cleansing or genocide.
Illustration	'...the behavioral changes...described were not accompanied by a more general willingness to affiliate with members of other groups...We found no reduction in social distance...' (Paluck and Green 2009, p. 630).
Finding 3	Conflict and reconciliation focused edutainment (as role-played from a partial radio script) can lead to a reduction in dependency on external institutions and bodies (NGOs and government) and an increase in social action.
Illustration	'...participants decided to welcome the refugees and to shame and sometime punish those who wanted to keep them out...The two dominant motifs were to handle the problem from within the community, by collectively organizing shelter and gathering resources from each family' (Paluck and Green 2009, p. 633).
Finding 4	The use of mass media (i.e. C4D interventions) can be an important tool in promoting how institutions are understood by the public, how they work and how they can be challenged to improve. Further studies are required to verify the role media plays in this dynamic.
Illustration	'Deepening our understanding of media influence, behavioural change and political culture requires more studies in a variety of media and institutional settings' (Paluck and Green, 2009, p. 638).

Sengupta, A., Long, E. G., Singhal, A. & Shefner-Rogers, C. L. (2007) 'The Sada Says 'We Women Have Our Rights': A Gender Analysis of an ICT Initiative in Afghanistan' In International Communication Gazette, Vol. 69, Issue 4, pp. 335-353.	
Finding 1	Undertaking gender analysis in the context of ICT or C4D interventions is critical if equity and rights issues are to be addressed and, in particular, the empowerment of women is to be realised.
Illustration	'We hold that technology is not gender neutral and that gender and technology are dynamic cultural processes that impact the diffusion of technologies and individuals' differential access to technology' (Sengupta et al. 2007, p. 336).
Finding 2	Women's access to ICTs is constrained by a range of contextual and cultural factors, including demands on their time and economic constraints. In the context of Afghanistan, illiteracy also constrains access to information.
Illustration	'Reports showed that: (1) women are underrepresented in all forms of ICT initiatives; (2) younger women have more opportunities to access ICTs than older women; and (3) access to and training in basic skills are inadequate for women to equally use ICTs' (Sengupta et al, 2007, p. 338).
Finding 3	Women found the information contained on the Sada device to be culturally appropriate, easy to understand and were enjoyable (being listened to many times) as the content used simple language and a variety of genres (jokes, drama, etc.). The device was also found to be easy to use and cost effective as it required no batteries (due to the solar power).
Illustration	'... the content of the Sada did not seem to offend Afghan cultural and religious beliefs, even though it challenged prevailing social norms by promoting women's equality in a patriarchal society' (Sengupta et al, 2007, p. 341).
Finding 4	The Sada device became a focus for collective listening and engagement around the content contained on the device. In simple media contexts or contexts constrained by a lack of electricity or mainstream media, such devices could have a potentially important role to play in bringing information about civic and human rights, and in starting dialogue in information-poor environments.
Illustration	'Four or five people sat around together...and we listened to it. Then our neighbours heard the Sada and came and joined us. At other times we invited them to listen. If it was around dinnertime, we forced them to stay on for dinner' (Sengupta 2007, p. 342).
Finding 5	The media content (which was relevant to both men and women) contained on the Sada device had an impact on women's understanding of their rights, though it is noted that open discussion of women's rights is still constrained by the conservative cultural context. Nonetheless, there is evidence of the media content empowering women and increasing their confidence to act over rights denial or abuse.
Illustration	'Now we understand our rights through Sada. So when we see any women in trouble we can go and discuss things and tell them that this is the right way. And these are our rights' (Sengupta 2007, p. 344).
Finding 6	C4D interventions that target gender inequality can positively affect social norms regarding the social mobility, roles and rights of women in conservative society. This was found to be especially significant in the areas of early and forced marriage and the right to education and employment.
Illustration	'Several women spoke about how their husbands and fathers, after listening to Sada, became more open minded about what women could and could not do' (Sengupta 2007, p. 345).
Finding 7	Civic education targeted at women through Sada led to an increase in knowledge of civics and in electoral participation.
Illustration	'We went to the voting center and voted. Sada helped us decide to vote...We didn't know we could vote before' (Sengupta 2007, p. 347).
Finding 8	Where information and communication technologies are socially constructed as 'male', such as in Afghanistan, thought needs to be put in to how the design or styling of the ICTs can enhance the potential for ownership and use by women.

Illustration	'The color-coding helped to prevent the men from taking women's Sadas; a male seen with a pink Sada would be considered inappropriate, and others would know that he had taken what was supposed to belong to his wife' (Sengupta 2007, p. 348).
Finding 9	When working in culturally conservative contexts, access to primary stakeholders may be constrained and consideration should be given to how such constraints can be mitigated.
Illustration	'Our inability to speak to women in their homes meant that we had a somewhat biased sample of 'progressive' women who frequented the women's centers' (Sengupta 2007, p. 350).
Finding 10	Impacts were found to be greatest in areas that were deemed to be more secure and progressive that others.
Illustration	'...the research participants were possibly more favorable to the Sada messages than listeners who lived farther from Kabul in areas with continued conflict and stronger Taliban influence' (Sengupta 2007, p. 351).

Tacchi, J., Watkins, J., & Keerthirathne, K. (2009) 'Participatory Content Creation: Voice, Communication, Development' In Development in Practice, Vol. 19, Issue 4-5, pp. 573-584.	
Finding 1	ICT access and content creation by the poor can be characterised by exclusion, leading to voicelessness. Using participatory research techniques, trusted local intermediaries and relevant combinations of ICTs, initiatives can be optimised to promote inclusion and voice.
Illustration	'Much of the effectiveness of these creative engagements can be attributed to an understanding that access to ICT does not automatically lead to access to useful and useable information and voice. Access requires not simply physical proximity, but an understanding of the culture of the information systems, the rules that govern information technology, and its potential' (Tacchi et al. 2009, p. 580).
Finding 2	Community access to and effective use of ICTs requires a systematic approach to building digital literacy amongst stakeholders.
Illustration	'...access to ICT, certainly for fully engaged citizens, requires a degree of digital literacy that includes the ability to produce as well as consume information and content' (Tacchi et al. 2009, p. 580).
Finding 3	When considering the use of intermediaries used to link ICT initiatives to poor and marginalised communities it is essential that power dynamics and the potential for them to exacerbate exclusion is considered. An intermediary that is not trusted by the community will result in poor uptake of the ICT initiative by the community.
Illustration	'...the basic idea of intermediaries - while it has great potential to link communities to technology and media - nonetheless can prove to be highly problematic. The social and political contexts in which the technological or human intermediaries operate shape the processes that emerge' (Tacchi et al. 2009, p. 580).
Finding 4	Participatory media content creation does not necessarily lead to either voice or empowerment. There must be an audience for a voice to be heard, therefore in consideration of such interventions as they might relate to conflict reduction, it is important that an emphasis is placed on participatory dialogue and sharing, i.e. using media to bridge the gap between opposing sides and to build trust and ultimately dialogue.
Illustration	'...participatory [media] content creation can be an effective mechanism for participatory development. It does not, however, escape the many challenges and barriers that other forms of participatory development face' (Tacchi et al. 2009, p. 581).

Vollhardt, J., Coutin, M., Staub, E., Weiss, G. & Deflander, J. (2006) 'Deconstructing Hate Speech in the DRC: A Psychological Media Sensitization Campaign' In Journal of Hate Studies, Vol. 5, Issue 1, pp. 15-35.	
Finding 1	Amongst mass media, radio broadcasting has played a central and historic role in generating conflict and instability across the developing world, but especially in Africa, over the past twenty years.
Illustration	'...the media has become an effective tool in propagating hatred and ethnic divisions, thereby increasing existing tensions between and within the countries by reinforcing nationalistic sentiments, or heightening and politicizing ethnic identities' (Vollhardt et al. 2006, p. 15-16).
Finding 2	In contexts in which conflict is occurring, enhancing media literacy (i.e. the ability to critically assess media content for its truth and voracity) can play an important role in countering hate speech.
Illustration	'...it is crucial to provide citizens with...tools for a critical assessment of political broadcasts that empower them and enable them to analyse, detect and deconstruct hate speech in media' (Vollhardt et al. 2006, p. 19).
Finding 3	Developing a comprehensive understanding of conflict is critical to the deployment of counter hate speech strategies and campaigns that empower and support groups affected by violence. Hate speech builds on stereotypes, societal beliefs and cultural preconceptions which need to be understood before hate speech can be effectively countered.
Illustration	'understanding the roots of violence will enhance violence prevention and reconciliation. The goals include healing from the complex trauma that such violence creates and promoting justice processes in post conflict societies' (Vollhardt 2006, p. 20).
Finding 4	The central characteristics of hate speech have been identified and focus on: (i) instigating elements; (ii) derogatory elements and; (iii) strategies designed to promote self-interest or political gain while causing harm to others (see Vollhardt et al. 2006, p. 29-30 for a full list of hate speech characteristics). The implication of the availability of such characteristics is the potential to undertake discourse and textual analysis of media text to analyse the extent to which they promote hatred.
Illustration	'While not all [characteristics] must be present in a given piece of communication in order to define it as hate speech, this classification provides a tool that allows us to analyze any given statement, speech, or article for elements that typically distinguish neutral communication from hate speech (Vollhardt 2006, p. 31).

Whalan, J. (2010) 'The Power of Friends: The Regional Assistance Mission to Solomon Islands' In Journal of Peace Research, Vol. 47, Issue 5, pp. 627-637.	
Finding 1	Conflict reduction and peace-building interventions may be hampered in contexts where weak investment in research constrains understanding of the socio-cultural dynamics or politico-economic dimensions of conflict. Ongoing examination of the relationships between peace operation and local people can help to ensure effective operations.
Illustration	'The failure of local and international actors to systematically document the scale of violence in Solomon Islands means that conflict data is woefully adequate' (Whalan 2010, p. 630).
Finding 2	The RAMSI [Regional Assistance Mission to Solomon Islands] intervention's potential to be effective was enhanced by the large-scale deployment of military personnel which had a substantial 'coercive' effect and removed the impetus for local people to 'self-defend', abandon personal weapons and thereby created better public security.
Illustration	'RAMSI immediately began strengthening the criminal justice system; the threat and use of legal sanction proved crucial to security provision, enabling arrest and detention as well as deterring future criminality' (Whalan 2010, p. 631).
Finding 3	Unilateral conflict reduction and peace-building initiatives may stand a greater chance of success because they are easier to coordinate and support.

Illustration	'RAMSI was also legitimized by the institutional capacity derived from its single-state leadership, which ensured substantial financial resources, a firm commitment to sustained support and the efficiency advantages of fast deployment, clear and simplified chains of command, and easier coordination' (Whalan 2010, p. 632).
Finding 4	The deployment of Pacific Islander personnel helped to legitimise the intervention and helped to ensure that communications between RAMSI and the general public were effective.
Illustration	'Pacific Islander personnel brought cultural familiarity, which assisted communications and helped to diffuse inevitable tensions between traditional practices and RAMSI's rule of law approach' (Whalan 2010, p. 632).
Finding 5	The development of effective communication strategies helped to support the legitimacy of the RAMSI intervention. Communication occurred face-to-face in the context of ceremonies to destroy weapons, national radio broadcasting, through newly established police posts, press conferences and public meetings. This supports the notion that multi-channel communications is effective and that interventions can be more effective if the general public is clear about how they work and the ways in which they exercise power.
Illustration	'Given that public support was considered by the operation to be its greatest asset, the process of publicly justifying RAMSI's actions worked as an important check on the institution's exercise of power' (Whalan 2010, p. 634).
Finding 6	Public perceptions of RAMSI eroded as the intervention sought to bolster local leadership and reduce its own influence. This has lead to claims that RAMSI is a foreign policy tool of the Australian Government, rather than a helping hand. In turn this highlights the challenge associated with long-term peace-building and in the transfer of power to local actors.
Illustration	'Attempts to reduce RAMSI's public profile after 2004 aimed to promote local leadership; highlighting the dilemmas of state-building, this had the unintended consequence of eroding RAMSI's popular accountability and the quality of its relationships with various local actors' (Whalan 2010, p. 635).

Appendix X: List of publication conclusions

	Bright, D. and Monzani, B. (2010). Final Evaluation Report: Youth and Non-Violence in Guinea, Search for Common Ground with support from US Agency for International Development (USAID), pp. 1-37.
Finding 1	Missing project documentation or records that are not standardised can make it difficult for evaluators to assess the full impact of a C4D project.
Illustration	'While project documentation was by and large available and accurate. Some elements were to date missing, including the output figures for the last project quarter (Jan-Mar 2010). Also, data about participants and, where available, beneficiaries, was not systematically aggregated' (Bright and Monzani 2010, p. 7).
Finding 2	If questionnaires are not conducted correctly they may be incomplete or inaccurate. This can lead to their exclusion from the study and can create information gaps.
Illustration	'…the questionnaires were completed without supervision and in the case of Kindia, they were given to the local facilitator to be distributed to different participants. As a result some of the questionnaires had to be voided' (Bright and Monzani 2010, p. 8).
Finding 3	The everyday living situations and responsibilities of women may preclude them from participating in C4D projects or make it more difficult for them to participate. For example, women who are primary child carers may be unable to attend project events and training. This can result in an imbalanced gender ratio, with more male participants than female participants.
Illustration	'The gender ratio of the questionnaire sample is not balanced (26% female to 70% male), and the imbalance seems to be reflected in project activities…the activities might not have taken into sufficient consideration the daily situation and challenges faced by women (taking time off from work, leaving children behind)' (Bright and Monzani 2010, p. 11).
Finding 4	Participation in the 'Youth and Non-Violence in Guinea' project increased youths' knowledge of human rights, civic duties and conflict resolution.
Illustration	'The pre- and post-training questionnaires that SFCG [Search for Common Ground] staff used after each workshop (see Quarterly Reports) have tracked the positive changes in participants' knowledge of human rights, civic duties and conflict resolution throughout the life of the project. This finding is confirmed by the results of the questionnaire used during the evaluation' (Bright and Monzani 2010, p. 12).
Finding 5	The 'Youth and Non-Violence in Guinea' project promoted collaboration between different youth organisations in Guinea.
Illustration	'…the project has allowed them to work together and increase collaboration among youth associations, which was not the case before the start of activities…'we gained collaboration among ourselves', stated a young participant from Mamou, when asked about what he liked best about the project' (Bright and Monzani 2010, p. 13).
Finding 6	The 'Youth and Non-Violence in Guinea' project inspired some participants to organise their own conflict resolution initiatives and other activities. This suggests that the project effectively empowered and equipped young people to continue non-violence education.
Illustration	'As part of the sensitization campaign in Kindia, the young participants organized a conference at a local school…[f]ollowing this event, the school principal sent a letter to SFCG's local facilitator, thanking her and the organization for holding such event[sic]…[t]he principal went on to say that following the event the students decided unanimously to set up a committee for the peaceful resolution of conflicts' (Bright and Monzani 2010, p. 15).
Finding 7	The implementation of C4D projects that utilise radio can be hampered by a lack of resources, equipment and poor infrastructure.
Illustration	'...the lack of adequate resources and equipment caused a few problems. Other challenges, like fuel shortages, are linked to the poor state of infrastructure in Guinea. The Directors in Kindia and

	Konkan lamented the poor state of their current equipment and how this should be replaced to improve the quality of programs' (Bright and Monzani 2010, p. 16).
Finding 8	The radio programs (Barada magazine and interactive shows) were highly valued by the project participants, community leaders and the radio stations. In particular, respondents indicated that they enjoyed the responsibility of facilitating the discussion in the interactive show, a format that encouraged listeners to call in to discuss a particular topic.
Illustration	'The radio programs (both the magazine Barada and the interactive show) were very appreciated by young participants, community leaders and the radio stations themselves. Young participants enjoyed the opportunity to participate in the production of the show and even more so the responsibility of facilitating discussions in the interactive show' (Bright and Monzani 2010, p. 15).
Finding 9	The interactive radio format involves the risk that callers will make derogatory comments live on air that incite violence and hatred. Only one such incident occurred during the 'Youth and Non-Violence in Guinea' project, suggesting that the benefits of interactive radio outweigh the risks.
Illustration	'In Mamou, a caller during one of these shows made derogatory remarks about President Dadis Camara, leading to the suspension of broadcasts for two months. This has been the only such incident remarked, and Radio Directors are adamant about the risk of such occurrences being low' (Bright and Monzani 2010, p. 16).
Finding 10	No one reported any major violent incidents in the three cities where the 'Youth and Non-Violence in Guinea' was conducted and all people interviewed noted positive changes in youth behaviour, including increased mediation skills. This is significant given that there was a violent protest and massacre in the city of Conakry in 2010. Some project participants in Mamou reported that they received rallying calls from their peers in Conakry which they rejected because of their involvement in the Youth and Non-Violence project.
Illustration	'All people interviewed (young participants, beneficiaries, local authorities and civil society leaders) stated that no major instances of violence have occurred in their respective cities after the events of 2007. They all acknowledged that violence has decreased considerably, and all appreciated how the youth in Kindia, Mamou and Kankan have started playing a more positive role in their communities…local authorities recalled their concern about the potential for violence by young people, most notably after the 28 September stadium massacre in Conakry…some young participants in Mamou, when asked about this, even mentioned having received rallying calls from their peers in Conakry, which they rejected as a result of the work in which they were fully engaged' (Bright and Monzani 2010, p. 17).
Finding 11	The impact of C4D projects can be more effectively gauged if monitoring systems are developed that are tailored to the specific project.
Illustration	'Improve the collection of relevant output and outcome-level data by creating a monitoring system better tailored to the project's specific formula' (Bright and Monzani 2010, p. 21).
Finding 12	The low number of female participants in the project could be addressed by an explicit gender strategy.
Illustration	'Develop a more explicit gender strategy to ensure greater participation by women and young girls in all project activities' (Bright and Monzani 2010, p. 21).
Finding 13	There is a lack of data about the impact of the 'Youth and Non-Violence in Guinea' project on beneficiaries. The benefits of the program for community members in project locations need to be more consistently measured.
Illustration	'SFCG has successfully established a presence in each city and effectively liaises with project participants and partners. Beneficiaries have, however, remained largely out of this loop, making it difficult to judge what changes the project is promoting in them. This could easily be corrected by ensuring a more regular collection of feedback (letters, call-ins) and the organization of regular quarterly Focus Group Discussions (FGDs) with community members in project locations' (Bright and Monzani 2010, p. 21).

	Dahal, J., Kafle, K. & Bhattarai, K. (2008) 'Children Associated with Armed Forces and Armed Groups Program - Evaluation Report', Search for Common Ground, pp. 1-53.
Finding 1	Poor communication and a lack of collaboration between different project partners and organisations can result in duplication and inadequate information sharing which reduces the effectiveness of C4D projects.
Illustration	'Though there is CAAFG [Children Associated with Armed Forces and Armed Group] working groups' meeting and sharing going on at the central level, the practice was found to be minimal at the district level. In accordance with the respondents from the local partner organization in Surkhet, there was occasional informal sharing of child protection issues among the child protection organizations but in Dang there was no such mechanism. Organizations were found to be working in isolation and on individual basis' (Dahal, Kafle and Bhattarai 2008, p. 17).
Finding 2	Radio programs that incorporate local content and involve local participants in their production are more popular than centrally produced and disseminated programs.
Illustration	'In Surkhet, all of the respondents expressed that locally produced Sunau Bolau radio program was the most effective aired from the local FM radio station. "Local issues and active involvement of the local children including CAAFAG are the secrets of its popularity" said one respondent…' (Dahal, Kafle and Bhattarai 2008, p. 17).
Finding 3	In some regions, there may be no or limited access to FM radio coverage. This needs to be considered in the design of C4D projects that utilise FM radio. Children in the Dang districts were unable to access the radio programs, despite the fact that they lived in a designated project area.
Illustration	'Despite being a project area, the case of Dang was different as there was no access to the FM radio coverage from Deukhuri FM station in Dang and Tinau station in Butwal. The respondents from the local community and children reported that they could hardly listen to Sunau Bolau' (Dahal, Kafle and Bhattarai 2008, p. 18).
Finding 4	The incorporation of English terms and the use of formal and complex language in radio programs made the programs more difficult for Nepali children to understand and less appealing.
Illustration	'…they said, "The language is not child friendly as the presenters use the complex sentence structures with frequent English terminologies" (Dahal, Kafle and Bhattarai 2008, p. 19).
Finding 5	Radio programs that use lengthy interviews and discussions may not be entertaining for children.
Illustration	'…there were some complaints of the radio program being less entertaining due to more focus on discussion and interviews' (Dahal, Kafle and Bhattarai 2008, p. 5).
Finding 6	The timing of radio programs needs to be carefully considered so that the target audience can be effectively reached. Sunau Bolau was broadcast in the morning, a time when children were often working or preparing to go to school and unable to listen to the program.
Illustration	'Above all, the morning time was not appropriate for children as it was the time to work or be ready to go to school for them. Evening time could be appropriate for children' (Dahal, Kafle and Bhattarai 2008, p. 19).
Finding 7	Culturally specific or 'local' media forms, such as Dohori [a Nepali folk tradition of dialoguing through songs] can be an effective way to deliver C4D messages and promote community participation.
Illustration	'Dohori had played an important role to raise awareness to the community about return and reintegration of Children Associated with Armed Forces and Armed Groups (CAAFAG) by providing touchy [sic] messages' (Dahal, Kafle and Bhattarai 2008, p. 21).
Finding 8	The availability of project materials such as posters and cassettes and the organisation of project activities can vary widely across districts. The effectiveness of C4D interventions may differ greatly depending on the activities and materials available in each location, as such, generalisations about the impact of projects at the national level may be unreliable.
Illustration	'…in the case of Chitwan it was found that there were no IEC [Information, Education, Communication] materials distributed to the UNICEF working partners in the CAAFG issues[sic]'

	(Dahal, Kafle and Bhattarai 2008, p. 27).
	'There is no uniformity in the frequency and timing of the information received in all project areas' (Dahal, Kafle and Bhattarai 2008, p. 28).

Everitt, P., Williams, T., & Myers, M. (2004) Evaluation of Search for Common Ground Activities in Sierra Leone, Search for Common Ground (SFCG), Sierra Leone and Department for International Development (DFID), pp. 1-46.	
Finding 1	The success of C4D projects and the trustworthy reputation of development organisations can create problems, including dependency, sustainability and high demand. Many individuals and groups approach TDS [Talking Drum Studios, used in this report to describe all SFCG activities in Sierra Leone] for assistance with a wide range of issues and this places pressure on the organisation. TDS needs to educate people about the roles and responsibilities of other institutions, and where they can go to address their problems. Furthermore, TDS needs to implement processes to increase the capacity and confidence of people to conduct activities without support from TDS.
Illustration	'…TDS need to take deliberate steps to increase the capacity and confidence of alliances like the Transport Stakeholders Task Force to ensure that it is capable and confident enough to carry on its activities without any outside support…TDS has been a victim of its own success. TDS offices seem to have a constant flow of individuals at the door seeking clarity about an issue or a course of redress for a problem or a complaint. While these personal problems are not essentially TDS', people come to them because they are perceived to be independent and trustworthy. This puts TDS under a lot of pressure. TDS should seek ways in which to ensure information in the public domain include the roles and responsibilities of other agencies such as the courts, police, social welfare, other NGOs, women's groups, etc, and enlighten people as to where they should go to address their specific problems' (Everitt, Williams and Myers 2004, p. 32).
Finding 2	As the post-conflict situation in Sierra Leone began to change, the priorities and aims of SFCG (Search for Common Ground) also shifted from peace-building to a 'rights based' approach designed to further encourage social cohesion. Successful C4D initiatives need to respond and adapt to developments in post-conflict settings.
Illustration	'TDS' move away from peace-building and towards building of accountability and good-governance is an entirely appropriate strategy at this stage of Sierra Leone's development' (Everitt, Williams and Myers 2004, p. 4).
Finding 3	An appropriate exit strategy for TDS needs to be developed to ensure the long term sustainability of funded and supported initiatives such as community radio stations. A clear exit strategy will help staff and project partners to plan more effectively.
Illustration	'TDS needs to develop an exit strategy. There is a risk that without one, longer term sustainability issues may be marginalised' (Everitt, Williams and Myers 2004, p. 6). 'The development of an exit strategy, perhaps including benchmarks and indicators that reflect anticipated progress in Sierra Leone, would further assist both TDS staff and its partners to plan more effectively in the long term' (Everitt, Williams and Myers 2004, p. 32).
Finding 4	The activities of organisations like TDS can be strengthened by building strategic alliances with local and international partners, such as ministries, government commissions, NGOs [Non-Governmental Organisations], and other CSOs [Civil Society Organisations]. Alliance building enables TDS to tackle issues that they could not effectively address alone and to pass on skills and experience to local organisations which will benefit Sierra Leone when TDS leaves the region. The collective strength of an alliance may be greater than the influence of an individual organisation.
Illustration	'TDS certainly could not do these things alone. Coalitions have more power to address issues than individual Non-Governmental Organisations (NGO's)…the alliance building approach has allowed TDS to respond to issues as they arise in a flexible manner which gives strength in numbers and presents a more credible, even formidable front to government on policy matters. Furthermore, by forging alliances TDS is ensuring that their work has more change of being sustained as they are ensuring that they pass on skills and experience to local organisations and institutions which will remain in place when TDS eventually leaves' (Everitt, Williams and Myers 2004, p. 10).

Finding 5	Alliance partners must be chosen carefully to ensure that TDS's trustworthy and independent reputation is not jeopardised and that potential partners share the same values and vision as TDS.
Illustration	'They [TDS] have been careful not to partner with organisations seen as too party-political (for example TDS has not formed a partnership with the Civil Society Movement (CSM) in Bo because CSM is not seen by the public as sufficiently independent of the ruling Sierra Leone Peoples Party (SLPP). In other cases the selection of partners is done on the basis of shared vision. In the case of the Independent Radio Network (IRN), one radio station, the Voice of the Handicapped (VoH, FM 96.2), was not selected for inclusion because it wanted to charge for the airing of TDS' programmes, which TDS rightly saw as inimical to the spirit of the network' (Everitt, Williams and Myers 2004, p. 15).
Finding 6	SFCG's activities in Sierra Leone increased accountability and transparency by exposing corruption practices, holding government officials and public figures to account, and fostering improved civil/police relationships that promoted the reporting of crimes.
Illustration	'In many communities it is evident that small-scale corruption practices are being exposed and many of these can be linked directly with TDS' inputs' (Everitt, Williams and Myers 2004, p. 16).
	'In the past, the police were viewed with distrust by ordinary people, but now, in Kailahun, for example, a senior police officer stated that partly because of the local radio station's work, the local population now feels more confident reporting crime to the police…[l]ocal radio is increasingly able to hold government officials and other public figures to account' (Everitt, Williams and Myers 2004, p. 18).
Finding 7	TDS programs have encouraged greater levels of inclusion and participation by all community members in local decision making, in particular by providing spaces for women, children and youth to make their voices heard.
Illustration	'In many areas young people and women realised for the first time that they had the right to aspire to be councillors - and there is strong evidence that they did stand for election and that TDS' radio programmes and live events contributed to them being elected in several areas' (Everitt, Williams and Myers 2004, p. 18).
Finding 8	Radio programs can be used to quickly restore order after an isolated violent incident by transmitting accurate information about the event.
Illustration	'…the confidence of fleeing residents of Kailahun town following a shooting incident, which left one solider dead, was quickly restored by Radio Moa through the dissemination of accurate information relating to the incident' (Everitt, Williams and Myers 2004, p. 23).
Finding 9	Combining outreach work and media (live drama, video and radio) is a highly effective way to engage rural, largely illiterate populations and promote peace-building.
Illustration	'TDS staffs state that the combined use of media and outreach work to reach rural communities has an enhanced impact and should be strengthened. The technique, they say, allows easier access to largely illiterate populations especially in rural communities and becomes a platform from which to more easily disseminate radio messages' (Everitt, Williams and Myers 2004, p. 24).

Gordon, G. (2008). A UNHCR Evaluation of Search For A Common Ground Programming in the DRC: OCTOBER (2008), UNCHR and Search for Common Ground (SFCG), pp. 1-51.	
Finding 1	A lack of baseline data and prior randomisation means that collected statistical data intended to measure the impact of SFCG programming in the DRC can only be used to suggest correlation not causation. This limitation could be avoided through the implementation of new evaluation and monitoring procedures.
Illustration	'without randomizing the program beforehand and without baseline data to make comparisons against, the collected data can only suggest correlation, not causation. Myriad confounding factors exist that range from partner organization presence to different reporting rates. This evaluation will be able to make strong claims about those who listen to SFCG radio or see SFCG theater, however the limitations of data only offer this snapshot. Changes in evaluation and monitoring methodologies are suggested in the recommendations section in order to surpass these constraints in future

	evaluations' (Gordon 2008, p. 7).
Finding 2	SFCG's theatre and radio programming has a positive impact on people's information seeking habits and their knowledge. Listeners and viewers of SFCG's programming are more likely to dismiss rumours and to obtain information from the radio, local NGOs and the government.
Illustration	'Overall, data suggest that throughout South Kivu and Katanga, SFCG has an extremely significant impact on the ways in which people obtain information, and the knowledge they have. SFCG is fundamentally changing the way listeners and viewers obtain their information. The impacts are positive: listeners and viewers of SFCG programming are disinclined to believe rumors and more inclined to obtain information from the radio, local NGOs, and the government' (Gordon 2008, p. 10).
Finding 3	SFCG staff are unaware of the geographic dimensions of their radio programming coverage. Establishing the potential overlaps and holes in radio coverage is essential if SFCG want to continue to expand and improve their radio programming.
Illustration	'It is imperative that SFCG establish the geographic coverage of their [radio] programming in order to understand where programming overlaps and does not in order to strategically and effectively expand' (Gordon 2008, p. 31).
Finding 4	People prefer radio and theatre content that is produced by local staff and locally selected journalists. In communities marked by conflict and ethnic tension, where people can be very suspicious of 'outsiders', significant amounts of media content should be locally produced.
Illustration	'Key informant interviews and qualitative analysis suggests that content created by local staff and locally chosen journalists are better received among local populations than content produced in Bukavu. This is particularly pertinent to Moba and Katangan communities, where 'outsider-programming' run by Kivutiens is a particularly sensitive issue. In order to avoid exacerbating Katangan-Kivutien conflict, a significant amount of content should be produced locally' (Gordon 2008, p. 31).
Finding 5	Survey data illustrates that SFCG's theatre programming was much more likely to have a negative impact on viewer's tolerance levels, whereas SFCG's radio programming was more likely to have a positive or no impact on listeners' tolerance levels. This illustrates that different media forms may have varying impacts that need to be accounted for during project design. Given the negative impacts of theatre, SFCG must carefully examine the content of its theatre programming and continue to evaluate its effectiveness.
Illustration	'Aggregating the overall impact of these various tolerance oriented questions, SFCG radio programming has a positive impact 37.5% of the time, no negative impact, and no impact 62.5% of the time. Theater programming has a positive impact 37.5% of the time, negative impact 37.5% of the time, and no impact 25.0% of the time' (Gordon 2008, p. 13).
Finding 6	SFCG's primary audience is highly educated and adult. A more concerted effort should be made to reach young people and uneducated viewers/listeners.
Illustration	'Analysis reveals that SFCG radio listeners are highly educated and adult while theater viewers are adult. Programming should be specifically tailored towards youth and the uneducated and target sites accordingly' (Gordon 2008, p. 32).
Finding 7	Increased communication between SFCG, the UNHCR and other partner organisations would enhance project success and create more opportunities for collaboration. SFCG's current inter-organisational communication practices are weak and this can strain partner relationships.
Illustration	'SFCG's greatest weakness is in communication with UNHCR and partner organizations; both in sharing information and informing organizations of current programming. To avoid partner frustration and increase project reinforcement and synergistic opportunities, SFCG should set up internal standardized processes for inter-organizational communication' (Gordon 2008, p. 32).
Finding 8	Key terms need to be clearly defined and very specific to avoid miscommunication, ambiguity and inappropriate impact expectations.
Illustration	'Complex and sometimes ambiguous terms such as 'Mass Information,' 'Conflict Resolution,' 'Reconciliation,' and 'Positive and Negative Conflict,' that SFCG employs should be narrowly

	defined to reduce miscommunication and inappropriate expectations' (Gordon 2008, p. 32).
Finding 9	The bias towards publishing positive project data means that information about what does not work is not always shared. This can result in a limited understanding of the factors that influence project success and the re-creation of poor programming.
Illustration	'Currently, there is a bias towards publishing positive data, however it is important to know what doesn't work and what hindered success in order to avoid re-creating poor programming' (Gordon 2008, p. 34).
Finding 10	The evaluation of the impact of SFCG programming was conducted in relatively peaceful areas, Uvira, Fizi and Moba. When these programs are implemented in more volatile areas they will need to be assessed to determine what works in these contexts.
Illustration	'Given the relative calm of Uvira, Fizi, and Moba Territory at the moment of the survey, SFCG programming that scales up into more volatile areas should be evaluated to analyze which context programming works best. Contextualizing the impact of SFCG programming in violent situations will shed light on the comparative efficacy of SFCG programming and facilitate strategic expansion' Gordon 2008, p. 35).

Gouley, C. & Kanyatsi, Q. (2010) Final Evaluation of the Project "Supporting a Conversation on Youth Leadership in Côte d'Ivoire", Search for Common Ground (Côte d'Ivoire) and US Department of State Bureau of Democracy, Human Rights and Labor, pp. 1-65.	
Finding 1	More men participated in the project than women. Factors that may make it difficult for women to attend project events such as their daily household tasks were not considered in the project design. A more explicit gender strategy that considers the specific needs of young women is required if SFCG wants to ensure their greater participation.
Illustration	'…there is no evidence of a gender strategy in the project. Young men and women probably experience different challenges as regards to conflict transformation, leadership and political violence: this point has not been taken into account in the project' (Gouley and Kanyatsi 2010, p. 35).
Finding 2	Short evaluation time frames can limit the amount of data that can be gathered and can result in information gaps.
Illustration	'While a two-hour focus group has been organized in Daloa with SFCG staff, the evaluation team did not have the time or the opportunity to conduct individual or group interviews with all of those who have been involved in the project. Therefore, there may be some information gap, as well as unanswered questions related to the challenges SFCG faced in the project implementation' (Gouley and Kanyatsi 2010, p.14).
Finding 3	The evaluators were reliant on SFCG staff to organise meetings and focus groups, and administer questionnaires. While this increased the involvement of SFCG staff in the evaluation process it also reduced the ability of the evaluation team to act independently
Illustration	'The evaluation team was dependent upon SFCG staff to organize meetings and focus groups, and administer survey questionnaires. On the one hand, it enhanced the participation of SFCG Cote d'Ivoire staff in the evaluation process; on the other hand, it reduced the margin of independent action of the evaluators - for example in the participants and interviewees selection process' (Gouley and Kanyatsi 2010, p. 14).
Finding 4	The relevance of projects that are designed to address a specific event, such as upcoming elections, must account for changes in the political landscape. In Cote d'Ivoire the 'upcoming' elections were never held.
Illustration	'The project was designed initially, in 2008, within the context of 'upcoming elections'. It was based on the assumption that the elections would present an opportune moment to engage youth as leaders for positive change. The elections initially scheduled on the 30th of November 2008, and then postponed to the 29th of November 2009, did not occur…but the political uncertainty did not affect the project's relevance' (Gouley and Kanyatsi 2010, p. 20).

Finding 5	Key terms used by SFCG, such as 'Youth' were not adequately defined.
Illustration	'SFCG may need to define more explicitly[sic] the key terms they use in the project (e.g. youth, beneficiaries, leadership, etc.)' (Gouley and Kanyatsi 2010, p. 41).
Finding 6	Radio programs that are not broadcast in local languages can have unforeseen positive impacts. In some villages, informal listening clubs emerged that helped community members who did not speak French to understand the programs. Summaries and translations of programs were created and shared amongst the villages. These activities created important opportunities for community dialogue and cooperation.
Illustration	'…villagers have organised to share the information imparted through SFCG radio programs - through informal listening clubs and by providing summaries and translations of the programs to those who don't understand them. Radio programming has thus created opportunities for dialogue and cooperation within the community in an unforeseen manner' (Gouley and Kanyatsi 2010, p. 23).
Finding 7	Radio programs can provide youth with new and creative tools for conflict resolution and generate peer-to-peer discussion.
Illustration	'Radio programs serve as a 'source of inspiration' for youth to use creative ways to prevent violence and foster dialogue among their peers' (Gouley and Kanyatsi 2010, p. 25).
Finding 8	The visual and oral nature of theatre means that it is a particularly effective C4D method to use in rural areas where there are high illiteracy rates.
Illustration	'They [youth] observed that theater is a particularly appropriate tool in rural area, where illiteracy is higher than in urban areas…[t]he "spect-actors" are always surprised to recognize situations they have lived or that they[sic] neighbours are living. Translating this reality not only into words, but also into gesture or images, is an appropriate way to reach the population in rural areas' (Gouley and Kanyatsi 2010, p. 25).
Finding 9	The realistic nature of SFCG interactive theatre performances enhances their ability to effectively promote community discussion, self-reflection and sensitisation.
Illustration	'Youth view theatre as a very useful tool to sensitize their communities about non violent ways to mitigate conflicts and build tolerance and respect…it helps people reflect on their own behaviours from an outsider's perspective…the key to the success of interactive theater is that it represents real-life conflicts and situations' (Gouley and Kanyatsi 2010, p. 25).
Finding 10	Although the project was designed to address political violence, the participants used the project to discuss and address many other forms of conflict including familial conflict and student/teacher conflict. The scope of the project was expanded to meet the needs of the participants suggesting a high level of project ownership.
Illustration	'The project has opened windows of opportunities for youth to shift the way they are engaged in conflict transformation in their communities, beyond the specific context of the elections…the project did not only address political violence, as it had intended. In Cote d'Ivoire, this result is largely explained by the political stalemate and the continued postponement of the elections. But it also accounts for youth's sense of ownership of the project…' (Gouley and Kanyatsi 2010, p. 31).
Finding 11	The perceived neutrality and professionalism of SFCG produced radio programs has a flow on effect on the radio stations that aired them, resulting in increased listener confidence in the radio's impartiality.
Illustration	'A radio Program Director stated that broadcasting SFCG-produced programs has raised the audience's confidence in the radio's impartiality and political neutrality' (Gouley and Kanyatsi 2010, p. 34).
Finding 12	SFCG radio programs play an important role in Cote d'Ivoire where political and military leaders frequently use the radio to incite ethnic hatred and have the power to influence media coverage, including radio coverage, of particular events. Broadcasting SFCG's radio programs has reduced these incidences.
Illustration	'…political leaders and military commanders often interrupted the programs to pass on xenophobic messages or settle their scores with other commanders. Moreover, they often instrumentalized the

	Media, including radio, to cover events in the way they wanted. This is why SFCG's radio programs are particularly relevant to the crisis context' (Gouley and Kanyatsi 2010, p. 34).
Finding 13	It is difficult to involve youth who 'benefit' from the present political situation in project activities.
Illustration	'Youth who "benefit"' from the present political situation and political leaders' "magnanimity" are more difficult to reach than those who feel excluded and particularly vulnerable to social injustice (particularly unemployed youth)' (Gouley and Kanyatsi 2010, p. 35).
Finding 14	Some project achievements or challenges are highly context-specific. Despite this, the differences between rural and urban areas were not adequately accounted for in the project design.
Illustration	'…the project has not implemented differentiated strategies in rural and urban areas. The evaluation found out that some achievements or challenges are highly context-specific, either through a dichotomy of urban/rural areas or government-controlled/Forces nouvelles-controlled areas' (Gouley and Kanyatsi 2010, p. 35).
Finding 15	The project had less impact in areas where SFCG were not as active. The visibility of SFCG in each region influences the project's effectiveness in that area.
Illustration	'For example, in Brobo (Vallee du Bandama), where SFCG was only occasionally present, the results are less convincing than in other areas where SFCG has been more active (e.g. in Sassandra or Djebonoua)' (Gouley and Kanyatsi 2010, p. 35).
Finding 16	SFCG's work in Cote d'Ivoire did result in a reduction in violence and positive changes in youths' attitudes and behaviours. However, these findings need to be confirmed during a presidential election campaign where tensions are likely to increase.
Illustration	'the evaluation concludes that there have been significant gains in the right direction, in Bas-Sassandra and Vallee du Bandam. In both regions, a great majority of the stakeholders observed that the violence has been reduced since youth participated in SFCG's activities. This observation needs to be confirmed by youths' attitude during presidential elections campaign, which will probably heighten tensions' (Gouley and Kanyatsi 2010, p. 39).
Finding 17	Building partnerships with local authorities may improve the long term sustainability and effectiveness of SFCG projects.
Illustration	'It may improve the project's effectiveness and sustainability to build a partnership with local authorities, particularly those in charge of youth at the national, regional and local level' (Gouley and Kanyatsi 2010, p. 41).

Hanson-Alp, R. (2008) Promoting Information and Voice for Transparency on Elections (PIVOT): End of Programme Assessment, Department for International Development (DFID), pp. 1-20.	
Finding 1	Radio stations can help to reduce practices such as the intimidation of female election candidates by broadcasting discussion programs that promote women's electoral participation and by providing information about the harassment of female candidates.
Illustration	'The shocking level of intimidation of female candidates prior to both Parliamentary and Local Council elections was addressed through discussion programmes and news reports of harassment. In Moyamba district, for example, a female candidate was being threatened by a political party who tried to use the women's secret society to pressure her to stand down. Complaints reached one of the IRN [Independent Radio Network] 'stringers' who broadcast it on radio in a name and shame ploy. This was successful in helping stall further intimidation until party symbols were awarded. The candidate was eventually elected and wrote a letter of thanks to IRN and SFCG [Search for Common Ground]' (Hanson-Alp 2008, p. 6).
Finding 2	When donors provide equipment, funding and/or deliver training this can create tensions between those who receive the benefits and those who do not.

Illustration	'BBC-World Service trust (WST provided state-of-the-art equipment and technical skills to 7 radio stations, although the selection process was not clear and there seems to have been some level of tension between stations [radio stations] who received equipment and those who did not' (Hanson-Alp 2008, p. 5).
Finding 3	Poor infrastructure, such as roads, and short project time frames can contribute to the over-representation of urban district participants in radio programming.
Illustration	'poor road networks and limited project timeframe resulted in programming covering predominantly urban district voices and did not capture enough of the grass roots or community voices as was initially hoped' (Hanson-Alp 2008, p. 6).
Finding 4	The maintenance of satellite equipment can be a frustrating burden in a country like Sierra Leone where replacement parts are unavailable and there are limited technicians.
Illustration	'There have been significant challenges in maintaining and repairing satellite equipment in the provinces as replacement parts are unavailable in Sierra Leone and have to be imported…[t]his created some frustration for both FH [Fondation Hirondelle) and the community radios as there was a near continuous need to maintain station equipment and a limited number of technicians' (Hanson-Alp 2008, pp. 6-7).
Finding 5	A weakness of CTN (Cotton Tree News) radio programming was a lack of local language programs. This led some listeners to critique the station for only representing Freetown and being inaccessible.
Illustration	FH recognises the need to provide more local language programmes following some listener responses that claimed 'CTN is only for Freetown' and they could not understand programmes as they were in English (Hanson-Alp 2008, p. 7).
Finding 6	Given the cost of establishing CTN, a more sustainable option may have been to build up the capacities of an existing radio station rather than creating a new independent news agency.
Illustration	'…given the level of investment in CTN it might have been a more sustainable option to build on existing stations' capacity to produce independent news reporting rather than creating a new independent news agency. FH have since acquired further funding from Irish Aid' (Hanson-Alp 2008, p. 7).
Finding 7	Some PIVOT initiatives could have been more effective if they were implemented earlier. It takes time to build citizens' confidence and promote behaviour change.
Illustration	'NDI's [National Democratic Institute's] Resource Centre that offered voter education and resource materials for candidates was not fully utilised by civil society or political parties which NDI attributes to it being established too late in the campaigning calendar. The Resource Centre was used more as a training centre and as a space for civil society and candidates to hold meetings' (Hanson-Alp 2008, p. 7). '…if continued on a long-term basis would likely be effective in increasing the percentage of [women's] representation. However, both partners recognise that the timeframe was too short to adequately build the confidence and skills of new aspirants and as a result there are some reports of successfully elected women raising concerns about their capacity to hold their positions' (Hanson-Alp 2008, p. 8).
Finding 8	The effectiveness of the 'Promoting a Culture of Equal Representation' (PACER) project was hindered by staff changes within the partner organisations (Oxfam and 50/50), and a lack of clear project goals. These factors contributed to the slow implementation of the project and its limited impact in its first year.
Illustration	'As highlighted in PIVOT's annual evaluation, coordination and staff changes within both Oxfam and 50/50, combined with a limited understanding and focus of the project's goals resulted in an extremely slow and largely ineffective start to implementation in the first year' (Hanson-Alp 2008, p. 8).
Finding 9	Poor communication and a lack of information sharing between partner organisations can result in the duplication of information and missed opportunities for collaboration.
Illustration	WFD [Westminster Foundation for Democracy] conducted an opinion poll prior to the Presidential

	and Parliamentary elections, but did not share the results from the poll with partners. There was some duplication in surveys as BBC-WST and SFCG conducted a baseline survey, collected similar information on information source preferences as the opinion poll. More effective communication with partners might have identified this as an opportunity for collaboration (Hanson-Alp 2008, p. 9).
Finding 10	Donors need to have a sound understanding of the political context in which projects are funded and the risks that may pose serious challenges to project success and participant safety.
Illustration	'In reviewing Sierra Leone's elections and the lesson learned[sic], it became clear that the acute political landscape and its effect on programme implementation was not a risk fully addressed by PIVOT…PIVOT was troubleshooting rather than addressing some of the root causes of Sierra Leone's divided political environment' (Hanson-Alp 2008, pp. 10-11).

Tagor Lubis, I. and Nainggolan SV, M. (2004). Common Ground Indonesia Full Program Evaluation Report, Common Ground Indonesia, pp. 1-40.	
Finding 1	Recruitment and selection procedures were not transparent and this created animosity and jealousy within the community and negatively impacted on the legitimacy of Common Ground (CG) Indonesia.
Illustration	'Aspects of legitimation and representation of actors recruited were questioned by some people. We found that participants in some activities came from one family: contact person appointed its families to take part in CGI's activities. Involvement in the CG Indonesia activities were "great occasion to travel to Java" to some participants. To some others it created jealousy. In this case, the criteria of recruitment of participants and control on its implementation would be important issue that the project team should handle carefully' (Tagor Lubis and Nainggolan 2004, p. 35).
Finding 2	The relationship between CG Indonesia and local partners was not always clear. This lack of clarity created tensions and dissatisfaction.
Illustration	'In some cases, partners felt there was no clear position when working with CG Indonesia: were they counterparts or sub-contracting institutions of CG Indonesia? From the very beginning it was not discussed properly, which created different interpretations of the partnership that resulted in tension and dissatisfaction of some local NGO's' (Tagor Lubis and Nainggolan 2004, p. 18).
Finding 3	The appointment of a partner organisation that was associated with a particular political party threatened the impartiality of CG Indonesia and created frictions in the already divided local political context.
Illustration	'In Sampang, CG Indonesia's recruitment policy in selecting local partners was also questioned by the local government. The case of appointing one partner institution associated with a certain political party in Madura in fact created tension in the local political context' (Tagor Lubis and Nainggolan 2004, p. 19).
Finding 4	CG Indonesia did not adequately incorporate local suggestions and ideas into their comic book programme. CG included a sensitive phrase in the comic that generated complaints from local children and resulted in several local people protesting the edition arguing that it should be withdrawn. In a pre-release workshop session in Pontianak the sensitive nature of the wording had been raised but this issue was not adequately addressed by CG.
Illustration	'the comic partners have brought the issue of the sensitive words used in Gebora edition 01 during the try-out workshop session in Pontianak and gave suggestion on it. Yet, CG Indonesia project team has not properly taken their feedback into account…the Madura kids complained towards the sensitive words used in edition 01 and 02. In their opinion, this is unfair to Madurenese…The project team did not anticipate the case in Sampang, Madura that several local informal leaders - including ex-participants of Kalimadu dialogues - protested the Gebora Comic edition 01 and 02 and asked CG Indonesia to withdraw them from the audience. .
Finding 5	De-centralisation would improve CG Indonesia's ability to respond to local problems. At the moment, local partners are reliant on CG management who are based in Jakarta. Poor communication between CG staff in Jakarta and local partners exacerbates this issue.
Illustration	'Based on our field observation and discussion with local partners, CG Indonesia's management

	team should consider the decentralization of decision-making mechanisms to the lower level to anticipate the dynamic of local conditions' (Tagor Lubis and Nainggolan 2004, p. 35). 'Faced with this non-anticipated "heavy" problem, Ikatan Pelajar Nahdlatul Ulama (IPNU) as local partner felt the CG Indonesia comic project team left it out. Because of lack of communication between project team and local partner, IPNU did not know that in that time CG Indonesia management had taken some actions in Jakarta to solve the problem' (Tagor Lubis and Nainggolan 2004, p. 26).
Finding 6	The quality of CG Indonesia's programs was reduced by rapid expansion. Donors need to ensure that existing projects are sufficiently established before they are scaled up into new regions.
Illustration	'Too many activities in one programme in different areas made it difficult for CG Indonesia to focus on the quality of the work. For example, local partners of the comic project in Western Kalimantan and Madura still need capacity and technical assistance, while the comic project team has started with the Papua comic project' (Tagor Lubis and Nainggolan 2004, p. 36).
Finding 7	Outcomes or recommendations made in dialogue forums or community workshops need to be followed up.
Illustration	'Yet, there are some issues emerging in these programmes; some recommendations resulted from each dialogue workshop have not been done by the ex-participants. For example, we did not see any evidence that the grassroots and religious leader had implemented the shared-information meeting or had done peace education for their communities' (Tagor Lubis and Nainggolan 2004, p. 28).
Finding 8	A sound understanding of the social, cultural and political context in which C4D projects will be implemented contributes to their effectiveness. The characteristics and roles of local parties and stakeholders need to be considered in project design.
Illustration	'The programme would benefit from better assessment of the current situation in the field before each activity, particularly of the sensitivity around particular issues and activities' (Tagor Lubis and Nainggolan 2004, p. 25). 'There has not been adequate comprehensive assessment to determine the characteristics of parties and stakeholders, and to develop social, cultural and political mapping' (Tagor Lubis and Nainggolan 2004, p. 37).