



TPM – ARK Grassroots – Moubader Magazine

Syria

October 2017

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About IMPACT

IMPACT Initiatives (IMPACT) is a leading Geneva-based think-and-do-tank. The organization implements assessment, monitoring & evaluation and organisational capacity-building programmes in direct partnership with aid actors or through its inter-agency initiatives, REACH and AGORA. Headquartered in Geneva, IMPACT has an established field presence in over 19 countries. IMPACT's team is composed of over 400 staff, including 100 full-time international experts, as well as a roster of consultants, who are currently implementing over 50 programmes across Africa, Middle East and North Africa, Central and South-East Asia, Eastern Europe, and the Caribbean.

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Geographic Classifications

Governorate:	Highest form of governance below the national level
District:	Highest form of governance below governorate level
Sub-district:	Highest form of governance below district level
Community:	Highest form of governance below sub-district level

Abbreviations and Acronyms

CSSF	Conflict, Security and Stabilisation Fund
DO	Direct Observation
FGD	Focus Group Discussions
HMG	Her Majesty's Government of the United Kingdom and Northern Ireland
IDP	Internally Displaced Persons
IP	Implementing Partner
KI	Key Infomant
KII	Key Informant Interview
RS	Reader Survey
TPM	Third Party Monitoring

Introduction and Key Findings

Upon request from Her Majesty's Government (HMG) of the United Kingdom of Great Britain and Northern Ireland (UK), IMPACT Initiatives (also referred to as IMPACT) has conducted a Third Party Monitoring (TPM) on Moubader Magazine, which is funded through HMG's programme *Support to Grassroots Media Activism* (also referred to as Grassroots). Grassroots provides support to a variety of strategic communication projects including the Moubader¹ Magazine and Moubader social media platform. ARK, the Implementing Partner (IP) of Moubader, is responsible for producing and disseminating print editions of Moubader Magazine. Moubader Magazine aims to inform Syrian citizens about civil society initiatives, available services and positive non-political news.

The purpose of this monitoring exercise was to independently collect and analyse data addressing the following research questions:

1. To what extent do readers find Moubader useful (why)?
2. How has exposure to Moubader affected target audiences' perceptions of local initiatives?
3. How has being featured in the magazine affected featured entities?

The monitoring activity was conducted in moderate opposition-held areas in Aleppo, Dara'a, Idlib and Al-Quneitra Governorates in Syria. Data collection methods included: (i.) Key Informant Interviews (KII) with staff working for civil society initiatives covered by Moubader, (ii.) Reader Surveys (RS) with Moubader readers and potential readers identified as they received the magazine during distributions, and (iii.) Direct Observations (DO) of Moubader distribution points.

Findings of this TPM indicate that the majority of readers perceive Moubader as a useful source of information on civil society initiatives and services, and feel inspired to launch initiatives similar to those covered by Moubader in their own communities. The majority of the interviewed readers perceived the content of Moubader to be realistic. They considered the magazine unique due to its emphasis on local initiatives and because it does not cover politics and war. Findings also reveal that the majority of readers surveyed have a positive opinion on local initiatives (155 out of 173), and most said their perceptions were positively influenced by the Magazine (122 out of 173). In terms of how the magazine can be improved, reader survey participants stated that they would like Moubader to provide additional information on open vacancies in the future.

Regarding the magazine distribution, a gender skew in terms of access to the magazine was observed through non-structured direct observation, which is reflected in the underrepresentation of women in the survey results. During the monitoring exercise, IMPACT field team observed that women were less present than men in the public locations in which the distributions took place. This, and the fact that there was only one female monitor in IMPACT's field team, explains the limited number of female participants in the survey and could perhaps be indicative of a gender inequality in terms of access to the magazine.

Finally, staff members of initiatives covered by Moubader reported an increase in civil society interest in their initiatives and improved possibilities for connecting with other institutions. In this sense, findings revealed that the Moubader Magazine has contributed to strengthening programmes that support vulnerable populations in assessed locations and has helped build trust between civil society organisations and their beneficiaries.

¹ Moubader is Arabic for 'Initiator'.

Methodology

Objective

The purpose of the monitoring exercise was to independently collect and analyse data to better understand the perception of Moubader magazine readers, and give local initiatives featured in the Magazine the opportunity to provide feedback on the Magazine. All research questions (cf. Box 1), indicators and tools for this comprehensive monitoring exercise were designed, discussed and decided in close collaboration between HMG, ARK, and IMPACT prior to their implementation.

Box 1. Research Questions

1. To what extent do readers in targeted areas find Moubader magazine useful? Why?

Are they able to access similar information anywhere else?

2. How has exposure to Moubader magazine affected target audiences' perceptions of grassroots entities and other local initiatives? *Has reading Moubader positively affected attitudes towards the efficacy of small-scale, local action? To what extent has reading Moubader prompted readers to engage with grassroots entities?*

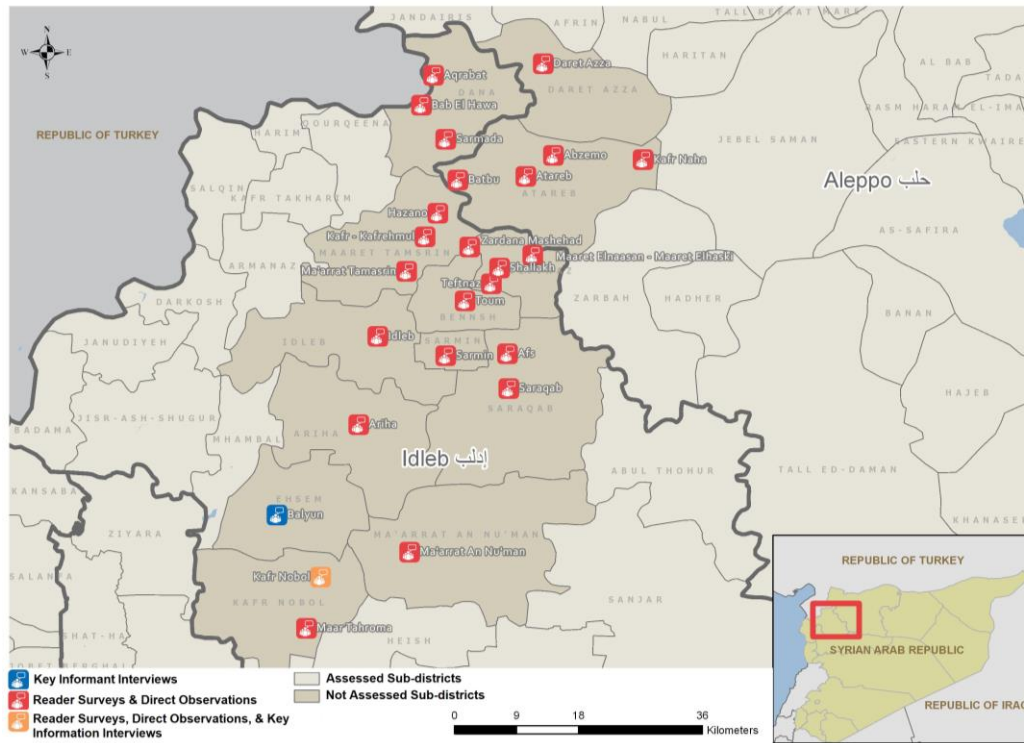
3. How has being featured in the magazine affected featured entities, in terms of: *i. community interest in their activities; ii. community acceptance/awareness of their activities; iii. partnerships or linkages generated by the coverage; iv. the featured entity's outreach strategy.*

Area of Study²

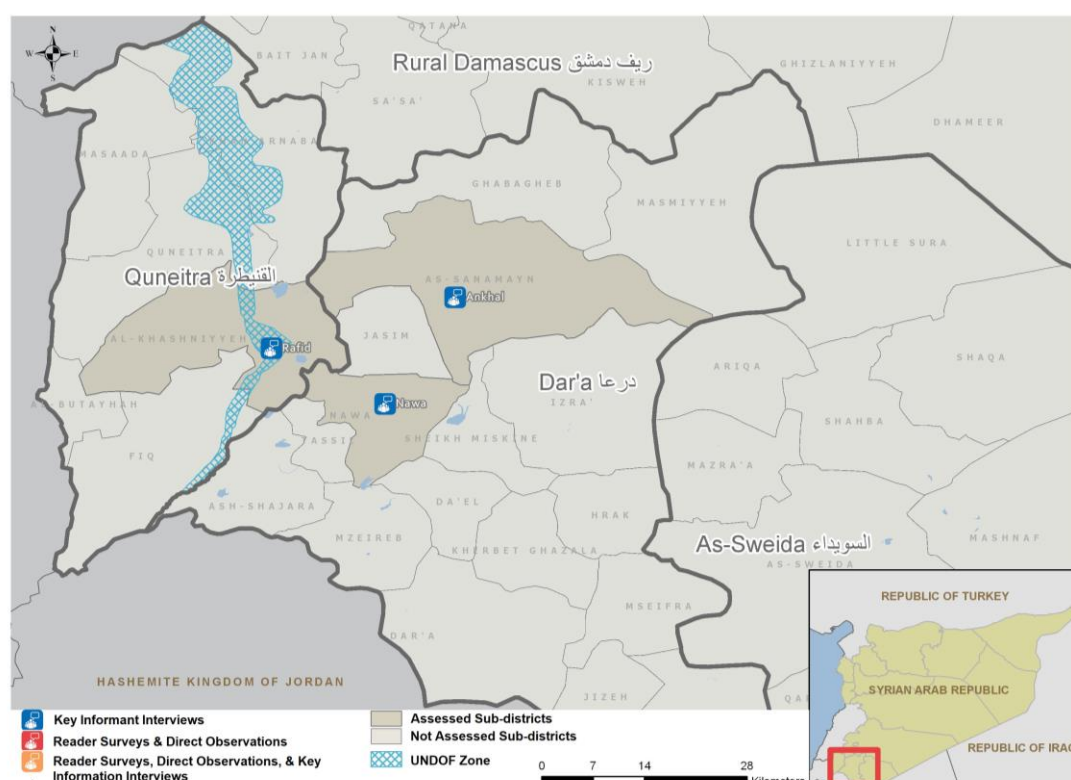
The monitoring exercise was conducted in Aleppo, Dara'a, Idlib, and Al-Quneitra governorates, Syria, across selected districts. Districts monitored in Idlib and Aleppo governorates are presented in Map 1; and those monitored in Dara'a and Al-Quneitra governorates are presented in Map 2. Map 1 and 2 also show data collection methods, by location.

² To note, spelling of all locations referred to in the report follows the official UNOCHA spelling of administrative levels in Syria.

Map 1: Monitored Locations in Aleppo and Idlib Governorates and data collection methods



Map 2: Monitored Locations in Dara'a and Al-Quneitra Governorates and data collection methods



Timeframe

62 Direct Observations (DO) and 326 Reader Surveys were implemented during two days in Aleppo Governorate and during five days in Idleb Governorate in May 2017 (see Table 1). Nine Key Informant Interviews were conducted over the course of five monitoring days during June 2017 across three Governorates, including Dara'a, Idleb, and Al-Quneitra (see Table 2).

Table 1: Timeframe and locations of Direct Observations and Reader Surveys

Working Days	Date	Activity	Districts
Aleppo Governorate			
Day 1	04/05/2017	7 DO 62 Reader Surveys	Atareb, Daret Azza
Day 2	06/05/2017	3 DO 20 Reader Surveys	Batbu, Abzemo, Kafer Naha
Idleb Governorate			
Day 1	04/05/2017	8 DO 37 Reader Surveys	Kafr Nobol, Maar Tahroma.
Day 2	06/05/2017	19 DO 82 Reader Surveys	Afs, Idleb, Ma'arrat An Nu'man, Saraqab, Sarmin, Taftanaz.
Day 3	07/05/2017	14 DO 59 Reader Surveys	Ariha, Balyun, Maaret Elnaasan, Shallakh, Tourn, Zardana Mashehad.
Day 4	08/05/2017	7 DO 33 Reader Surveys	Batbu, Hazano, Kafr - Kafrehmul, Ma'arrat Tamasrin
Day 5	09/05/2017	4 DO 33 Reader Surveys	Aqrabat Camp Bab El Hawa, Sarmada.

Table 2: Timeframe and locations of Key Informant Interviews

Dates	Interviewed Initiative	Location
Dara'a Governorate		
8/06/2017	Hawa	Ankhal
8/06/2017	The Love of Technology	Nawa
17/6/2017	Bezret Nama	Nawa
Idleb Governorate		
8/06/2017	Sham Organization	Kafr Nobol.
9/06/2017	We Can Clean It Campaign	Kafr Nobol.
9/06/2017	We Can Clean It Campaign	Kafr Nobol.
11/6/2017	Dlal al Kheir	Ehsem
14/6/2017	We Could Stay Here	Ehsem
Al-Quneitra Governorate		
8/06/2017	Meriam	Rafid

Data collection strategy

A mixed methods approach was used for this monitoring exercise: IMPACT implemented a Reader Survey (RS), Key Informant Interviews (KII), and Direct Observations (DO). Surveys were used *inter alia* to gauge readers' **opinion on the usefulness of Moubader**, and DO was used to collect information on **distribution approaches** used by ARK. KIIs was conducted with staff of civil society initiatives covered by Moubader to better understand the **perceived impact of Moubader** coverage on aspects such as their initiatives' external relations with local institutions.

RSs were conducted in locations in Aleppo and Idleb Governorates where the Moubader Magazine was distributed in May 2017.³ ARK provided IMPACT with a list of distribution points⁴ and expected quantities to be delivered to each. Due to logistical constraints, it was not possible for the IMPACT field team to monitor all distribution points. Therefore, distribution points receiving a higher number of magazines were prioritized over distribution spots receiving a low number of magazines. Distribution points included:

- a. Hand-to-hand, in which Moubader Magazine distribution teams hand magazines to by-passers, and;
- b. Stand, in which a pile of magazines is left in a specific location, in a self-pick-up service.

112 distribution points were listed in total by ARK. These distribution points were divided between three ARK distribution teams: one team in Aleppo covering 12 distribution points; one team in Idleb where covering 75 distribution points, and another team in Idleb covering 25 distribution points. In total 62 distribution points were monitored by IMPACT; 10 in Aleppo Governorate and 52 in Idleb Governorate.

Throughout the data collection, IMPACT enumerators worked in tandem with the three distribution teams following their distribution schedule. The overall aim was to conduct reader surveys at as many distribution points as possible

³ Locations in which the magazine is distributed every month vary according to the accessibility of areas covered by Moubader Magazine editions.

⁴ Distribution points included very specific locations such as Local Councils and health centres, and less specific locations such as 'main roads'.

within the distribution timeframe and given available resources. In total, IMPACT conducted 313 valid⁵ surveys: 173 surveys with readers (respondents that reported having read the magazine) and 140 surveys with non-readers (respondents that reported to not having read the magazine prior to the survey conducted by IMPACT). Although this non-probability sampling method cannot be considered representative with a quantifiable level of precision, findings are nevertheless indicative of the perception of civil society of Moubader Magazine. It is important to note that, during the surveys, IMPACT monitors introduced themselves as an independent organisation that were selected to carry out the monitoring of the magazine. This reduces the chance of respondents providing bias responses based on what they perceive to be Moubader staff' expected responses.

In addition to the RSs, IMPACT monitors conducted DOs at each distribution point to observe the magazine's pick-up rate. Detailed information on Districts in which these methods have been implemented can be found in Table 1. In addition, detailed information on distribution points monitored per District is presented in the Findings chapter.

Finally, IMPACT monitors conducted KIIs with representatives of local civil society initiatives featured in Moubader Magazine. A list of 11 local initiatives was provided to IMPACT by ARK. All these 11 local initiatives were covered by Moubader magazine prior to the KII. In total, IMPACT interviewed representatives from 8 of the 11 local initiatives, due to the unavailability of key informants in the remaining three.⁶ Please see Table 2 for an overview of the eight local initiatives whose staff has participated in the KII.

Analysis

All data was collected in paper forms and later transferred to the IMPACT assessment team in a scanned format to be translated. Reader Survey data was entered into an excel data entry form that underwent a data cleaning process prior to the data analysis. Out of the 326 RSs conducted, 13 were considered invalid by IMPACT's assessment team as they were incomplete. Therefore, 313 RSs were taken into account for the final analysis, in which results and percentages presented in this report will be calculated with regard to the 313 respondents whose surveys were considered valid. Data analysis of RSs and DOs was done in Excel and data analysis of KII was done with ATLAS.ti.

Challenges and Limitations

During the implementation of this monitoring exercise, the IMPACT field team experienced a variety of challenges and limitations as outlined below:

- The initial research design included the following question within the overarching research questions: 'Does having a positive perception of those initiatives affect target audience members' perception of the moderate opposition's role in the transition process?' This question was removed after the pilot exercise, as respondents refused to answer this question due to its high sensitivity.
- The pilot indicated that it could be challenging to identify RS respondents at some of the Moubader distribution points with a low frequency of by-passers. At the same time, the pilot indicated that distribution points with a high frequency of by-passers could see the available quantity of magazines diminish quickly. In the high frequency locations, it was decided that surveys would have to be conducted immediately after the delivery of the magazines

To mitigate the risk of IMPACT monitors spending too much time observing low frequency distribution spots, locations receiving a higher number of magazines were assumed to have higher pick-up rates and were thus

⁵ 13 surveys conducted have been excluded from the overall findings due to insufficient responses provided throughout the questionnaire.

⁶ IMPACT was not able to conduct KII with representatives of following initiatives: the Free Lawyers Association of Idleb; the Syrian Women for Development – Providing first aid training in Quneitra, and; the Water project in Dael (Dara'a).

prioritized over distribution spots receiving a low number of Magazines. Enumerators interviewed as many respondents as possible within the 1-2 hour timeframe in which the distribution points were monitored.

- Female respondents were under-represented in the RS sample because of their overall absence in some distribution locations at the time the monitoring activity was conducted. This is likely due to cultural norms in the monitored locations. In addition, many women refused to be interviewed by IMPACT's male monitors – limiting the number of surveys that could be conducted with females. Although IMPACT intentionally sent a female monitor to locations where there were a higher representation of women (e.g. hospitals, health clinics), increasing the number of female monitors can further mitigate gender skews in results. Using a gender sensitive approach in identifying locations with a high representation of women can also increase the number of female respondents in the dataset.
- IMPACT monitors faced difficulties in identifying respondents in the distribution point in Aqrub IDP Camp, Idleb Governorate. IMPACT monitors reported that individuals approached said that they were not willing to participate in a survey but instead asked for food and shelter assistance. This indicates that those who were not interested in the Magazine or do not see its relevance were less likely to participate in the survey and were excluded from the dataset.
- The KI from the Syrian Women for Development Initiative (which provides first aid training in Quneitra) was unwilling to collaborate with IMPACT monitors at the moment of the initially agreed upon interview. The KI's unwillingness to participate in the interview was due to the fact that the exercise entailed no form of compensation, although this had been clarified when the interview date was agreed on.

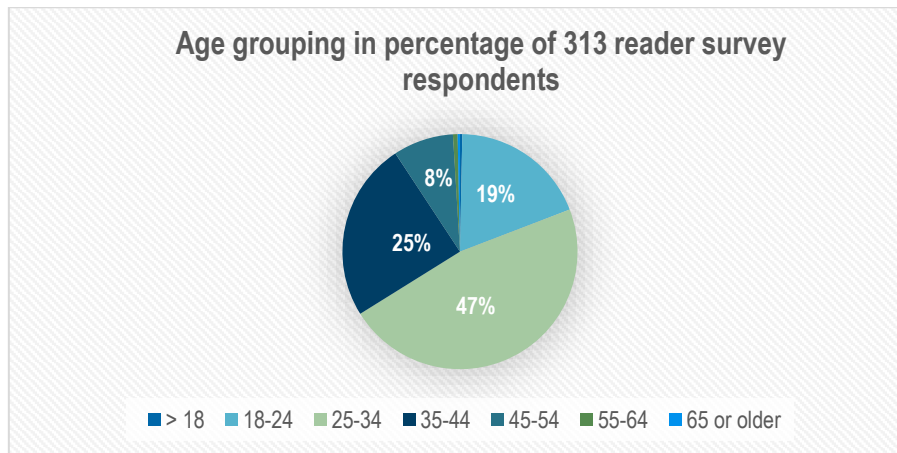
Findings

This section outlines the findings of IMPACT's TPM of the Moubader Magazine initiative. Findings are presented by research question. Where applicable, findings of research questions 1 and 2 are divided between the two types of interviewees (readers and non-readers). This is followed by a section that describes findings of the Direct Observations conducted to understand magazine distribution.

Research question 1: To what extent do readers in targeted areas find Moubader magazine useful?

Out of the 313 RSs taken into account for this analysis, 91 were conducted in Aleppo and 222 in Idleb Governorate in Syria. In total, 8.3% of the respondents were female and 91.7% were male. Almost half of all respondents – 47 % – were between 25 and 34 years of age. Less than 1% of respondents were either younger than 18 years or older than 65 years. Two respondents were between 55 and 64 years of age, corresponding to 1 % of all 313 respondents. Please see Chart 1 for the age distribution of the 313 participants whose surveys have been taken into account (no percentages lower than or equal to 1 % are labelled in the chart).

Chart 1: Age distribution of 313 Reader Survey Respondents



Of all 313 respondents whose surveys were considered valid, 308 indicated that they have passed by the distribution point⁷ before and 234 stated that they have picked up Moubader Magazine either once, twice or more than twice prior to the day of participating in the reader survey. Of the 234 who reported having picked-up Moubader Magazine prior to the surveying exercise, 173 reported having also read the Magazine. Of the 234 who have reportedly picked-up the Magazine prior to being surveyed, 61 have reportedly never read the Magazine prior to participating in the surveying exercise.⁸

In addition to the 61 respondents who reportedly have picked-up the Magazine prior to participating in the RS but have never read it, 79 respondents indicated that they have never picked-up Moubader Magazine – and subsequently never read it – prior to participating in the RS. Thus, a total of 140 respondents have reportedly never read the Magazine prior to completing the RS.

Two versions of the RS were designed: one for respondents who have reportedly read (readers) and one for the respondents who reportedly never read (non-readers) Moubader Magazine prior to the surveying exercise. Findings below are presented by type of respondents: (i.) Results Reader Questionnaire and (ii.) Results Non-reader Questionnaire.

i. Interest and information source

a. Reader survey

All 173 respondents have provided their reason for picking-up the Magazine, and the most common answers were to 'educate myself', to 'learn about the social situation' and 'curiosity and love of knowledge'. As outlined in Table 3, 68 respondents have reportedly learned about Moubader through passing by distribution points and 64 respondents have reportedly been told about it. The 37 respondents that stated 'other' have reportedly heard about Moubader Magazine due to their work (e.g. the Local Council), or through the Moubader distribution team approaching them.

The vast majority, 154 of respondents, reportedly read the Magazine either assiduously (68) or sporadically (86). Those who reported reading the Magazine sporadically read it whenever they have access to it. In total, 147 respondents stated that they can easily access Moubader Magazine. Overall, 77 of respondents do reportedly access Moubader solely through the printed Magazine and 79 access Moubader information also through alternative media with 74 respondents naming Facebook as alternative access route to Moubader.

⁷ Distribution point is where the interviewee has been approached by the monitor to be interviewed, usually close by locations used for distributing Moubader.

⁸ Most of the 61 respondents stated that they intended to read Moubader Magazine. Few of the 61 respondents indicated that they picked-up the Magazine merely for using the paper-sheets for non-reading purposes such as, for example, wrapping up fruits.

Table 3: Reader Survey – Interest

Interest		
Question	Answer options	# of respondents per answer
How did you hear about Moubader Magazine?	Casually, going by distribution	68
	Someone told me about it	64
	Do not know	1
	Prefer not to answer	1
	Other	37
	Not responded to this particular question	2
How would you describe yourself as a Moubader reader?	Assiduous (reads every new edition)	68
	Sporadic (reads it when access to it)	86
	Rarely (hardly ever reads it)	13
	Do not know	2
	Prefer not to answer	1
	Other	0
	Not responded to this particular question	3
Do you access Moubader through sources other than the printed Magazine?	Yes	79
	No	77
	Do not know	16
	Prefer not to answer	0
	Not responded to this particular question	1

b. Non-reader survey

Of the 140 respondents who reportedly have not read Moubader Magazine prior to participating in the RS, all provided their rationale for picking-up the Magazine. The reason most often referred to was 'curiosity', 'to know the news', and 'the distribution team gave it to me'. As presented in Table 4, 102 of the 140 respondents reportedly intend to read the Magazine given to them and 13 respondents would like to share it with others. Respondents who answered that they would either 'read it' or 'share it with others' were asked to indicate what information they hope to obtain from the Magazine. Responses included 'field news', 'social and economic topics', 'health initiatives', 'to learn about ongoing initiatives and projects' and 'vacancies in liberated areas' – to name a few.

Table 4: Non-Reader Survey - Interest

Interest		
RS Question	Answer options	# of respondents per answer
What do you intend to do with the Magazine?	Read it	102
	Share it with others to read	13
	Use Paper for practical utilities	3
	Do not know	21
	Prefers not to answer	1
	Other	0
	Not responded	0

As summarised in Table 5, 70 of 140 respondents indicated that they are aware of local initiatives in their community and/or country and 10 respondents stated that they participate in a local initiative. Most respondents reportedly learned about ongoing local initiatives through 'word of mouth' (39) and the 'internet' (44). Of the 44 respondents who stated that they had heard about local initiatives via the internet, 17 stated that either Facebook and/or the website of local initiative are access points for information. One respondent referred to the 'Aleppo City Council' as 'other' information source.

When asked whether they had heard positive news stories about Syria in the last six months, 94 of 140 respondents who reportedly have not yet read Moubader Magazine answered with 'yes' and 32 with 'no'. As key information sources for positive news stories, 77 respondents mentioned 'television', 61 the 'internet', and 18 'word of mouth'. Television channels accessed by respondents were 'Al-Jazeera', 'Al-Arabiya' and 'news channels'. Facebook was mentioned as the key internet information source. Overall, 31 respondents stated that information about local small-scale initiatives in communities similar to theirs makes them feel 'interested'.

Table 5: Non-reader Survey - Information Source

Information Source		
RS Question	Answer options	# of respondents per answer
Are you aware of any local initiative in your community/ country?	Yes	70
	No	59
	Do not know	3
	Prefer not to answer	0
	Not responded	8
If Yes, are you a part of it?	Yes	10
	No	82
	Not responded	48
If Yes, where did you hear about it? (more than one answer was possible)	Word of mouth	39
	Television	12
	Other printed magazines	4
	Internet	44
	Radio	0
	Do not know	0
	Prefer not to answer	0
	Other	3
Have you seen or heard any positive news stories about Syria in the past six months?	Yes	94
	No	32
	Do not know	8
	Prefer not to answer	2
	Not responded	4
If Yes, what media source(s)? (more than one answer was possible)	Television	77
	Other printed magazines	0
	Internet	61
	Radio	1
	Word to mouth	18
	Do not know	0
	Prefer not to answer	0
	Other	0
How does information about small-scale local initiative in communities similar to yours make you feel? (more than one answer was possible)	Optimistic	30
	Inspired	3
	Sceptical	3
	Curious	21
	Indifferent	2
	Pessimistic	3
	Interested	31
	Do not know	5
	Other	0
	Prefer not to answer	2

ii. Utility

170 respondents outlined information they wished to ideally obtain from Moubader Magazine. Thematic areas commonly referred to include 'work opportunities', 'available services and ongoing initiatives', 'obstacles to the success of the revolution', 'IDP information', 'sports news', 'local news', and 'security information'. A few respondents particularly emphasised that they appreciate Moubader not being political.

As outlined in Table 6, 172 respondents found Moubader Magazine to be either very useful or useful. 126 respondents found the Magazine particularly useful as it provides them with new information, 56 emphasised that the Magazine equips them with ideas of small-scale local actions they could start themselves and 49 stated that reading the Magazine gives them hope for the future. The 19 'other' responses were mostly repetitions of pre-defined answer options with respondents emphasising again that Moubader Magazine gives them hope and informs them about local initiatives. No respondents indicated that Moubader Magazine was not useful. The majority of respondents classified the content of Moubader Magazine as being realistic (145), and only a minority perceived it as being idealistic (26). Overall, 128 stated that Moubader is unique/ different from other magazines. The rationale provided for this perspective included 'particular emphasis of Moubader on local initiatives', 'no focus

on politics and war', and 'diverse content'. On the contrary, 33 respondents stated that Moubader Magazine is not different from other available magazines. To note, no comparable magazines were named by respondents.

Table 6: Reader Survey – Utility

Utility		
RS Question	Answer options	# of respondents per answer
Do you find this Magazine to be:	Very useful	29
	Useful	143
	Not useful	0
	Do not know	1
	Prefers not to say	0
	Not responded	0
If useful, why? (more than one answer was possible)	Do not know	0
	Prefers not to answer	0
	It is entertaining/ source of distraction	33
	It provides information I did not have before	126
	It lists services I can benefit from/ interest me	6
	It gives me ideas of small-scale local action I could start in my community	56
	It gives me access to small-scale local action I could benefit from/ wish to engage with	27
	It gives me hope in a better future	49
	It inspires me to act within my community	44
	Other	19
If not useful, why? (more than one answer was possible)	Do not know	0
	Prefers not to answer	0
	Information provided not useful	0
	Information does not interest me	0
	I was already aware of information provided	0
	It gives misleading information	0
	It gives false hope	0
	Other	0
How would you classify the content of this Magazine?	Realistic (representing things in a way that is accurate in life)	145
	Idealistic (Aiming for an ideal/ perfection)	26
	Unrealistic (Not based on facts)	0
	Biased (Prejudiced for or against someone or something)	1
	Do not know	1
	Prefer not to answer	0
	Not responded	0
Do you find Moubader Magazine unique/ different from other magazines?	Yes	128
	No	33
	Do not know	11
	Prefer not to answer	0
	Not responded	1

Research Question 2: How has exposure to Moubader magazine affected target audiences' perceptions of grassroots entities and other local initiatives?

i. Perception

As outlined in Table 7, 122 of 173 respondents stated that reading Moubader Magazine has improved their opinion of local initiatives. In total, 130 respondents and 25 respondents reportedly perceive local initiatives as good and very good, respectively. Respondents referred to various local initiatives such as 'a voluntary campaign to clean-up Kafarnbl', 'afforestation campaigns', 'psychological support for children', 'agricultural initiatives', 'rehabilitation of the water station', 'provision of news', 'children leaning initiatives', 'help for refugees in camps', 'nursing courses and vaccination campaigns', and 'sport initiatives' when outlining local initiatives they appreciate. The two respondents who stated that their perception of ongoing local initiatives is bad referred to 'irregular street reform initiatives and road lighting' and 'decreased number of initiatives due to security conditions in the village'. The

overall feelings induced by Moubader in its readers were positive, with 85 respondents indicating that reading Moubader Magazine makes them feel optimistic and 62 stating that it makes them interested.

Table 6: Reader Survey – Perception

Perception		
RS Question	Answer options	# of respondents per answer
What is your perception of local initiatives?	Do not have an opinion	11
	Very good	25
	Good	130
	Bad	2
	Very bad	0
	Prefers not to answer	4
	Other	0
	Not responded	1
Has reading this Magazine influenced your perception of local initiatives?	Yes, I have a more positive opinion of local initiatives	122
	Yes, I have a less positive opinion of local initiatives	12
	No, my opinion has not been influenced by Moubader	19
	Do not know	9
	Other	0
	Prefers not to say	6
	Not responded	5
How does the content in this Magazine make you feel? (more than one answer was possible)	Optimistic	85
	Inspired	35
	Sceptical	0
	Curious	16
	Indifferent	0
	Pessimistic	0
	Interested	62
	Do not know	3
	Prefer not to answer	0
	Other	38 ⁹

ii. Intention

As summarised in Table 8, 103 of the 173 respondents (59.5%) reportedly had recommended Moubader Magazine to other people and 164 respondents (94.8%) indicated that they will recommend Moubader Magazine to others in the future. 140 respondents stated that they wish to have access to the initiatives they just read about and 87 reportedly intend to contact initiatives they are interested in. Overall, 107 respondents have reportedly been inspired by the initiatives covered to the extent that they wish to launch an initiative in their own community. Outlining how Moubader Magazine has contributed to their desire to replicate and/or start their own initiative, respondents referred to specific activities such as ‘afforestation campaign’, ‘city cleaning campaign’, ‘sewing centres’, ‘psychological support for children’, and ‘support to women’ – to name a few.¹⁰

Table 7: Reader Survey – Intention

Intention		
RS Question	Answer options	# of respondents per answer
Have you ever recommended Moubader Magazine to anyone?	Yes	103
	No	70
	Not responded	0
Will you recommend this Magazine to anyone?	Yes	164
	No	5

⁹ This category has been excluded from the analysis as none of these 38 respondents has referred to a feeling induced by reading Moubader Magazine. Instead, respondents have referred to non-applicable categorizations such as ‘hobby of reading’.

¹⁰ References made to these local services/ activities are not presented in hierarchical order neither do they represent the entire spectrum mentioned by respondents. More primary data is available upon request.

	Do not know	4
	Prefer not to answer	0
	No responded	0
Do you wish to have access to the initiatives you just read about?	Yes	140
	No	31
	Do not know	2
	Prefer not to answer	0
	Not responded	0
Do you intent to contact any of the initiatives you just read about?	Yes	87
	No	81
	Do not know	5
	Prefer not to answer	0
	Not responded	0
Do you wish to start or replicate any local initiative's activity in your community?	Yes	107
	No	59
	Do not know	5
	Prefer not to answer	1
	Not responded	1

Concluding remarks: Research questions 1 and 2

Of the 173 respondents who have reportedly read Moubader Magazine prior to participating in the survey exercise, 154 expressed a strong interest in the Magazine, stating that they read it either assiduously or sporadically. Almost all interviewed readers – 172 – indicated that they find Moubader either very useful or useful, especially appreciating, for instance, that Moubader provides them with new ideas for launching small-scale initiatives in their own community. Readers indicated that they would be interested in reading more on thematic areas such as work opportunities, available services and ongoing initiatives, obstacles to the success of the revolution, IDP information, sports news, local news, and security information. Overall, 155 respondents reportedly perceived ongoing local initiatives as good or very good and were able to name specific ongoing initiatives. In total, 164 of respondents stated that will recommend Moubader Magazine to other potential readers in the future and 107 respondents indicated that they feel inspired to launch initiatives similar to those covered by Moubader Magazine in their own community.

Of the 140 non-readers, 102 reportedly intended to read the Magazine that was just handed to them by ARK's distribution team. By reading the Magazine, they hoped to gain information on 'field news', 'social and economic topics', 'health initiatives', 'to learn about ongoing initiatives and projects' and 'vacancies in liberated areas'. Not having read Moubader Magazine yet, half of the 140 respondents reported being aware of ongoing local initiatives and 94 respondents stated that they have heard positive news stories in the past six months indicating that alternative news media – for instance Al-Jazeera – provide positive news stories too.

Direct Observations

Overall, 62 DOs were conducted by IMPACT monitors in Aleppo and Idleb Governorate in Syria. The DOs serve to understand how Moubader Magazine is distributed and assesses the magazine's pick-up rate. During this monitoring exercise, the Magazine was distributed using two different approaches: (i.) hand-to-hand and (ii.) placing magazines at specific distribution points for self-pick-up service (also referred to as stands or piles).

The findings in this chapter are organized as follows:

- For all 62 monitored distribution points, IMPACT monitors observed the distribution taking place – either through hand-to-hand distribution or through pile distribution (see sub-chapter i., Tables 9 & 10).
- In addition, at the 62 distribution points, IMPACT monitors followed-up on observing the efficiency of either one of the 46 distributions stands (see sub-chapter ii., Tables 11 & 12) or one of the 16 hand-to hand distributions (see sub-chapter iii., Tables 13 & 14).

- The sub-chapters are organized according to Governorates.

To note, IMPACT monitors observed that Moubader distributors were also applying the hand-to-hand distribution approach in six locations in addition to the stand approach. These six locations are included in the accounting of the 46 distribution stands and are marked by **bold font** in relevant tables.

i. Distribution Direct Observation

Distribution DO was designed to establish an overview of the monitored distribution points per district, the distribution approach used (hand-to-hand, stands or combined) and the overall quantity of Magazines distributed per monitored distribution point and approach.

• Aleppo Governorate

In Aleppo Governorate, 10 DOs were conducted in five Districts (Table 9, column 1) by three IMPACT monitors. The monitoring took place on 4 and 6 April, in the morning and early afternoon. As outlined in Table 9, IMPACT monitors observed a total of 2,120 Moubader magazines prepared to be distributed when arriving at their respective monitoring spots (column 2). The monitors spent approximately 2 hours on average monitoring the different distribution points. Before leaving the monitoring location, IMPACT monitors counted that a total of 846 Magazines had either been picked-up from stands and/or handed over to by-passers (column 4).

Notably, the two distribution points for which the hand-to-hand approach has exclusively been used saw a 100 % distribution rate of Magazines. However, the IMPACT monitor who observed the hand-to-hand distribution in the 'main road' in Al-Atarib noted that "most of the people who received the Magazine didn't care about it, and around 20% of these people were interested. Some people I met refused to take the survey".

The three locations in which the combined distribution approach was used (**stand**) had a lower distribution rate than the locations in which the hand-to-hand approach was used exclusively and a higher distribution rate than the distribution points at which the stand approach was used exclusively. In fact, distribution points where magazines were exclusively put for self-pick-up service had a rather low distribution rate (see columns 2 and 3).

Table 8: Aleppo – Distribution Direct Observation

Aleppo - Distribution Direct Observation						
Column 1			Column 2	Column 3	Column 4	Column 5
District	Distribution Point	Distribution approach	Number of Magazines of current month edition when arriving at monitoring location	Number of Magazines of current month edition when leaving monitoring location	# Magazines picked-up or handed over	# (column 4) in %
Al-Abzemo	Sanabel Al-amal Society	Stand	200	195	5	3%
Al-Atarib	Health Care Centre	Stand	80	45	35	44%
	Local Council	Stand	65	45	20	31%
	The Cultural Centre	Stand	100	58	42	42%
	The main road	Hand-to-hand	575 ¹¹	0	575	100%
Batabo	Ro'a team	Stand	300	250	50	17%
Daret Azza	Alfurqan Youth Organization	Stand	200	192	8	4%
	Ghaith team	Stand	200	190	10	5%
	The main road	Hand-to-hand	100	0	100	100%
Kafer Naha	Haweyat balad centre	Stand	300	299	1	0.3%
			Total: 2,120	Total: 1,274	Total: 846	

¹¹ The monitor spent 4h: 15 on conducting this particular DO.

- **Idleb Governorate**

In Idleb Governorate, 52 DOs were conducted in 21 Districts (Table 10, column 1) by five IMPACT monitors. The monitoring took place between 4 and 9 April, between 9:30 am and 4:15 pm. The monitors spent approximately 1 hour on average monitoring their respective distribution points.

As outlined in Table 10, IMPACT monitors observed 3,505 Moubader Magazines in total when arriving at their respective monitoring spots (column 2). Before leaving the monitoring location, IMPACT monitors observed that a total of 1 750 Magazines had either been picked-up from stands and/ or handed over to by-passers (column 4).

Notably, IMPACT monitors observed a 100% distribution rate for 13 out of 14 distribution points at which the hand-to-hand approach has been employed (column 5). The only stand distribution point at which the IMPACT monitor observed a 100 % distribution rate was in Al-Dana, Aqrubal Camp. To note, the distribution team has also given Magazines out using the hand-to-hand approach in Al-Dana.

Table 9: Idleb – Distribution Direct Observation

Idleb - Distribution Direct Observation						
Column 1			Column 2	Column 3	Column 4	Column 5
District	Distribution Point	Distribution approach	Number of Magazines of current month edition when arriving at monitoring location	Number of Magazines of current month edition when leaving monitoring location	# Magazines picked-up or handed over	# (column 4) in %
Afs	The local market	Hand to Hand	70	0	70	100%
	The local council	Stand	30	30	0	0%
	Health centre	Stand	30	30	0	0%
Al-Dana	Aqrubal Camp	Stand	600	0	600	100%
Ariha	Health Care Centre	Stand	50	20	30	60%
	The main road	Hand to Hand	50	0	50	100%
Bab	Shafaq Centre	Stand	30	25	5	17%
Alhawa	Artificial limbs centre	Stand	140	140	0	0%
Batabo	Health centre	Stand	25	24	1	4%
	Free police station	Stand	38	38	0	0%
	Local council	Stand	40	40	0	0%
Billion	Hand hospital	Stand	125	70	55	44%
	SRD	Hand to Hand	25	0	25	100%
	Civil Defence	Stand	25	25	0	0%
	The main road	Hand to Hand	175	0	175	100%
Hazano	Free Police Station 1	Stand	35	35	0	0%
Idleb city	Red Crescent	Stand	140	140	0	0%
	Education Directorate Idleb	Stand	140	140	0	0%
	Almajd Hospital	Stand	20	20	0	0%
	Civil defence (area branch)	Stand	32	32	0	0%
Kafr Yahmoul	Police Station	Stand	35	35	0	0%
Kafr Nabel	Vision Centre (a)	Stand	50	50	0	0%
	Vision Centre (b)	Stand	25	25	0	0%
	Ihsan Organisation	Stand	50	50	0	0%
	Local Council	Stand	150	138	12	8%
	The main road	Hand to Hand	110	0	110	100%
Ma'aret Alna'san	The main road	Hand to Hand	20	0	20	100%
	Galaxy net centre	Stand	15	13	2	13%
	Health care centre	Stand	20	20	0	0%
Ma'aret Hama	Vision Centre	Stand	50	50	0	0%
	Agricultural Cooperation Centre	Stand	50	50	0	0%
	The Main Road	Hand to Hand	125	0	125	100%
Ma'aret Alno'man	Dama	Stand	20	17	3	15%
	The Cultural centre	Stand	20	18	2	10%
	The Main Road	Hand to Hand	30	0	30	100%
Ma'aret Mesrin	Free Police Station	Stand	35	35	0	0%
	local council	Stand	35	35	0	0%

Saraqib	The local market	Hand to Hand	140	0	140	100%
	Free police	Stand	40	40	0	0%
	Local Council	Stand	30	30	0	0%
	Civil defence	Hand-to-hand	25	10	15	60%
Sarmada	Local Council	Stand	50	50	0	0%
Sarmin	Sarmin Hospital	Stand	30	30	0	0%
	The main road and market	Hand to Hand	100	0	100	100%
	Darweesh Paint Shop	Stand	70	65	5	7%
	Civil defence	Stand	25	25	0	0%
Shalikh	The main road	Hand to Hand	50	0	50	100%
Taftanaz	Obstetrics & pediatric hospital	Stand	60	60	0	0%
Ta'om	The main road	Hand to Hand	25	0	25	100%
	Local Council	Stand	50	50	0	0%
Zardana	The main road	Hand to Hand	100	0	100	100%
	Local Council	Stand	50	50	0	0%
			Total: 3,505	Total: 1,755	Total: 1,750	

ii. Magazine Distribution Stands

This part of the DO served the purpose of collecting information about the efficiency of distributing Magazines through placing them at stands for self-pick-up service. To note, locations for which a combined approach has been used are accounted for in this section and not in section iii, which only covers hand-to hand distribution.

• Aleppo Governorate

Eight stand distribution points across five Districts in Aleppo Governorate were monitored by three IMPACT staff for this part of the DO. For collecting data on the efficiency of the stands (pile distribution) approach, IMPACT monitors observed whether older editions of Moubader Magazine were still on display at the locations monitored by them. As outlined in Table 11, IMPACT monitors did not observe older editions on display in five monitored locations whereas they found that older editions were still on display in three of the monitored locations (column 2). Information on the observed quantity of older Moubader editions is provided in column 3. IMPACT monitors who observed distribution stands in Aleppo reported that all eight monitored stands were easily accessible to by-passers. IMPACT monitors observed copies lying on the ground close by two of the monitored locations (column 5).

Table 10: Aleppo – Magazine Distribution Stands

Aleppo – Magazine Pile Distribution												
Column 1				Column 2		Column 3		Column 4		Column 5		Column 6
District	Distribution Point	Distribution approach	Are there remaining copies of previous Magazine editions on display at the distribution point?		If yes, how many copies of previous Magazine editions?	Is the pile easily accessible to by-passers?		Are their copies lying on the ground near to the distribution point?		If yes, how many?		
			Yes	No		Yes	No	Yes	No			
Al-Abzemo	Sanabel Al-amal Society	Stand		X		X			X			
Al-Atarib	Health Care Centre	Stand		X		X		X		10		
	Local Council	Stand	X		10	X		X		5		
	The Cultural Centre	Stand	X		25	X			X			
Batabo	Ro'a team	Stand	X		50	X			X			
Daret Azza	Alfurqan Youth Organization	Stand		X		X			X			
	Ghaith team	Stand		X		X			X			
Kafer Naha	Haweyat balad centre	Stand		X		X			X			

- **Idleb Governorate**

Thirty-nine stand distribution points across 19 Districts were monitored in Idleb Governorate. For collecting data on the efficiency of the stands (pile distribution) approach, IMPACT monitors observed whether older editions of Moubader Magazine were still on display at the location monitored by them.

As outlined in Table 12, IMPACT monitors observed previous Magazine editions still being on display at 11 of the monitored stands. In contrast, IMPACT monitors reported not having observed older Moubader editions on display at 27 of the monitored locations (column 2). Information on the quantity of observed older Moubader editions is provided in column 3. IMPACT monitors reported that they observed Moubader to be easily accessible to by-passers at 33 of the monitored locations. IMPACT monitors observed that the Magazines were not easily accessible at four of the monitored locations. They reported that the Magazines were not easily accessible as they were only made available to employees of the respective institutions/organisations used as distribution points. IMPACT monitors did not observe copies lying on the ground near any distribution points except Aqrubat Camp (column 5).

Table 11: Idleb – Magazine Distribution Stands

Idleb – Magazine Pile Distribution										
Column 1			Column 2		Column 3	Column 4		Column 5		Column 6
District	Distribution Point	Distribution approach	Are there remaining copies of previous Magazine editions on display at the distribution point?		If yes, how many copies of previous Magazine editions?	Is the pile easily accessible to by-passers?		Are their copies lying on the ground near the distribution point?		If yes, how many?
			Yes	No		Yes	No	Yes	No	
Afs	The local council	Stand		X		X			X	
	Health centre	Stand		X		X			X	
Al-Dana	Aqrubat Camp	Stand	No data		No data	No data			X	
Ariha	Health Care Centre	Stand		X		X		X		5
Bab	Shafaq Centre	Stand	X		50	X			X	
Alhawa	Artificial limbs centre	Stand	X		40	X			X	
Batabo	Health centre	Stand	X		5	X			X	
	Free police station	Stand		X		X			X	
	Local council	Stand	X		20	X			X	
Bilion	Hand hospital	Stand		X		X			X	
	Civil Defence	Stand		X			X		X	
Hazano	Free Police Station 1	Stand		X		X			X	
Idleb city	Red Crescent	Stand	X		20	X			X	
	Education Directorate Idleb	Stand		X		X			X	
	Almajd Hospital	Stand	X		4	X			X	
	Civil defence (area branch)	Stand		X			X		X	
Kafr Yahmoul	Police Station	Stand	X		20	X			X	
Kafr Nabel	Vision Centre (a)	Stand		X		X			X	
	Vision Centre (b)	Stand		X		X			X	
	Ihsan Organisation	Stand		X		X			X	
	Local Council	Stand		X		X			X	
Ma'aret Alna'san	Galaxy net centre	Stand		X		X			X	
	Health care centre	Stand		X		X			X	
Ma'aret Harma	Vision Centre	Stand		X		X			X	
	Agricultural Cooperation Centre	Stand		X		X			X	
Ma'aret Alno'man	Dama	Stand		X			X		X	
	The Cultural centre	Stand		X			X		X	
Ma'aret Mesrin	Free Police Station	Stand		X		X			X	
	Local Council	Stand	X		15	X			X	
Saraqib	Free police	Stand	X		6	X			X	

	Local Council	Stand		X		X			X	
Sarmada	Local Council	Stand		X		X			X	
Sarmin	Sarmin Hospital	Stand		X		X			X	
	Darweesh Paint Shop	Stand		X		X			X	
	Civil defence	Stand		X		X			X	
Taftanaz	Obstetrics & paediatric hospital	Stand	X		6	X			X	
Ta'om	Local Council	Stand		X		X			X	
Zardana	Local Council	Stand	X		20	X			X	

iii. Hand-to-Hand Distribution

This DO served the purpose of collecting information about the efficiency of distributing Magazines hand-to-hand to by-passers. For this purpose, IMPACT monitors observed whether (and how many) Magazines were lying on the ground near to the distribution points.

• Aleppo

In Aleppo, Moubader Magazine was distributed using the hand-to-hand approach at two locations (see Table 13). The IMPACT monitors did not observe any copies lying on the ground near the distribution points.

Table 12: Aleppo – Hand-to-Hand Distribution

Aleppo – Hand-to-Hand Distribution					
District	Distribution Point	Distribution approach	Are there copies of the Magazine lying on the ground near the distribution point?		If yes, how many?
			Yes	No	
Daret Azza	The main road	Hand-to-hand		X	
Al-Atarib	The main road	Hand-to-hand		X	

• Idleb

In Idleb, Moubader Magazines were distributed using the hand-to-hand approach at 14 locations (see Table 14). The IMPACT monitors did not observe any copies lying on the ground near the distribution points at 13 out of the 14 monitored locations.

Table 13: Idleb – Hand-to-Hand Distribution

Idleb – Hand-to-Hand Distribution				
District	Distribution Point	Are there copies of the Magazine lying on the ground near the distribution point?		If yes, how many?
		Yes	No	
Afs	The local market		X	
Ariha	The main road	X		5
Bilion	SRD		X	
	The main road		X	
Kafr Nabel	The main road		X	
Ma'aret Alna'san	The main road		X	
Ma'aret Harma	The main road		X	
Ma'aret Alno'man	The main road		X	
Saraqib	The local market		X	
	Civil Defence		X	
Sarmin	The main road and market		X	
Shalikh	The main road		X	
Ta'om	The main road		X	
Zardana	The main road		X	

Concluding remarks – Direct Observations

Findings revealed that the hand-to-hand approach had a 100% distribution rate at 15 out of 16 monitored distribution points. Also in regard to the hand-to-hand distribution spots, IMPACT monitors observed Magazines lying on the ground near by one out of 16 distribution spots monitored. Examining the efficiency of Magazine pile

distribution (stands), IMPACT monitors in Aleppo and Idleb observed no copies of older editions of Moubader at most of the monitored distribution points. In addition, IMPACT monitors observed that Moubader Magazine – mostly placed on tables in entrance areas – is easily accessible. IMPACT monitors observed that at most monitored locations, no copies of older editions were lying on the ground close by the stand. These observations indicate that – in most cases – Moubader Magazine editions are being taken from the piles and read while being up-to-date. However, the findings should be considered indicative as no data has been collected on how often the piles are cleaned-up by third parties such as cleaning staff working in monitored locations.

Although the overall efficiency of the hand-to-hand distribution appears higher than the efficiency of the pile distribution approach, only very limited research has been conducted as part of this TPM on potential disposal strategies or alternative uses of Moubader Magazine by civilians being handed the Magazine but ultimately not interested in reading it. Few respondents have indicated in the RS that they are mostly interested in the paper for the purpose of, for example, wrapping-up fruits. They would therefore not throw the Magazine on the ground but keep it for alternative purposes.¹² For this reason, no conclusion can be drawn on which distribution method best connects the Magazine and readers and potential readers.

Research Question 3: How has being featured in the Magazine affected featured entities?

This section outlines assessment findings of the nine KIs conducted in Dara'a, Idleb and Al- Quneitra Governorates. KIs interviewed were working for different local initiatives. See Table 2 for Initiatives and locations covered. This section is structured and represents findings according to the sub-research questions developed for the KI Assessment Tool. The bullet points below each research question correspond to indicators jointly developed by HMG, IMPACT and ARK.

i. How has being featured in the Magazine affected featured entities, in terms of community interest in their activity?

- KIs perception of the objective and usefulness of Moubader Magazine

All KIs across all three Governorates expressed that they perceive Moubader Magazine to be useful and/or helpful for providing readers with information on civil society initiatives. Providing information on civil society initiatives' success stories was identified as a key objective of the Magazine by all KIs. The fact that Moubader is "different from other magazines" as it does not cover "the political and military affairs" but focuses on the coverage of civil society initiatives has been identified as unique and good. One KI interviewed in Dara'a stated that Moubader Magazine would ideally be expanded southwards as "many people do not know anything about this Magazine (...) and (...) it is a comprehensive magazine concerned with social issues and the empowerment of women and children". Furthermore, one KI stated that the printed version of Moubader Magazine provides those citizens who lack internet with access to crucial information on civil society initiatives. All KIs consensually agreed that no negative implications have occurred for their initiative as a consequence of Moubader coverage.

- KIs perception of the effect of coverage on community's interest in entity's activities

The vast majority of the interviewed KIs expressed that Moubader Magazine has increased the community's interest in 'their' initiative. Half of the respondents stated that 'their' initiative received an increasing number of social media visits after the coverage by Moubader. One KI interviewed in Dara'a sub-District pointed out that

¹² Regarding the hand-to-hand distribution, one IMPACT monitor reported perceiving that the distribution team also handed Magazines to civilians who were not interested in the Magazine. IMPACT monitors were not instructed on how to verify the level of interest of individuals receiving the magazine and, for such reason, this observation cannot be considered as a finding in itself. Nonetheless, it reveals that magazine pick-up rates alone are not a sufficient indicator of efficiency of the different types of distributions in connecting (potential) readers with the Magazine.

his/her initiative has been asked by “most of the residents of the city (...) to do new voluntary activities (...including...) women, children and education issues”. The Dara’a KI has attributed this request for new activities by city residents to the Moubader coverage of his/her initiative. Another Dara’a KI, whose initiative provides psychological support to children, noted that the attendance of children in offered psychological programmes has increased by 80% due to Moubader’s coverage.

ii. How has being featured in the Magazine affected featured entities, in terms of community acceptance/ awareness of their activities?

- KIs perception of the effect of coverage on community's acceptance of activities

The coverage of activities by Moubader Magazine has increased the acceptance of activities by communities according to all interviewed KIs across all three monitored Governorates. According to one KI interviewed in Idleb, Moubader Magazine helps to re-create trust in civil society initiatives. According to the KI, trust in relief and humanitarian projects has previously suffered as a result of “mistakes resulting from this work”. In Al-Quneitra, Moubader coverage has increased the community acceptance of *Mariam Association* by 75% according to the KI interviewed. In Idleb, the *We Can Clean It Campaign* had reportedly been “mocked” by people before being covered by Moubader. After the coverage, an increasing number of community members changed their initially negative perception of the *Campaign* and began volunteering to support the *Campaign*. In Dara’a, one interviewed KI observed that activities conducted by his initiative and covered by Moubader appear to be more acceptable to community members compared to activities conducted by his initiative not covered by Moubader.

- KIs perception of the effect of coverage in community's awareness of issues addressed

Six out of nine KIs stated that Moubader coverage has clearly contributed to raising awareness of the issues addressed by their initiatives. In Dara’a, the Moubader coverage of an information event on breast cancer increased the number of attendees by 90% compared to previous information events advertised exclusively on the initiatives’ Facebook page. Moubader also helped to raise awareness of the importance of female land tenure in Al-Quneitra and of the risks and diseases associated with the inappropriate disposal of garbage in Idleb.

iii. How has being featured in the Magazine affected featured entities, in terms of the featured entity’s outreach strategy?

Moubader coverage has caused four out of the eight initiatives represented by the nine KIs interviewed to change their outreach strategy. Those four initiatives are now publishing, for example, brochures and/ or their own magazines. In addition, KIs interviewed on behalf of these four initiatives stated that their initiatives now put more emphasis on maintaining high standards with regard to their Facebook pages and quality of published photographs.

iv. How has being featured in the Magazine affected featured entities, in terms of partnerships or linkages generated by the coverage?

Five out of nine KIs stated that Moubader coverage of their initiative has helped to create partnerships with Local Councils, Provincial Councils and/or the Ministry of Local Administration. Two additional KIs claimed that their initiatives had established partnerships with Local Councils prior to Moubader Magazine coverage. Five KIs referred to partnerships with international actors such as international NGOs or universities such as Cambridge College in London as a result of Moubader Magazine coverage. Very few partnerships established with other local initiatives due to Moubader coverage were mentioned by KIs.

Concluding remarks: Research question 3

All nine KIs interviewed stated unanimously that the main objective of Moubader Magazine is to provide civil society with information on ongoing initiatives and related services. As outlined by one KI, the coverage of the Magazine would ideally be expanded southward to provide information to more civilians. All KIs were coherent in their response that Moubader coverage has not had any negative implications for their initiatives. All initiatives have experienced increased acceptance from the communities they are embedded in. For instance, the community acceptance of Mariam Association in Rafid, Quneitra Governorate, has reportedly increased by 75% due to Moubader coverage. More specifically, one KI in Dara'a reported that individual activities covered by Moubader are more acceptable to civil society than individual activities not covered by Moubader – even if they are implemented by the same initiative. Going hand in hand with increased acceptance, coverage by Moubader appears to have raised civilians' awareness of covered subjects. For example, an information event on breast cancer in Dara'a has experienced an increase of the number of attendees by 90% compared to previous information events advertised exclusively on Facebook. Finally, more than half of the KIs stated that their initiative has been able to expand its network since the Moubader coverage.

Conclusion

IMPACT has conducted the TPM of Moubader Magazine to independently collect and analyse data on the Magazine's distribution process and its added-value to civil society and civil society organisations. The mixed method approach (Reader Surveys, Direct Observations, and Key Informant Interviews) employed during this monitoring exercise contributed to reveal a variety of findings that provide relevant information on ways to further connect the Magazine's to its target audience and the content to the needs and interests of the readers. To this aim, this TPM sought to provide evidence-based information to support HMG and ARK in readjusting its activities.

The findings of the TPM indicated that Moubader Magazine is a very useful source of information on civil society initiatives and available services in the monitored Sub-districts. In its printed form, the Magazine was revealed to be particularly relevant in providing information to individuals with limited Internet access. The fact that Moubader does not cover "political and military affairs" but focuses on the coverage of civil society initiatives was seen identified by interviewees as unique and positive. The Reader Survey results indicate that the content seems appealing to readers as the majority of readers reported reading the magazine either assiduously or sporadically – whenever the magazine is accessible. One thematic area to be included in future Moubader editions outlined by readers and potential readers is 'open vacancies'. This was suggested as a potential area for readjusting the Magazine's content to the audiences' interests if ARK was looking into expanding its content.

Additionally, Key Informant Interviews results indicated that staff of local initiatives covered by Moubader perceived the magazine coverage as useful. Key informants provided explicit examples of how Moubader has helped raise awareness and acceptance for services offered by them. Key informants also mentioned an increase in the number people attending their initiative's activities as well as the number visitors to their social media networks after the magazine coverage. No negative implications for the civil society initiatives covered by Moubader have been reported by KIs.

Overall, findings of this assessment suggest that Moubader Magazine has contributed to communicating successful service delivery stories within opposition-held areas in Syria. The Magazine was also reported to have helped built trust between civil society initiatives and local population in these areas. However, topics with high political sensitivity continue to be a challenge. For example, respondents refused to answer questions about whether local initiatives have affected their perception of the moderate opposition's role in the transition process.

There are different suggested areas for further investigation. First, research questions and methodologies can be adapted with a greater focus on female and on IDPs. Given that the majority of interviewees were male, further

research would need to be conducted to capture female's perception of Moubader Magazine. As the data collection process revealed that IDPs did not wish to participate in the survey, more emphasis can be given to understand IDPs' perception of the Magazine and the conflict-sensitivity of the project, such as whether IDPs feel able to participate in local initiatives covered in the Magazine. Focus group discussions can be a useful methodology to complement the data collection methods employed in order to better contextualise findings with greater sensitivity to the community dynamic. Second, a content analysis can be helpful in identifying any change in content and style overtime, and whether it has been adapted based on reader feedback and/or changes in the environment. Further analysis can also explore how the content is received differently by readers across different governorates or locations, as well as among different demographic groups. This can provide insight on whether there is a need to produce tailored content based on any differences in needs. Finally, it might be interesting to understand the content creation process – such as the level of community involvement in content creation, and the impact of this involvement in facilitating Moubader and CSSF's wider goals. Overall, these questions can contribute to a more in-depth understanding and contextualisation of the Magazine within the wider community dynamic, especially in relation to gender and conflict sensitivity.

Annex 1: Indicator Matrix

Outcome statement	Research Questions Moubader	Type	Indicator	Indicator Description	Means of Verification	Data Collection Method	Target group
Syrian citizens in opposition-held and contested regions are more confident in the moderate opposition's ability to meet the needs of local communities [Output: Syrian citizens are exposed to positive news stories about moderate opposition and civil society efforts to deliver improvements to people's lives.]	1. To what extent do readers in targeted areas find Moubader magazine useful? Why? 1.2 Are they able to access similar information anywhere else?	QUAL	Magazine resonance in targeted communities / visited location	Understand magazine coverage - accessibility and community interest	Direct Observation (DO), IP information	DO Distribution Point	Target community
		QUAL	Ratio of active audience vs passive audience	Understand magazine coverage - accessibility and community interest	Direct Observation (DO)	DO Hand-to-hand Distribution Point	Target community
		QUANT	% of interviewees by frequency of picking magazine from distribution point	Understand the interest of target community in magazine	Primary data collection forms	Face-to-face Survey Distribution Point	Interviewees
		QUANT	% of interviewees by frequency of reading magazine	Understand the reading rate of interviewees	Primary data collection forms	Face-to-face Survey Distribution Point	Interviewees
		QUAL	Factors prompting interviewees to pick up this magazine	Understand what prompts readers to pick up magazine	Primary data collection forms	Face-to-face Survey Distribution Point	Interviewees
		QUANT/QUAL	% of interviewee by information interest	Understand information interviewees wish to obtain from Moubader Magazine	Primary data collection forms	Face-to-face Survey Distribution Point	Interviewees
		QUANT	% of first time readers by type of intended use	Understand how first time readers intend to use magazine	Primary data collection forms	Face-to-face Survey Distribution Point	First time readers
		QUANT	% of readers by how they found out about the magazine	Understanding the resonance of Moubader Magazine	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUANT	% of first time readers by awareness of grassroots initiatives	Understanding if first time readers are aware of local initiatives in their communities/country	Primary data collection forms	Survey Distribution Point	First time readers
		QUANT/QUAL	% of interviewees that access positive stories about Syria	Understanding accessibility of positive information on Syria in target communities	Primary data collection forms	-Survey Distribution Point -Kil	Interviewees
		QUANT	% of readers by type of reader	Measure magazine readership	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUANT	% of readers by diversity of access to moubader platforms	Understanding if readers access moubader through other existing platforms (facebook, videos ...)	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUANT/QUAL	% of readers by overall perception of content	Perception of readers on magazine's content	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUANT/QUAL	% of readers that find magazine useful	Understand if readers find magazine useful and how so	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUANT/QUAL	% of readers that find magazine unique	Understanding if readers believe there is a specific trait to moubader that distinguishes it from alternative information sources	Primary data collection forms	Face-to-face Survey Distribution Point Kil with grassroots	Readers Kil
		QUANT	% readers that have recommended the magazine to other potential readers	Understand magazine coverage - accessibility and community interest	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUANT	% readers that intend to recommend the magazine to other potential readers	Understand magazine coverage - accessibility and community interest	Primary data collection forms	Face-to-face Survey Distribution Point	Readers

Research Questions Moubader		Type	Indicator	Indicator Description	Means of Verification	Data Collection Method	Target group
Syrian citizens in opposition-held and contested regions are more confident in the moderate opposition's ability to meet the needs of local communities [Output: Syrian citizens are exposed to positive news stories about moderate opposition and civil society efforts to deliver improvements to people's lives.]	2. How has exposure to Moubader magazine affected target audiences' perceptions of grassroots entities and other local initiatives? 2.1 Has reading Moubader positively affected attitudes towards the efficacy of small-scale, local action? 2.2 To what extent has reading Moubader prompted readers to engage with grassroots entities? 2.3 Does having a positive perception of those initiatives affect target audience members' perception of the moderate opposition's role in the transition process?	QUANT/QUAL	% of interviewees by feeling in regards to news on grassroots initiatives	Understanding what emotions interviewees feel when accessing information on local initiatives	Primary data collection forms	Face-to-face Survey Distribution Point	Interviewees
		QUANT/QUAL	% of readers by perception of grassroots initiatives	Understanding perception on grassroots	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUANT/QUAL	% of readers influenced by Moubader on their opinion of grassroots	Measuring proportion of readers who' opinion is influenced by Moubader	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUANT	% of readers that wish to access grassroots initiative	Understanding to what extent Magazine influences readers' interest in accessing grassroots initiatives	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUANT	% of readers that intend to contact grassroots initiative	Understanding to what extent Magazine prompts readers to engage with featured entities	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUANT	% of readers that intend to start/replicate grassroots initiative	Understanding to what extent Magazine empowers readers to act on a local level	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUAL	Perception of readers on influence of Moubader in their intention to access/contact/start grassroots initiative	Understanding role attributed to Magazine in prompting reader to engage with featured entities	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUANT	% of readers believing in the role of moderate opposition	Measuring reader' perception of role moderate opposition	Primary data collection forms	Face-to-face Survey Distribution Point	Readers
		QUANT/QUAL	% of readers influenced by Moubader on belief in role of moderate opposition	Understanding if Moubader magazine influences readers beliefs in moderate opposition	Primary data collection forms	Face-to-face Survey Distribution Point	Readers

Outcome statement	Research Questions Moubader	Type	Indicator	Indicator Description	Means of Verification	Data Collection Method	Target group
Syrian citizens in opposition-held and contested regions are more confident in the moderate opposition's ability to meet the needs of local communities - [Output: Syrian citizens are exposed to positive news stories about moderate opposition and civil society efforts to deliver improvements to people's lives]	3. How has being featured in the magazine affected featured entities, in terms of: 3.1 Community interest in their activities 3.2 Community acceptance/awareness of their activities 3.3 The featured entity's outreach strategy 3.4 Partnerships or linkages generated by the coverage	QUAL	Perception of the effect of coverage in community's interest in entity's activities	Understand entity's perception on the effect of coverage in their local community's interest in their activities	Primary data collection forms	KII	Featured entities
		QUAL	Perception of the effect of coverage in community's acceptance of activities	Understand entity's perception on the effect of coverage in their local community's acceptance of their activities	Primary data collection forms	KII	Featured entities
		QUAL	Perception of the effect of coverage in community's awareness of issues addressed	Understand if coverage influences community's awareness of issues addressed	Primary data collection forms	KII	Featured entities
		QUANT	% of entities indicating coverage contributed to create linkage between entities and other grassroots initiatives	Understand if coverage contributed to create links between entities and other local initiatives	Primary data collection forms	KII	Featured entities
		QUANT	% of entities indicating coverage contributed to create linkage between entities and local institutions	Understand if coverage contributed to create links between entities and local institutions (assemblies, local councils etc...)	Primary data collection forms	KII	Featured entities
		QUAL	Perception of the effect of coverage in entity's social networks (linkages)	Understand the perception of entities on the role of coverage in creating linkages	Primary data collection forms	KII	Featured entities
		QUANT	% of entities indicating coverage had an influence in their outreach strategy	Understand if coverage has an effect on how entities conduct their own outreach strategy	Primary data collection forms	KII	Featured entities
		QUAL	Perception of effect of coverage in entity's outreach strategy	Understand if coverage has an effect on how entities conduct their own outreach strategy	Primary data collection forms	KII	Featured entities
		QUAL	Perception of overall positive effects of coverage on entity	Understand entities' perception of overall positive effects of coverage	Primary data collection forms	KII	Featured entities
		QUAL	Perception of negative effects of coverage on entity	Understand potential unforeseen negative results of coverage	Primary data collection forms	KII	Featured entities