# December 2015

# **Azraq Mass Communications Assessment**

## Access to Media Sources

### Total camp population\*: 29,992

This assessment was conducted in association with UNHCR, and aimed to provide information on the formal communication channels through which camp-related information is disseminated within Azraq camp. Camp partners aim to provide access to media sources within Azraq camp, to allow residents to stay updated on current affairs and maintain contact with people outside of the camp. Data collection occurred between December 20-30, 2015 and comprised both quantitative and qualitative components<sup>1</sup>. Interviews were conducted in 736 households randomly selected from UNHCR lists of inhabited households. 8 focus group discussions (FGDs) were also conducted, and interviews with 15 key informants (Kls) completed, to contextualise quantitative survey findings. This assessment included questions relating to access to media sources. The results shown here aim to identify and understand current barriers limiting access to media sources within Azraq camp.

\*Source UNHCR data portal (19th January 2016)

<sup>1</sup>Data was collected only in inhabited vilages (3 and 6)

Percentage of respondents who accessed media sources in the last 2 months:

88%

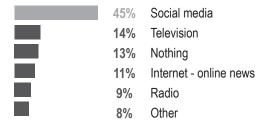
Percentage of respondents who reported that access to media sources is inadequate or very inadequate:

71%

### **Frequently Used Media Sources**

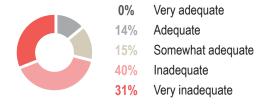
FGDs highlighted Whatsapp, Facebook and Viber as the most widely used social media.

Respondents most commonly used media source in the last 2 months:



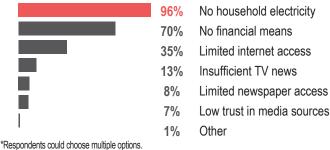
### **Adequacy of Access to Media Sources**

Reported adequacy of access to media sources in Azraq camp:



# **Reasons for Inadequacy of Media Access**

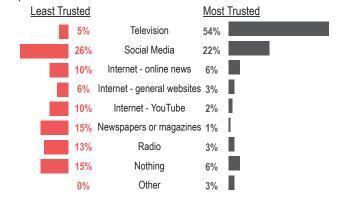
Reasons for perceived inadequacy of access to media sources\*:



#### Nespondents could choose multiple options.

### **Most and Least Trusted Media Sources**

Respondents first most and least trusted media sources:



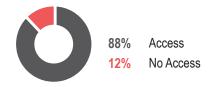
### FGDs and KIs Perspective

- Social media sources are reported to be untrustworthy, but the widespread availability of smartphones within the camp encourages their predominant use.
- Access to the television (the most trusted source of information) is limited by a lack of electricity in households, coupled with only 1 hour a day of public news broadcast in CARE centres.

### **Access to Media Sources**

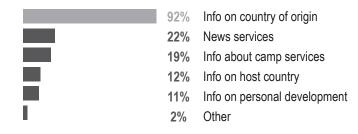
KIs indicate that new arrivals may not have had time to acquire ICTs or internet connections, and may be a contributing reason as to why some repsondents have had no access to media.

Proportion of respondents who reported accessing media sources in the last 2 months:



# **Types of Information Accessed**

Type of reported information access with primary media sources\*:



<sup>\*</sup>Respondents could choose multiple options.

### Frequency of Media Use

Frequency of media use, of respondents who reported accessing media sources in the last two months\*:

