*SYRIA*

*Use of Social Media in Syria*

****

Use of Social Media In Syria

Terms of Reference

Version 4, April 2015

# Background and Rationale

To date, few surveys have undertaken a broad analysis of the information needs, channels, and barriers faced by Syrians in accessing social media platforms inside Syria. There is little knowledge of the differences between the use of communication platforms in different geographical locations and in different demographic groups. To fill these information gaps and better inform the humanitarian community on how social media is utilized by various Syrian population groups inside Syria as well as to facilitate better analysis of social media posts, REACH will conduct a thematic assessment of social media use in Syria. Finally, a review of secondary data will seek complementary information from the published and unpublished sources of humanitarian and other organizations.

# Stakehodlers & Audience

The primary audience for this assessment is USAID OFDA, UN Global Pulse, UN OCHA and the broader humanitarian community to better understand how social media is utilized by various Syrian population groups inside Syria (gender, age, sub-district) as well as to facilitate better analysis of social media posts.

Two separate documents will be produced from the assessment – one embargoed document for use only by members of the humanitarian community, and one public document to be posted on the REACH Resource Center and ReliefWeb. The embargoed document will provide analysis at the sub-district level, while the public document will provide analysis at the district or governorate level (TBD).

# Research Objectives

The primary objective of the assessment is to explore the current assumptions about the use of social media platforms and phone networks in Syria. To date, no assessments have undertaken a broad analysis of the channels and barriers faced by Syrians in accessing social media platforms. There is little knowledge of the differences between the use of various communication platforms in different geographical locations and in different demographic groups.

The assessment will explore five key areas of interest concerning the use of social media platforms:

* + Means of access to internet
	+ Different types of expenditures related to this use of internet
	+ Social media platforms currently used inside Syria
	+ Reasons for use of these platforms
	+ Energy solutions used to access internet when the no electricity network is available

# Methodology

This assessment will be rolled out in two phases, with Phase I focusing on identifying features of social media use to measure more broadly in Phase II.

**Phase I: Qualitative Approach – identifying characteristics of social media use**

The purpose of Phase I data collection is to explore current assumptions about social media use to inform a structured questionnaire to be implemented in Phase II.

A semi-structured questionnaire will be designed to explore five key areas of interest concerning the use of social media platforms inside Syria:

* + Types of social media platforms currently used
	+ Means of access to the internet
	+ Types of expenditures related to use of social media platforms
	+ Reasons for use of social media platforms
	+ Energy solutions relied on to access internet where no electricity network is available

The objective of the questionnaire is to identify all categories relating to the five areas above, which will be compiled into categories to be used in the structured questionnaire. The questionnaires will be administered to purposively selected participants or key informants depending on the data collection conditions pertaining to each country.

Table : Available data collection types - by country

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Data collection type** | **Jordan** | **KRI** | **Lebanon** | **Turkey** |
| **Interviews** | Refugee participants in Za’atari camp | Refugee participants in Domiz camp | Refugee participants | Key informants – remote inside Syria |
| **FGDs** | Refugee participants in Za’atari camp | Refugee participants in Domiz camp |  |  |

**Sampling**

A participant/key informant type sampling grid will be completed by each REACH country team, to identify the participant/key informant type that can be reached from/in each respective country. The completed grids will be compiled by the regional office and each country will be assigned a set of types with which to complete either interviews or FGDs. The maximum number of questionnaires will be 56 – should every country choose to complete individual questionnaires. If FGDs are possible, one questionnaire is completed with several participants at a time, in groups of women or men.

Table : Participant/key informant type sampling grid

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Governorates** | **Female 18-34** | **Female 35+** | **Male 18-34** | **Male 35+** | **Total** |
| **Aleppo** | 1 | 1 | 1 | 1 | **4** |
| **Al-Hasakeh** | 1 | 1 | 1 | 1 | **4** |
| **Ar-Raqq** | 1 | 1 | 1 | 1 | **4** |
| **As-Sweida** | 1 | 1 | 1 | 1 | **4** |
| **Damascus** | 1 | 1 | 1 | 1 | **4** |
| **Dar’a** | 1 | 1 | 1 | 1 | **4** |
| **Deir-Ez-Zor** | 1 | 1 | 1 | 1 | **4** |
| **Hama** | 1 | 1 | 1 | 1 | **4** |
| **Homs** | 1 | 1 | 1 | 1 | **4** |
| **Idleb** | 1 | 1 | 1 | 1 | **4** |
| **Lattakia** | 1 | 1 | 1 | 1 | **4** |
| **Quneitra** | 1 | 1 | 1 | 1 | **4** |
| **Rural Damascus** | 1 | 1 | 1 | 1 | **4** |
| **Tartous** | 1 | 1 | 1 | 1 | **4** |
| **TOTAL** | **14** | **14** | **14** | **14** | **56** |

**Analysis**

Completed questionnaires will be reviewed by each country team using a data analysis matrix, where all categories identified relating to each question in the semi-structured questionnaire will be entered as well as the number of times these have been mentioned in both interviews and FGDs. The completed matrices will be submitted to the regional office for consolidation.

Table : Phase I – Data analysis matrix structure

|  |  |
| --- | --- |
| **Question** | **1. Which are the main networks and ways that you use to communicate with people inside Syria?** |
| **Categories mentioned in interviews or FGDs** | **Categories** | **Occurrence** |
| Category 1 | Voice call |   |
| Category 2 | Viber |   |
| Category 3 | Skype |   |
| Category 4 etc. | Etc. |   |

**Secondary data**

Social media platforms and phone networks will be contacted to enquire whether aggregated, anonymized data on use can be shared for secondary data analysis.

**Phase II: Quantitative Approach – estimating prevalence of characteristics in social media use**

The purpose of Phase II data collection is to estimate prevalence of characteristics in social media use that were identified through Phase I data collection.

The characteristics entered in the Phase I data analysis matrix will be used to develop structured questions for inclusion the AoO June data collection tool, which will be implemented across all villages in Syria where REACH participants have solidified contacts with key informants. As usual, in Jordan and the Kurdistan Region of Iraq, questionnaires (paper forms) will be distributed to refugee participants, who collect data from their key informant contacts in their village(s) of origin over the course of one week, in order to complete the form. In Turkey, REACH staff contact key informants directly in villages where contact has earlier been established through the REACH enumerator network while in Lebanon, REACH staff interview refugee participants in one-to-one private interviews.

**Sampling**

All villages accessible by REACH participants will be included in data collection. REACH participants themselves are selected based on proven contact with key informants in their village of origin; proven general understanding of the types of information collected through the AoO project; and an aim to expand AoO coverage to 100% of villages in Syria.

**Analysis**

Collected data is uploaded by respective country teams in the third week of June to be consolidated by the regional team. The social media indicators will be analyzed separately to produce the two products specified below.

# Products Typology

Main outputs of the assessment will be two reports – one public and one embargoed for humanitarian use only.

# Roles and Responsibilities

#

# Roles and responsibilities outlined in detailed work plan (see Annex 1).

# Risks & Assumptions

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk** | **Likelihood** | **Impact** | **Mitigation** |
| Refugees do not want to participate in data collection. | Low | All field-based activities will be stopped. | Remote data collection by REACH staff from key informants inside Syria. |
| Security concerns within participant’s communities prevent data collection. | Medium-low | Difficulties in conducting focus group discussions. Data is more complicated to obtain. | Interviews will be conducted by REACH staff via telephone until the situation stabilizes. |
| Local authorities are unwilling to cooperate with the project, and/or have concerns over sensitivity of the data to be collected. | Medium-low | Data collection activities will be halted in areas where local authorities are unwilling to allow REACH to operate. | Not including sensible, political or conflict related questions in the assessment. Permanent contact with authorities in the area of operations. Operate in less sensitive areas. Remote data collection from key informants by REACH staff. |
| Partners are unwilling to share assessment with relevant actors.  | Low | Distribution of the information will stop. | Ensure that information is aggregated to agreed levels, which will avoid sensitivity issues. Regularly engage with all relevant stakeholders to ensure involvement. |

# Visibility and Dissemination

Visibility arrangements will be confirmed pending OFDA and OCHA review. Report template will follow REACH layout and include REACH branding and logo. Dissemination plans detailed in the work plan (see Annex 1).

# Documentation Plan

* ToRs
* Work plan
* Analysis Framework
* FGD data collection tool
* Quantitative data collection tool
* Raw Database (soft copy)
* Clean Database (soft copy)
* Data Cleaning Logbook
* Presentation(s)
* Report
* Maps
* Official endorsement/communication (e.g. key emails)

# Annexes

#### Annex I : Work Plan (Draft)

Annex II: Qualitative Questionnaire (Draft)

Annex III: Dissemination plan