

Strengthening Equality Beyond Legislation

Pilot Study on Preferred Media of Minorities

Equality Research Consortium

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Abstract

The use of media may be influenced by a number of factors, including culture, age, education, financial means, stage in the lifecycle and geographic location, among others. Thus, different media may be available to different groups of people and available with varying levels of ease. Identifying the right means through which to target a specific audience is key to the success of any campaign. This research project explores the media available to and preferred by Africans living in the Maltese Islands with the scope of identifying the medium through which NCPE can organise an effective campaign targeting this particular population.

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Chapter 1: Introduction

“Advertising practitioners are interpreters. But unlike foreign language interpreters, ad people must constantly learn new languages. They must understand the language of each new product, and speak the language of each new target audience.”

Jeff I. Richards

As people aiding this interpretation, the researchers set out to identify the language of the target audience by assessing which media are available to and preferred by Africans living in the Maltese islands. This ethnic minority group was the focus of the Euro-Midis report since it was considered the largest ethnic minority group living in the Maltese Islands. The scope of this project is twofold: it aimed at surveying media usage and at identifying the most effective medium or media to be used for a campaign conducted by the National Commission for the Promotion of Equality.

This report has been divided into chapters to aid analysis. The following chapter will offer a review of literature relating to the research topic. Being the first study of its type, this project has no literature about the local context with regards to Africans and Media. The literature review will thus give an overview of media use in sub-Saharan Africa and best practices implemented in other countries in relation to targeting this audience.

The third chapter explains the methodological choices that underpin this research, as well as the process that led to these decisions.

The results chapter follows, offering a description of the demographics of the surveyed population, the frequency of the use of media among this group and the preferences they hold in relation to available alternatives within each medium. The chapter continues with people's opinions and preferences surrounding a campaign, with special focus on a campaign about anti-discrimination rights, as it is directly within the remit of the National Commission of the Promotion of Equality and it resulted in being an area of interest for most respondents.

The final chapter draws on parallels between the literature presented in chapter 2 and the results presented in chapter 5 and poses recommendations with regards to the topic of the campaign and the media which should be used to ensure successful outcome of the campaign.

Chapter 2: Literature Review

Introduction

Media use among African migrants living in the Maltese Islands has, to date, not received attention, this being the first study of its type. Thus, there is little to turn to in terms of literature which directly relates to the subject matter at hand. The authors have turned to literature about the use of media in Africa as a means of giving insight to migrants' media choices in Malta. Mass media in Africa has undergone tremendous changes during the last decade. Most African societies have had an oral culture¹. Over the last few years there has been notable progress and a significant shift towards democratisation and media diversity in Africa. Mainstream, alternative and new forms of media, such as community and privately owned commercial media, have steadily emerged and grown².

In the second part of the literature review, we will look at best practices from other countries about targeting media campaigns to specific migrant communities.

African media and Colonialism

Colonialism in Africa may have been the driving force in developing media for the public. Faringer (1991)³ asserts that press in Africa began with newspapers owned or operated by officials of the colonial governments, with the goal of promoting mass literacy, encouraging rural development, and countering nationalist aspirations. The main purpose, however, was to provide news and information to European business persons and civil

¹ See, for instance, Keasing and Keasing.

² Espisu, I. & Kariithi, K. 2007. 'New Media Development in Africa.' *Global Media Journal: Africa Edition* from: <http://academic.sun.ac.za/gmja/Academic.htm>.

³ Faringer, L. 1991. *Press Freedom in Africa*. New York: Praeger.

servants in Africa, and therefore the press was ethnocentric in concept and content.

Faringer (1991) also states that while European-owned urban newspapers were often in the colonial language, those in rural areas, which were run by ministries, were often in the vernacular language. She suggests that during the movement for independence and nationalism, the press played an important role in ideological mobilisation and advocating national unity and development. Many leaders of the African independence movement were originally journalists, and envisioned the mass media as an important agent for political change and national growth.

Post-independence – Nationalism

As part of the Independence process in many African states, African leaders strove to replace European political structures and ideologies, including the remodelling of the African press. The national press was pivoted as one of the ways to promote national integration, development, and ideological mobilisation and contribute to education regarding basic economic needs (Esipisu, Kariithi: 2007).

Many African nationalist leaders attached great importance to the mass media as a revolutionary tool in the African liberation struggle. Faringer (1991) asserts that the media were seen as tools in the hands of governments to advance their objectives of social, economic, and cultural development. In fact, broadcasting in Africa has since been a monopoly of the state due to this important function and its appeal.

Media Availability in Africa - Variety of media used and their effectiveness

Access to and availability of media varies from one African country to another. Tables 1 and 2 below indicate some statistical information as to the distribution of particular media across various African states. Both traditional forms of media, e.g. radio, television and press, as well as more innovative and technology based communication systems are present. Among these, internet and mobile telephony are the most popular.

Advertising is generally accessed through media such as newspapers, magazines, billboards, radio, and television. Other avenues for advertising include posters, flyers and promotional short films. Being a medium for the urban elite, print is not particularly effective in reaching the rural areas, and as can be seen from table 1, not a high percentage of the population reads newspapers regularly. Television, radio and billboards are more accessible and effective, with radio being owned by a relatively large population (table 1). Advertising is usually in local dialects and one or more of the official languages are used, depending on the country.⁴

Kupe (2003)⁵ identifies several problems the media in Africa still faces today. First, he argues that African media is mostly an urban phenomenon. The majority of the population in African countries lives in the rural areas. Also, even in the urban areas, the penetration and availability of certain kinds of media is not large.

While television, print and radio are still the main advertising mediums used, internet is slowly gaining ground, although it is still in its infancy⁶. Interestingly, according a Gallup Poll, among the sub-Saharan countries surveyed, with the exception of Sudan, double-digit percentages consider word of mouth to be a *very important* means of staying well-informed about events in their own country (Gallup Poll: 2008)⁷.

⁴ Darley, W. 2002. 'Advertising in Sub-Saharan Africa.' Journal of African Business, Vol. 3(1) 2002. The Haworth Press, Inc.

⁵ Kupe, T (ed). 2003. *Broadcasting policy and practice in Africa*. London, Article 19

⁶ Hugo-Burrows, Ria: 2004 'Current Trends and Future Challenges in the South African Advertising Industry—An Introductory Review', Journal of African Business, 5: 2

⁷ Gallup poll. 2008. Radio coverage in Sub-Saharan Africa:
<http://www.gallup.com/poll/108235/radio-chief-medium-news-subsaharan-africa.aspx>

Table 1: Statistical information on usage of Radio, TV and Newspapers in a selected number of African countries⁸

	% of population who get news every day from:			% of population who own a:	
Country	Radio	TV	Newspapers	Radio	TV set
Burkina Faso	43	18	4	55	20
Benin	55	26	3	74	28
Ghana	65	34	10	71	41
Mali	44	19	2	61	18
Nigeria	58	30	11	79	57
Senegal	64	48	10	74	39

Radio

Ziegler and Asante (1992)⁹ state that radio is the most widely used form of communication on the continent. Certainly, statistics obtained from the AfroBarometer 2008 in Table 1 above corroborate this statement. In fact, radio broadcasting has for a long time been an important source of information for African audiences. The majority of Africans get their information, education and entertainment primarily from radio, with television coming only second in preference.

Fatoyinbo (2000)¹⁰ argues that radio is undoubtedly the most powerful instrument for nation-building in Africa. Given its oral tradition, it is a medium through which all Africans can be reached easily.

According to a Gallup Poll carried out in 2008, radio use in sub-Saharan Africa is high for a number of reasons, with 59% claiming that radio is

⁸ Afro barometer – 2008: A comparative Series of National Public Attitude Surveys on Democracy, markets and civil society in Africa: <http://www.afrobarometer.org/resultsbycountry.html>

⁹ Ziegler, D. & Asante, M. 1992. *Thunder & silence: The mass media in Africa*. New Jersey: Africa World Press.

¹⁰ Fatoyinbo, A. 2000. The Evolution of Mass Media in Africa. Newsletter Vol. 11 No. 2: http://www.adeanet.org/newsletter/Vol11No2/en_6.html Lewis

important in news coverage. Low literacy levels and poor circulation make dependence on newspapers negligible, and the cost of purchasing a television is prohibitive to many in this region.¹¹

Television

Traditionally, television usage in Africa has always been the domain of the elite population. However, through time, with the advent of satellite and cheaper access to media, television sets and satellite systems have increased in popularity in various African countries. For example, by 2002, direct to home satellite TV had reached 41 countries in Africa (Espisu, Kariithi: 2007).

The main concern with the use of television in Africa is that while it is very effective in reaching people through visual means, many programs on African television are foreign, therefore creating a situation whereby messages and meanings are mainly detached from everyday life and experiences in African states. While television usage is not widespread in Africa, it is not uncommon to find rural populations crowding around one television set. In fact, radio and television following is important as it creates a deep sense of community and belonging to a group.¹²

Print media - newspapers, billboards, leaflets

The circulation of daily newspapers and other print related media is rather limited. Most countries have one major national daily newspaper which is mostly circulated within the main capital city. When it comes to the print media, it is only available to those who are literate and who have the financial means to access it on a regular basis. (Madzingira, 2001) While it is true that literacy levels vary from country to country, it can be stated that

¹¹ Gallup poll: <http://www.gallup.com/poll/108235/radio-chief-medium-news-subsafrican-africa.aspx>

Radio coverage in Sub-Saharan Africa

¹² Madzingira, N. 2001. CULTURE, COMMUNICATION AND DEVELOPMENT IN AFRICA. prepared for the African Itinerant College for Culture and Development African Institute for Economic Development and Planning (IDEP): <http://unpan1.un.org/intradoc/groups/public/documents/IDEP/UNPAN003348.pdf>

broadly often illiteracy levels are still quite high. This can be clearly noted from table 3 in the next section.

Due to the low levels of literacy, often print media must be used along-side other more visual or oral media, in order to enhance its effectiveness. Use of print media is important, however, in reaching a wide array of venues and locations possible. Use of pictures and images, of a culturally sensitive nature, are also greatly beneficial¹³.

New Media – internet and mobile phones

News and information can now be packed not only in words, but also in sound, pictures and moving images. Africa has the world's lowest use of Internet and information technology. Yet, this situation offers the greatest hope for the future.

Wasserman (2003)¹⁴ argues that the emergence and development of Information and Communication technologies and especially the Internet has brought opportunities for increased exchanges between geographically displaced people, economic prosperity, a new sense of interconnectedness and the optimistic belief in development and change, something which has affected the lives of Africans.

Cultural minorities have also successfully appropriated the Internet for empowerment. Examples abound, ranging from Hawaiians, Indian diaspora in the USA and the Cherokee Indians (Esipisu, Kariithi). The formation of virtual communities in cyberspace makes it possible for groupings such as these to gain social power and consolidate their cultural identities in spite of societal constraints or geographical borders (Arnold & Plymire, 2000)¹⁵.

¹³ Darley, W. 2002. Advertising in Sub-Saharan Africa. Journal of African Business, Vol. 3(1). The Haworth Press, Inc.

¹⁴ Wasserman, H. 2003. The possibilities of ICTs for social activism in Africa: an Exploration. Paper presented at Codesria's 30th anniversary conference: InterIntellectuals, Nationalism and Pan-African Ideal. Dakar, Senegal, 8-11 2003

¹⁵ Arnold, E.L. & Plymire, D. C. 2000. The Cherokee Indians and the Internet. In: Gauntlett, David (ed.). 2000. *Web. studies*. London: Arnold. Pp.186-193.

While internet may still be in its infancy in certain areas of Sub-Saharan Africa, the increasing number of access points, particularly in places like South Africa, enable people to utilise these new forms of communication also through mobile devices. Social Networking is becoming more popular among South African adolescents, bringing communities otherwise divided by geographical distance closer together.¹⁶

Table 2: Internet and Mobile Phone usage by country¹⁷

Country	Internet usage 2010	Mobile usage 2008
Benin	2.2%	13.6%
Burkina Faso	1.1%	8.5%
Chad	1.8%	6.4%
Cote d'Ivoire	4.6%	27.6%
Democratic Republic of Congo	0.5%	8.3%
Eritrea	4.3%	1.4%
Ethiopia	0.5%	1.6%
Gambia	7.1%	28.2%
Ghana	5.3%	24%
Mali	4.6%	13.3%
Niger	0.7%	4.4%
Nigeria	28.9%	23.8%
Senegal	6.6%	27.9%
Sierra Leone	0.3%	14.4%
Somalia	1%	6.3%
Sudan	10%	14.9%

¹⁶ Basson, A. 2009. "New Media" usage among youth in South Africa. Gender Watch

¹⁷ Internet usage obtained from <http://www.internetworldstats.com/stats1.htm#africa> identifying internet use as at June 2010

Mobile phone usage obtained from African Mobile Factbook 2008:
<http://www.publicsectormarketing.ca/ftp/Africa%20Mobile%20Fact%20Book%202008.pdf>

Socio-economic and cultural considerations

The type of media available to a person may be determined by social and cultural factors. The following sections consider how literacy, social class and tribalism, cultural and religious norms and gender roles may impact one's choice of media.

Literacy

Literacy is key in determining the type of media to use in effectively carrying through the message aimed at the particular population. In areas where there is high illiteracy, imagery is very important. Simple direct messages, frequently repeated, make a greater impact than lengthy campaigns. While the illiteracy concern can be overcome to a great extent by heavy use of television, where television is not readily available as a means of communication, frequent repeated radio spots can be of help (Darley, 2002).

Table 3 below outlines the adult literacy rate for each country in Sub-Saharan Africa. While relatively high levels of literacy are found in countries such as DRC and Nigeria, Somalia, Mali and Niger fair worse in the literacy scale.

Table 3: Literacy by country¹⁸

Country	Adult Literacy rate – 2008
Benin	40.5%
Burkina Faso	28.7%
Chad	31.8%
Cote d'Ivoire	48.7%
Democratic Republic of Congo	67.2%
Eritrea	64.2%
Ethiopia	35.9%

¹⁸ Literacy rate source: United Nations Development Programme. *Human Development Report, 2009*

Gambia	42.5%
Ghana	65%
Mali	26.2%
Niger	28.7%
Nigeria	72%
Senegal	41.9%
Sierra Leone	38.1%
Somalia	- (other sources indicate 24.1% in 1995) ¹⁹
Sudan	60.9%

Social class and tribalism

While we have hinted at the close relationship between certain media and social class, with radio being more available in rural, poorer areas, while printed media often being the domain of literate urban elite, another consideration on tribal relations is necessary as this may directly impinge on the effectiveness of the media used.

In terms of social class, Faringer (1991) argues that the press in African countries has never truly been free of political influence, both during and after colonialism. Faringer argues that the press remains an urban phenomenon, produced by and for the urban elite that is largely as ignorant about the rural population and their problems as the peasants are isolated from urban life.

The effects of tribalism may be seen to varying degrees in most Sub-Saharan African countries, although the phenomenon extends way beyond the region itself and can lead to highly segmented societies. A research study carried out in Kenya by Rothchild and Lawson (1994) and quoted by Nevett and Perry (2000) indicates that, given the power of tribalism and the way it influences so many aspects of Kenyan life, it seemed reasonable to assume that it would be a major consideration in advertising, affecting the

¹⁹ Somali Literacy rate:

http://www.dadaal.org/index.php?option=com_content&view=article&id=49:somalia&catid=37:somalia&Itemid=54

way consumers perceive members of different tribes shown in advertisements. Their suggestion in overcoming any resistance due to perceived or real tribal preferences in advertising is to incorporate actors and images of people from different tribal denominations.²⁰

Cultural and religious norms

Intercultural communication is essential in developing a comprehensive message delivered through symbols and images that are clearly understood by the target audience. This extends to the pictures used, which must make sense to the target population, words and language utilised and any animation used, as well as cultural and social roles for genders. This sensitivity must be directed both at national and regional differences, beliefs and customs. It is also important to understand the psychology of the community itself.

Religious beliefs play a significant part in sculpting social behaviour. Differences in religious affiliations tend to influence the way people live, the choices they make, what they eat and who they associate with.²¹ It may also affect the way they view particular elements of advertising, e.g. gender roles and female and male images.

The distinctiveness postulate, originally developed by McGuire et al. in the 1970s, argues that people are aware of themselves and their lives in so far as they hold distinctive characteristics from others around them²². This concept has recently been applied to consumer behaviour and supports the notion that minorities respond more favorably to marketing efforts designed to resonate with their distinctive characteristics as a group. Research carried out by Grier and Deshpande (2001) has further found that minorities often trust a product or service to a greater degree, if their perceived or

²⁰ Nevett, T and Perry, A. 2000. 'Tribalism and Advertising Effectiveness in Kenya', *Journal of African Business*, 1: 1

²¹ Shyan Fam, K; Waller, D; Erdogan, B.Z. 2004. 'The influence of religion on attitudes towards the advertising of controversial products'. *European Journal of Marketing*, Vol. 38 No. 5/6. Emerald Group Publishing Limited

²² McGuire, W et. al. 1978. Salience of ethnicity in the spontaneous self-concept as a function of one's ethnic distinctiveness in the social environment. *Journal of Personality and Social Psychology*. May 1978: 36 (5)

actual distinctive cultural features of a group as relating to the general population are positively elaborated through the information campaign.²³

Gender roles

The media has already gone some way to revealing the hidden issues for women in the private sphere through popular magazines and programmes. On a more educative and participatory level, Gillwald (1993)²⁴ presents the case of Zimbabwean women, following television and radio programmes which have helped counter the isolation of domesticity and sometimes consciously prepared women for participation in industry. The media, by providing public spheres of political participation, could then play a crucial role in forming a collective identity.

The particular needs of women in terms of access to and availability of media coverage and information sharing cannot be adequately stressed. In developing material aimed at the different genders in Africa, it is important to take into consideration the specific gender roles and religious parameters of the communities being targeted.²⁵

In Africa the use of civil-society driven media platforms is also pertinent to the development of human rights and equality in general²⁶. People, particularly youth, often engage with civil society to set up platforms for discussion on issues related to development and empowerment, which may be pertinent to the targeting of gender equality issues among ethnic minorities.

Accessing Ethnic Minorities in other countries: practical examples of how to communicate in an effective manner

²³ Grier, S and Deshpande, R. 2001. Social Dimensions of Consumer Distinctiveness: The Influence of Social Status on Group Identity and Advertising Persuasion. *Journal of Marketing Research*, Vol. 38, No. 2

²⁴ Gillwald, A. 1993. The Public Sphere, the Media and Democracy, *Transformation*, no21, University of Natal Press.

²⁵ Coertze, RD. 2000. 'Intercultural Communication and Anthropology'. *South African Journal of Ethnology*.

²⁶ MEDieA (Media Empowerment and Democracy in East Africa) project (2009 presentation): <http://mediea.ruc.dk/wp-content/uploads/2009/09/MEDieA-project-doc-170909.pdf>

Across Europe, Public entities as well as private corporations are looking to encourage ethnic minorities to utilise their various services and products. In order to do this a number of recommendations as to location, media to use, language and campaign format are hereby put forward, particularly aimed at facilitating the information dissemination by public authorities such as National Equality Bodies.

In increasingly multilingual and multicultural environments, schools, workplaces and communities at large, the challenge lies in addressing the various members of the community in culturally and linguistically specific ways. Furthermore, authorities feel the need to develop a more effective action plan to combat racism and discrimination in their communities.²⁷

Particularly in the area of employment and service users, public entities have experienced an under-representation of ethnic groups among their service users or job applicants. Thus, in order to reach the target population it is important to understand both the method of delivery as well as the location and language of delivery to use.

Locations:

Religious groups and centres offer authorities with innovative ways of reaching out to the minority population which may belong to a minority religious group. Certainly, in Malta, a number of Christian denominational temples and places of worship have emerged in the last few years. A number of African communities belonging to the Christian faith may be targeted through these avenues. In addition, the Muslim population is also easily accessed through the mosques present in Malta.

In order to reach a wider array of the population in question, targeted publicity may be carried out through ethnic minority media and community venues, if present. In Malta, while targeting African migrants through the open centres may prove fruitful, ethnic minority media is relatively unavailable. However, the use of word of mouth among many communities,

²⁷ Watt, P, McCaughey, F (eds). 2006 Improving Government service delivery to minority ethnic groups. National Consultative Committee on Racism and Interculturalism (NCCRI) The office of First Minister and Deputy First minister in Northern Ireland

as well as targeting particular members of the communities as gate keepers, may prove to increase the efficacy of the campaign.

Media used

Suggestions on media to use vary depending on the kind of message needed and target population for the campaign. In general, the use of a plethora of media have been suggested as ways of enhancing the outreach needs of the public authorities in the UK. Among these one finds:

- The use of print and electronic media in various languages,
- Outreach within the community, and regular contact with the different communities and faith/religious groups;

Practical basic solutions

Entities have been encouraged to look at the way they have carried out campaigns in the past and analyse the effectiveness of these actions in relation to the outcomes. In particular, the following suggestions, which can be easily adapted to the local scenario, have been put forward:

- Publicity material should be reviewed to ensure that the language used, illustrations and terms adopted are easily understood and do not discriminate against any of the ethnic groups targeted;
- Improve contact with the different ethnic minorities within the African population through engaging with schools, local groups and organisations working at a grass-root level;
- Involve the target population in the development of material and content of the campaign;
- If and where possible, target the population through the use of ethnic minority media;
- All material and information should be translated into the different languages used by the community
- The use of interpreters and cultural mediators is essential in ensuring that the campaign/message is successfully delivered and

assimilated by the communities.²⁸

Way forward:

In looking at differences in terms of access to and use of different forms of media, it is necessary to develop a comprehensive outlook of the target population to be catered for through the campaign/message. Results will clearly indicate the medium best suited to deliver the message or information in the most effective way. It can identify the best method of delivery, be it through pictures or short messages, the language/s and kind of terms to use and the way the message is portrayed and received by the audience. Thus, in developing the most appropriate method of passing on information to the target group, one must take into consideration the exposure of the population to the various media, the impact of each particular medium and the kind of language to be used. All this can be determined through quantitative and qualitative research in order to set the framework for an effective media campaign.²⁹ In fact, through this project, the research results outlined in the following chapters will clearly give an indication as to the best media to use and what information are most pertinent to the African population in Malta today.

In areas where literacy is low, imagery and use of short direct messages is key. Use of radio and/or television, where available allows for greater impact (Lascaris 1993). An ideal campaign, however, includes a combination of both traditional and modern methods of information transmission, thus reaching a wide array of individuals having different literacy levels and belonging to different nationalities, cultures and genders.

As other public agencies have found across Europe, engaging ethnic minority populations within their respective countries poses both obstacles to overcome and opportunities for greater flexibility and creativity. It is certainly desirable to include members of the minorities themselves in

²⁸ Equality and Human Rights Commission (UK). ETHNIC MONITORING - A GUIDE FOR PUBLIC AUTHORITIES. http://www.equalityhumanrights.com/uploaded_files/PSD/12_ethnic_monitoring.pdf

²⁹ Coertze, RD. 2000. 'Intercultural Communication and Anthropology'. South African Journal of Ethnology.

drawing up the information to be disseminated. Certainly, the use of cultural mediators, translators and engaging the community leaders to enhance the effectiveness of the campaign is proposed. Display and dissemination in traditional fora of information sharing (e.g. local television stations, newspapers, etc) may not provide the effectiveness required with ethnic minorities. However, engaging local communities, through residential homes, religious groups and cultural meetings can certainly help in reaching a wide array of people from the various communities.

Chapter 3: Methodology

Introduction

This section describes the data collection method chosen to gather data for this research project. The study encompasses African migrants residing in open centres and private residences. The researchers opted to employ a quantitative survey, and decisions of sampling, interview guide creation, questionnaire design, ethical considerations and other practical concerns are discussed below.

Research question

Which medium is preferred by the African minority group?

This research question seeks to establish the forms of media available to, and preferred by, the African minority group residing in Malta. Additionally, it seeks to explore which personal and demographic factors determine such availability and preference. Furthermore, the research seeks to explore which type of campaigns are the most effective (both short and long-term).

Research Aim

The aim of this research is to analyse the preferred media with which to effectively reach the African minority population in Malta.

Research objectives

To accomplish the above aim this study seeks to:

- Determine which are the forms of media available to the African minority group living in Malta
- Analyse whether (and how) the accessibility to, and the preference of, media is determined by physical, linguistic, educational, cultural and religious factors;
- Identify the preferred media of the African minority group

- Identify the preferred media of the African minority group with regards to the different subgroups of the minority group: men and women, and with regards to age and education levels;
- Identify which, from the preferred media, has the most impact on the African minority group in terms of message-delivery;
- Probe into the type of campaigns that may be most effective with this group; and
- Propose recommendations on how NCPE can improve its media campaigns in order to better reach the African minority.

Research design

A study that seeks to explore the mass media preference of a group of persons requires a substantial sample to be adopted. Thus the quantitative survey is an ideal research tool in this regard.

Sampling

Representativeness, external validity, is key to the survey's usefulness. As such, the sample must be significantly representative of the population. Delineating the boundaries of the study's total population is difficult, considering the temporary, fluid and irregular nature that defines the stay of many Africans living in Malta. Consequently, official statistics available about the size of the African population living in the Maltese Islands is limited for the following reasons:

1. It only reflects those who proceed to authorities (such as AWAS, open centres or the police) to register regularly, thereby excluding those who are travelling or living within the community.
2. It excludes those who failed and keep failing to report in time to Central Immigration Office and register or regularise themselves in Malta according to standing procedure.
3. It does not include those given a permanent residence permit.

With these in mind, the CMRU's data for Africans living in Malta on the 20th of August 2010 stood at 2464. According to AWAS, 2027 of these resided

in Open Centres on this date. These statistics have been considered modest by a number of civil society organisations working in the field.

In light of the above, it was not possible to employ accurate probability sampling in this research. Further problems with implementing this style of sampling include:

- lack of a publicly available register which may be used as a sampling frame
- feelings of mistrust generated among the target population should official registers (information such as Identity Numbers or Police Numbers) have been made available to the researchers and used as means of recruitment.
- lack of correspondence between addresses written on the Identity Cards and the actual address of residence of many people within the target population.

In light of these matters, quota sampling was chosen as a favourable sampling method. A sample of 250 respondents was taken i.e. 10% of the African migrant population living in Malta according to the CMRU. The researchers sought to implement proportional quota sampling. However, this was only possible for those living in open centres. For these, the quota was proportionally divided by place of residence, gender and age group (namely adults or people over 18, and minors, those of 17 years of age or younger). This was done in order to ensure that representatives of all demographics would be included in the research. The sample required was calculated as follows:

	Open Centre	Actual Female population	8%	Required Female Sample	Actual Male population	8 %	Required Male Sample
Adults	Balzan Home	35	2.8	3	86	6.88	7
	Dar il- Liedna	11	0.88	1	4	0.32	1
	Hal Far Oiwas	47	3.76	4	16	1.28	1
	Hal Far Reception Centre	98	7.84	8	0	0	0
	Hangar Open Centre	5	0.4	1	389	31.12	31
	Hal Far Tent Village	16	1.28	1	541	43.28	43

	Malta Emigrants' Commission homes	52	4.16	4	39	3.12	3
	Marsa Open Centre	0	0	0	395	31.6	32
	PeaceLab	0	0	0	37	2.96	3
Minors	Balzan home	9	0.72	1	23	1.84	2
	Dar il- Liedna	8	0.64	1	20	1.6	2
	Dar is- Sliem	12	0.96	1	13	1.04	1
	Hal Far Oiwias	27	2.16	2	29	2.32	2
	Malta Emigrants' Commission homes	19	1.56	2	32	2.56	3
	Hal Far Tent Village	0	0	0	1	0.08	0

Table 4. Sampling Calculations

Unfortunately, including accompanied children in the research proved difficult. Interviewing accompanied minors requires parental consent, which hindered access, particularly in relation to young children. Additionally, several interviews that were initiated with children were stopped short as the children either lost interest in the survey or did not understand the relevance of it to their daily lives, particularly because of the children's dependence on their parents for access to media and to information more broadly. The age of the child population in some centres also made reaching the 8% quota difficult and at times impossible (the majority of children living in Hal Far Oiwias, for instance, are aged 5 and under). It should be noted that, although every effort was made to include as many children in the research as possible within the 8% quota, this quota was not always achievable.

Of the 160 respondents living in open centres that we set out to interview, 157 respondents were interviewed (i.e. the actual sample surveyed excludes 3 children that were to be included according to the desired survey sample). The remaining respondents (93) were people who were living in private accommodation at the time of the interview. These were not

streamlined by age, gender or locality because of lack of data surrounding this population.

Data Collection

The questionnaires were conducted through face-to-face interviews. Face-to-face interviews were chosen to ensure that semi-literate or non-literate people will be included in the project. The survey was originally written in English and translated into Tigrinia, Amharic, Somali, Arabic, French and Maltese in order to give respondents a choice of language with which to answer the questionnaire, ensuring that respondents will be more likely to comprehend the questions, reply accurately and trust the interviewers and the research itself.

Interviews were conducted in migrant hubs, namely Open Centres, Gzira, Msida, Marsa, Birzebbugia, Bugibba and Valletta. These localities were chosen as they are often frequented by migrants. Interviews were also carried out in other migrant hubs, such as Mater Dei Hospital, Floriana Health Centre and other bars or shops that are regularly frequented by migrants. It was important to frequent such recreational places in order to meet migrants who reside in private accommodation. Interviewers visited these hubs at different times in an attempt to target different people.

It should be noted that there may be some migrants living in Malta's sister island, Gozo, and that their absence from this study may be felt. It is important to note that there are no migrant centres (closed or open) in Gozo and thus those living in Gozo reside in privately rented accommodation. While the interviewers recruited (particularly the African ones) were encouraged to interview their friends who live in Gozo, none of the interviewers knew anybody living in Gozo at the time of the study. Additionally, recruited interviewers were unable to identify a migrant hub in Gozo. This made it difficult to locate people on this island and, indeed, made it impossible to recruit interviewees based there.

Thus, the data was collected through convenience sampling. The sample consists of individuals who were present at the above-mentioned hubs at

the time when the questionnaire was being conducted. Additionally, the survey was conducted on a voluntary basis so respondents are likely to be those who felt or feel enthusiastic or charitable enough to complete the questionnaire. There is likely a significant portion of the population with no real interest in issues of media or discrimination and due to the nature of apathy it is likely that this demographic will be underrepresented in a voluntary questionnaire.

The interviewer also plays a significant role in the type of respondents as he/she is prone to approach people who seem most likely to complete the questionnaire. In turn, affinity towards the interviewer is a factor that determines whether potential respondents agree to participate.

Potential respondents were approached individually by the interviewers, given a brief explanation of the research project and the questionnaire and asked to participate in the survey. Potential interviewees were also encouraged to ask questions about the research and the bodies implementing or managing the research project. Their consent was sought orally and sustained throughout the interview. At no point in the interview were interviewees asked their name, police number or identity number. These measures were taken to respect respondents' privacy and anonymity and prevent any association of the research project, the implementing or managing authorities, or the interviewers from any official bodies that take decisions about the status or welfare of African migrants in Malta.

Questionnaire design

The questionnaire implemented for this research is a combination of closed-ended multiple-choice questions and open ended questions. Demographic details were obtained at the outset of the survey, with detailed focus on linguistic ability. This was followed by a dummy variable that inquired about the use of several media as means of obtaining information in Malta. This question channelled respondents to other sections within the questionnaire: sections that elaborated on the frequency, patterns of use and preferences of each kind of medium and adverts promoted through that medium.

The middle part of the questionnaire involved word-association, where respondents were asked to state a word that they associate with certain colours as mentioned in the questionnaire. The scope behind this was to identify which colours should be used and which should be avoided when planning print or visual material targeted towards this group.

The interview then took on a think-aloud stance, where interviewees were shown four adverts relating to environmental issues, which were used in print media. Respondents were asked to rank the adverts in order of preference and justify their ranking choices. Here, interviewers took on an active role in trying to elicit responses from the interviewee so that factors contributing to the decision-making process of the rank emerged in their entirety.

Because of varying educational and linguistic abilities, the questions were written with simplicity and clarity in mind. In order to construct questions that were unambiguous and easy to understand in the different translations and in order to minimise misinterpretation by either the interviewee or the interviewer, the researchers sought the advice of three cultural mediators. The questionnaire was redrafted following feedback from the cultural mediators. Mediators were actively involved in the choice of advertisements and the topic which the advertisements should tackle.

Ethical considerations

Since the people being interviewed are members of minority groups ethical considerations are of utmost importance. Diener and Crandall (1978) break down ethical concerns into four broad areas; harm to participants, lack of informed consent, invasion of privacy and deception. These issues are tackled below:

Deception and informed consent

There is little to be gained from holding information back from the participants in investigating this research question and no attempt was

made to deceive the interviewees. The nature of the research and their role in it was clearly explained. The interviewees were encouraged to ask further questions about the research. As indicated in a previous section, following an explanation of the research project, the respondents' role in it and their rights as research participants, consent was sought verbally. Consent forms were not deemed necessary in this case as consent was sustained through completing the interview. Additionally, consent forms may appear too official, thereby discouraging migrants from participating. The interviewee was encouraged to ask further questions about the research and was given the researchers' contact details for their perusal should further questions emerge after the interview ended.

Harm to participants and Invasion of privacy

The questionnaire did not probe into personal issues and thus psychological stress is unlikely. Nor did interviewees undergo any physical or developmental harm. However, since the interviewees pertain to a minority group and may in many instances feel vulnerable, an empathic approach on the interviewer's part was imperative throughout the interview. During the interview, it was stressed that the data from the questionnaires will be inputted into a statistical package and respondent answers will only appear in numerical value. As the respondents were not asked to give their name, their confidentiality and anonymity is secured.

Limitations of the Research

The main limitation of this research project is that it does not employ probability sampling. However, as explained above, given the study population and the time limitations available, a probability sample would not have been appropriate.

Validity and Reliability

The researchers have taken a number of measures with the scope of ensuring face and content validity. In particular, the researchers aimed to:

1. Design questions which use simple language and are clear to comprehend.
2. Not give ambiguous instructions in the questionnaire.
3. Not use double-barrelled questions.
4. Not design a questionnaire which is too long as to distract, bore or tire the interviewees.
5. Avoid yes/no questions to reduce acquiescence error.
6. Translate the questionnaire into as many languages as possible.
7. Train interviewers.
8. Perform internal consistency checks.

However, the research design, interviewers and interviewees all contribute to errors and some errors will inevitably be present. Anticipated errors are listed below:

1. Momentary distraction.
2. Evaluation apprehension.
3. Mood bias.
4. Social desirability bias.
5. Non-response bias.
6. Random measurement error.
7. Recall bias.
8. Reporting bias.
9. Selection bias.
10. Data entry errors.
11. Human errors.

Chapter 4: Results

Demographic data

157 respondents (62.8%) lived in open centres at the time of the interview, while 93 respondents (37.2%) resided in private accommodation. Due to the quota sampling employed, a large proportion of the sample population resided in the larger open centres, namely Hal Far Tent Village (HTV) (n=44), Hangar Open Centre (HOC) (n=32) and Marsa Open Centre (Marsa OC) (n=32).

Table 5: Residence distribution by gender

		Gender		Total
		Male	Female	
Residence	Balzan OC	9	4	13
	Dar is- Sliem	1	1	2
	Dar il- Liedna	3	2	5
	HFO	1	5	6
	HFRC	0	8	8
	HOC	31	1	32
	HTV	43	1	44
	Peacelab	3	0	3
	Marsa OC	32	0	32
	MEC homes	6	6	12
	Private accommodation	86	7	93
	Total	215	35	250

Figure 1: Residence distribution by gender

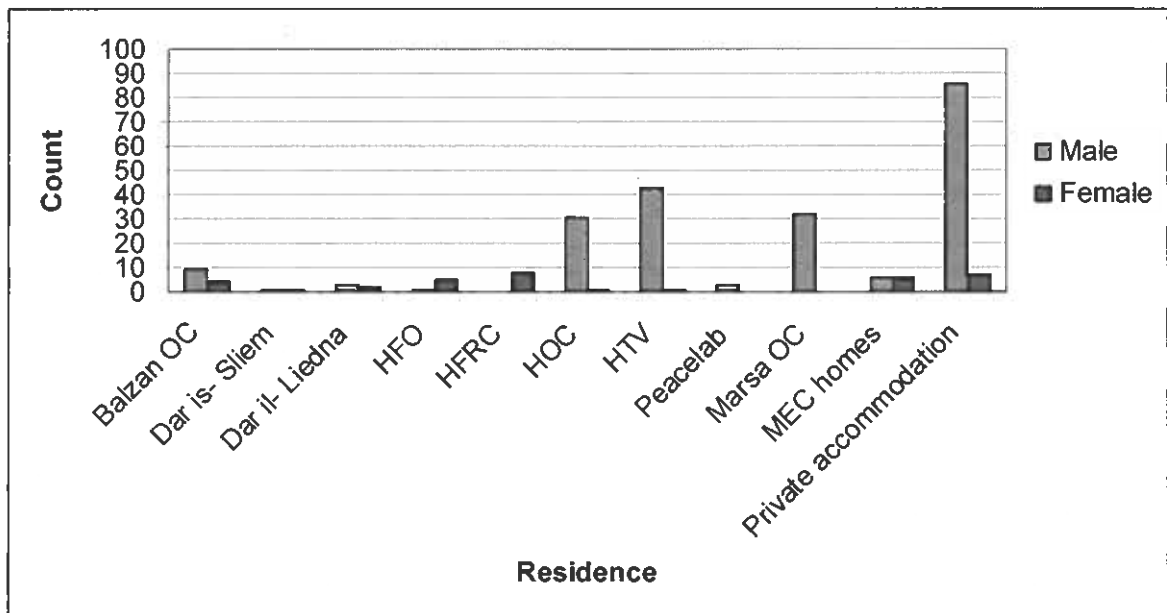


Figure 2: Distribution of residence by age group

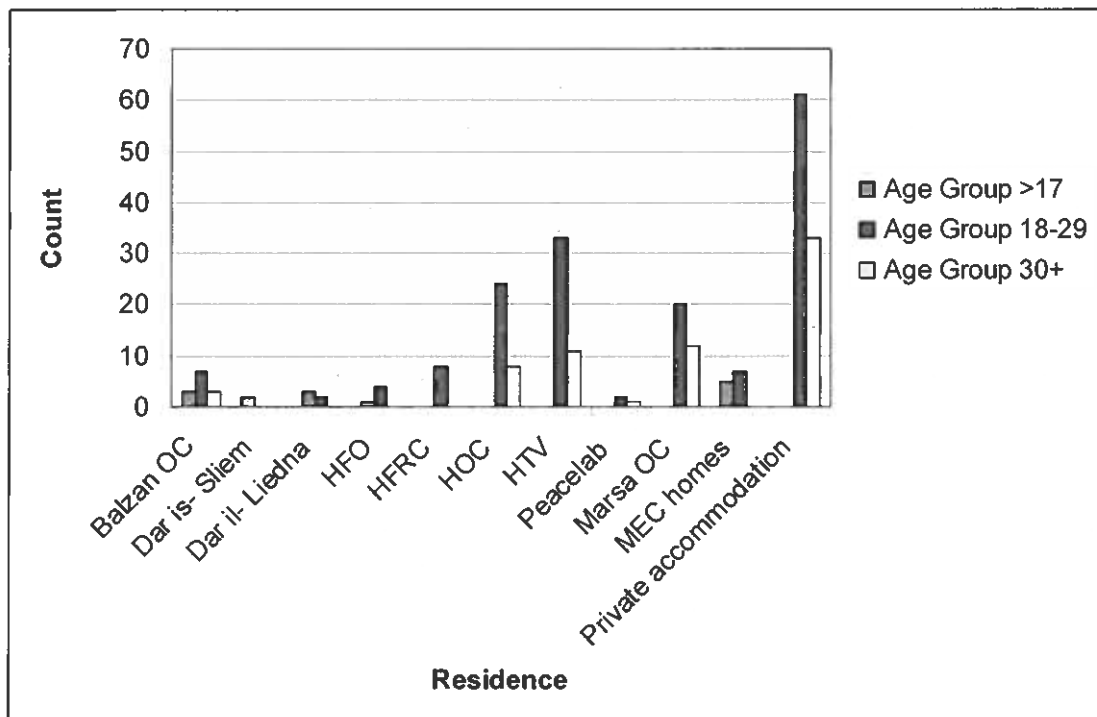
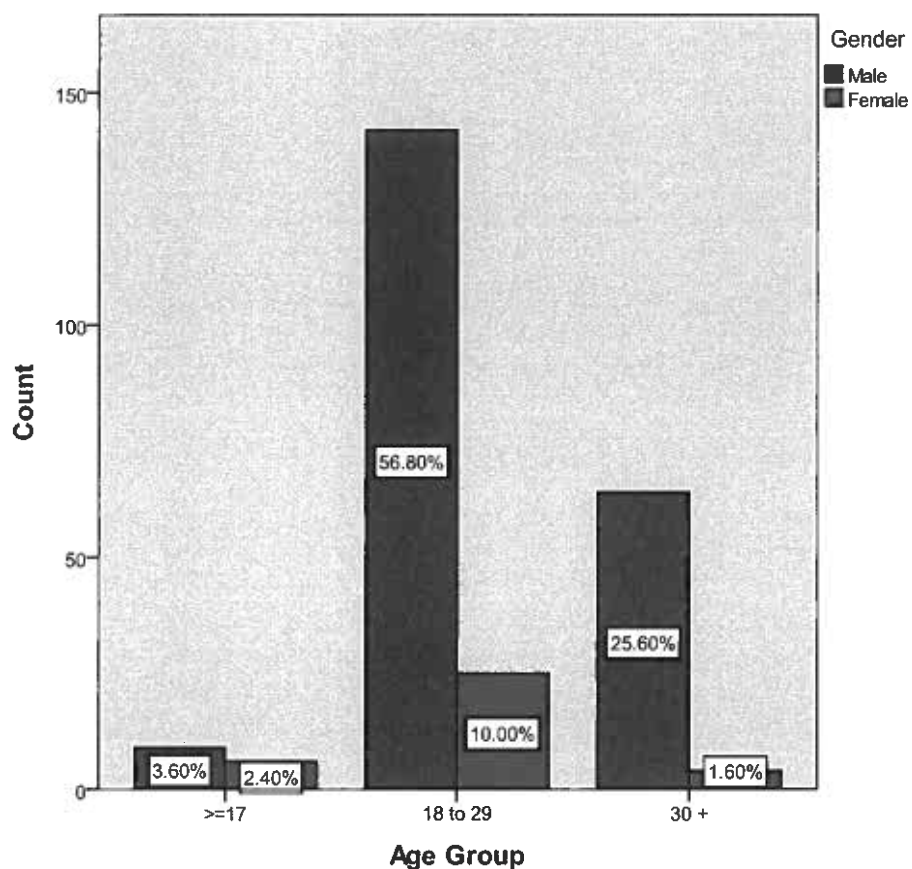


Table 6: Residence distribution by age group

		Age Group			Total
		>17	18-29	30+	
Residence	Balzan OC	3	7	3	13
	Dar is- Sliem	2	0	0	2
	Dar il- Liedna	3	2	0	5
	HFO	1	4	0	5
	HFRC	0	8	0	8
	HOC	0	24	8	32
	HTV	0	33	11	44
	Peacelab	0	2	1	3
	Marsa OC	0	20	12	32
	MEC homes	5	7	0	12
	Private accommodation	0	61	33	94
	Total	14	168	68	250

Reflecting the migration trends of sub-Saharan Africans who come to Malta, most respondents are men (n=215 i.e. 86% of respondents) aged between 18 and 29 (n=142 i.e. 56.8%). 71.4% of the female population surveyed also fell into this age bracket.

Figure 3: Gender distribution by age group



Those respondents residing in private accommodation inhabited several localities around Malta (no respondents residing in Gozo participated in this survey). The majority of these respondents resided in the Northern Harbour district, with Msida (n=24), Birkirkara (n=8) and Pieta (n=8) being among the most popular localities of residence. Bugibba also featured as a popular locality for residence (n=9), particularly among West Africans.

Table 7: Distribution of locality of people living in Private accommodation

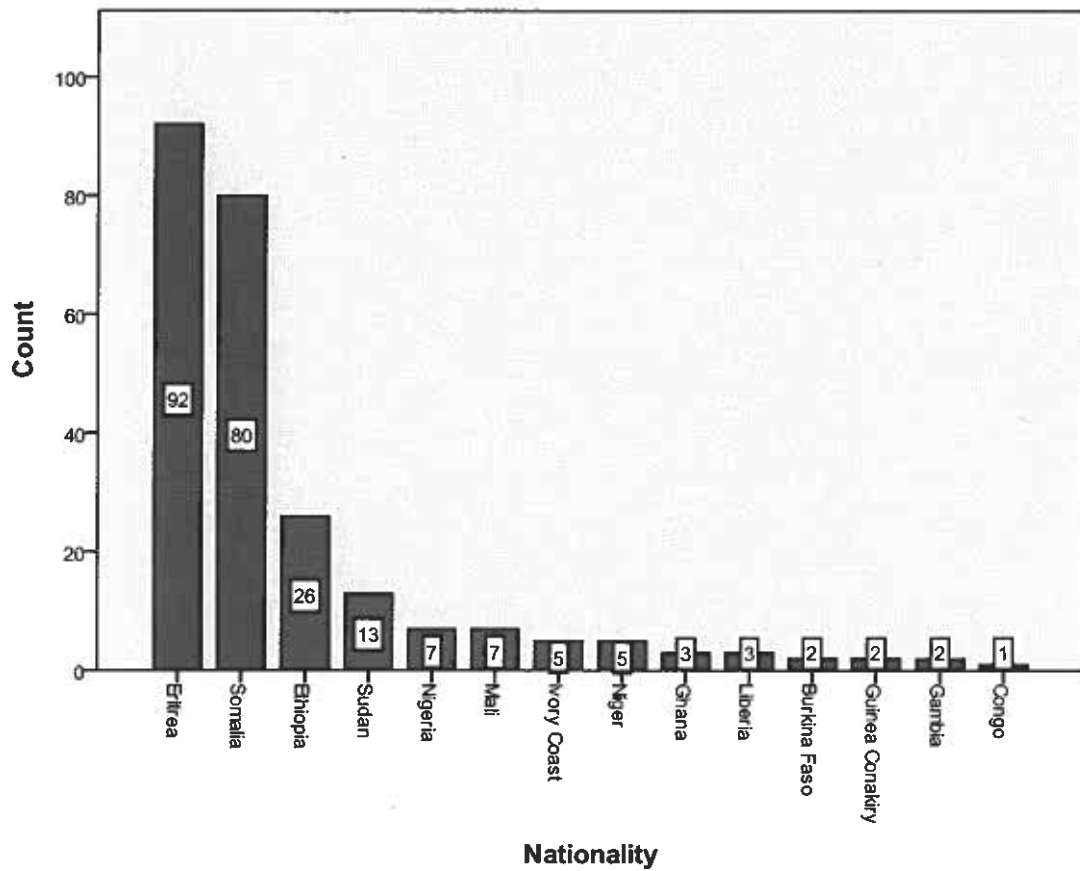
Locality	Count
Valletta	6
Msida	24
Bugibba	9
Hamrun	5
G'Mangia	3
Swatar	1

Sliema	1
St. Venera	1
Pieta	8
B'Kara	8
Fgura	2
M'Skala	1
Marsa	2
Gzira	4
Siggiewi	1
St. Paul's Bay	2
Mosta	4
Floriana	3
Paola	3
Luqa	1
Birzebbuga	1
Qormi	3
Zabbar	1
Iklin	1
Total	93

When considering nationality, Eritrea (n=92 i.e. 36.8%), Somali (n=80 i.e. 32%) and Ethiopia (n=26 i.e. 10.4%) were the three most prominent nationalities that featured in the survey. People from Central or West Africa (n=37 i.e. 14.8%) came from 11 different countries. This reflects the spread of nationalities of Africans living in Malta. As previously mentioned, the exact number of Africans living in the Maltese islands is hard to establish and, consequently, so is the nationalities present. It can be stated with confidence that most Africans living in Malta come from the horn of Africa, namely Somalia and Eritrea³⁰.

³⁰ See The European Council on Refugees and Exiles profile on Malta: http://www.ecre.org/refugeestories/countries_of_destination/malta and the statement by Mario Caruana from the Ministry of Justice and Home Affairs http://www.gdisc.org/uploads/tx_gdiscdb/Conclusions_GDISC_HLWG_Particular_Pressures_Malta_01.pdf

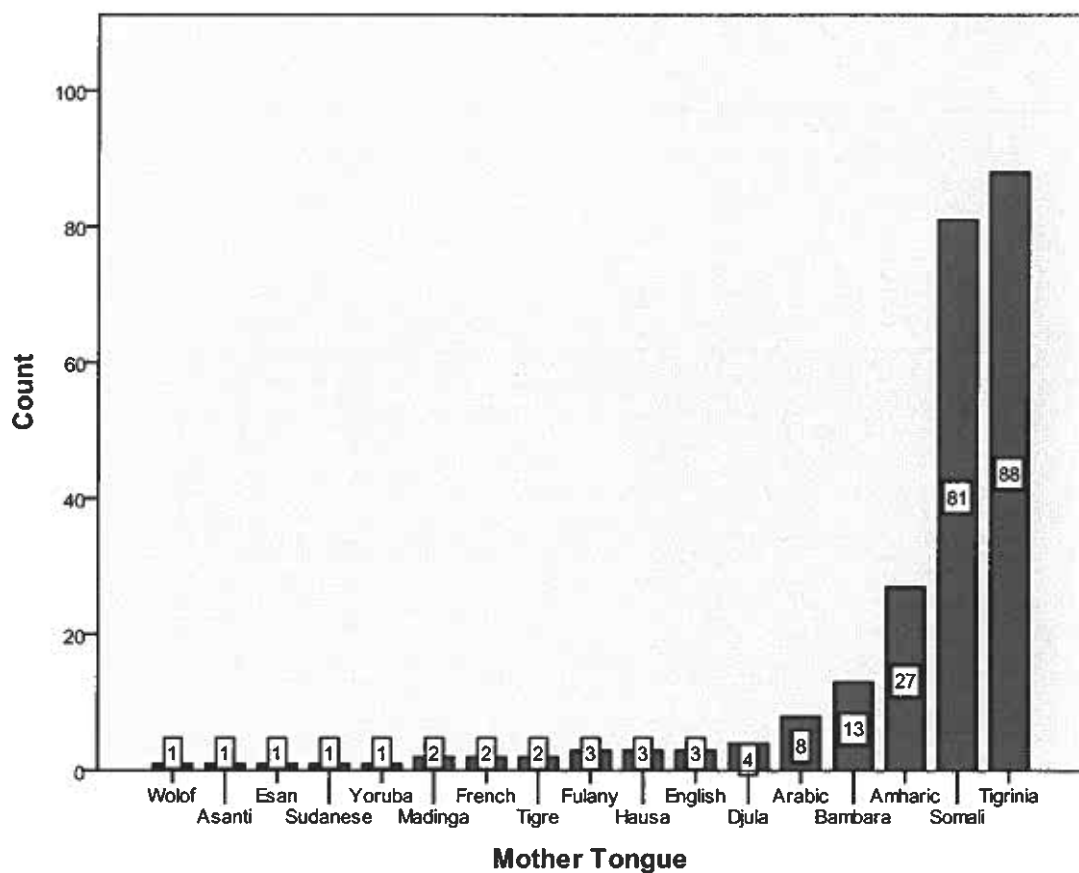
Figure 4: Distribution of sample population by Nationality



Linguistic knowledge

Similarly, Tigrinia and Somali emerged as the two most frequent native languages ($n=88$ i.e. 35.2% and $n=81$ i.e. 32.4% respectively).

Figure 5: Distribution of sample population by Mother tongue



However, most respondents could speak, understand, read and listen several languages (albeit to varying degrees) (only 5 respondents claimed that they cannot use any language other than their mother tongue).

Respondents' self-assessment of proficiency in speaking, listening, reading and writing different languages are presented in the tables below. The self-assessment poses several problems when interpreting these tables. To begin with, some respondents may downplay their proficiency, while others will exaggerate their abilities. Lack of knowledge about the different language proficiency grades by respondents and, consequently, interviewers' interpretation of the description of skills as explained by interviewees may result in misclassifying proficiency. Statistics relating to the self-assessment of languages must thus be approached with caution and considered suggestive.

It should also be noted that not all people who claimed to have knowledge of a particular language had the same level of proficiency across the four linguistic skills. Additionally, some people felt able to perform certain skills but felt that they could not perform other skills at all.

English was the language which most people claimed to have knowledge of. However, most respondents claimed to be basic or independent users.

Table 8: Self-Assessment of proficiency in English

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	20	44	44	26	20	11	165
	Listening	19	34	50	37	28	12	180
	Reading	23	28	37	30	18	24	160
	Writing	25	35	35	27	17	29	168

Arabic and Tigrinia were also a popular language among interviewees. A higher level of proficiency in Tigrinia is indicative that this was the mother tongue the majority of respondents.

Table 9: Self-Assessment of proficiency in Arabic

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	10	16	12	16	18	28	100
	Listening	10	13	10	16	24	25	98
	Reading	12	8	4	4	12	20	60
	Writing	10	8	4	4	11	18	55

Table 10: Self-Assessment of proficiency in Tigrinia

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	1	2	1	7	3	81	95
	Listening	1	2	0	5	6	80	94
	Reading	1	2	1	6	4	77	91
	Writing	1	2	1	6	5	75	90

A number of people also claimed to have knowledge of Maltese, Amharic and Somali. However, while most Somali and Amharic speakers claim to be proficient users of the language, most users of Maltese have a basic knowledge of the language.

Table 11: Self-Assessment of proficiency in Maltese

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	19	20	16	5	5	4	69
	Listening	11	23	14	11	3	4	66
	Reading	14	16	6	4	1	1	42
	Writing	17	14	3	2	0	6	42

Table 12: Self-Assessment of proficiency in Amharic

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	3	1	3	8	7	44	66
	Listening	2	1	5	7	9	42	66
	Reading	1	0	3	5	10	43	62
	Writing	1	0	1	7	5	45	59

Table 13: Self-Assessment of proficiency in Somali

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	0	1	1	2	6	56	66
	Listening	0	1	1	5	4	57	68
	Reading	0	2	3	3	3	49	60
	Writing	5	4	3	1	2	47	62

French was also quite a popular language that is used among respondents, with most users of French being independent users.

Table 14: Self-Assessment of proficiency in French

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	2	2	9	7	4	1	25
	Listening	1	1	13	8	0	4	27
	Reading	0	10	10	3	1	2	26
	Writing	2	10	8	3	1	1	25

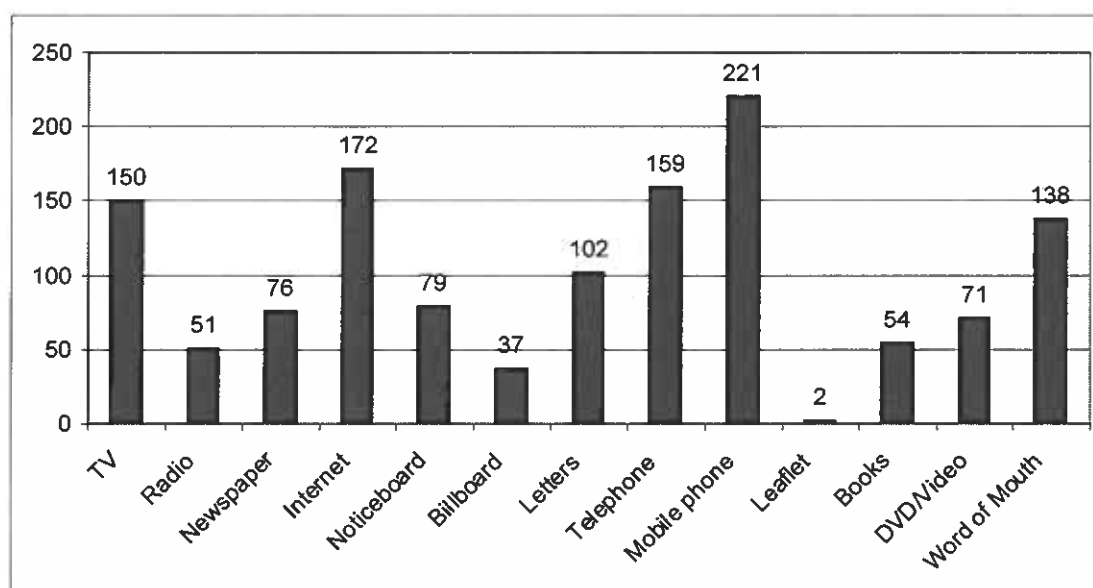
Knowledge of other languages was also noted in the research. These were both minority African languages (such as Yoruba, Tigre, Bilen or Wolof, among others) and European languages deemed to improve integration in Europe after resettlement (such as Italian, Dutch, Swedish, or Norwegian, among others). However, these languages were used by less than 10 respondents and thus they may be considered too limited when designing a campaign.

Use of Media

African migrants use several media to obtain information in Malta. Mobile phones featured as the most popular medium, with 221 (i.e. 88.4% of the sample population) people claiming to use it. The internet, telephone, and television were also used by the majority of respondents (n=172 i.e. 68.8%, 159 i.e. 63.6% and 150 i.e. 60% respectively). These were followed by word of mouth, which 138 people (55.2%) claimed to use to obtain information.

Radio (n=51 i.e. 20.4%), billboards (n=37 i.e. 14.8%) and leaflets (n=2 i.e. 0.8%) were the least-used media.

Figure 6: Use of media as sources of information



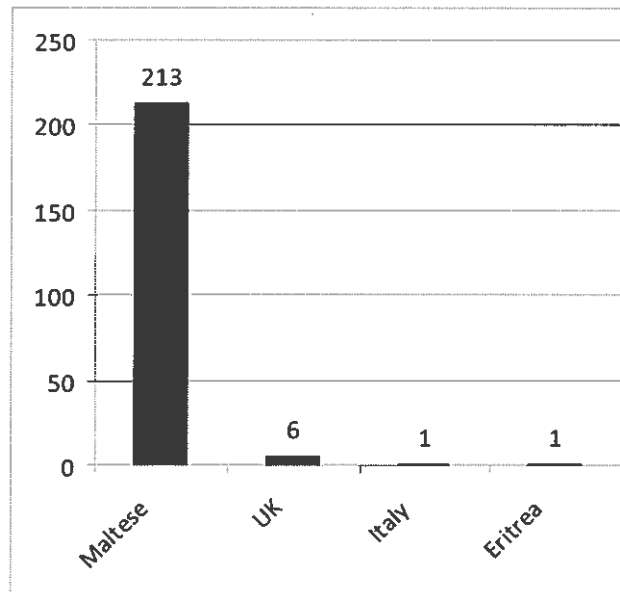
The forthcoming sections will focus on preferences and habits surrounding these different mediums. They will be presented in the order of preference as denoted in figure 6 above.

Mobile phone

221 respondents claimed to use a personal mobile phone. Most people had Maltese mobile phone lines (n=213), however, 6 respondents claimed to

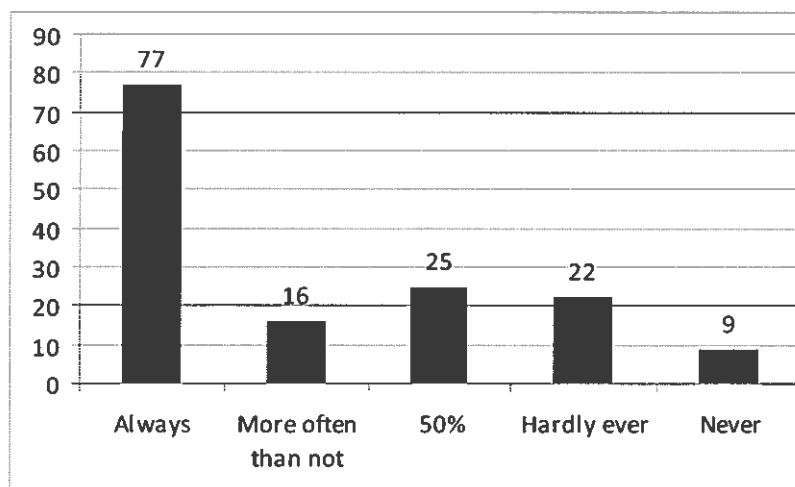
have UK lines, one claimed to have an Italian phoneline, while one claimed to use an Eritrean phoneline.

Figure 7: Distribution according to nationality of mobile phone line



149 respondents claimed to receive SMSads. About half of these claimed to always read them, (n=77 i.e. 51.6%), while 25 (16.7%) read them about half the time and 31 (20.8%) generally do not read them.

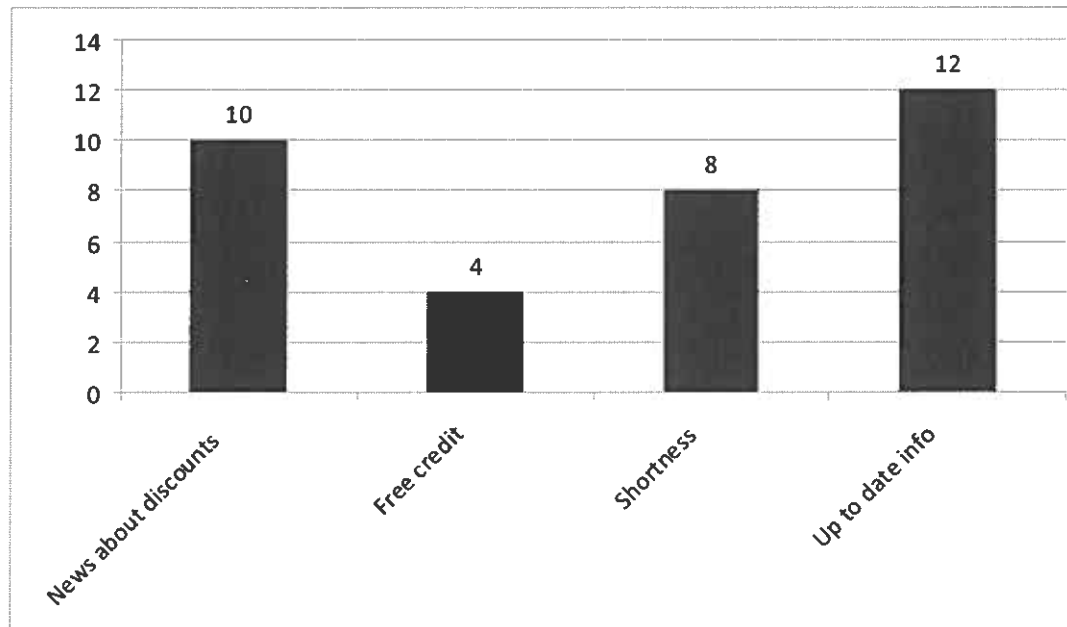
Figure 8: Frequency of reading SMSads



Most of those who do receive SMSads claimed to like them. In fact, only 22 (14.7%) claimed that they do not like SMSads. When asked what they like about SMSads, 12 mentioned up to date information, 10 mentioned information about discounts and bargains while 8 prefer the shortness of

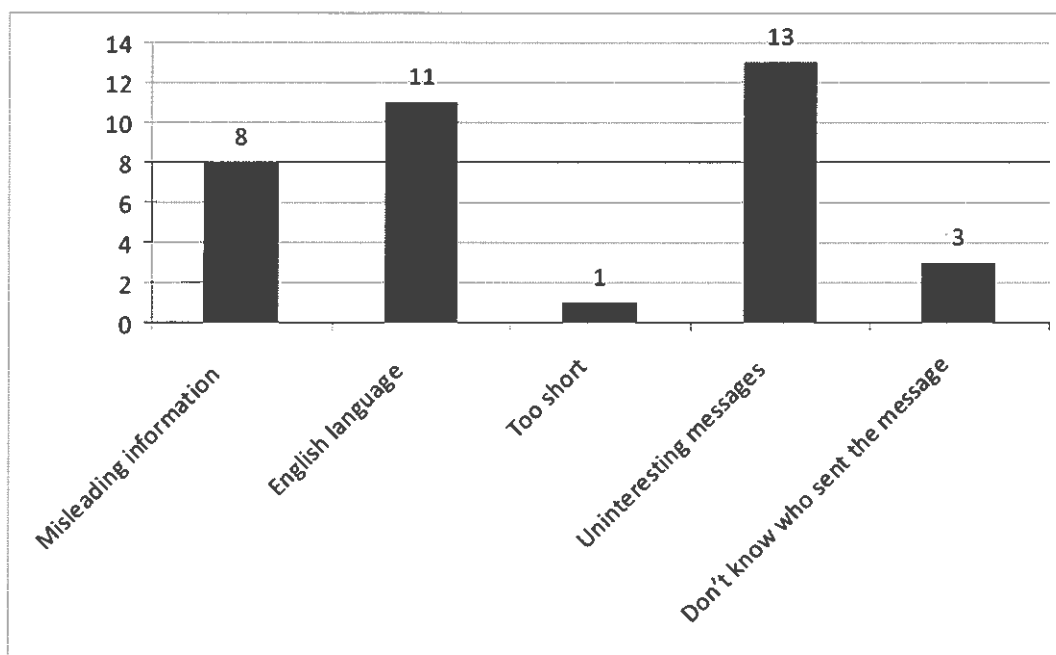
the message and 4 mentioned that they enjoy receiving free credit. The others could not pinpoint anything in particular that they liked about SMSads.

Figure 9: Preferred aspects of SMSads



When asked to pinpoint aspect of SMSads that they dislike, 13 respondents claimed that the messages are sometimes uninteresting, while 11 mentioned that the fact that the messages are in English means that they do not understand part or all of the message. 8 claimed that the messages are sometimes misleading, 3 claimed that they do not like not knowing who sent the message, while 1 respondent said that the messages are too brief and thus do not give enough information.

Figure 10: Disliked aspects of SMSads



Internet

The internet is a preferred medium of 172 respondents. Most internet users claimed to use the internet at least three times a week ($n=94$ i.e. 54.6%), while 28 users (16%) generally use the internet once a week. 31 people (18%) use the internet three times a month or less. The weekend is the preferred time of the week to use the internet, as is evident through the figure below, in which 93 respondents who access the internet at least once a week claimed to do so on Sunday and 72 do so on Saturday.

Figure 11: Frequency distribution of internet usership

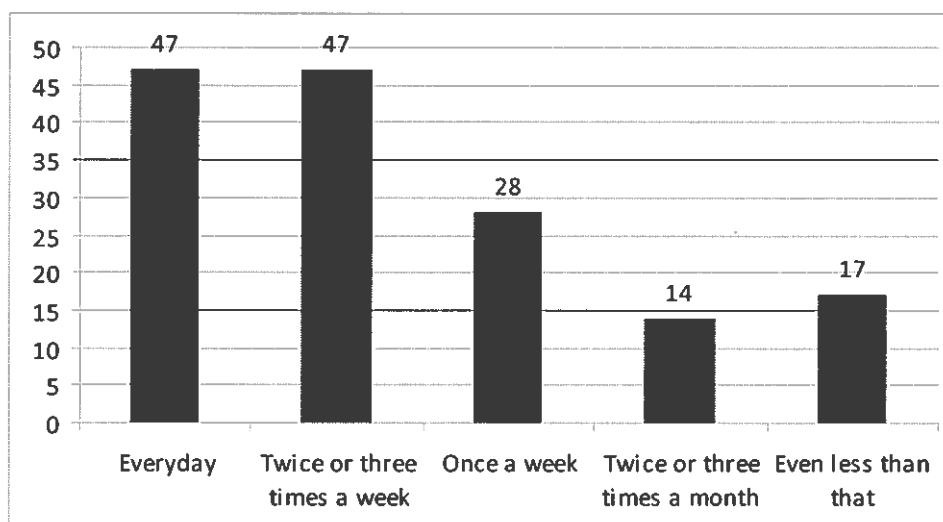
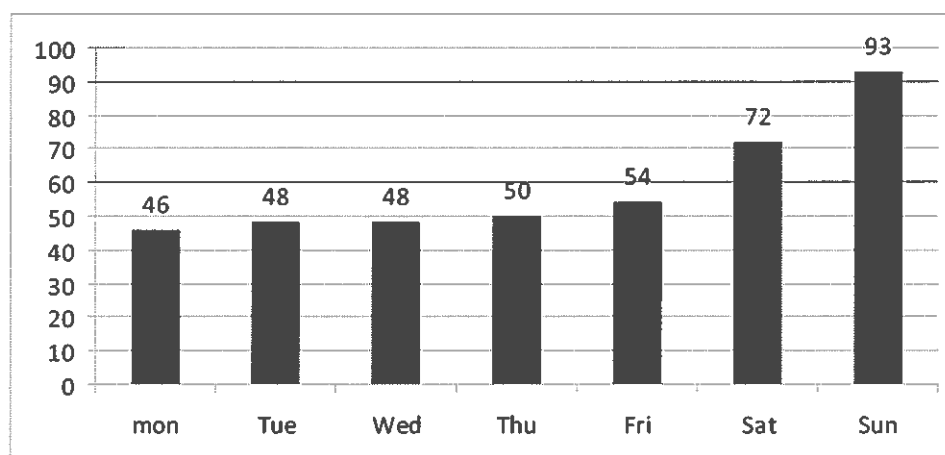
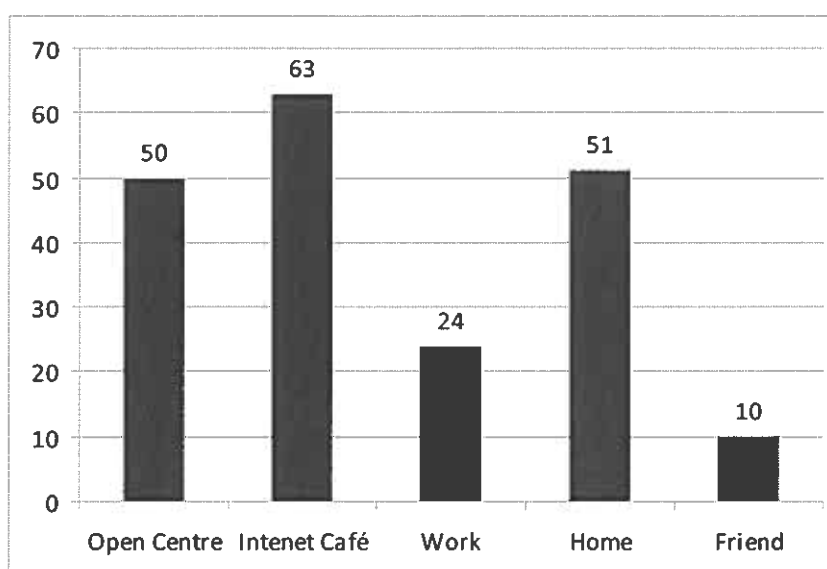


Figure 12: Daily distribution of internet usership



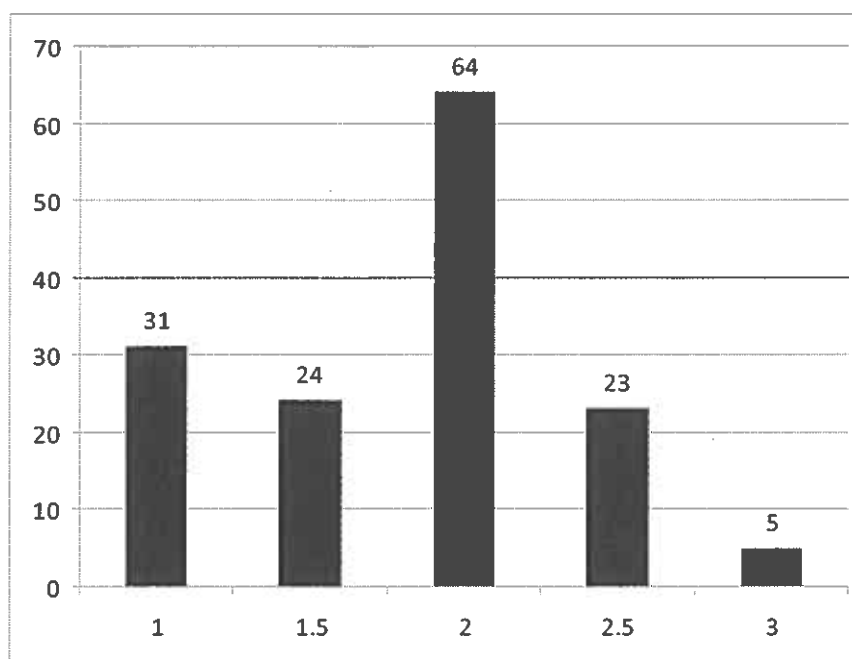
Most respondents access the internet through a public internet café (n=63), while use of internet at home or internet cafés located within open centres is almost even (n=51 and n=50 respectively). A number of respondents use the internet at work (n=24) or at a friend's house (n=10).

Figure 13: Distribution of internet usership by location



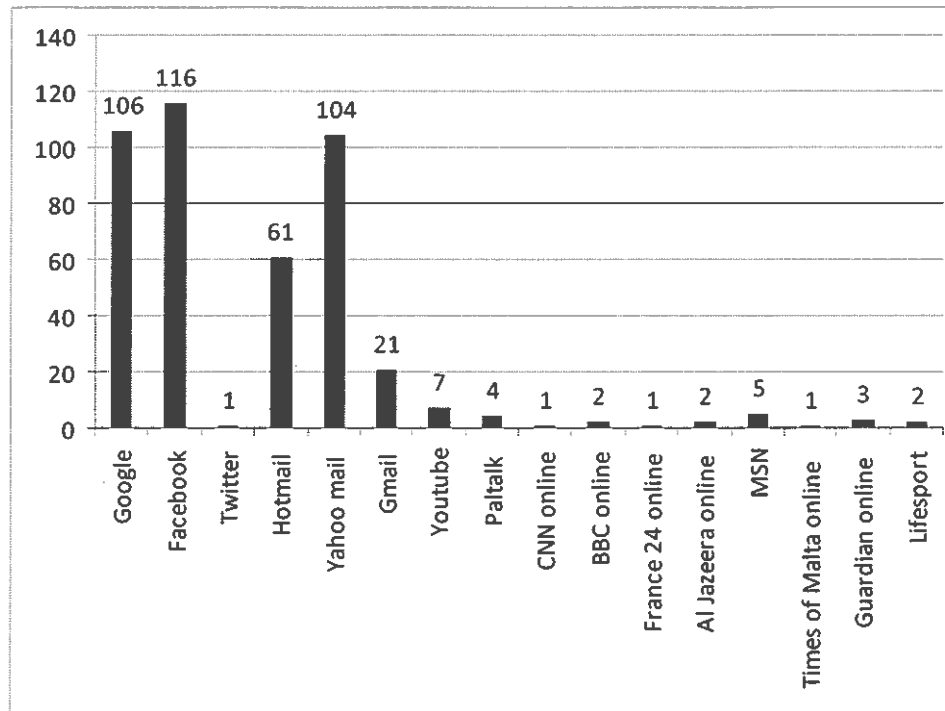
The price of internet in different cafés varies, but the majority of respondents claimed to pay 2 Euros an hour for the internet (n=64).

Figure 14: Frequency distribution of internet café prices per hour



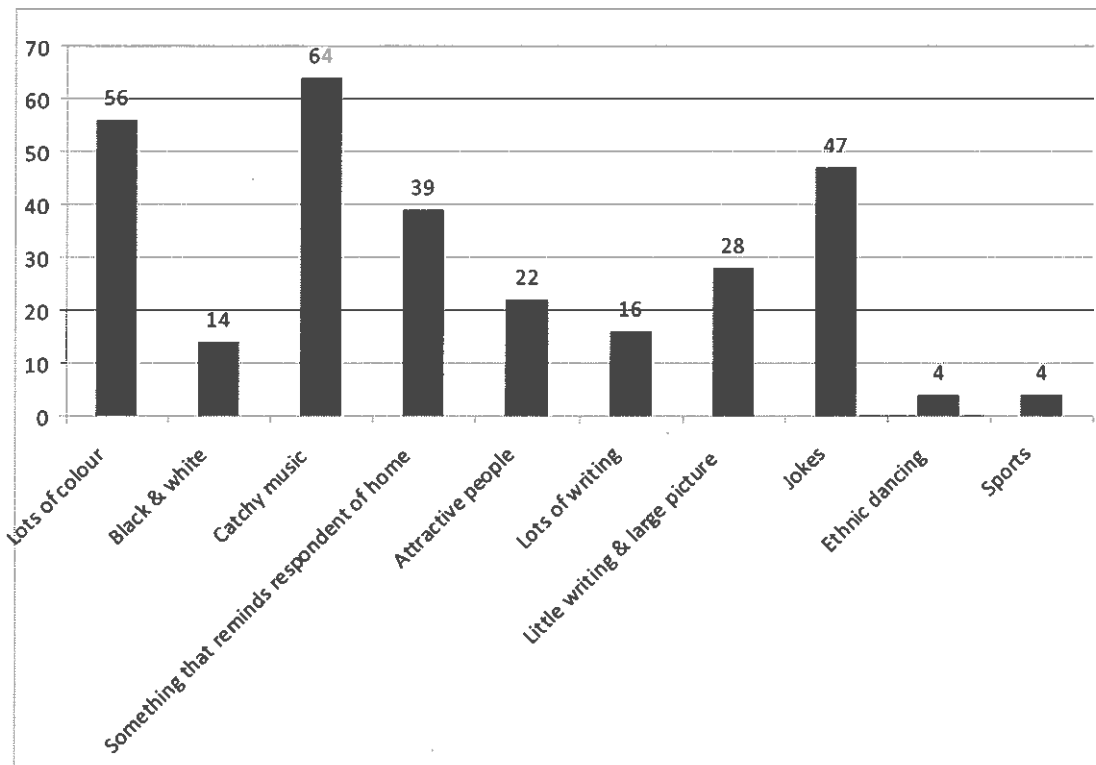
Websites that most respondents access frequently include Facebook (n=116), Google (n=106) and Yahoo Mail (n=104). A number of respondents claimed to frequently access news websites, such as the CNN, BBC, France 24 or the Guardian. However, only one respondent mentioned that he regularly accesses the Times of Malta website regularly and no other Maltese news websites were mentioned.

Figure 15: Distribution of most frequently accessed websites



When speaking of online adverts, respondents favoured adverts containing catchy music (n=64), colour (n=56), jokes (n=47) or something that reminds the respondent of his or her home in Africa (n=39).

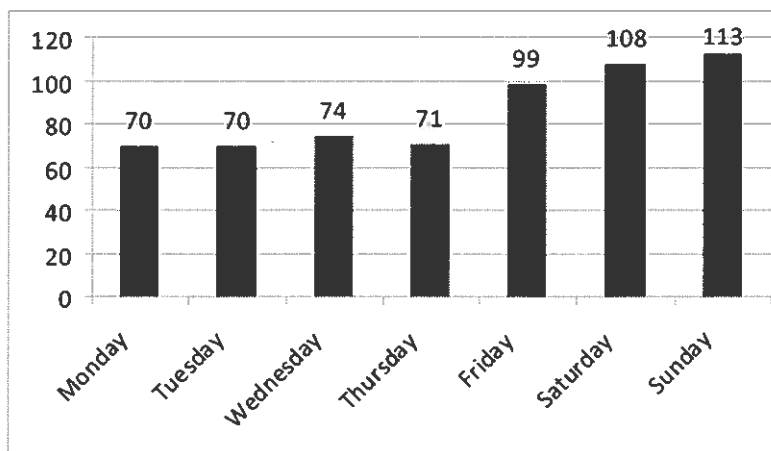
Figure 16: Preferred characteristics of online adverts



Television

Television viewership is quite constant during the week, with viewership varying between 70 and 74 viewers between Monday and Thursday. Television following increases over the weekend, with 99 people watching television on Fridays, 108 on Saturdays and 113 on Sundays.

Figure 17: Frequency of television following by day



TVM is the most popular television station among respondents, with 66 respondents (i.e. 44% of television viewers interviewed) claiming that they watch TVM. Al Jazeera emerged in second place, with 58 viewers. These were followed by Eurosport (n=58), MBC (n=44), Ethiopia TV (n=38), Rai 1 (n=36), Rai 2 (n=35), Eritrea TV (n=34) and Rai 3 (n=33).

Table 15: Frequency of television viewership by TV station

<u>Television station</u>	<u>Number of viewers</u>
TVM	66
NET	23
One TV	25
Smash	29
Education 22	12
Melita	3
Rai 1	36
Rai 2	35
Rai 3	33
Canale 5	24
Rete 4	21
Eurosport	52
Eurosport 2	28
Extreme sports	21
ESPN classic 1	3
ESPN classic 2	2
ESPN America	2
Motor TV	1
Poker Channel	1
Discovery channel	14
Discovery Science	6
Discovery travel and living	3
Discovery World	3
National geographic	8
France 24	12
TV5 Monde	13

God TV	20
Aljazeera	58
Arab Satellite	2
MBC	44
Universal TV	24
CNN	9
BBC news	6
ENT	6
RTDDJIBOUTI	6
Ethiopia TV	38
Eritrea TV	34
Somalia Channel	2
Arfricable	5
Arab Satellite	2
MBC	44
Universal TV	24
CNN	9
ENT	6
RTDDJIBOUTI	6
Ethiopia TV	38
Eritrea TV	34
Somalia Channel	2
Africable	5

Most people watch television during the late afternoons (n=87) or evenings (n= 61). The times at which respondents watch local television stations also reflect this pattern since the vast majority of people watch local stations from 17:30 onwards.

Figure 18: Preferred television viewing times

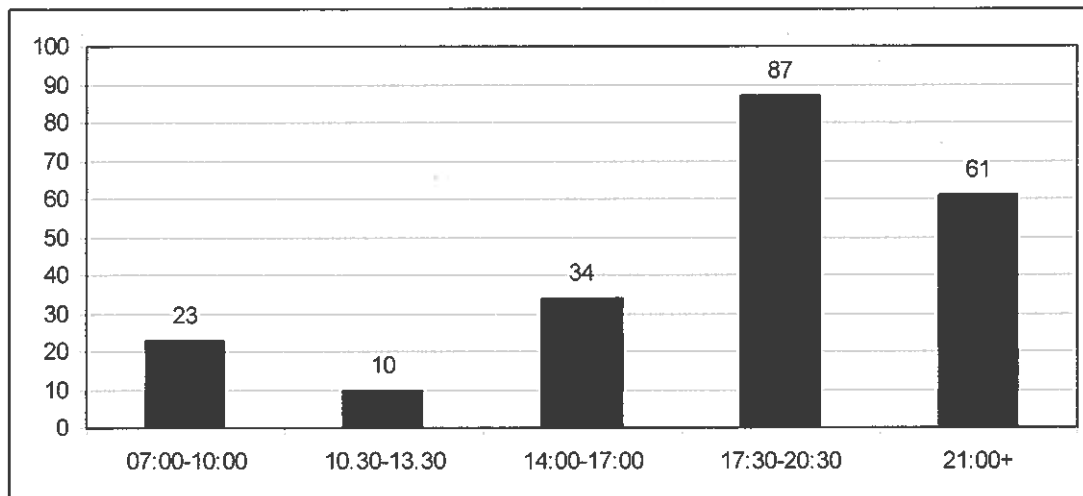
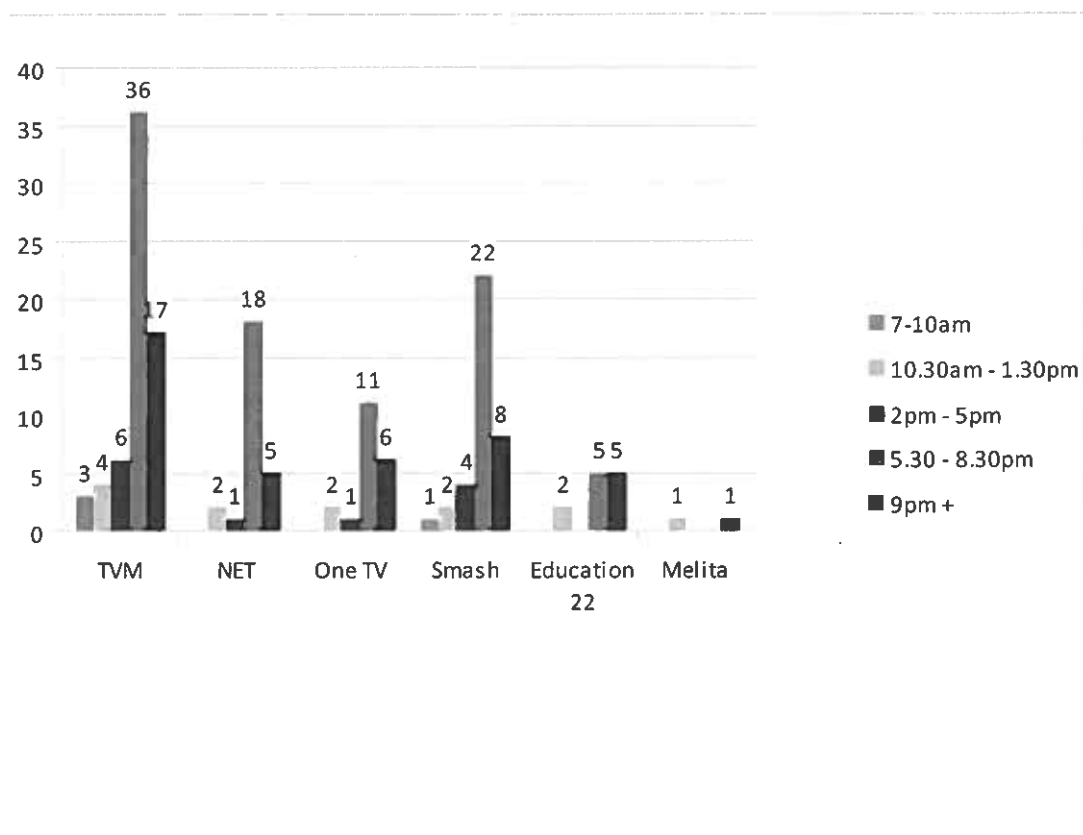
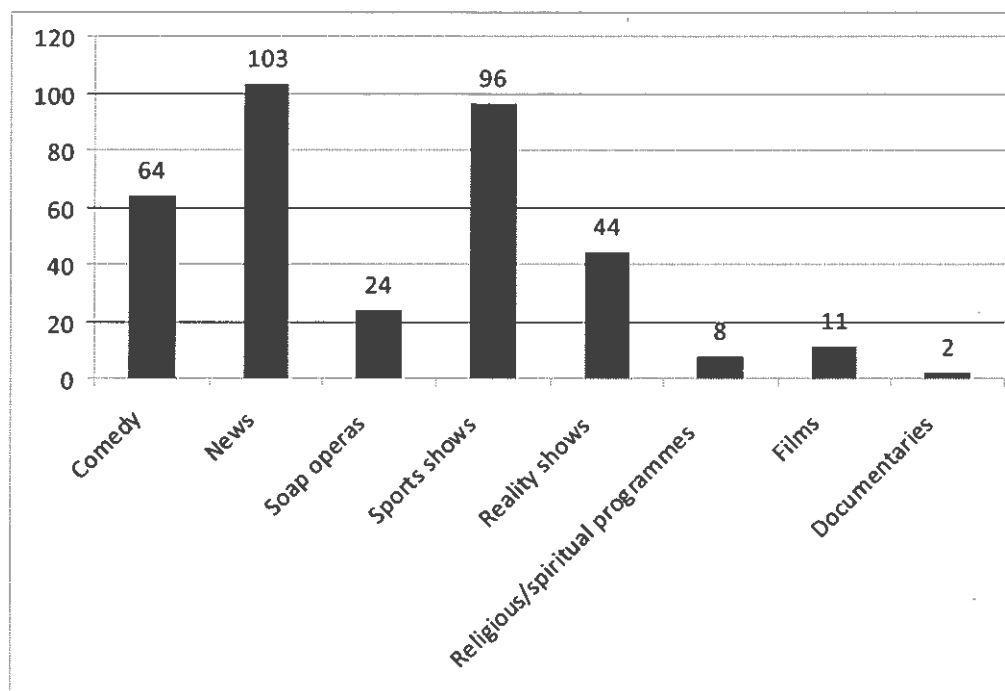


Figure 19: Distribution of viewing times for local television stations



News bulletins or programmes about current affairs are the preferred type of television programmes among respondents (n=103). These are followed by sports programmes (n=96).

Figure 20: Distribution by preferred type of programme



When it comes to preference regarding adverts, advertisements containing catchy music and jokes were favoured by respondents (n=82 and n=62 respectively). These aspects of adverts were generally the most memorable (jokes were remembered by 20 respondents and music by 17).

Figure 21: Distribution by preferred characteristics of adverts

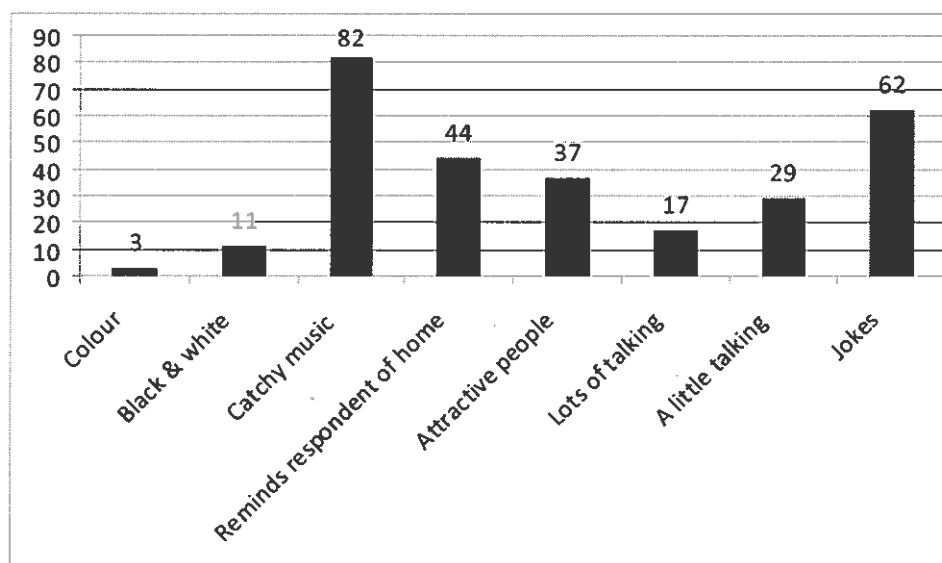
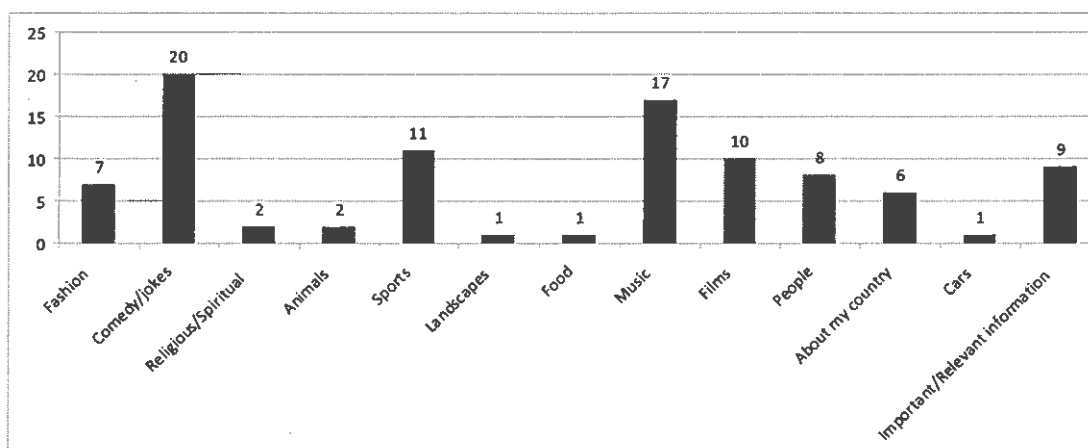


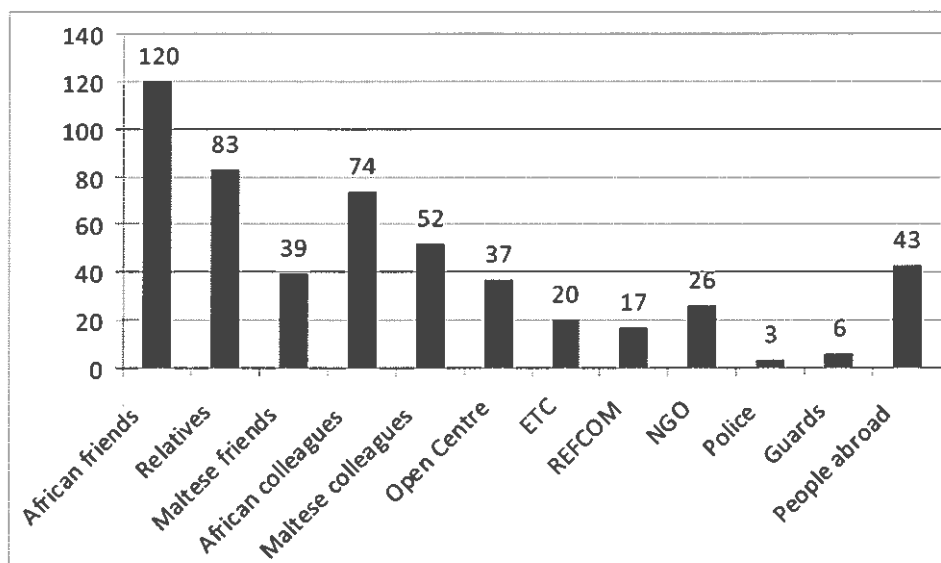
Figure 22: Frequency distribution according to the most memorable characteristics of adverts



Word of Mouth

Coming from an oral culture implies that word of mouth has an important significance among the respondents of this survey. In fact, 170 respondents (i.e. 68%) claimed to use word of mouth as a means to obtain information in Malta. Information is passed on through a number of people, mainly other Africans residing in Malta. In fact, African friends, relatives and African colleagues were the most popular sources of oral information (n=120 i.e. 70.6%, n=83 i.e. 33% and n=74 i.e. 43.5% respectively). Maltese colleagues, Maltese friends and open centre personnel came in 4th, 5th and 6th place, with 52 (30.5%), 39 (17%) and 37 (21.8%) respondents claiming to make use of each respective medium. NGOs are used by 15% of respondents who claimed to receive information through word of mouth (n=26), while this medium at ETC is used by 11.8% (n=20). The Refugee Commission is used by 17 respondents (i.e. 10%). Guards and police are among the least accessed sources of information (n=6 i.e. 3.5% and n=3 i.e. 1.8% respectively).

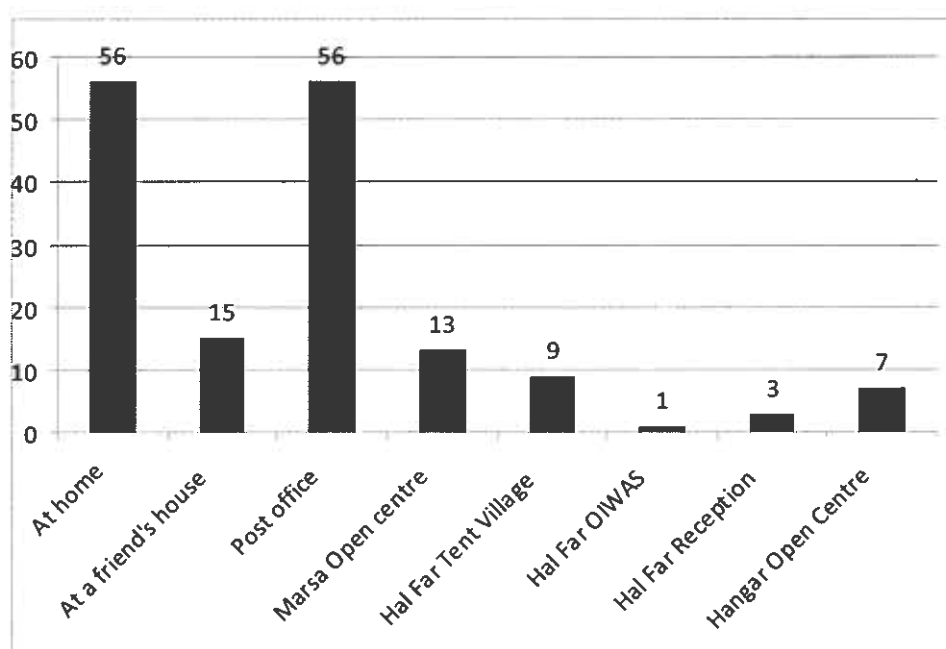
Figure 23: Frequency distribution by source of oral information



Letters

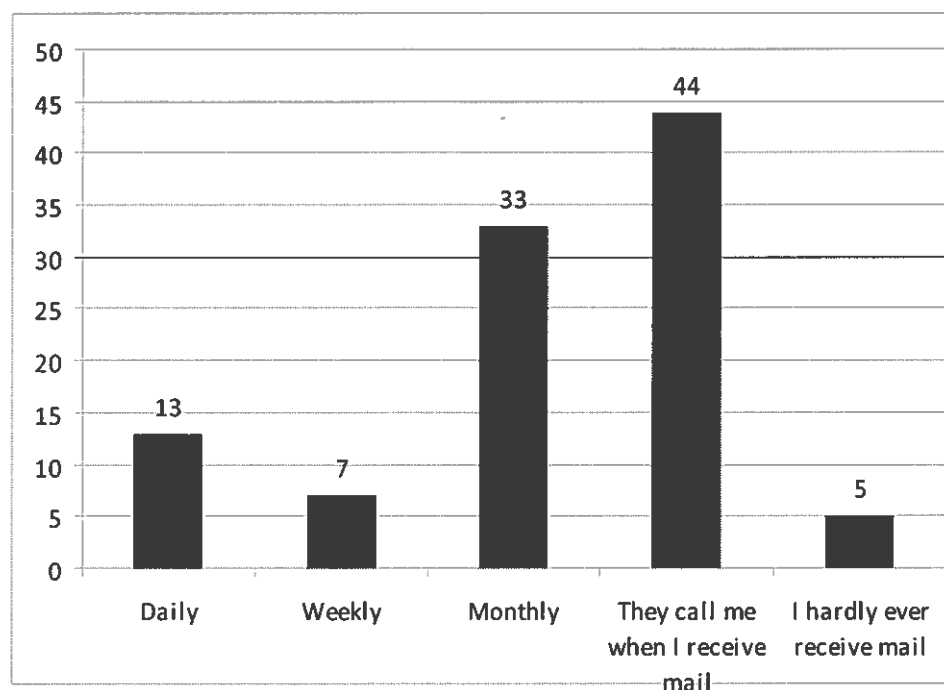
102 of the people interviewed claimed to receive letters as sources of information. Many of these receive letters in multiple locations, the most popular of which are at their homes (n=56) or the post office (n=56). A number of people also receive mail at open centres (n=33) or at a friend's house (n=15).

Figure 24: Distribution according to location at which letters are received



Most respondents receive mail less than once a month and are called by friends or staff members at open centres when mail arrives (n=44). 33 respondents claimed to receive mail once a month. 20 respondents receive mail at least once a week, while 5 respondents hardly ever receive mail.

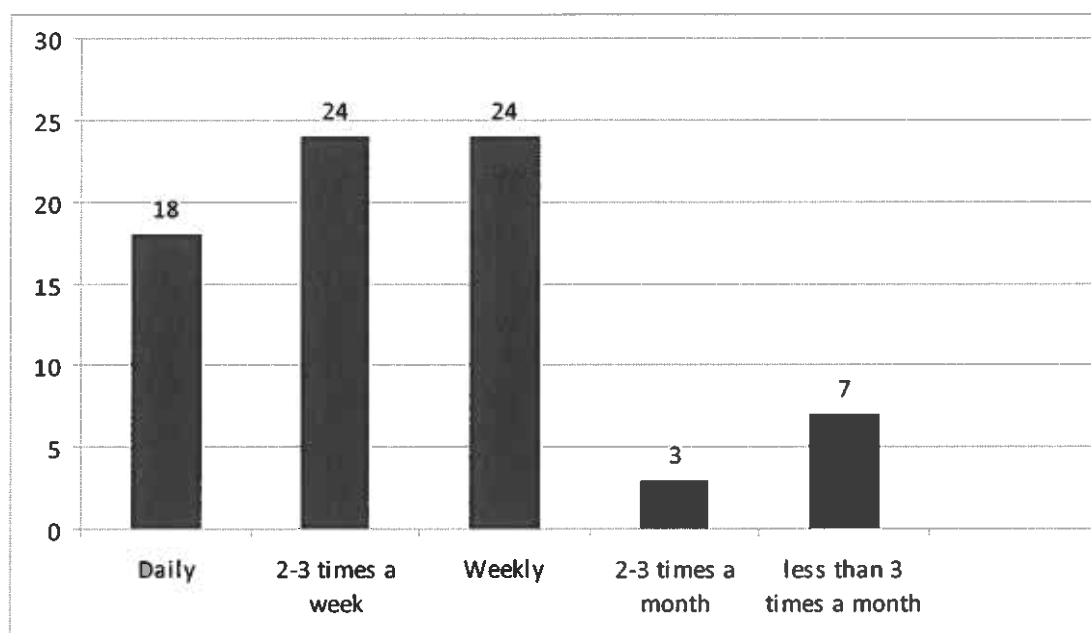
Figure 25: Frequency of receiving postal mail



Newspapers

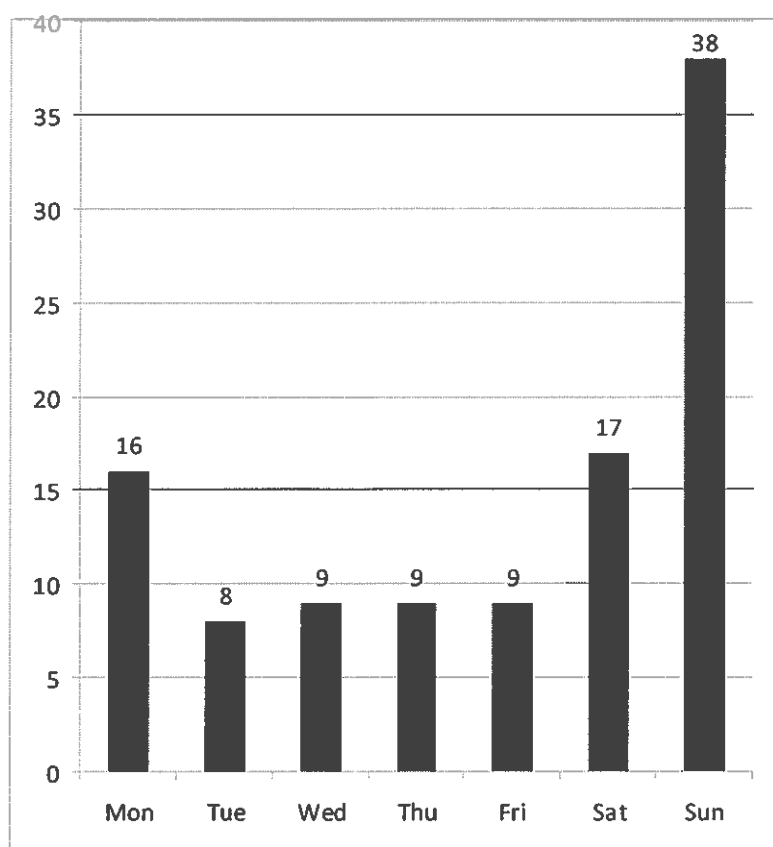
76 respondents claimed to read the newspapers. Most respondents read the paper between once and three times a week (n=48).

Figure 26: Readership newspapers



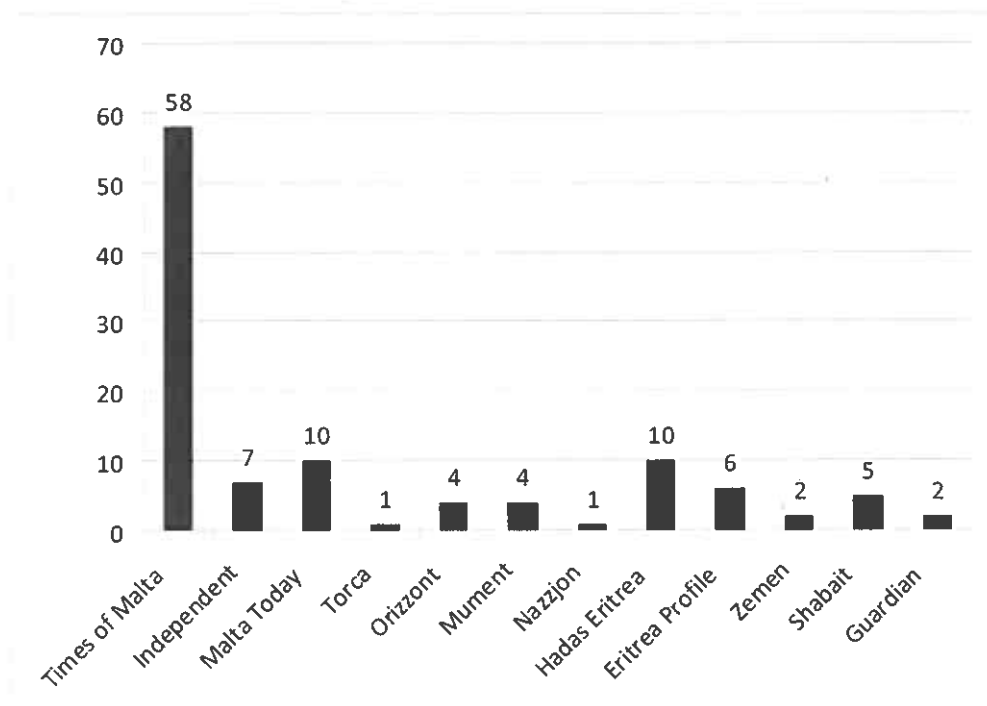
Sunday is the preferred day for newspaper readership, with 38 respondents claiming that they read the newspaper on Sunday. 17 interviewees claimed to read the paper on a Saturday and 16 read the paper on a Monday. Readership between Tuesday and Friday was similar, i.e. only 8 or 9 people claimed to read the paper on each of those days.

Figure 27: Frequency distribution of newspaper readership by day



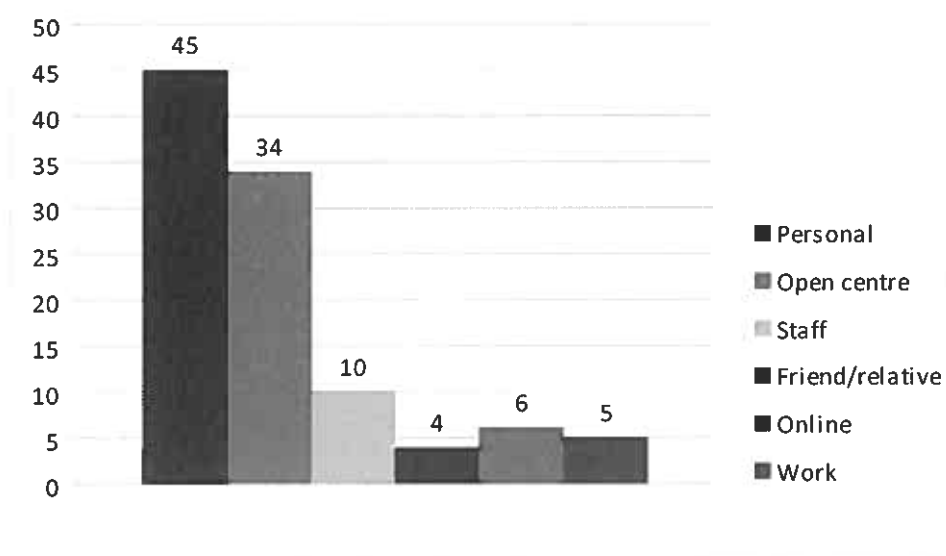
The Times of Malta is the most popular newspaper among the interviewees, with 58 (76%) people claiming to read this paper. The Malta Today is read by 10 respondents (13%), while the Independent has a slightly lower readership (n=7 i.e. 9%). L-Orizzont and Il-Mument are each read by 4 respondents (i.e. 5%) while It- Torca and In-Nazzjon are each read by one respondent (i.e. 1%). Foreign newspapers are also read by the respondents of this survey. The Hadas Eritrea seems to be the most popular foreign newspaper (n=10 i.e. 13%), followed by the Eritrea Profile (n=6 i.e. 13%) and the Shabait (n=5 i.e. 6.6%)

Figure 28: Frequency distribution by newspapers accessed



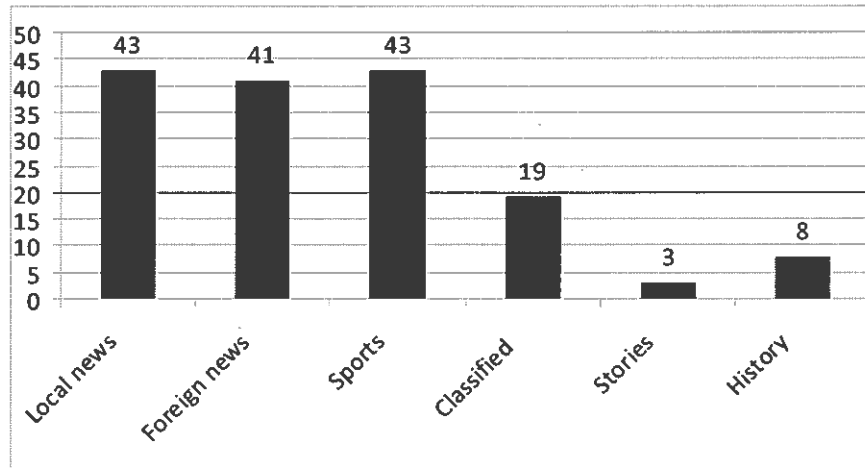
Most people access local newspapers by purchasing them themselves (n=45), while some claimed that they find the newspapers at the open centres (n=34) or at work (n=5). Others borrow their friend or relative's newspaper (n=4) or that of one of the staff members at the open centre (n=10). 6 respondents claimed to read it online. Those who read foreign newspapers do so online (n=25).

Figure 29: Distribution of readership of Maltese newspapers by means of access



The most popular parts of the newspaper among interviewees are the Local News (n=43), Sports news (n=43) and Foreign news (n=41) sections.

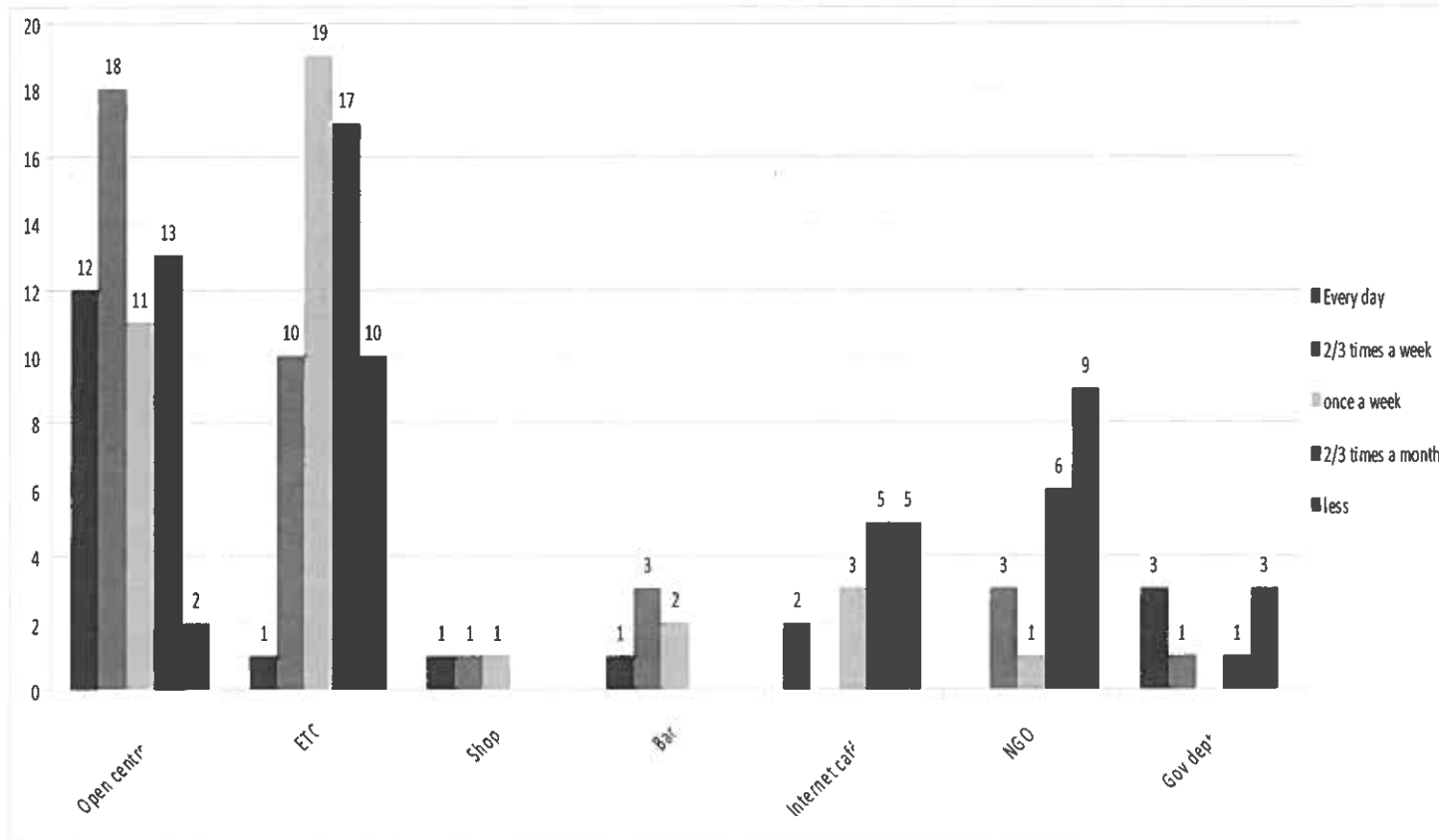
Figure 30: Preferred section of the newspaper



Notice board

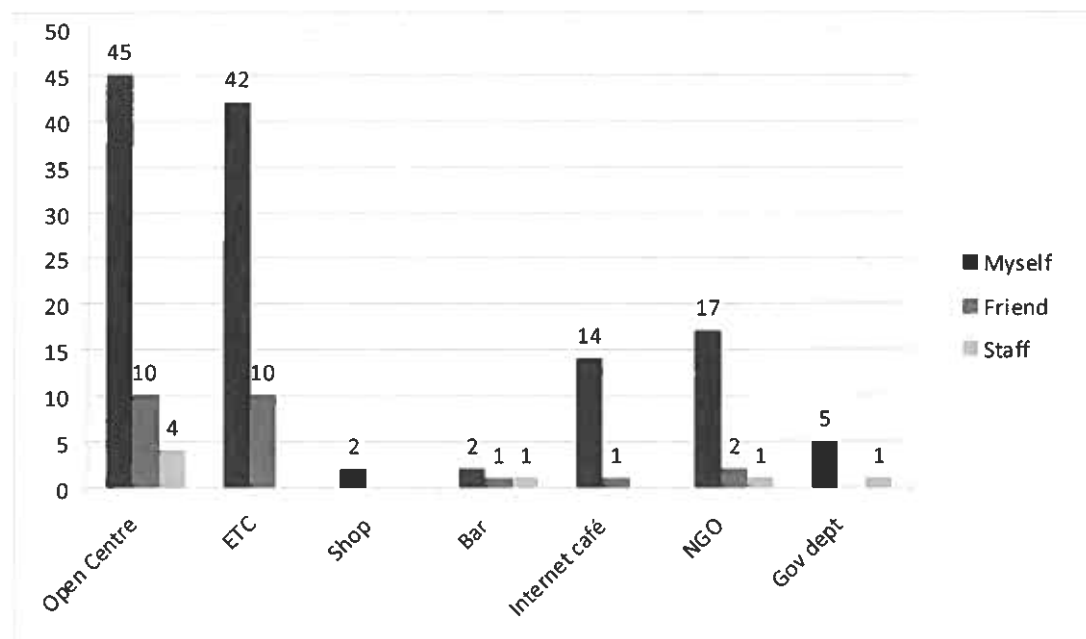
The notice board was said to be a source of information for 79 of the respondents (31.6%). The notice board at the Open Centres and at ETC were the most popular, with 56 and 57 people claiming to refer to these respective notice boards for information. 41 of those who use the notice board within Open Centres check it at least once a week. Similarly, 30 of those who use the ETC notice board check it at least once a week. 19 people claimed to check the notice board at an NGO, mainly UNHCR, IOM or Malta Emigrants' Commission. The notice boards within internet cafés are popular among 15 respondents. However, these are checked less frequently: 15 people claimed to check notice boards within NGOs less than three times a month as did 10 people for notice boards within internet cafes.

Figure 31: Frequency distribution by location of notice board and frequency of checking the notice board



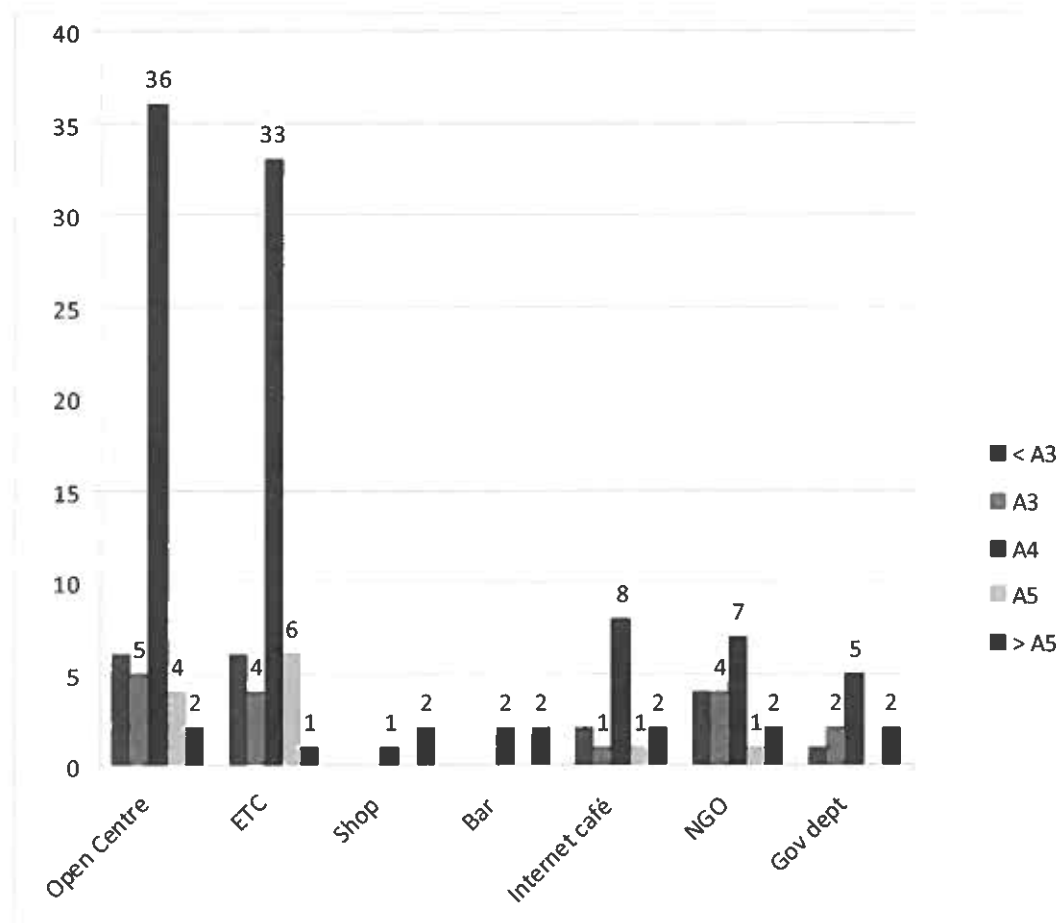
Most people check notice boards themselves (n=127), while some rely on friends or staff members to inform them about new or updated notices (n=24 and n=7 respectively).

Figure 32: Checking of notice board



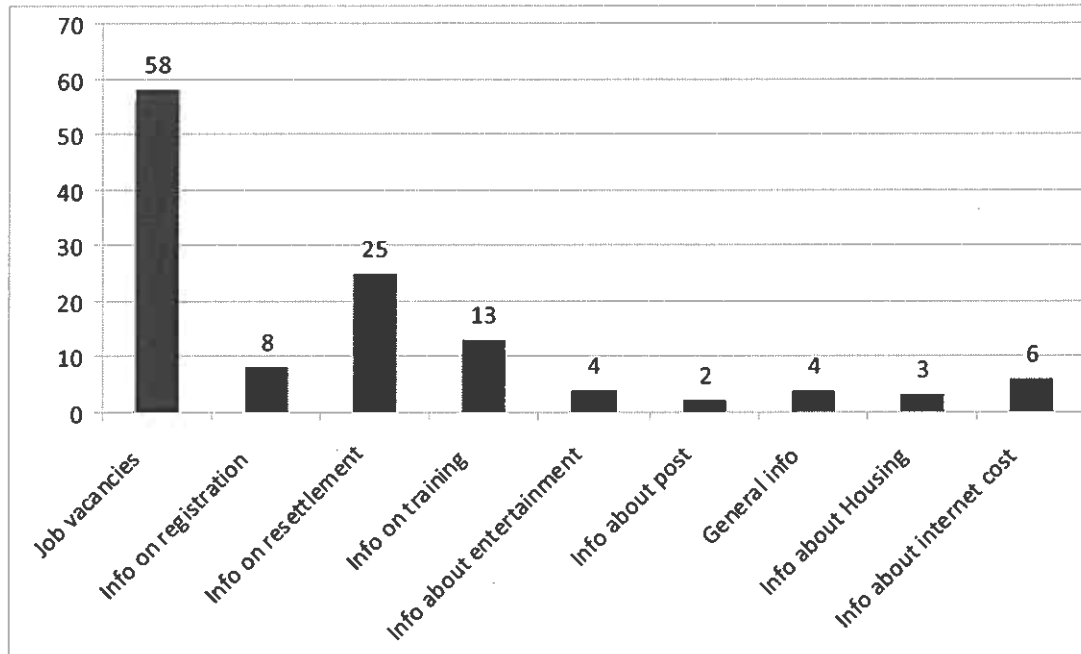
Most people claimed that adverts on notice boards should be A4 size to be noticed, regardless of where the notice board is located.

Figure 33: Preferred size of advert by location of notice board



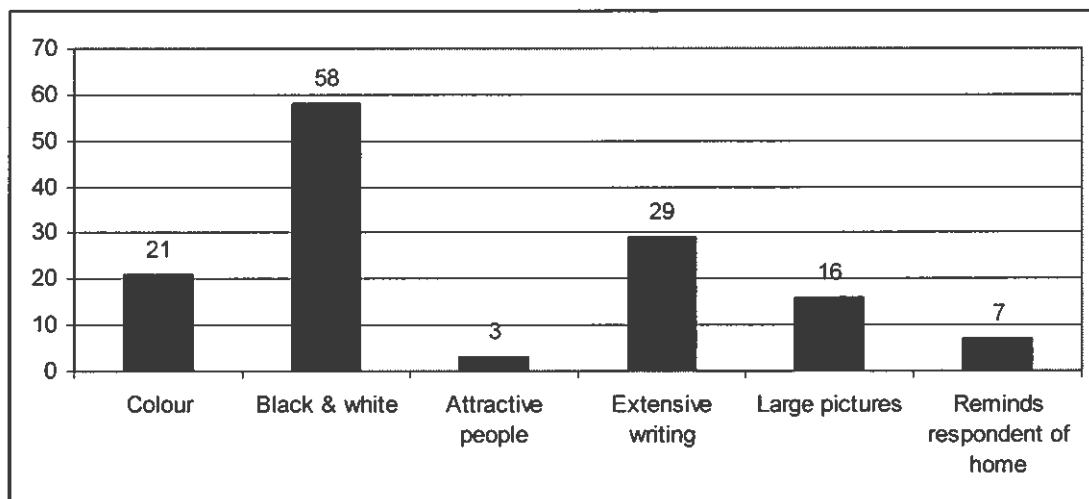
Job vacancies and resettlement are the two matters that people generally look out for when viewing notice boards (n=58 and n=25 respectively). Respondents looking for information about job vacancies generally access notice boards within ETC (n=45) or the open centres (n=11), while those seeking information about resettlement access the notice boards at open centres (n=11) or internet cafes (n=7). 22 respondents claimed to access notice boards for information about migrants' rights or improving migrants' lives in Malta. These generally do so through the notice boards at open centres (n=9), NGOs (n=5), ETC (n=4) or government departments (n=3). The notice boards at ETC and open centres are also accessed for information about training (in both cases n=5).

Figure 34: Information expected on notice boards



Advertisements on notice boards need to be less elaborate than those on other media sources. In fact, most respondents prefer adverts to be black and white (n=58) rather than in colour (n=21). 29 respondents prefer that such notices have extensive written information, while only 16 prefer them to have large pictures.

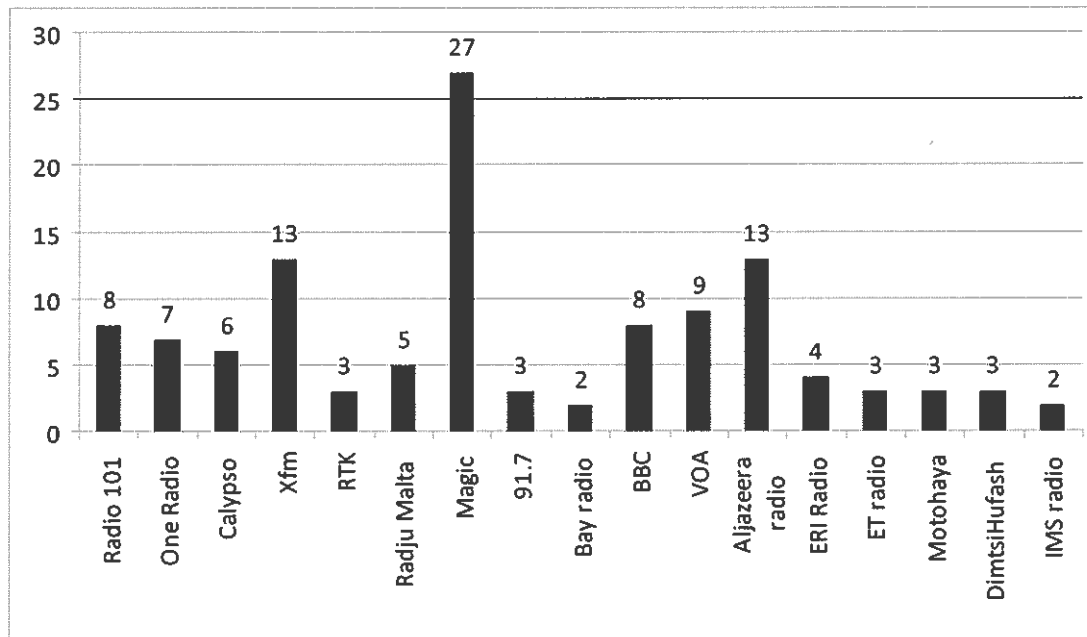
Figure 35: Preferred features of Notice Board Advertisements



Radio

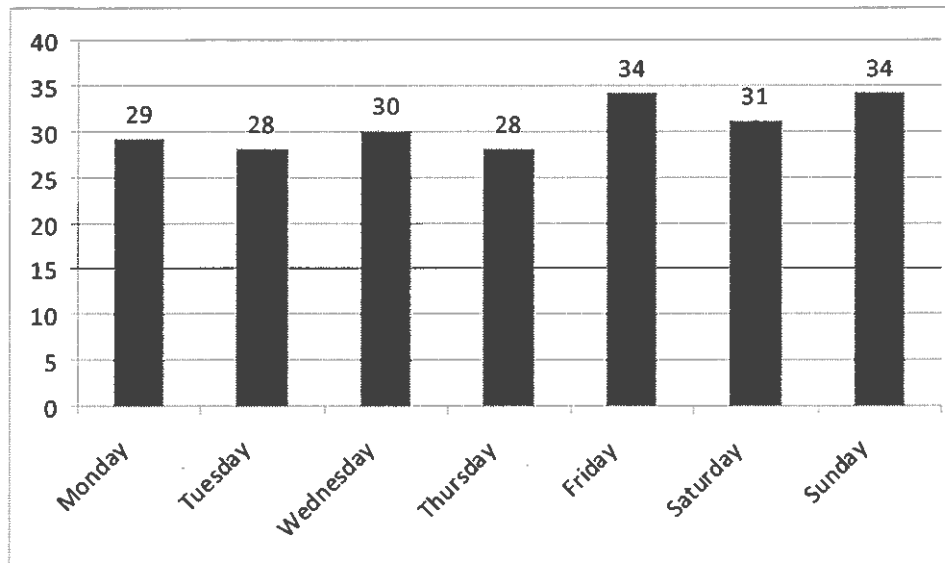
20.4% of respondents claimed to listen to the radio (n=51). These listen to several local and foreign radio stations, among which Magic (n=27), XFM (n=13) and Al Jazeera (n=13) were said to be the most popular. These were followed by Voice of America, BBC, Radio 101 and One Radio (n=9, 8, 8 and 7 respectively).

Figure 36: Frequency distribution by Radio Station



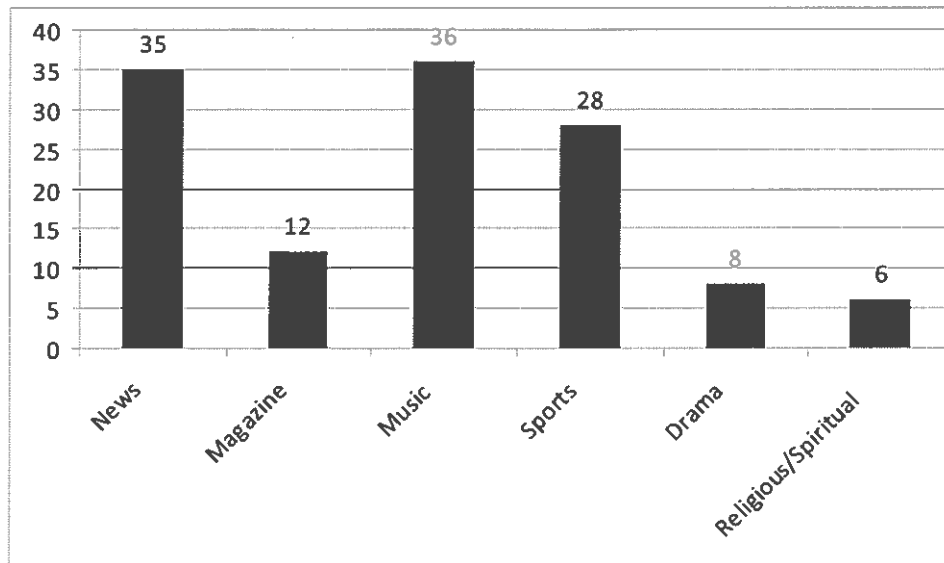
The popularity of radio listening was quite constant throughout the week. Each day was preferred by between 28 and 34 respondents, with a number of additional respondents claiming that they did not listen to the radio on any particular day, but tune in whenever given the opportunity.

Figure 37: Frequency distribution of radio following by day



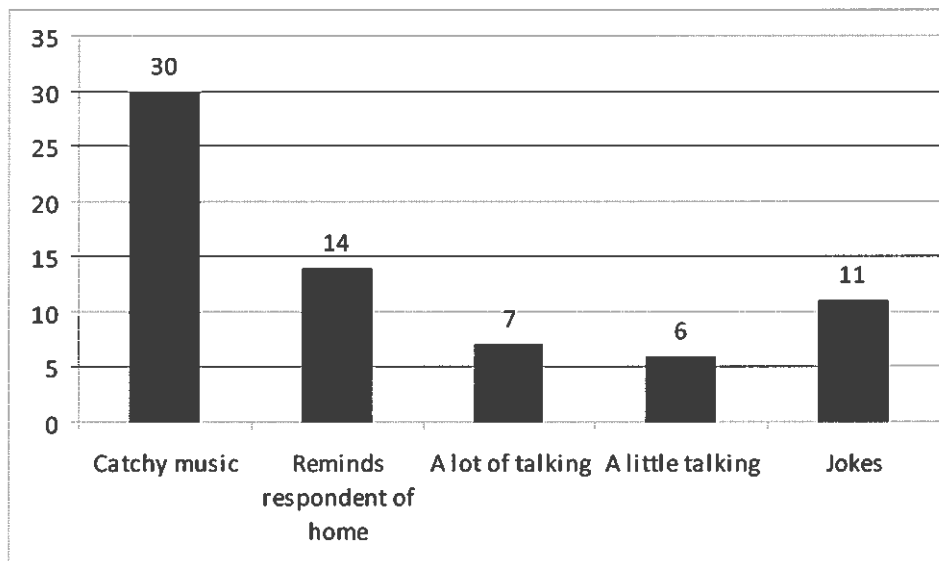
Music and news programmes were preferred by the majority of radio listeners ($n=36$ and $n=35$ respectively). Sports programmes were also quite popular as 28 respondents claimed to like such radio shows. 12 respondents expressed their preference of magazine shows, 8 of radio dramas and 6 of spiritual programmes. No other programme genre was mentioned.

Figure 38: Preference of Radio programmes



When it comes to radio adverts, most people prefer adverts containing catchy music (n=30). Adverts that remind respondents of their home and those containing jokes are also quite enjoyed (n=14 and n=11 respectively).

Figure 39: Preferred characteristics of radio adverts

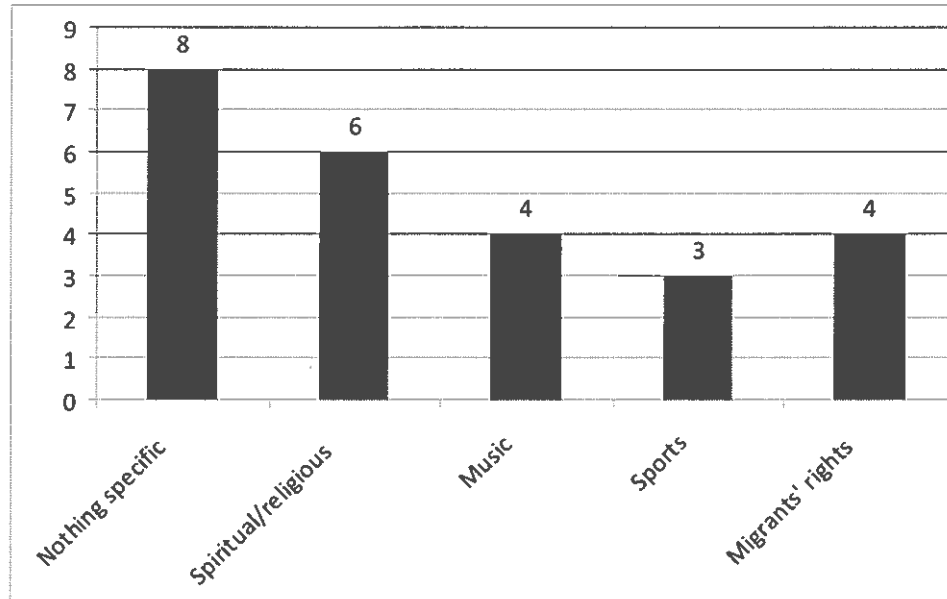


Billboard

When those who claimed to receive information from billboards were asked what they expect to find on one, most respondents (n=8) could not mention any specific topic. Others mentioned spiritual or religious messages (n=6) or things related to recreation, namely activities relating to music (n=4) or

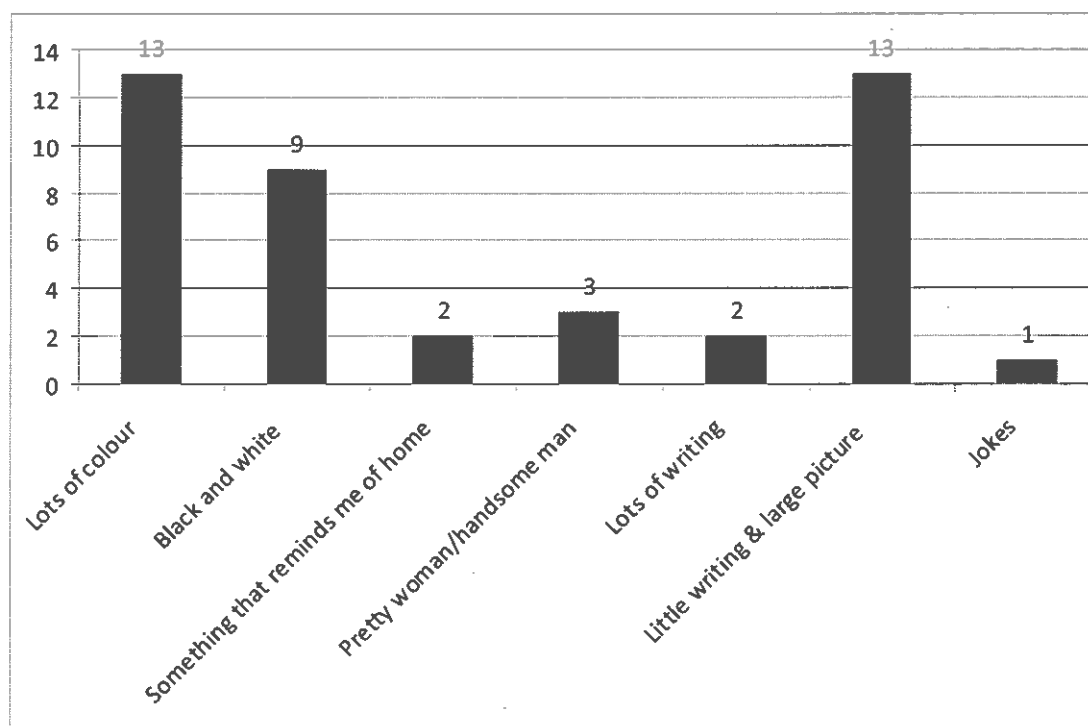
sports (n=3). 4 respondents also claimed to expect to find issues relating to migrants' rights in Malta on billboards.

Figure 40: Information expected on billboards



When asked what attracts them to billboard adverts, several respondents claimed that colourful adverts and large pictures with a little writing (in each case n=13). Adverts with a lot of writing were only preferred by 2 respondents.

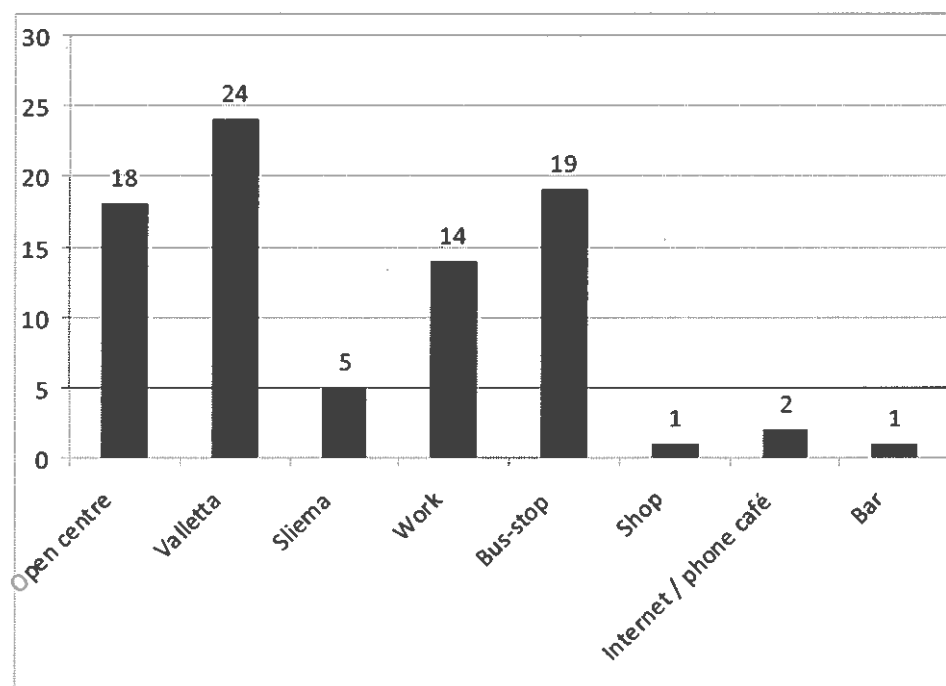
Figure 41: Preferred characteristics of billboard adverts



Leaflet

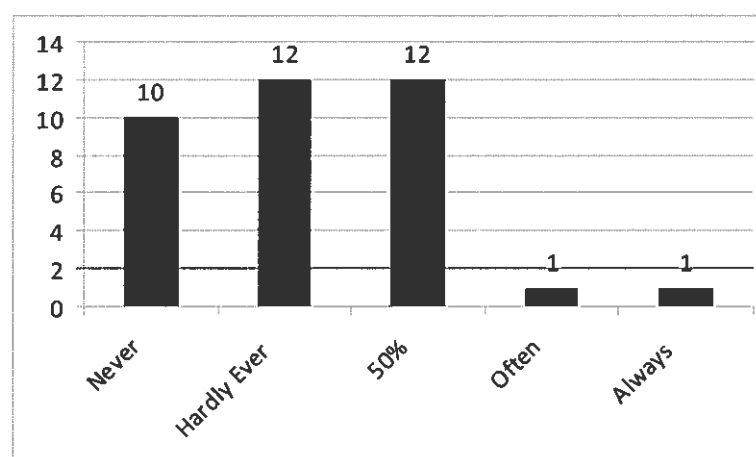
46 respondents claimed to receive information through leaflets. These mainly find the leaflets in Valletta (n=24), at bus stops (n=19), open centres (n=18) or at their place of work (n=14).

Figure 42: Distribution of locations where leaflets are found



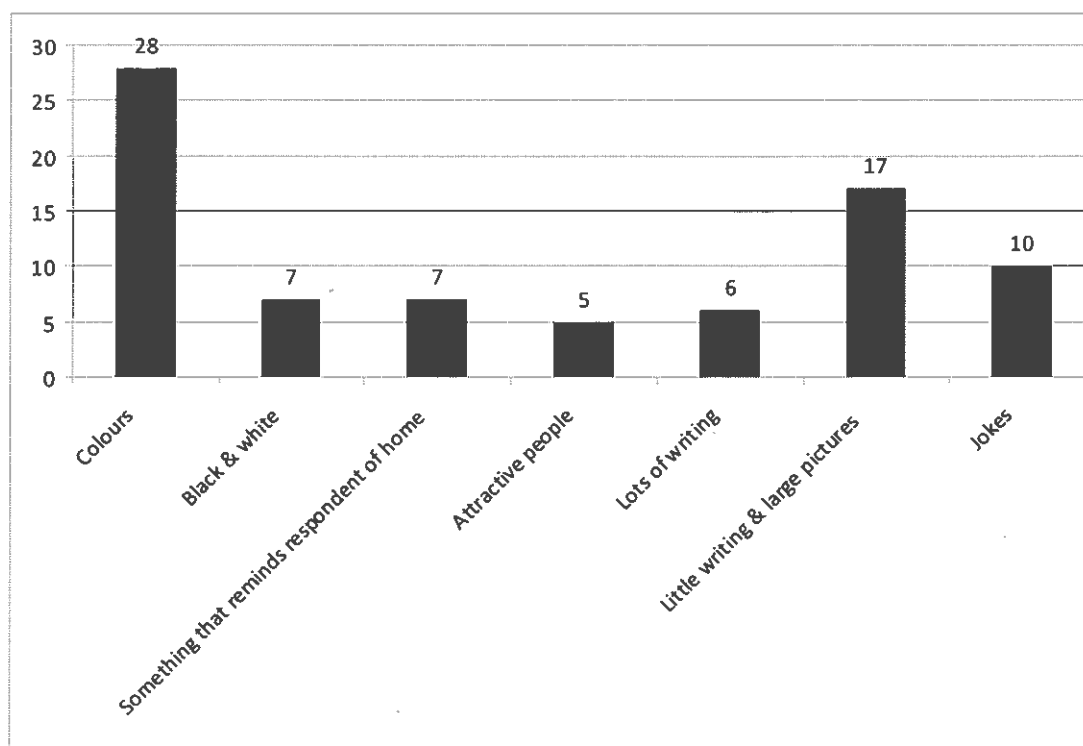
However, respondents claimed that staff members of the open centres generally do not inform residents when new leaflets are available. In fact, only one respondent claimed that staff always informs residents when new leaflets are left at the open centres, and one other respondent claimed that staff often do.

Figure 43: Frequency with which open centre personnel informs residents about new leaflets within open centres



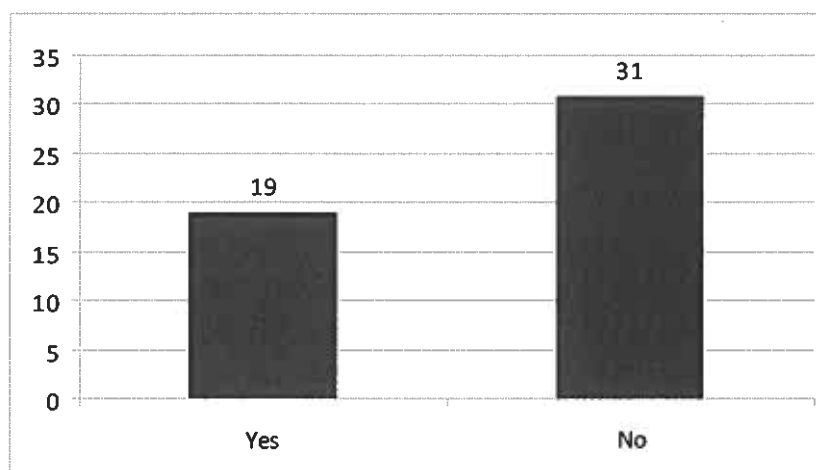
When considering the design or content of leaflets, most respondents are attracted to colours (n=28) and large pictures (n=17).

Figure 44: Preferred characteristics of leaflets



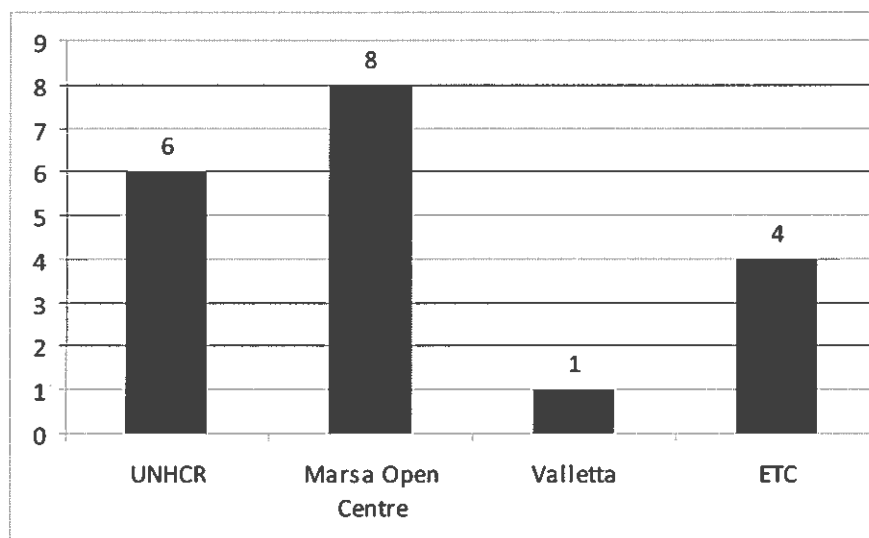
When shown the advert that NCPE produced for the MOSAIC project during 2007, only 19 respondents recalled seeing it (n=19 i.e. 41% of those who claimed to use leaflets as sources of information).

Figure 45: Distribution according to whether respondents saw the leaflet designed for the Mosaic project



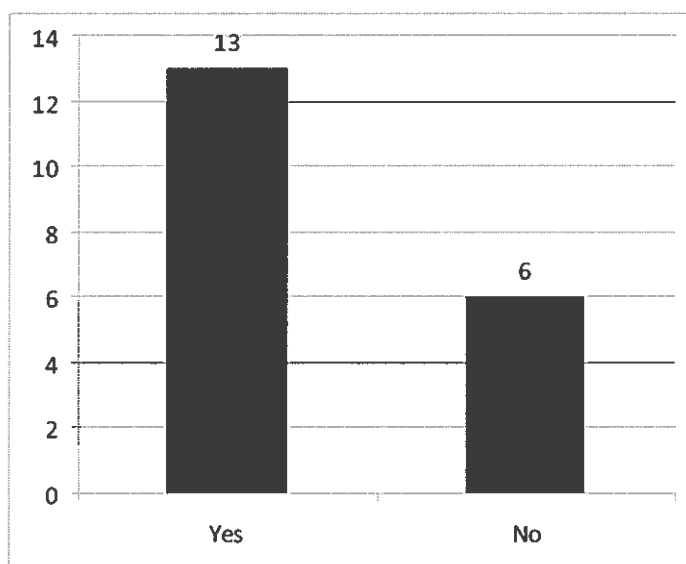
Those who had seen the leaflet claimed to have got it from Marsa Open Centre (n=8), UNHCR (n=6), ETC (n=4) or Valletta (n=1).

Figure 46: Distribution according to place of access of the leaflet produced as part of the Mosaic project



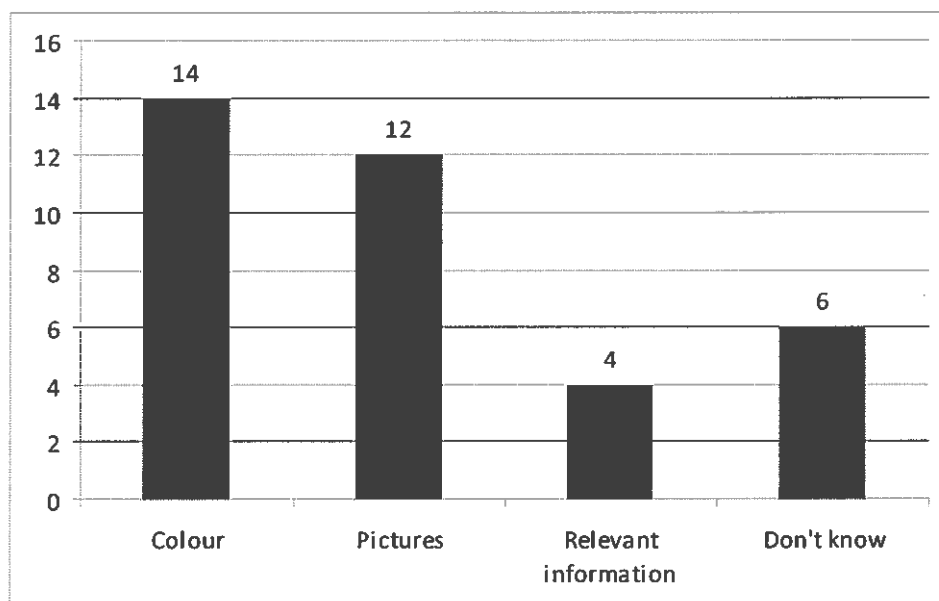
However, most respondents who had seen the leaflet claimed to have found it helpful (n=13).

Figure 47: Distribution according to whether the leaflet designed for the Mosaic project was helpful or not



Most people claimed that the colour of the leaflet is what attracted them to it (n=14), while others claimed it was the pictures (n=12) or the information within the leaflet (n=4).

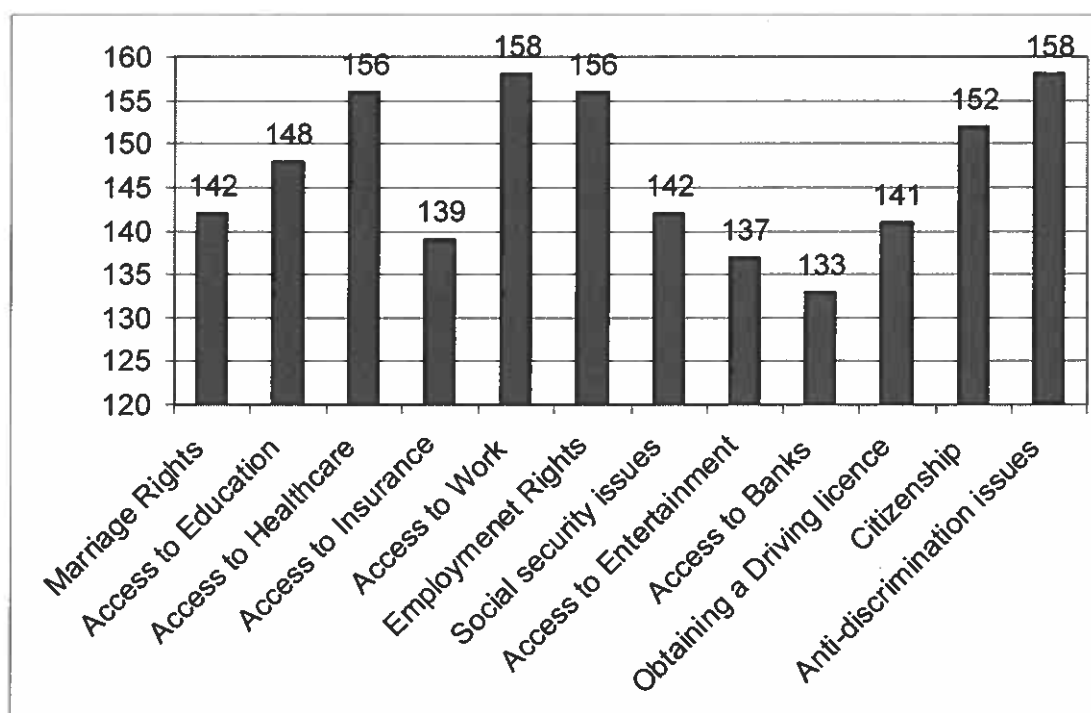
Figure 48: Attraction of leaflet



Proposed campaign on anti-discrimination issues

Anti-discrimination issues emerged as one of the two areas (the other being access to work) which respondents claimed to want to know more about (n=158 i.e. 63.2%). These were followed by access to healthcare and employment rights (n=156 i.e. 62.4%).

Figure 49: Frequency of desire to know more about one's rights and opportunities in Malta



49.4% of respondents who claimed to want to know more about anti-discrimination issues expressed their preference to receive this knowledge in the form of a meeting. Leaflets and television were also frequently suggested media for this (n=41 and n=27 respectively).

Figure 50: Preferred media for Anti-discrimination campaign

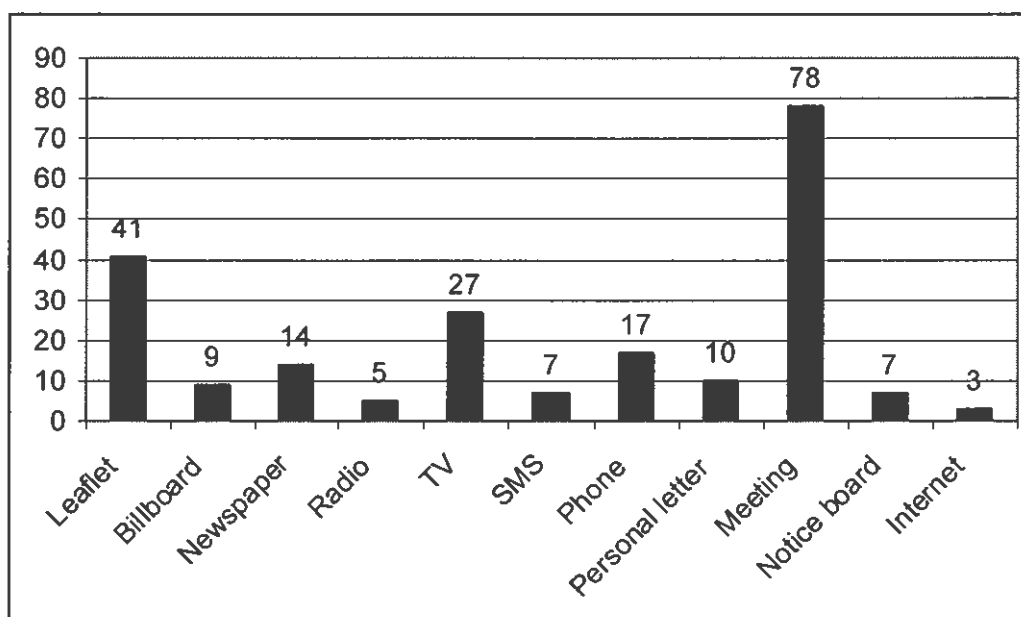
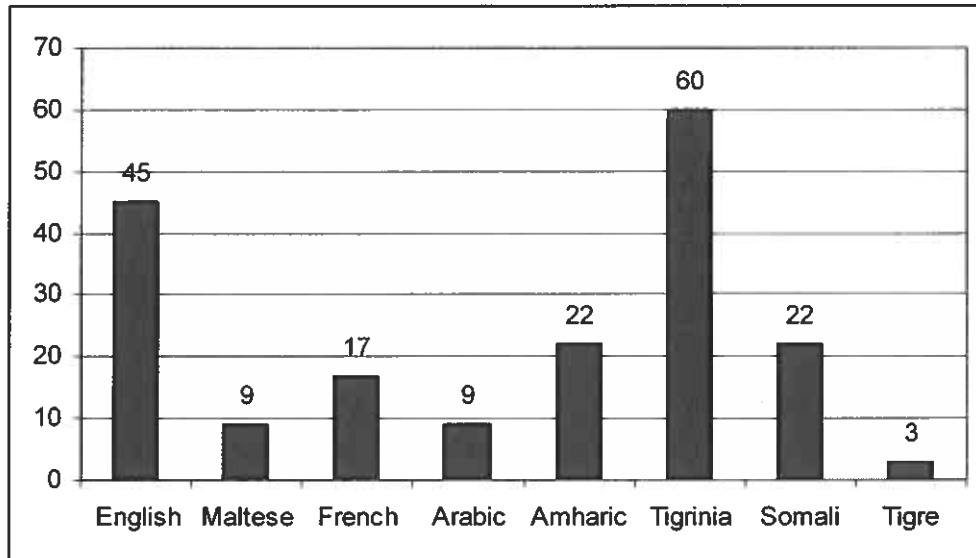


Figure 51: Preferred language for Anti-discrimination campaign

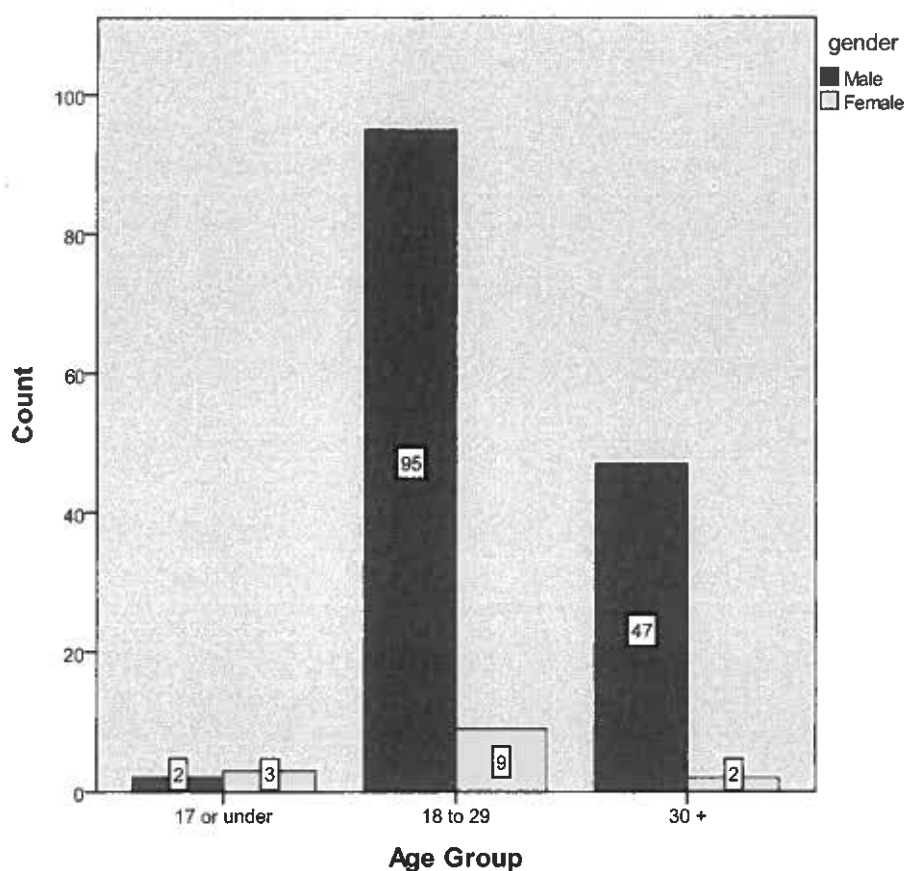


Many respondents claimed that it would be preferable if the campaign were to be in Tigrinia (n=60) or English (n=45).

Demographic details for those who would like to know more about Anti-discrimination issues

Most respondents who would like more information about anti-discrimination issues are men aged 18 to 29 (n=95). 14 women (i.e. 40%) claimed that they would like more information about the issue.

Figure 52: Distribution by gender and age



Most people who would like to know more about anti-discrimination issues live in private accommodation (n=69 i.e. 43.6%). A large population lives in the Hal Far residences (n=52 i.e. 32.9%), namely Tent Village (n=24), Hangar Open Centre (n=22), Reception Centre (n=3) and Peacelab (n=3). 27 people (17%) live at Marsa Open Centre. A further 10 people live in Balzan Open Centre (n=4), Malta Emigrants' Commission homes (n=4) and Dar il- Liedna (n=2). No residents at Hal Far Oiwas (family centre) or Dar is- Sliem expressed an interest in knowing more about anti-discrimination issues.

Table 16: Frequency distribution by Residence

Residence	Count
Private accommodation	69
Hal Far Reception Centre	3
Hal Far Tent Village	24
Peacelab	3

Marsa Open Centre	27
Hangar Open Centre	22
Dar il- Liedna	2
Balzan Open Centre	4
Malta Emigrants' Commission Homes	4

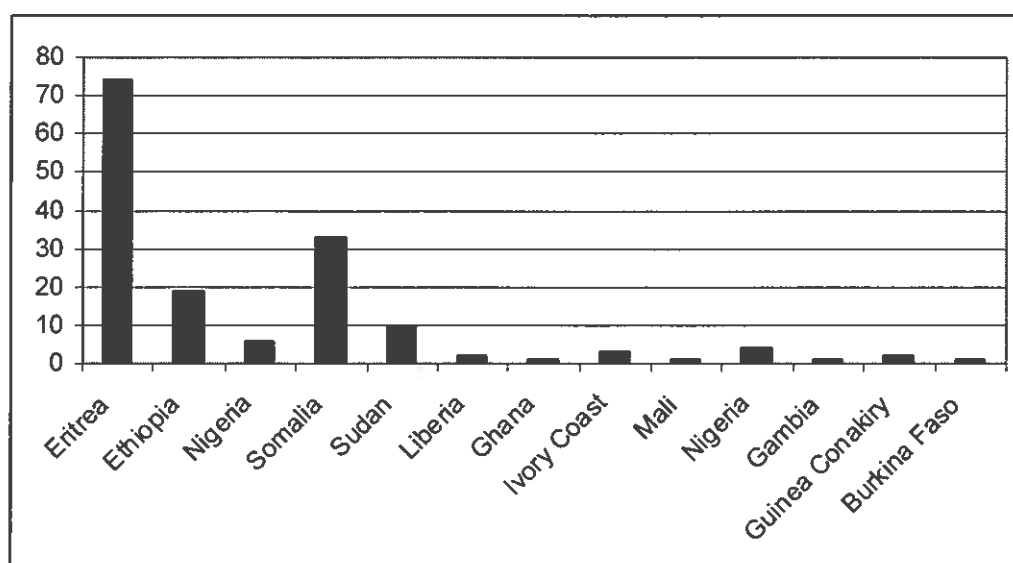
Most of those who live in private accommodation live in the Northern Harbour district (n=31 i.e. 19.6%), Southern Harbour district (N=15 i.e. 9.5%) or Northern district (n=11 i.e. 6.9%).

Table 17: Distribution of locality of those living in Private Residences

Locality	Count
Valletta	5
Msida	18
Bugibba	7
Hamrun	4
Gwardamangia	2
Sliema	1
Pieta	4
Birkirkara	7
Fgura	2
Marsaskala	1
Marsa	2
Gzira	2
St Paul's Bay	2
Mosta	2
Floriana	3
Paola	1
Luqa	1
Birzebbugia	1
Qormi	3
Zabbar	1
Total	69

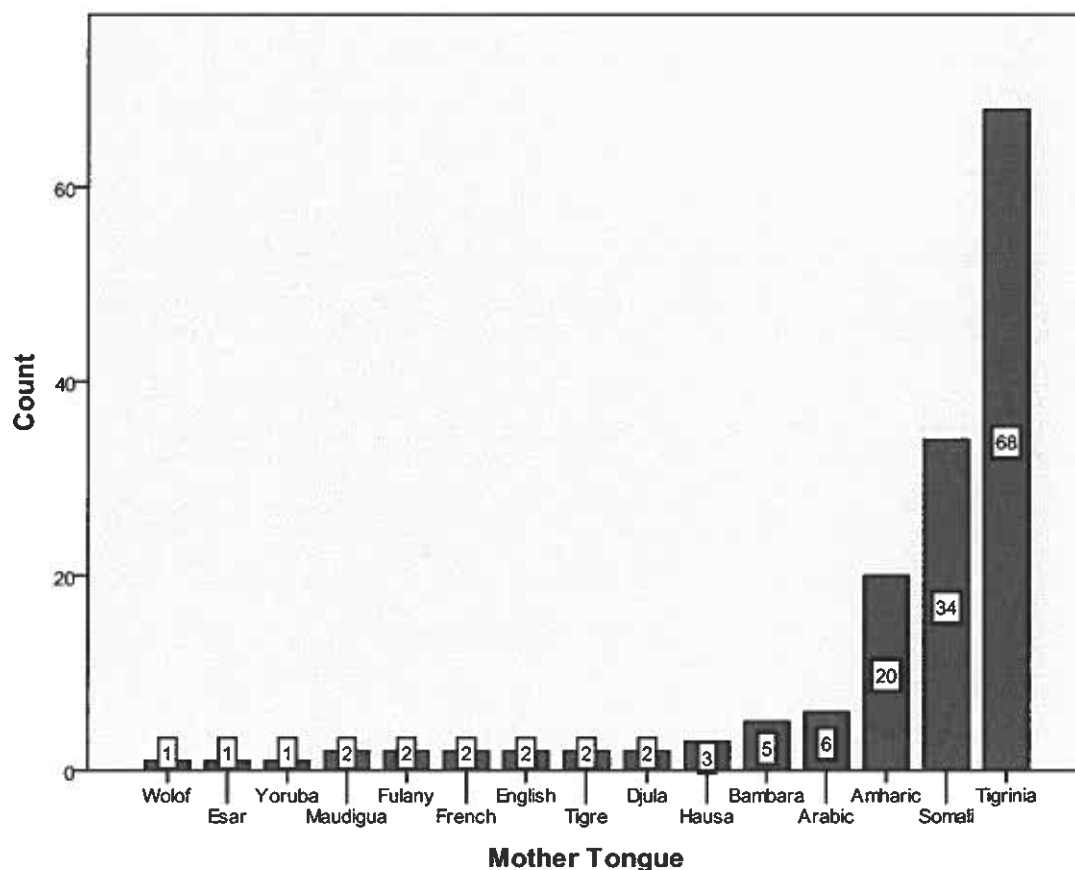
Reflecting the overall sample of this study, most people who would like more information on anti-discrimination issues are Eritrean (n=74 i.e. 46.8%) or Somali (n=33 i.e. 20.9%) nationals.

Figure 53: Frequency distribution by Nationality



Among those who would like more information on anti-discrimination issues, Tigrinia (n=68) and Somali (n=44) are the languages most frequently spoken native language.

Figure 54: Frequency distribution by Mother Tongue



Almost all those who would like more information about anti-discrimination issues can use English, mainly at A2 to B2 level.

Table 18: Self-Assessment of proficiency in English

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	8	35	35	30	15	8	131
	Listening	7	26	38	31	19	10	131
	Reading	10	28	27	26	13	20	124
	Writing	14	25	25	25	12	24	125

Arabic and Tigrinia have a similar spoken and listening usership among those who would like more knowledge about anti-discrimination (n=74 i.e. 46.8%). However, while almost all those who can speak and listen to Tigrinia are also literate, usership of Arabic almost halves when considering reading (n=40 i.e. 25.3%) and writing (n=38 24%).

Table 19: Self-Assessment of proficiency in Arabic

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	4	12	10	14	13	21	74
	Listening	5	10	8	15	17	20	74
	Reading	5	5	1	4	10	15	40
	Writing	4	6	1	4	9	14	38

Table 20: Self-Assessment of proficiency in Tigrinia

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	0	1	1	2	2	68	74
	Listening	0	0	1	2	4	67	74
	Reading	0	1	1	3	4	64	73
	Writing	0	1	1	3	4	64	73

Amharic and Maltese have similar usership when considering reading and writing (for both skills 54 people claimed to know Amharic and 47 people claimed to know Maltese). However, while almost all users of Amharic are literate in the language, about half the users of oral Maltese can read and write the language. The level of proficiency across all four skills also differs drastically, with most users of Amharic being proficient users, while most users of Maltese are basic users.

Table 21: Self-Assessment of proficiency in Amharic

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	2	1	3	7	7	34	54
	Listening	1	1	4	6	9	33	54
	Reading	0	0	1	7	8	36	52
	Writing	0	0	3	4	9	34	50

Table 22: Self-Assessment of proficiency in Maltese

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	16	13	8	3	4	3	47
	Listening	10	17	9	6	2	3	47
	Reading	10	11	2	1	1	1	26
	Writing	9	11	2	1	0	1	24

Somali and French have a lower usership among those who would like to know more about anti-discrimination issues. However, most users of Somali are proficient users, while most users of French are independent users.

Table 23: Self-Assessment of proficiency in Somali

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	0	0	1	1	4	29	34
	Listening	0	0	1	4	2	30	37
	Reading	0	0	1	2	2	28	33
	Writing	0	1	1	1	2	28	33

Table 24: Self-Assessment of proficiency in French

		Level of proficiency						Total
		A1	A2	B1	B2	C1	C2	
Skill	Speaking	1	0	5	4	4	1	15
	Listening	0	0	7	6	0	3	16
	Reading	0	5	6	2	1	1	15
	Writing	1	7	3	2	1	1	15

Chapter 5: Conclusions and Recommendations

Use of Media

The survey of media use indicated that traditional and new technologies are simultaneously used by Africans living in the Maltese Islands. Hence, the mobile phone, the internet and word of mouth ranked the three most frequently used media among this audience. The prevalence of the use of new technologies among Africans residing in Malta is much greater than the prevalence of the use of these media in African countries. In fact, 88% of respondents claimed to use a mobile phone and 69% claimed to use the internet. This contrasts greatly with the use of these technologies in African countries: 4.3% of people in Eritrea, 1% of the Somali population and 0.5% of the Ethiopian population³¹ used the internet in 2010, while 1.4% of people living in Eritrea, 6.3% of the Somali population and 1.6% of the Ethiopian population were reported to use a mobile phone in 2008³². Word of mouth survives as a popular traditional medium living alongside these new technologies. African friends, relatives and African colleagues were said to be the three types of people who generally pass on information via word of mouth.

Local and foreign media are used to obtain information about Malta, the home country and countries which offer possible resettlement. Thus, media bridges one's past, present and aspirations for the future. It is interesting to note that media run by Maltese agencies, such as the Times of Malta (including the Sunday Times), Television Malta and radio stations such as Magic and XFM are among the most popular media of their kind.

³¹ Internet usage obtained from <http://www.internetworldstats.com/stats1.htm#africa> identifying internet use as at June 2010

³² Mobile phone usage obtained from African Mobile Factbook 2008: <http://www.publicsectormarketing.ca/ftp/Africa%20Mobile%20Fact%20Book%202008.pdf>

The Times of Malta is read by 23% of the population, making it the most popular newspaper, followed by Malta Today and Hadas Eritrea (both of which are followed by 4% of the population). Most respondents who read the newspaper do so between once and three times a week (n=48), with Sunday being the preferred day for newspaper readership, (38 respondents claiming that they read the newspaper on Sunday). The most popular parts of the newspaper among interviewees are the Local News (n=43), Sports news (n=43) and Foreign news (n=41) sections.

Television Malta, Al Jazeera and Eurosport are close competitors for attention among this target group. These are followed by 26%, 23% and 21% of the surveyed population respectively. However, there is a vaster range of foreign channels viewed by this audience, rather than local stations. Television viewership is quite constant during the week, with viewership varying between 70 and 74 viewers between Monday and Thursday. Television following increases over the weekend, with 99 people watching television on Fridays, 108 on Saturdays and 113 on Sundays. Late afternoons (n=87) and evenings (n= 61) are the most popular times for television viewing. The times at which respondents watch local television stations also reflect this pattern since the vast majority of people watch local stations from 17:30 onwards. News bulletins or programmes about current affairs are the preferred type of television programmes among respondents (n=103). These are followed by sports programmes (n=96).

Recommendations for the campaign:

Most Africans surveyed claimed that they would like a campaign to focus on anti-discrimination issues, access to work, employment rights and access to healthcare. With regards to the anti-discrimination campaign, most respondents claimed that this would ideally take the form of a meeting.

In light of the data presented in the previous chapter, below are recommendations which are proposed to NCPE with regards to organising the anti-discrimination campaign. This can be extended to other information dissemination to this particular target population:

- The campaign should be held in the form of a series of meetings with the African communities in Malta
- The campaign should be conducted in Tigrinia and Somali. Alternatively, it may be conducted in English with cultural mediators fluent in these languages present in order to facilitate understanding and communication
- It would also be necessary to involve cultural mediators in the planning stage of the meetings' programme and content
- Meetings may be set up in several locations to encourage attendance. A meeting in one of the centres in Hal Far, a meeting in Marsa Open Centre and a meeting in a central location (E.g. Valletta or Floriana, to attract those living in private accommodation) may be warranted.
- Attendees at the meeting may also be given information leaflets to take away after the meeting and distribute. Translating these into Tigrinia, Somali and Amharic would aid dissemination of the information beyond those present at the meeting.

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