

IDS/AFROBAROMETER RELEASE SURVEY RESULTS ON INTERNET AND MEDIA FREEDOM IN AFRICA



Prof Winnie Mitullah makes a presentation during the Afrobarometer/IDS release of Internet and media freedom survey data results on Wednesday 16th October 2013, at the Nairobi Safari Club.

Contrary to the popular belief, the radio remains the dominant news source for most Africans despite the resurgence of internet and television. Seventy-seven (77%) of the people on the continent listen to the radio news at least a few times every month.

The revelation is part of the Internet and media freedom survey data results from 34 African countries, which were released by the Institute for Development Studies and the Afrobarometer Network in Nairobi on 16th October 2013.

The results track the attitudes of 51,605 African citizens with opinions on the role of media and use of technology in Africa. They are contained in a policy brief, *The Partnership of Free Speech and Good governance in Africa*, authored by IDS's Research Associate Professor Winnie Mitullah and Senior Research Fellow Dr Paul Kamau.

The survey also established that seven in ten Africans own their own mobile phones, with access essentially universal in Nigeria and Senegal, followed by South Africa, Cote d'Ivoire, and Kenya (93% each).

Another key finding of the survey is the correlation between freedom to speak and good governance. "Where people feel that they are free to say what they want, they also report that

their leaders are more trustworthy and less corrupt than their peers," the researchers say in a report.

The global release for Nairobi shared evidence based information on increasing freedom of expression and mass media in Africa, its implications for governance and how citizens engage. As a second forum in a series of 7 planned dissemination events organized across Africa, the

Nairobi release came shortly after the Johannesburg event on "Lived Poverty in Africa".

The Afrobarometer (AB) is a comparative series of public opinion surveys that measure public attitudes toward democracy, governance, the economy, leadership, identity, and other related issues. The AB is an independent, non-partisan, African-based network of researchers.

The first round of surveys took place in 1999-2001 in 12 countries. The Network is now conducting "Round 5" surveys in up to 35 countries during 2011-2013.