

Suggested research methods

News and information diary, clinics and in-depth interviews

In order to develop insight into individual audience group personas we would like the bidder to consider a combination of individual news and information diary completion, following up with semi-structured in-depth interviews to validate and discuss media consumption patterns and preferences.

Carefully recruited participants will be asked to record a 7 day news and information consumption diary and are then invited to share their diary and take part in a follow-up in-depth interview.

Desk review

Desk review of the content and researches done on the Syrian media landscape/outlets.

Diary and interviews

The suggested profile of diary and interview participants is as follows.

- N = 40
 - 16 – Regime controlled areas (including the south of Syria)
 - 8 – North East
 - 8 – North West
 - 4 – IDP camps
 - 4 – Diaspora
- 50% Male 50% Female (to the extent possible)
- A range of ages between 13 and 55
- A mix of education levels (secondary, degree)
- A mix of media consumers (active online, TV & radio only)
- A mix of programme supported independent media consumers and non-consumers
- A mix of location (urban, rural), in-depth scope locations will be suggested at the beginning of the contract

The bidder is requested to provide a detailed matrix of the profile of proposed participants. It is anticipated that the daily diary will require approximately 30 minutes to complete each day and will record descriptive media consumption data and responses to closed viewing purpose and rating questions. The in-depth follow-up interview once the diary is completed will last up to 60 minutes.

Online Audience Survey

In order to gather primary data from Syrian audiences within and outside of Syria, bidders are requested to consider conducting an online audience survey targeted towards Syrian audiences. Recognising that there are a range of tools available for targeting online survey respondents from different divides and geographies (or influence areas), including online panels and diverse respondent targeting using social media platforms, we have provided the following sample guidance criteria for bidders to consider when proposing their approach.

- N = 500/1000
- Coverage of government, opposition and Autonomous Administration controlled areas, and Diaspora geographies
- A range of ages 13 to 55
- An equal gender split
- A range of education levels

- Consumers of a range of online and offline news and information sources
- A mix of location (urban, rural)

Bidders are explained to describe the steps they will take to maximise response rates and survey engagement and should consider allowing for 25 questions (20 closed and 5 open ended) for a 20 minute survey.

In-depth media expert interviews

In order to assess the contribution of supported independent media on supporting dialogue cohesion and peace-building among Syrian audiences, and to assess developments in the overall Syrian media context, bidders are requested to consider conducting in-depth interviews with media professionals with a deep knowledge of the Syrian media context.

The following profile of media experts should be considered for inclusion in the media expert interviews. This list is not exhaustive, and bidders are invited to include their own suggestions of experts to interview.

- N = 20
- All media professionals are either full-time or predominantly engaged in Syrian related journalistic activity
- Media professionals are to be recruited from both Free Press Unlimited supported organisations and organisations that do not receive their support
- Media professionals are to be selected from across geographies and divides
- Journalists regularly publishing Syrian related content
- Editorial decision makers
- Media outlet owners