



Inzwa Listener Survey

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www.kubatana.net

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List of Abbreviations

AFP	-	Agence France Press
A Level	-	Advanced Level
GNU	-	Government of National Unity
IVR	-	Interactive Voice Reponse
O Level	-	Ordinary Level
SMS	-	Short Message Service
VOA	-	Voice of America

Executive Summary

With the use of mobile phones for advocacy becoming a fast-growing phenomenon in human rights work around the world, the Kubatana Trust of Zimbabwe implemented a 3-month pilot project named Inzwa (Listen!). The guiding question behind the project was:

What role can mobile telephony play in information sharing and awareness raising in Zimbabwe?

This report serves as a baseline of findings about listeners' responses to the project.

The first chapter introduces Inzwa as well as the objectives of the study, while Chapter 2 contextualises the significance of mobile phone communication in Zimbabwe against the backdrop of the nations' political and economic history and recent political developments. It also highlights the media bias, due to political polarity, that is inherent within the news media industry.

Chapter 3 sets out the methodology used to conduct the survey while also highlighting the shortcomings of the methods used to gather data.

In Chapter 4, both quantitative and qualitative findings are shared and discussed as a general picture of Inzwa's audience is drawn.

From listeners' comments and suggestions, a set of recommendations is set out in Chapter 5. These will help to guide future formats of Inzwa.

The evidence gathered during this survey indicates that mobile telephony can indeed play a significant role in information sharing and awareness raising for a more vibrant and conscious Zimbabwe.

1. Introduction

This section introduces the concept behind Inzwa – a new mobile telephone-based audio magazine piloted by the Kubatana Trust of Zimbabwe. It explains ‘Freedom Fone’, the software package used to facilitate the service and describes the format of the magazine. The section also briefly touches on the significance that mobile telephony plays in developmental communication, a theme to be furthered in the proceeding chapter. Finally, the section introduces the objectives of the listener survey, carried out at the end of the three-month pilot phase of Inzwa.

1.1 Background

Often, the people who require the greatest amount of information to be able to change their social, political and economic status live on the margins of access to traditional and new media tools.

Ironically, many technologists and media practitioners tailoring information for these marginalised communities continue to adopt inappropriate new media technologies, which are usually heavily dependent upon the Internet, email and pod casting. What these approaches ignore is that many of these information-deprived people do not have access to computers and other technological utilities, and are thus being further denied access to information.

However, development practitioners are increasingly realising the folly of blind adoption of new media tools, which have no significance to target communities.

According to a report produced by Internews Europe¹ some organisations are beginning to investigate the potential that mobile telephony has to engage core audiences more deeply, as well as provide interactive and customised information services that are both profitable and life improving.

Zimbabwean organisation, the Kubatana Trust of Zimbabwe, embraced this potential and engaged a three month pilot project to run a weekly audio programme, Inzwa, using mobile telephony to reach out more effectively to ordinary Zimbabweans on social, political and economic issues that affect them.

1.2 Introducing Inzwa

The Kubatana Trust of Zimbabwe is an information service whose objectives are to keep Zimbabweans educated about social and human rights issues and to inspire them to participate in civic matters.

Since its creation in 2001, Kubatana has used a variety of new and old media tactics to engage Zimbabweans. In addition to the online library of its website², Kubatana sends

¹ Internews Europe; The Promise of Ubiquity: Mobile as Media Platform in the Global South; 2008. <http://www.internews.fr/spip.php?article459>. Accessed November 14, 2009.

² Visit : www.kubatana.net

out regular email newsletters and text messages to its subscriber base of over 10,000 Zimbabweans. It also uses print materials and postal distribution to share information.

Recognising the limitations of the Internet and email, Kubatana began to explore phone-based dissemination of information. Millions of Zimbabweans own or have access to a mobile phone or landline³. And while text messages can be used as a way to communicate with mobile phone subscribers, the 160-character limit reduces the amount of information that can be shared within one SMS.

Kubatana is currently developing Freedom Fone, a software platform that will make Interactive Voice Response (IVR) menus easier for organisations to build and cheaper to connect to their telephone systems. It is hoped this will mean that information on demand audio services will be one of the options in many organisations' communication tool boxes.

Freedom Fone is a free open source software tool that can be used to build and update a call in information service in any language. It is designed to help organisations set up their own call in information services by removing barriers of cost, skill, and operation. As such Freedom Fone leverages the fastest growing tool for personal access to information and marries this with citizen radio programming. Leave a message and SMS features facilitate two-way communication with the general public.

In order to test the Freedom Fone concept, and build experience with developing and running an audio service with Freedom Fone, Kubatana launched Inzwa⁴, a weekly audio magazine, as a pilot service to run for 3 months from July 2009.

Using a prototype of the software, Kubatana was able to disseminate, in audio format, a selection of information that it publishes via its website, text messages, and email newsletters. The service entailed listeners phoning into designated mobile numbers and choosing various menu options for the content that they wanted to listen in to. Information was updated every Tuesday, as was made clear in the introductory menu of the service, and in the promotional materials.

The menu options were as follows:

Menu Option 1: "Fresh" featuring a round up of local, regional and international news. This information was updated weekly for the first eight weeks of the service, and daily for the last four⁵ weeks.

Menu Option 2: "Doorway to Chibhanzi"⁶ – a service featuring vacancies and scholarship opportunities.

³ Econet targets 5 million subscribers in Zim. IT News Africa. September 29, 2009. <http://www.itnewsafrika.com/?p=3185> Accessed November 14, 2009.

⁴ "Inzwa" is a Shona word meaning Listen!

⁵ Fresh began as "60 seconds fresh," the idea being that it would be a refreshing look at the news, in 60 seconds or less, in order to save on caller costs. However, initial user feedback on this channel was that the speaker was talking too fast – and so it was hard to understand her, and that people wanted more information in their news channel, even if it meant a longer (and therefore more expensive) call. Thus, five weeks into the pilot, 60 seconds fresh became known as "Fresh". Starting in week nine, again in response to user feedback, we changed this channel from a weekly update to a daily updated one – and re-promoted Inzwa accordingly.

⁶ Chibhanzi is a Shona slang word for money

Menu Option 3: “Everyday heroes” – a chat with Zimbabweans making significant contributions to their communities.

Menu Option 4: “Get unleashed”⁷ featuring interviews with Zimbabwe’s established and up-and-coming performing artists.

In addition, as a means of increasing the interactivity of the tool, a fifth option was available, where listeners could leave a voice message for Inzwa.

All of the content shared on Inzwa is archived on the Kubatana website at: http://www.kubatana.net/html/archive/archinzwa_index.asp

The project was vigorously advertised through Zimbabwean newspapers, the Internet, brochures, posters and Kubatana’s own information dissemination avenues (website, email and SMS groups). All promotional materials made express mention of the fact that calls were to be charged at normal call costs (by the mobile phone service provider).

Kubatana had tried to engage and negotiate reduced costs from Zimbabwe’s mobile service providers but they were non-responsive to these requests.

The Freedom Fone software enables Freedom Fone to be deployed in “low cost to caller” scenarios (in which callers send a text message to the service and it phones them back) and “no cost to caller” scenarios (in which callers leave a missed call with the system and it phones them back), as well as enabling users to pay for the full cost of the call.

For the purposes of the pilot period, Kubatana decided to have callers pay their own way, for three main reasons:

1. Kubatana wanted to get a sense of how callers might “value” a service like Inzwa. Whilst this then biased the service to those with enough disposable income to make phone calls, we wanted to know if anyone would voluntarily phone into an information service that was not free.
2. Funding constraints mean that a national information service could never be offered free of charge for an undefined population for an indefinite period of time. Whilst Kubatana has considered running free-to-caller deployments of Freedom Fone around specific events (such a cholera emergency or national election), Kubatana did not want to start a general, national information service for free – and then start charging people for it later once they had already begun to expect it to be free.
3. Kubatana wanted to monitor the call volume and duration of a caller-pays-all-costs scenario, in order to demonstrate the popularity of the service, and support

⁷ Initially, this channel was called “Unleash the music,” and was intended to feature Zimbabwe’s young and upcoming musicians, who do not typically get airtime or media coverage on the public broadcaster. However, early user feedback was that we should broaden this channel to include a few established musicians – for diversity and to share their wisdom – and also that we should include poets and other performers, to represent the arts sector more widely. Thus, five weeks into the pilot, Unleash the music became known as “Get unleashed”.

an approach to mobile phone operators to ask them to cover the cost of the service, or to offer a reduced cost of calls to the service.

However, as discussed below, the cost of calls to Inzwa was one of users' greatest barriers to access. As in its work more generally, with Inzwa, Kubatana must address the challenge of making information available to marginalised Zimbabweans – when cost is a huge factor in this marginalisation – whilst still remaining economically sustainable itself. To date, Kubatana has not pursued a partnership with any of Zimbabwe's mobile phone operators⁸, but a partnership with Econet or other networks could mean reduced call costs for callers, as discussed in the recommendations section below.

By the end of the pilot on 30 September 2009, Inzwa had recorded 4,978 calls from 2,740 different phone numbers. A detailed look at call logs and call usage statistics is available in a separate report.

1.3 Getting and broadcasting the audio

Whilst visioning Inzwa, Kubatana engaged a unique way of auditioning for DJs who would become the life behind the audio service over three months.

Using its extensive email and SMS subscriber lists, Kubatana flighted an advertisement asking for Zimbabweans to call phone numbers connected to the Freedom Fone server, which was hosting a short introduction to the opportunity, and an invitation for callers to leave their short audio auditions. Over 100 candidates left their auditions, and eight potential Inzwa DJs were shortlisted to submit their CVs. Five of these candidates were then invited for face-to-face interviews, and Zanele Manhenga and Upenyu Makoni-Muchemwa were selected to be the audio staff for the pilot phase.

Upenyu was responsible for selecting news for the 60 Seconds Fresh (later Fresh) channel. She was also responsible for going out and conducting face-to-face interviews with a variety of Zimbabwean activists and people doing good work in community for the Everyday Heroes channel. The goal with this channel was to inspire the general public by letting them know about the amazing work that many unsung heroes are doing on the ground in Zimbabwe. The motivation behind this channel was a belief that hearing people speak about their work makes their stories more compelling.

Upenyu would then transcribe her interviews and select the best audio clips and put together a short script of an audio interview of roughly three minutes to be featured on Inzwa's phone in service on a given week.

Other Kubatana team members edited her full interviews, and her short Inside/Out interviews for publishing on the Kubatana web site. We also included links to audio excerpts in the web articles as well as a photograph of the interviewed activist. These materials can be accessed through the Inzwa archive on http://www.kubatana.net/html/archive/archinzwa_index.asp.

⁸ Econet, NetOne and Telecel

The interviews were recorded using a basic digital audio recorder⁹ and the audio files were edited using the open source audio editing software Audacity. The pilot phase was an important “trial and error” learning period with lessons about how best to record people taking into account background noise, the distance between subject and microphone, and different subjects’ diction, volume and comfort in being recorded. The period was also important for developing interview questions, honing interview skills, clip selection and editing.

Zanele was responsible for the channel called Unleash the Music (later simply Unleashed), where up and coming Zimbabwean musicians and poets were featured. The goal with this channel was to promote and raise the profile of artists through new media. Zanele operated in much the same way as Upenyu, scheduling her interviews on a weekly basis, and then transcribing and editing the audio files, preparing material for the website and to be featured in Inzwa broadcasts each week.

Bev Clark, Kubatana’s Creative Director, was responsible for Doorway to Chibhanzi - the channel that featured jobs, scholarships and other opportunities. She used the Internet, newspapers and Kubatana’s extensive email newsletter lists to compile roughly five minutes of information on resources and opportunities each week. In order to be able to share information about a wider variety and greater number of opportunities, this channel featured a brief outline of 3-6 opportunities each week, with information on where listeners could find out more about items of interest to them.

When 60 Seconds Fresh changed to Fresh – with a news round service updated daily, Bev used the Internet to put together a compilation of news items every morning. These segments averaged four minutes in length, and featured 10-15 local, regional and international news stories, including current affairs, environmental, health and sports news.

Kubatana’s Content Manager, Amanda Atwood provided overall management of the project making sure the DJs were on track with setting up their interviews and transcribing them. She trained the DJs in interviewing and audio recording skills, and provided technical support helping with the audio editing and making the Inzwa material go live, both over phone and the web.

Brenda Burrell, Kubatana’s Technical Director, chipped in by pulling out the statistics of how many people were phoning Inzwa, how long they were listening for and what they were listening to.

All of the interviews with activists and musicians were recorded in offices and cafes around Harare. The recording of the news and jobs channels, and the scripted audio into which the various interview clips were inserted for broadcast via Inzwa was done in the Kubatana office using the same digital audio recorders. This approach had its frustrations, for example when recording had to be stopped due to background noise in the corridor or car park outside the office. But the Inzwa team found the humour in these moments. Whilst a sound proofed studio set up would have been preferable technically, for the most part, the quality of the audio recorded in these “studio” sessions was good

⁹ The project primarily used two solid state (SD card) WAVE/MP3 recorders – the Edirol R09 and the Marantz PMD 620.

enough to be broadcast via Inzwa, and saved Kubatana from having to set up or hire a formal recording studio.



Upenyu recording the news headlines

Bev handled the Inzwa marketing and promotion. She designed flyers and posters for Inzwa, as well as regularly designing and placing advertisements in a variety of newspapers throughout Zimbabwe.

Summing it up

1. Kubatana auditions DJs to be voices for Inzwa
2. Two DJs engaged for the 3 month pilot
3. Kubatana works with DJs to vision 4 audio channels
4. The 4 audio channels: News; Jobs/Opportunities; Everyday Heroes; Unleashed/Musicians and Poets
5. Face to face interviews are conducted on a weekly basis
6. Interviews are transcribed and best bits of audio selected for broadcasting over Inzwa
7. Full interviews, photographs and audio are published on the Kubatana web site and promoted in the Kubatana email newsletter
8. The Inzwa mobile information service is consistently publicised in newspapers throughout Zimbabwe and in Kubatana's newsletters and text messages
9. Weekly staff meetings are held to discuss caller statistics and caller information preferences

10. The weekly news broadcast turns into a daily updated channel for the last month of the pilot

1.4 Inzwa Listener Survey

At the end of the project's 3-month pilot phase, Kubatana conducted a mobile phone-based survey to determine the success of the project.

The survey, which involved the use of face-to-face, email and mobile phone-based communication with Inzwa listeners, sought to determine users' levels of satisfaction with the audio magazine, as well as to fulfill the following objectives:

- To evaluate the pilot phase of Inzwa
- To create an interface between the service provider (Kubatana) and its users
- To determine the demographic profile (gender, age, location) of users
- To find out what services users had liked and disliked, as well as how to improve upon these services

Ultimately, this information would be used to determine the feasibility and sustainability, in terms of users' interest and disposition, of a permanent Inzwa audio service.

2. Why mobile phones?

“When the revolution happens it will be authentically Zimbabwean and will coincide with a power cut. So televising the revolution will be somewhat difficult. But we will encourage comrades to send out SMSes to the masses telling them "Frdm iz here. Lng liv frdm!" So the revolution will be telephonic.

Zimbabwe protest poet, Comrade Fatso

Comrade Fatso was talking in an interview¹⁰ with the Mail and Guardian newspaper.

After years of political in fighting, in September 2008, Zimbabwe’s main political parties – the ruling ZANU PF and its opposition, the MDC – finally agreed on the general terms of a global political agreement in order to usher in a new political dispensation within Zimbabwe. The Zimbabwean government of national unity was established in February 2009 with MDC leader, Morgan Tsvangirai taking up the position of Prime Minister, under the presidency of Robert Mugabe.

2.1 From Zimbabwe dollars to foreign currencies

Coupled with these political developments has been the dropping of the ailing Zimbabwe currency – the Zimbabwe dollar – and the adoption of foreign currencies, particularly the United States dollar and the South African rand, as legal tender within the nation. These have brought relief to Zimbabwe’s struggling industries and sectors, and opened up potential for trade with foreign nations.

One sector that has benefited from this monetary shift is the telecommunications field, particularly mobile phone service providers. Due to the previous hyperinflationary environment, these service providers were generally unable to guarantee efficient service to their customers. For years, mobile operators had complained that they were failing to manage infrastructure because revenue had become too low due to worthless tariffs (as paid in Zimbabwe dollars) against high inflation and other operational costs. As such, congested networks and generally inefficient service had become the order of the day for many mobile phone service subscribers.

In addition, due to corruption within the industry, the cost of SIM cards had become exorbitant, with starter packs only available on the black market.

2.2 Potential of mobile service industry

The situation became different in mid-2009. While Zimbabwe’s SMS and call costs – at about USD .09 per text message and USD 0.25 per call minute respectively – are acknowledged as being expensive, service has improved, once more, by the country’s

¹⁰ A warning from Zim's pale comrade. Percy Zvomuya, Mail & Guardian (SA). September 28, 2009. <http://www.kubatana.net/html/archive/artcul/090928mg.asp?sector=ARTCUL>. Accessed November 14, 2009.

three mobile phone service providers. Starter packs are also now available directly from the providers and are relatively affordable. As such, the country's three mobile phone operators are expected to reach a market penetration of 40 percent within the next five years, up from 10 percent¹¹.

The increasing stability of the telecommunications sector in Zimbabwe is important as it now provides activists with another tool for the dissemination and sharing of information with their various target groups.

2.3 Tired of the same old media

Alongside the promise of the telecommunication industry is the disappointment that many Zimbabweans regard the present state of the nation's media landscape with. Owing to prohibitive media laws, which include the Access to Information and Protection of Privacy Act (AIPPA) and the Broadcasting Services Act (BSA), the space for free media expression within Zimbabwe has been severely curtailed¹².

Currently, there are no local privately owned and licensed broadcasters permitted to disseminate information across Zimbabwe's airwaves. The state broadcaster, the Zimbabwe Broadcasting Corporation (ZBC), which presents itself as a public service broadcaster, dominates the airwaves. The ZBC has often been condemned by media activists as a propagandist state broadcaster peddling the ruling ZANU-PF's political agenda. In addition, current broadcast legislation has been deemed to be against the principles of promotion of freedom of expression as well as access to information in the country¹³.

The harsh regime of the now-defunct Media and Information Commission (MIC) led to the closing down of many vibrant private newspapers, which offered alternative views on critical issues affecting Zimbabweans.

As a result, Zimbabwe's population has become increasingly disillusioned with the public media and its ability to fulfill the public service model mandates to inform, entertain and educate the public without favour or bias.

This is where the rise of mobile telephony-based mass media shows potential to deliver a service that fills an information void within Zimbabwe.

¹¹ Mobile phone industry in Zimbabwe to grow by 40%. The Zimbabwe Telegraph. August 25, 2009. <http://www.zimtelegraph.com/?p=2500>. Accessed November 14, 2009.

¹² Zimbabwe media 'still not free.' Brian Hungwe, BBC News. October 08, 2009. <http://news.bbc.co.uk/2/hi/8295834.stm>. Accessed November 14, 2009.

¹³ Submission and Position Paper on Broadcasting in Zimbabwe. MISA-Zimbabwe. January 25, 2006. <http://www.kubatana.net/html/archive/media/060125misaz.asp?sector=MEDIA>. Accessed November 14, 2009

3. Methodology

As previously mentioned, the survey made use of face-to-face, email and telephone based communication. The bulk of the survey was, however, carried out via telephone-based interviews, during which a questionnaire was administered to respondents.

The questionnaire, which was developed to take about ten minutes to deliver, featured open and close-ended questions in order to garner both quantitative and qualitative responses from users.¹⁴

3.1.1 Method of choosing respondents to contact via SMS

Over the three month-period of the survey, the Freedom Fone software captured caller's details and retained them in a database. These details included the caller's telephone number, date and length of call to Inzwa, number of calls made to Inzwa, as well as the point of exit while listening to the various menu options.

We then drew on this call log in deciding whom to contact for the survey. We contacted three tiers of callers. Group A (246 callers) were those who had phoned Inzwa on more than one week. Group B (324 callers) were those who had phoned Inzwa more than once during the same week, and who had stayed on the phone for at least 2 minutes (so that their calls weren't just network failure or accidental redials). Group C (790 callers) were those who had phoned Inzwa only once, but who had stayed on for more than 90 seconds of the call (long enough to hear the menu options, make a selection, and hear some content).

Whilst recognising the survey bias this methodology would have introduced, this process gave us a pool of respondents who were the most knowledgeable about Inzwa, and therefore best placed to give us their opinions, feedback, suggestions and requests.

3.1.2 Method of choosing SMS'd respondents to phone for a survey

In order to find out more about callers' experience with Inzwa, we could have directly phoned the numbers, which were retained in the call log. However, we wanted to respect our listeners' privacy, and also honour the fact that just because a person phones into a service does not necessarily mean they want to speak with anyone about it later. Thus, we decided to SMS selected subsets (see below) of our caller base, and invited them to participate in the survey, so that participation was clearly on their terms.

The text message we sent read:

You called Inzwa in the last 3 months - thanks! We'd like yr feedback. If you're interested send a reply to this SMS & we'll call u back for a 10 minute survey.

¹⁴ See Appendix 1 for the questionnaire

During the survey, we also observed that many Inzwa callers share their mobile phone. Sending an SMS enabled the phone users to discuss among themselves who had phoned Inzwa – and therefore who should respond about the survey – in a process that would have been more difficult had we ‘cold-called’ our listener base directly.

This SMS was sent using Clickatell, a web-based bulk text message facility. Clickatell provides for the sending of messages using a local phone number as the Sender ID, which enabled us to receive responses to a local SIM card. Responses were received using Frontline SMS, open source software that sends and receives text messages, and stores these messages in its console or as a text file.¹⁵ Those people who had been invited – via SMS - to participate in the survey, and who responded positively, were then phoned for an interview.

¹⁵ Whilst Frontline SMS can be used to both send and receive text messages, we chose to use Clickatell instead to send – in part because the Clickatell message sending rates are slightly less than the local mobile costs, and in part because Clickatell’s gateway was better placed to process the volume of messages we wanted to send.

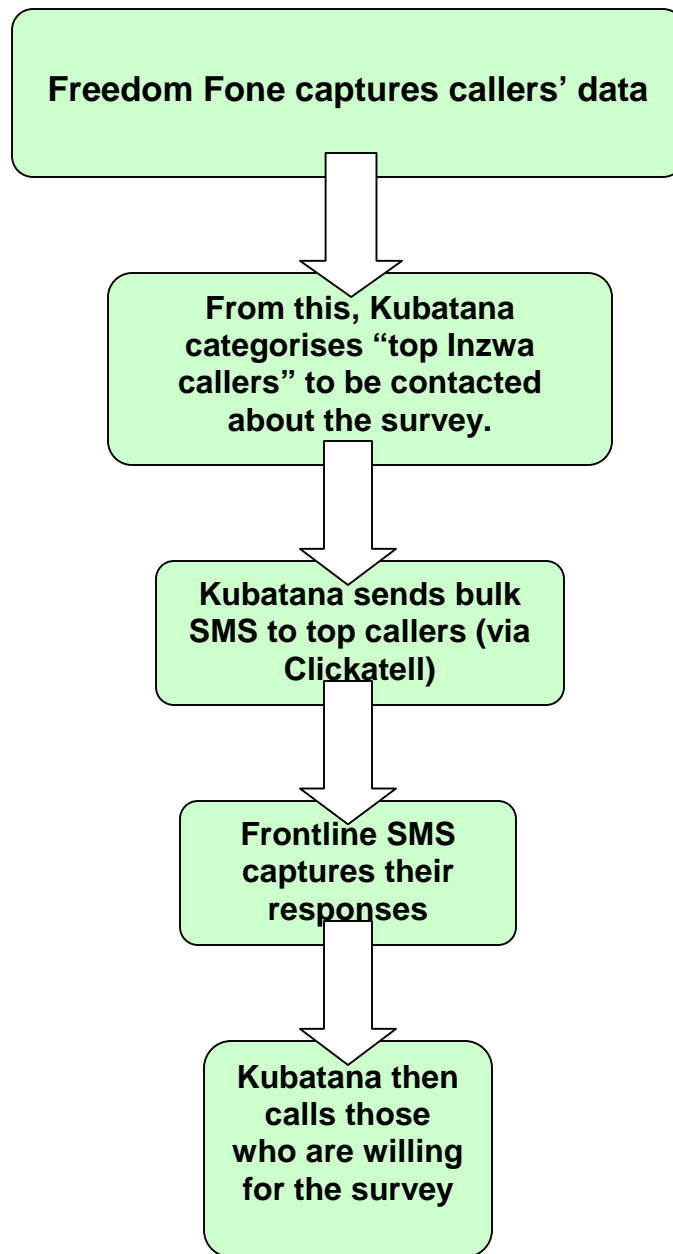


Fig 1: How respondents were identified for the Inzwa survey

During this initial stage, and throughout the survey process, emphasis was placed on ensuring mutual consent between Kubatana and the respondents, so as not to infringe upon respondents' sense of privacy.

3.2 Method of choosing respondents to contact via email

In keeping with its multi-media approach to information, Kubatana established and advertised email addresses, which were specific to Inzwa. These addresses were

shared with callers each week, and were also featured in a limited amount of advertising and promotional material about Inzwa. 28 people emailed Inzwa during the pilot phase, and everyone who had emailed Inzwa was emailed and was invited to participate in the survey with the message below:

Good day,

Recently you listened to Inzwa and emailed us - would you be willing to participate in a brief survey about our service? We would like to have a short telephone chat with you about how you have found listening to the programme. This will also give you the opportunity to tell us how you think that we can improve it.

If you are interested, please provide us with your telephone number (either mobile or land line) and let us know of a suitable time to contact you during normal office hours until Friday 25 September.

We look forward to hearing back from you.

***Regards,
The Inzwa team***

5 people emailed us back to request participation in the survey, and all of these people were contacted and surveyed.

3.3 Additional information

At the beginning of the survey process, it was hoped to be able to conduct 5-10 in-person interviews with some of Inzwa's most loyal callers, or most responsive survey participants. The objective of this was to be able to ground the survey findings with a few photographs, audio files, and more in-depth testimonials from these face-to-face meetings, and to make Inzwa and Kubatana even more real to these callers. Unfortunately due to the time constraints of the survey, only two such interviews were conducted.

In addition, in-depth interviews with particularly stellar callers who could not be met for in-person interviews were used to further substantiate the survey.

As a result, the Inzwa survey yielded a sample of 190 respondents upon whom the proceeding data (in Chapters 4 and 5) is based.

3.4 Limitations of the survey

Before analysing the data that this survey has yielded, it is important to note that while the survey sought to be as inclusive as possible, there were shortcomings in the data-gathering techniques used. Below are some of the most significant of these shortcomings:

1. Only respondents who had phoned Inzwa using mobile phones were eligible for the survey.

This was due to the fact that, without phoning them directly, and thus challenging their own sense of privacy, there was no way of initiating discussion with landline phone users as to whether they would like to take part in the survey. Landlines are also even more likely to be shared than a mobile number, thus resulting in even more problems around who to ask for when the phone is answered.

2. Only “top” Inzwa callers were invited to the survey. In order to ensure that we got the most useful possible feedback about Inzwa given the time and financial constraints of phoning people for surveys, we prioritised callers who had phoned Inzwa on multiple weeks, or who had spent longer than 90 seconds on the service – long enough to have heard some content, and not just the menu.

3. The criterion for getting back in touch with SMS respondents was a response to the initial SMS sent by Kubatana.

Some Inzwa users willing to take part in the survey might not have had airtime to respond to the SMS notifying them of the survey, or may have failed to understand it.

4. The data-gathering phase was time constrained.

With only 10 days being dedicated to this phase, Inzwa listeners’ interest in participation outstripped the time afforded. 57 listeners who had shown interest in taking part in the survey had to be left out of the data gathering. 13 of these were listeners contacted in Group 1 and Group 2 – the groups of most active Inzwa listeners – who responded to the survey invitation in the final days, or who could not be reached during the 2 week data gathering phase. 44 were listeners from Group 3, the group of least active listeners, who were contacted last, and the data capture phase ran out of time to speak with all of them.

5. Further questions were only asked to those whom were deemed to be ‘enthusiastic’ about the survey, or whom had called Inzwa several times, or for long periods.

As such, this introduced the element of interviewer’s bias to non-verbal communication cues such as tone of voice, as well bias towards more regular users of Inzwa.

4. Research Findings

“I think Inzwa can be the radio station that Zimbabweans listen to because of the abundance of mobile phones in Zimbabwe. Also, your information is so diverse and you look into the issues that concern people the most, such as education, employment and current affairs.”

Inzwa survey respondent

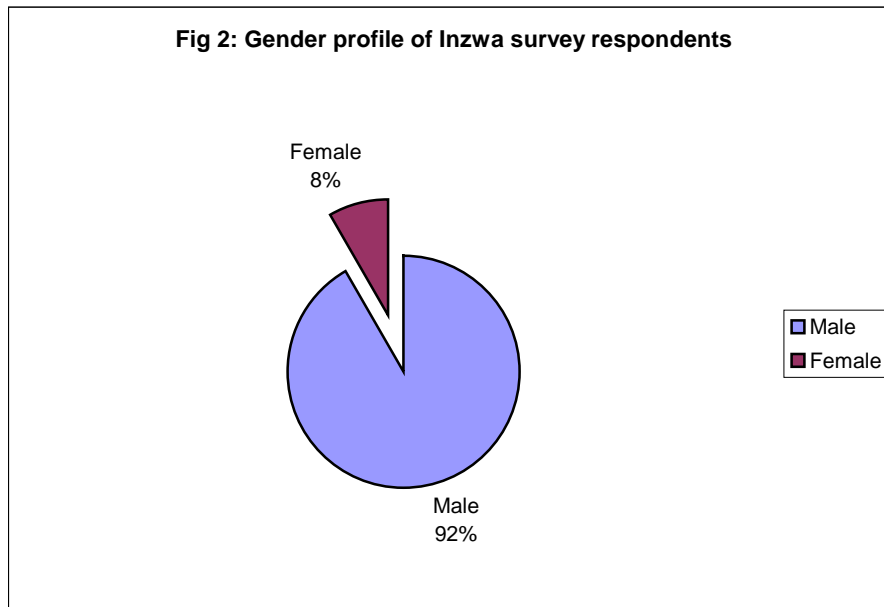
As has been emphasised before, this survey was not inclusive of all of Inzwa’s listeners. However, the insights provided by the 190 respondents involved provide important information about listeners’ uses of, and gratification of the service - from which certain inferences can be made.

4.1 Quantitative Findings

From the closed-ended questions asked of respondents, the survey was able to gather information about the general demographic profile of Inzwa listeners. The following features – which are likely to influence listeners’ content preferences - were deemed as being most pertinent to the survey.

4.1.1 Gender

As the chart below shows, an overwhelming majority of the survey respondents were male. Of the 190 people contacted, 174 were male, thus representing the 92% share depicted below.



Several assumptions can be made as to why this was so. Perhaps females, who may actually be the majority of total Inzwa listeners, were less willing to participate in the survey than males. Perhaps the respondents who could not be included in the survey, owing to previously mentioned time constraints, would have displayed a greater proportion of females, thereby further affecting the gender balance of the data.

But because these assumptions cannot be verified, it must be inferred from the available data that Inzwa's listener base is largely male. Reasons for this may include:

1. It is generally accepted that in Africa, and other developing parts of the world, men retain access and control over most productive resources, including money and the media.

Although conclusive data is not available for the Zimbabwe situation, it has often been noted that women are marginalised in terms of access to education and other self-empowerment tools. As such, their financial autonomy to partake in the media sphere, as well as consume mass media products is severely undermined. The data yielded from the Inzwa seems to depict such a scenario, whereby women - more concerned with basic survival - may forego gathering information.

2. Politics and news are still male-dominated spheres

As will be discussed in detail later, news was the most popular content option of Inzwa survey respondents, with 112 (almost 60%) citing it as one of the reasons why they listened to the audio magazine. And of those 112, nearly two-fifths mentioned political news as a particular interest. Despite the fact that women make up 52 percent of the country's population, they are not adequately represented in areas of decision-making¹⁶, such as parliament and local government. As such, they will often shy away from consuming content that they feel has no bearing over their immediate lives.

4.1.2 Age

Another important demographic indicator for the survey was the age of Inzwa listeners. Having an idea of the general age range of the magazine's audience was essential as this helped to investigate whether content varieties and options were, in any way linked to the age range of respondents.

Generally, the survey pointed to a fairly mixed age audience for Inzwa. As is depicted below, the majority of respondents fell within the 30-39-age bracket, while the second highest age number of respondents were from the 20-29 age group. However, very few listeners below 20 years of age, and above 50, were surveyed.

It is interesting to note that in that under-20 age group, none of the respondents expressly mentioned political news as one their content preferences – a preference otherwise noticed within all other age groups.

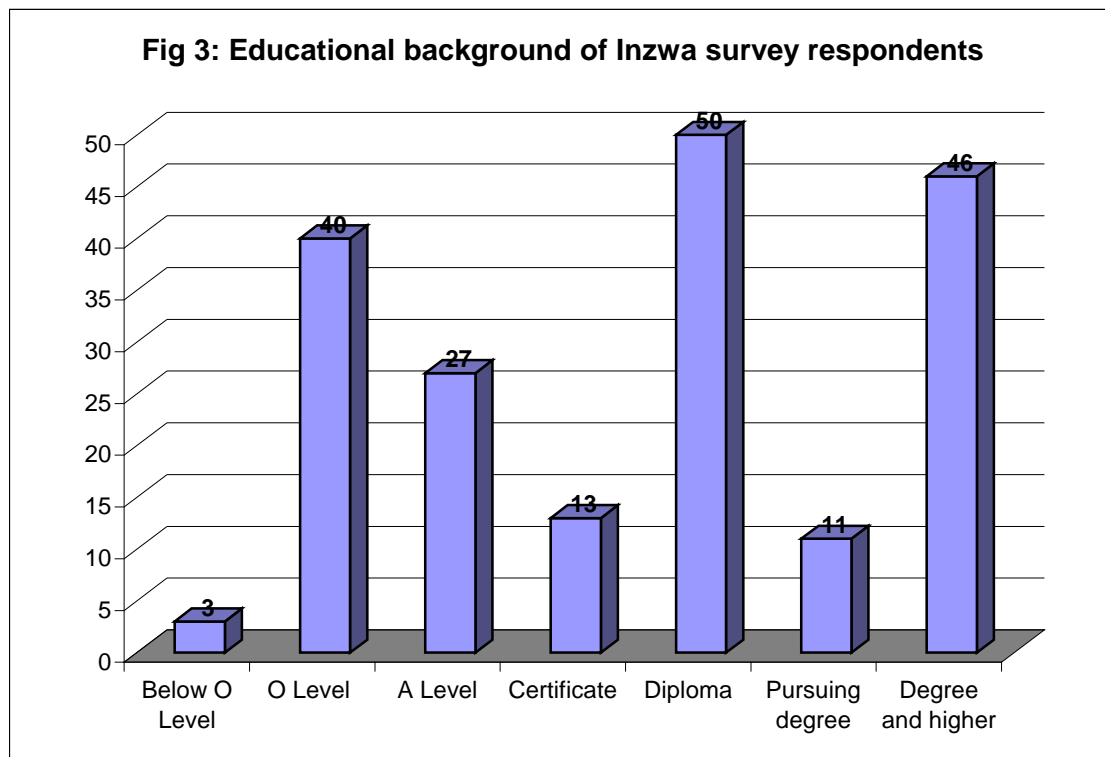
¹⁶ Calls for more women in politics. IRIN News. July 27, 2007.
<http://www.mulonga.net/forum/index.php?topic=306.0> Accessed November 14, 2009

Age Range (years)	Number of respondents	Percentage of total survey
20-29	65	34%
30-39	73	38%
40-49	36	19%
50-59	4	2%
60-69	3	2%
Under 20	8	4%
Declined to say	1	1%

Table 1: Inzwa survey respondents by age

4.1.3 Educational background and employment status

During the survey respondents were asked to state their highest level of education as well as their employment type. Even though these are sensitive areas for discussion, all respondents yielded this information freely.

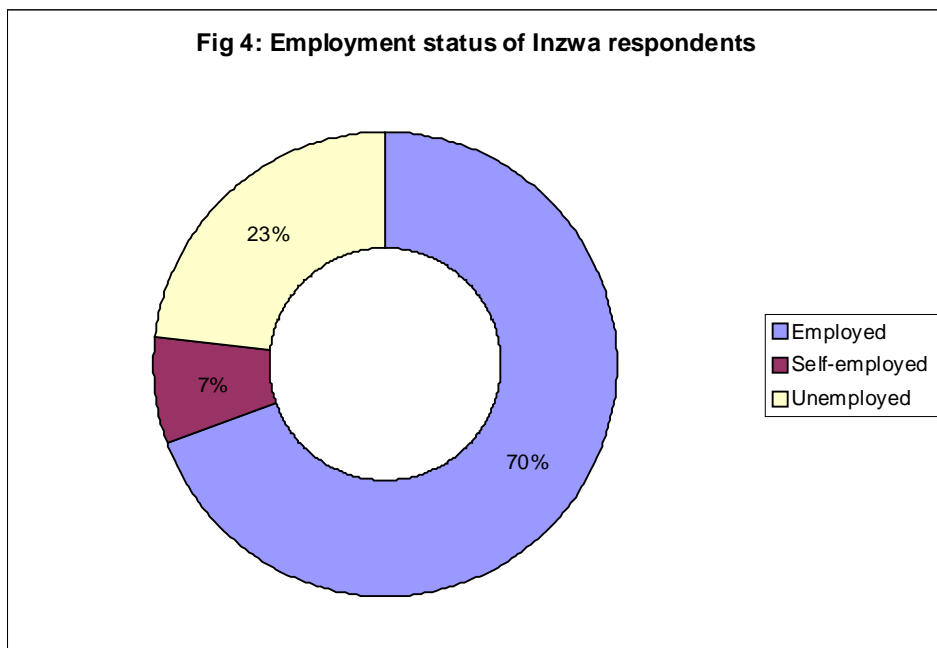


In terms of educational background, as the chart above shows, the majority of respondents had been educated beyond Advanced Level (A Level) education, with the bulk going on further to complete tertiary education. This is in contrast with Zimbabwe's national educational demographics. Whilst these figures have changed over time, only around 40% of Zimbabweans enroll in secondary education, and only 4% in tertiary

education¹⁷. The survey therefore suggests a fairly educated listenership. This is consistent with the employment status of Inzwa listeners.

Survey data also indicate that Inzwa listeners are disproportionately engaged in formal employment (See Fig 4). With Zimbabwe's unemployment rate having reportedly risen to 94%, meaning that fewer than half a million people in the country are formally employed¹⁸, very few people in the nation are able to afford anything beyond basic survival. Interestingly this does not mean that they have not invested in owning a mobile phone, rather that people use them in a very discerning way.

As discussed in Section 1.2, phone calls made to Inzwa are charged by the caller's mobile phone service provider, at normal call costs – which are punitive to Zimbabwe's unemployed and low-income majority.



The survey results are therefore consistent with the basic assumption that Inzwa callers would be employed as the service is dependent upon a listenership with enough disposable income to afford a USD 0.25 / minute phone call from time to time. Zimbabweans in formal employment are also those most likely to have access to free land line calls (from the office) and subsidized call costs in the form of an airtime allowance, further strengthening the bias towards the employed.

¹⁷ See for example UIS Statistics In Brief - UNESCO Institute for Statistics. http://stats.uis.unesco.org/unesco/TableViewer/document.aspx?ReportId=121&IF_Language=en&BR_Country=7160. Accessed November 15, 2009.

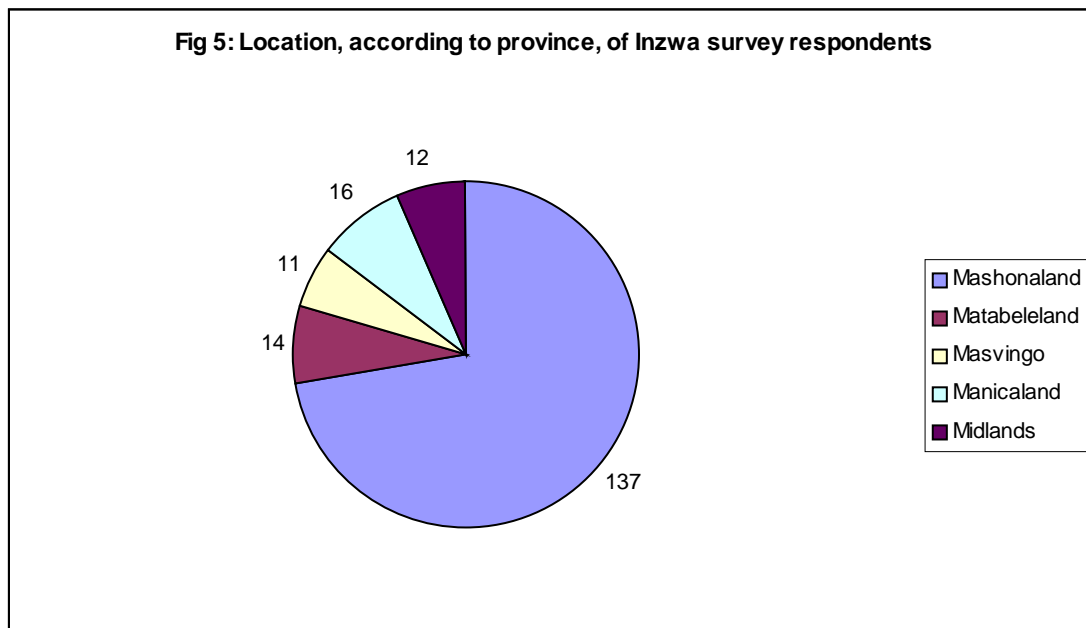
¹⁸ Zimbabwe unemployment soars to 94%. AFP. January 29, 2009. http://www.google.com/hostednews/afp/article/ALeqM5imTkGEP84_3QTVcSGu_8W3YrP8wA. Accessed November 14, 2009.

But even within the bracket of employment, significant variations ought to be noted. The largest single sector represented within the survey was the education sector, with 13% working as teachers, lecturers or education officers. This is important to note as the survey data yielded over fifteen basic categories of types of employment including jobs in media, finance, nursing, farming, sales and marketing, mining and administration. Some of the more interesting types recorded included:

- Croupier
- Elephant Trainer
- Fruit Vendor
- Kombi driver

4.1.4 Location and language preferences

Another important aspect of the survey was to determine the geographical location of Inzwa listeners. Bearing in mind the different language groups located in various parts of the nation, it was particularly important to note whether these had any bearing over language preferences for content featured on Inzwa.



As Fig 5 shows, the majority of survey respondents lived in some area of Mashonaland.

This is consistent with the national demographics (see table below), but the Mashonaland bias is even greater among the Inzwa listenership than it is nationally. This may reflect a few things:

Mashonaland is home to Harare, Zimbabwe's capital and the city with the most jobs, highest employment and highest per capita income. Thus, Harare is the place where people are most likely to have the disposable income with which to phone Inzwa.

Advertisements for Inzwa were placed in both the national papers and the regional ones, but circulation for the national papers is highest in Harare – in part again due to greater purchasing power in the capital. Thus, Harare residents were more likely to have heard of Inzwa.

National population distribution by region¹⁹

Province	Population – 2002 Census
Mashonaland	5,249,713
Manicaland	1,566,889
Masvingo	1,318,705
Midlands	1,466,331
Matabeleland	2,033,025
Total	11,634,663

Harare-based respondents were also asked to state the suburb in which they resided. This was done as a means of further understanding what significance their area of residence may play in their ability to access Inzwa. Harare was chosen as the area for this investigation for the following reasons:

Harare was the city that featured the greatest number of survey respondents (74), thereby making it the easiest area from which to gather data based on suburban location.

With Kubatana being based in Harare, it was easiest to classify information from this area, as the researchers and staff were generally more knowledgeable about suburbs in Harare than anywhere else.

The respondents yielded the following information about their residential location:

Low-density suburb:	22
Medium-density suburb:	16
High-density suburb:	32

The data show a distribution of respondents across low, middle and high-density suburbs, illustrating that Inzwa appealed to a variety of people from different socio-economic classes. More Harare-based callers live in high-density suburb than any other part of the city – even though the high-density areas are lower-income areas, thus demonstrating Inzwa’s street-level relevance and importance despite the cost of calls and economic barriers to access.

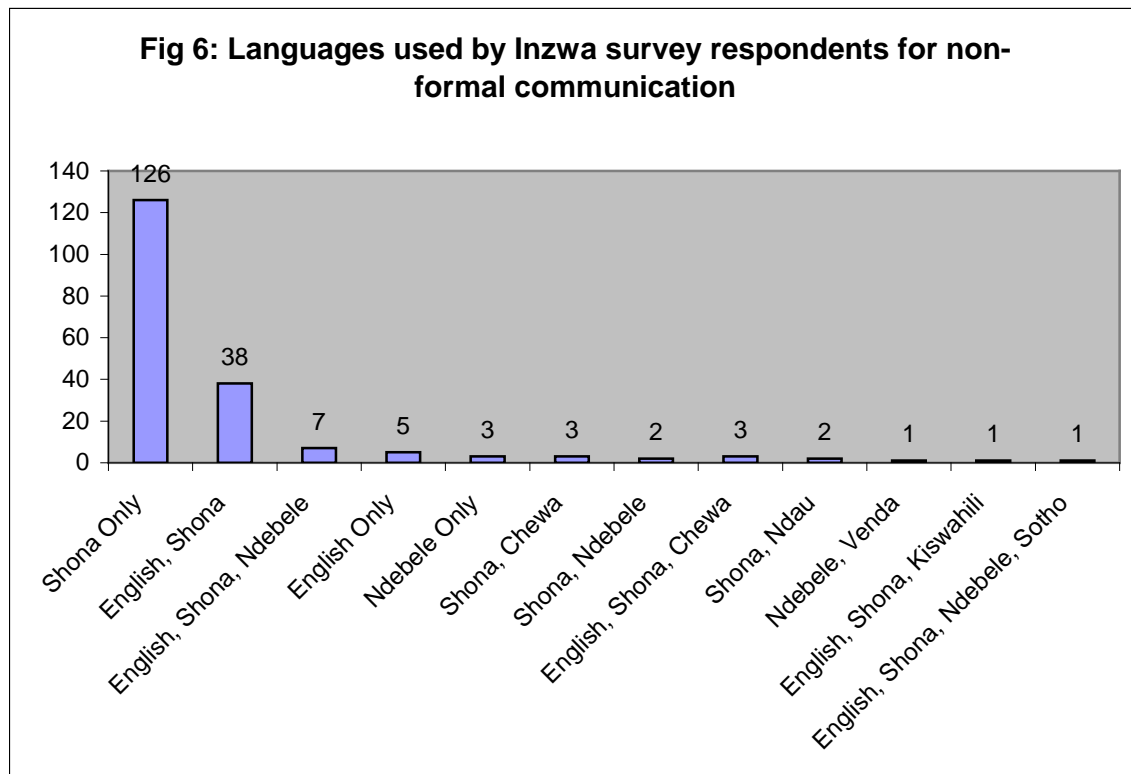
Furthermore, the survey sought to determine whether geographical location had any impact on language preference of content featured on Inzwa. English is one of three official languages in Zimbabwe, the other two are the main vernacular languages, Shona and Ndebele.

¹⁹ 2002 Census data as published on GeoHive - <http://xist.org/cntry/zimbabwe.aspx> - Accessed November 14, 2009.

These two main vernacular language groups are generally spoken according to geographical location with the northern, eastern and southeastern parts of Zimbabwe (as represented by the provinces of Mashonaland, Manicaland and Masvingo) being predominantly Shona-speaking. The western and southwestern region – known as Matabeleland – are largely Ndebele speaking, while the central province, Midlands, is a mix of Ndebele and Shona-speaking peoples.

But due to the internal migration of people within Zimbabwe, as happens in any country, geographical location of an individual may not necessarily reflect their ‘mother language’, or the language they use for communication at home.

Therefore, as part of the survey, respondents were asked to state the language, or languages, that they used for communication in non-formal settings. The following chart represents this information.



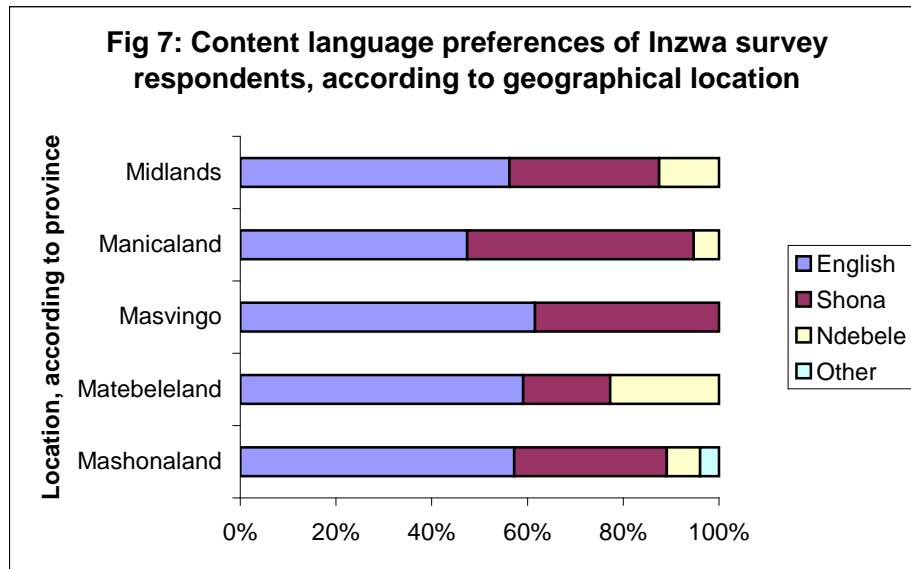
Interestingly, while this data shows Shona as the predominant language for informal communication, English was the dominant language of preference for Inzwa content, for survey respondents across all provinces. (See Fig 8)

Reasons for this varied, with some interviewees stating that since English tended to have shorter words than the main vernacular languages (Shona and Ndebele), it was a more cost-effective language for messaging as it used up less time, and therefore less airtime.

“I would go for English as other languages have longer words which mean more airtime spent on listening in.”

Inzwa survey respondent, Mashonaland

Also, respondents noted that since English was the official language of communication within the country, it was the most universal language for use among Zimbabweans.



Others, however, felt that since vernacular and ‘minority’ languages are often marginalised within the mainstream media, it was necessary to have these feature strongly on Inzwa. It is essential to note that since Zimbabwe is a largely Shona-speaking nation, the second most mentioned language of preference for content was Shona. Ndebele, as a language mostly spoken in Matabeleland and parts of Midlands, featured less regularly and was mentioned by 24 respondents (12.6%) as an alternative language option. About 14% of Zimbabwe’s population is ethnically Ndebele²⁰.

In terms of other languages, only Mashonaland-based respondents mentioned these, albeit a very small number of them (nine). Dominant among these alternative linguistic options were Chewa and Nyanja, with French being suggested by one respondent as a means of ‘internationalising’ Inzwa.

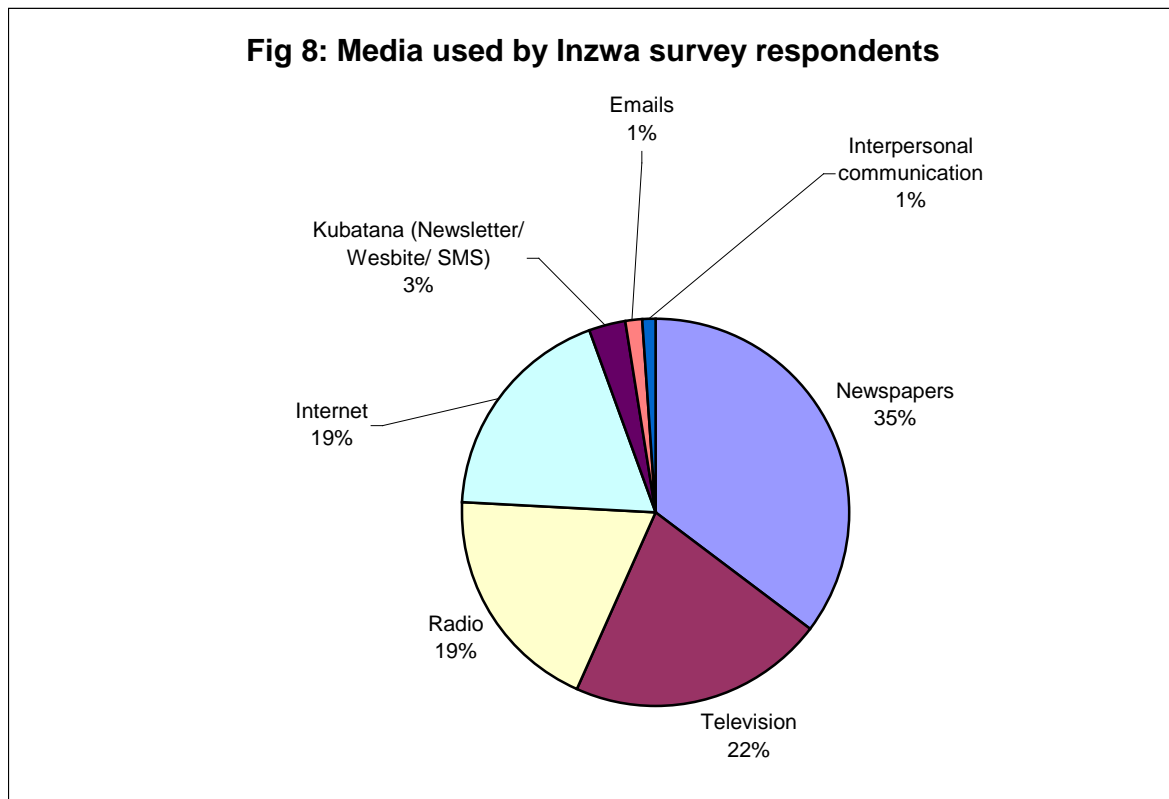
As a way of further interrogating language preferences of the Inzwa audience, data on the language used to conduct interviews was collected. Admittedly, there had been an oversight in incorporating this question into the initial questionnaire, thereby meaning that this information was only collected from 101 of the interviews. Of these, 74 were conducted in English only; 22 in Shona only; and 5 in both English and Shona.

²⁰ Zimbabwe Demographics Profile 2009. CIA World Factbook. Cited by Index Mundi. http://www.indexmundi.com/zimbabwe/demographics_profile.html. Accessed November 14, 2009.

Once more, English proved the dominant language option, which would make sense since, in order to favour receiving content in English (as shown to be the case for most respondents by Fig 8), one must be conversant in it. Interestingly, no interviews were conducted in Ndebele, although there was a possibility of this, since the interviewers were versatile enough to communicate in all three languages.

4.1.5 Media consumption

Taking into consideration that Inzwa is itself a mass communication tool, it was crucial for the survey to understand what other media – both mass and interpersonal – listeners were consuming to complement content gathered from the audio magazine.



As the above data shows, the majority of respondents (35%) said that they gathered information about national and global issues from newspapers. Of note at this time is that this data represents a composite of the various media accessed, of which respondents may have mentioned more than one. That is, while respondents may have said that they use both television and newspapers, each set of information has been represented independently.

However, Inzwa was advertised heavily in the print media (and not at all on television or radio) and, as discussed below, this is how most people found out about the service. This overlap may have biased the data towards newspaper readers.

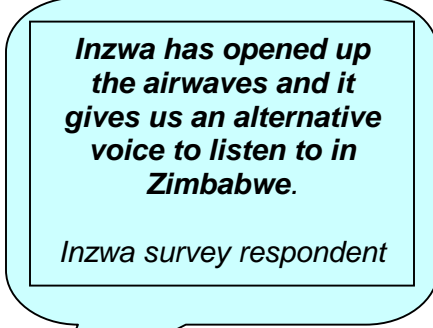
It is interesting to note that of the 22% (77 respondents) who mentioned that they regularly gathered their information through watching TV, two-thirds (25 respondents) expressly stated that they watched satellite television, as opposed to local TV.

This was of significance because the present Zimbabwe broadcast media environment, which, discussed previously, does not allow for a diversity of views and opinions to be aired.

As one respondent who stated that he only watched satellite television noted,

“Other mainstream media in Zimbabwe is not accurate and Inzwa is an attractive and more informative alternative. “

While quantitative data was not collected from respondents who said they listened to the radio for their responses were given with many mentioning short wave America and Studio 7, as the stations that they tuned into. A bias towards independent media is not entirely surprising for Inzwa listeners to exhibit. If someone is already dissatisfied with their media options, and looking for alternatives, this may make them more likely to access a service like Inzwa.



Inzwa has opened up the airwaves and it gives us an alternative voice to listen to in Zimbabwe.

Inzwa survey respondent

information, similar radio channels, Voice of

19% of survey respondents said they accessed information via the Internet – as compared with 10.9% of Zimbabweans in the country as a whole who use the Internet²¹. The world average is 21.9%²².

Overall, the media options consumed by respondents reveals a listenership with high access to information in a nation where many people go without any.

As it has been shown that the majority of respondents were employed, an assumption that can be made from this is that the survey respondents represent a section of Zimbabwe's society still able to afford to pay for media access. However, this high level of access to the media may merely be due to the fact that many of these media are freely available to respondents within their places of work.

4.1.6 Finding out about Inzwa

The survey also sought to discover how respondents had found out about Inzwa, so as to be able to understand which promotional tactics had been most successful in raising awareness about the project.

Clearly, as Fig 9 shows, most respondents (64%) found out about Inzwa from seeing advertisements placed in local newspapers. Since the newspaper was the most favoured medium of respondents, this comes as no surprise.

²¹ Internet Usage and Population Growth, 2008. Internet World Stats.

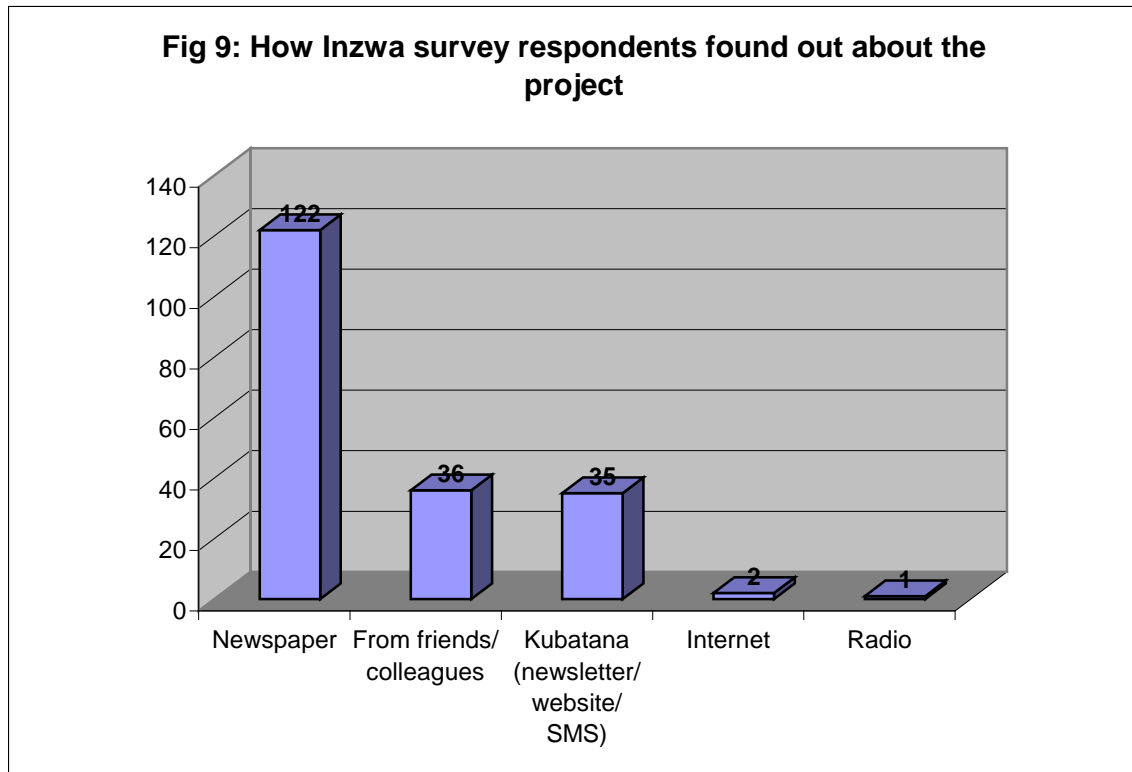
<http://www.internetworldstats.com/af/zw.htm>. Accessed November 14, 2009.

²² New report says 1,4m Zimbabweans use internet. Chipso Kadzere, NewZimbabwe.com.

<http://www.newzimbabwe.com/pages/email21.18645.html>. Accessed November 14, 2009.

Also, since Inzwa was not promoted through the national TV and radio channels – owing to the previously noted broadcast bias – the fact that no awareness was generated via these channels was to be expected. The only respondent to mention the radio as a source of information about Inzwa added that they had found out about the programme through the Studio 7 radio channel.

There might therefore be a bias inherent within these findings as it would seem that a potential audience – those who only consume state broadcast media – may have failed to find out about Inzwa.



On the other hand, it is good to note the role that information-sharing among friends and colleagues has played in spreading the reach of Inzwa, meaning that a great number of listeners are talking about the programme with their peers.

“I just saw a friend reading a Kubatana SMS and he started smiling. I asked him why and he then introduced me to Inzwa.”

Inzwa survey respondent

The following case study perfectly captures the great potential that information sharing between the ‘haves’ and ‘have-nots’ of traditional media has to raise awareness about alternative media options such as Inzwa.

Inzwa 24/7

“If my airtime would allow, I would be on the phone to Inzwa every minute,” enthuses Mr. Pasipanodya Nhapata (39), from Chivi Growth Point in Masvingo Province.

On the first day that we call him for the survey, Nhapata’s phone cuts off as his battery goes flat. When we call back a few days later, he explains the predicament that people in his area face on a daily basis.

“We don’t have any electricity at all at the school where I teach and live, and the nearest place that has some is 8km away.”

And this is how far Nhapata – who is a primary school teacher - must travel to charge his phone, as well as power any other electrical appliances. The solar panel used at the school is unfortunately not always a reliable alternative.

He adds that access to media is a rare luxury in the area.

“It’s difficult to get access to information here,” he explains. “Sometimes we listen to the transistor radio, but the signal tends to be poor.”

He adds that current editions of newspapers are also seldom available in the area.

“We usually get old copies of newspapers from colleagues visiting the area from Masvingo,” he explains. “But by that time, all the news is stale.”

It’s almost unimaginable that Nhapata could catch wind of Inzwa in such an information-starved area of Zimbabwe.

“I saw the advert in a newspaper brought by someone who was coming from Harare,” he shares. “The advert sparked my interest as I was desperate to be able to get access to some sort of information.”

Now, he says that Inzwa is his most reliable source of information.

“Inzwa is as its name suggests,” states Nhapata. “We are able to hear the latest news there. “

As the interview comes to an end, he mentions that he is waiting expectantly for the person coming from Masvingo whom he has sent to get him some air time.

“The first thing that I will do when he arrives is phone in and listen to Inzwa.”

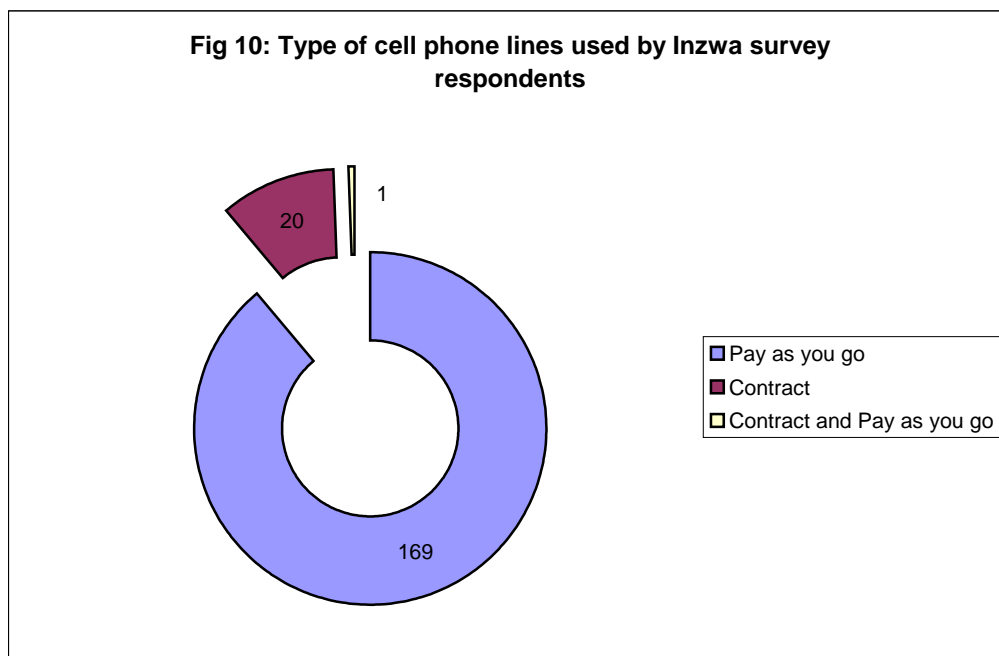
Importantly, Kubatana’s self promotion – through its email-based newsletter, website and SMS alerts – has also managed to spread information about Inzwa, with 36 respondents citing Kubatana media materials as their way of finding out about the programme.

However, no respondents mentioned finding out about Inzwa through the promotional handouts distributed by airtime vendors on behalf of Kubatana, during the initial stages of the programme.

4.1.7 Type of cell phone lines used

This was important to investigate as assumptions could be made according to what type of cell phone line respondents used.

The majority of listeners (see Fig 10) stated that they used pay-as-you-go (prepaid) lines, suggesting that they had to plan ahead of time to listen to Inzwa and deliberately budget airtime so as to be able to listen to the service, as opposed to what might have been a more impulsive act for contract line callers.



Thus, for many of the respondents, listening to Inzwa appeared to be a more intentional and planned activity.

However it should not be assumed that callers using pre-paid lines have a lower income. Due to hyperinflation in 2008, Econet, the largest mobile network provider in Zimbabwe, converted most contract customers to prepaid lines.

4.1.8 Having difficulty with menu options?

As simple and user friendly as Kubatana has tried to make the menu options for listeners to Inzwa, various challenges might have hindered respondents from understanding them.

While Fig 11 points to general ease of understanding for most survey respondents, at least 46 (24%) experienced some kind of challenge. (The section entitled 'Mixed responses' represents those who had initial problems but eventually became proficient

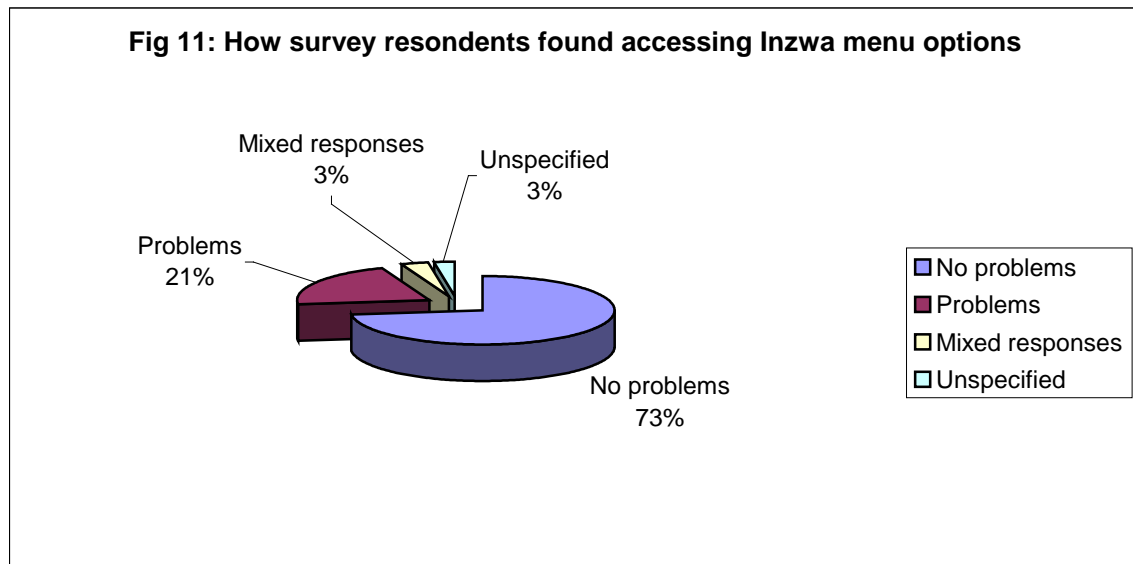
at using Inzwa menu options). Those who went further to expand on the challenges they experienced expressed the following:

1. Network and phone line challenges

Fifteen respondents mentioned that their challenge had been that they had either gotten cut off due to a poor network connection, or phoned into a busy line, or even had their call transferred to voicemail.

The phone line was breaking and I could not understand what was being said.”

Inzwa survey respondent



2. Long jingles and complex intros

Some respondents (10) felt that the introduction and jingles were confusing. Mention was made of the fact that the voice that read instructions to listeners was too quick, too slow, or unintelligible owing to pronunciation and accent. For some, the jingle – which they deemed to be too long - made them believe that there was nothing to hear beyond music.

“I just heard music when I listened and cut the phone.”

Inzwa survey respondent

While this challenge was mentioned by just one respondent, it is worth noting:

“The menu is complicated and needs to be simplified.”

Inzwa survey respondent

This caller noted that the menu was too cluttered with voice instructions and music and needed to be streamlined to provide only the information necessary for aiding utility.

4.1.9 Press '5' to leave a message for Inzwa

One of the options offered on the Inzwa menu is the feature where one can press '5' to leave a message for the service. This is intended as a means of engaging listeners to find out their views and opinions about any of the content featured on the programme.

Once more, this question – which yielded information about the levels of interactivity that Inzwa listeners enjoy with the programme – was overlooked in the initial questionnaire administered to respondents. Therefore, the question was only posed, later in the survey stage, to 130 respondents.

Of this total number, 95 respondents (73%) said that they were not aware of menu option '5' and expressed surprise that it was possible to leave a message for Inzwa – despite the fact that this was one of the listed menu options in the introduction. This may suggest that many listeners went straight to the first content option they heard about that was of interest to them, and did not listen to the introductory menu in full.

In support of this theory, many respondents mentioned that they rarely listened until the end of the introduction to the menu options, as this would eat in to the airtime that they had budgeted for listening to the actual content options.

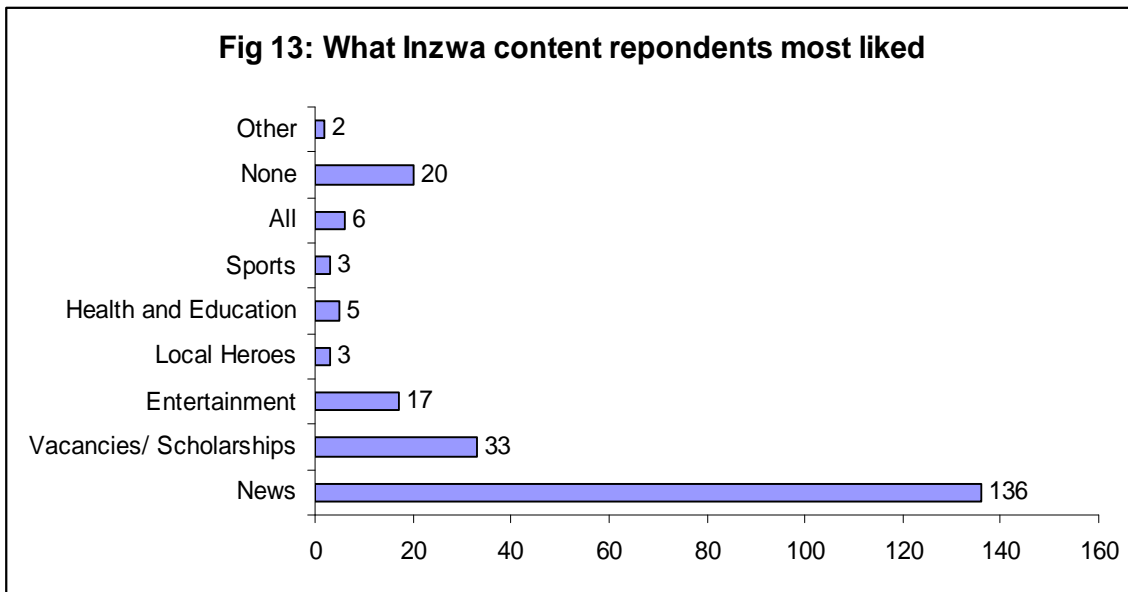
“The lead-in to the introduction to the service is too long.”
Inzwa survey respondent

Of those who *were* aware (35 respondents, or 27%) of menu option '5', a number mentioned the fact that they had seen and read about all the content options in the advertisements featured in the local press. Furthermore, it is interesting to note that of the 35 respondents who were aware, only 6 used the service. Of those who did not use the service, some said that they could not get through.

However, it can also be assumed that many did not try the menu option owing, once more, to airtime constraints.

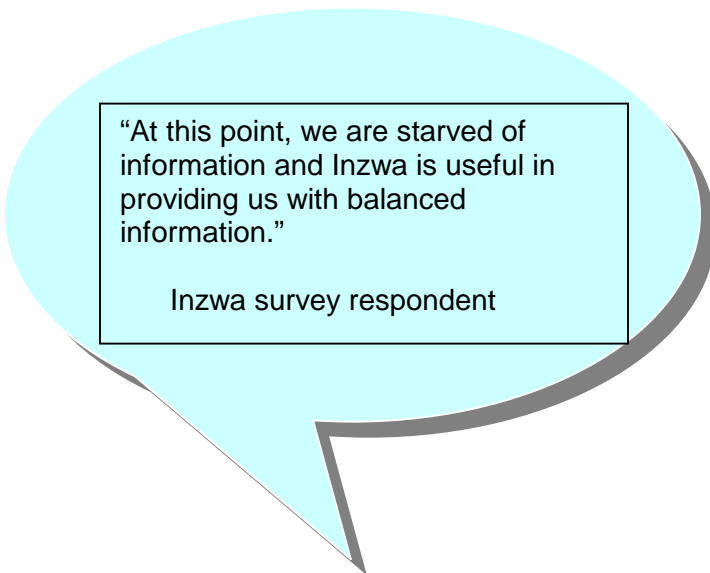
4.1.10 It's all in the content!

Fig 13 reveals what content survey respondents most enjoyed listening to on Inzwa. The predominant choice was news with 136 respondents (70%) mentioning that they enjoyed this option.



A further sub-division of what news content respondents particularly enjoyed can also be made.

While approximately half (67) of the total 136 respondents mentioned general news as their area of interest, more than a third (49) stated that they enjoyed listening to political news. The remainder (20) recalled the Studio 7 interview with Joseph Chinotimba²³ as the content they enjoyed most on Inzwa.



Since the formation of the government of national unity (GNU) in March, many Zimbabweans have been keen to follow political developments within the nation. This may explain why so many particularly enjoyed listening to political news, especially since they are unlikely to get some of the information that Inzwa features within other local media products.

The next most popular content option for listeners was the vacancies and

²³ Chinotimba is a controversial pro-ZANU PF political figure. The audio clip featured him interviewed by SW Radio Africa.

scholarship opportunities available from 'Doorway to Chibhanzi'. Interestingly, this information was listed by only 17% of respondents – a lower proportion than had been anticipated at the beginning of the pilot project, but one which might be explained in part by the bias of Inzwa towards callers who are already more educated, and more likely to be employed, than the majority of Zimbabweans.

Many respondents, particularly those who were young or unemployed, mentioned that their particular interest in listening to Inzwa was to find out about any opportunities for academic or professional advancement. This was also mentioned in many of the SMS responses received from those who were willing to participate in the survey. Some also misunderstood the reasons for the survey, believing that they were being engaged in interviews for the scholarships or vacancy opportunities that they had listened to on Inzwa.

Respondents rarely quoted the other two content options, 'Everyday heroes' and 'Get unleashed' as their favourite menu options. This could be due to several reasons which include the following:

Since these options are listed as third and fourth on the introductory menu, respondents may not have been aware of their existence, since many mentioned that they did not listen to the whole introduction due to air time constraints.

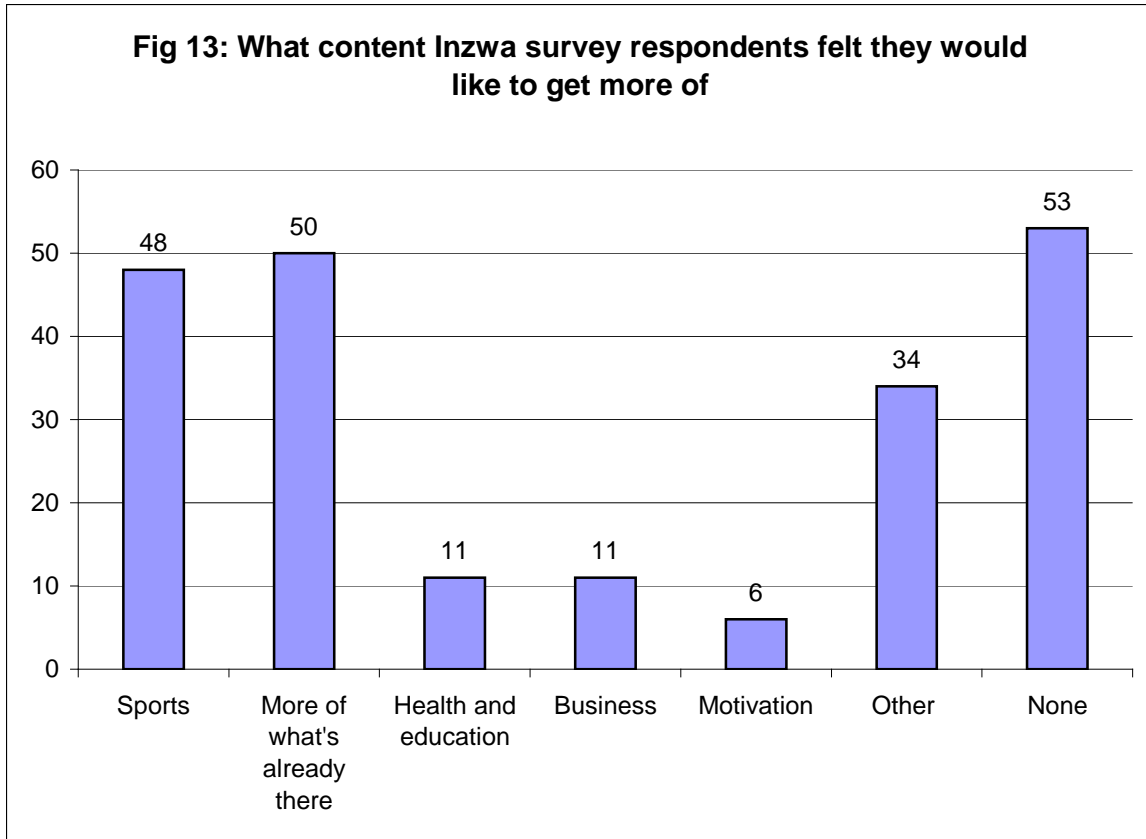
News is the most important information that respondents want to hear when they call Inzwa. Because information about the political and economic climate of the nation, as well opportunities for education and employment, is the most relevant to most Zimbabweans' lives, listeners may not have felt it necessary to listen to further content.

Interestingly, when asked if there was any content that respondents did not like, only 9 responded in the affirmative. And the most disliked content was the entertainment section (5 respondents). One respondent mentioned that the type of musician featured was not to his liking, while another stated that there was need to feature 'golden oldies' music and musicians (Thomas Mapfumo was cited as an example) so that the section would appeal to more mature listeners. This suggestion would make sense as it has been noted that the majority of Inzwa listeners are 30 years and above (See Fig 2) and might like to be able to listen to interviews with musicians who featured strongly in previous eras.

4.1.11 Content missing on Inzwa

The survey also sought to find out what content Inzwa listeners felt was missing from the programme.

Quite a number of respondents (53) could not offer any further content options, as some felt that the current options were adequate. Another 50 respondents just wanted to hear more of what was already there. Others stated that they could not offer suggestions because they had not listened to all the content options that were already available. A further number said that they could not think of a response to the question there and then.



What was particularly interesting to observe was that many respondents offered options of content that was already available on Inzwa. While some simply stated that they would like to get more of the information that they were already aware of, others professed ignorance of the fact that such information was already available on Inzwa. A variety of reasons may explain this, including the following:

Some respondents were not aware of all the available content options on Inzwa. This argument, which was discussed earlier, could explain why some respondents mentioned that they would like to get information on entertainment and music.

Some respondents may have listened in to Inzwa in the early days before content had become more diverse. For the first 8 weeks of Inzwa, daily news headlines were not available, meaning that news, like all other content, was updated on a weekly basis. This might explain why some respondents stated that they would like to receive daily news headlines as one of their content options.

Sport, which was not prioritised during the pilot phase of Inzwa, featured significantly as one of the content options that listeners wanted to be able to listen to, with many mentioning football – local and international – as the sport that they wanted to get news and results on.

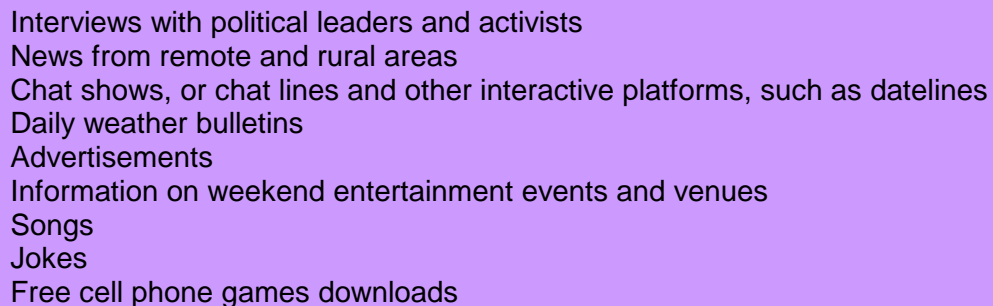
Health and education information was cited less often, with some respondents saying that they wanted in-depth features on the current turmoil unraveling within the education sector. Of the 7 respondents who mentioned that they would like more information on this topic, 5 were themselves teachers.

Those who wanted information on health mentioned health alerts on the H1N1 influenza virus (swine flu) and cholera as some of the relevant health information that they would like to receive from Inzwa.

A few respondents said that they would like to receive information on business news and opportunities in Zimbabwe. This might be an area worth investigating in future formats of Inzwa as Zimbabwe slowly begins its economic recovery and re-enters trade with other nations.

Also, some respondents mentioned that they would like to be able to listen to inspirational messages on Inzwa. As one such respondent noted, there was need for uplifting content on Inzwa, to inspire Zimbabweans to keep going. Of the 6 people who suggested this content option, 4 stated that they would want this content to be religious (Christian) in nature, with either Bible verses or evangelism as possible options.

A far less aggregated variety of responses were captured in the column entitled 'Other' in Fig 14. Some of the more innovative suggestions made by listeners for Inzwa content included the following:



- Interviews with political leaders and activists
- News from remote and rural areas
- Chat shows, or chat lines and other interactive platforms, such as datelines
- Daily weather bulletins
- Advertisements
- Information on weekend entertainment events and venues
- Songs
- Jokes
- Free cell phone games downloads

Many of these respondents wanted Inzwa to increase its interactivity and dynamism. As one noted:

“I would like a correspondent to talk to after calling, and not just a machine.”
Inzwa survey respondent

4.2 Qualitative Findings

In addition to gathering statistical information about Inzwa listeners, the survey was able to find out more narrative information about them. While the previous sections have dealt in general with respondents' thoughts on the different content options and menu functionality of Inzwa, it was felt that certain listeners could be probed further. As such, a

set of additional open-ended questions was asked of respondents who seemed to be particularly conversant or interested in the various content options on Inzwa.

A total of 35 respondents were asked this set of questions, and the following sections are based on their responses. As mentioned before, the methods used to select respondents to answer these questions may have introduced an element of researcher's bias, as non-verbal cues such as tone of voice and perceived inclination towards answering questions were important factors as to why respondents were chosen.

Furthermore, time constraints of the data-gathering stage of the survey meant that only a few respondents could be asked these further questions.

4.2.1 Thoughts on the different content options on Inzwa

This question yielded a mix of responses, with quite a few respondents stating that they were satisfied with the different content options available. However, as one respondent stated:

“We need more variety of options. The more the better.”

This is an area that has already been discussed in preceding sections of this report.

Another interesting observation made was the following:

“Please do not refer us to websites when we listen to scholarship or vacancy opportunities, as some don't have access to the Internet. Also, please broaden the base for your news sources beyond VOA and Studio 7.”

This was an important observation made as the survey sought to find out how comfortable listeners would be with having to listen to a tidbit of information on a scholarship or vacancy opportunity and thereafter send an email query to receive further information. While this was thought to be the most cost-efficient way of providing the information – as giving full details would require a fair amount of time – this potentially cut off respondents without Internet access from seeking further information.

The second part of the same respondent's comment perhaps reflects a lack of regular use of Inzwa as Kubatana makes a point of gathering news content from variety of sources for its news bulletins and other content.

Another respondent cited the following as his problem with content on Inzwa:

“It (the content) is jumbled up and doesn't make sense.”

The same respondent mentioned that the music jingles were “harsh to the ear” and that the audio quality of the programme was not good. She however did not expand on her reasons for believing that the content was jumbled up.

Because Inzwa is providing information over mobile phone lines, the audio quality will always be a challenge for the service. Firstly, the audio quality that can be transmitted over a phone line is quite poor – less than a quarter as good as CD quality. In addition,

mobile phone calls in particular are susceptible to “breaking,” call dropping and poor call quality due to network congestion.

Global System for Mobile (GSM) phone call quality is related to network congestion and can be unpredictable. Efforts to add analogue landlines to Inzwa’s bank of call-in numbers were frustrated by difficulties experienced with the telephony adapters procured for this purpose.

Some of the other striking comments that respondents gave about the content options on Inzwa:

- ***“The advantage is that they give me a variety of options to choose from.”***
- ***“They are fairly good but you need to update them more regularly.”***
- ***“There is good variety and the content is not monotonous.”***
- ***“They are good and that's what society is missing.”***
- ***“They are okay, since they are meant for diverse people.”***
- ***“They are well researched and offer unbiased, accurate news coverage.”***

4.2.2 Too long, or too short?

As the pie chart (Fig 15) shows, almost half of the respondents to this question felt that the length of the content options was fine. One of the reasons cited for this response was that since listeners were paying for the service, making it any longer would make it hard for them to listen to all the content.

As two respondents noted,

“Considering the charges, the length is okay. Something longer would be too expensive.”

and,

“The length is fine, but money is tight.”

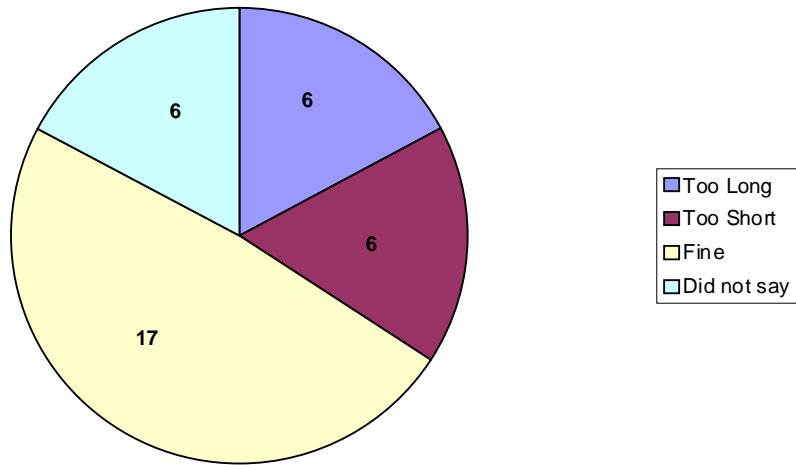
A follow-on to this line of interrogation was the following question:

Would survey respondents have stated that they wanted the length of the content options to be longer if they didn’t have to pay to listen in?

While a conclusive answer to this question was not found, some respondents provided insights that, in some way, pointed towards answering this question.

- Since I am paying for the service, the length is okay. If I wasn't paying, I would want it longer.
- It is too long for people in the rural areas without money for credit.
- The options need to be longer but will depend on subscribers and their airtime.

Fig 15: Thoughts of Inzwa survey respondents on length of content options



Some however mentioned that they wanted the length of content to be increased so as to be able to gain more information. Only one respondent added that they would be willing to pay for the extra time spent on a call to Inzwa.

To further this rationale, a follow-up question was asked in which respondents were asked to state whether they would phone Inzwa or a similar programme on a more regular basis. An overwhelming majority – 23 of the 35 – stated that they would. Only one person said they would not, citing cash as a constraint. The other 11 respondents either did not give an answer or were not sure.

This was not to say, however, that of those who did state that they would phone in regularly, airtime was not mentioned as a challenge. Many noted that money indeed was an issue for them, but that they were willing to sacrifice some for content on Inzwa.



His caller profile is incredible. At the time of writing, Tatenda Mango (29), a computer technologist, had called Inzwa a total of 23 times.

And of these times, he had spent 5 or more uninterrupted minutes listening to Inzwa on at least 14 occasions. Once, he exited Inzwa after listening to all the content there was on offer.

Statistically, Mango is one of the loyal callers that Inzwa had hoped to create by providing content that a listener would regularly call in for.

Tatenda Mango, Inzwa survey respondent “I think it’s a good programme,” says Mango, who says that he is the reason why the six people in his office know about Inzwa.

When asked why he is so interested in Inzwa, he refers to the Joseph Chintomba interview featured on “Fresh”.

“I listened to that clip daily until the news headlines were changed,” he explains. “No newspaper could ever have given us that information since we could actually hear the interview going on. And Zimbabwe television would never flight that.”

So how come Mango is so willing to part with airtime to listen in?

“I don’t actually pay my own cell phone call costs,” he admits.

He explains that the company where he works gives employees weekly allowances of airtime to make local calls.

“If I wasn’t listening for free, I wouldn’t phone so often,” confesses Mango. “It would be too costly to phone.”

4.2.3 Get more of Inzwa online

The Kubatana website features an online archive of Inzwa clips which can be listened to online. To find out if respondents knew about these, the question was posed to respondents. Of the 35, only one knew about these and had previously referred to them.

Interestingly, 12 of the 35 had stated that they accessed information via the Internet, therefore meaning that a lack of access to online resources, although a valid point, could not have been the only reason for such low levels of knowledge about the clips.

Lack of adequate promotion of this facility by Kubatana may have played a role, and this may also indicate that listeners were not listening to the audio clips in full, as listeners

were told at the end of every Inzwa segment that they could find out more online, and Kubatana's website and email address were spelt out.

4.3 Conclusion

This survey has provided an extensive analysis of Inzwa listeners' demographic profiles, media consumption habits, as well as uses of, and satisfaction with, Inzwa. Although not a conclusive data set, the responses offered by survey participants give a general idea of who was listening to Inzwa, why, from where, and what they liked and disliked about it. All of this information has gone into providing a set of recommendations, which are discussed in the following pages, on how to improve the programme to better cater to the needs of listeners.

5. Recommendations and way forward

“Please make Inzwa a long-term sustainable service as most of these services usually end abruptly.”
Inzwa survey respondent

The overwhelming response to the survey of a diverse profile of listeners all point to the fact that Inzwa has the potential to become a sustained alternative media option in Zimbabwe. But in order to retain its current listenership as well as build an even wider audience for its content, the programme will need to improve in various ways.

5.1 Observations and Recommendations

The following are some observations and recommendations, based on survey findings, that will be useful to consider during the next phase of implementation of the programme:

Make it more affordable

Many respondents held a general misconception that Inzwa charged callers a premium for listening to the programme. While the truth is that listeners’ were paying standard charges, this does not change the fact that many respondents feel that the charges are too expensive for them to afford. As such, Kubatana should actively lobby local mobile network providers for cost effective alternative tariffs for the Inzwa service.

Make it more diverse

As survey participants noted, there is some content that is important to them that they were not able to access on Inzwa. This included information on sports, health, education, business and motivation. While acknowledging Zimbabweans need for diverse information, Kubatana does not want to be a national general information service. In line with its mandate Kubatana seeks to disseminate civic and political information.

Sound listeners out

Some respondents felt that Inzwa could become more dynamic by creating platforms for people to be able to exchange information, or create linkages (whether professional or social). Quite a number of respondents were not aware of the menu option that allows them leave a message for Inzwa, and few left Inzwa a text message or sent an email to the service. Thus Kubatana needs to investigate how it can better leverage Inzwa’s feedback facilities, as well as create more platforms for interactivity.

Promotion, promotion, promotion!

Kubatana needs to seek out other avenues of promoting Inzwa beyond the traditional media tools that it is currently using, as some folk might not have access to these. Handing out promotional materials at events and engaging in more vigorous outdoor advertising might improve awareness. Additionally, translating promotional materials into local languages may have impact in furthering knowledge about Inzwa.

Speak the local language

As evidenced by the responses given, many listeners are keen on having some local language content featured on Inzwa. While the language most commonly preferred was English, it would be worth Kubatana investigating how it can feature translations of certain content.

Improve the audio quality

A few respondents noted the poor sound quality of the service. Kubatana must investigate ways to improve this as some listeners noted that this was the reason that they were not aware of certain menu options. The phone-based nature of the service will make this particularly challenging. But offering the service on landlines – and not just mobile numbers – would be one way to go about this, as landline call quality is often better than that of mobile.

Get straight to the point

Quite a number of respondents mentioned that the jingles and lead-ins to content options were too long since they were paying to listen to the service. It would be well worth Kubatana considering abridging these.

More sources

Some respondents expressed a need for Inzwa to multiply its sources of information in order to improve its balance and credibility as a news source in Zimbabwe. Also, some respondents noted the importance of Inzwa having roving reporters from around Zimbabwe who would be able to provide eyewitness reports on issues, as well as more diverse opinions.

Catch them young

As the data shows, Inzwa largely appeals to an adult audience. There is a need to see how content can be suited to reaching a younger audience, with information that might appeal to them. This may include an agony aunt section where advice on issues that may be affecting young people may be shared, or a youth-oriented menu option.

No www's

This is a challenge that Kubatana will have to meet – how to be able to offer information without having to refer listeners to a website or email address. For many listeners, and indeed for many potential listeners, Internet access remains a rare privilege. Careful thought needs to go into seeing how Inzwa can progressively become a media tool based entirely upon sharing information via telephones.

5.2 Conclusion

The general public in Zimbabwe has shown a definite interest in Inzwa and it would appear, gauging from respondents' comments, that Inzwa could become a viable and feasible long-term alternative media option in Zimbabwe.

However, to create a loyal listenership, many of the recommendations mentioned above will have to be engaged.

It would also be wise for Kubatana to implement the next phase of Inzwa efficiently as this will help to quell any doubts that the project is a 'flash in a pan', like so many other media projects are often described.

Appendix 1: Inzwa Survey Questionnaire

Inzwa Survey - Phone interview questions

Caller Phone Number: _____

Date of Interview: _____

Part 1

- a) Describe your experience using Inzwa. (Functionality - Could you understand the menu options, and did you know what to do). Are you aware of Option 5? Have you ever used it?
- b) What information did you like the most? (As a follow-on question, in case the respondent does not mention this in their answer, "What did you like least?")
- c) What other sorts of information would you like to get in this manner?
- d) What language would you prefer to receive information from Inzwa in?
- e) How else do you get information?
- f) How did you find out about Inzwa?

Part 2 – Caller profile

Gender

Age

Location

Education background

Employed?

If employed type of job

Contract line or pay as you go

Language spoken at home

Part 3 – Bonus questions

(Optional - If you have a particularly chatty, helpful or interesting interviewee, please try and follow on with a few of these questions – you can note their responses below)

- a) What did you think of the different content options on Inzwa?
- b) What did you think of the length of the various channel offerings?
- c) Are you aware of the online archive of Inzwa sound clips? Have you ever referred to it?
- d) Would you phone Inzwa, or a different kind of audio magazine, regularly? If not, why not?
- e) What else would you like to tell us?