



BBC World Service Reviews

Qualitative research on the BBC Hausa Service

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1 Introduction

This report summarises the findings of qualitative research into perceptions of the BBC Hausa service in Nigeria, Niger and Ghana among both opinion formers and the wider audience.

The research was conducted in November and December 2009.

1.1 Background and Objectives

Responsibility for ensuring that the BBC World Service delivers its remit in accordance with the Royal Charter rests with the BBC Trust. The BBC Trust independently assesses the BBC World Service's adherence to BBC values and purposes. The aim of this research was to contribute to the assessment of whether the BBC Hausa Service is meeting its remit. The Hausa Service was selected as it reaches the largest audience of all World Service radio services. It is therefore an important audience for the BBC Trust to understand in its role of evaluating the performance of the BBC World Service.

Specific objectives of the research were to:

- Assess the quality of the BBC Hausa Service in the eyes of local opinion formers and the wider audience.
- Understand the role, relevance, performance and importance of the service to opinion formers and the wider audience.
- Understand the impact the BBC World Service is having locally.
- Establish how the BBC World Service is perceived and how it rates against other sources.
- Get the opinion formers' and wider audience's view on how the service should develop in the future.
- Examine how the service affects perceptions of the UK.
- Understand if there are any differences between the primary market (Nigeria) and other countries where the BBC Hausa Service is received (Niger and Ghana).

1.2 Methodology

The research was co-ordinated by Kantar Media in London, working in partnership with Market Trends Research International in Nigeria who conducted the fieldwork in all three countries.

Fieldwork was mostly focussed on Nigeria, by far the biggest market for the BBC Hausa service. The service also reaches other countries in the Hausa speaking region and so additional research was conducted in Niger and Ghana for comparison.

A combination of in-depth interviews (when interviewing opinion formers) and group discussions (when interviewing students, the opinion formers of the future, and the wider audience) was used. Audience groups were split across urban and rural locations. A similar discussion guide was used in all cases (see Appendix A).

Other important information about the research:

- 23 opinion formers were interviewed in Nigeria and a further 3 in both Niger and Ghana. Opinion formers were working in a position that has influence. These were a mixture of:
 - Senior managers
 - University professors / senior lecturers
 - Politicians or government advisors
 - Heads of non-governmental organisations (NGOs)
 - Senior managers in cultural organisations
 - Entrepreneurs
 - Journalists / commentators
- 2 group discussions were conducted among students in Nigeria (to cover the views of future opinion formers).
- 8 group discussions were conducted with members of the wider audience in Nigeria plus an additional 4 in Niger and 4 in Ghana.
- All participants recruited had a high interest in international news and used a range of news sources (including the BBC Hausa Service). We interviewed a mixture of frequent and occasional listeners to the BBC Hausa Service and included both males and females.
- Hausa speakers are mostly Muslim although some are Christian. This mix was broadly matched in the research. In Nigeria, the participants in the audience groups were mainly Muslim in Kano whilst some Christians and other non-Muslims were included in Kaduna. The majority of opinion formers were Muslim although some Christians were interviewed in Abuja. All participants in Ghana and Niger were Muslim.
- In Nigeria, opinion former interviews were conducted in Abuja, Kano and Kaduna whilst audience research was focussed on the northern states of Kaduna and Kano as the audience is predominantly in the North. We included groups in both urban and rural locations within these states. In Ghana, the research was conducted in Accra; in Niger it was conducted in Niamey. Interviews were mostly conducted in the Hausa

language although French was used in Niger if the participant found this more comfortable. Full sample breakdowns can be found in Appendices B and C.

1.3 An introduction to the region of Africa

Nigeria, Niger and Ghana are located in Western Africa. Nigeria is home to around 154 million people and is the most populous country in Africa. Niger (15 million) and Ghana (24 million) are much smaller in population terms.¹

Nigeria, a former British colony, now has an elected leadership but it faces the growing challenge of preventing the country from breaking apart along ethnic and religious lines. Political liberalisation has allowed militant groups to express their views more freely. The current president Umaru Yar'Adua is under pressure to fulfil promises to fight corruption in the country.



Ghana, also a former British colony, is widely felt to be a well-administered country by regional standards, a model for political and economic reform in Africa.



Niger, by contrast, has had military rule for much of its post-independence history. Independence from France was gained in 1960. It is rated by the UN as one of the world's least developed nations and with little primary education, Niger has one of the lowest literacy rates in the world.



Power supply is a constant problem right across the region, particularly in Nigeria and Niger where power cuts are frequent.

For further information on all three countries see the BBC World Service country profiles:

Nigeria - http://news.bbc.co.uk/1/hi/world/africa/country_profiles/1064557.stm

Niger - http://news.bbc.co.uk/1/hi/world/africa/country_profiles/1054396.stm

Ghana - http://news.bbc.co.uk/1/hi/world/africa/country_profiles/1023355.stm

1.4 The media landscape in the region

It is important to appreciate that there is a wide distrust of local media in the region, with the possible exception of Ghana. Local broadcasters are seen as open to manipulation and this

¹ Source – BBC News Country Profiles

gives international broadcasters leverage as a source for listeners to confirm stories. In Nigeria, there is a ban on the provision of live news and current affairs from international broadcasters to FM. In Niger, the state controls much of the nation's broadcasting although private radio stations have proliferated of late. Ghana enjoys a high degree of media freedom and a plethora of private broadcasters operate without significant restrictions.

Radio is the dominant medium throughout the region. It is not expensive to listen, the medium doesn't suffer from power supply problems (because radios are usually battery powered) and the audience is not required to be literate. Virtually everyone interviewed started their day by listening to the radio and the rural audiences were almost exclusively radio listeners.

“Radio is the cheapest and only always reliable means.”

[Male aged 35-50, Rural audience group, Kano, Nigeria]

Television generally supplements radio listening but it is felt that it is starting to make inroads into radio audiences in urban areas across the region. Overall, only a quarter of the population in Nigeria has access to cable or satellite television. Among audiences with television, radio still tends to be consumed in the mornings but television becomes dominant in the evenings. This qualitative research suggests that there are two evening news programmes that the audience in Nigeria seeks out to watch; the AIT news (a private station) at 8 p.m. and the NTA network news (Nigerian Television Authority – a state-run organisation) at 9 p.m. Power supply remains a problem for television viewing throughout the region although many of the opinion formers had private generators.

Newspapers are considered too expensive to pay for daily by the rural audience. Furthermore, low levels of literacy, especially in Niger, make newspapers irrelevant for many. However, newspapers such as The Daily Trust, New Nigeria, The Sun and This Day were mentioned as a source they use for news by opinion formers.

Internet penetration is low across the region. In Nigeria around 17%² have access from any location. This rises to nearly one-third in Ghana but is estimated at less than one per cent in Niger. Internet access was non-existent among rural audience groups interviewed but younger urban participants talked of the internet being a great way of catching up with sports news (especially the English Premiership football). The websites of the BBC Hausa Service and BBC Sport rank amongst the most searched websites in Nigeria³.

By contrast, 70% of Nigerians have access to a mobile phone. There are up to 70 million mobile handsets in Nigeria and in both Nigeria and Ghana mobile phones are becoming a significant source for getting news. Young adults interviewed were most enthusiastic about receiving news this way. All urban participants in our research, and many of the people from rural areas, had mobile phones.

² Source: BBC Global News, May 2009.

³ Source: Nigeria Financial Standard, December 28 2009

1.5 About the BBC Hausa Service

The BBC World Service outputs in the Hausa language for one and a half hours a day at the following local times:

- ‘**Shirin Safe**’ (Morning news) 6:30 a.m.
- ‘**Shirin Hantsi**’ (Morning news) 7:30 a.m.
- ‘**Shirin Rana**’ (Afternoon news) 2:45 p.m.
- ‘**Shirin Yamma**’ (Evening news) 8:30 p.m.



These programmes are only available via Short Wave in Nigeria due to the ban on FM re-broadcast of international services⁴. In Niger, according to the BBC World Service, FM partner stations account for over half of all listening, and around 80% of all listening in urban areas whilst Short Wave plays an important role

“It is a station that is basically meant to inform the Hausa speaking region on every latest development around the world.”
[Male Politician, Abuja, Nigeria]

in rural areas. In Ghana, BBC Hausa broadcasts on 101.3FM in the capital, Accra.

With a weekly reach of 23.5 million adults (and growing according to BBC World Service research) the BBC Hausa Service has around four times the size of the audience for the English service in Nigeria. The BBC Hausa Service reaches 13% of Nigerians weekly.

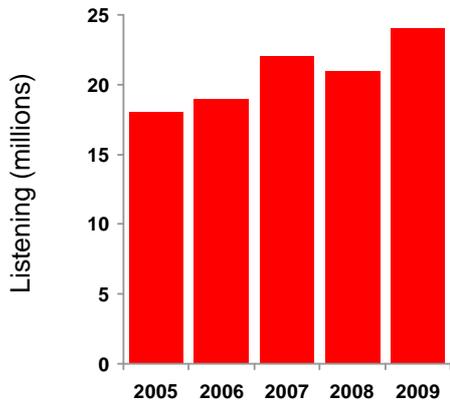
The market for the BBC Hausa service exists mainly in Northern Nigeria, but there is also a very large audience in Niger and a small audience in Ghana.

BBC Hausa is the BBC World Service’s largest service in terms of the number of listeners. The bulk of listeners are in largely Muslim North Nigeria; a region with significant public diplomacy importance.

In the qualitative research, BBC Hausa was very much top of mind, particularly for the rural audience groups with almost all spontaneously talking about the morning programme, ‘Shirin Safe’. There were fewer spontaneous mentions of BBC Hausa among female audience groups. It was felt that BBC Hausa listeners were more likely to be older. This is all consistent with the findings from the BBC World Service’s own quantitative research in 2009 (below).

⁴ Broadcasts can be heard on FM in Northern Nigeria via partner stations based in Niger.

Weekly Hausa Audience



“It is a station for those who have been to school and those who have never been to school.”

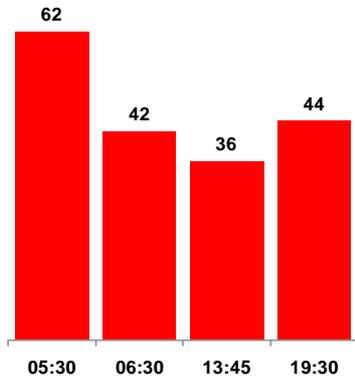
[Male Politician, Kaduna, Nigeria]

“[For someone who] wants to listen to news regularly.

From the rich to the ordinary man on the street.”

[Male Politician, Abuja, Nigeria]

BBC Hausa times of listening (GMT) - %



Audience Fact File

- 60% of audience is male
- Average age of a listener is 34
- Live in large households
- More than half not employed

Source: BBC World Service quantitative research, 2009.

2 Summary of key findings

The BBC Hausa Service has many strengths, and it appears to be fulfilling its remit well. There is an overwhelming feeling across the region that the service is a credible and reliable source of news that can be trusted. This is in contrast to perceptions of the local state-run stations. This feeling is shared by both of the broad groups interviewed; opinion formers and the wider audience.

The BBC Hausa Service can be received throughout the region and its balanced reporting and in-depth analysis are seen as key strengths. The excellent use of local language and the presence of local correspondents on the ground make the service relevant; this is especially the case in Nigeria. In Niger and Ghana, there is a feeling that coverage is skewed towards Nigeria (which is by far the biggest market). Participants called for more correspondents in those countries and also felt that the Hausa spoken locally within these countries is different and so the Hausa used by the BBC Hausa Service feels less relevant.

Perhaps the area where the BBC Hausa Service is having the most impact is on shaping perceptions of the UK. People from all audience groups talked of how the positive values of the BBC Hausa Service influence their views about the UK. Take the view of a male head of a non-governmental organisation in Kano for example:

“The station disseminates information, without distortion, which means they are giving us the clear picture, and therefore the United Kingdom is a Kingdom that does things with open hands.”

The main weakness is the poor quality of the reception throughout the region, outside the main cities in Niger and Ghana. This is largely due to Nigerian government restrictions on international broadcasters being carried on FM. Short Wave is therefore the way most listeners tune in but reception can be bad.

Poor reception is one of the factors driving the investigation of alternative means of delivery of the service. Internet penetration is still low throughout the region but accessing the BBC Hausa Service online is popular among those with access. The internet service is more relevant for opinion formers in urban areas but it is unlikely to reach rural audiences and in many areas (especially Niger) even urban audiences.

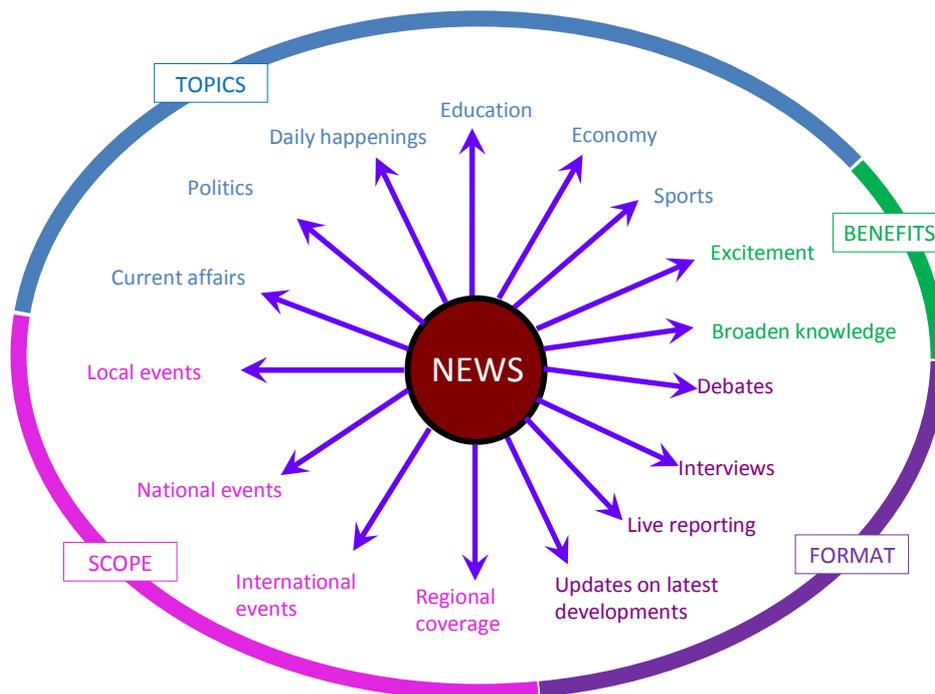
Television is more widespread but has nothing like the same reach as radio which is still the dominant medium across the region, at least for now. Mobile is potentially a more accessible medium with mobile penetration growing very fast across the region. There are already up to 70 million handsets in Nigeria. However, usage of mobiles for anything other than calls or texts is still a very niche activity, dominated by young people.

Listeners would appreciate more programmes that drill down into local issues and also programmes highlighting developments in Africa rather than a perceived focus on negative stories. Again, this view was shared across all of the audience groups.

3 BBC Hausa Service review

3.1 What is important in a news service?

According to the BBC World Service, more than two-thirds of Nigerians access news and current affairs daily so there is a real appetite for news. Participants in the qualitative research suggested that a world without news would be unimaginable, it would be like “total darkness” or “having eyes and not seeing”. Thoughts of what news means were varied but they could be grouped into four themes as illustrated below. This view did not differ significantly between audience groups.



“It expands my world view. It gives me information about things happening in other places.”
[Male Politician, Kaduna, Nigeria]

“If I don’t listen to news I feel incomplete because I feel like I am missing something that I am supposed to know.”
[Male Head of NGO, Kaduna, Nigeria]

“[News should be] precise, straightforward, reliable and timely.”
[Male Politician, Abuja, Nigeria]

One participant in the audience group in rural Kaduna said that not having the BBC Hausa Service would be like a world without news.

3.2 BBC Hausa Service’s position in the market

As mentioned earlier (c.f. section 1.4) international news providers are perceived to have an important role to play, especially in Nigeria and Niger. They provide balance and an

alternative view to local media which are not widely trusted. This was a perception among both opinion formers and the wider audience.

“[International radio] is a service to us as our local radio will distort things. It is a big challenge that people in other countries have to spend their own resources to come and tell us what is happening in our own country. It is so unfortunate but we thank them.”

[Male Businessperson, Kano, Nigeria]

Across the region, the day starts with radio for all groups. It is common for opinion formers to listen to several news programmes during the morning to hear different perspectives. Many opinion formers said they switch from Voice of America (VOA) which airs its news at 6am, to BBC Hausa (‘Shirin Safe’ at 6.30am, the service’s most listened to programme) and then to Radio France International (RFI) at 7am.

The ‘Shirin Safe’ programme appears to be a key appointment to listen for all groups – opinion formers, rural audiences and urban audiences alike. The timing of the programme fits very well with the population’s daily routines.

“I listen to FM but the moment it’s time for BBC or DW I switch.”

[Male Civil servant, Kaduna, Nigeria]

“The angles of the stories may be different so it is useful to get the stories from different sources.”

[Male Civil Servant, Kaduna, Nigeria]

“After prayers, around 6am, the first thing I do is to make sure I listen to the BBC Hausa Service or the Voice of America. I also switch over again to BBC Hausa service, from 6:30am to 7:00am. I also listen to our local news ‘Barka da yau’.”

[Male Head of NGO, Kaduna, Nigeria]

Opinion formers

Opinion formers seem to want a variety of information to see what’s available and get different perspectives. Opinion formers also tend to listen to the BBC World Service in English. The programme ‘Focus on Africa’ was widely mentioned. Opinion formers perceive the BBC Hausa Service as best for regional news but the English Service to be best at delivering international news, so they feel the need to listen to both.

In the evening, opinion formers also turn to television for national news. The same principle of plurality of provision applies with people generally watching both the AIT (private channel) news at 8 p.m. and the NTA (state-run) news at 9 p.m. to hear the official government viewpoint on events.

“You can’t compare the BBC Hausa service with our local media because by 6am I am able to access what is happening around the world. With our local media, it is not the same.”

[Male Senior lecturer, Kano, Nigeria]

Wider audience

This behaviour is much less widespread among members of the general audience. Firstly, they are less likely to feel a need to listen to another version as they have full confidence in what the BBC Hausa Service reports. Secondly, many do not speak English and consequently the English Service is not accessible for the majority of the wider audience. Thirdly, television ownership is much less widespread, particularly in the rural areas where even if a set is available power supply problems affect viewing.

Amongst the wider audience, the BBC Hausa Service is the overwhelming first choice for international and even national news. This is especially the case in rural communities. Some also listen to VOA and to a lesser extent RFI and DW but as well as the BBC Hausa Service they are more likely to listen to the nearest and clearest local FM radio station for local news and information.

The BBC Hausa Service is perceived by some to be more relevant than other international broadcasters (such as DW, RFI, VOA). However, in Niger RFI is perceived as relevant because of the country's links with France.

"Most of the time their stories or news point directly at you, especially stories on politics, economics, education etc. This is different from other stations e.g. VOA."

[Male aged 35-50, Rural audience group, Kano, Nigeria]

"BBC Hausa has no match in news delivery and all my expectations are being met."

[Female aged 20-35, Rural audience group, Kano, Nigeria]

"One cannot compare them with other media. They are ahead of them 100%".

[Male aged 20-35, Rural audience group, Kaduna, Nigeria]

Words associated with the BBC Hausa Service

During the discussion, participants were prompted with a series of positive and negative words. They were asked which words they associate with a number of different radio stations including the BBC Hausa Service. Please see page 25 for the full list of words and page 28 for the list of channels covered.

The BBC Hausa Service was associated with more or less all the positive words participants were prompted with and none of the negative ones. The word association exercise supported the view built up through the rest of the interview that the BBC Hausa Service is considered truthful, unbiased, credible, reliable and bold.

The word association exercise did not identify any significant difference in perceptions between audience groups or by country.

Competitor services

Some participants in the research, mainly opinion formers, had experimented with listening to Radio France International (RFI). It was recognised as a fairly new entrant to the market and appears to be building a good reputation. There were fewer mentions of Deutsch Welle (DW).

The perceived drawback for these broadcasters is that they are not heavily present on the ground. Participants believed that RFI and DW call experts locally whilst the BBC Hausa Service has correspondents in place on the ground with local knowledge.

Listening to Voice of America (VOA) was more widespread. Listeners generally seemed to accept that the broadcast was the point of view of America and that helped them to build an all round understanding of issues.

“It’s like they are trying to sell America.” [Male Senior lecturer, Kano, Nigeria]

*“VOA tell you this is an editorial, they’ll tell you this is our opinion so that you don’t have a problem. The BBC is more neutral in most cases so you try to balance by listening to 2 or 3 if you can.”
[Male Politician, Kaduna, Nigeria]*

“BBC is more reliable and VOA is always in support of USA.” [Male Politician, Abuja, Nigeria]

A summary of views about the various radio broadcasters available in Nigeria can be found in Appendix D.

3.3 BBC Hausa has a strong influence on society, built from unrivalled heritage in the region, especially Nigeria

The heritage of BBC Hausa was mentioned by almost everyone, and many started listening because of their parents. The service is perceived as the origin of radio broadcasting in Africa and listening has been passed down from previous generations. There is a feeling that the service is listened to as a community – everyone gets updated together at a shared event, particularly in rural communities.

*“I have been **addicted** to the BBC right from childhood... I believe they have been able to capture the Hausa audience and the nation at large.”*

[Male Journalist, Abuja, Nigeria]

“Ever since I was young in my village you know you will see a group of people under the shade, especially when it is coming to a quarter to 3. They switch on the radio waiting to hear, especially if something has happened in our country. We will not listen to our own country’s radio, we listen to BBC. It’s from there you will get better news.”

[Male Businessperson, Kaduna, Nigeria]

“I’ve been listening to BBC Hausa broadcasts since 1935, before Ghana gained independence. In my town Salga, it is to our house people come to listen to BBC Hausa bulletins.” [Male Religious leader, Accra, Ghana]

The BBC Hausa Service is generally perceived to be a benefit to society in a number of ways:

- It provides reliable information to help people form their own views (c.f. section 3.4).
- It sets the political agenda by raising issues that are important to the population so that awareness is heightened and action may follow.

- It plays a role in educating the nations. This is particularly felt by the rural audience. BBC Hausa seems to have the capacity to set moral standards for this audience. One typical participant said “I learnt to be courageous, truthful, dedicated and hardworking”.
- It provides a lifeline for rural communities that are not reached by other media.
- It drives better local media.

A wide variety of quotes from our research supports these assertions:

“BBC Hausa has become an avenue for disseminating information down to the rural people because the coverage is large. It has become a brand name for the majority of the Hausa speaking people because they report directly on what is affecting them, be it economic, political or social.” *[Male Head of NGO, Kano, Nigeria]*

“They have more power. They are powerful because they influence the listener and many people are listening to them.” *[Male Politician, Kano, Nigeria]*

“[The BBC Hausa Service gives us] serious reporting on the problem of electricity in Nigeria which is very, very important. When they pick up an issue they try to portray it and bring it under scrutiny. Attention will now be focussed on that issue and you know that people who can do something for us, will now be prompted to do something.”
[Male Professor, Kaduna, Nigeria]

“If you want to know how important [BBC Hausa] is, just come out between 6:30 and 7am to the local area where people are taking tea in the morning. Honestly, everywhere in the area people will forget their problems to listen to the radio.” *[Male Civil Servant, Kaduna, Nigeria]*

“BBC Hausa influences most of my decisions, especially political and socio-economic.”
[Male ages 35-50, Rural audience group, Kaduna, Nigeria]

“My views are reinforced by the BBC Hausa service and this allows me to decide on a particular subject.” *[Male aged 35-50, Rural audience group, Kano, Nigeria]*

“They are sharpening my perceptions about life.” *[Male Businessperson, Kano, Nigeria]*

“They have introduced me to understanding and appreciating other people’s cultures... It cares about every culture and every social sector... As somebody who is teaching others, it teaches me many new things.” *[Male Senior lecturer, Kano, Nigeria]*

3.4 BBC Hausa Service perceived as credible and reliable

Within its Global Purpose, the BBC is tasked with ‘providing international news broadcasting of the highest quality’. Credibility and impartiality are key strands to achieving this.

Extract from the BBC’s Global Purpose: ‘The BBC’s journalism for international audiences should share the same values as its journalism for UK audiences: accuracy, impartiality and independence. International audiences should value BBC

news and current affairs for providing reliable and unbiased information of relevance, range and depth.'

International stations have a higher level of credibility in the region as they are not open to the same manipulations to which local stations are prone. The BBC Hausa Service is seen as the best example of a truthful and reliable channel, operating firmly in line with its remit. It is perceived to have a clear role of delivering credible news to the nations which is something the audience does not believe it gets from local media in Nigeria and Niger. There was almost no deviation in any group from the view that BBC Hausa provides a highly credible, impartial service, and thus the service is seen to make a valuable contribution to society.

“BBC Hausa service is like a mother to society. Feeding her children with refined information. All its news is reliable, therefore it educates the society in Nigeria.”

[Male aged 20-35, Rural audience group, Kaduna, Nigeria]

“Their information is timely. They are very frank. They tell us our fate and where we are going wrong. Even the minister for communication cannot tell the government that it is not doing well.” *[Male Senior manager, Kano, Nigeria]*

“Truth is one of its main strengths. You can never compare it with any other service, it is far above them.” *[Male aged 35-50, Rural audience group, Kaduna, Nigeria]*

“They give information better than other channels because they tell you the totality of the truth.” *[Male Public sector director, Abuja, Nigeria]*

“We get to hear what our government would not like us to hear. The way they balance stories is also very important.” *[Male Professor, Kaduna, Nigeria]*

“BBC news is credible, it is trusted. If BBC has not carried a story any other local journalist would hesitate to authoritatively put it on air.” *[Male Journalist, Niamey, Niger]*

A current example of the position the BBC Hausa Service holds comes from Nigeria. Rumours persisted in the country about the health of the President. To dispel these rumours the President gave a short interview to BBC Hausa to demonstrate that he was alive. The feeling in the country was that if the interview had been carried by local state channels, the story would not have been believed. The press in Nigeria reported that the Senate took the interview as a vacation letter and consequently an acting President was appointed.

A minority of participants identified the service's British government funding as a source of bias. They saw the potential for this to lead to the station promoting the view of the British government. Nevertheless, this did not appear to affect the credibility of the service in the eyes of these people as they tended to feel the service reports positive and negative stories for all governments.

“Sometimes they are what you can call the moral peace of the British government... They cannot be neutral... They are funded by the British government.”

[Male Senior lecturer, Kano, Nigeria]

3.5 Hausa language is a real strength for the service

The language used by the BBC Hausa Service is almost universally perceived as high quality, standard Hausa, as evidenced by the wide range of quotes. Using it is a great way of connecting with the Hausa Diaspora as it makes the service more relevant and accessible to all Hausa speakers. Participants commented that both the vocabulary and tone are excellent.

Using the local language gives listeners a sense of ownership of the service as they are able to identify positively with it.

“Broadcasting in Hausa makes it relevant to you. I only listen to the BBC Hausa Service. The vocabulary is very conveying and very right, clear Hausa, very authentic, it is perfect.”

[Male aged 35-50, Rural audience group, Kano, Nigeria]

“It makes it more relevant to me.”

[Male Politician, Abuja, Nigeria]

“They are perfect. They speak polished Hausa. Even the way they pronounce Hausa. The Hausa is different from others like VOA.”

[Male Senior lecturer, Kano, Nigeria]

“The vocabulary used is excellent. They are even better than some of our local radio stations in terms of the Hausa they use.”

[Male Head of NGO, Abuja, Nigeria]

“They speak in Hausa so there are more and more people that follow and understand what they are saying. People in the hinterland, villages and hamlets all have access to it. It has a very wide reach. The news is broadcast in the language of the people.”

[Male Politician, Kaduna, Nigeria]

“It sounds different from broadcasters of other stations, more unique. A true Hausa voice.”

[Male aged 35-50, Rural audience group, Kano, Nigeria]

“It gives those who do not know how to speak English the opportunity to know what is happening outside, in their local language.” *[Male Future opinion former, Kaduna, Nigeria]*

However, there was an exception in Ghana, where most feel the language is too complex or refined for the average Ghanaian Hausa speaker, who would speak a more informal ‘street’ Hausa. This is a particular problem for younger groups who feel some content is lost because of the form of language used.

In Niger, Hausa is infused with a mixture of French and Djerma. The Hausa used by the BBC Hausa Service is seen as too elitist and academic, again especially for younger groups.

“You see, here in Ghana, we don’t speak the original Hausa, ours is just like “Pidgin” in English, so sometimes it would be difficult for those that are learning the language especially when vocabularies are used.”

[Male aged 36-50 audience group, Accra, Ghana]

However, the Hausa used is perceived to be correct and participants saw the language used as a way of improving their Hausa language skills.

“It is standard, but a typical Sokoto or Zamfara will not get what the BBC Hausa Service is saying.”

[Male Future opinion former, Kaduna, Nigeria]

3.6 BBC Hausa creates a positive impression about the UK

Most participants said that the BBC Hausa Service creates a positive impression of the UK. Many explained how the service has changed their view of the UK, which previously may have been negative. Again, the wide range of quotes demonstrates that the BBC Hausa Service is making a big contribution in this area.

“The station disseminates information, without distortion, which means they are giving us the clear picture, and therefore the United Kingdom is a Kingdom that does things with open hands.” *[Male Head of NGO, Kano, Nigeria]*

“It was through the news that I was able to look at the UK as a friend or partner in business, unlike before where I looked at her as a colonial boss.” *[Male aged 35-50, Rural audience group, Kaduna, Nigeria]*

“They give credibility to the UK more than any other nation because the UK is sincere in its dealings.” *[Male Politician, Abuja, Nigeria]*

“It makes me feel that the UK is humanitarian and that they have diverse perspectives about the world and they appreciate other people’s culture.” *[Male Senior lecturer, Kano, Nigeria]*

“Generally I look at the UK as an opportunist. They colonised us, siphoned our natural resources and got away with it. It took a long time for me to realise through the news on BBC Hausa service that the UK is more like our partner in progress.” *[Male aged 35-50, Rural audience group, Kaduna, Nigeria]*

“I have heard a lot about the UK, especially being our colonial masters. They cheated us, took all our mineral resources and right now are enslaving us indirectly. But with news from the BBC Hausa service I begin to look at it from the contrary as we are friends in business, politics, etc.” *[Male aged 35-50, Rural audience group, Kano, Nigeria]*

3.7 Local presence is perceived as a strength of BBC Hausa but Niger and Ghana felt to be under-represented in those countries

Local correspondents enable the Hausa service to report quickly following an event. In addition, they also ensure that the service feels relevant to the country. The BBC Hausa Service is performing well on this front in Nigeria, but could be doing more to serve Ghana and Niger in the eyes of the audiences in those countries. Many listeners outside Nigeria feel that content is skewed and they would like to see more correspondents in Niger and Ghana reporting on stories relevant to them.

“They have reporters scattered all over the countries and they are good reporters.” *[Male Journalist, Kano, Nigeria]*

“They have a wide network of reporters all over the world thus other media can never match them in strength.”

[Male aged 35-50, Rural audience group, Kaduna, Nigeria]

“The way BBC interviews people on the ground at the time of news breaking gives less time for censorship... it makes the stories more credible.”

[Accra, Ghana, audience group]

“Sometimes I ask myself if these BBC people are sorcerers. How do you explain that they are always at the site of a news happening here in Niger yet our own media takes days to report it.”

[Niamey, Niger, audience group]

“Any time the BBC wants to show African news, Nigeria is their main focus, this is not good, they should be including Ghana news always.”

[Female aged 25-35, audience group, Accra, Ghana]

4 Potential service improvements or developments

4.1 BBC Hausa on FM

There is no doubt that the quality of reception via Short Wave is lower than via FM. However, the reception on Short Wave does not appear to be a big issue for listeners in the region. Short Wave is needed to reach many of the rural communities it serves so well and there appears to be greater commitment to go to the effort of tuning in via Short Wave. Other groups reported difficulties locating the frequency on Short Wave.

“Sometimes it is not clear enough because it is on short wave.”

[Male Politician, Abuja, Nigeria]

Nevertheless, having the service on FM would be very popular. Improved accessibility is likely to increase the number of listeners in view of the challenges associated with Short Wave. However, the Nigerian audience was aware of the government restrictions. Many mentioned liking it when the service was previously available on FM through partner stations. It was noted that Voice of America is transmitted on AM. Participants commented that this had a much clearer reception and worked in favour of VOA

4.2 Length of daily broadcast

Demand for more time with the BBC Hausa Service was high. Many commented that the BBC Hausa programmes are too short.

The balance of views was certainly in favour of longer programmes. However, extending the news from 30 minutes to one hour may not suit all. An alternative viewpoint, perhaps most commonly mentioned by younger members of the audience, was that 30 minutes was about right as people do not necessarily have time to tune in for longer.

While more hours per day would also encourage some to listen more, some fear the service could be more monotonous if made 24 hours. In this way there is a need for flexibility so that listeners can get the service they want.

“Sometimes towards the end of their programmes you will hear them rushing to keep up with the time assigned to them.”

[Male aged 35-50, Rural audience group, Kaduna, Nigeria]

“To me, BBC Hausa is perfect. It should just **increase its news** from 30 minutes to 1 hour. I see it as an influential broadcaster of news.”

[Male aged 35-50, Rural audience group, Kano, Nigeria]

“I don’t get all the news I expect from the BBC Hausa service. The reason is clear. 30 minutes for the whole world news is too short.”

[Male aged 35-50, Rural audience group, Kano, Nigeria]

4.3 Increasing local content and positive news stories

There was a feeling that generally the BBC Hausa Service should get more involved in local issues to make the service more relevant.

The 'A Karkara' roadshow was a big success in this area as it proved to be a very popular outreach programme with the audience.

The initiative was spontaneously mentioned by many participants in the research in Nigeria.



The roadshow began in March 2009 and visited 30 villages across 11 states in Northern Nigeria. It included live broadcasts from some of the country's remotest locations and aimed to engage rural audiences in conversations about issues that matter to them. The initiative enabled the service to drill down deeper into issues and have an impact on lives. Considering the comments from participants these objectives appear to have been met. It was clearly a well received programme, seen as being ground breaking because it reports from rural populations that would normally be overlooked.

"Recently, they have created a niche for themselves by going down to the community beyond our imagination. That has made them a wonderful medium. I will give them an award this year for going to the rural areas that you never think reporters will go to."

[Male Senior manager, Kano, Nigeria]

There is clearly a desire for further programmes of this nature which drill deep down into issues, getting to the people involved and understanding their challenges. Programmes such as this have a powerful impact on people's lives

Some members of all audience groups feel there is a considerable amount of negative reporting of Africa. While this is not limited to the BBC Hausa Service, highlighting positive stories about development in Africa would be well received by listeners.

"Most of the time they are negative when they are talking about Africa. I think they should also portray Africa as something positive. Not only conflicts."

[Male Senior lecturer, Kano, Nigeria]

"BBC always likes to paint a black picture of Nigeria and Africa at large. It has always been pessimistic about Africa. They should try to improve on that."

[Male Public sector director, Abuja, Nigeria]

In addition, there is also a desire for more business news as well as the political stories currently received. Some, though, are offended by coverage of issues still considered taboo like family planning and sexual health.

"They like to talk about taboos and social issues which are considered immoral to our society."

[Male Professor, Kaduna, Nigeria]

4.4 Future developments: TV and Mobile

Launching a TV version of the BBC Hausa Service would be welcomed by those who have access to television. The service would be less relevant for the majority of the existing audience which is located in rural areas due to lack of availability of television sets and power supply problems.

This would be considered a good addition but not at the expense of the radio roots.

“For television there is always a limit because not everybody has access to television but, specifically in the north, virtually every home has a radio, so radio has much wider coverage than television.”

[Male Head of NGO, Kano, Nigeria]

“This would be a welcome development. I’m used to hearing the news. If I could see it on screen I would love this.” *[Male aged 35-50, Rural audience group, Kano, Nigeria]*

More interaction would be valued by the audience, especially the younger listeners. There appears to be a real appetite to get more involved with the programmes.

“The way they embrace and make use if technology advancements is very impressive. Look at the idea of sending them text messages for example. In future I would like to see them embrace any new development to the advantage of the audience and also advise the audience to participate in the news themselves because people are the news makers and participation is very good.”

[Male Professor, Kaduna, Nigeria]

Widespread mobile phone ownership would suggest this delivery method could be the way forward. All groups of people liked the greater accessibility this would give to the content. This was especially true of future opinion formers. Benefits of this would be flexible access, it would not be affected by power cuts, and it would be available 24 hours a day.

The internet service is already available but internet access is not widespread. Amongst users, the BBC Hausa site is one of the most popular in the region.

Perhaps the biggest advantage the alternative methods of delivery would bring would be empowering listeners with the flexibility to have the content when and

“*[It would give] a choice of platform that best suits the listening occasion.*”

[Male Politician, Abuja, Nigeria]

where they want, depending on individual circumstances.

This could be on radio, on TV, online or on mobile. This would potentially increase relevance for urban and opinion former audiences whilst maintaining the service for rural communities.

5 Conclusions

This qualitative research has demonstrated that the BBC Hausa Service has many strengths, and appears to be fulfilling its remit well. In all three countries covered; Nigeria, Niger and Ghana; the service is perceived as a credible and reliable source of news that can be trusted.

It is believed clearly to meet its remit of building a global understanding of international issues. Credibility and authenticity set the BBC Hausa Service apart from its competitors and its local presence and excellent use of the Hausa language are other key strengths.

The service also plays an important role in influencing opinions about the UK across the region. It has great impact in terms of creating positive associations for the UK.

There are few differences between the views of opinion formers and the wider audience in urban and rural areas. However, whilst the BBC Hausa Service is widely used and respected by opinion formers it tends to be one of many sources of information used to build a complete picture. Consequently, they are less reliant on the service than rural audiences in particular for whom services in English or other languages are not accessible. The heritage of the BBC Hausa Service is also particularly important to this group.

Comparing the views in different countries, listeners in Niger and Ghana sometimes feel differently from the majority of the audience which is located in Nigeria. This is because of the lower relevance of the service. Many in these countries feel that the language used is a form of Hausa more appropriate for Nigeria and that there is less coverage of events in Niger and Ghana than Nigeria. However, it is generally accepted that this is inevitable because of the relative size of the countries and the fact that the Hausa spoken is actually standard.

The challenge for the BBC Hausa Service appears to be how to maintain this strong position in the future. The positive reaction to the potential for the BBC Hausa Service being made available on other platforms such as TV, internet and mobile may suggest that developing the multi-platform strategy will make an important contribution to keeping the service relevant in the future.

Such developments would be more relevant for opinion formers and audiences in major urban areas and so it appears that radio should not be neglected if the service is to continue to be accessible to all Hausa speakers.

A male lecturer in Kaduna, Nigeria, summed up the balance of views well:

“BBC Hausa Service has been a very helpful medium so far.

It's educative and gives vital information to the people, especially educating the Hausa people. BBC Hausa Service has serious influence on the lives of ordinary Hausa people.

The Hausa people believe so much in the news or information that the BBC give. It has done so many great things in the lives of the Hausa people.

In the future they should come up with many more programmes that will educate the Hausa people more.”

Appendices

Appendix A – Discussion Guide

BBC World Service

Discussion Guide

HAUSA FINAL

Group		Interview Type
A	Opinion Formers	In-depth interviews
B	Students	Mini-groups
C	Hausa Audience	Focus group discussions

Discussion Guide

Topic	Content	Audience
<p>Introduction and warm up</p> <p>GROUPS 10 minutes</p> <p>IDI 5 minutes</p>	<p>Introduction</p> <ul style="list-style-type: none"> • Introduce Self & Agency • Introduce Market Research & the importance of their participation & point of view • Explain that there are no right or wrong answers – their view point & honest feedback is of utmost importance • Explain the usage of audio recording, confidentiality • Duration: 50 mins (in depths)/ 2 hours (groups) • Topic of discussion – Radio News <p>Warm up</p> <p>We regularly conduct research in various countries in order to understand how people live and the kinds of products and services they use.</p> <ul style="list-style-type: none"> • Let us start with introductions. Please tell me your name and a little bit about yourself. <ul style="list-style-type: none"> • Who is there in your family? (B, C ONLY) • What do you do? Tell me a little bit about your occupation and area of work? (A, C only) • Tell me a bit about your studies. (B ONLY) 	<p>ALL</p>

	<ul style="list-style-type: none"> Where in Nigeria/ Niger/ Ghana are you from originally? <ul style="list-style-type: none"> What is your mother tongue? How long have you been living here? Are your family from here (if not, where?) Have you lived elsewhere in the country for any significant amount of time? Where? <p>EXPLORING WHETHER THEY HAVE ALWAYS LIVED IN THE AREA OR MOVED HERE FOR WORK ETC – INTERESTED IN FINDING OUT WHETHER THEY HAVE ATTACHMENT/ KNOWLEDGE OF OTHER REGIONS WITHIN THE COUNTRY THAT MAY INFLUENCE VIEWS</p>	
<p>Media consumption</p> <p>GROUPS 15 minutes</p> <p>IDI 5 minutes</p>	<p><u>Exercise</u></p> <ul style="list-style-type: none"> I'm going to give you all a picture of a clock and I want you to use the post it notes to tell me what you are doing across different times of the day and what news focussed media you are accessing during these times. By this I mean reading the press, accessing news in other ways such as looking on the internet, listening to the radio or watching TV. MODERATOR TO GIVE EVERYONE A PIECE OF PAPER WITH A CLOCK ON IT, AND A PAD OF POST IT NOTES. Some to cover weekdays, some weekends. <div data-bbox="691 1263 932 1503" data-label="Image"> </div> <p>Reconvene (ALL from here on)</p> <p>Tell me about your news media day – how do you find out about news during the day?</p> <p>Probe for:</p> <ul style="list-style-type: none"> Morning (5am-9am) Daytime (9am-5pm) Evening (specifically 5pm-9pm) Late evening and night (9pm onwards) 	<p>EXERCISE B,C ONLY</p> <p>REST FOR ALL</p>

	<p>ASK FOR EACH TIME SLOT</p> <ul style="list-style-type: none"> • What are you usually doing at these times? • What news media do you access during these times on a week day? • What news media do you access during these times on a weekend? <p>PROBE FOR DIFFERENCES BETWEEN WEEKDAYS AND WEEKENDS</p> <ul style="list-style-type: none"> • During a typical day what news media do you access the most? The least? Why? • How much time do you spend with each news media? Why? • Are there any radio news programmes that you specifically set aside time to tune into throughout the week? (Appointments to View) <ul style="list-style-type: none"> ○ What are these programmes? Which channels? • In what ways do you listen to radio? <ul style="list-style-type: none"> • E.g. FM; Short wave (SW); via mobile phone; online; via a TV; podcasts • Do you have a mobile phone? <ul style="list-style-type: none"> • Do you currently use it for anything other than calls / texts? What? • Are you able to listen to the radio on your mobile phone? • Do you use the internet? Where? How often? What do you use it for? 	
<p>Attitudes towards news</p> <p>GROUPS 15 minutes</p> <p>IDI 5 minutes</p>	<ul style="list-style-type: none"> • What comes to your mind when I mention the word 'news'? <ul style="list-style-type: none"> • What are the thoughts, feelings and moods? <p>THIS IS DESIGNED TO BE UNPROMPTED TO SEE WHAT PARTICIPANTS MOST CLOSELY ASSOCIATE WITH NEWS. E.G. DO THEY TALK ABOUT MEDIA, PROVIDERS, POLITICS, LOCAL, INTERNATIONAL, SOCIAL ETC.</p> <ul style="list-style-type: none"> • When you talk of news tell me what you consider to be important? <ul style="list-style-type: none"> • What stories, events according to you constitute news? Why is this important? • How would you feel if there was suddenly a world without news? • In your daily life, how do you like to follow news? Why? <ul style="list-style-type: none"> • What platforms do you use – online, TV, radio, newspapers, mobile etc • Which is the first media you turn to for news? Does this change in different contexts (e.g. for different stories, different subjects, when a story of national importance is breaking etc.)? How? 	<p>ALL</p>

	<ul style="list-style-type: none"> • Which sources do you use most often for news (i.e. actual channel, station, website, newspaper etc.) • What qualities do you expect from a news service? SPONTANEOUS MENTIONS 	
<p>Radio news</p> <p>GROUPS 10 minutes</p> <p>IDI 5 minutes</p>	<p>Radio</p> <ul style="list-style-type: none"> • Do you listen to news on the Radio? In which ways do you listen? E.g. FM; Short wave (SW); via mobile phone; online; via a TV • What types of news stories do you typically follow on the radio? • What are the main radio stations that you like to listen to for news? Why? • How often do you listen to each one? If listen to news on more than one station – why? (Openness to hearing differing points of view from different stations). • How would you describe the news on each station that you listen to? • For each, what do you like? What do you dislike? • Do you listen to certain stations depending on the type of news story you want to find out about? <ul style="list-style-type: none"> • Are different stations more likely to report on certain topics? Which stations and which topics? • What news are you most interested in? What news is most relevant to you? Where do you turn for this? • Where do you turn for local and regional news? Who's best at that? • Where do you turn for national news? Who's best? • Where do you turn for international news? Who's best? • How important is it to you that radio news is neutral or unbiased? Do you prefer that radio news takes a stance on a particular story? <p>ENCOURAGE PARTICIPANTS TO TALK THROUGH EXAMPLES</p>	ALL
<p>BBC EXPERIENCE</p> <p>GROUPS 5 minutes / IDI 1 minute</p>	<ul style="list-style-type: none"> • Which BBC services do you ever watch or listen to? How often? <p>NB: THIS SHOULD BE SPONATNEOUS</p>	

<p>Perceptions of BBC Hausa Service</p> <p>GROUPS 15 minutes</p> <p>IDI 10 minutes</p>	<ul style="list-style-type: none"> • How often do you listen to the BBC Hausa service? [IF NOT ALREADY COVERED] • What kind of radio station is the BBC Hausa service? Please describe the BBC Hausa service to someone who has never heard of it. What comes to your mind immediately when you hear the name? What are your first thoughts, feelings, emotions? Why? <p>NOTE FOR SPONTANEOUS DESCRIPTIONS AND WORDS USED.</p> <ul style="list-style-type: none"> • What kinds of people usually listen to the BBC Hausa service? Can you describe to me a typical listener? • Would they be the type of person who wants to know all the facts, or just the highlights? • Which of these words would you associate with the BBC Hausa service: Innovative, Boring, Patronising, Relevant, Trustworthy, Educational, Timid, Bold, conservative, Challenging, Biased, Independent, Neutral, Informative, Risk-taking, Opinionated, Credible, Accurate, Truthful, Influential, Up to the minute, Cutting-edge, Insightful, Reliable • Which words would you associate with other news services on the radio? (Words can be allocated to more than one station – list of stations is below – each person answers for 4 stations) <p>ABOVE AS A WORD SORT EXERCISE – ASSIGN TO DIFFERENT COLUMNS</p> <ul style="list-style-type: none"> • What would you say are the main strengths and weaknesses of the BBC Hausa service? • How does the BBC Hausa service compare with other media (e.g. newspapers, TV, internet) • Would you say you learn new things from the BBC or not? Does the BBC reinforce views you hold? Does the BBC help you to decide what your view is on particular subjects? 	<p>ALL</p>
<p>BBC Hausa Service</p> <p>GROUPS 30 minutes</p> <p>IDI 15 minutes</p>	<ul style="list-style-type: none"> • Why do you listen to the Hausa service? [IF NOT ALREADY COVERED] What normally prompts you to listen to the BBC service? <ul style="list-style-type: none"> • Particular events? Please give an example • In which ways do you listen to the service? <ul style="list-style-type: none"> • E.g. FM; Short wave (SW); via mobile phone; online; via a TV • How did you first find out about the service? 	<p>ALL</p>

	<ul style="list-style-type: none"> • For how long have you listened to the service? Has your listening pattern changed throughout your life? • What role does the Hausa service play in your understanding of the news? • What do you like about the Hausa service? What do you dislike? • Does the BBC Hausa service report on all the news stories that you would expect? <ul style="list-style-type: none"> • Are the stories relevant to you? • Do you get different news stories reported on the BBC service compared with other stations? How do they differ? • Does the BBC Hausa service report give you the same information as other channels? How is it different? Is this better? • Does the BBC Hausa service give you the depth of information you need? • Do you ever follow up stories you hear about from the service? How? • Are the topics relevant to you? • Are you satisfied or dissatisfied with the BBC Hausa Service in general? Why? • How important is the BBC Hausa service to you? Why? • How important is the BBC Hausa service to society in general in Nigeria/Ghana/Niger? Does the BBC service give any benefits to society in general in Nigeria/Ghana/Niger? What are these benefits? • Does the BBC service have any negative effects on society in Nigeria/Ghana/Niger? <p>BBC Hausa Service output 1.5 hours a day</p> <ul style="list-style-type: none"> • Which of the following programmes do you listen to on the BBC Hausa service? <ul style="list-style-type: none"> - Shirin Safe (Morning news) –0530 GMT - Shirin Hantsi (Morning news) –0630 GMT - Shirin Rana (Afternoon news) –1345 GMT - Shirin Yamma (Evening news) -1930 GMT <p>For each:</p>	
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	<ul style="list-style-type: none"> • Why do you listen? How often? • Is the programme part of your routine or do you only listen because of certain events? What events? • Who do you listen with? • Who else that you know listens to the BBC Hausa service? Friends? Family? Co-workers? • If they don't regularly listen to some of the programmes – Why not? Do you regularly listen to other programmes on different stations at these times? Which ones? 	
Language GROUPS 10 minutes IDI 5 minutes	<ul style="list-style-type: none"> • Does the fact that the service is broadcast in the Hausa language make the service more or less relevant to you? • How do you find the language/vocabulary used on the service? <ul style="list-style-type: none"> • What do you think of the Hausa used? • What do you think of the way it's spoken? Is it spoken in a similar way to how you would speak to colleagues / friends? • Does it sound authentic / are the right words/ terminology used? • How would you describe the tone of the broadcasts? What do you think of the tone of voice of the broadcasts? • Would you prefer different words and terminology to be used? Describe how you might like a broadcast to sound. 	ALL
Role representing the UK 5 minutes	<ul style="list-style-type: none"> • How, if at all, does the BBC influence your view of the United Kingdom overall? 	ALL
Future delivery GROUPS 15 minutes IDI 5 minutes	<p>NIGERIA ONLY</p> <ul style="list-style-type: none"> • BBC Hausa is not widely available on FM. <ul style="list-style-type: none"> • Does this affect how much you listen to the service? Does it make it any more difficult to listen? • Are there any limitations because the service is only widely available on SW? <p>ALL</p> <ul style="list-style-type: none"> • What is the way forward for the BBC Hausa service? What would you like to see the BBC do differently? What should it do that it doesn't do already? What words would you use to describe your ideal BBC Hausa service of the future? • How could the BBC Hausa service make itself more relevant to you? 	ALL

	<ul style="list-style-type: none"> • If the service was available via different platforms would this change the amount you listen? Why? <ul style="list-style-type: none"> ○ FM ○ Mobile phone (via online) ○ Television ○ Online • Would you be likely to watch a BBC Hausa television channel if this were available in the future? How could this improve the BBC Hausa service overall? What should it look like? • Would the BBC service be more relevant to you if it were available as a television service? • Would you be likely to listen to the BBC Hausa service via your mobile phone if this were available in the future? How could this improve the BBC service overall? • Can you think of any advantages or disadvantages of being able to listen to the service on your mobile? • Would the BBC Hausa service be more relevant to you if it were available on mobile phones? • Would you be more likely to take part in a two-way relationship with the BBC if any of these developments were made? E.g. submit comments • Have you participated in an online forum? When was that? What was it about? Would you do it again? Is it something you would do regularly? 	
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Station list for word association exercise:

Nigeria	Niger	Ghana
BBC Hausa Service	BBC Hausa Service	BBC Hausa Service
VOA – alternate with DW	VOA – alternate with DW	VOA – alternate with DW
DW – alternate with VOA	DW – alternate with VOA	DW – alternate with VOA
Ray Power	Radio Anfaniis	Joy FM
Local State Radio	Radio Voix du Sahel	Peace FM

Appendix B – Opinion Former Sample Breakdown

	Category	Gender	City
1	Politician	Male	Abuja
2	Politician	Female	Abuja
3	Journalist	Female	Abuja
4	Journalist	Male	Abuja
5	Public Service Director	Male	Abuja
6	Minister of Culture & Tourism	Male	Kaduna
7	Professor	Male	Kaduna
8	Head of NGO	Male	Kaduna
9	Politician	Male	Kano
10	Senior Manager	Male	Kaduna
11	Journalist	Male	Kano
12	Head of NGO	Male	Kano
13	Politician	Male	Kaduna
14	Entrepreneur	Male	Kano
15	Senior Manager Cultural Organisation	Male	Kano
16	Banker	Male	Kano
17	Lecturer	Male	Kano
18	Journalist	Male	Kaduna
19	Entrepreneur	Male	Kano
20	Research Fellow	Male	Kaduna
21	Senior Manager at a Radio station	Female	Kano
22	Senior Manager in the civil service	Male	Kaduna
23	Lecturer	Male	Kano

24	Politician	Male	Accra (G)
25	Businessman	Male	Accra (G)
26	Religious leader	Male	Accra (G)
27	Political Party Leader	Male	Niamey (N)
28	Religious Clergy	Male	Niamey (N)
29	TV Journalist	Male	Niamey (N)

Key: G = Ghana, N = Niger

Appendix C – Focus Group Sample Breakdown

Regions	Urban				Rural			
	Male		Female		Male		Female	
	20 – 35 yrs	36 – 50 yrs	20 – 35 yrs	36 – 50 yrs	20 – 35 yrs	36 – 50 yrs	20 – 35 yrs	36 – 50 yrs
Kano	1	1	-	-	-	1	1	-
Kaduna	-	1	-	1	1	1	-	-
Accra (G)	-	3	1	-	-	-	-	-
Niamey (N)	-	3	1	-	-	-	-	-
	Plus 2 groups amongst students in Nigeria							

Appendix D – Comparison of views about broadcasters in Nigeria

Station	News Reportage	Reason for Patronage	Type of news known for	Likes and Dislike
BBC Hausa Service	<p>Relevant news addressing regional and Hausa issues.</p> <p>Routine listening to the scheduled programmes, particularly 'Shirin Safe'.</p>	<p>Broadcasting in the local language makes this service highly relevant to the locals.</p> <p>Rural audiences rely on it; urban audiences use it as another source.</p>	Global news, national and Hausa news, occasional grass roots reporting.	<p>Mostly objective when compared with other players.</p> <p>More grass roots programmes desired, and more reporting of developments. More involvement in local issues to create more relevance.</p> <p>News bulletins should be given more time.</p> <p>The Hausa seems very authentic.</p>
BBC WS (English)	Global in outlook.	<p>For comprehensive news coverage. Busy professionals would mainly catch the headlines and move on.</p> <p>Mainly followed by opinion formers.</p> <p>Sport for younger people.</p>	Current affairs and political and economic issues of general interest.	World class service but could be boring after a few hours because of repetition.
Voice of America (Hausa Service)	International news across all subjects.	<p>Clear signals very easy to access (better than BBC Hausa).</p> <p>Broadcasts on AM.</p>	News from the American angle.	US propaganda, only partially objective.

Station	News Reportage	Reason for Patronage	Type of news known for	Likes and Dislike
DW Radio (Hausa Service)	International news across all subjects.	Provides an alternative source of international news in the local language.	General news with occasional documentaries of interest. Much smaller audience.	Thin on the ground. Good alternative to the BBC Hausa Service.
RFI (Hausa Service)	International news across all subjects.	Provides an alternative source of international news in the local language. More widely listened to in Niger because of connection with France.	General news with occasional documentaries of interest.	They have limited reporters unlike the BBC. They are objective and people see those things that make BBC unique emerging.
Freedom FM (Kano and received in states near Kano)	Local News – Kowane Gota well received locally.	Freedom represents the credible opposition. Not a government mouth piece. An alternative source of news that may be trusted.	Different news items across the board – politics / cultural matters / the economy.	Some element of propaganda associated with the station. Not careful about the type of people they interview. Provides balance to Pyramid FM.
Pyramid FM (Kano)	Local and National News.	To hear the Federal Government position on particular issues.	Different news items across the board – Politics / Cultural Matters / The Economy.	A high degree of propaganda associated with the station.
FRCN Radio Nigeria Kaduna - available in whole of northern Nigeria	News across all subjects.	News about the north and government activities.	Any type of news to protect the government's interest.	Government news media, known for playing the truth to favour the government.

Station	News Reportage	Reason for Patronage	Type of news known for	Likes and Dislike
Nagarta FM Kaduna	General News and Music.	Alternative news source (fairly new).	Good source of news about local and global stories / events.	Privately owned. Same sort of service as Freedom FM in Kano.
Ray Power Kano	News addressing local and national stories.	Provides good local content, its sports programmes are popular (carries BBC sport)	News across the board affecting Nigerian interests, including politics	Local news. More independent than FRCN.