



Missed Opportunities:

How Media in India, Brazil and Kenya Present Child Rights

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Executive Summary	2
Summary of Methodology	11
India Country Report	13
Kenya Country Report.	37
Brazil Country Report	59
Indicators to Measure Future Success	80
Appendix A – Methodology.	82
Appendix B – Complete Outlet List	88
Appendix C – Complete Keyword List	89
Bibliographies	90



Executive Summary

Many children across India, Brazil and Kenya face complex and varied risks to their well being, with as many as half of the under-18 population confronting hunger, violence, under-education and exploitation. The manner in which the media in these countries present information on child rights and portray children and child rights violations—including TV, radio and newspapers as well as media on the Internet— influences how well or how poorly children’s well-being and basic rights are protected by parents, societies, governments and legal systems.

Internews Europe, with support from the IKEA Foundation, undertook a rigorous media analysis to understand how child rights issues are covered in India, Kenya and Brazil. It is the intent of Internews Europe that the results of this content analysis will lead to programmes to expand the public and policy debate, and amplify child and advocacy voices on child rights. Ultimately, this work strives to support sustainable, fundamental shifts in the way child rights issues are discussed, understood, addressed and defended in India, Kenya and Brazil and, thus, enable the improved protection of child rights in these countries.

Possible Future Activities in India, Kenya, Brazil

Support traditional media outlets (TV, radio, newspapers) and apply new media (internet/social media; cellphones/SMS) to better communicate information on child rights; support ways for child/youth and advocates to amplify their voices and to better utilize strength of media for child protection

Support Changes

Sustainable, fundamental improvements in the way child rights issues are discussed, understood and addressed in India, Kenya, Brazil; Children & youth better able to use media to understand and communicate on the their rights

Better Protect the Rights of Children

Child rights better protected by parents, societies, advocates, governments and legal system; Children & youth better able to protect their rights and effect relevant policy

This report—commissioned by Internews Europe with research, analysis and writing by Douglas Gould and Company (DG&Co.)—presents an in-depth investigation of the current quality and quantity of media coverage on child rights in India, Kenya and Brazil.

DG&Co. analyzed content from sample TV, newspaper (during June 2013), and radio outlets (listened to live during August 2013) as well as traffic across social media tied to child rights policy and violations in each country. First, a broad review assessed the quantity of child rights coverage over a set time period. Secondly, a sample of specific stories and content was “pulled” for detailed and careful analysis and rating of the character, quality and tenor of coverage and content – developing a complex and nuanced assessment of media coverage of child rights in these varied and complex countries. Local Internews researchers in each country supported the research and a multinational, multilingual team of translators was directly commissioned by DG&Co. to perform the analysis. The DG&Co. media content analysis is one part of a six-month, in-depth review by Internews Europe of the media landscape and child rights sector within each target country.

This multi-country media analysis provides a layered quantitative baseline to understand the quality of media presentation of child rights and from which to measure shifts in this landscape and the success of relative projects. Broadly, the content analysis measures the primary aspects of “news items” as they appeared during June and August 2013 and which affect the quality of information about child rights available to the public, the social debate, and the understanding of the issue. Thus, the content analysis provides a measure or number from which to gauge the success of any future programmes designed to improve quality and expand quantity of media coverage on child rights across varied media platforms.

The data and analysis also create an analytical foundation to assess the current contour of the information linked to child rights violations and child rights policy that major media outlets are presenting and which is trafficking on the Internet. The media content analysis, thus, presents a snapshot of the quality or lack of quality of the information available across communications platforms in India, Kenya and Brazil. It assesses the tenor of information that is available to support social understanding, policy dialogue and debate, information that in turn influences the legal, political and societal practices and level of defence of rights of children in India, Kenya and Brazil. Specifically, the analysis measures the amount of media coverage on child rights; how much children and youth—as their own and best spokespersons—are included and contributing content; how much child rights advocates are included, as well as assessing the “quality” of the coverage itself. The quality of media coverage on child rights is determined based on nine factors. (The nine-factor quality scale is described in more detail below in the Summary of Findings.)

Importantly, these research data provide detailed country-specific information to help understand what specific interventions in these countries would most effectively improve child rights protection. These activities might include, for example, designing effective projects to train journalists to better report on child rights; encouraging editors to cover child rights issues; empowering children to create their own content

Key Indicators

- Quantity of traditional news media content on child rights
- Quantity of social online media traffic linked to child rights violation and policy
- Quantity of child/youth voices in content
- Quantity of child/youth produced content
- Quantity of CSO/advocates voices in content
- “Quality” of content as measured by IFJ guidelines and other criteria

Nine Individual “Quality” Indicators:

1. Avoiding stereotypes of children as victims
2. Avoiding sensationalized coverage
3. Protecting privacy of children
4. Children’s voices amplified
5. Verification of information provided by children
6. Includes broad child rights context
7. Includes reference to policy and laws
8. Inclusion of possibility for improvement, means of solution
9. Information on how children and parents can protect rights, get help and support

on child rights; supporting better use of the Internet to communicate on child rights; and by helping advocates network with the media so that their views are included in content and so that media and civil society can, together, raise the standard of child rights coverage. This research thus presents actionable data to support the most relevant and effective work in these complex and varied countries, bringing about sustainable change in the way that media, society and government address and support child rights. Recommendations are presented throughout the report that would help design specific in-field activities and leverage these research findings for actual results on the ground

Summary of Findings

Results from the content analysis were both expected and surprising. Among expected results, the quality of media content in all countries was assessed to be poor when measured against international guidelines and several other factors included in a nine-variable quality rating scale. Broadly, and in line with international guidelines, quality media content is that which provides people with “extensive, reliable and ethical reportage about the way children are treated in society.”

To create a “quality score” by which to assess content, the Internews Europe and DG&Co teams developed a nine-point rating system to measure the quality of each news item. Five variables included in the rating system were taken from guidelines adopted by the International Federation of Journalists (IFJ) for quality media coverage on child rights.¹ These factors assess quality of content based on how well it avoids stereotypes of children as, for example, helpless victims; avoids sensationalized coverage of crime or violations of children’s rights; protects the privacy of children; amplifies children’s voices; and verifies information provided by children. Four other factors vital to quality coverage were also measured: depth and context in coverage; inclusion of discussion of relevant policies and laws; inclusion of possibility for improvement and means of solution; and inclusion of information on how children and parents can protect rights and get help.

This score provides, again, a starting point from which to measure overall improvements. Also, and very importantly in this case, the detailed information on each of these elements will be used to guide and focus journalist training and other Internews Europe activities to improve the overall quality of coverage.

During the scoring of each news item, researchers assessed the quality linked to each individual element. For each element that was in line with the quality factor, a piece of content received 1 point. The highest score a single news item could receive was “9,” meaning that it adhered to all the quality guidelines and factors and had the highest quality. At the other end of the quality scale, the least quality content without adhering to any quality factors received a score of “0.”

All countries scored poorly (below the median threshold of 4.5). The average score for a Brazilian news item was 3.9 on a 9-point scale; followed by India at 3.5; and Kenya at 2.7.

Two factors measured by the nine-point rating system were the level of sensational media coverage² (as identified by headlines, content and images), and the characterization of children as hopeless, helpless victims. In these areas, the results were unexpected, with the level of sensational media coverage and the categorisation of children as victims lower than the research team hypothesised. In fact, of the nine indicators in the rating system, avoiding sensational coverage is the variable in each country with the highest score. The second highest scores for India and Brazil came from avoiding stereotypes by not characterising children as hopeless, helpless victims. In background research conducted by Internews Europe prior to this content analysis, media and child rights experts from all countries had pointed to the sensational media coverage focussed on egregious child rights violations as a common characteristic and a chronic problem. Although the results of this research indicate that such sensational coverage is not as common as thought, it appears that it is this type of coverage that “sticks” in the audience’s memory and becomes representative of the coverage and, thus, likely associated with the issue itself.

The analysis of content also found a near-complete void of children’s³ voices and child-developed content across all media, in all countries. This result was captured by the nine-point rating system, coupled with information collected on who was quoted in the sample news items. Across all countries across all traditional media platforms, there was no child- or youth-produced media content — meaning there were no newspaper pieces written by children or youth, no radio broadcasts produced by children or youth, and no TV segments produced by children or youth. Children or youth were quoted in only 8% of traditional media content. This finding was similar for all three countries; however, India does seem to show a slightly greater aptitude for including child-produced content (as discussed in the country report). The collective absence of child-produced content and child voices in child rights coverage is concerning on several fronts. The coverage and content itself is missing a voice of truth and authenticity that represents the perspective, situation and viewpoint of children and youth. The situation reflects the domineering viewpoint of the media outlets and likely that of society/authority figures toward children and youth as subject or consumer, rather than participant and rightful citizen.

With regard to the type of media stories presented, there were extremely low levels of opinion news items, and lower-than-expected feature coverage. Without these types of stories, in-depth thoughtful, well-researched and well-discussed reporting is lacking. Instead, the media landscape is a series of one-off news items more likely to focus on single incidents or violations without context and depth of discussion.

Across all countries across all traditional media platforms, there was no child- or youth-produced media content. The coverage and content itself is missing a voice of truth and authenticity that represents the perspective, situation and viewpoint of children and youth.

The quality of media content in all countries was assessed to be poor when measured against international guidelines and several other factors included in a nine-variable quality rating scale. Each country’s maximum possible score was 9.0.

India: 3.5

Kenya: 2.7

Brazil: 3.9

¹ The International Federation of Journalists in 2001 adopted 11 guidelines to support media in achieving this standard of quality coverage. The full list of IFJ guidelines can be found at <http://www.ifj.org/assets/docs/247/254/cf73bf7-c75e9fe.pdf>.

² Sensationalised coverage, for the purpose of this research was defined collaboratively by DG&Co. and Internews Europe as: “Editorial bias towards titillating or highly emotional issues, deliberately provoking controversy and distorting facts to increase viewership or readership; exploitation of one or more elements in a story while ignoring facts or important contextual or policy issues; blowing incidents out of proportion by generalising the actions of a few to the many, exaggerating, fear-mongering, etc.”

³ For the purposes of this report, when “children” or “child” are generally mentioned, this is referencing a population segment up to the age of 18. When there is a distinction made between “children” and “youth”: a child is considered up to age 13; a youth is age 13 to 18.



Moreover, without editorial and opinion news items, there is a void of credible voices and authority figures on the issue of child rights. Ultimately, these omissions are a disservice to children and child rights advocates.

Overall, within each country's randomly selected sample, the great majority of child rights coverage was hard news stories. In this study, hard news coverage ranged from 79-82%, feature coverage, 6-10%, and editorial coverage, 1-4%.

An analysis of news item content in both Brazil and India revealed a few main and secondary topics that stood out: such as child health, child education, child labour, and crimes against children. There were several topics that did not penetrate the media at all, as was anticipated (see respective country reports for greater detail and discussion). In the Kenyan media sample, however, every anticipated main topic was detected in the random sample, indicating that Kenyan media are much more likely to discuss a broad array of topics, while Brazil and India media are more targeted in their approach to child rights coverage.

It is particularly interesting to note the prominence of public policy as a topic within the sample. India's coverage of child rights issues with a public policy focus was modest; only 1% of the Indian sample covered public policy as a main topic, while 27% focussed on public policy as a secondary topic. These results are closely reflected in the Kenyan sample (7% and 23%, respectively), but far below the significant public policy focus in Brazil, where news items identified public policy as a main topic 5% of the time, and as a secondary topic 54% of the time. Herein, there is a huge opportunity to link incidental coverage of child rights to the broader policy debate, advocating for possible solutions to rights violations.

An additional indicator of a country's predilection for discussing policy issues was measured in a nine-point rating system (explained above). For each news item in the sample, researchers indicated if the content of the news item included broader issues of children's rights or "context." Here again, Brazil led the sample with 25% of news items including a broader child rights context, followed closely by India at 22% and Kenya at 19% of their respective country sample.

With regard to the overall quantity of coverage, the volume of child rights print and TV coverage in Kenya and Brazil for one month was relatively equal. Similarly, the ratio of print to TV coverage of child rights in the sample time frame was about the same: Kenya's ratio was 70% print articles to 30% TV, while Brazil's was 62% print articles to 38% TV.

However, India produces a much greater volume of print coverage – more than four times the print coverage of the other two countries. This is largely due to the size of the country's population and its vast media landscape. Generally, large media markets have greater competition among outlets, and greater capacity within outlets – both factors that increase the number of news items produced. A search of outlets in India resulted in a ratio of 87% (804) print articles to 13% (120) TV segments.

The detailed findings of each country's analysis, as well as recommendations for potential future NGO-led programmes, can be found in the sections that follow.

Summary of Recommendations

With the low quality of media coverage on child rights across platforms in these countries clearly demonstrated by this research, there is great potential for activities that focus on improving these factors. Such focussed and country-adaptive projects could, in the near term, radically improve traditional media content by increasing journalists' and editors' knowledge of child rights and child rights reporting guidelines. Traditional and online content can be improved with the amplification of child/youth voices and engagement of children/youth in the production of content. In the long term, the results of these efforts could shift the type of information circulated across media on child rights, influence and improve the contour of public and policy discourse, and improve general knowledge as well as practice of child rights protection in countries that have struggled to implement policies, educate the public, and shift social and behaviour norms towards those that insure and protect the basic human rights of children.

Volume of Coverage

To better communicate information on child rights, groups implementing programmes should focus on increasing the overall volume of coverage by forging partnerships with media outlets and journalists to generate interest in child rights coverage through various tactics. The volume of data collected in the "aggregate sample"⁴ demonstrates a wide variance in quantity of news items, both across the selected media outlets and within the selected media types. While some types of media platforms (meaning radio vs. TV) and within those, some specific outlets (meaning a radio programme or specific newspaper) are providing significant amounts of coverage—as indicated by the results of our keyword searches—others are producing very little.

A striking outlier in India, when compared to Brazil and Kenya, is the disappointing coverage of child rights issues in radio news. During an entire month, only nine stories addressed or mentioned child rights issues on a variety of stations and programming. It is important to note that *All India Radio* (AIR), which airs throughout the country, is government owned and operated. Its sister outlet, *Doordarshan* (TV), had a similarly low volume of stories, about 6% (11) of the TV sample. Given the reach of *All India Radio*, this media conglomerate bears special consideration during any programmatic work with a goal of forging a successful partnership to increase coverage of child rights issues across the airwaves.

Some of the differentiation in the volume of results can be attributed to the search sophistication of each publication's website – not all publications were user-friendly and intuitive. However, it is unlikely that those technology limitations are solely to blame for such a notable disparity. In addition, the circulation and number of editions per day certainly contribute to the volume of news items printed or aired. It is worth noting that *The Times of India* has the largest circulation among all English-language newspapers in the world.⁵

⁴The volume of child rights coverage or "aggregate sample" was calculated by counting print articles and TV segments that contained child rights content in the sample pool, and radio segments that contained child rights content within the programs that were listened to.

⁵http://en.wikipedia.org/wiki/The_Times_of_India

The volume of data collected in the "aggregate sample"⁴ demonstrates a wide variance in quantity of news items, both across the selected media outlets and within the selected media types.

India: 933
Print – 804
TV – 120
Radio – 9

Kenya: 233
Print – 132
TV – 56
Radio – 45

Brazil: 356
Print – 181
TV – 111
Radio – 64



A three-pronged approach is recommended to increase the volume of coverage in India, Kenya and Brazil. First, work with journalists and outlets doing a good job and encourage them to increase the frequency of child rights stories as well as improve their coverage based on the IFJ indicators, to raise them to the next level. For example:

- Support processes that develop sustainable networks between media and advocates, providing reliable and effective platforms for sourcing stories.
- Improve the quality of key journalists' coverage: train journalists on the IFJ guidelines, what they mean and how to achieve "balanced, neutral coverage."

Secondly, focus on creating partnerships with journalists and publications not currently covering child rights issues sufficiently and advocate for greater and improved exposure of the issues. Address the dearth of radio coverage head-on by holding meetings with senior officials where advocates and other experts can request a policy change, encouraging producers to include more stories on these topics.

Thirdly, prioritize outreach to TV outlets in order to balance the volume of coverage within each country. The Internews Europe research team has indicated that TV is the leading influencer of public opinion in India, and highly influential in both Kenya and Brazil, so increasing the volume and quality of coverage should have a direct correlation on how the public views child rights issues and the progression of policies.

In Kenya, the Internews Europe research team has indicated that radio news is highly influential across the country. Therefore, working to increase the volume of radio news on child rights is recommended. Additionally a specific focus on improving the quality of Kenyan radio coverage is recommended, as radio news coverage in Kenya received the lowest quality score, 2.2, of any media type in any country.

Diversity of Types of Coverage

Goals should be set for boosting the level of print and TV feature and editorial coverage, as well as radio talk shows or interactive call-in programmes. A lengthy feature news item or segment provides greater opportunity to shape the public's thinking about child rights issues. This is not only because of the news item's length, but also because it is not framed around a single incident. There is, therefore, a greater ability to work with a journalist to develop a child rights frame, and incorporate current policy debates. Trainers can work closely with advocates and advocacy organisations, encouraging frequent, consistent and professional-quality advocacy outreach to journalists, editors and producers to secure such coverage.

Moreover, training teams can work with advocates to highlight the importance of media coverage that is systemic or policy-oriented rather than incident-based, helping them learn how to write and place editorials, and how to encourage feature coverage when talking to members of the media.

Sensationalism

While the three-country sample scored relatively high on the quality indicator measuring sensational coverage (meaning sensationalised coverage was not occurring frequently), India (14% of sample sensational) and Brazil (15%) are doing a much better job minimizing sensational coverage than Kenya (37% of sample sensational). Any amount of sensational coverage distorts the news and detracts from disseminating child rights information to the public. Working through newly established partnerships, it is recommended that any groups working to improve the quality of child rights coverage in these contexts conduct trainings designed to educate journalists on the IFJ guidelines on youth content, calling attention to sensationalised media and offering different options for presenting headlines, content and photos in a way that captures attention in a non-exploitative way.

Expanding the Policy Debate

Public policy was a focus of news items in as little as 1% of a country's sample (India, main topic) and as much as 54% of a country's sample (Brazil, secondary topic). Clearly, there is a huge opportunity to link all child rights coverage to the broader policy debate, advocating for possible solutions to rights violations and educating on standards and systems that can prevent or reduce one-off coverage of violations. Training with advocates should focus heavily on drawing and conveying links between single incidents or violations with current public policy debates. Furthermore, this should be a sharp focus of any training with journalists and producers on the IFJ guidelines.

In addition, by training advocates on how to write compelling editorials and place them in national papers, the coverage of child rights issues that link the rights-based discussion to public policy will increase. A key tactic for advocates is to employ commemorative days, events and reports as news hooks. Child rights coverage expressly focussed on commemorative days was noted in every country (to the greatest extent in Brazil). Furthermore, by increasing the number of informed advocate voices through media training opportunities, advocates will be better prepared to speak in quotable sound bites that reference public policy initiatives and success stories.

Amplifying Advocate and Child/Youth Voices

Much of what shapes public opinion of an issue falls squarely on who has the loudest and most persistent voice. If the public routinely hears only from policy makers and law enforcement officers, the shaping of public opinion is in their hands. DG&Co. strongly encourages partnerships with nongovernmental organisations in each country and advanced media training with select advocates—adults and youth—to bolster the NGO sector's roster of spokespersons. Furthermore, opportunities to bring together policy makers and advocates in the same room, perhaps through forums or the creation of child rights working groups within specific cities or communities, should be actively sought out. This will create an environment where stories are shared, policies debated, and the hope is, be improved.

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During the initial keyword search across media types, the media research team saw that one of India's leading English-language television stations, CNN IBN, had a remarkable "Citizen Journalism" section on its website. While a search on CNN IBN's site resulted in 13 news items in the representative sample, none of these news items were selected at random for the 100-item sample the team analysed. It is important to note that in August 2013, CNN IBN launched a child rights campaign. Given the timing, however, this content would not have made it into the study sample.

When compared to Brazil and Kenya, India media coverage reveals a heightened awareness of the importance of advocate and child/youth voices, and is making strides to encourage child/youth- and advocate-generated content. The Internews Europe researchers in India have noted the tremendous financial pressures news outlets (most notably, English language) are under to slash staff and programming – a worldwide phenomenon as the media landscape continues to change. By collaborating with outlets like CNN IBN, and demonstrating how programming to amplify children's and advocate's voices could be an avenue to capturing a key demographic, activities will have greater success increasing the volume of coverage within this highly competitive media context.

Using Social Media

Based on the analysis of select incidents and policies within each country, it appears that every country analysed is at the starting line with regard to using social media to communicate about child rights. At present, social media seem to present a platform for discussion of incidents and crime, rather than discourse and debate of policy. When the media research team analysed content around one specific incident and one specific policy for each country, the incident (or violation) generated a much greater number of mentions.

The data analysed show India and Kenya are making greater strides towards using social media as a communications platform than Brazil – with a handful of key influencers identified across categories. Key influencers are individuals, organisations and media outlets that are active contributors in, or leaders of, social media conversations and have a large number of followers.

The overall volume of social media mentions can be increased with a concerted effort to create, sustain and populate social media profiles for NGOs, journalists, outlets, advocates, and celebrities alike. Care should be taken to cultivate the present-day leading influencers, and build a cadre of advocates who use social media to push out messages about child rights. When working to train advocates and journalists, each training module should include a component on social media, if applicable, to help them see how information can be disseminated across social media channels to build upon offline conversations and policy debates.

At present, social media seem to present a platform for discussion of incidents and crime, rather than discourse and debate of policy.

Care should be taken to cultivate the present-day leading influencers, and build a cadre of advocates who use social media to push out messages about child rights.

Summary of Methodology

The research methodology was designed by DG&Co. in partnership with Internews Europe (see Appendix A, Methodology, for detailed description) and is tied to gathering data to inform effective media/child rights programmes in India, Kenya and Brazil – very different countries with complex media markets and entrenched, multi-causal child rights problems; and to present a quantitative baseline from which to measure the success of any future work. Because a primary goal of possible future activities would be to influence the broad media landscape by improving the quality of content and coverage of child rights issues, to amplify child and advocate voices, and to increase child-produced programming, this content analysis study focussed on the largest and most influential news and information channels and programmes.

For analysis of child rights content, a pool of television and newspaper outlets and radio news and information programmes was selected in each country based on audience size, and ability to influence policy and public debate, with a mix of geographic and language coverage. While many TV channels were national platforms, radio and newspapers were more localized. Technical aspects linked to access of content played a part in the final selection of pools. Specifically, the print and television outlets selected were required to have a searchable website. For radio, live-streaming programmes that were relevant to the study were required. In-country media researchers led the selection processes, providing direct local knowledge and expertise.

According to the Internews Europe in-country research teams, these platforms reach a wide number of key stakeholders in the country; they are the "trendsetters" in type, tone and content of media coverage. These outlets lead the coverage content and style of the smaller outlets and are best able to break out of current molds and confront generally accepted constraints.

With regard to social media traffic on child rights, a methodology was designed to test the use of social media to communicate on child rights incidents (to present an analysis of how, generally, the social media platforms are used to pass information on child rights issues), as well as communicate on child rights policy (to present an analysis of how child rights advocates, policy makers, etc., use social media to pass information linked to child rights laws, practices and policies).

DG&Co. selected the month of June 2013 for the print and television search. For radio broadcast coverage, the media research team listened to programmes live-streamed during the month of August 2013. The methodology varied because radio news coverage, in general, is not archived and therefore a historical sample was not available. The search period within social media varied by country; however, it generally reflected the time period beginning two calendar days before the incident in question, and continuing to the end of the following month. Therefore, there were approximately 35-45 days of social media data analysed per country.



In consultation with the Internews Europe project team, DG&Co. developed a wide-ranging list of keyword phrases to be used as search terms in the baseline research (see Appendix C). Search terms were tested in Factiva, a Dow Jones owned and operated global media database. The Factiva search covered about 30% of the print outlets that were targeted. For print outlets not searchable through the Factiva database, and for all television outlets, each outlet's website was searched by entering keyword phrases into the search bar. In collaboration with the Internews Europe team, DG&Co. identified at least 7—and up to 10—outlets per country for print and television each, respectively.

An initial search of each country's selected media produced an aggregate pool from which a sample for analysis was selected at random. From each country's media content pool, a smaller study sample was "pulled" (100 print/TV broadcast news items plus a varying number of radio news items per country). The pulled content was closely reviewed to assess the type of coverage, the quality of coverage, and content of child rights based on nine variables (as outlined above in the Executive Summary); spokespersons; occurrence of child/youth-produced content; and advocate-produced content. A high-level social media scan of child rights content, using the Radian6 database, was included in the study as well.

Based on this detailed analysis, DG&Co. established a per country quantitative assessment system for each of the indicators by calculating the following:

- Quantity of traditional news media content: the total number of news items per country, and per country by medium, were aggregated.
- Number of mentions of social online media traffic: the total number of mentions of an incident and policy by country were reported.
- Prevalence of child/youth voices: the number of times children or youth are quoted or interviewed were reported.
- Prevalence of child/youth-produced content: the number of times child/youth-produced content is used in news coverage were reported.
- Prevalence of CSO/advocate voices in content: the number of times CSO/advocate voices are included in news coverage were reported.
- Quality of media coverage: every news item on a nine-point scale representing the IFJ guidelines. The DG&Co. team also reported the average "quality" score by country and by medium.

Please see the section Indicators to Measure Future Success (p. 80) for the quantitative measurement figures tied to potential future indicators of success, which could be applied to future projects.



Country Analysis: India

This section presents detailed data and analysis of child right content across each media platform. A summary of key findings is presented first, and recommendations for possible future programme design and in-India activities based on data and analysis is presented at the end of this section.

Key India Findings

The greatest quantity of news items on child rights was found in India. The aggregate sample collected was heavily weighted to print, with 804 print news items, 120 TV news items, and 9 radio news items.

Approximately half of the print news items were published by *The Times of India*, a daily, connoting its influence in Indian media.

News coverage accounted for 79% (86) of the 109 news item samples pulled for careful review, while features and bulletins each accounted for roughly 10% of the sample. There was only one editorial in the entire sample analysed.

The greatest percentages of stories were about child education (24%), child health/nutrition (20%), physical or sexual abuse of children (17%), and child labour (10%).

Only 3% (3) news items had a negative or anti-child slant, while 51% (56) of the news items were positive/pro-child and 46% (50) were neutral.

Thirty-eight percent of news items stereotyped children as hopeless, helpless victims, while 13% of news items were sensationalised.

Only 8% of news items quoted children; 14% contained independent verification of the facts by children; and 15% included helpful information about prevention/help/support.

About one-quarter of the sample focussed on public policy issues as either a main or secondary topic.

No news item reviewed contained child/youth-developed content.

The majority of quotes in news items or radio news programs, where applicable, were attributed to policy makers (27%) and police officers (12%).

98% of the social media conversation was on Twitter; those talking about the incident and policy studies are angry towards the perpetrator and the system in general.

Select news outlets were voices of authority on Twitter and key influencers.

Overview of Traditional Media Coverage

The media research team searched 10 Indian print and 10 Indian TV outlets for news items during the month of June 2013 that were related to child rights. Following an extensive search using one media database and countless online news websites, the media research team compiled 924 print and TV news items from which a random sample of 100 was selected. In the sample, news items that appeared in print publications represented 87% of the sample (804), while TV news items represented 13% of the sample (120).

In addition, the research team listened to five radio programs every weekday during the month of August 2013, for a total volume of 95 radio programs. Among those, only nine programs were identified as having child rights content.

The aggregate sample showed that 42% of the outlets were in English, 33% in Hindi, 8% in Urdu, and 4% for each Marathi, Kannada, Telugu, and Tamil.

In India, the outlets per medium with the most coverage of child rights issues during the one-month interval were:

Print

- *The Times of India*
- *The Hindu*

TV

- *India IV*
- *IBN 7*
- *Aaj Tak*

Radio

- *FM Gold News Bulletin*

Volume by Media

For print and TV news in India, the media research team took a random sample of 100 news items with a mirror print-to-TV ratio of the sample (87% / 13%). This is reflected in the "Count" column below.

Article Type	Percent	Count
Print	80%	87
Radio	8%	9
TV	12%	12
Total News Items		109



Of the 95 radio programmes listened to during the month of August 2013, a mere 9 contained a news story or news alert related to child rights.

With a total sample size of 109 news items, India had the smallest pool of news items to analyze due to just a scant number of radio programs with child rights content. While the media research team did experience some technical difficulties streaming the live audio programs, the true disappointment is in regard to content coverage. Again, of the 95 radio programs listened to during the month of August 2013, a mere 9 contained a news story or news alert related to child rights.

India has a unique radio landscape that bears noting. Indian law allows nongovernment radio broadcasters to present news in the form of brief bulletins only. The resulting absence of coverage might be caused by the fact that editorial decisions on this single broadcaster lean away from reporting on child rights. However, more direct questioning of the editorial staff at *All India Radio* would be required to verify this hypothesis.

Story Type

Below is a breakdown of story type for the sample.

Type of Story	Percent	Count
News	79%	86
Feature	10%	11
Bulletin/emergency news	10%	11
Editorial	1%	1
Call-in segment (for radio)	0%	0
Total News Items		109

News coverage accounted for 79% (86) of the 109-news item sample, while features and bulletins each accounted for roughly 10% of the sample. There was only one editorial in the entire sample analysed.

Story Topics

During the months of analysis, several story topics were represented in the sample. The greatest percentages of stories were about child education (24%), child health/nutrition (20%), physical or sexual abuse of children (17%), and stories about child labour (10%). Interesting enough, there were no stories about inheritance, homelessness, sexuality/sex education, or general stories about child rights.

Analysis of Coverage

News Hooks: Commemorative Day

The media research team recorded the number of times a news, feature, editorial or bulletin was linked to a commemorative day or event, or a report release. Only 10 news items in the India sample were tied to a commemorative day or event, or a report release. Of these 10, the two most popular triggers were:

- World Day Against Child Labour (each year on June 12)
- The release of a Kerala State government circular on the legal marriage age for Muslims

Commemorative days in India are far less significant news hooks for media coverage than in Brazil.

Story Topic Analysis

Main Story Topics (in order of greatest to least from main column)	Percent	Count
Child education	24%	26
Child health/child nutrition	20%	22
Crimes against children: abuse, physical or sexual	17%	19
Child labour	10%	11
Child marriage	7%	8
Crimes against children: trafficking	6%	7
Other (fill in)	6%	7
Parenting	4%	3
Child development/youth development	2%	2
Public policy issues	1%	1
Reproductive rights and health, including pregnancy, abortion, family planning, HIV/AIDS	1%	1
Sexual exploitation/prostitution	1%	1
Substance abuse/drugs	1%	1
General about children's rights	0%	0
Homelessness	0%	0
Inheritance	0%	0
Sexuality, sex education, gender identity	0%	0

Child education, child health, and physical/sexual crimes against children were the most prevalent topics in the India sample.



Story Examples

Child Education – 24%

One example of a news item that had a main topic of child education is included below, from the popular newspaper *The Times of India*:

“Last year, when the [Right to Education, or RTE] Act was implemented, we saw very poor response. Also, many schools blatantly refused to admit children. Some schools openly refused to heed, rejecting the applications of children who were recommended by the education department. Many school managements shot back to the Department of Public Instruction (DDPI) in writing, saying that they come under minority institutions and were unaided, and that they have no provision to implement RTE,” he [K Basavaraj from the Department of Public Instruction] added.

Karnataka (Recognized) Unaided School Managements’ Association (KUSMA) gave a call for a weeklong bandh, opposing RTE implementation.

The DDPI said that a large number of schools in the district are run by minorities, and are still not willing to implement RTE, claiming that they do not come under the purview of RTE. “Only schools having minority certificate are exempted from RTE, but not those who haven’t obtained the same,” the DDPI clarified.

In spite of all this, many schools have admitted poor students in the current year. Interestingly, some schools haven’t received any admission under RTE. “Among parents, there is a notion that their children should study only in certain schools,” the DDPI said.

(Mendonsa, 2013)

Child Health/Child Nutrition – 20%

One example of a story that had a main topic of child health/child nutrition, also from *The Times of India* newspaper, is included below:

“Under National Rural Health Mission (NRHM), the state has plans to conduct health screening of kids up to the age of 18 years from July 1. The program will be known as the National Child Health Program in which health problems such as birth defects, deficiency, and developmental delay and disability will be screened and documented. For this, district early-intervention centres are proposed, which will diagnose the health problems at early states and will be referred for free treatment into the hospitals.

As per the national figures, there are nearly 27 crore [1 crore = 10,000,000] children under the age of 18 who will be the targets of this program. For its proper reach, two mobile health teams are being constituted at every developmental block. The teams will visit rural and urban areas, slums and government aided schools to screen the kids.

(Gaur, 2013)

Crimes Against Children: Abuse, Physical or Sexual – 17%

One example of a news item that had a main topic of crimes against children, physical or sexual, is included below, from *The Times of India*:

“Kerala continues to be one of the most unsafe places for children in the country, as crime against children is showing a steady rise with the state registering 159 child rape cases in the first quarter of 2013.

While police officials say the rise in cases is due to an increase in reported cases, psychologists are of the opinion that perverts are targeting children, as the abusers are afraid to make the same kind of move towards a grown-up person.

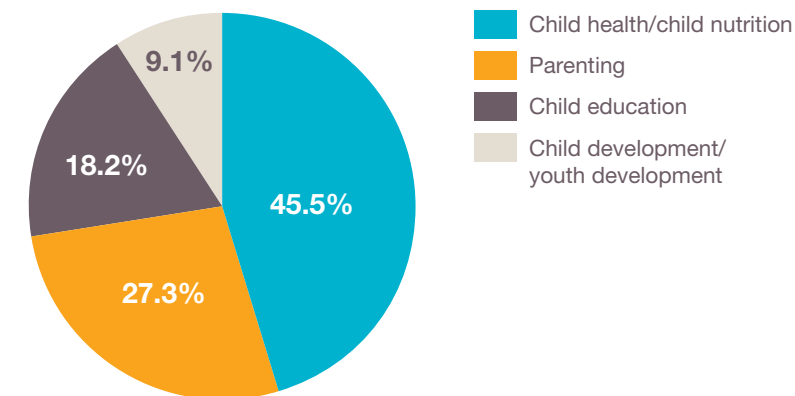
“Children are soft targets for perverts these days because in a majority of the cases children remain silent to the sufferings and the perverts make use of this silence to continue the abuse,” said criminologist and Central Institute of Behavioural Sciences director K S David.

As per the statistics available with Kerala police, apart from 10 child murders, 33 cases of kidnapping and abduction of children have been reported till March this year. The number of child rape cases also touched 159 during the period. Other crimes against children were 270 in the first quarter of 2013.

(Kanth 2013)

Feature Stories

There were 11 feature news items in India during the study months – the largest number of features for any of the three countries studied. Given that feature coverage, in general, is a deeper look at an issue (e.g., an investigative report, a topic-driven series), it is therefore interesting to note the main feature topics. Are journalists more likely to give feature coverage to a specific topic(s)? Indeed, of the 11 feature news items, 46% (5) were about child health/child nutrition and 27% (3) were about parenting. The entire breakdown is illustrated in the graph below.



Main Topic by Media Type

After looking at the top five story topics, the media research team wanted to see if one or more of the top story topics comprised a greater percentage of coverage in a particular media. Most notable is that radio coverage focussed on a small subset of topics, namely child education and child health/child nutrition. Also of interest, only print publications were focussed on child trafficking as a main topic of coverage during our study period. Television channels demonstrate a particular interest in covering cases of physical and sexual abuse.

Top 5 Main Topics by Media Type	Print (percent of total)	TV (percent of total)	Radio (percent of total)
Child education	24%	15.0%	33%
Child health/child nutrition	17%	23.0%	44%
Child labour	10%	15.0%	0.0%
Crimes against children: abuse, physical or sexual	16%	39.0%	0.0%
Crimes against children: trafficking	7%	0.0%	0.0%

Child development was the leading secondary topic – 33% of the news items. These news items were often about children with disabilities.

Secondary Topic

As illustrated in the table below, 33% (22) identified child development as a secondary topic, and nearly the same number (32%, or 21 instances) identified child education as a secondary topic. The focus on child development is interesting to note, as the media research team did not see similar results in the Brazil or Kenya sample. A number of the “child development” stories were about children with disabilities.

Fully 27% (18) of the news items had a secondary topic focus of public policy; this was good to see given that just one news item in the sample focussed on policy as its main topic.

Secondary Story Topics	Percent	Count
Child development/youth development	33%	22
Child education	32%	21
Public policy issues	27%	18
General about children’s rights	12%	8
Other (fill in)	11%	7
Crimes against children: abuse, physical or sexual	9%	6
Parenting	8%	5
Child labour	5%	3
Crimes against children: trafficking	3%	2
Homelessness	3%	2
Reproductive rights and health, including pregnancy, abortion, family planning, HIV/AIDS	3%	2
Sexual exploitation/prostitution	3%	2
Child marriage	0%	0
Inheritance	0%	0
Sexuality, sex education, gender identity	0%	0
Substance abuse/drugs	0%	0
Total Number of News Items with Secondary Topic		66





Story Examples

Note that the examples below are excerpts that highlight a story’s secondary topic, and are not intended to highlight a story’s main topic:

Child Development/ Youth Development – 33%

One news item from the *Deccan Chronicle* daily newspaper:

“Poverty pushes many parents into marrying off their daughters early and there is also the fact that dowry—another illegal practice that is only too common—will decrease with the age of the bride. What parents don’t consider is that early marriage takes its toll on the mind and body of the girl. A 16-year-old girl is not able to understand the responsibilities of marriage, nor should she be expected to. An early marriage cuts off her education and the time to acquire the skills that would help her in life. It pushes girls into a regressive mode rather than a developmental mode as the mind stops accepting new things in life and is set into a routine. Depriving a girl of an education ensures that she is always under the control of her elders or her husband and is totally dependent on them, unable to make independent decisions. The impact on the health of a young girl is often disastrous. She is still physically underdeveloped and often will not be able to bear a healthy child. Low-weight babies are common in such situations.” (Garari and Nadampilly, 2013)

Child Education – 32%

One example news item from the Indian newspaper *The Hindu*, is included below:

“Come to school regularly”, was the message Childline intended to send out to these children, said Godwin Premsingh, director, Childline nodal organisation. In their keenness to earn a pittance to supplement the family’s income, the children were sometimes absent or late for school. Scholastic performance was affected as children had little time to study. School was not just for studying, but also for recreational activities, Devika, district child protection officer (in-charge), told students. Advocate Jeyanthi Rani told students to participate in the extracurricular activities and cultural opportunities provided by the school. Schoolchildren and Childline volunteers performed a skit and dance highlighting child rights and opposing child labour. Nearly 400 children participated in the awareness program presided over by headmaster C. Velusamy. (“Don’t skip school, child workers told”, 2013)

Public Policy Issues – 27%

The example below is a news item from *The Times of India*:

“The six-day ToT is aimed at clarifying concepts related to child protection, developing the skills of participants and enhancing their understanding of child protection issues. “It is an attempt to ensure that no child falls out of the social security and safety net,” she [program officer at UNICEF’s child protection division] added. All the participants will work at least four to five days in a month in different districts as resource persons on child protection. They will be equipped with a set of resource materials on child protection, she said. The program will cover Protection of Children from Sexual Offences Act, Juvenile Justice Act, child rights, child protection framework and other related issues. “Resource persons from the Centre for Child and the Law, Research Centre of the National Law School of India, and other experts will take sessions,” Sowmya said. (KT, 2013)

Slant of Coverage

Does the news item slant in any direction?	Percent	Count
Positive/pro-child (advocacy for children, speaking out on behalf of children etc.)	51%	56
Negative/anti-child (blaming the child for problems, gangs etc.)	3%	3
Neutral	46%	50
Total		109

There was very little negative coverage of child rights issues in the sample. Only 3% (3) of news items had a negative or anti-child slant, while 51% (56) of the news items were positive/pro-child and 46% (50) were neutral. For the purposes of this study, a positive slant was defined as being “pro-child,” referencing advocacy initiatives and solutions, or quoting individuals who speak out on behalf of children.

The dearth of negative coverage is not unsurprising given the topic at hand. Generally speaking, child rights are not highly controversial. Children, the next generation, are viewed as the country’s future, and most people are in support of laws and policies that protect children.

Thirty-nine percent of news items stereotype children as hopeless, helpless victims, while 14% of news items were sensationalised.

Rating According to Indicators/Standards

To create a quantitative “quality score,” the Internews Europe and DG&Co. teams developed a nine-point rating system against which to measure each news item. The rating system is based on the IFJ guidelines on youth content as well as several other factors.

The average score for an Indian news item in the study sample was 3.5 on a 9-point scale. The table below illustrates a range in the score based on media type. Television coverage received the lowest quality score at 2.6; radio coverage was the median at 3.0; and print coverage received the greatest quality score at 3.7. All quality scores are lower than the median threshold of 4.5, leaving considerable room for improvement in the way child rights stories are covered by the media.

Quality Measure (1 point when condition met in a single piece)	Print	TV	Radio
NOT including stereotypes of children as hopeless, helpless, voiceless victims	57	3	7
Coverage, including photos and headlines that are NOT sensationalised	77	10	7
Child’s identity protected	46	6	7
Child/children quoted	6	3	0
Independent verification of information provided by children	12	3	0
Context of broader issues of children’s rights	21	3	0
Reference to laws/policies/policy debate	45	3	3
References possibility for improvement/solutions	48	3	1
Helpful information about prevention/help/support	12	0	2
Total Points	324	34	27
Average Score	3.70	2.60	3.00
Total Pieces Per Media Type	87	13	9

Generally, the areas of greatest compliance with the indicators are with regard to not sensationalising coverage, not stereotyping children as hopeless victims, and protecting children’s identities. However, these scores are not encouraging by any measure. Thirty-nine percent of news items stereotype children as hopeless, helpless victims, while 14% of news items are sensationalised. Although these two categories represent the best quality scores when measured against journalistic standards, there is plenty of room for improvement.

The areas of least compliance with the standards—and with the greatest need for improvement—include: quoting children, providing helpful information about prevention/help/support; independently verifying the story with children; and presenting the story in a broader context of child rights issues.

In the India sample, while 47% (51) of news items reference laws, policies or policy debates, only 17% (19) of the sample focussed on public policy issues and therefore connote depth of coverage.

Moreover, only 13% of news items in the sample provided helpful information about prevention or support, such as program details, a website to go to for more information, or a telephone number to call. This is in contrast to Brazil where 34% of the sample offer helpful information about prevention or support, but similar to findings in Kenya where 14% of the sample cite this type of information.

Age of Child Revealed

Nearly 34% (37) of the sample news items for India revealed the age of the child. This is an interesting metric to record for two reasons: DG&Co. wanted to track if members of the media are making a similar distinction between “child” and “youth” as is the child rights advocacy community. Furthermore, in two of the three countries included in the Internews Europe study, there is a current policy debate about changing the age of adulthood from 18 to 16. The data show that the media are not making the same distinction about age as the advocacy community. The media tend to use the age of a child to add additional detail to a story rather than for child rights or policy context.

Interestingly, while 34% of the news items in the sample do reveal the child’s age, when the data are cross-tabbed with story topic, it shows that the age of the child is most often revealed in the case of child health story, child marriage, or in a physical/sexual abuse case. Clearly the child’s age is more relevant to some story topics than to others.



Main Story Topic Where Age is Revealed	Percent	Count
Child health/child nutrition	22%	8
Child marriage	22%	8
Crimes against children: abuse, physical or sexual	18%	7
Child labour	11%	4
Child education	11%	4
Crimes against children: trafficking	5%	2
Other (fill in)	5%	2
Child development/Youth Development	3%	1
Parenting	3%	1
General about children's rights	0%	0
Homelessness	0%	0
Inheritance	0%	0
Public policy issues	0%	0
Reproductive rights and health, including pregnancy, abortion, family planning, HIV/AIDS	0%	0
Sexual exploitation/prostitution	0%	0
Sexuality, sex education, gender identity	0%	0
Substance abuse/drugs	0%	0
Total News Items		37

While it is easy to see how the age of the victim of child abuse and child marriage could be revealed in a news item, it is less obvious regarding the issue of child health. This is illustrated below with an example from *The Times of India*:

“A group of students in a government-run Anganwadi center at Anadej village near Sanand, had to be hospitalized by the local authorities after a suspected food poisoning on Tuesday. The state health department officials and local police authorities have collected samples of the food served to kids and sent it to a forensic laboratory to ascertain the cause of poisoning. Three of the 20 students hospitalized are serious and have been put under intensive care at hospitals in Sanand and Ahmedabad. Local administration officials said Anadej has two anganwadis catering to around 110 children in the age group of two to five years. Anganwadi is a courtyard generally located within a community or slum areas which serves as a platform to deliver services of central government’s Integrated Child Development Services (ICDS) scheme. (“20 Kids Hospitalized after Food Poisoning,” 2013)

Child-Produced Content

While citizen journalism is on the rise, especially in today’s social media-saturated market, there was an astoundingly complete omission of child/youth-generated content in the sample.

When scoring this section of the news item, the DG&Co. team were looking for video segments produced by children/youth themselves, or by child/youth-led organisations; editorials placed by children or teens; and articles written by (identified) children/youth journalists. While there were mentions by journalists of youth-led or created events, programs and initiatives, the sample fell short of including any news items produced by children or youth and circulated in traditional media.



Journalists in India see policy makers as trusted voices and authority figures – and people that represent public opinion.

Who Is Quoted?

Person Quoted	Count
Policy maker	27
Child advocate (non-governmental figure)	21
Police	12
Teacher/academic	11
Parent/family member	10
Child	9
Social worker/child services professional	9
Person accused of committing crime against child/children/youth	2

The majority of quotes in news items or radio news programs, where applicable, are attributed to government officials: policy makers (27) and police officers (12). There are nearly as many quotes by child advocates, with teachers, parents and social workers also represented.

Journalists in India see policy makers as trusted voices and authority figures – and people that represent public opinion. Equally important to note is that when all “authority figures” (policy makers and police) are tallied, the result is 39 quotes, while the tally of all advocate-like people (child advocate, teacher, parent or social worker) is 51 quotes. It is likely that journalists could be encouraged to continue seeking comment and quotes from the advocacy community and that there are ample opportunities to inject the voice of select advocates.

There were 46 news items in this sample that contained no quotes.

Advocate Voices in Content

Twenty-four percent (26) of news items contained “advocate-sourced content.” The media research team defined advocate-sourced content as that which includes any quotes by child rights advocates that identify programs, policies or other solutions to help children and youth; a detailed summary of child advocacy initiatives; organisations/agencies working to remedy the stated problem; or mentions

of high-level meetings focussed on child rights. The below example illustrates a psychologist advocating for youth by offering advice to parents about when to talk to children about sex.

“Educating your child about sex is a gradual, evolving process and considering the child’s age and when you think she is ready, you should answer her curious questions. A lot depends on how well you have honed your communication with the child. It is high time parents quit being in denial. If parents feel awkward, they must consult their family doctor to help them discuss it.”
Clinical Psychologist Salma Prabhu (Holla, 2013)

Tone of Quotes by Source

Person Quoted	Supportive of child/children Percent	Negative towards child/children Percent	Neutral or irrelevant Percent
Policy maker	64%	6%	11%
Child advocate (non-governmental figure)	80%	5%	15%
Police	8%	8%	84%
Teacher/academic	73%	9%	18%
Parent/family member	73%	7%	20%
Child	66%	0	34%
Social worker/child services Professional	80%	0	20%
Person accused of committing crime against child/children/youth	0	0	100%

The majority of quotes from all spokespersons interviewed are positive/supportive of children. There are very few instances of quotes that are negative in tone towards children. However, of those that are negative, one statistic is surely troubling: 9% of quotes from teachers are negative.

Social Media Use

To better understand the role played by social media in India, the DG&Co. team selected a specific incident and then took a deep dive into how that incident was covered by various social media outlets.

- **Incident:** A five-year-old girl was kidnapped from her family’s building in Delhi, and physically and sexually assaulted. This occurred in April 2013. This incident garnered attention because of its brutality and it has added to the growing popular characterization of Delhi as India’s “rape capital,” where the incidence of rape is on a rapid incline.
- **Policy:** Present-day debate to lower the juvenile age from 18 to 16 years. This debate is within the context of the high-profile “Nirbhaya” gang rape-murder case in December 2012 that led to massive and prolonged India-wide protests. A 17-year-old juvenile was involved, which opened a vigorous debate on the definition of a juvenile. With every incident in the news, the issue gains traction. While child rights activists are advocating that the age not be reduced, several women’s rights activists, the police, and a large portion of the general public are advocating that the age be reduced and stricter punishments be enforced for juveniles who commit heinous crimes.

To track relevant social media traffic, the media research team searched a number of keyword phrases related to the incident and to policy (see Appendix A, Methodology, for a detailed description) from April 17, 2013 (day girl was found) through June 30, 2013. While keywords related to the incident had thousands of mentions, there were very few mentions about the policy in any regard.

Mentions

Using Radian6, the leading social media analysis program, DG&Co. first looked at the number of mentions for the keywords selected linked to both the incident and the policy issue identified. There were 10,133 mentions on Twitter, Facebook, MySpace, videos, blogs and forums combined. This total represents the number of conversations in the data pool for both the incident and the policy. Because the level of conversation on the policy issue was so low, the media research team grouped these keywords together in order to build a more robust data pool for analysis.

There were 10,133 mentions of the selected incident and policy on Twitter, Facebook, MySpace, videos, blogs and forums combined.

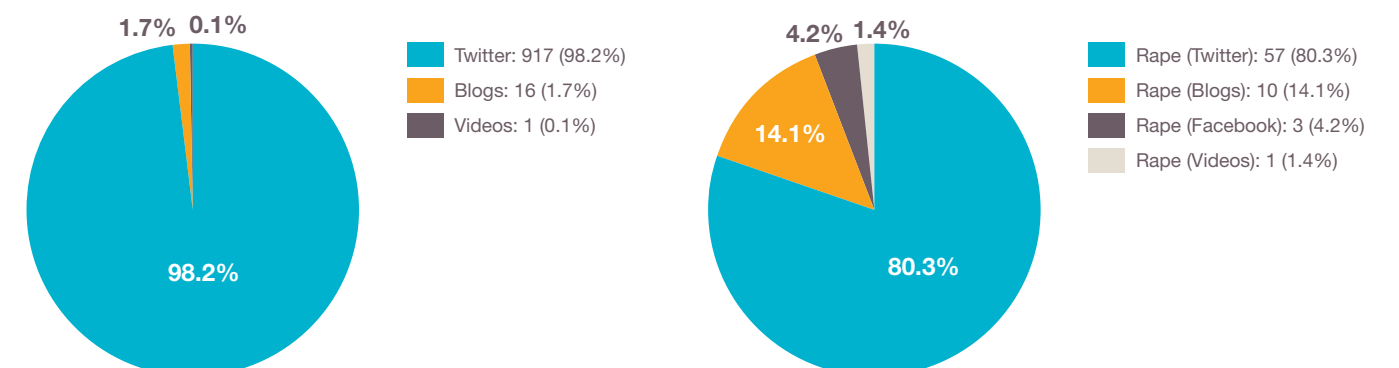
The DG&Co. team then looked closely at the context of the conversations by conducting a search on the word “girl” and “raped” within the 10,133 results. The following conversation cloud illustrates the words and themes frequently found in the social media chatter:



By drilling down into the data and focusing on the keyword “girl” and “raped,” the media research team accomplished two things. First, they segmented the larger data set to a smaller data set that was more applicable to the issues being analysed. Second, by using broad, yet resonate terms such as “girl” and “raped,” DG&Co. acquired metrics that can be used in future analyses for making comparisons.

Mentions by Outlet

Interestingly, the overwhelming majority — 98% — of social media conversation is happening on Twitter. Blogs and videos make a slight impression, while Facebook and MySpace make no impression at all in India’s social media conversation about this topic.



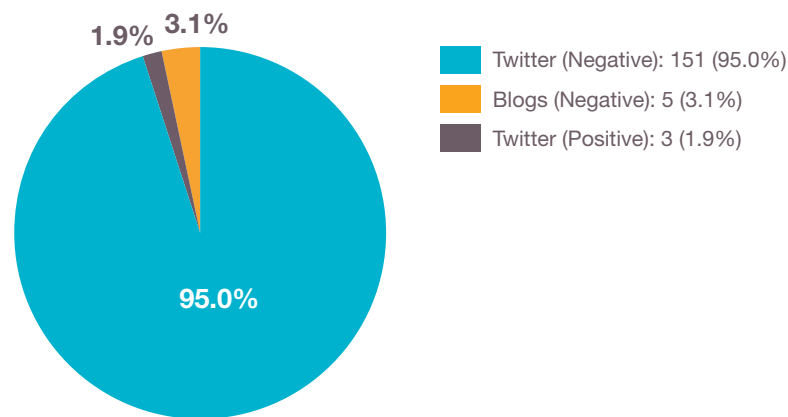


Sentiment

To gauge the sentiment around the keyword “girl,” trends were analysed in conversations that took place for key issues and topics over time. This resulted in three key findings:

- Public sentiment was anger toward the perpetrator and supportive of the victim. There was also anger expressed toward the system and country about the policies that allow such incidents to occur.
- Twitter was established as the platform with the highest volume of posts.
- The presence of news channels like @DDNewsLive and @NDTV were perceived as voices of authority on Twitter and as key media influencers.

Negative Sentiment and Twitter Platform



Key Influencers on Twitter

Inbound links indicate that the post source is an authority. Inbound links count the number of times a person/organisation/outlet’s content is linked to. Inbound links establish that not only are people aware of you, but they want other people to be aware of you/your content, too. This is the most authentic and error-proof indication of influence. Top social media influencers, when measured by inbound links are:

- Mr. Rajdeep Sardesai, @sardesairajdeep, editor, CNN IBN
- Mr. Anupam Kher, @AnupamPkher, actor
- Sri Jhunjhunwala, @jhunjhunwala, person/personality
- India News Headlines, @headlinesindia, media outlet
- We 4 Change, @we4change, NGO

Key unique commentators were examined around both keywords “girl” and “raped” to see which media outlets had a voice during this period on social media outlets, establishing the following blogs/online media as key players:

- rediff.com
- times24.in
- legalindia.in

The volume of coverage for social media mentions during the timeframe specified is far lower than anticipated. Twitter is the leading platform for child rights mentions in India. This is unsurprising as it is the leading platform for communicating news-like

information, and countless journalists and outlets have an active presence on Twitter in many parts of the world. Note that of all key influencers, only one is a nongovernmental organisation – We 4 Change. The overwhelming majority of the conversation was from individuals.

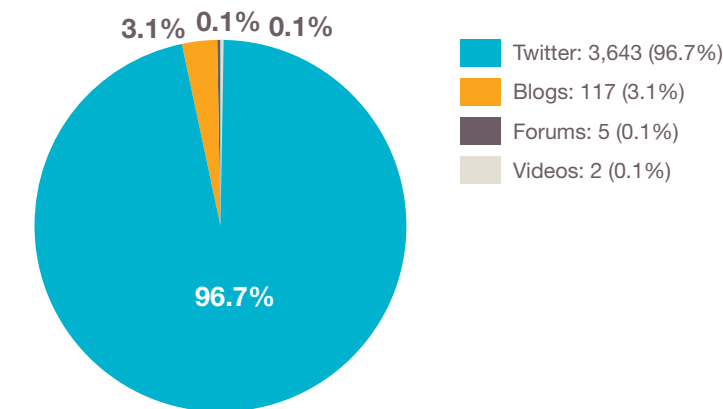
Social Media Use in Hindi

The DG&Co. team conducted one comparison social media scan in Hindi to determine if conversations in India about specific incidents and policies are predominantly happening in English, or in Hindi or other native languages.

Mentions

Using Hindi keywords associated with the same incident and policy as the English social media scan, there were a total of 3,767 mentions across Twitter, Facebook, MySpace, videos, blogs and forums combined. This is roughly one-third of the number of mentions in English.

Here is a breakdown of the number of mentions by media type:



In the Hindi language segment, as with English, Twitter is the leading social media platform, with a 96.7% of mentions, followed by blogs with 3.1%, and videos and chat forums with a miniscule presence of only 0.1%.

This conversation cloud illustrates the words and themes frequently found in the social media chatter for this incident and provides a sense of the sentiment associated with the incident and the policy:



In the Hindi language segment, as with English, Twitter is the leading social media platform, with a 96.7% of mentions.

Hindi news outlet, *Aaj Tak*, is a key influencer on Twitter with more than 50,000 followers.

We then looked closely at the context of the conversation by conducting a search on the keywords “बलात्कार” (rape) and “गुड़िया” (Gudiya, or “doll,” which is what the Hindi media began to call the victim). Again, Twitter was leading the conversation on social media for these keywords:

Twitter



Blogs



Interestingly, the research showed that there was a distinct regional difference in the social media conversations. Maharashtra and Marathi news channels and newspapers were leading the conversation (the Hindi and Marathi characters are the same for these two keywords; therefore, there were no language barriers in this scan). Key media influencers in this region are:

- ABP Majha, @abpmajhatv
- maharashtratimes.com, @mataonline
- esakal.com, @eSakalUpdate
- Jai Maharashtra News, @JaiMaharashtraN

Select Indian media outlets were present in the Hindi conversation as well. A Hindi news outlet, *Aaj Tak*, had a number of top tweets containing the keywords. @aajtak is clearly an influencer in social media with more than 50,000 followers.

BBC Hindi, @BBCHindi, is also an influencer, with more than 22,000 followers.

Others media influencers noted in the conversation in Hindi include:

- Naya India, @NAYAINDIANEWS
- Zee News, @ZEENEWSHINDI
- Navbharat Times, @NavbharatTimes
- NDTV Videos, @Ndtvvideos

Summary

The volume of coverage for social media mentions during the timeframe specified is lower than its English counterparts. Twitter remains the leading platform for child rights mentions in Hindi in India. Note that all key influencers in the Hindi language are media organisations and the preliminary search has not been able to identify any individuals that can serve as influencers.

The major difference between English and Hindi that the DG&Co. were able to identify is that a lot of tweets and stories on social media in the Hindi language provide a way for news outlets to post breaking news. In English, Twitter was used more so by individuals commenting about a specific incident. In Hindi, the level of engagement, opinion and sentiment is much less compared to its English counterparts. Furthermore, based on this analysis, there are no individuals or NGOs that act as key influencers on Twitter in Hindi.

Strategic Recommendations

Broad recommendations that apply to each country are presented in this report's Executive Summary. Below are additional recommendations that pertain specifically to India:

Work closely with select TV outlets to increase the volume of coverage. India recorded the greatest variance among media types in the volume of child rights news items within a given month. For example, when broken down between print and TV, 87% of relevant news pieces were in print and only 13% on TV. Again, there were only a total of nine radio segments that contained child rights content.

Work with TV journalists and producers to increase the quality of coverage. TV coverage of child rights received the lowest quality score in India; there is significant room for improvement.

Address the dearth of radio coverage head-on by holding meetings with senior AIR officials where advocates and other experts can request a policy change and encourage producers to include more stories on these topics.

Expand the discussion of public policy across all media; close the gap between the percent of news items that mention public policy (46%) and those that focus explicitly on public policy (17%). Generating more in-depth coverage will expand the policy discussions and create greater understanding of child rights issues.

Encourage advocates to offer helpful, supportive advice and programmatic details when speaking to the media. A five-second sound bite that includes a website or telephone number to turn to for more information could have a lasting effect on improving the lives of children in India.

Raise the voice of children in the news coverage by exploiting India's predilection for citizen-produced content. For example, by partnering with media outlets such as CNN IBN, future programmes could explore ways to connect the child rights advocacy community to their citizen-journalists initiatives.



Country Analysis: Kenya

This section presents detailed data and analysis of child right content across each media platform. A summary of key findings in Kenya is presented first, and recommendations for possible future programme design and in-Kenya activities based on data and analysis are presented at the end of this section.

Key Kenya Findings

There were a total of 188 print and TV news items on child rights found in Kenya. This sample collected was heavily weighted to print, with 132 print pieces (70%).

The top three outlets across all mediums in the aggregate were *The People*, *Daily Nation* and *Citizen News TV*.

Kenya had a high percentage of child rights radio news items. Out of 87 total radio programs listened to during the month, 45 of them, or 52%, contained child rights content.

News coverage accounted for 82% (119) of the final 145 news item sample. Kenya also had the highest amount of radio call-in segments, with 6% (9) of the sample. There were also a small number of editorials (6) out of the entire sample analyzed.

While other countries had stories that mostly focussed on a few key topic areas, Kenya had stories in every single story topic possible, showing that there are a wide variety of stories that are covered and contain child-rights content. The greatest percentages of stories were about child education (18%), physical or sexual abuse of children (12%), and child health/nutrition (10%).

The largest secondary story topic was public policy, with 23%, but again, there was a broad range of topics across all available categories.

Kenya had the highest percentage of news items with a negative or anti-child slant, with 11% (16). This is almost three times what India recorded, with 3%.

Kenya had the lowest score on the nine-point quality indicator system of the three countries studied – with an average score of 2.7 out of 9. In fact, 52% of stories scored had a 1 or 2 rating.

Of our total sample, 79% of stories contained a stereotype of children as hopeless, helpless victims, while 37% of the sample was sensationalised. These were the highest numbers seen across all three countries in the study.

None of the news items scored contained youth produced content.

The majority of quotes in news items or radio news programs, where applicable, were attributed to policy makers (40%) and child advocates (18%).

93% of the social media conversation was on Twitter.

Select news outlets, NGOs and personalities were voices of authority on Twitter and the key influencers on social media.

Overview of Traditional Media Coverage

Ten Kenyan print and six Kenyan TV outlets were searched for news items which occurred during the month of June 2013 and were related to child rights. Note that some television stations from the original identified pool of 10 selected outlets had to be eliminated during the research process because their websites were not able to be accessed or the search function did not work consistently. Substitutions were made, but in some cases suitable replacements could not be found.

Following an extensive search using one media database and online news websites, the media research team found a total of 188 print (132) and TV (56) news items from which a random sample of 100 was drawn. In this sample, news items which appeared in print publications represented 70% of the sample, while TV news items represented 30% of the sample.

In addition, the research team listened to five radio programmes every weekday during the month of August 2013 when live streaming was available, for a total volume of 87 radio programmes. Of these, 45 radio segments contained child rights content.

In Kenya, 81% of news items were in English, and 39% were in Kiswahili. Note that because some television news items included multiple languages in one news clip, this number is more than 100%.

In Kenya, the outlets with the most coverage of child rights issues during our one-month study were:

Print

- *The People*
- *Daily Nation*

TV

- *Citizen News*
- *KTN News*

Radio

- *Classic 105 FM*
- *Kiss 100 FM Morning Show* and *Radio Salaam* (tied)

Volume by Media

For print and TV news in Kenya, DG&Co. took a random sample of 100 news items with a mirror print-to-TV ratio of the sample (70% / 30%). This is reflected in the “Count” column below.

Article Type	Percent	Count
Print	48%	75
Radio	31%	40
TV	21%	30
Total News Items		145



More than half (52%) of all radio programmes listened to contained child rights content.

Despite a few challenges with the streaming radio, Kenya had substantial radio coverage that addressed children's rights issues. Of the 87 programmes that were monitored during the month of August 2013, 45 contained a news story or news alert related to child rights. According to research conducted by in-country Internews Europe researchers, Kenyan radio is a top medium for residents and for influencers. Thus the finding that more than half (52%) of all radio programmes listened to contained child rights content is promising.

Story Type

Below is a breakdown of story type for the sample.

Type of Story	Percent	Count
News	82%	119
Feature	6%	9
Editorial	5%	6
Bulletin/emergency news	1%	2
Call-in segment (for radio)	6%	9
Total News Items		145

News stories comprised fully 119 of 145 news items in the sample, or 82%. As aforementioned in the report's Executive Summary, this is a lower than usual amount of feature and editorial coverage, especially given the wide array of keywords terms. Also of note, is that there were a higher number of both editorials and feature stories in Kenya than there were in either Brazil or India, but they still make up a very small percentage of the total sample. Additionally, there were more call-in segments on radio programmes that mentioned child rights (9) than other countries.

Story Topics

During the months of analysis, several story topics were represented in the sample. The greatest percentage of stories were about child education, at 18%, followed by stories about physical or sexual abuse of children at 12%, and stories about child health/nutrition at 10%. It is interesting to note that while the story topics in other countries were centered on a few main issues, with a smaller number of topics on a few additional issues, and a few topics that had did not have any results, this was not the case in Kenya. Every single possible story topic had at least a few stories categorized under it. This kaleidoscope of coverage on different topics shows that a broader variety of child rights issues is covered in Kenyan media.

The trend of a broad range of topics was also found among secondary story topics. The majority, 23%, focussed on public policy issues as a secondary topic, but was followed closely by child education with 22%, and physical or sexual crimes against children with 17%.

Analysis of Coverage

News Hooks: Commemorative Day

Tied to a commemorative event/day/report	
For news stories	22
For feature stories	2
For editorials	2
For bulletins	1
Total	27

The media research team recorded the number of times a news, feature, editorial or bulletin was linked to a commemorative day or event, or a report release. Twenty seven times, or 19%, news items were tied to a commemorative day, event, or report release. The most popular news hook was the Day of the African Child, but the rest of the news hooks were prompted by a wide variety of topics, including:

- Youth Day
- 50 Years of Kenyan Independence
- International Day Against Drug Abuse and Illicit Trafficking

It is also interesting that only two of the six editorials were prompted by a commemorative day. There is an opportunity for more editorial coverage tied to a commemorative day to be published in Kenyan media.



Story Topic Analysis

Main and Secondary Story Topics (in order of greatest to least from main column)	Percent	Count
Child education	18%	22
Crimes against children: abuse, physical or sexual	12%	17
Child health	10%	15
Substance abuse/drugs	10%	9
Other (fill in)	8%	11
Reproductive rights and health, including pregnancy, abortion, family planning, HIV/AIDS	8%	5
Public policy issues	7%	23
Parenting	7%	12
Child development/youth development	4%	15
Child marriage	3%	3
Sexual exploitation/prostitution	3%	5
Child labour	3%	2
General about children's rights	3%	7
Crimes against children: trafficking	1%	4
Homelessness	1%	3
Sexuality, sex education, gender identity	1%	4
Inheritance	1%	3

As mentioned above, the wide range of issues covered in Kenya, both for the main and secondary story topics, is unique among the three countries in this study. Every facet of child's rights issues seems to be addressed in at least some way. Both the wide range of story topics covered and commemorative days that were news hooks show that Kenyan media will likely cover a broad array of issues if given the chance.

A cross-tab to look at the topics of the call-in segments shows that they were primarily about parenting or sexuality/reproductive rights.

Of the stories that fall into the "other" category, it is noteworthy that about half of them are child or youth crime stories – meaning that the child or youth are committing a crime. There were also a few (2) news items that included child or youth crime as a secondary story topic.

The media research team looked at a selection of the news items scored with substance abuse as a main topic. They found that the Kenyan president, along with a few key government leaders, gave speeches about the harmful effects of illegal drugs, especially on children and youth. These speeches were covered by multiple outlets, and this accounts for the high number of substance abuse news items in the final sample.

Story Examples

Child Education – 18%

A profile from the popular newspaper the *Daily Nation* lays out one boy's story of education and the desire to succeed:

“The fourth born in a family of nine children, he grew up in the slums of Korogocho in a single room. His family was poor in every sense of the word. Food was never enough, their clothes told the story of their sorry lives, and often, Obonyo and his siblings were sent away from school due to fees arrears...

For Obonyo, who loved school, the congested room and poor light from a tin lamp, their only source of illumination, took the joy out of studying. Often, he had to do his homework outside before night fell.

But that was before he befriended a better-off classmate, his class teacher's son.

“Through him, I had access to textbooks and other learning materials which my parents couldn't afford. Our friendship also made it possible for me to study and do my homework in his father's office after school,” says Obonyo.

This is how he managed to score 566 marks out of 700 in his Kenya Certificate of Primary Education examinations. Obonyo, who went to Baba Dogo Primary School, was selected to join Mang'u High School, a national school. But his joy was short-lived because his parents could not afford to raise the required school fees. He would have to join a local secondary school.

“As you can imagine, I was devastated. I had really looked forward to joining boarding school,” says Obonyo. He had often heard how good it was from peers who had gone to boarding school, that they had libraries and plenty of good food...

Even though all he had ever known was the crime-prone, congested and poor neighbourhood he had called home all his life, Obonyo knew that there was a better life out there and that he would only experience it if he got an education.

So he boldly approached members of his church and asked them to assist him to join secondary school. Besides being an active youth member, he was an altar boy and was, therefore, known to the congregation. How could they say no?

His father, encouraged by his initiative, took a loan from his place of work and, together with the amount the congregation raised, Obonyo joined Dagoretti High School.

(Mwololo, 2013)

One editorial, also from the *Daily Nation*, talks about the role of parents and community in children's education. Note that because it mentions the need for parents to be involved, this was also scored with parenting as a subtopic:

“

The fact is that we seldom ask ourselves "What is education?" Facts? No! Not facts alone.

If education could be reduced to facts, then we would be living today in a better world than we were ever before.

Today more facts are given, primary education is compulsory, but we are not necessarily better, because education is not a mere transmission of facts, but also of values, culture and life. Valueless facts can be lethal.

The reason is simple yet deep: Information is not the same as formation. Information is the factual aspect of formation.

Formation is information plus values that lead to virtue.

Facts without values and without a proper understanding of nature can be destructive. True sex education is more than sex education: It is education of the person's affectivity.

This is why grandparents and nowadays parents should play the critical role of teaching the child the facts of life, attaching a moral dose where necessary.

Education is first and foremost about forming the intellect so as to guide the will and order our passions.

(Franceschi, 2013)

Crimes Against Children: Abuse, Physical or Sexual – 12%

A news item from the national newspaper *The Star* was scored with a main topic of crimes against children, physical or sexual abuse. This was the topic of a speech given by a local governor:

“

"I appreciate all agencies working for children's welfare. I call for the accelerated action to highlight the negative consequences of harmful practices and adapt the best practices to combat and eliminate these vices," he [Narok Governor Samuel Tunai] noted.

The governor urged the stakeholders to start consultative process and ensure meaningful participation of children and their parents in fighting the harmful practices.

"We should use media, the judiciary, the religious leaders, politicians and traditional leaders to raise awareness on issues pertaining to children and report on situations of children at risk of being affected," he said.

(Kirui, 2013)

Another is a letter to the editor from the *Daily Nation*, in response to an earlier story about women who were abused as children:

“

Reading about the woman who was molested as a child was painful. It is our duty as parents to protect our children from molesters because the abuse ends up affecting their behaviour.

I wish more people would open up about this issue and discuss ways to safeguard our children.

(“Letting Go of the Hurt,” 2013)

Secondary Topic

Public policy issues are noted as the secondary topic in 28 of 145 news items in the sample. This means that a quarter of all stories discussed some sort of policy angle, demonstrating that to some degree, there is a level of interest among journalists and the public on policy issues. Public policy is followed closely by child education as a secondary topic. In many ways, public policy and child education are natural secondary topics, and they make up almost one half all secondary topics recorded. One can imagine a news item focussing on an incident or specific issue, with a public policy and child education angle. The frequent inclusion of child education as a primary and secondary topic shows how important it is to Kenyan media.

It is worth noting that in comparison to the other countries that were studied, the number of news items that were marked with public policy as a secondary topic were low – showing that there is room for improvement.

Story Examples

Public Policy Issues – 23%

One news item from *Business Daily* is about a government program that provides free education to poor children:

“

Vulnerable children will get Sh8 billion and additional Sh400 million under the Presidential Secondary School Bursary Scheme for orphans, poor and bright students.

The current budget allotted the bright students Sh1.1 billion. There was no provision for resettlement of internally displaced persons (IDPs). Sh3.2 billion has been allocated to the elderly. 29,400 households of people with extreme disabilities will get Sh770 million while other persons with disabilities will be given Sh452 million.

Albinos will for the first time be cushioned under the social protection interventions for Sh100 million. The urban and food subsidy program has been enhanced by Sh356 million.

The free primary education and school feeding program will get Sh12.9 billion. Secondary schools have been allocated Sh22.87 billion.

(“Cash Transfer Scheme to Benefit 228,700 Households,” 2013)





Another news item from a national newspaper, *The People*, talks about a government initiative to curb diabetes, especially among children:

“It is regrettable that diabetes has not attracted the same kind of attention as HIV/AIDS and cancer from governments and donors making it a silent killer,” said Macharia [Kenyan Cabinet Secretary for Health]. Macharia was speaking in Nairobi during the launch of the 9th annual Safaricom Diabetes Walk organised by the Kenya Diabetes Management.

The walk will be held on July 6 in Nairobi and Mombasa. The walk seeks to raise Sh25 million to facilitate the provision of free insulin for children from underprivileged backgrounds aged below 18 and also to create awareness about the disease.

(Samwel, 2013)

One opinion piece from the *Daily Nation* newspaper is marked as a child labour news item, but mentions the government Social Security Fund, and is therefore scored as a public policy secondary topic:

“While the directive to make it mandatory for all domestic workers to be registered with the National Social Security Fund has now been challenged in court, it is emerging that children comprise a huge percentage of domestic workers, and many employers would rather this form of exploitation was not amplified...”

A 2012 study by the Kenya National Bureau of Statistics and ILO says that over 1.1 million of all children aged five to 17 years are engaged in child labour.

Unofficial data from the Global Fund for Children estimates there are over 350,000 child domestic workers in Kenya.

Poverty is a key driving force to the ever-rising number of child domestic workers. Due to its prevalence, most children begin working at between five and nine years. Indeed, poverty is the most genuine argument to justify child labour.

(Njoroge, 2013)

Slant of Coverage

Does the news item slant in any direction?	Percent	Count
Positive/pro-child (advocacy for children, speaking out on behalf of children etc.)	51%	56
Negative/anti-child (blaming the child for problems, gangs etc.)	3%	3
Neutral	46%	50
Total		109

Kenya had far more negative coverage than either India or Brazil. While 11% may look relatively low, it is, in fact, approximately four times higher than India at 3% and Brazil at 2%. This can partly be attributed to the numbers of child or youth crime stories that are covered, which typically blame the child for the crime they committed.

For the purposes of this study, a positive slant was defined as being “pro-child,” referencing advocacy initiatives and solutions, or quoting individuals who speak out on behalf of children.

Examples of news items from sample with negative slant follow.

A news item from *The People* talks about the problem of scrap metal collection in Kenya:

“They [scrap metal dealers] want a total overhaul of the proposed law which they argue, if enacted, would put thousands of youth out of employment. But, what they are not telling Kenyans and the parliamentary committee is that the trade in scrap metal largely feeds off vandalism of public amenities like road signs and guard rails. The youth they claim will be pushed out of employment by the tough law, are mostly vandals who make a living yanking metal railings from road barricades and other infrastructure. Last year alone, Kenya lost more than Sh4 billion to vandals.”

(“Why State Must Ban, Not Regulate, Scrap Metal Trade,” 2013)



Another news item from *The Standard* newspaper talks about the time bomb of Kenyan unemployment, with no mention of solutions or ways to eliminate the problem or help youth get jobs. Note: this was also marked as containing sensational elements:

“This frustrated social group is partly responsible for more than half of the crimes reported nationally, researchers now say. It is expected to keep growing and reach a peak nationally in about ten years’ time. Church leaders have warned this “demographic trap” could see “more crime, militant gangs, terrorism, labour unrest and political violence” among other social ills...

Many of them have no usable qualifications or skills, having dropped out of various institutions before completing their studies...

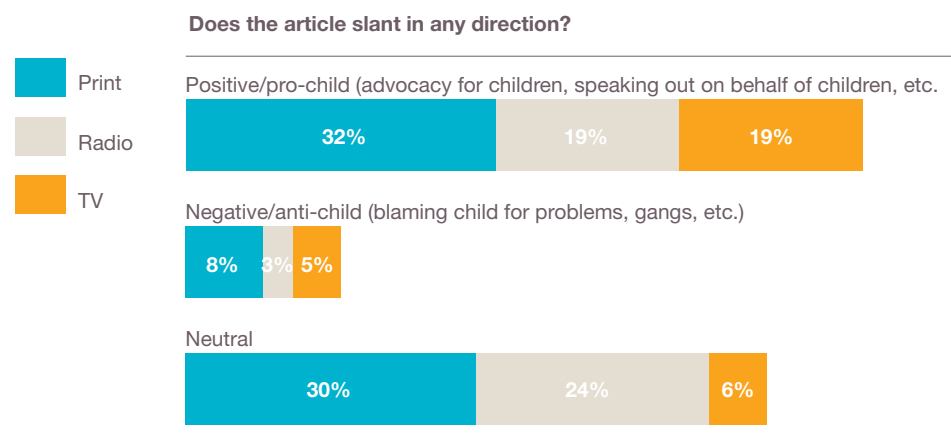
You will find many of these “unemployable or underemployed” youth on street corners, at shopping centres, at matatu termini and outside market places around the country. Often they while away the time-discussing politics or drinking plans. Some choose a life of petty crime to make ends meet...

“Since they have no jobs, they remain idle and can only engage in alcohol production and drinking due to high stress levels,” the National Council of Churches of Kenya noted in a 2012 research paper on the problem...

The paper found the growth of criminal gangs like Mungiki to be linked to this problem. Police records show that youth aged from 16 to 25 are the most dangerous, with males responsible for nine out of 10 criminal cases in their age bracket. They also account for a disproportionate fraction of all property and violent crimes.

(Michira, 2013)

The breakdown of the tone of the coverage across media types was also examined. The fairly equal breakdown across media types shows us that the media are publishing news items that cover these issues evenly with similar tone.



Rating According to Indicators/Standards

To create a quantitative “quality score,” the Internews Europe and DG&Co. teams developed a nine-point rating system against which to measure each news item. The rating system is based on the IFJ guidelines on coverage of child rights issues as well as several other variables.

The average score for a Kenyan news item in this study sample was 2.7 on a 9-point scale. This score is lower than the median threshold of 4.5, leaving considerable room for improvement in the way child rights stories are covered by the media. This was also the lowest median score among the three countries. In fact, more than half of the stories (52%) had only a 1 or 2 on the quality rating scale.

The table below illustrates the range of quality scores by media type. Radio coverage of child rights had the lowest quality score at 2.2; print and television coverage scored the same at 2.9. Given the fact that radio news coverage is so pervasive in Kenya, much effort should be made to increase this score.

Quality Measure (1 point when condition met in a single piece)	Print	TV	Radio
NOT including stereotypes of children as hopeless, helpless, voiceless victims	24	3	4
Coverage, including photos and headlines that are NOT sensationalised	42	23	26
Child’s identity protected	35	11	25
Child/children quoted	2	9	1
Independent verification of information provided by children	4	8	2
Context of broader issues of children’s rights	17	6	5
Reference to laws/policies/policy debate	36	9	10
References possibility for improvement/solutions	37	16	16
Helpful information about prevention/help/support	7	2	12
Total Points	204	87	101
Average Score	2.90	2.90	2.20
Total Pieces Per MediaType	70	30	45

The average quality score for a Kenyan news item in this study sample was 2.7 on a 9-point scale. This is the lowest quality score among the three countries in the study.



The areas of least compliance with the indicators are with regard to quoting children, getting independent verification from children, and providing helpful information about prevention or support.

The areas of greatest compliance with the standards include: protecting the identity of a child, referencing the possibility for improvement or solutions, and sensationalising coverage.

However, Kenya had the highest amount of sensational coverage – 37% of all stories in the sample were sensationalised. In comparison, only 14% of stories in India were sensationalised and 15% in Brazil. Incredibly, 79% of the stories in Kenya characterized children as hopeless, helpless, voiceless victims. This is about double what was observed in other countries (39% in India and 20% in Brazil). This could correlate to the fact that the second highest percentage of main story topics was crimes against children – abuse: physical or sexual.

Examples of Sensational Coverage⁶

One news item from the newspaper *The Star* talks about a violent encounter in sensational detail:

“The family pounced on him after he beat up his father following a disagreement between the two. Residents said Kariuki went home drunk and began quarreling with his father over a domestic issue before he turned violent. They said he punched and kicked his father and other family members and got angry and beat him up. Some of the family members took pangas and slashed him on the head.

Residents said Kariuki always became aggressive and violent when he was drunk and he has been harassing his parents and siblings.

(“Man killed by family in Embu,” 2013)

A short news item from the *Daily Nation* newspaper is rife with sensational word choices, starting with the title of “Street Family Menace:”

“As she leaves her evening classes in Nairobi’s city centre at 8 pm daily, Mildred Imali says, she always comes across scores of street families, with mothers clutching their children in the streets, and they are not a friendly lot. They often target and harass pedestrians on Loita, Mokhtah Daddah and Biashara streets, on Haile Selassie Avenue and all the way to Landhies Road. “They are everywhere in the central business district, including Koinange and Muindi Mbingu streets and Kenyatta Avenue, causing insecurity.”

(“Street Family Menace,” 2013)

The DG&Co. team found a high incidence of references to improvement or solutions in the Kenyan media, 48% (69). However, these news items generally presented a solution or the possibility for improvement in a specific instance (e.g., a child abuser being taken off the streets), but did not make reference to or draw parallels to broad policy initiatives/solutions.

Examples of Characterization of Children as Hopeless, Helpless Victims

One news item from *The Star* talks about a local NGO campaign to try and end child marriages and child abuse. It mentions girls who are forced into female genital mutilation (FGM), secretly married off to young boys, and never able to get further education. While the news item mentions the start of a positive campaign, it paints a bleak picture of the girls’ lives in the area:

“Girls particularly from the pastoralist communities are said to be forced into FGM secretly before being married off to young boys making it difficult for them to continue with their education.

She [Manager of ActionAid Kenya] said girls often dropped out of school to be married off at a tender age after parents are paid money by their spouses’ family.

She said the cases of early marriages increased recently after the [cultural] clashes as many IDPS were forced to be married off early for fear of their safety.

(Gari, 2013)

Another news item from *The Star* newspaper talks about street children as voiceless nuisances:

“The District Public Health office has expressed concern over the increase number of street children. Ezekiel Bowen a health officer says the growing number of the street children in Naivasha town has become a challenge to the department as far as health issues are concerned.

Speaking to residents during the World Environmental Day on Wednesday, Bowen said the children have contagious diseases. “Last year we treated one street boy who was suffering from measles in the town and we were concerned he will spread to others,” he said.

Bowen said the spread of contagious diseases may be high with the street children moving from one corner of the town to the other. “We have also treated several others suffering from different contagious diseases and it is tricky because we have been confining them at the prison for medical observation until they recuperate,” he said.

(Murage, 2013)

⁶For examples of sensational coverage and quotations, the media research team has included only excerpts of news items for brevity. Note that “sensationalism” and “tone” are better illustrated when reading the news item in its entirety.

Age of Child Revealed

Was age of child revealed if child was subject of story?	Percent	Count
No	77%	111
Yes	23%	34
Total		145

Nearly one quarter, 23% or 34 out of 145 news items scored in the Kenya sample revealed the age of the child. This is an interesting metric to record for two reasons: to track if members of the media are making a similar distinction between “child” and “youth,” as is the child rights advocacy community. Furthermore, in two of the three countries included in the Internews Europe study, there is a current policy debate about changing the age of adulthood from 18 to 16. The data show that the media is not making the same distinction about age as the advocacy community. The media tend to use the age of a child to provide additional detail in a story rather than for child rights or policy context.

Child-Produced Content

While citizen journalism is on the rise, especially in today’s social media-saturated market, there was an astoundingly complete omission of child/youth-generated content in our sample. There was a mention of a child taking part in a production programme to develop media, but no examples were included in this particular story. There was also a story that mentioned an anti-cheating programme developed by students at a local school.

When scoring this section of the news item, the DG&Co. team were looking for video segments produced by children themselves, or by child/youth-led organisations; editorials placed by children or teens; and articles written by (identified) child/youth journalists. While there were mentions by journalists of youth-led or created events, programmes, and initiatives, the sample fell short of including any news items produced by children or youth and circulated in traditional media.

The majority of quotes in news items or radio news programmes, where applicable, are attributed to policy makers such as government officials and legislators – more than twice as often as the nearest category of child advocate. This indicates that policy makers are seen as trusted voices and authority figures by reporters. Equally important to note is the tally of all advocate-like people (social worker, parent, child advocate and teacher) yields 54 quotes, which is more than the policy-maker category. Taken together, this shows that these two groups collectively are extremely powerful, and should be targeted to push more quotes that support children and children’s rights. The media research team can also infer that the media do seek comment and quotes from the advocacy community and that there are ample opportunities to inject the voice of select advocates as part of its campaign.

The media tend to use the age of a child to provide additional detail in a story rather than for child rights or policy context.

Who Is Quoted?

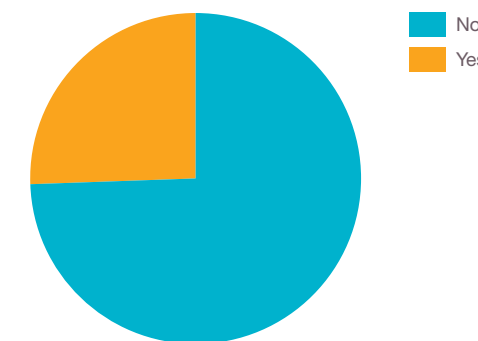
Person Quoted	First Quote	Second Quote	Third Quote	Count
Policy maker	40	5	3	48
Child Advocate (non-governmental figure)	19	2	1	22
Parent/family member	8	6	0	14
Child	8	2	0	10
Teacher/academic	7	4	1	13
Police	6	1	0	7
Social worker/child services professional	5	0	0	5
Person accused of committing crime against child/children/youth	2	1	0	3

There were 46 news items in the sample that contained no quotes. These were predominantly radio news stories where an interview was not part of the news, a bulletin or a print news story that reported on an incident, but did not offer commentary or quotes.

Advocate Voices in Content

Thirty-seven out of 145 news items, or 26%, contained “advocate-sourced” content. Advocate-sourced content includes any quotes by child rights advocates that identify programmes, policies or other solutions to help children and youth; a detailed summary of child advocacy initiatives, organisations/agencies working to remedy the stated problem; high-level meetings focussed on child rights.

Does the article contain mentions of advocate content?



26% of news items in Kenya contained advocate-sourced content that identified programmes, policies or other solutions to help children and youth.

Tone of Quotes by Source

Person Quoted	Supportive of child/children Percent	Negative towards child/children Percent	Neutral or irrelevant Percent
Police	50%	30%	20%
Policy maker	59%	7%	34%
Parent/family member child	65%	5%	30%
Child	63%	0	37%
Child advocate (nongovernmental figure)	68%	0	32%
Social worker/child services professional	33%	0	67%
Teacher/academic	50%	28%	22%
Person accused of committing crime against child/children/youth	0	0	100%

Of the quotes included in the sample, none from child advocates or social workers are negative toward children, which is encouraging. However, there is room for improvement in increasing the number of positive quotes from child advocates and social workers or child services professionals. If some of the neutral or irrelevant quotes can be made positive and supportive of children and child rights issues, that would be progress.

On the other hand, 30% of quotes from police were negative toward children. Again, this could be blamed partly on the number of child crime stories included in the sample, but this is not the entire reason. The high number of negative quotes from teachers and academics is surprising. This could potentially be another area of outreach and education.

Looking at the overall numbers of who is quoted and the tone used is important, as these are the voices that are helping shape public opinion on these issues. See the Recommendations section for more information on shaping public opinion in the future.

Lastly, notable extracts and quotes that were particularly supportive of children in tone, or negative towards children in tone, are provided below as examples of what is currently being noted in the media:

“We will ensure sensitization of the public through the institutions so as to help reduce drug abuse especially among the youth who are the worst affected,” said Frank Njenga, Chairman National Authority for the campaign Against Alcohol and Drug Abuse

“Drug abuse has caused the country a lot of damages by destroying the lives of the future generations, by this the government is on the look and taking all the legal responsibility to ensure that the youths are protected,” said Interior and Coordination of National Government Cabinet Secretary Joseph Ole Lenku.

“It is high time for the government to start fixing these roads because these children would not have died if there were barriers and bumpers on the road,” said a bystander speaking about an accident that killed four children.

“According to their mila (cultures) [the students] have these early marriages... but what we do, we always encourage, we always talk to the girls... showing them that getting married early is not good, but getting education first is best,” said a principal of a girls school in Kijijoda district.

“The culprits have to be arrested, they can’t come here and ruin our young girls,” said a local police commissioner commenting on the business of brothels and strip clubs.

Examples of quotes from children:

“I was in school when the Boko Haram attacked. I thought it was happening outside of our school... a little later I saw bodies of my fellow students being taken to a room”⁷

“They first fed us and they slaughter a sheep for us and told us to eat, then they said if we go to kill no one would find us,” said a youth explaining the initiation into one of the gangs in Western Kenya.

“The first time my aunt introduced me to prostitution I was six years old and she told me to sleep with my uncle. I refused, and told her I cannot sleep with my uncle he is like my father. But she forced me to sleep with her husband and other men,” said Mwachuma Hamis, a young prostitute recounting how she entered into prostitution.



Social Media Use

To better understand the role played by social media in Kenya, the DG&Co. collaborated with in-country Internews Europe staff to select a specific incident and then took a deep dive into how that incident was covered by various social media outlets.

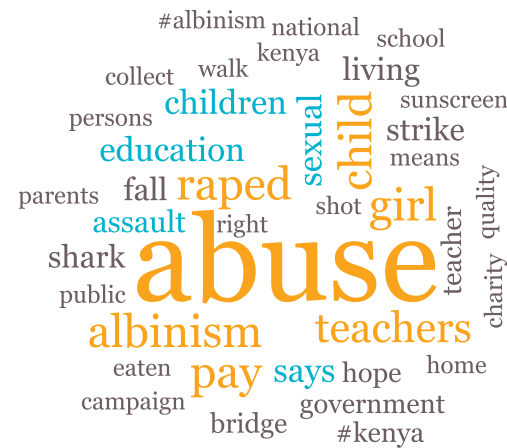
- **Incident:** A case in which two children with albinism are kidnapped/trafficked to neighbouring Tanzania to be sold, killed so their body parts could be used in making charms by witch doctors who believe that those charms attract wealth. It is a case that violates all the fundamental rights of the child, the right to life and right to protection from harmful practices among others. The kidnapping occurred in March 2013, but the incident was the focus of an investigative story release on June 17, 2013.

⁷This quote [about Boko Haram] was found in Coast Week, an outlet published and disseminated in Kenya, but with regional coverage of issues. It therefore mentioned an incident that likely occurred outside of Kenya.

While keywords related to the incident had numerous mentions, there were very few mentions about the policy in any regard.

- **Policy:** There is an ongoing policy debate regarding the right to universal quality education for all children. The Kenyan government promised to issue each child joining class a solar-powered laptop. Most policy makers think it is a misplaced priority since some schools in Kenya do not have classrooms and are understaffed with low-paid teachers.

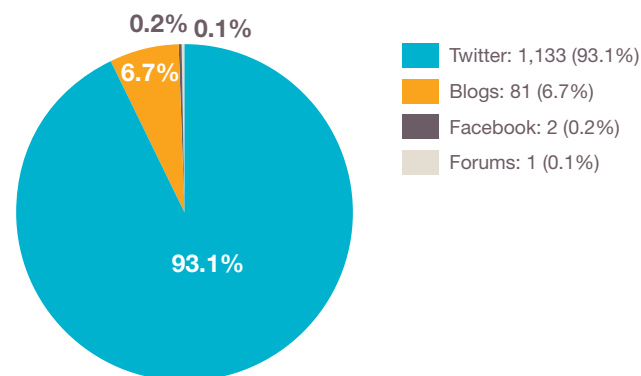
An analysis of a number of keyword phrases related to the incident and policy were searches (see Appendix A, Methodology, for detailed description) from June 14, 2013 (a few days prior to the investigative report’s release) through July 31, 2013. While keywords related to the *incident* had numerous mentions, there were very few mentions about the *policy* in any regard. The following conversation cloud illustrates the words and themes frequently found in the social media chatter:



Mentions

Using Radian6, the leading social media analysis program, the DG&Co. media research team first looked at the number of mentions for the keywords selected. There were 1,217 mentions on Twitter, Facebook, MySpace, videos, blogs and forums combined. Nearly all of the social media mentions around this incident and policy are on Twitter; blogs, Facebook and forums barely make an impression.

Next up was a close look at the context of the mentions, sorting first by inbound links. The number of inbound links indicates that the post source is an authority – links cannot be typically bought like Twitter followers. This is the most authentic and error-proof indication of influence. Top social media influencers when measured by inbound links are as follows:



News outlets:

- Daily Mail Online, @MailOnline, UK-based, tweeting in Kenya
- The Star, Kenya @TheStarKenya
- Citizen TV News, @CitizenTVNews
- KTN Kenya, @KTNKenya

NGOs:

- Kenya Red Cross, @KenyaRedCross
- PSI, @PSIimpact

Person/Personality:

- Jimnah Mbaru, @JimnahMbaru, businessman; chairman of bank
- Hussein Mohamed, @HusseinMohamedg, news anchor
- Nonini Mgenge True!, @Noninimusic, recording artist/celebrity

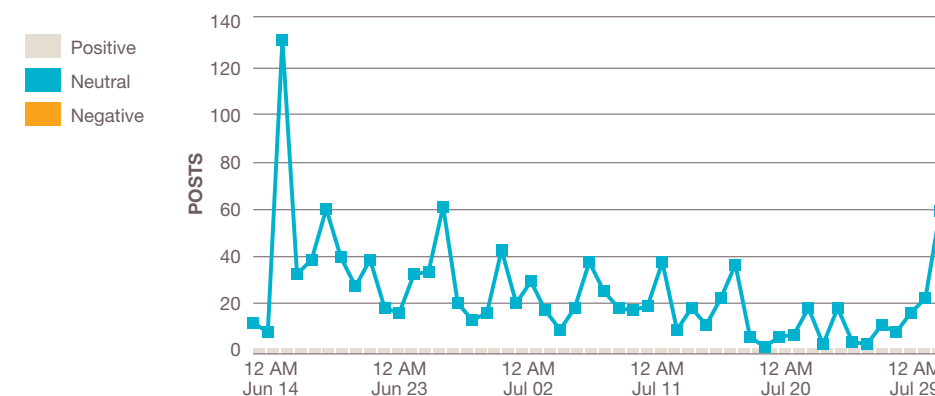
Then, the DG&Co. team sorted the context of mentions by Twitter followers. Many of the same organisations noted above rose to the top, plus the addition of one individual worth noting:

- Philip Ogola, @PhilipOgola, advocate/social media lead for Red Cross

Both the incident and specific policy were prominent in Kenya’s social media conversations – this finding is unique to Kenya when compared to the other two countries in Internews Europe’s media analysis. A number of Kenya’s leading media outlets are active in social media and communicate about child rights issues. Similarly, the Kenyan division of the Red Cross seems to be a leading voice with regard to albinism, tweeting about the launch of an albinism awareness campaign and drive to collect sunscreens for albino Kenyans.

Sentiment

An analysis of the sentiment around these social media mentions is illustrated below. What this graph shows is that the conversations regarding the incident and policy aforementioned are overwhelmingly neutral or factual in tone and do not bend either positive or negative. Given the large number of media outlets participating in the conversations, a “neutral” sentiment is an encouraging finding demonstrating unbiased content.



There were 1,217 mentions on Twitter, Facebook, MySpace, videos, blogs and forums combined. Nearly all of the social media mentions around this incident and policy are on Twitter; blogs, Facebook and forums barely make an impression.

Strategic Recommendations

Broad recommendations that apply to each country are presented in this report's Executive Summary. Below are a number of additional recommendations that pertain specifically to Kenya:

Kenya recorded a high percentage (52% of the radio sample) of radio stories that contained child rights content. Continue encouraging this type of content in this medium as radio is one of the leading influencers of public opinion in Kenya. Encourage advocates to call in to radio shows that are discussing these issues.

Work to forge partnerships with outlets across all media to reduce the percentage of negatively slanted articles, as Kenya had the lowest score. There is significant room for improvement of this coverage that can be accomplished by educating media on the IFJ standards.

Encourage more youth-developed content. Showing children's work and encouraging them to share their ideas and hopes will help to stem the tide of stereotypes of children seen as hopeless, helpless victims.

The importance of working with media to curb sensationalism in Kenya cannot be overstated, as mentioned in the Executive Summary. Journalists across all media types need to be educated on crafting an accurate story without sensational elements or word choices.

Because the Kenyan media includes child rights content in all kinds of news items across all story topics, there is a great opportunity to present the media with story topics that capitalize on a current event that they're likely to cover, including a child rights and/or public policy angle. Since the analysis shows that the media will write about these topics, injecting the frame of child rights issues is a good recommendation.

Encourage feature stories focused on child rights in Kenya's monthly publications as these types of publications feature longer, more in-depth pieces. Working with these publications to accurately represent child-rights issues may garner a cover story, as well.

Kenya had a broader list of social media influencers than the other countries studied. This list should be cultivated and grown to ensure influencers continue to comment on these issues.



Country Analysis: Brazil

This section presents detailed data and analysis of child rights content across each media platform. A summary of key findings in Brazil is presented first and recommendations for possible future programme design and in-Brazil activities based on data and analysis are presented at the end of this section.

Key Brazil Findings

Brazil had a total of 292 print and TV articles, of which print publications represented 62% of the sample (181), while TV articles represented 38% of the sample (111).

Among the three countries studied, Brazil had the highest percentage of radio stories that contained child rights content: 58% (64) of the 110 radio news stories listened to contained child rights content.

The greatest percentage of stories were about child health/nutrition at 26%, followed by stories about physical or sexual abuse of children at 20%, and stories about child labour at 20%.

A notable majority of articles, 54%, focussed on public policy as a secondary story topic. The high incidence of stories with a secondary topic about public policy demonstrates a keen interest among journalists and the public on policy issues.

23% (38) of the news items in Brazil were tied to a commemorative day, event or report.

Two of the main topics that emerged from the sample, child health and child labour, were linked to the commemorative days which occurred in the month of June 2013, a significant finding.

Only 2% of news items had a negative or anti-child slant, while 50% were positive/pro-child and 48% were neutral.

None of the news items contained child/youth-generated content.

There was a striking lack of social media mentions on both the incident and policy analyzed.

As in the other two countries, Twitter was the leading social media platform in Brazil for the content analyzed; however, blogs contributed a fair share to the conversation.

Overview of Traditional Media Coverage

The media research team searched 10 Brazilian print and 10 Brazilian TV outlets for news items that occurred during the month of June 2013 and were related to child rights. Following an extensive search using one media database and countless online news websites, the media research team compiled a total of 292 print and TV news items from which a random sample of 100 was drawn. In this sample, news items that appeared in print publications represented 62% of the sample (181), while TV news items represented 38% of the sample (111).

In addition, the research team listened to five radio programmes daily during the month of August 2013, for a total volume of 110 radio programmes. Of these, 64 radio programmes contained child rights content.

In Brazil, the outlets with the most coverage of child rights issues during the one-month study were:

Print

- *Super Noticia*
- *Correio Braziliense*

TV

- *Globo Brazil*
- *Rede Meio Norte*

Radio

- *Rádio Nacional EBC – Repórter Brasil*

Volume by Media

For print and TV news in Brazil, the media research team took a random sample of 100 news items with a mirror print-to-TV ratio of the aggregate sample (62% / 38%). This is reflected in the “Count” column below.

Article Type	Percent	Count
Print	38%	62
Radio	39%	64
TV	23%	38
Total News Items		164



Brazil had the most reliable streaming audio of the three countries in the Internews Europe content analysis. This allowed for the media research team to collect a large amount of data from radio news. Of the 110 radio programmes listened to during the month of August 2013, 64 contained a news story or news alert related to child rights.

Story Type

Below is a breakdown of story type for the sample.

Type of Story	Percent	Count
News	89%	146
Feature	6%	10
Bulletin/emergency news	3%	5
Editorial	2%	3
Call-in segment (for radio)	0%	0
Total News Items		164

There were 146 of 164 news items in the sample that were categorized as news. This represents 89% of the sample. There were 10 feature news items and 5 editorials. As aforementioned in the report's Executive Summary, this is a lower than usual amount of feature and editorial coverage, especially given the wide array of keyword terms used to conduct the search.

Story Topics

During the months of analysis, several story topics were represented in the sample. The greatest percentage of stories were about child health/nutrition at 26%, followed by stories about physical or sexual abuse of children at 20%, and stories about child labour at 20%. It is interesting to note that there were no stories about child marriage, inheritance, sexual exploitation/child prostitution, or stories about sexuality/sex education.

A notable majority of news items, 54%, focussed on public policy as a secondary story topic. This is especially interesting when compared to the other countries in the Internews Europe study where public policy issues were a focus in only 25% or less of the stories.

Analysis of Coverage

News Hooks: Commemorative Day

Tied to a commemorative event/day/report

For new stories	32
For feature stories	5
For editorials	1
Total	38

The media research team recorded the number of times a news, feature, editorial or bulletin was linked to a commemorative day or event, or a report release. Thirty-eight times, or 23% of articles, were tied to a commemorative day, event, or report release. The majority of this coverage was hard news, with one editorial and a few features. The most popular news hooks included:

- World Day Against Child Labour (each year on June 12)
- National Vaccination Campaign against Polio
- World Breastfeeding Week

The relative importance and use of commemorative days may fluctuate from month to month based on what is coming down the pike, if the day or event is notable, and of greater or lesser importance within the country.

Thirty-eight, or 23% of articles, were tied to a commemorative day, event, or report release. The majority of this coverage was hard news, with one editorial and a few features. This was the greatest number of commemorative news hooks in any country sample.



Story Topic Analysis

Main & Secondary Story Topics (in order of greatest to least from main column)	Percent	Count
Child health/child nutrition	26%	5
Crimes against children: abuse, physical or sexual	20%	10
Child labour	20%	1
Child education	7%	13
Other (fill in)	6%	5
Crimes against children: trafficking	5%	2
Public policy issues	5%	54
Substance abuse/drugs	5%	5
Reproductive rights and health, including pregnancy, abortion, family planning, HIV/AIDS	2%	3
Child development/youth development	1%	16
Parenting	1%	19
Homelessness	0%	4
Child marriage	0%	0
General about children's rights	0%	12
Inheritance	0%	0
Sexual exploitation/prostitution	0%	5
Sexuality, sex education, gender identity	0%	1

One of the most significant findings from the Brazil sample is that two of the main topics—child health and child labour—are linked to the commemorative days that occurred during June 2013 (noted above). The correlation between these days and the level of topic coverage confirms that using a commemorative day, event celebrating such a day, and report releases as a news hook is a successful strategy with Brazilian media. These days can also be used to ramp up feature and editorial coverage because these types of print media are also tied to an editor's calendar.

Story Examples

Child Health/Child Nutrition – 26%

News items about child health/child nutrition referenced a variety of topics from the polio immunization campaign and the health benefits of breast milk, to the issue of childhood obesity.

“The National Vaccination Campaign against Polio, also called infantile paralysis, closed on Friday (21). By the end of the morning of Thursday (20), 9.6 million children were immunized. The Health Minister, Alexandre Padilha, stressed that it is essential that all children between six months and five years of age (the target audience of the campaign), take two drops of vaccine, even if they have been immunized.

The goal of the Ministry of Health is to immunize 12.2 million children. The campaign shows that the state in which most children were vaccinated this year was the Paraná (83.7%).

The campaign is done in partnership with the Ministry of Health with the state and municipal health authorities. The Ministry of Health has invested R \$13.7 million for the purchase of vaccines. Across the country, 19.4 million doses were distributed.

(“National Vaccination Campaign Against Polio Ends This Friday”, 2013)

An editorial from the national newspaper *Diario Gaucha* focusses on the problem of childhood obesity (extract below):

“It has long been known that childhood obesity exposes children to increased risk of high blood pressure, triglycerides and cholesterol as well as diabetes and cardiovascular problems. But a new study found that obesity may also put them at high risk of developing other problems, including attention deficit, hyperactivity, allergies and ear infections. While much research on childhood obesity has highlighted the problems that arise in adulthood, this study from the University of California has a new focus on the immediate consequences of the condition and shows that obese children are at much greater risk than we thought - says pediatrician Moises Chencinski.

In this new study, published in the journal *Pediatrics*, researchers analyzed data from over 43,000 children, 10-17 years old, collected in 30-minute interviews by telephone as part of the National Survey of Children's Health (2007). Of the participants, 15% were overweight and 16% were obese. Results showed that the more overweight a child is, the greater the risk for health problems.

(“The Problems of Childhood Obesity”, 2013)

Child Labour – 20%

One news item from the national newspaper *Diario Gaucho* discusses the levels of child labour revealed in a recent study:

“*IBGE data reveal that in Balneario Camboriu, Camboriu and Itajai, 1,176 children and adolescents aged from 10 to 14 years old engaged in some kind of work. Brazil has signed an agreement with the International Labour Organization to extinguish all forms of child labor by 2020 - and the worst (type of labor) by 2015. However in order to comply with this agreement it has to face the collusion as an obstacle. The mistaken idea that selling popsicles could be educational and prevent the involvement of children in criminality makes the kids, their carts and whistles seem invisible to the community and even for the agencies that should provide them with protection.*

Data from the IBGE Census 2010 show that in the towns of Balneario Camboriu, Camboriu and Itajai, 1,176 children and youth aged from 10 to 14 years engaged in some type of work. But the numbers don't reflect the statistics of the Youth Councils of their municipalities. Aside from Camboriu, where allegations of child labor are relatively common, in Balneario Camboriu and Itajai there are almost no records of children being on the streets selling popsicles.

Most people think that is better that children are working rather than getting involved with drugs, and that's why they don't report. But the law should be respected. These kids should not be out there, under the burning sun, with money in their pockets. "They are at risk," – according to the youth counselor tutelary Franciele Lion of Balneario Camboriu.

("IBGE Shows Many Children Performing Child Labour in the North Coast", 2013)

A news item from *A Tarde* newspaper talks about children being exploited during a soccer match:

“*Scattered everywhere around Castelão, street vendors, volunteers, supporters and members of the press have been a part of the already traditional atmosphere of a soccer stadium, even hours before the ball first gets rolling. Another group, however, dominated the scene and attracted attention to a worrying scenario this Thursday: children being used and exploited as work force, because of the drive to the match between Spain and Italy. Guided by four adults, a group of 15 children led supporters, mostly foreigners, by a tricycle through the area intended only for pedestrians around the stadium in Fortaleza.*

"The boss sent us and we have to do it. We brought the supporters to the door of the stadium for R\$5. Of course, I did not want to be here, but they sent us. They are people who live near here and say they will help me" said D.O., 14 years old. (This article will use name and last name initials to protect the minors.)

(Almeida, 2013)

Crimes Against Children: Abuse, Physical or Sexual – 20%

A news item from national paper *Super Noticia* that illustrates this main topic is about a child who was shot while in a car with her parents in what police think was a drug conflict (extract below):

“*The child was in a car with her parents when the vehicle was the target of more than 10 shots, the night before last, in the neighborhood São Luiz, in Betim.*

She was rescued and taken to the Regional Hospital in the city, and she is still hospitalized in serious condition at the closing of this edition. On June 15, a boy the same age died during an attempted robbery in Count.

The Public Ministry (MP) suspected that the shooting may have been motivated by drug trafficking and aimed at the cousin of the girl, Rodnei Pepper Candido, who already has a criminal record.

The PM also found the child's father, Hugo Felix Ferreira, suspicious since he left his wife and daughter alone during the crime. He said he "thought only of escape from gun fire." "It was a big shock, but then I went back to see them. I hope the culprits are found," said Hugo. The suspects were not identified and were inside a Fiat Palio, dark in color.

The shots went through the girl's body and caused damage to the liver and abdomen. The child's father, while waiting for information about the health of his daughter, asked for justice. "I'm upset. First, I want my daughter to recover and then that the criminals to be arrested. This is the minimum," he said.

(Cazetta, 2013)

One news item from the newspaper *Diario Gaucho* focusses on the possible death of a child (extract below):

“*The investigation into the death of a newborn in Santiago had a new twist. The baby's mother, a young 25 year old, confessed to wrapping her daughter in a blanket, throwing it in a toilet and pulled the discharge. But in recent days, the Civil Police began investigating the possibility that the girl is alive. According to the investigation, the crime was committed on April 10, at the home of the suspect. However, until now, the body has not been located.*

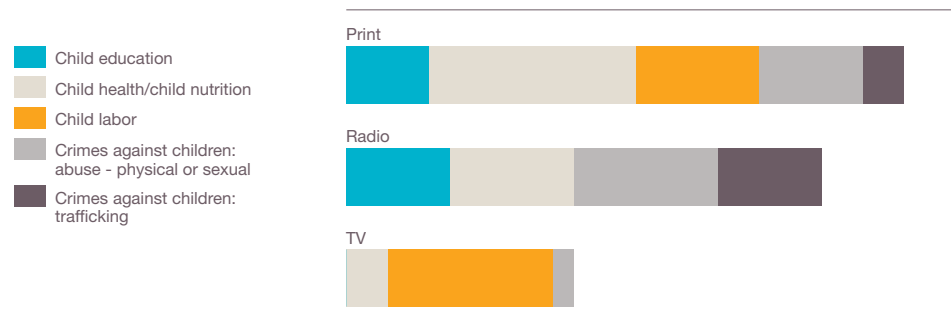
(Chagas, 2013)





Main Topic By Media Type

It is interesting to note the trends in story topic by media type. As the graph demonstrates, TV coverage of child labour was high while there was no TV coverage of child health issues. Meanwhile child trafficking registered as a significant topic in radio coverage.



Secondary Topic

Public policy issues are noted as the secondary topic in 70 of 129 news items in the sample, or 54%. The high incidence of stories whose secondary topic is about public policy demonstrates the keen interest among journalists and the public. Parenting is a secondary topic 19% of the time, and child or youth development is the third leading secondary topic at 16%. In many ways these are natural secondary topics. One can imagine a news item focusing on an incident or specific issue with a public policy, parenting, or child development angle.

Story Examples

Public Policy Issues – 54%

Below are a few examples of what a news item might look like with public policy chosen as the secondary topic.

One news item from *Super Noticia* focuses on how Brazil has taken steps to improve the problem of child malnutrition by implementing social policies:

“ Since the mid-1990s, with a marked acceleration in the early years of this century, Brazil has managed to reduce hunger and malnutrition. Driven primarily by the results of Brazil and China, world figures follow the same positive trend of falling. But countries in Africa and parts of Asia remain with their historical problems and have not changed the situation over the years. If Brazil is managing to tackle the problem through public policies, such as Bolsa Familia, school feeding, food acquisition of family farming and food and nutrition surveillance, according to Maria Emilia, the same can not be said of African and Asian countries.

The director general of the FAO, José Graziano, warns that it is “unacceptable” the number of undernourished people in the world, considering the technological advances achieved by humankind. Graziano added that more than one hundred million children under five years are underweight. According to him, child malnutrition is responsible for 2.5 million child deaths per year.

The downward trend in the number of undernourished, according to the report, should be maintained until 2015. The UN goal is to reduce the global average of malnutrition of 11.6% within two years.

(Bittencourt, 2013)

An editorial from the newspaper *Diario Gaucha* focusses on the policy issues of reducing the age of adulthood from 18 to 16 and the problem of prisons breeding violent crime:

“ At the center of the criminal law populist debate, which, in a confrontational way, preaches incarceration as a solution for everything, we have been hearing, feeling and absorbing night and day the motto to lower the age of criminal responsibility, as if that would solve the youth criminality. It’s not that teens are innocent people, who are unable to understand the illicit nature of their acts. It’s quite the opposite and far from that! They can distinguish right from wrong and, yes, they must be held accountable for their actions.

The problem is that prisons are truly schools of criminality. Today, almost all serious crimes originated in the prison system, where offenders coexist, exchange experiences, plan and give execution orders for the most barbaric crimes. The prisons play the role of a university (for criminality) even for adults, let alone for the youth! With their personalities already in incipient deviation, but still being (de) formed, they coexist with experienced offenders, in a hostile, inhospitable and the catalyst of a pure violent environment.

(“Lowering the Age of Criminal”, 2013)

Parenting – 19%

The majority of news items in the Internews Europe media analysis sample which categorize parenting as a secondary topic focus on negative parenting behaviours or the parents being complicit in crimes against children.

For example, one news item from *Diario Gaucha* focuses on an alleged illegal adoption ring in Santiago:

“On Monday, the Public Ministry (MP) State Santiago will present complaints to the courts in relation to two cases involving alleged illegal adoption of children in the city’s Central Region. In addition, the MP will open a public civil inquiry to investigate if the cases are isolated or if there is a relationship between them and also will check for irregularities in the sector of Midwifery Charity Hospital of Santiago, where the babies were born.

Both cases investigated by the police involve people with high purchasing power in the city, are not themselves able to bear children, have agreed to adopt children directly with biological mothers, and are not obeying the legal process required in adoption processes. According to the MP, the two cases are considered serious. One would involve the direct purchase of a newborn, with a cash payment.

(Antonello, 2013)

Slant of Coverage

Does the news item slant in any direction?	Percent	Count
Positive/pro-child (advocacy for children, speaking out on behalf of children etc.)	50%	83
Negative/anti-child (blaming the child for problems, gangs etc.)	2%	3
Neutral	48%	78
Total		164

There was very little negative coverage of child rights issues in the sample. Only three news items, or roughly 2%, had a negative or anti-child slant, while 83, or 50%, of the news items were positive/pro-child and 78, or 48%, were neutral. For the purposes of this study, the media research team defined a positive slant as being “pro-child,” referencing advocacy initiatives and solutions, or quoting individuals who speak out on behalf of children.

The media research team was surprised by the small percentage of articles with negative coverage given the heated debate within the child advocacy community about child age of responsibility and criminalization of children. This may be a case where the media has not picked up on this debate.

Rating According to Indicators/Standards

To create a quantitative “quality score,” the Internews Europe and DG&Co. teams developed a nine-point rating system to measure each news item against. The rating system is based on the IFJ guidelines on youth content as well as several other factors.

The average score for a Brazilian news item in the study sample was 3.9 on a 9-point scale. This score is lower than the median threshold of 4.5, leaving considerable room for improvement in the way child rights stories are covered by the media. Generally, the areas of greatest compliance with the indicators are not sensationalising coverage, not stereotyping children as hopeless victims, and referencing laws, policies or a current policy debate.

The areas of least compliance with the standards – and with the greatest need for improvement – include quoting children, independently verifying the story by children, and presenting the story in a broader context of child rights issues.

In Brazil, the overwhelming majority of news items were most likely to avoid sensationalising coverage and avoid stereotypes of children as hopeless victims. References to laws, policies and current policy debates were frequent.

Quality Measure (1 point when condition met in a single piece)	Print	TV	Radio
NOT including stereotypes of children as hopeless, helpless, voiceless victims	33	38	60
Coverage, including photos and headlines that are NOT sensationalised	50	35	55
Child's identity protected	31	25	31
Child/children quoted	7	5	0
Independent verification of information provided by children	9	1	0
Context of broader issues of children's rights	15	11	15
Reference to laws/policies/policy debate	35	26	29
References possibility for improvement/solutions	30	19	21
Helpful information about prevention/help/support	20	15	21
Total Points	230	175	232
Average Score	3.70	4.60	3.60
Total Pieces Per Media Type	62	38	64



Perhaps more interesting is the differentiation of scores between media types. As the graph indicates, TV coverage of child rights issues is significantly better than print or radio coverage, by nearly two points. A large degree of difference among scores across media type, as demonstrated above, was not found in other countries; this is a finding unique to Brazil.

Age of Child Revealed

Was age of child revealed if child was subject of story?	Percent	Count
No	60.4%	99
Yes	39.6%	65
Total news items		164

Nearly 40%, or 65 out of 164 news items scored in the Brazil sample, revealed the age of the child. This is an interesting metric to record for two reasons: the media research team wanted to track if members of the media are making a similar distinction between “child” and “youth” as the child rights advocacy community is. Furthermore, in two of the three countries included in the Internews Europe study, there is a current policy debate about changing the age of adulthood from 18 to 16. The data show that the media are not making the same distinction about age as the advocacy community. They tend to use the age of a child to add additional detail to a story rather than for child rights or policy context.

Interestingly, while 40% of the news items in the sample do reveal the child’s age, when cross-tabbed with story topic, it shows that the age of the child is most often revealed in the case of physical/sexual abuse, or incident of child health or child labour violation.

Main Topic where age of child is revealed	Percent	Count
Crimes against children: abuse – physical or sexual	37.0%	20
Child health/child nutrition	33.3%	18
Child labour	22.2%	12
Total news items		50

While it is understandable that the age of the victim of child abuse and child labour could be a relevant detail in a news item, it is less obvious in the case of a broader, less “breaking-news”-type story, such as a child health story, where details aren’t as imperative. For example, one piece about technological advances helping diabetics, particularly children with the disease, tells the story of 18-month-old girl, who was diagnosed (“Technological Advances Improve the Quality of Life of Diabetics”, 2013).

Child-Produced Content

While citizen journalism is on the rise, especially in today’s social media-saturated market, none of the news items in Brazil could be categorized as child/youth-developed content. As with India and Kenya, this was disappointing to the research team, but not unexpected.

When scoring this section of the news item, the DG&Co. team was looking for video segments produced by children or youth themselves, or by child/youth-led organisations; editorials placed by children or teens; and articles written by (identified) child/youth journalists.

Child or youth-developed content that was referenced, but not published as part of the news, included the mention of a project called “Free School,” designed for youth who are studying to go to college. They shoot short videos, “video-class,” on topics that inspire them. A TV story about a programme meant to make children aware of child labour issues mentioned a book about the issue with photos taken by children.

In Brazil, as in India and Kenya, there was a complete absence of child-produced content in the media content analysis.

Who Is Quoted?

Person Quoted	First Quote	Second Quote	Third Quote	Count
Policy maker	44	5	1	50
Social worker/child services professional	17	3	2	22
Parent/family member	12	8	0	20
Child advocate (nongovernmental figure)	16	2	1	19
Teacher/academic	15	4	0	19
Child	6	3	4	13
Police	8	4	0	12
Person accused of committing crime against child/children/youth	2	0	0	2

The content analysis demonstrates that media in Brazil does seek comment and quotes from the advocacy community frequently. There are, therefore, ample opportunities to inject the voices of advocates in future media coverage of child rights.

The majority of quotes in news items or radio news programmes, where applicable, are attributed to policy makers such as government officials and legislators more than twice as often as the nearest category, “social worker.” This shows that policy makers are seen as trusted voices and authority figures – and people that represent public opinion. Equally important to note is that when all “authority figures” (policy makers and police) are tallied, the result is 62 quotes, while the tally of all advocate-like people (social worker, parent, child advocate or teacher) is 80 quotes. The data show that the media in Brazil do seek comment and quotes from the advocacy community and that there are ample opportunities to inject the voice of select advocates.

There were 62 news items in the sample that contained no quotes. These were predominantly radio news stories where an interview was not part of the news or bulletin.

Advocate Voices in Content

Thirty-nine of 164 news items carefully reviewed, or 24%, contained advocate-sourced content. Advocate-sourced content included any quotes by child rights advocates that identify programmes, policies or other solutions to help children and youth; a detailed summary of child advocacy initiatives, organisations/agencies working to remedy the stated problem; or high-level meetings focussed on child rights.

Tone of Quotes by Source

Person Quoted	Supportive of child/children Percent	Negative towards child/children Percent	Neutral or irrelevant Percent
Police	44%	0%	56%
Policy maker	75%	2%	23%
Parent/family member	46%	18%	36%
Child	54%	4%	42%
Child advocate (non-governmental figure)	83%	4%	13%
Social worker/child services professional	70%	7%	23%
Teacher/academic	46%	0	54%
Person accused of committing crime against child/children/youth	0	50%	50%

Of the quotes included in the sample, none from police or teachers are negative toward children, which is encouraging. However, there are a small percentage of negative quotes from child advocates and social workers. This shows some room for improvement. Additionally, if the more neutral or irrelevant quotes can be made positive and supportive of children and child rights issues, that would be progress.

On the other hand, 18% of quotes from parents or family members were negative toward children. This may correlate to some of the “bad” parenting stories that were found in the sample.

Looking at the overall numbers of who is quoted along with the tone of the quotes is important because these are the voices that are helping shape public opinion on these issues. See the Strategic Recommendations section for more information on shaping public opinion in the future.

Lastly, notable quotes that were particularly supportive of children, or negative towards children, are included below to provide an example of what is currently available in the media:

“Thousands of children leave school and have their rights violated to work tending crops, as traffic signals, in factories or family homes, many without receiving a penny for it. The [policy] move aims to draw the attention of society to this problem,” said the Secretary of the Ministry of Social Welfare and Citizenship.

Quote from a youth:

“Before, I only thought about drugs, about being on the streets. Now I think beyond that. Drugs just kill you, take you to prison or cause you to be beaten or shot. Thank God I could change my life.”

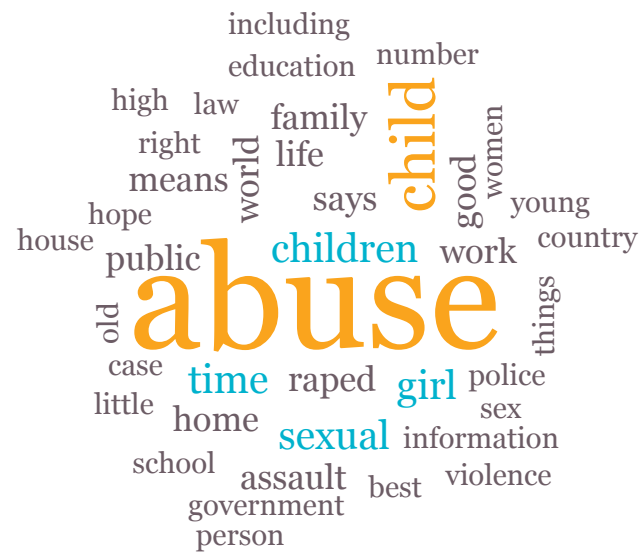
Although the campaign to lower the criminal age from 18 to 16 in Brazil is a heated one, there was scant reference to it in social media.

Social Media Use

The conversation on social media channels was analyzed around one specific incident and one policy:

- Incident:** In late June, a woman was arrested for beating her daughter with a stick and justifying her actions as “educating.” The Bureau for the Protection of Children and Adolescents, led by Valeria Martirena, working with a reporter, got the woman to admit to assaulting her daughter with a belt.
- Policy:** Campaign to lower the criminal age from 18 to 16. The murder of student Victor Hugo Deppman, 19, during a robbery in front of his house in the neighborhood of Bethlehem, east of São Paulo, has reopened the debate about lowering the age of criminal responsibility. The killer was a teenager that had just turned 18.

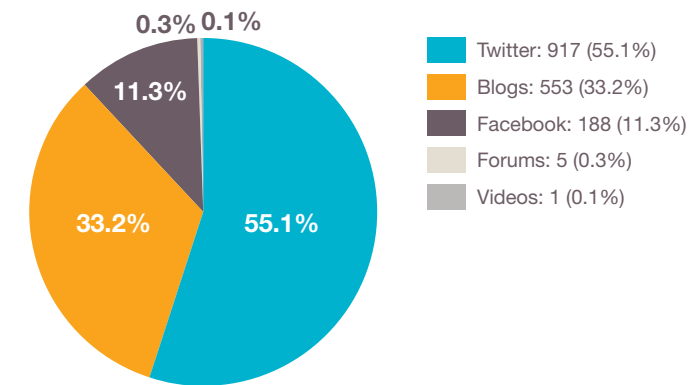
A number of keyword phrases were searched related to the incident and policy (see Methodology for detailed description) from June 21, 2013 (a few days preceding the arrest) through July 31, 2013. The initial set of keywords we used reveals 1,664 social media mention. The social media conversation around policies is extremely low, therefore, in order to establish a robust data set, the incident and policy were grouped together and the content analyzed. The following conversation cloud illustrates the



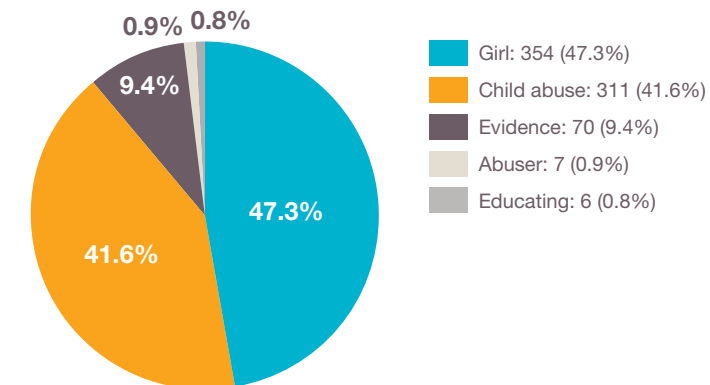
words and themes frequently found in the social media chatter:

Mentions

Using Radian6, the leading social media analysis programme, we first looked at the number of mentions for the keywords selected. There were 1,664 mentions on Twitter, Facebook, MySpace, videos, blogs and forums combined. Twitter and blogs



are the clear standouts in terms of traffic; Facebook posts were a distant third place, while videos and forums barely made an impression.



The context of the mentions was examined by conducting a search of the words “girl,” “educating,” “evidence,” “abuser,” and “child abuse” within our 1,664 results. This created a smaller sample of 748 posts.

All the data available were reviewed and sorted by inbound links, engagement and Twitter followers. The media research team was only able to identify two possible key influencers:

- Kety Shapazian, @KetyDC, person/advocate
- Jackson Pilonetto, @jklfling, actor/singer

Findings/Limitations

There was a striking lack of social media mentions and meaningful data on the selected Brazilian incident and policy. The media research team hypothesises that the incident and policy measure analysed do not resonate with social media audiences and therefore there was no real conversation about them.

Furthermore, Orkut, a social networking website that is owned and operated by Google, lists 53% of its users from Brazil. Orkut data are not available for analysis in Radian6. It is therefore possible that the type of online conversations that were mined are happening routinely on Orkut. The media research team is unaware of a robust social media analysis platform that searches Orkut data.

Strategic Recommendations

Broad recommendations that apply to each country are presented in this report’s Executive Summary. Below are a number of additional recommendations that pertain specifically to Brazil:

Work to obtain a more equal distribution of child rights articles within media types. For example, among print publications, searching *Super Noticia* resulted in more than 10 times the coverage found in *Dez Minutos*. Similarly, among TV outlets, a search on *Globo Brazil* generated 20 times the results found when *TV Cultura* was searched.

Prioritize outreach to TV outlets as the Internews Europe research team recognised TV as the leading influencer of public opinion. In Brazil, of the TV and print sample, only 38% of the items were from TV, while 62% were from print publications. TV outlets with less coverage of child rights issues such as Rede TV and TV Cultura might want to catch up.

Encourage the continued use of commemorative days, events and reports as news hooks for child rights coverage. Not only was this a successful tactic for placement of news (23% of news items), the commemorative days featured in the coverage directly correlated to two main topics across all of the coverage. While these commemorative days can often feel ceremonial and meaningless to advocates, they can be a tool to raise awareness about key issues, providing needed news hooks that can justify coverage. Train advocates to create a calendar of days relevant to child rights. For each topic on the calendar, develop a narrative of the story they’d like to see placed. Draft pitches and evergreen content to coordinate with the days noted; gather fact sheets, recent reports and other information to have at the ready when journalists and editors show interest in the story. Conduct original research or document problems and solutions to generate newsworthy reports.

Expand upon Brazilian media’s clear desire to report on systemic issues by increasing the share of coverage linked to public policy debates. In Brazil, 54% of the sample focussed on public policy as a secondary topic; work to generate more feature and editorial coverage of policy issues and elevate the conversation to a main topic of the media’s focus.

Create partnerships between TV and print news outlets, and TV and radio news outlets so lessons can be learned from the way TV covers child rights issues. The two-point differential in scores from the quality rating system is significant and warrants further exploration.

Following this analysis, it appears that Brazil’s media and key influencers in this space are not using social media channels frequently to communicate about child rights issues and policies. The overall volume of social media mentions can be increased with a concerted effort to create, sustain and populate social media profiles for NGOs, journalists, advocates, and celebrities alike. Care should be taken to cultivate the present-day leading influencers, and build a cadre of advocates who use social media to push out messages about child rights.

Indicators to Measure Future Success

This multi-country media analysis was conducted for two primary reasons. First, it provides a layered quantitative measure of the present situation—in calendar year 2013—of “news items” which affect the quality of information about child rights that reaches the public; the social/policy debate; and the understanding of the issue. Thus, the analysis provides a measure or number from which to gauge the success of any future programmes from start to finish in achieving the goals of improving quality and expanding quantity of media coverage on child rights across varied media platforms.

Secondly, the data and analysis create an immediately applicable, information-rich data set to support the design of possible future projects in these complex and varied countries.

Specifically, the baseline measures the amount of media coverage on child rights; how much children and youth—as their own and best spokespersons—are included and contribute content; how much child rights advocates are included; and the “quality” of the coverage itself. The quality of media coverage on child rights is determined based on nine factors.

Each of these aspects is considered an “indicator of success.” Indicators are linked to the different factors that could be influenced over time and shift the quantity and quality of media coverage on child rights on primary news and information platforms in India, Kenya and Brazil.

The indicators and the baseline measurements are listed in the table below.

<i>Note: calculations for columns C, E and G do not average to calculations in columns B, D and F. See footnote below.</i>							
	A	B	C	D	E	F	G
Key Indicators	Baseline Average Across Countries	Baseline India	Baseline India by Media: Print/TV/Radio*	Baseline Kenya	Baseline Kenya by Media: Print/TV/Radio*	Baseline Brazil	Baseline Brazil by Media: Print/TV/Radio*
Quantity of traditional news media content on child rights (number of stories)	507	933	804 / 120 / 9	233	132 / 56 / 45	356	181 / 111 / 64
Quantity of social online media traffic linked to child rights violations and policy (number of mentions)	4,338	10,133	NA	1,664	NA	1,217	NA
Quantity of child/youth voices in content (percent of sample)	8%	8%	7% / 23% / 0%	7%	4% / 20% / 0%	9%	11% / 18% / 0%
Quantity of child/youth produced content (percent of sample)	0%	0%	NA	0%	NA	0%	NA
Quantity of CSO/advocates voices in content (percent of sample)	15%	19%	18% / 38% / 0%	15%	11% / 23% / 16%	12%	19% / 11% / 5%
“Quality” of content as measured by IFJ guidelines and other criteria (0.0 – 9.0 scale)	3.4	3.5	3.7 / 2.6 / 3.0	2.7	2.9 / 2.9 / 2.2	3.9	3.7 / 4.6 / 3.6
Nine individual “quality” indicators:							
1. Avoiding stereotypes of children as victims	54%	61%	66% / 23% / 78%	21%	34% / 10% / 9%	80%	53% / 100% / 94%
2. Avoiding sensationalised coverage	78%	86%	89% / 77% / 78%	63%	60% / 77% / 58%	85%	81% / 92% / 86%
3. Protecting privacy of children	52%	54%	53% / 46% / 78%	49%	50% / 16% / 56%	53%	50% / 66% / 48%
4. Children’s voices amplified	8%	8%	7% / 23% / 0%	8%	3% / 30% / 2%	7%	11% / 13% / 0%
5. Verification of information provided by children	10%	14%	14% / 23% / 0%	10%	6% / 26% / 4%	6%	15% / 3% / 0%
6. Includes broad child rights context	22%	22%	24% / 23% / 0%	19%	24% / 20% / 11%	25%	24% / 29% / 23%
7. Includes reference to policy or laws	47%	47%	52% / 23% / 33%	38%	51% / 30% / 22%	55%	56% / 68% / 45%
8. Inclusion of possibility for improvement, means of solution	46%	48%	55% / 23% / 11%	48%	53% / 53% / 36%	43%	48% / 50% / 33%
9. Information on how children and parents can protect rights, get help and support	20%	13%	14% / 0% / 22%	14%	10% / 7% / 27%	34%	32% / 39% / 33%

* These columns calculate the number of articles within each indicator in relation to the total number of articles by media type. We do not average these percents to get the baseline average for each indicator because that figure would merely average the distribution across media type which is not the same as the average for the sample. Please see Methodology for more on this.

Appendix A – Methodology

The methodology of research was designed by Douglas Gould and Company (DG&Co.) in partnership with Internews Europe. Its purpose was to present a quantitative study from which to measure improvements of the media to cover child rights, and the success of possible future programmes. The study countries were very different, with complex media markets and entrenched, multi-causal child rights problems. Since influencing the broad media landscape by improving the quality of content and coverage of child rights issues, amplifying child and advocate voices, and increasing child-produced programming are key, the content analysis focussed on the largest and the most influential news and information channels and programmes.

For analysis of child rights content, a pool of television and newspaper outlets and radio news and information programs was selected in each country based on their audience size and their ability to influence policy and public debate, with a mix of geographic and language coverage. While many TV channels were national platforms, radio and newspapers were more localized. Technical aspects linked to access to content played a part in the final selection of pools. Specifically, the print and television outlets selected needed to have a searchable website. Radio needed to have live-streaming programs that were relevant to the study. In-country media researchers led the selection processes, providing direct local knowledge and expertise.

According to the Internews Europe in-country research teams, these platforms reach a wide number of key stakeholders in country; they are the “trendsetters” in type, tone and content of media coverage. These outlets lead the coverage content and style of the smaller outlets and are outlets are best able to break out of current molds and confront generally accepted constraints.

With regard to social media traffic on child rights, a methodology was designed to test the use of social media to communicate on child rights incidents (to present a baseline of how, generally, the social media platforms are used to pass information on child rights issues), as well as communicate on child rights policy (to present a baseline of how child rights advocates,

policy makers, etc., use social media to pass information on child right issues).

Methodology for Analysis of Print Publications

To conduct an accurate analysis of print media coverage, it is not necessary to read every story on a topic. Rather, a random sample can be drawn from various sources. The first step is developing search criteria that map to the issue of study. The extent of coverage during a specific period of time, discarding duplicate articles and those that are off-topic, then must be determined. Finally, a random sample is analysed and overall findings and recommendations can be developed.

In consultation with the Internews Europe project team, DG&Co. developed a comprehensive list of keyword phrases to be used as search terms in the baseline research (see Appendix C). These search terms were tested in Factiva, a Dow Jones-owned and operated global media database. Factiva aggregates content from more than 10,000 sources and is the leading international media content search tool. Of the 30 print outlets (10 per country) originally identified as targets by the team for inclusion in the sample, 12 are included in the Factiva database.

To meet the deadline, the keyword search for coverage was conducted during the month of June 2013.

Using the keywords and the techniques described below, the first goal was to develop the large aggregate sample of stories. This is helpful in identifying the total volume of coverage from a particular country, and to get a sense of how many times the country’s media were covering those issues in a given month. However, an aggregate sample is often too unwieldy to handle, given project timelines and goals. Using a smaller random sample provides an accurate representation of the larger sample as a whole.

Before initiating the pull of the representative sample, two rounds of keyword testing in Factiva were conducted. In the first round, search terms were tested verbatim (e.g., “youth crime”). This produced limited results. In the second search, the media research team used Boolean search techniques (e.g., “youth and crime,” which searched an article for the word “youth” and the word “crime” contained anywhere in the article, or “youth within 5 crime,” which searched an article for the word “youth” located within 5 words of the word “crime”) with each of the keyword phrases. This generated a far greater number of results. The media research team read a selection of 80 articles and determined that the Boolean search techniques were producing on-topic search results. Based on keyword performance in test searches, slight modifications to keyword phrases were recommended, and in a few instances, new keyword search terms were recommended that generated expected results. The keywords translated by the team were also tested.

Using the final search methodology for Factiva and the Boolean search techniques, the database yielded the largest pool of relevant articles possible while minimizing the number of off-topic articles.

For print outlets not searchable through the Factiva database, each outlet’s website was searched by entering keyword phrases into the search bar. The Boolean search techniques could not be used on individual websites because they have less sophisticated search engines. Only results published in June 2013 were included. All articles collected are noted in the representative sample (see below for more on randomization and analysis of a sample).

Note that if there were problems accessing an outlet’s website, or problems with its search functionality, the DG&Co. team worked with the in-country Internews team to try and replace it with another relevant outlet. In very few cases, exclusively in Kenya, a replacement publication could not be found because of Kenya’s smaller media market and a limited number of outlets with searchable websites (as compared to India and Brazil). This was the case for broadcast television outlets as well.

Methodology for Broadcast Television

In collaboration with the Internews Europe team, 6 – and up to 10 – outlets per country were identified. For broadcast TV stations, the team searched each station’s website using the keyword phrases. In some cases, where a site’s search results could not be sorted by date, it was necessary to search using a combination of keywords and month of coverage (e.g., “youth crime, June 2013”). For television outlets, the media research team included in the representative sample all on-topic videos, text articles and blog posts that came up in the outlet’s search results. Each of these news items were collected and noted in the representative sample (see below for more on randomisation and analysis of a sample). Note that in some cases, the outlet did not host videos on their own site, but rather on their YouTube page, so some links in the bibliography are to YouTube, rather an outlet’s site.

Methodology for Broadcast Radio

The preliminary research of broadcast radio news coverage in India, Kenya and Brazil indicated that very little, if any, radio stations archive their news coverage. Because of this limitation, the DG&Co. team listened to live radio news coverage prospectively during the month of August 2013. Initially included in the listening tour were five radio news programs per country identified by the Internews Europe research team. The DG&Co. team live-streamed and listened to the programs every weekday (local time) during the month of August, as programming and technology permitted. Unpredictable changes in radio programming were experienced as well as inconsistent access to live-streams. However, the media research team always attempted to live-stream each station’s programming and log any problems accessing the live-stream or programming changes. The final result is a well-sized sample that includes a decent array of radio programming for each of the countries analyzed.

Note that while the team listened to radio every weekday during the month, only programs that contained child rights content are included in the final sample.

Moving from Representative Sample to Aggregate and Analysis Sample

A representative sample for the study was first gathered and then discounted for off-topic articles (explained below), to provide an aggregate/baseline total for each country. For the aggregate number of news pieces, the media research team looked for and reported on: total number of stories by country; a breakdown of each country's total by media type (e.g., print/TV/radio); and for each country, the outlets that had the most mentions within each respective media type.

Every article within the representative sample was assigned an article code. Using a random sequence generator (www.random.org), 100 stories per country were selected proportional to the distribution among media. For example, if the representative sample for India is 1,000 articles, and 600 (or 60%) appear in print, while 400 (or 40%) appear in broadcast news, the same proportion was assigned to the analysis sample. In this example, the 100 articles for analysis would include 60 print and 40 broadcast.

Once the initial sample of 100 articles per country was developed, all articles from the sample were read/watched. If an article was off-topic (for example, mentions both children and health care but has nothing to do with children's health care, or mentions children and education but was a news item of a teacher's obituary), it was discarded from the sample. The research team then went back to the random sequence that was previously developed and selected the next article, ensuring replacement of off-topic articles while maintaining the randomization of the sample. At the end of this process, the result was a final sample for analyzing and scoring. This also yielded a percentage of the total representative sample of articles that had to be discarded.

- The representative sample for print and television news items in India was 1,400. The research team established that 34% of the representative sample was actually off-topic, leaving an aggregate of 924 articles. The breakdown of the aggregate was 87% print (804) and 13% television (120).
- The representative sample for print and television news items in Kenya was 418. The research team established that 55% of the representative sample was actually off-topic, leaving an aggregate of 188 articles. The breakdown of the aggregate was 70% print (132) and 30% television (56).
- The representative sample for print and television news items in Brazil was 434. The research team established that 37% of the representative sample was actually off-topic, leaving an aggregate of 292 articles. The breakdown of the aggregate was 62% print (181) and 38% television (111).

Each news item in the analysis sample was entered into Survey Monkey, an online survey and data entry tool (see Appendix D). To minimize error during data recording, the DG&Co. project director reviewed the data in Survey Monkey daily, and corrected any errors in the records. Daily checks ensured that the majority of data errors or human errors (ticking off one country instead of another) were corrected before the analysis phase started.

For translation and to provide a bit more context for these articles, the DG&Co. team worked with a group of eight experienced translators who are native speakers. A six-hour training session was conducted for the translators on project background and goals, and how to conduct the searching and scoring of the final sample. They remained in contact throughout the project, worked closely with the DG&Co. team to develop a final sample, and provided valuable insights into the local media landscapes in each of the selected countries. The translation team read any content that was not in English, and was primarily responsible for listening to live -radio streaming throughout the month of August.

Social Media

Using Radian6, the leading social listening database, the most popular English language social media platforms were searched. The Internews Europe research team designated one event/incident and one policy initiative per country for analysis. Since Radian6 uses data on IP addresses and Internet service providers to geo-target social media users, the search was honed to pull data only from each respective country. Radian6 (and any similar tool) aggregates data on all public profiles across major social media platforms. This means that individuals who have security settings set to "private" are not included in the resulting data. This likely did not hinder the search results, as most key influencers are organisations, public figures, or advocates with the intent to communicate with many and therefore have public profiles.

The search period within social media varied by country. However, it generally reflected the time period beginning two calendar days before the incident in question, and continuing to the end of the following month. Therefore, there were approximately 35-45 days of social media data analysed per country.

In addition to reporting the number of mentions and most active platform (e.g., Twitter), key influencers (as determined by number of fans/ followers, or the number of inbound links) around the topic (individuals, organisations, and well-known personalities) were identified. With the intent to drill down and analyze content around the specific events and initiatives, the DG&Co. team looked closely at the content using the *River of News and Topic Trends* tools in Radian6. Given the overwhelming low level of conversation on policy initiatives in each country examined, it was necessary to combine the analysis on the incident and policy in order to have enough rich data in the pool. This is reflected in the social media findings within each country's report.

In addition to the scan in English, the DG&Co. team conducted a secondary search in Hindi. This allowed one country comparison whereby conversations were analysed in the native language versus conversations in English.

Analysing Data

Each country's study sample (100 print/TV broadcast news items plus a varying number of radio news items per country) assessed the type of coverage; the quality of coverage and content of child rights based on nine variables; spokespersons; occurrence of youth-produced content; and CSO/advocate-sourced content; and considered the use of social media linked to child rights events.

The DG&Co. team and Internews Europe deemed it important to establish a per country quantitative measurement for each of the indicators by recording the following:

- Quantity of traditional news media content: the total number of news items per country, and per country by medium, were aggregated.
- Number of mentions of social online media traffic: the total number of mentions of an incident and policy by country were reported.
- Prevalence of child/youth voices: the number of times children or youth are quoted or interviewed were reported.
- Prevalence of child/youth-produced content: the number of times child/youth-produced content is used in news coverage, and provided a breakdown by medium, if notable, were reported.
- Prevalence of CSO/advocate voice in content: the number of times CSO/advocate voices are included in news coverage, and provided a breakdown by medium, if notable, were reported.
- Quality of media coverage: every article on a nine-point scale representing the IFJ guidelines. The DG&Co. team also reported the average "quality" score by country and by medium.

These quantitative measurements provide a reference point by which to calculate a shift in the landscape and the success of possible future projects.

This table illustrates the volume of data collected for this study, and the final “pull” sample for detailed analysis and scoring.

	INDIA	KENYA	BRAZIL
Print (percent of total among print and TV)	804 (87%)	132 (70%)	181 (62%)
TV (percent of total among print and TV)	120 (13%)	56 (30%)	111 (38%)
Total	924	188	292
Random sample or “pull” for print and TV	100	100	100
# Radio programs listened to	86	87	127
# Radio programs w/ child rights news (all were carefully reviewed and scored)	9	45	65
TOTAL SAMPLE ANALYZED OR SCORED	109	145	164

Indicators to Measure Future Success

An explanation of how figures and percentages were calculated for table found on page 81 is below:

Quantity of coverage (rows 1 and 2): Number of news items with child rights content per country; then averaged across the three countries. Social media quantity is established by noting number of mentions (further explanation can be found in the Methodology section).

For each of the key indicators, the analysis for each country was established, respectively. The breakdown of the percentage by media type for each indicator within each country was then examined. For example, to establish a baseline for child/youth voices in Indian news items, all data were reviewed to determine 9% of Indian news items that included a quote from a child/youth. Then, the breakdown of that 9% was analysed, and it was concluded that 6% was in print, 3% in TV, and 0% in radio.

Quality of content (row 6): The analysis score for each country was established by calculating the average score for all news items in that country. The average score was determined by taking the total number of points recorded for that question in the data pool, divided by the number of news items in that data pool. For example, in India’s baseline, there were 385 total points recorded, divided by the 109 news items, to get an average score of 3.5.

The quality score by media type was established based on the total number of points for print, TV and radio, respectively, divided by the number of news items in that media type. For example, total points scored for Indian print (324), divided by the number of print news items (87) gave an average score of 3.7 for Indian print news.

Baseline India (column B): Total number of points for that indicator (print + TV + radio) divided by the number of news items for that country. For example in India, the total number of points for the first indicator (NOT including stereotypes of children as victims) across media type (67) divided by the number of news items in India (109) gives us a baseline of 61%. Meaning 61% of articles in the India sample avoided stereotyping children as victims.

Baseline India by Media (column C): To determine the distribution of each indicator across media types, the research team calculated the number of articles within each indicator in relation to the total number of articles by media type. For example, for the first quality indicator (NOT including stereotypes of children as victims), the number of points for print news items (57) divided by the number of print news items in India (87) is 66%.

Note: These percentages are not averaged to get the baseline average for each indicator because that figure would merely average the distribution across media type, which is not the same as the average for the sample. Please see Methodology for more on this.

Baseline Average Across Countries (column A): After establishing the baseline numbers score for each country, the three figures were added together and divided by three to get a baseline average across countries.

Appendix B – Complete Outlet List

India

PRINT

- *Dainik Jagran*
- *Dainik Bhaskar*
- *Dinakaran*
- *Lokmat*
- *Hindustan*
- *The Hindu*
- *The Telegraph*
- *The Times of India*
- *Hindustan Times*
- *Deccan Chronicle*

TV

- *Aaj Tak*
- *India TV*
- *ABP News*
- *TV9 Karnataka*
- *TV9 Telegu*
- *IBN 7*
- *CNN-IBN*
- *NDTV 24x7*
- *Doordarshan News*
- *Zee News*

RADIO

- *Station AIR Urdu – Khabren*
- *Station AIR Urdu – Aaj ki Baat*
- *FM Gold (Delhi) – News Bulletin in English*
- *FM Gold (Delhi) – Hello FM Gold*

Kenya

PRINT

- *Daily Nation*
- *The East African*
- *The Standard*
- *The Star*
- *Business Daily*
- *Coast Week*
- *Nairobi Law Monthly*
- *Parents Monthly Magazine*
- *The People*
- *Taifa Leo*

TV

- *K24*
- *KTN*
- *Citizen TV*
- *KISS TV*
- *NTV*
- *KBC*
- *KASS TV*

RADIO

- *Radio Citizen Evening Drive*
- *Classic 105 Breakfast Show*
- *Kiss FM 100 Breakfast Show*
- *Radio Salaam*
- *KBC Radio Taifa*

Brazil

PRINT

- *Folha de Sao Paulo*
- *O Globo*
- *O Estado de Sao Paulo*
- *Extra*
- *Zero Hora*
- *A Tarde*
- *Correio Braziliense*
- *Dez Minutos*
- *Diário Gaúcho*
- *SuperNotícia*

TV

- *Rede TV!*
- *TV Cultura*
- *TV Escola*
- *Rede Meio Norte*
- *SBT*
- *Rede Globo*
- *Rede Record*
- *TV Brasil*
- *Canal Futura*

RADIO

- *BandNews – Jornal Band News*
- *CBN – Jornal da CBN 1ª Edição*
- *Joven Pan – Jornal da Manhã*
- *Rádio Nacional EBC*
- *CBN – Jornal da CBN 2ª Edição*

Appendix C – Complete Keyword List

- Right to education
- Child poverty
- Child health care
- Child hunger/malnutrition
- Street children/Street kids
- Enforcement of child protection laws
- Child protective services
- Child crime
- Youth crime
- Child gangs
- Youth gangs
- Child drugs
- Youth drugs
- Female genital mutilation
- Child marriage
- Child labour/labor
- Child physical abuse
- Child sexual abuse
- Child trafficking
- Child neglect
- Child disappearance
- Slum children

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