

BHUTAN MDI FRAMEWORK RESEARCH METHODOLOGY AND DATA COLLECTIONS

A study based on the UNESCO Media Indicators Framework

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Category 1: System of regulation conducive to FoE, pluralism and diversity of media

Research Methodology

- ▶ Desk review
 - Constitutions, policy and legislations e.g. article, legal provisions related to right to information, freedom of expression, and legal framework such as information, communication and media act 2006
 - The process/system to protect and guarantee these rights in practice
- ▶ Conduct interview with relevant officials, civil society and media to see if they are guaranteed in the law, what the system in practice to protect these rights? Any restriction of the media (for the broad public interest i.e. GNH?)

Category 1 (con't)

Suggested means of data collections

- ▶ Evidence of public participations
- ▶ Evidence of the parliamentary debates on issues related in the media and whether the debate and discussion have been reported in the media.
- ▶ How was the law drafted? Did it involved public consultation?
- ▶ Evidence of workshops, meetings, consultations, coverage of these issues by the media, attempt by the government to reach out to the rural population
- ▶ Court decisions

Category 2: Plurality and diversity of media

Research Methodology

- ▶ Desk research focusing on policy and legislations e.g. license provision for small community media (how to attain the license to operate community media?)
- ▶ Interview with the regulator e.g. explore and document the measures that government take to prevent monopoly
- ▶ Interview with media providers for community services, media regulators and etc
- ▶ Field research of selected samples at the local/community level to identify the gaps that could be met by community media – to analyze the extent that the community media serve the needs of the local people

Category 2 (con't)

Suggested means of data collections

- ▶ Case studies or interviews
- ▶ Review existing national policy and plan e.g. government's measure to prevent monopoly
- ▶ Document the policy and legal provisions relevant to the indicators
- ▶ Track progress in drafting and implementing regulation to promote independent media and independent regulator
- ▶ Representative sample of the members of the rural communities

Category 3: Media and democratic discourse

Research Methodology

- ▶ Household survey in selected rural communities to gather evidence based information/data
 - General information needs and information that people received related to GNH e.g. environment, governance, economic development
 - Public trust and confidence in the media
- ▶ Media content analysis developed by the research team
- ▶ Programme analysis e.g. review of call-in programme and feedback mechanism on how media give feedback for their programme

Category 3: Media and democratic discourse

Research Methodology

- ▶ Impact survey on the audience side with particular focus on radio to understand particular impact on the audience
 - Interview and focus group discussion
- ▶ Interview with the media providers, public broadcaster, regulators to assess the present situation
- ▶ Desk research of the existing audience surveys/impact assessment and existing situations that are work in progress in Bhutan

Category 3 (Con't)

Suggested means of data collections

- ▶ Track the development and progress of law, policy, royal charter related to the operation of public service broadcasting, the role of the regulator and enforcement and implementation
- ▶ Feedback mechanisms from the audience to the public broadcasters. What is the relationship between public broadcaster and the audience?
- ▶ Document the present situations and development in areas that are currently work in progress e.g. media self-regulation
- ▶ Review of the regulations governing the broadcasting and the extent to which it is enforced e.g. the implementation of the regulations during the elections, especially the balance and impartiality of reporting
- ▶ Anecdotal experiences on media attack and/or threat of journalists

Category 4: Professional capacity

Research Methodology

- ▶ Desk review of the current situation, the training courses, existing laws in Bhutan to
 - Identify the needs and gaps in enhancing capacity for trainings or recommend the needs for capacity assessment of media professional and managements
 - Review the Labour Act and current law related to trade union and see how media professionals can organize to exercise their rights
 - Civil society and media
- ▶ Interviews with the media professional, those who have been trained to identify the needs for Bhutan both the immediate/short term and long term needs

Category 4 (con't)

Suggested means of data collections

- ▶ Track the progress in developing training programme
 - Students
 - media professionals and management including business management
 - media literacy programme for youth and report as the work in progress
- ▶ The overview of current situation and relevant policy and legislations
- ▶ Interviews with media professionals and management
- ▶ Evidence of civil society advocacy efforts in promoting FoE/A2I and enhancing voices of the rural communities

Conclusions

- ▶ Identify the needs for Bhutan. Most of these trainings do not exist, the other indicators focus on the quality of the training to enhance the capacity of media professional which are currently a work in progress

Category 5: Infrastructural capacity

Research Methodology

- ▶ Desk review of information available on access to infrastructure and the gaps between public and private media, including ICT policy
- ▶ Field study of household access to information, communication and infrastructure in the rural communities

Suggested means of data collections

- ▶ Review of policy and legislations, information on access to information and infrastructure, including whether the ICT and mobile phone coverage in the rural areas
 - Assessment of penetration and availability of media, including the infrastructure to the general population.
 - Disparities in public and private media
- ▶ Interviews