

CALL FOR APPLICATIONS FOR A DATA COLLECTION FACILITATOR FOR THE NATIONAL MEDIA AUDIENCE SURVEY 2020

The Uganda Communications Act, 2013 mandates Uganda Communications Commission (UCC) to develop a modern communications sector, which includes telecommunications, broadcasting, radio communications, postal communications, data communication and infrastructure.

In pursuit of this mandate, UCC has a duty to develop and from time to time review the minimum and ethical broadcasting standards, which apply to broadcasters. These standards, among others, aim at application of generally accepted standards to provide adequate protection from the inclusion of harmful or offensive material, sponsorship, product placement in television programmes, and fairness and privacy.

UCC recognises that Minimum broadcasting standards are subject to change over time and should be underpinned by consumer research. The UCC National Electronic Media Performance Survey (NEMPS), which has been renamed “The National Media Audience Survey 2020”, is one of the range of consumer research sources that UCC draws on in undertaking its duties in relation to standards on television and radio. The survey also avails relevant information upon which informed decisions such as the choice of information dissemination medium, advertising etc.

The first two such surveys were conducted in 2004 and 2012. The surveys recommended for periodic review to monitor the performance and growth of the sector. This survey seeks to update the findings, address new developments since the last NEMPs like the emergence of new media (IPTV, online broadcasting), digital TV, social media etc., in addition to concerns that have emerged at a national level in the broadcasting sector in the period under review.

To this end, UCC is desirous of hiring the services of an experienced Data collection facilitator to manage the data collection for the survey. The survey is expected to be completed within 10-12 weeks, including translation and test-run, until the completion of the survey administration and the submission of the final survey report and data set. The survey is expected to be nationally representative. Supplementary non-financial facilitation associated with the survey may be considered. Applicants are to submit their applications that MUST include technical and financial proposals.

Deadline for applications is 5.00 PM by Friday 27 March 2020 in conformity with attached Terms of Reference. Submissions in PDF should be emailed to research@ucc.co.ug

Executive Director

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TERMS OF REFERENCE

THE DATA COLLECTION FACILITATOR FOR THE NATIONAL MEDIA AUDIENCE SURVEY 2020

1. INTRODUCTION

The Uganda Communications Act, 2013 mandates Uganda Communications Commission (UCC) to develop a modern communications sector, which includes telecommunications, broadcasting, radio communications, postal communications, data communication and infrastructure.

In pursuit of this mandate, UCC has a duty to develop and from time to time review the minimum and ethical broadcasting standards, which apply to broadcasters. These standards, among others, aim at application of generally accepted standards to provide adequate protection from the inclusion of harmful or offensive material, sponsorship, product placement in television programmes, and fairness and privacy.

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The main objective of the survey is to explore the media audience attitudes and opinions towards new media, television and radio broadcasting, and related areas such as news consumption and privacy and possible ways for improvement through policy and regulation.

More specifically, the survey seeks to:

- a) Develop an accurate and comprehensive assessment of the market share, social and demographics characteristics of, new media users, radio listeners and television viewers in Uganda, while taking into consideration persons living with disabilities;

- b) Examine the new media users, radio listeners and television viewers' needs in terms of programming where applicable, understanding and acceptance of the main themes discussed; the audience perceived relevance and how the gap in their needs can be met through targeted programming;
- c) Solicit the public's views and opinions on the general performance of the broadcast media including new media in Uganda and Examine the extent to which the broadcasting sector is perceived to be meeting the programming needs of Ugandans;
- d) Examine the role and significance of broadcasting and new media in both urban and rural areas;
- e) Examine how the government is utilising the mandatory free airtime enshrined in the licensing condition for radio and TV broadcasters;
- f) Undertake a comparative analysis of current (2020) and previous (2012) key findings where similar parameters were measured;
- g) Identify gaps in broadcast policy, regulation and performance, cognizant of new developments including the increasing tendency towards cross-media ownership;
- h) Make recommendations, which will improve media development through the review of existing broadcast policy, and or regulation in the country.

A questionnaire consisting of not more than 40 pages (approximately 30-40 minutes) shall be developed jointly with the data collection facilitator. In addition to focus group discussions guides, and self-administered diaries as an audience measure shall be adopted and used as tools in the data collection process for the survey.

2. TASKS OF THE DATA COLLECTION FACILITATOR.

The survey DCF that will be contracted for this work will have the following specific tasks:

- a. Defining the sampling methodology based on the need for a nationally representative survey.
- b. Take centre stage in the review of the 2012 data collection tools to generate the 2020 study tools.
- c. Jointly working with UCC project implementation team, develop the data collection tools for the survey.
- d. Translating the questionnaires to local language/dialects, as may be necessary
- e. Testing the translated questionnaire to an agreed number of respondents and discussing with UCC the results of the survey and the necessary revisions to the questionnaire.

- f. Training of all field staff/survey team who will conduct the administration of the survey. The UCC team may support training on the survey instrument itself. Specifically, the UCC team can provide explanations for the objectives of the survey and questions.
- g. Ensuring that all procedures are undertaken to obtain official permissions to field the questionnaire (where relevant) or ensure local administrative requirements are met (where relevant).
- h. Ensuring that the administration of the survey conforms to internationally recognised best practice, including ethical codes of conduct for human subjects research.
- i. Conducting/administering the survey within a set time frame and based on the survey plan
- j. Carrying-out all necessary data-entry/data-cleaning
- k. Writing a survey report that includes the following details:
 - i. Sampling methodology
 - ii. Actual survey implementation
 - iii. Descriptive statistics for each question
 - iv. Challenges and lessons learned

And revise survey report if necessary based on feedback from the UCC.
- l. Delivering the final survey report and complete data set (in an appropriate format as requested by the UCC) by the specified deadline.

3. SCOPE OF THE SURVEY

The survey must be designed to enable the generation of separate estimates at the national level, for gender, urban and rural areas and the 15 sub-regions of Uganda. The DCF will conduct a nationally-representative face-to-face survey (ideally with a margin of error of not more than +5) covering the entire population aged 15 and above.

4. DURATION OF THE SURVEY

The survey is expected to be completed within 10-12 weeks, including translation and test-run, until the completion of the survey administration and the submission of the final survey report and data set.

5. EXPECTED DELIVERABLES FROM THE DCF

- a) Sampling methodology
- b) Questionnaires translated to the local language:
- c) Complete data set (preferably in Excel and SPSS or similar format with properly labelled variables).

- d) a draft survey report and a final report incorporating feedback or comments from UCC

6. QUALIFICATION

The Lead data facilitator shall be a Ugandan citizen(s) and an academic staff or consultant from a registered University in Uganda with;

- 1) At least a master degree in mass communication or social research.
- 2) Continuing appointment for at least two (2) years for academic staff.
- 3) Previous experience with data collection, management, and analysis (required).
- 4) Experience working on audience media surveys will be an added advantage.
- 5) The proposed cost for the assignment
- 6) Proven skills as;
 - a) A senior researcher
 - b) Data collection
 - c) Supervision
 - d) Report writing
- 7) Proposed schedule for the project, including milestones
- 8) Extensive knowledge on the subject matter will be an added advantage.

7. DURATION

The data collection process Must be completed within a maximum of 12 weeks, and data collection facilitator shall be employed for 15 Calendar weeks’.

8. REPORTING

The DCF shall report to the UCC designated project management team, which shall be responsible for monitoring the progress, made and quality assurance of the deliverables, including the tools.

9. COPYRIGHT AND DISCLOSURE

All data collected, field tools and other deliverables of the study shall remain the property of the UCC during and after the contract implementation period and shall under no circumstance whatsoever be disclosed and or reproduced without the prior written consent of UCC.