GCJD Follow-up Training Survey Report

July 31, 2015
Key Objectives

The assessment examined how impactful the trainings were by measuring how the attendees used the skills and tools offered by the workshops. This information was collected through an online survey and email correspondence. The assessment tool was developed in conjunction with the SHSU Office of Academic Planning and Assessment in order to ensure maximum credibility and validation.

Note: The complete survey questionnaire is included later in this document for reference. The survey is also available in French and Arabic

Methodology

The main version of the survey was developed with input from training organizers. The survey was later translated in French and Arabic and peer reviewed by specialists in the field. All three versions of the survey were typed into LimeSurvey, an online survey tool.

An invitation to the survey was composed and sent to trainees via email in Burkina Faso, Lebanon, Tunisia, and Poland, where the trainings were hosted. The email was written in either English, French, Arabic, or all three languages, depending on the country. The questionnaire asked respondents about their experience and feedback based on the trainings they participated in. Respondents were asked to complete the questionnaire and submit by July 19, 2015. A reminder to complete the survey was sent on July 8 and July 15, 2015.

Items on the survey were worded as multiple-choices or open questions, and included the following topics:

- General information about the survey respondent
- Purpose of attending a selected training
- How the training has broadened the respondent’s knowledge of the topic
- The level of community action or change surrounding the topic after the workshop
- The respondent’s impression of the workshop
- How the topic is still relevant to the respondent’s current professional role
- Suggested topics for future trainings hosted by GCJD

All responses were exported into Microsoft® Excel spreadsheet and translated into English. Data analysis was completed using Excel.

Note: The obtained results can only be interpreted as the opinions of the survey respondents. They cannot be generalized to represent the entire training population as a whole.
Survey Results

<table>
<thead>
<tr>
<th>Emails successfully sent</th>
<th>197</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responses</td>
<td>43</td>
</tr>
<tr>
<td>Return rate</td>
<td>22%</td>
</tr>
</tbody>
</table>

Survey Respondents by Language Version

- English: 58.14%
- French: 37.21%
- Arabic: 4.65%

Demographics

Survey responses are broken out by several demographic categories, as follows:

- Gender
- Age Range
- Highest level of education completed
- Country of Origin
- Country of Residence
- Primary Profession as Journalism and Years of Experience
SURVEY RESPONDENTS BY AGE AND GENDER

Male
- 18-24: 18.60%
- 25-30: 11.63%
- 31-35: 6.98%
- 36-40: 4.65%
- 41-50: 2.33%
- 51-60: 2.33%
- 60+: 2.33%

Female
- 18-24: 18.60%
- 25-30: 11.63%
- 31-35: 4.65%
- 36-40: 2.33%
- 41-50: 2.33%
- 51-60: 2.33%
- 60+: 2.33%
Survey Respondents by Education Level

Graduate Degree or beyond: 62.79%
Baccalaureate Degree: 16.28%
Some College or University: 13.95%
High school/Secondary Diploma: 4.65%
Some high school/Secondary: 2.33%
Qualitative Questions

11. Why did you choose to attend this training?

Group A (Question 12, 13, 14):

12. How much did the training broaden your knowledge of the topic?
As a follow up to the above question, respondents who answered "A lot" or "Moderate amount" were asked to provide specific examples of how the training broadened their knowledge. Some examples of responses are listed below:

- **Burkina Faso - Gender Equity Training**
  "I learnt not to perpetrate prejudices and stereotypes on the woman during my broadcast. (I avoid asking more if those women are married or have children. I try to put women's opinions in my broadcast even if it's not always easy. This information allowed me to redirect my broadcast on fashion and beauty. I added knowledge in these themes, for example, woman is beauty, certainly, but also intelligence and knowledge. The broadcast is called "SARAMAYA")."

- **Lebanon – Cultural Journalism Training**
  "The visiting speaker from The Washington Post gave a very interesting talk about how culture journalism is often about finances and institutional frameworks rather than analysis in the sense of what a critic does."

- **Poland - E-U Funding & Community Journalism Training**
  "Protection of information's sources; presenting big data information; using social media; challenges for traditional media; question of civic journalism"

- **Lebanon – Oil and Gas Training**
  "I do specifically remember gaining a much better technical understanding of the drilling process, physical difficulties specific to Lebanon (like water depth), and the costs involved."

- **Lebanon – Security Sector Training**
  "What was clarified was the attention given by the security forces to the internet and social media, thus the communication of ordinary citizens or journalists with the security is facilitated. Also, what was clarified was how important it is for the journalist to make good relations with the security men, to an extent that these relations might approach friendships. Thus a journalist can use this relation in getting information. Also I learned that the relation between a security man and journalist is complementary relation as both have the citizen’s best interest in mind. That means none of them should feel exploited by the other."

In a similar way, respondents who answered "Very little" or "None" were asked to expand on their answer choices. The respondent who gave "Very little" answer stated:

- **Lebanon – Cultural Journalism Training**
  "While professional journalists were brought in from the US. The various exercises they used were a bit trite. Many of them worked writing short reviews for mainstream publications, which were all fairly common sense. Instead of critical thinking, it was just based on supplying basic information and descriptions of art events and news."

**Group B (Question 15, 16):**

16. Please share URL links of relevant work that shows how you have used the knowledge/skills taught in the workshop:

- "SARAMAYA" by Clemence Tuina: [https://soundcloud.com/clemence-tuina](https://soundcloud.com/clemence-tuina)
- "Thousands of children fleeing Syrian civil war to Lebanon" by Christine El Cheikh: http://www.upi.com/Top_News/Special/2013/05/15/Thousands-of-children-fleeing-Syrian-civil-war-to-Lebanon/31365002862344/
- "Life Stories from the Middle East" by Christine El Cheikh: https://middleeastlifestories.wordpress.com/

Group C (Question 17, 18):

18. Please provide specific examples of any of your formal or informal awards or acknowledgements for your work in this content area (URLs, announcement links, or type and year of award):


Group D (Question 19, 20, 21, 22, 23):

19. What has been the level of community action or change surrounding this topic since the workshop?

![Pie chart showing the percentage of responses]

- A lot: 46.43%
- Moderate Amount: 25.00%
- Very Little: 17.86%
- None: 10.71%
<table>
<thead>
<tr>
<th>Burkina Faso - Gender equity Training</th>
<th>A lot/Moderate amount</th>
<th>Very little/None</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>The issues of gender equality are better comprehended in our radio broadcasts. Women have been empowered in our writings.</em></td>
<td></td>
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<table>
<thead>
<tr>
<th>Lebanon - Security Sector Training</th>
<th>A lot/Moderate amount</th>
<th>Very little/None</th>
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</thead>
<tbody>
<tr>
<td><em>It was possible for interior security force to win the people's support as it opened more ways to communicate with people including the internet and social media. This has increased the communication options and decreased their anxiety in case of encountering a problem of some sort. Other branches of security forces, as people believe, are still in need of more communication and raising more awareness campaigns.</em></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Lebanon - Cultural journalism Training</th>
<th>A lot/Moderate amount</th>
<th>Very little/None</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>There is no option to click &quot;I don't know.&quot; There may have been change, but I work with a small team so haven't seen it myself in the wider community.</em></td>
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<td></td>
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<table>
<thead>
<tr>
<th>Lebanon - Oil and Gas Training</th>
<th>A lot/Moderate amount</th>
<th>Very little/None</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Because of some blocks at the political and institutional level</em></td>
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</table>

<table>
<thead>
<tr>
<th>Lebanon - Security Sector Training</th>
<th>A lot/Moderate amount</th>
<th>Very little/None</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>I have not been following the subject closely but I don't feel that there has been substantive change since the training simply because of a lack in broader adoption of the ideas and the continuing lack of good trustworthy official information from government agencies.</em></td>
<td></td>
<td></td>
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</table>
22. Do you think additional trainings or workshops on this topic would be beneficial? If not, please explain:

“Change is a process so people need to update and expand their knowledge according to the issue. What I notice is that there's a big number of participants in the workshop of 2013 didn't succeed in sharing debating values. Why? Because the media have their own logics and habits that are difficult to shake up. Meanwhile insistence is worthwhile and repetition is educational. It is left to your organization and its partners to create the formats of the training that can revolutionize practices. For example I think granting scholarships to journalists allow them to write articles in many editorial types which will be published by their newspaper. That can take the form of a project for one year and I have faith that the results will be there/speak for themselves.”
Burkina Faso - Gender equity Training

“Not necessarily at this moment. Once the decrees are passed, there will be renewed interest in the topic. Until then, I'm unsure how much interest there will be among news outlets. Unfortunately, this may mean poorer initial coverage if the decrees are passed suddenly.”
Lebanon – Oil and Gas Training

“The governmental decrees necessary to move forward with the tender process have not been passed by the cabinet. While some grassroots community initiatives have launched, others have faded into oblivion due to a lack of enthusiasm and a perception that, like other problems in the country, this will not be solved anytime soon.”
24. Please give examples of two things you still recall from the workshop:

Gender issue

- Documentary film about the electoral campaign of women.
- Testimony from Egyptian and Tunisian journalists
- Low participation in politics and low representation of women in the media.
- Role of journalists in gender promotion
- Contribution of journalists in national public awareness.
- Atmosphere of cooperation between journalists from Poland and the U.S.
- Importance of verifying the sources and how to obtain them.

Organization of the training

- Responsibility of journalists during election period
- Authentication of information
- Physical difficulties and examination of financial considerations of drilling wells in Lebanon
- Nice people, very good journalists
- Enormous commitment of American partners
- Good communication between attendees, professional people, endless knowledge
- Careful selection of speakers and instructors
- J. Hatcher’s presentation on local journalism
- Not to perpetuate stereotypes and prejudices about women
- Spill of Shell
- The talk by The Washington Post’s culture reporter
- Press conference in Chmielnik
- Authentication of information
- Importance of verifying the sources and how to obtain them.
Group E (Question 25, 26, 27):
25. This topic is still relevant to my current professional role:

26. Please give an example of how this topic still relates to your current role:

a. **Burkina Faso - Gender Equity Training**
   "When I have to organize a protest, I try to gather opinions of men and women in order to satisfy the maximum number of people."
   "I continue to host my broadcast "Saramaya" as a journalist. I consider/contemplate creating a new broadcast that gives voice to exceptional women/of exceptions"
   "I hope I understood your question. If not, with journalists' experience and conscience/consciousness of responsibilities incumbent on my job, I think it is fundamentally necessary that women fight for their rights and so as men, and the media fully perform their role as a vehicle for the spread of values."

b. **Lebanon – Cultural Journalism Training**
   "There is a prevailing perception of cultural journalist as being a waste of time, or a variant of "soft news" that should take second place to "real news." In fact, some of the cultural stories people are writing in Beirut can tell you more about the pressing issues in Lebanon than news reports, and tend not to date as quickly. Culture stories also help to engage the reader's imagination and ensure that the reader remembers what they've read."

c. **Poland - E-U Funding & Community Journalism Training**
   "As a university lecturer in American literature I occasionally refer to American mass media, making students aware of the complexities of verbal and visual representation of the world"
   "During the workshop we discussed a number of very important topics for the daily journalistic work. From my perspective, their value was not acquiring new skills, but return to the basic principles of journalism, ethics of the profession. That is why I am not able to show concrete examples of this interaction. I'm using this experience every day in my work"

d. **Lebanon – Security Sector Training**
   "Visiting the site of any car accident or explosion or exhibitions or conventions that are guarded by security forces requires communication by the security and explanation of the nature of my job. This is what I have been doing lately, but not on a large scale. This is due to the nature of the topics that I discuss."
Group F (Question 28, 29, 30):

28. Would you attend future trainings hosted by the Global Center for Journalism and Democracy?

29. What topics would you like to see addressed?

- Eliminate stereotypes that prevent development of women
- Women and minority rights
- Roles of female journalists in socio-political mutations in Africa
- Good governance and the transitions in Africa
- Locating women and make them speak in the media
- Democracy and citizens' participation
- Legal aspects of journalism
- Investigating and reporting techniques
- Family farming
- Social media
- Roles of journalists in a country during political crisis
- Journalism at local and regional level
- Rural land
- Oil and Gas
- Peace, conflict and reconciliation
- Social media
- Good governance and the transitions in Africa
- Investigating and reporting techniques
- Family farming
- Roles of journalists in a country during political crisis
- Journalism at local and regional level
- Public relations in Africa
- Democracy and citizens participation
- Legal aspects of journalism
- Gender issue
- Women and minority rights
- Roles of female journalists in socio-political mutations in Africa
33. Thank you for your time conducting this survey. If you have any additional comments or thoughts, please share them with us.

- “I would like you to try to adapt more gender issues in African culture. Because some ancestral practices in Africa honor the place of women in society. Knowing these facts will allow to take into consideration of the issue of gender equality or to force something new because there are some historical acts that can help women to make it up/reconcile with themselves, because after all, all journalists only show the society as it already is. The training has raised my awareness of it following the reaction of some people/men who participated in this training. In my broadcast, I outline women’s portraits/profiles from the pre-colonial period to the present, their role and place in African tradition and I have to admit that it is surprising what we can learn from it. If you can help establish a list/directory/inventory of women experts in a selected subject who will be aware/informed of the necessity of participating in the media/media’s intervention, that will help journalists a lot to curb/halt/deal with among others, the issues women’s representation in the media. Personally, I seriously need that to implement/put the lessons learned from the training into practice.”

- “Just to encourage you for the double amount of work: resource people and inspirational/mobilizing funds at the same time to strengthen our capacities. I think we can aim to create a structure comprising professional, well-informed about gender issues, journalists who will be able to create and motivate an information portal based on the sharing of experiences and writing practical cases. As for me, my ambition is to create a newspaper in the near future that will distinguish itself by the systematic consideration of gender issues.”

- “Thank you for the follow-up, it’s not common with other organizations.”
The Survey (English version)

Global Center for Journalism and Democracy Follow-up Training Survey

We would like some feedback on the training you attended, and how it has affected your work in the long-term.

We are committed to continually improving the training workshops we offer to journalists and those they work with, and would greatly appreciate your feedback.

We understand that your time is valuable, so this survey will only take 10-15 minutes to complete.

We will use the results of the survey to adjust and improve our future workshops. The information will not be shared with any outside entities.

Demographic Questions

Please take a few moments to tell us about yourself

1. Gender:

Please choose only one of the following:

☐ Female ☐ Male

2. Age Range:

Please choose only one of the following:

☐ 18-24 ☐ 31-35 ☐ 41-50 ☐ 60+
☐ 25-30 ☐ 36-40 ☐ 51-60

3. Highest level of education completed:

Please choose only one of the following:

☐ Some high school/Secondary ☐ Some College or University ☐ Graduate Degree or beyond
☐ High school/Secondary Diploma ☐ Baccalaureate Degree

4. Country of origin:

Please write your answer here:
5. Current country of residence:
Please write your answer here:

6. Is journalism your primary profession?
Please choose only one of the following:
☐ Yes  ☐ No

7. How many years of experience do you have working as a journalist?
Only answer this question if the following conditions are met:
° Answer was 'Yes' at question '6 [6]' (Is journalism your primary profession?)
Please choose only one of the following:
☐ Student  ☐ 1-2 years  ☐ 5-9 years
☐ Less than 1 year  ☐ 3-4 years  ☐ 10+ years

8. Who is your current employer?
Only answer this question if the following conditions are met:
° Answer was 'Yes' at question '6 [6]' (Is journalism your primary profession?)
Please write your answer here:

9. What is your current profession?
Only answer this question if the following conditions are met:
° Answer was 'No' at question '6 [6]' (Is journalism your primary profession?)
Please write your answer here:

10. How many years of experience do you have in this profession?
Only answer this question if the following conditions are met:
° Answer was 'No' at question '6 [6]' (Is journalism your primary profession?)
Please choose only one of the following:
☐ Student  ☐ 1-2 years  ☐ 5-9 years
☐ Less than 1 year  ☐ 3-4 years  ☐ 10+ years
Survey Questions

Now, please take a few minutes to tell us about your experience during and after the workshop you attended.

11. Why did you choose to attend this training?

Please write your answer here:

12. How much did the training broaden your knowledge of the topic?

Please choose **only one** of the following:

- [ ] None
- [ ] Moderate Amount
- [ ] Very Little
- [ ] A Lot

13. Please provide specific examples:

*Only answer this question if the following conditions are met:*

- Answer was 'Moderate Amount' or 'A Lot' at question '12 [8]' (How much did the training broaden your knowledge of the topic?)

Please write your answer here:

14. Could you please expand?

*Only answer this question if the following conditions are met:*

- Answer was 'None' or 'Very Little' at question '12 [8]' (How much did the training broaden your knowledge of the topic?)

Please write your answer here:
15. Would you be willing to share examples of your work that shows how you have used the knowledge/skills taught in the workshop in your daily work?

Please choose **only one** of the following:

☐ Yes  ☐ No

16. Please share URL links of relevant work:

**Only answer this question if the following conditions are met:**

° Answer was 'Yes' at question '15 [9]' (Would you be willing to share examples of your work that shows how you have used the knowledge/skills taught in the workshop in your daily work?)

Please write your answer here:

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17. Have you received any formal or informal awards or acknowledgements for your work in this content area?

Please choose **only one** of the following:

☐ Yes  ☐ No

18. Please provide specific examples (URLs, announcement links, or type and year of award):

**Only answer this question if the following conditions are met:**

° Answer was 'Yes' at question '17 [10]' (Have you received any formal or informal awards or acknowledgements for your work in this content area?)

Please write your answer here:

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19. What has been the level of community action or change surrounding this topic since the workshop?

Please choose **only one** of the following:

☐ None  ☐ Moderate Amount
☐ Very Little  ☐ A Lot
20. Please provide specific examples:

**Only answer this question if the following conditions are met:**
- Answer was 'Moderate Amount' or 'A Lot' at question '19 [11]' (What has been the level of community action or change surrounding this topic since the workshop?)

Please write your answer here:

21. Why do you think there has been little or no change surrounding this topic in your community?

**Only answer this question if the following conditions are met:**
- Answer was 'None' or 'Very Little' at question '19 [11]' (What has been the level of community action or change surrounding this topic since the workshop?)

Please write your answer here:

22. Do you think additional trainings or workshops on this topic would be beneficial?

**Only answer this question if the following conditions are met:**
- Answer was 'None' or 'Very Little' at question '19 [11]' (What has been the level of community action or change surrounding this topic since the workshop?)

Please choose only one of the following:

☐ Yes  ☐ No

23. Could you please explain why not?

**Only answer this question if the following conditions are met:**
- Answer was 'None' or 'Very Little' at question '19 [11]' (What has been the level of community action or change surrounding this topic since the workshop?) and Answer was 'No' at question '22 [11c]' (Do you think additional trainings or workshops on this topic would be beneficial?)

Please write your answer here:
24. Please give examples of two things you still recall from the workshop:

Please write your answer here:

25. This topic is still relevant to my current professional role:

Please choose only one of the following:

☐ None  ☐ Moderate Amount
☐ Very Little  ☐ A Lot

26. Please give an example of how this topic still relates to your current role:

Only answer this question if the following conditions are met:
° Answer was 'Moderate Amount' or 'A Lot' at question '25 [13]' (This topic is still relevant to my current professional role:)

Please write your answer here:

27. Could you please explain why not?

Only answer this question if the following conditions are met:
° Answer was 'None' or 'Very Little' at question '25 [13]' (This topic is still relevant to my current professional role:)

Please write your answer here:
28. Would you attend future trainings hosted by the Global Center for Journalism and Democracy?

Please choose only one of the following:

☐ Yes  ☐ No

29. What topics would you like to see addressed?

Only answer this question if the following conditions are met:
° Answer was 'Yes' at question '28 [14]' (Would you attend future trainings hosted by the Global Center for Journalism and Democracy?)

Please write your answer here:

30. Why not?

Only answer this question if the following conditions are met:
° Answer was 'No' at question '28 [14]' (Would you attend future trainings hosted by the Global Center for Journalism and Democracy?)

Please write your answer here:

31. Can we contact you for additional follow-up questions?

Please choose only one of the following:

☐ Yes  ☐ No

32. Please provide the best email address to contact you for additional questions:

Only answer this question if the following conditions are met:
° Answer was 'Yes' at question '31 [15]' (Can we contact you for additional follow-up questions?)

Please write your answer here:
Thank you for your time conducting this survey. If you have any additional comments or thoughts, please share them with us.

Please write your answer here:

Please submit by 19.07.2015 – 00:00
Submit your survey.
Thank you for completing this survey.