

# CREATING CHANGE THROUGH DIGITAL COMMUNITIES

How RNW Media's digital platforms impact young people's knowledge, attitudes and behaviour

May 2020



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THIS IS AN RNW MEDIA  
**KNOWLEDGE BRIEF**

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This report presents key findings from RNW Media's impact study on platform users, and focuses on: Knowledge, attitude and behaviour change among platform users. The research presented in this report has been conducted by RNW Media's PMEL team and is based on the survey data collected as part of the 2019 Mid-Term Evaluation of Citizens' Voice and Love Matters (under the Next Generation programme).



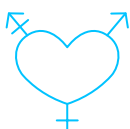
**CITIZENS' VOICE**



Citizens' Voice is active in Burundi, China, DRC, Egypt, Libya, Mali and Yemen and focuses on social cohesion and inclusive governance. Applying a user-centred approach and persuasive storytelling, Citizens' Voice creates and maintains digital platforms offering safe spaces where young women and men from across political, ethnic, racial, regional or religious divides can come together in a way which is often impossible in the offline space. In-country teams create multi-media content relevant to the local context to attract and engage young people via a variety of digital channels. Through moderated discussions, they encourage disparate groups to voice their opinions on issues of common interest both online and offline. To achieve impact, Citizens' Voice aims to engage the broadest possible spectrum of stakeholders at all levels. By building inclusive communities where everyone feels safe in otherwise fragmented societies, an alternative civic space is created and can stimulate the move from polarised discussion to constructive debate and dialogue.



## LOVE MATTERS



Open, honest and sex-positive, the Love Matters programme is a global leader in delivering information and media on love, sex and relationships to 18-30-year-olds in areas where information on sexual and reproductive health and rights (SRHR) is censored or taboo. Love Matters began in 2011 and is currently active in China, DRC, Egypt, India, Mexico, Kenya, and Nigeria. What sets Love Matters apart is that it talks about pleasure, rather than sticking to the conventional focus on dysfunction and avoiding disease. With this pleasure-positive approach and non-judgemental discussions on mobile-friendly platforms, Love Matters delivers accessible evidence- and rights-based information and advice to young people to help them make informed decisions. Love Matters also creates safe online spaces where young people can share their concerns and experiences with their peers and pose questions to (s)experts.

## RESEARCH FOCUS

The Theories of Change for both Citizens' Voice and the SRHR programme (which includes Love Matters) contain a key assumption that through providing reliable information on our digital platforms, young people gain new knowledge and understanding on topics that matter to them. For Citizens' Voice, the assumption is that by accessing pluralistic information and engaging in dialogue with people with other backgrounds and perspectives, young people are aware of different viewpoints, accept and respect diversity, challenge restrictive norms and participate in society.

For Love Matters, it relates to providing evidence-based and pleasure-positive SRHR information that helps people to make informed decisions in their personal lives.

To investigate whether this assumption holds true for both programmes, a dedicated survey question was included in the surveys of platform users conducted as part of the Next Generation Mid-Term Review (MTR) evaluation conducted by external researchers in 2019. This open question asked users whether they could give an example of a change they had experienced through engaging with the platform. The answers and examples given by users have been analysed by the PMEL team to answer the main research question: *To what extent do returning users experience a change in knowledge, attitude or behaviour as a result of engaging with the platform?*





**METHODS\***

**DATA COLLECTION**

All surveys were built in Survalyzer and were distributed through the programmes' social media platforms in July and August 2019. In addition to MTR-specific evaluation questions, the surveys also included demographic questions (age, gender) and the open question "Please give an example of a way in which your perspective or opinion has changed through reading/engaging with [the project]".

An online convenience sample was used to reach as many active platform users as possible. To increase response rate, a small incentive was made available per country. Informed consent was obtained from all respondents through a form in the survey. The following table gives an indication of the total community size per project (based on Facebook and Weibo fans), and how many users responded to the survey.

PROGRAMME	PROJECT	Social media* fans (April 2020)	# of respondents to open question
	Yaga Burundi	247,620	307
	Justice4Her, China	351,086	219
	Habari RDC, DRC	299,175	130
	Masaraat, Egypt	79,489	139
	Huna Libya	318,177	219
	Benbere, Mali	86,861	240
	Manasati30, Yemen	227,622	579
	Love Matters China	673,362	630
	Amour Afrique, DRC	159,674	108
	Love Matters Arabic, Egypt	1,097,682	863
	Love Matters Naija, Nigeria	612,596	150

\*Based on number of Facebook fans for Burundi, DRC, Egypt, Libya, Mali, Nigeria and Yemen, and number of Weibo fans for China.

\*More detailed information about the research methodology is available on request



### DATA ANALYSIS

Responses to the open question and corresponding demographic data were exported from Survlyzer into Excel to allow for data analysis. A qualitative content analysis was used to analyse the responses to the open question, specifically through a concept-driven (deductive) coding approach following a pre-designed codebook and coding sheet. The coding sheet assessed whether a positive change was reported, what type of change and to which thematic category it belonged (if applicable).



### LIMITATIONS

For most platforms, the sample sizes in this research are relatively small compared to the platform's population size (estimated based on social media community size as presented above). Based on this, the number of respondents is not representative of the full community, which means we cannot generalise the findings in this report to all users on RNW Media platforms.

This survey is based on the respondents' openness and willingness to answer the questions, which may have biased the sample. In addition, self-reported change may not always align with respondents' actual beliefs and behaviours.



# 2

## IMPACT ON USERS

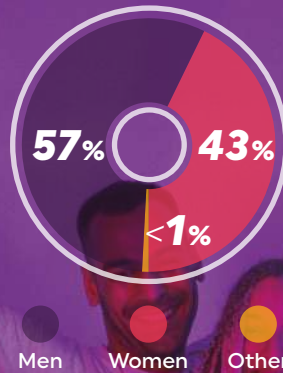
# SRHR

# Impact on Users

## SRHR OVERALL FINDINGS

**1751** respondents of whom:

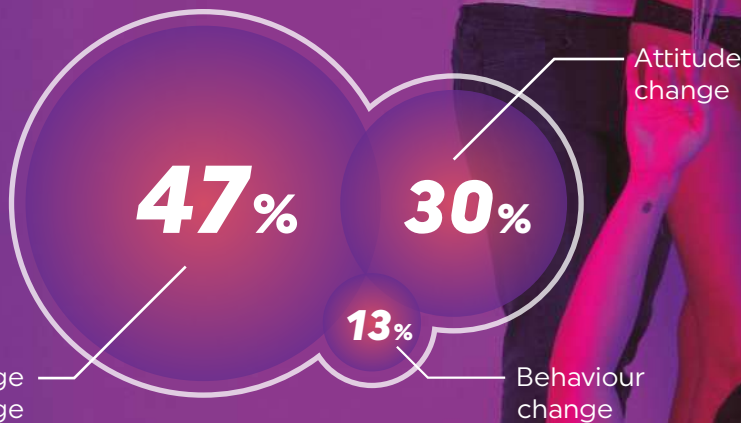
- 45%** Daily users
- 30%** Weekly users
- 10%** Monthly/Once or twice
- 15%** New users\*



\* new users have been excluded from the analysis

### A. Type of Change

**69%** of returning users experienced a positive change through engaging with Love Matters.



"My idea of shyness has changed after watching the video Dr. Radhwa presented in which she emphasised the importance of expressing oneself, and reaching the stage of feeling secured enough when you tell the partner about your sexual desires."

Love Matters Arabic user



"Before first sex, I shared a lot of articles with my boyfriend on the Love Matters website. Although we were stressed and the process was not perfect, we didn't have doubts with each other. We also explored possible contraceptive methods together."

Love Matters China user



### B. Area of Change





## Findings



A total of 1,751 respondents filled in the open question, of whom 57% were men, 43% were women, and fewer than 1% were other genders. Among all respondents, 1,464 (85%) were returning users of the platforms. For the returning users, 1,010 (69%) indicated that engaging with the platform had positively impacted them. Nearly half (47%) of these users reported changes in knowledge, while 30% reported a change in attitude and 13% in behaviour.



### Sexual Behaviour

Change related to sexual behaviour was among the most mentioned changes on three of the four platforms (except Amour Afrique); this was mentioned by 25% of the positively impacted users across platforms. Users received sex education from the platforms and incorporated the knowledge in their attitude and behaviour. They displayed increased willingness to discuss, accept and explore sex-related topics as well as sex itself, and some were able to enjoy safer and more pleasurable sex as a result of engaging with the platform. Misconceptions about various sexual concepts such as masturbation, virginity and desires were clarified.

*"It has equipped my knowledge in the area of sex education. I'm learning more about other forms of gender here and I'm learning about sexually transmitted diseases."*

Love Matters Naija user



### Relationships

Relationships was among the top 3 areas of change on all platforms except LM China and appeared in 18% of the responses received from positively impacted users. There has been growing understanding of how to choose a partner, how to handle marital issues, and how to detect toxic relationships as well as build healthier ones. Users came to realise that a loving relationship was what they deserved and wanted to pursue and reported having benefited substantially from following the platforms.

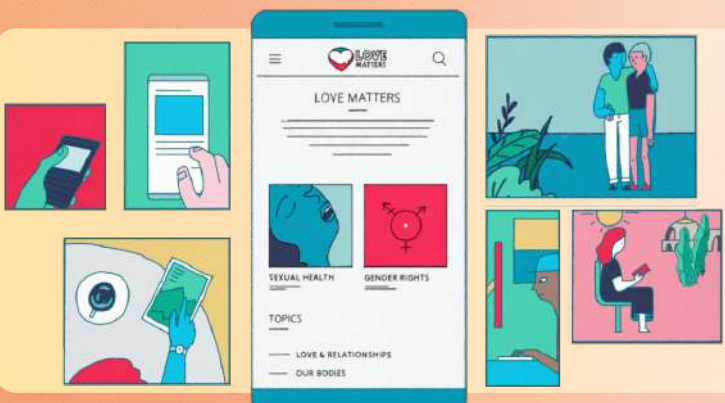


### Our Bodies

The platforms, especially LM Arabic and Amour Afrique, also positively impacted 12% of users in terms of educating them on physiological knowledge. For followers of LM Arabic, various mysteries and misbeliefs around the hymen (and breaking it) were cleared, which in turn led to reduced association between bleeding and virginity along with more realistic expectations for the wedding night/ first time sex. For users of Amour Afrique, many updated their understanding of menstruation and its relation to pregnancy.

### Trend: towards informed decisions

The platforms had different focuses and were at different stages in terms of achieving strategic goals. However, it was shared across all platforms that the users were able to access SRHR information, engage more in SRHR discussions, and share their views, needs or stories. Young people gained more knowledge on SRHR, their attitudes became more positive towards SRHR, and some learned to make more informed decisions on safe, healthy and pleasurable sex and relationships.



# Impact on Users

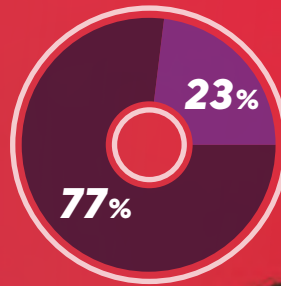


**AMOUR  
AFRIQUE**

Amour Afrique  
DRC

**108** respondents of whom:

- 47%** Daily users
- 15%** Weekly users
- 9%** Monthly/Once or twice
- 29%** New users\*

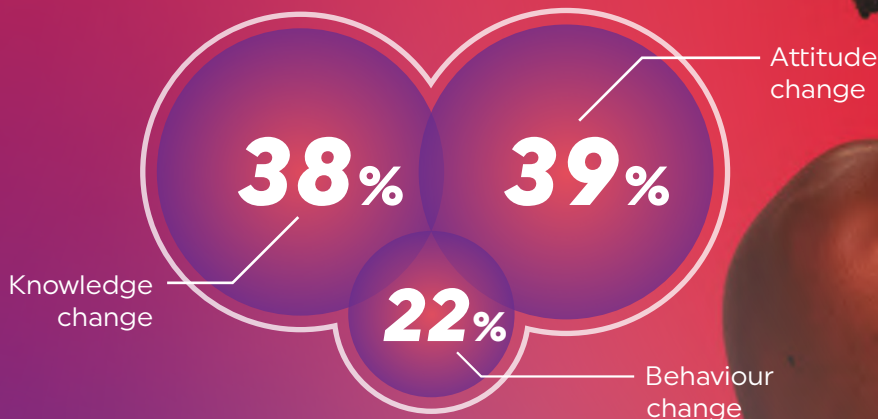


● Men ● Women

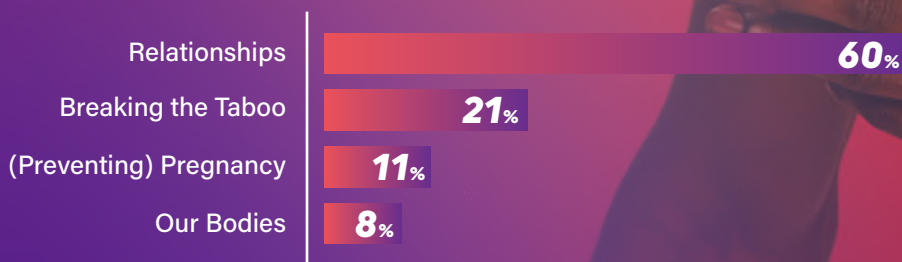
\* new users have been excluded from the analysis

## A. Type of Change

**82%** of returning users experienced a positive change through engaging with Amour Afrique.



## B. Area of Change



"After explaining my situation, Amour Afrique gave me advice that really helped me, and today I continue my relationship without problem. So to be honest, thanks to Amour Afrique (their publications), I now know how to live a romantic relationship. This is my first reference page, I always love reading publications because it helps me improve my life in love, and as a man."



## Impact of Amour Afrique on Users

Most of the Amour Afrique users who responded to the survey are daily users to the platform (47%), while a smaller group of respondents engage with the platform weekly (16%) or monthly (9%). A relatively high percentage of respondents indicated that they were new to the platform (29%); they have been excluded from further analysis. Corresponding to the gender balance indicated by our web analytics, men were also the majority of respondents (77% men, 23% women). Of the 77 returning users, 82% reported that they had experienced a positive change in their life through engaging with Amour Afrique.

In relation to the type of change experienced, most users indicated they had increased their knowledge (38%) or changed their attitude (39%). Increased knowledge often related to topics like contraception and menstruation cycles, whereas changes in attitude related almost exclusively to the concept of healthy and happy relationships. 22% of users mentioned they had changed their behaviour, especially within their personal relationships. In relative terms, women experience positive change through the platform more often than men (94% of women against 78% of men), specifically when it comes to increasing knowledge. However, the sample size is too small to draw any significant conclusions from this.

### Love, Relationships and Marriage

Most examples of positive change mentioned by users related to the categories Love and Relationships, and Marriage (60%). Many users have changed their perspective on what healthy relationships look like and how to pursue these. This understanding not only happens through reading articles, but also by following the discussions and recommendations made by other users. Several people also mentioned that Amour Afrique had helped them resolve relationship and marriage problems.

*"Thanks to you I am no longer as embarrassed about talking about sex, I am more comfortable with my sexuality and I can finally say what I feel."*

*"I start to discuss without taboo the sexual questions with my brothers and sisters, and to give correct information on safe sex to illuminate the grey areas and falsehoods within the Congolese population, especially the young people."*

### Breaking taboos

A notable trend (21%) was visible among users who felt that Amour Afrique plays a unique role in addressing taboo issues around love and sex, which they believe benefits both individual people and society as a whole. Several people mentioned they have now started discussing love and sex with their friends, often using Amour Afrique's articles as a basis.



### (Preventing) Pregnancy and Our Bodies

Nearly 20% of users mentioned examples of how they have increased their knowledge on women's bodies in particular. It appears that Amour Afrique's content on the menstruation cycle has been very effective; many users refer to understanding more about menstruation cycles and how this can affect a woman's chances of getting pregnant. In addition, several users mentioned that they now understand more about different contraceptive options.



# Impact on Users

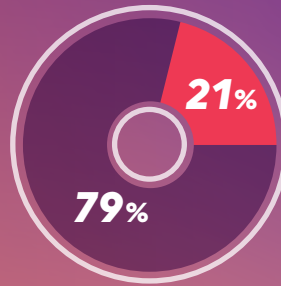


الحب  
ثقافة

Love Matters  
Arabic

**863** respondents of whom:

- 35%** Daily users
- 32%** Weekly users
- 13%** Monthly/Once or twice
- 20%** New users\*

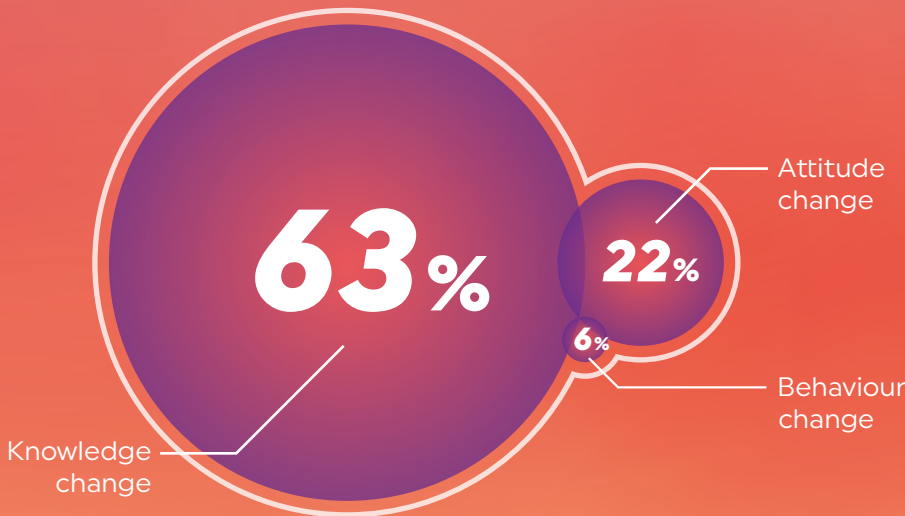


Men Women

\* new users have been excluded from the analysis

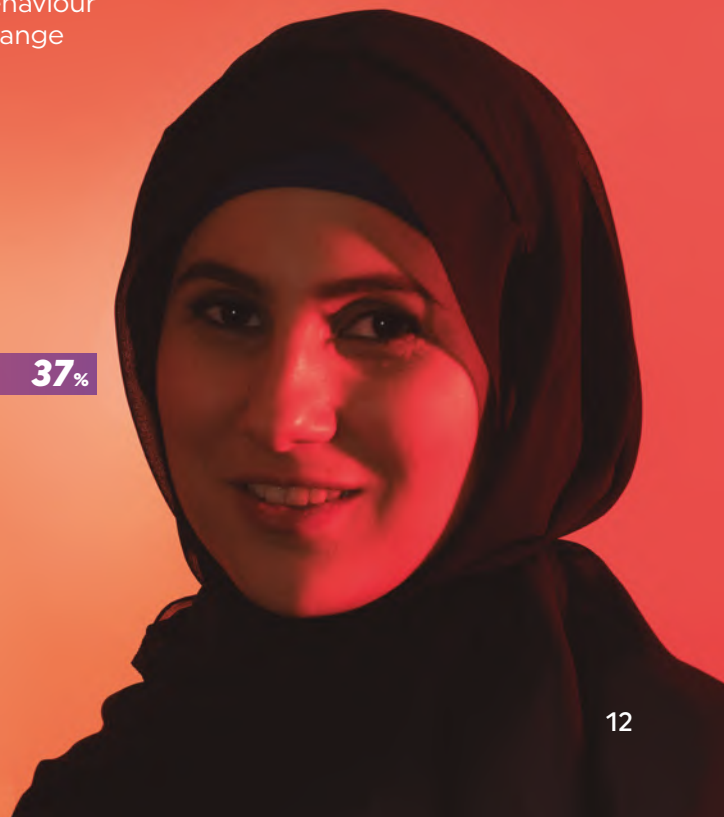
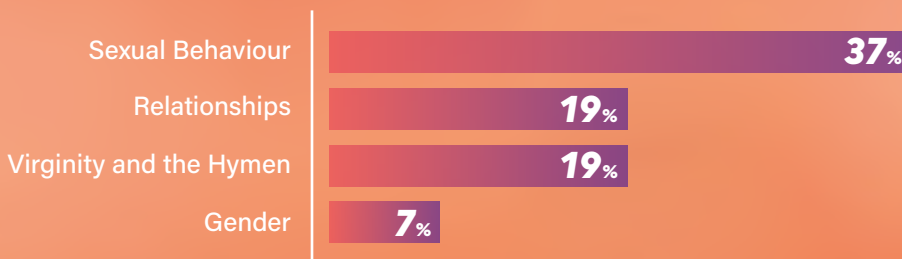
## A. Type of Change

**74%** of returning users experienced a positive change through engaging with Love Matters Arabic.



"I used to believe that [female genital mutilation] is a natural thing, however, after reading about the benefits of the clitoris and its importance and labia, I realized that my belief is wrong, Thus, I began my mission in my village to convince the young people not to do it for their daughter. This happened after I read a lot about the issue."

## B. Area of Change





## Impact of Love Matters Arabic on Users

Two-thirds of survey respondents engage with Love Matters Arabic daily or weekly, while a smaller 13% reported that they visit on a monthly basis. 20% of respondents indicated that they were new to the platform; they have been excluded from further analysis. While the gender balance on the website and Facebook page is quite equal, more men (79%) responded to the survey than women (21%). Of the returning users, 74% reported that they had experienced a positive change in their life through engaging with Love Matters Arabic.

A majority of users indicated that they had increased their knowledge (63%) or changed their attitude (22%). Increased knowledge often related to topics like sex and sexual behaviour, and learning about male and female bodies, whereas changes in attitude were related mainly to understanding the concept of virginity and different types of sexual pleasure especially self-pleasure (masturbation). A smaller 6% of users mentioned they had changed their behaviour, especially within their personal relationships.

Some users reported that the platform offers a trusted source of needed information and also a safe non-judgmental environment to learn about and discuss SRHR topics in an open way. This enabled them to discuss these issues more openly with their partners, friends and community.



### Sexual Behaviour

37% of survey respondents reported that the platform informed their sexual behaviour. Most mentioned that they learnt about sex for the first time via Love Matters Arabic. Many users mentioned that they didn't have enough information about sex for the first time and their perspective that sex for the first time is always painful had changed. The pleasure campaign was mentioned many times with respondents saying they learnt a lot about different types of sex and sexual positions and how this improved their sexual life. A few mentioned that they had many misconceptions regarding masturbation, oral and anal sex, desire and orgasm.



### Relationships, Love and Marriage

Around 19% of users reported that the platform positively influenced their understanding of relationships, love and marriage. Many users reported that they became more aware of the importance of communication and its impact on their relationship in general and on their sexual lives. A lot of married couples reported that their relationship became more enjoyable and healthier after their increased understanding of many issues discussed via the platform.



### Virginity and the Hymen

Around 19% of users found the content around virginity and the hymen very useful as it responds to their unspoken need to learn about this issue which is surrounded with shame in the community. Many users reported that now they understand better the types of hymen and that it is not necessary for women to bleed during their first intercourse.



### Gender

Gender was mentioned as an area where 7% of users changed their attitudes, mainly on topics of sexual harassment and female genital mutilation. Users reported that the platform changed a lot of their misconceptions around FGM and the connection between women's clothing and sexual harassment on the streets.



*"I learnt a lot of information like about the different types of hymen, which corrected many misconceptions that I had about deflowering the hymen."*

*"I am married. Many of my views have changed through following the Love Matters Arabic website, for example I learn more about making love, and ways of dealing with different situations."*

# Impact on Users

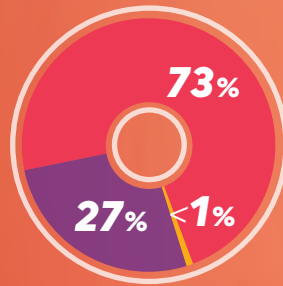


谈性  
说爱

Love Matters  
China

**630** respondents of whom:

- 56%** Daily users
- 34%** Weekly users
- 7%** Monthly/Once or twice
- 2%** New users\*

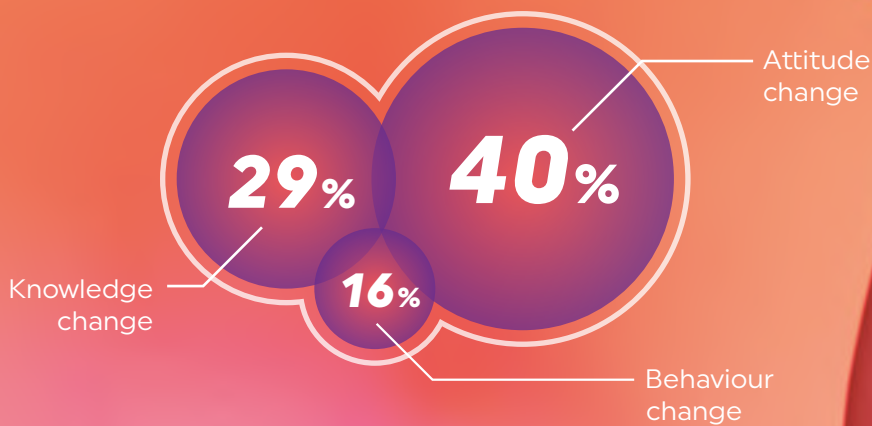


Men Women Other

\* new users have been excluded from the analysis

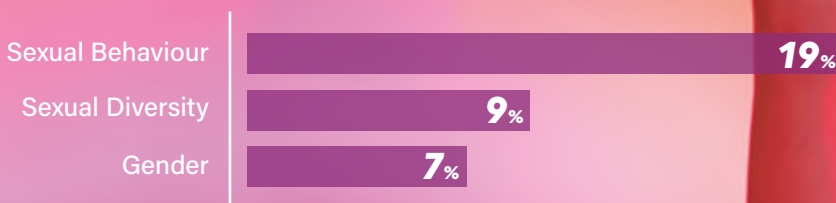
## A. Type of Change

**62%** of returning users experienced a **positive change** by engaging on the platform.



"There have been changes. Before, I did not have much contact with sex education. I felt that sex was shameful and I did not dare to face my needs. Now while acquiring knowledge I have gained the freedom of body and mind."

## B. Area of Change



"I was indifferent to homosexuality. After knowing more I gradually came to understand that love is love, which does not concern gender distinction."



## Impact of Love Matters China on Users

Most of the Love Matters China users who responded to the survey are daily users to the platform (56%) while 34% engage weekly, and 7% monthly. Only 2% of respondents were new to the platform and were excluded from the analysis. Women made up 73% of respondents and men 27%, 6 respondents (<1%) reported "other" as gender. 62% of the returning users reported that they had experienced a positive change in their life through engaging with Love Matters China.

The most frequently reported type of change was attitude (40%), and often concerned changed views about sex, virginity and sexualities. Improvement in knowledge and changes in behaviour on the relevant topics were reported by 29% and 16% of the respondents respectively. The former was usually around acquiring physiological and sexual knowledge, and the latter involved increased exploration and discussion of sex and adoption of contraceptive measures. In some cases, changes that happened were not restricted to one of the three types as positive improvements in different ways could take place simultaneously or one after/ as a result of another; 25% experienced change(s) that could not be defined as knowledge, attitude or behaviour change.



### Sexual Behaviour

Around 19% of the positively impacted respondents reported changes regarding sexual behaviour. One of the most frequently mentioned changes was in their attitude towards sexual behaviours such as masturbation and sex before marriage, as many of them came to understand that they are neither shameful nor harmful. Respondents also felt that the platform conveyed critical knowledge that had been missing in their education, and that they now understood more about contraception and had learned to explore and enjoy sex more.



### Sexual Diversity

Sexual Diversity was also an area where users (9% ) reported change. Those changes include less judgment of and prejudice against homosexual people, more acceptance of the existence of LGBTQ groups as normal people, increased self-identification of gender and orientation, and the recognition that love is universal, regardless of sexuality.



### Gender

Following sexual behaviour and diversity, gender was the third most discussed topic around which comments were collected from 7% of respondents. The majority of those respondents reported updating or deepening their understanding of gender equality, discrimination and/or feminism, often leading to further changes in attitudes and behaviours. Another considerable portion of the respondents, most of them women, learned more about the other sex through the platform; for example, they were able to view the vulnerabilities of men in a non-judgemental way.



*"I have achieved better understanding of feminism. Feminism is not just about calling for women's rights. It is more of a pursuit for egalitarianism."*



# Impact on Users

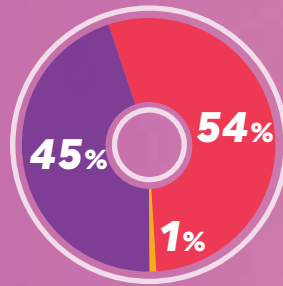


**LOVE  
MATTERS**

Love Matters  
Naija

**150** respondents of whom:

- 53%** Daily users
- 11%** Weekly users
- 7%** Monthly/Once or twice
- 29%** New users\*



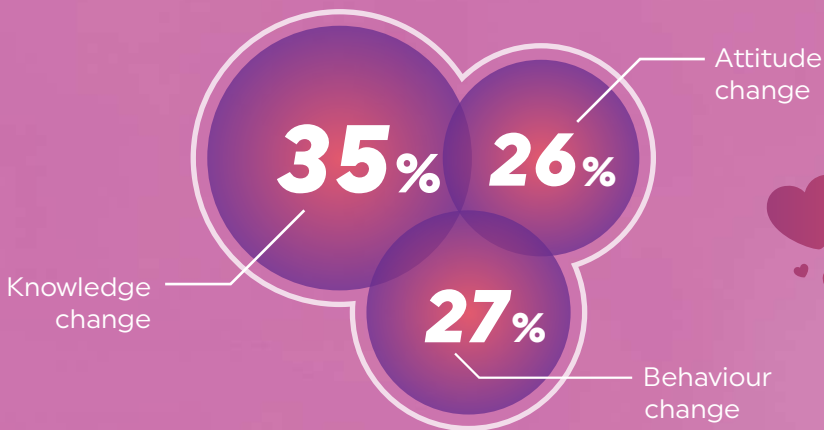
Men Women Other

\* new users have been excluded from the analysis

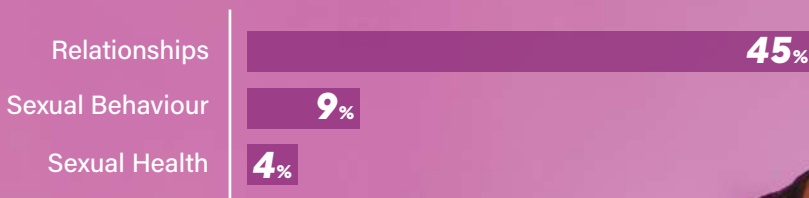
## A. Type of Change

**72%** of returning users experienced a positive change through engaging with Love Matters Naija.

*"I have learnt to accept people the way they are and not judge them by their choices."*



## B. Area of Change







## Impact of Love Matters Naija on Users

More than half of the LM Naija users who responded to the survey are daily users to the platform (53%). A relatively high percentage of respondents indicated that they were new to the platform (29%); they have been excluded from further analysis. More women (54%) than men (45%) responded to the survey, 2 respondents indicated as "Other". Of the 107 returning users, 72% reported that they had experienced a positive change in their life through engaging with LM Naija. The positive impact of the platform was slightly bigger for men (76%) than for women (68%).

Of the respondents who reported change, most users indicated an increase in knowledge (35%). Respondents mentioned an improvement in their love life and relationship after reading useful information on LM Naija, or a change in specific knowledge. Fewer, but still a significant number of respondents indicated a change in their behaviour (27%) or attitude (26%). Changes in behaviour often related to sexual behaviour and relationships. Respondents mentioned they act differently or left an abusive relationship. Changes in attitude often related to a change in viewpoint, beliefs or ideas, regarding healthy relationships, marriage or love. Interestingly, more women reported change in attitude (women 33%, men 20%), while more men reported a change in behaviour (women 25%, men 31%) and knowledge (women 30%, men 43%).

### Relationships

Almost (45%) half of the examples of positive change mentioned by respondents related to relationships. Many users gained knowledge on what a healthy relationship looks like, and how to pursue one. Respondents mentioned an improvement of their own relationship, or how this knowledge will help them in the future. Several respondents also indicated they can now better deal with relationship problems.

*"I have heard testimonies about some relationships which is equivalent to mine and it really helped me to scale through."*

### Sexual Behaviour

Of the respondents who reported positive change, 9% was related to their sexual behaviour. Most comments related to a general change of sexual behaviour, but some refer more specifically to more intimacy in a sexual relationship, engaging in foreplay, or losing virginity. In almost all cases, people's behaviour changed regarding sex, but people also mentioned they increased their knowledge related to sexual behaviour and their attitude.

### Empathy

Empathy is a topic often referred to by the respondents. Of the respondents who indicated positive change, 17% mentioned their preference for reading other people's stories, situations and problems. Often the respondents referred to a specific story or mentioned that personal stories and scenarios helped them in some way. This often related to being able to recognise their own situation and problems and making use of the advice given by LM Naija staff and community members.



*"My perspective on issues relating to the above has changed, I have learn a lot, my eyes are now wide open. I now know the different ways to take care of myself, love myself and how to help others around me."*



# 3

## IMPACT ON USERS

# Citizens Voice

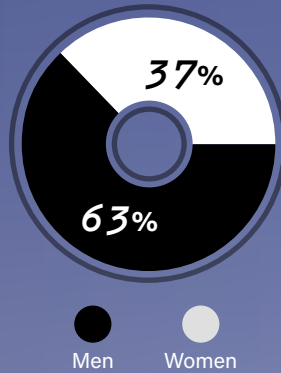
# Impact on Users



## Overall Findings

**1833 respondents of whom:**

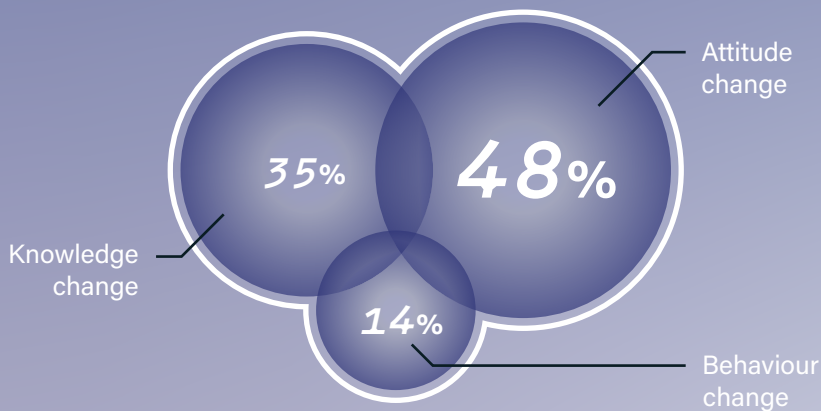
- 41% Daily users
- 31% Weekly users
- 14% Monthly/Once or twice
- 15% New users\*



\* new users have been excluded from the analysis

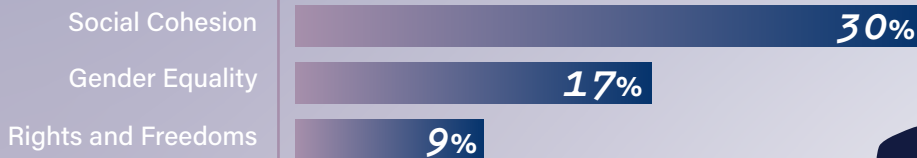
### A. Type of Change

**68%** of returning users experienced a positive change by engaging on the platform.



*"I used to think that people suffering from domestic violence had basically no way to appeal and could hardly get support from society, and that they could only rely on themselves. After watching a video from Justice4Her, I realised that even as a bystander, I could do something. Anti-domestic violence and the pursuit of gender equality are not just slogans. We can actually do a lot."*

### B. Area of Change



## Findings



A total of 1,833 respondents filled in the open question, of which 1,561 (85%) were returning users of the platform. On average, 63% of the respondents were men and 37% women, although the actual gender proportions vary greatly across platforms.

68% of the returning visitors indicated that engaging with the platform positively impacted them. Interestingly, more men (71%) than women (63%) reported a positive impact. While users of the SRHR platforms mostly report an increase in knowledge, users of CV platforms overall reported most changes in attitude (48%). Change in knowledge was perceived by 35% of the users, while 14% of the users experienced behaviour change.

## Social Cohesion

In all countries but China, most changes were related to social cohesion. An increased acceptance of different viewpoints was most mentioned, including more respect for opposite viewpoints, and learning to see social issues from different angles without being judgmental. Changes related to culture, norms and religion were also frequently mentioned, for example a better understanding of the diversity of cultural norms and practices, and less prejudice towards marginalised groups.

## Gender Equality

Interestingly, gender equality was in the top 3 of most mentioned changes in six out of seven countries. In China, the significant change related to gender equality can be explained by the focus of the programme on women migrant workers' rights and gender-based violence. In the other countries, gender equality is only one of the many topics discussed on the platforms. However, some platforms have run specific campaigns, for example against sexual harassment at universities (DRC) and to support women's work (Libya). Campaign messages are clearly reflected in the answers, which could indicate that campaigns create more change than regular content.

## Rights and Freedoms

Increased freedom of expression was among the most reported changes in four out of seven countries: Mali, DRC, Libya and Yemen. Respondents not only report changes in attitude, but also in skills: they feel more free and safer to express themselves, are better able to formulate their opinion, learned how to better convey their message while respecting other's opinion and are better in speaking out in public.



*"Before I had this idea that people of different ethnicities can never start a family but with Yaga I discovered that only love is the master of everything."*

*"I was always saying that there is no meaningful Libyan website that discusses the issues of discrimination against women and racism that are refused by our society, but I changed my viewpoint after interacting with Huna Libya website. I'm now optimistic about the approach adopted by Huna Libya. Huna Libya has become one of the best websites for me as a Libyan youth who seeks a change in my society."*



## Trend: More participation

In Mali and DRC, a group of users mentioned an increased awareness of the active role young people can and should play, both individually and collectively, in the development of their communities. In China, there is an increased awareness of the active role one can play in fighting gender-based violence. In Egypt, users mention taking on jobs that they would not have taken before, and in Burundi, some users started a joint business after participating in Yaga's summer camp.

The described changes are aligned with Citizens' Voice Theory of Change assumption that by accessing pluralistic information and engaging in dialogue with people with other backgrounds and perspectives, young people are aware of different viewpoints, accept and respect diversity, challenge restrictive norms and actively participate in society.

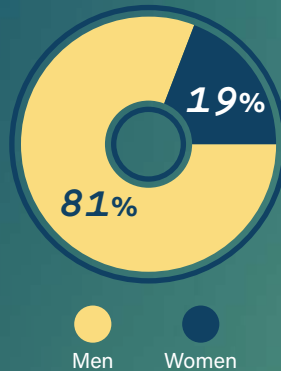
# Impact on Users



Benbere

240 respondents of whom:

- 59% Daily users
- 20% Weekly users
- 9% Monthly/Once or twice
- 13% New users\*

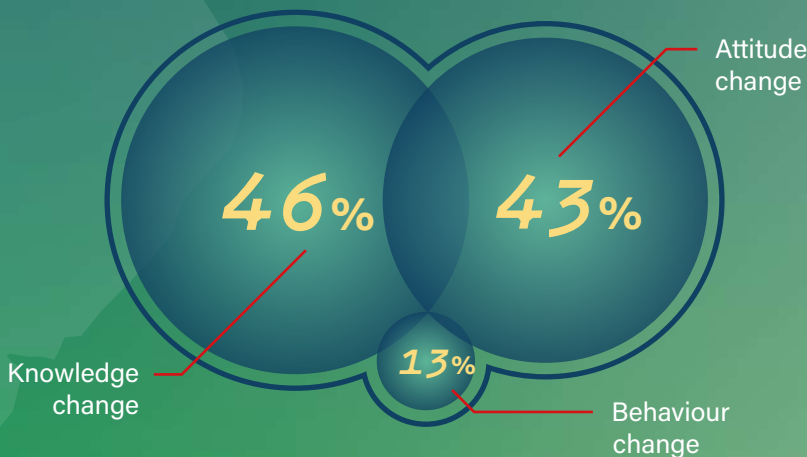


\* new users have been excluded from the analysis

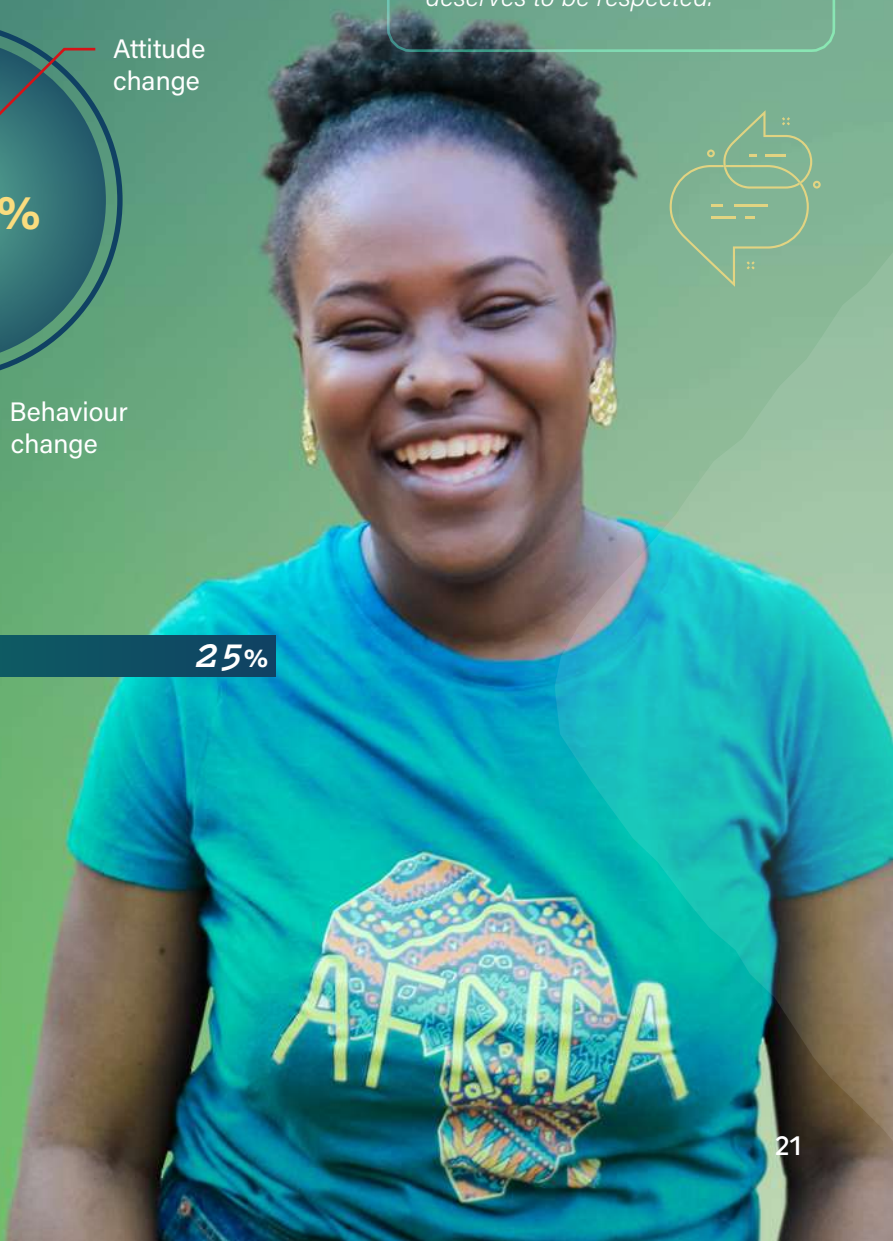
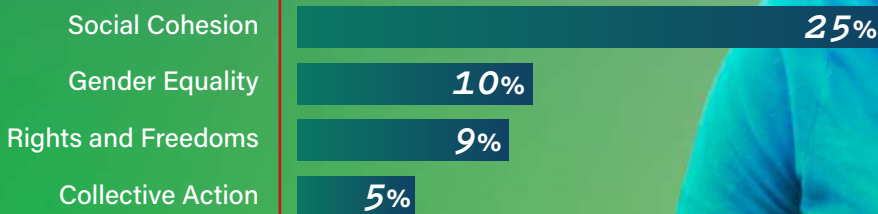
## A. Type of Change

75% of returning users experienced a positive change by engaging on the platform.

"Benbere teaches us through its articles that our daily realities can be described from several angles with different points of view. Each point of view deserves to be respected."



## B. Area of Change





## Impact of Benbere on Users

The majority of the survey respondents visit Benbere daily. 13% of the respondents were new to the platform and were excluded from the analysis. 81% of the respondents were men and 19% women. In total, 75% of returning visitors indicated that engaging on Benbere contributed to a positive change. Women reported more change than men (88% vs. 72%). Of those reporting change, 46% felt that Benbere increased their knowledge, while 43% experienced a change in attitude.

Different areas of knowledge increase were given, but many of them related to an increase in knowledge regarding Malian societal issues. Additionally, 13% indicated that Benbers changed their behaviour, for example they express themselves more freely, without taboos, or are able to better formulate their opinions.

### Social Cohesion

25% of the respondents reported a change related to social cohesion; 12% was related to culture, norms and religion. Many of these respondents mentioned that they increased their understanding of the diversity of cultural norms and practices throughout the country. 4% of the answers were related to family, marriage and relationships. 3% of respondents mentioned a change related to the acceptance of different viewpoints, some of them indicated that they not only respect viewpoints opposite to their own, but also that they are more receptive of different viewpoints.

*"I come from a fairly conservative family and I thought people shouldn't be forced to ban female genital cutting until I read an article from Benbere about a girl who wrote a letter to her clitoris and as a woman I was very touched."*



### Gender Equality

10% of the respondents report an attitude or knowledge change related to gender equality. Most of these respondents mention they are now more aware that women and men have equal rights. Some mention they changed their attitude towards specific practices, such as polygamy, dowry, forced marriage, disadvantages faced by widows, violence towards women, and female genital mutilation.

*"I am ambitious in daily reading reliable information from Benbere and attending its events. Thanks to this platform that allowed me to exchange my ideas and give me the awareness to be a citizen and I have a duty for my country also to engage without fear!"*

### Rights and Freedoms

9% of the respondents mentioned a change related to rights and freedoms, mostly in the area of freedom of expression. About half of these respondents report a change in behaviour. Engaging with Benbere either makes them feel more free and safer to express themselves, or they are better able to formulate their opinion.

### Collective Action

Benbere has opened a dialogue with its community about the role of young people in the development of their country. With its campaign 'Laisser nous jouer', Benbere has demonstrated that young people can play an active role in their communities, for example by safeguarding public land for sporting activities. This awareness is clearly reflected in the answers of 5% of the respondents, who are more aware that young people can, and even should take part in the development of their country and that they can engage without fear.



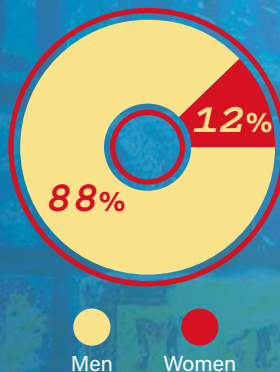
# Impact on Users



Habari RDC

130 respondents of whom:

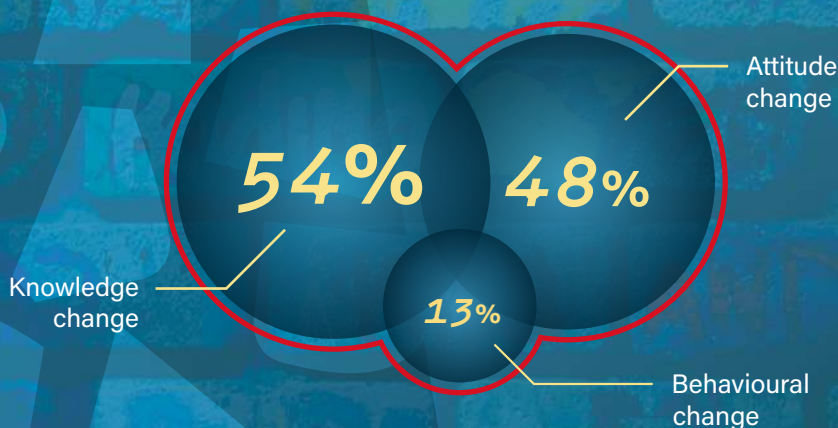
- 68% Daily users
- 15% Weekly users
- 11% Monthly/Once or twice
- 5% New users\*



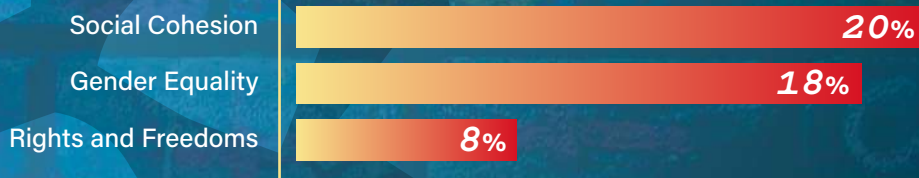
\* new users have been excluded from the analysis

## A. Type of Change

84% of returning users experienced a positive change by engaging on the platform.



## B. Area of Change



"I understood the ideas of others, it motivated me. I also felt a little safer, I asked my family to read Habari RDC regularly by giving them your number. When I arrived in the DRC, I thought that people were different depending on whether they were Tutsi or Hutu (Rwandan), but I ended up loving the Congolese people, I quickly learned Swahili and when I read your articles : I quickly integrated myself into Congolese life, I liked your "campaign" against harassment in universities, it is a lived experience in my old country, your articles are a real peaceful fight, I also learned that we were all the same, I abandoned the protagonist and antagonistic ideas that caused an extremely deadly genocide in my old country. I am ready to experience reconciliation in this way."



## Impact of Habari RDC on Users

Most of the Habari RDC users who responded to the survey are daily visitors to the platform (68%), while a smaller group of respondents engage with the platform weekly (15%) or monthly (11%). Only 5% of the respondents were new to the platform and they were excluded from the analysis. A large majority of the respondents were men: 88% men versus 12% women. In total 84% of the returning respondents indicated that engaging on Habari contributed to a positive change.

With respect to the type of change that users experienced, most respondents (54%) felt that Habari RDC increased their knowledge. Furthermore, 48% experienced a change in attitude and 13% indicated having experienced a change in behaviour. It seemed that men experienced more change in attitude while women were more likely to increase their knowledge by engaging on Habari RDC. However, the number of women users was too low to make valid claims on this.

*"I understood that the change will not come from others but from ourselves and our (young) involvement in personal and collective development is the best way to achieve this change."*

### Social Cohesion

20% of the respondents indicated a change related to social cohesion. More than half of these responses related to acceptance of and openness to different viewpoints and touched on the way Habari RDC encouraged users to consider opposing arguments and think critically about entrenched ideas and practices.

### Gender Equality

The second most mentioned topic was gender equality (18%). Many respondents referred to Habari RDC's campaign on sexual harassment at universities. Some users indicated that they were unaware of the issue until Habari published about it. Others said the campaign had brought sexual harassment out of the taboo sphere and enabled students report any cases.

### Rights and Freedoms

7% of respondents mentioned a change related to rights and freedoms. Changes in both knowledge and behaviour were reported with users saying they felt safer expressing themselves, were better at public speaking and more able to express themselves while respecting others' opinions.

*"By reading Habari RDC all form of illusion disappears from my head. For example, lately the political news of our country is always hectic, there are rumours which circulate each time on social networks, and which sometimes confuses us. But to confirm the real version I always turn to Habari RDC. Thank you for your professionalism."*





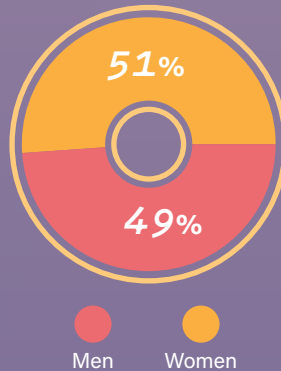
# Impact on Users



Huna Libya

219 respondents of whom:

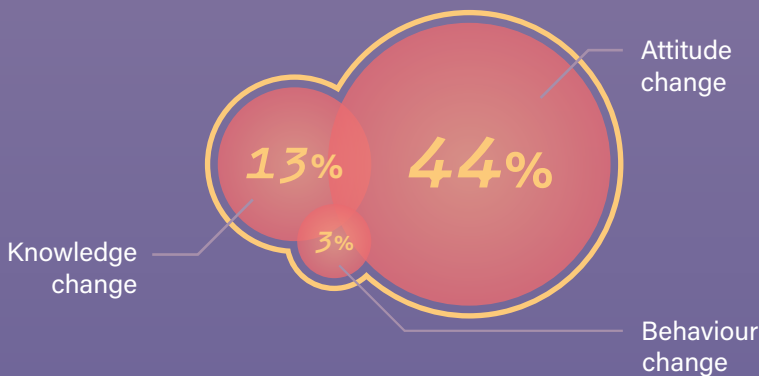
- 18% Daily users
- 20% Weekly users
- 15% Monthly/Once or twice
- 47% New users\*



\* new users have been excluded from the analysis

## A. Type of Change

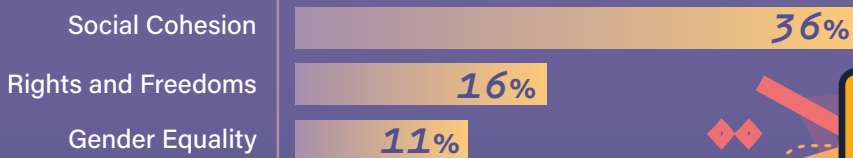
55% of returning users experienced a positive change by engaging on the platform.



"We should listen to others even if we don't agree with them. Sometimes, we can benefit from those people."

"I changed my opinion on women's work. It's important for women to work."

## B. Area of Change





## Impact of Huna Libya on Users

In total, 219 respondents filled in the open question of the survey. 47% of these were new users and excluded from the analysis. Of the remaining 116 returning users, 18% engaged with Huna Libya on a daily basis, 20% on a weekly basis and 15% on a monthly basis. In total, 55% of returning users reported a positive change in attitude/opinion due to engagement with the platform. 15% of the respondents reported no change, and for 30% the effect of the platform was unclear. The positive impact of the platform was slightly bigger for men (61%) than for women (49%).

Of the respondents who reported change, almost half (44%) reported a change in attitude. Respondents mentioned a change in their point of view, beliefs, and ideas regarding important topics, such as women's rights, openness to other viewpoint, and freedom of speech and expression. Furthermore, 13% of the respondents who reported change, reported a change in their level of knowledge. Interestingly, more women (18%) than men (8%) mentioned a change in their knowledge level. Lastly, 3% of the respondents indicated that engaging with Huna Libya changed their behaviour. All comments where a change of behaviour was indicated were related to freedom of expression.

### Social Cohesion

More than one third (36%) of the respondents who indicated a change reported that it related to social cohesion. The majority of these responses were related to acceptance of, and openness to different viewpoints. Respondents mentioned that people should be open and respecting towards different viewpoints, whether you agree or disagree with them. Furthermore, comments were related to the culture, norms and taboos in Libya, and the way Huna Libya addresses those topics.

*"Differences in ideas are what distinguish this website, especially in Libya where new ideas are usually unacceptable."*

### Rights and Freedoms

16% of respondents mentioned a change related to rights and freedoms. This mostly related to freedom of speech and expression. Users emphasised that Huna Libya is a platform where different viewpoints are accepted and mentioned that they feel safe when expressing themselves on the platform.

### Gender Equality

Gender equality was also often referred. Of the respondents who reported change, 11% were related to "Gender equality". Almost all comments relating to gender equality included the topic women and work which was a campaign topic for Huna Libya. Harassment at work was also mentioned.

### Uniqueness of Huna Libya

15% of respondents mentioned the unique character of Huna Libya, praising the platform's content and commenting that there is no other website or social media platform in Libya where similar topics can openly be discussed.



# Impact on Users

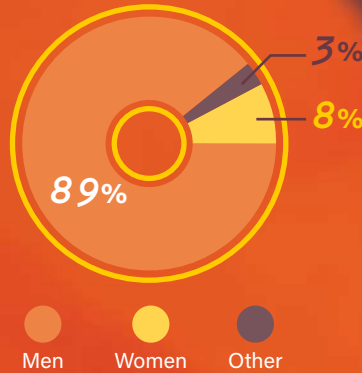


橙雨傘

Justice4Her

**219 respondents of whom:**

- 36%** Daily users
- 47%** Weekly users
- 10%** Monthly/Once or twice
- 7%** New users\*



\* new users have been excluded from the analysis

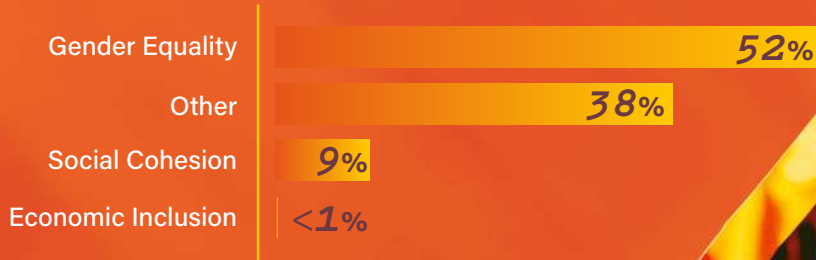
## A. Type of Change

**59%** of returning users **experienced a positive change** by engaging on the platform.



*"Yes. My neighbour was suffering domestic violence. Before I didn't know what to do and would probably just persuade her to bear with it. Orange Umbrella promotes zero tolerance for domestic violence and provides access to legal counsel. I directly forwarded the link to my neighbour."*

## B. Area of Change





## Impact of Justice4Her on Users

Most respondents to the survey (93%) are returning users of Justice4Her. 36% visited the website on a daily basis, 47% weekly, and 10% monthly. Only 7% indicated that they were new to the platform and their responses were excluded from the analysis. Women were the large majority of respondents (89%) while 8% were men and 3% reported "other" as gender. 58% of users, reported that they had experienced a positive change in their life through engaging with Justice4Her.

The most frequently reported type of change was knowledge increase (30%). Changes in attitude and behaviour were reported by 29% and 22% respectively. In some cases, changes were not restricted to one of the three types, as positive improvements in different ways could take place simultaneously or one after/ as a result of another; a little under a quarter of the positively impacted respondents (23%) experienced change(s), or received certain influences from the platform that could not be defined as knowledge, attitude or behaviour change.

### Gender Equality

More than half (52%) of the positively impacted respondents discussed topics around gender equality in their answers. Many reported becoming more aware of gender inequality and discrimination in daily life, as well as knowing more about identifying/ dealing with gender-based violence and achieving more understanding for the survivors. There was also a trend of increasing feminism, as multiple respondents widened or deepened their knowledge about it and/or grew more committed to feminism.



*"I've grown to learn more about other people's feelings. Also I have learnt to better love and protect myself."*

### Social Cohesion

By visiting Justice4Her, respondents were exposed to a variety of information on the platform and opinions from other users, which encouraged them to become more open-minded than before. About 9% of the positively impacted respondents improved their degree of social cohesion, as they learnt to see social issues from different angles without being judgmental, paid more attention to inequalities in society, and held less prejudice against minority gender/ sexuality groups.

### Other

Because of the very focused content strategy of Justice4Her, there were few comments collected that were not related to gender equality or social cohesion topics. One respondent (0.8%) discussed economic cohesion, and the rest of the positively impacted respondents (38%) reported various changes ranging from improved ability for critical thinking, new discoveries and thoughts resulting from exposure to information and opinions, to more confidence in oneself and empathy for others. More often though, these comments were too ambiguous about the nature of the changes to be categorised.

*"I used to have some slight discrimination against men with feminine qualities, but now it's no longer the case. I encourage diversity and freedom."*



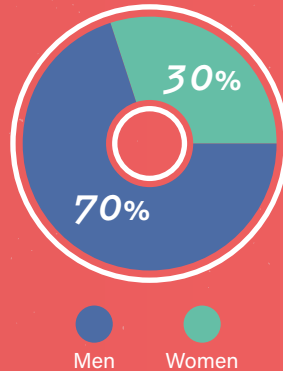
# Impact on Users



Manasati30

579 respondents of whom:

- 36% Daily users
- 44% Weekly users
- 19% Monthly/Once or twice
- 1% New users\*



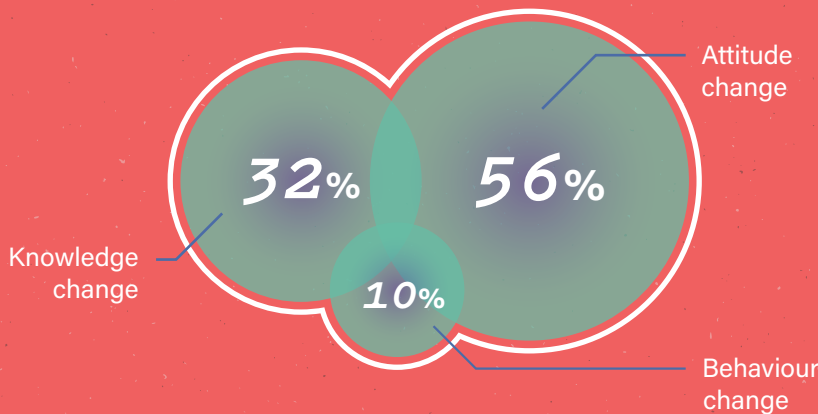
\* new users have been excluded from the analysis

## A. Type of Change

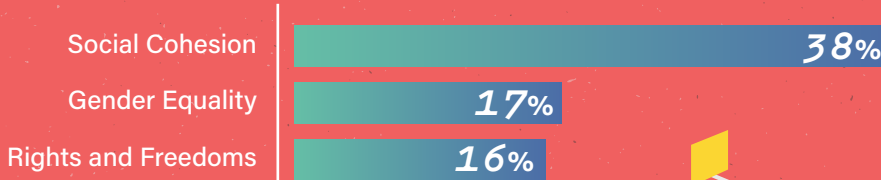
59% of returning users experienced a positive change by engaging on the platform.



"In the past, I did not like participating in surveys because I thought they were useless, but after I found the power of the topics presented on Manasati30 which touches the reality, my view towards these polls changed. Today, I participate in all polls presented."



## B. Area of Change





## Impact of Manasati30 on Users

36% of respondents visited the Manasati30 platform on a daily basis, 44% weekly and 19% once or twice a month. 70% of respondents were men and 30% women which reflects the gender balance of users engaging with the platform. In total 59% of the respondents indicated that engaging on Manasati30 contributed to a positive change. The largest change was attitudinal (56%) then behavioral (32%) and knowledge change (10%) respectively.



### Social Cohesion

38% of the respondents indicated a change related to social cohesion. Specifically, respondents indicated change in topics related to culture, norms and religion (29%), discrimination, prejudice and stereotypes (28%), acceptance /openness to different viewpoints (18%) and family, marriage & relationships (16%). Respondents more specifically indicated either knowledge, attitude or behavior change towards marginalised groups (Muhamasheen and Al-Mazaynah), intermarriage, socially acceptable occupations and openness to and acceptance of diversity.

*"My opinion has changed completely on the marriage of other class such as Al-Mazaynah because the most important is the essence of people, not from what class they are."*

### Gender Equality

Within gender equality, the majority of change was related to women's rights (66%) where many respondents said that after viewing Manasati30 content they changed their attitudes towards women's rights with many of them now supporting women's work. Others said they have become convinced of the need for gender equality and the role women can play in life.

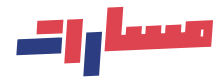
### Rights and Freedoms

85% of change within this category was related to freedom of speech with a majority of respondents saying Manasati30 was a free space to give their opinions on different issues. 35% indicated behavioural change saying they have shared their ideas and opinions on Manasati30 after not being open to doing so on other platforms.

*"With all frankness and honesty, this is the only site that was able to convince me of the necessity of women's work. Not for helping her family, but to be able to manage affairs of her life .... Because by leaving her family surroundings, she will meet many people, know many things that were unknown for her, will gain experience in which she can manage her life's affairs with her husband and children."*



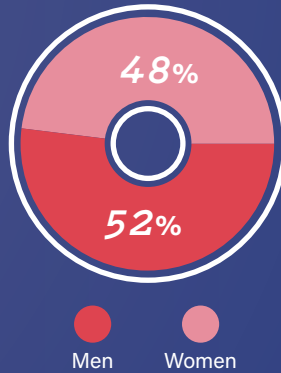
# Impact on Users



Masaraat

139 respondents of whom:

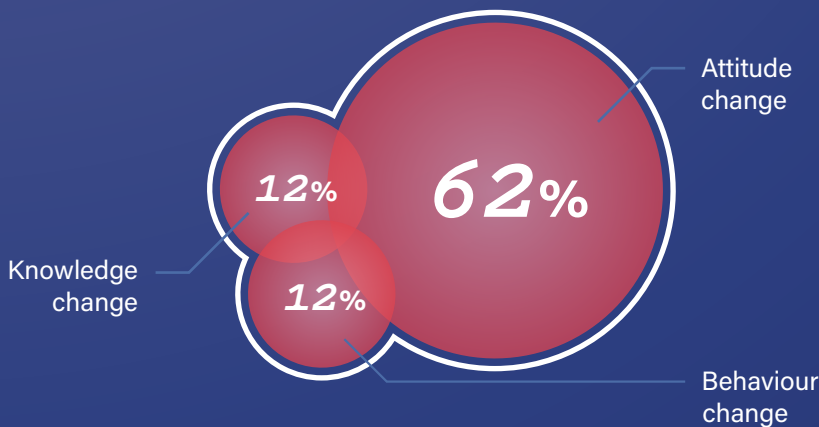
- 4% Daily users
- 9% Weekly users
- 12% Monthly/Once or twice
- 76% New users\*



\* new users have been excluded from the analysis

## A. Type of Change

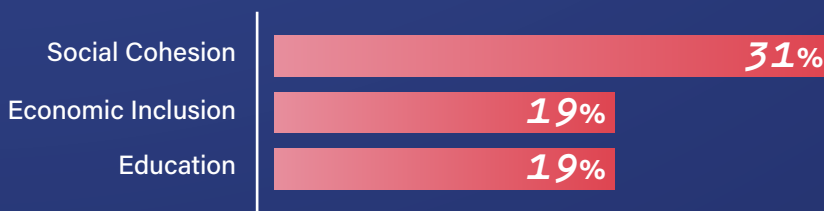
76% of returning users experienced a positive change by engaging on the platform.



"My mindset and my vision have changed regarding many things after I started following Masaraat. I started to look at things from a different perspective, as well as benefiting from advise and experiences of others."

"I now work as a cleaner and I am not afraid of negative views from others, before [following Masaraat] I would have been ashamed."

## B. Area of Change





Egypt

## Impact of Masaraat on Users

Masaraat was launched in April 2019, the research survey was conducted four months later, meaning that the majority of the 139 respondents indicated they were new to the platform. 34 respondents indicated that they are daily/weekly/monthly visitors and 26 of them indicated that by engaging on Masaraat they experienced a positive change (76%). Because of the small sample size and the early stage of Masaraat we need to be careful about attaching too much value to the outcomes, nevertheless, the research does give a first impression of how early adopters of Masaraat perceive and experience the platform.

Most of the reported change related to attitude (62%), followed by knowledge increase (12%) and behaviour change (12%).

## Social Cohesion

Almost one third (31%) of the returning users who experienced a change indicated that it was a change related to social cohesion. Many of these responses were related to acceptance of and openness towards different viewpoints.

## Economic Inclusion

Changes reported under economic inclusion were all related to employment. Respondents specifically mentioned that they changed their attitudes regarding the type of professions that are socially acceptable.

## Education

Five respondents indicated a change related to education. These included selecting a university and regarding exam results differently.



"I set my way to a specific university with the help of Masaraat."





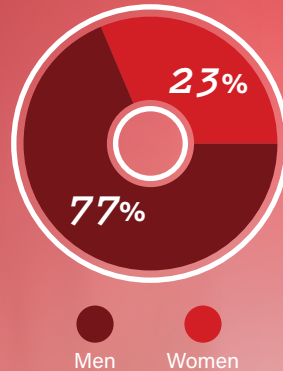
# Impact on Users



Yaga Burundi

**307 respondents of whom:**

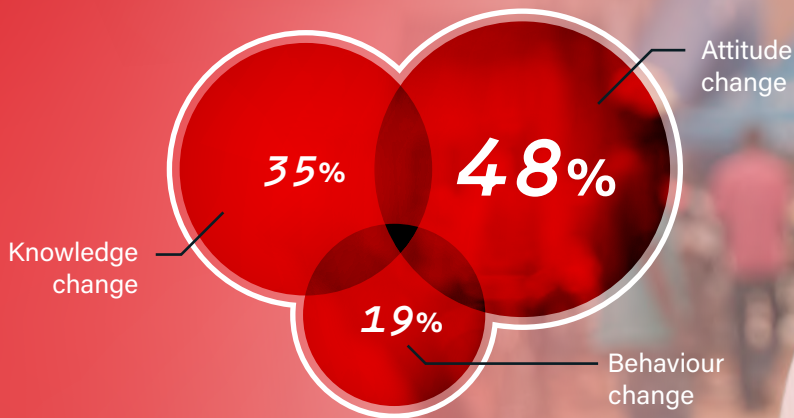
- 58%** Daily users
- 27%** Weekly users
- 13%** Monthly/Once or twice
- 2%** New users\*



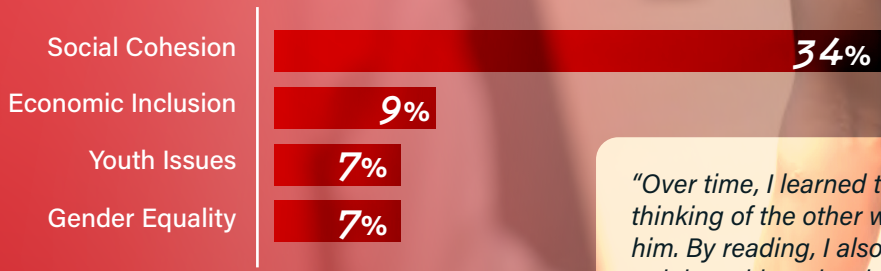
\* new users have been excluded from the analysis

## A. Type of Change

**86%** of returning respondents experienced a positive change by engaging on the platform.



## B. Area of Change



*"Over time, I learned to respect the way of thinking of the other without agreeing with him. By reading, I also learned to give my opinion without hurting those who do not think like me."*





## Impact of Yaga on Users

Most of the Yaga users who responded to the survey are frequent users; 58% indicated that they visit on a daily basis, 27% weekly and 13% monthly. Only 2% of the respondents were new to the platform and were excluded from the analysis. 77% of respondents are men and 23% women. In total 86% of the returning users reported that they had experienced a positive change in their life through engaging with Yaga.

In relation to the type of change experienced, most respondents (48%) felt that Yaga changed their attitude and 35% experienced an increase in knowledge. Different domains of knowledge increase were given, but many related to knowledge of Burundian culture. 19% reported that Yaga changed their behaviour. There was no significant difference between the percentage of men and women that experienced a change and the distribution regarding the type of change they experienced was also similar.

### Social Cohesion

A third (34%) of the respondents indicated a change related to social cohesion. Many of the responses were related to (Burundian) culture, norms and religion. Some people said that they now better understand their own culture and several others appreciated Yaga for not avoiding taboo topics. Also, a significant number of people indicated that Yaga made them understand that people can have different viewpoints, and many became more tolerant towards opposing viewpoints.

### Economic Inclusion

The second most mentioned topic is related to economic inclusion, an important issue because of high youth unemployment rates in Burundi. Several people indicated that they benefited from Yaga's debate around 'savings' and feel that they got the skills to start saving themselves as well, whereas beforehand they considered this impossible.

### Youth Issues

Respondents also referred multiple times to the campaign set up by Yaga regarding the drug "Boost", a dangerous heroin-derived drug which is highly addictive and was gaining popularity among Burundian youth. Interestingly, the campaign not only changed the behaviour of Boost users, it also changed the perception of non-users towards addicts.

### Gender Equality

7% of the returning users who experienced change referred to a change related to gender equality. Almost all of these responses were provided by men, explaining that they positively changed their attitudes towards women. They indicated having more respect for women and realising the important role they have in Burundian society. Some users specifically referred to the issue of gender-based violence.

*"With Yaga I learned that women have a great influence in society because they can do all that men do and do it sometimes even better. They encounter many problems in the society around them, but we men should be more attentive and tolerant towards them because women are equal to men and have the same rights as men."*



*"Before finding an article on Yaga, which was related to the drug called Boost, I thought it was not harmful, to consume it, after having read the harmful consequences I decided to stop this bad habit. Thanks Yaga."*

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