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Media Development: What the Research Says

This document contains quotes on the role of media in economic, political and social development compiled from relevant research studies and reports.

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General Development

Quote: "Perhaps the most general way to describe what the enormously increased flow of information does in a developing nation is to say that it provides a climate for national development. It makes the expert knowledge available where it is needed, and provides a forum for discussion, leadership, and decision-making. It helps to raise the level of aspiration."¹

Quote: "By making one part of a country aware of other parts, their people, arts, customs, and politics; by permitting the national leaders to talk to the people, and people to the leaders and to each other; by making possible a nation-wide dialogue on national policy; by keeping the national goals and national accomplishments always before the public--thus modern communication, widely used, can help weld together isolated communities, disparate subcultures, self-centered individuals and groups, and separate developments into a truly national development."²

Quote: "Mass communication serves as "the great multiplier" in development, the device that can spread the requisite knowledge and attitudes immeasurably more quickly and widely than ever before."³

Quote: "Where the channels of information are varied and broad-based (newspapers, radio, etc.) the changes resulting from economic, social or political ideas creeping into the community are smooth. Where the channels of information are tight and controlled by the few, changes are difficult to make and often lead to a worsening of the factions."⁴

Quote: "While there are many other aspects of community development that can be tackled in any program of induced social change, giving special attention to the three key areas - economic life, leadership, and communications - has the advantage of bringing about other changes. Increased economic contacts between the village and the outside world will lead to a growth of knowledge among outside markets, more effective techniques, use of resources, and opportunities for special skills work. Widening the channels of communication with the outside will make the rural villagers better aware of the government services that are available to them and will encourage them to play a more active role in their dealings with local, provincial, and national governments."⁵

¹ Schramm, Wilbur Lang. Mass media and national development: The role of information in the developing countries. No. 25. Stanford University Press, 1964.

² Schramm, Wilbur Lang. Mass media and national development: The role of information in the developing countries. No. 25. Stanford University Press, 1964.

³ Leamer, The Passing of Traditional Society (1954)-a qualitative analysis of 1600 interviews in the Middle East. Leamer, Daniel. The Passing of Traditional Society. Glencoe, Ill.: Free Press 1958. Comparison of two Indian villages.

⁴ Rao, Y.V.L "The Role of information in Economic and Social Change: Report of a Field Study in Two Indian Villages:. Doctoral dissertation, University of Minnesota, 1963.

⁵ Holmberg, Allan R. " Changing Community Attitudes and Values in Peru: A Case Study in Guided Change, in Council on Foreign Relations. Social Change in Latin America Today.)

Quote: "Whether dangers or opportunities need to be reported, decisions need to be made, new knowledge needs to be distributed, or change is imminent - there information flows. These needs are especially urgent and widespread in developing countries, where the tasks assigned to the communication media are vastly greater than before the time of development. IF the flow of information and the channels of communication are not adequate to these tasks, they must be built up to the level of need."⁶

Quote: "At its heart, development – if it is to be sustainable – must be a process that allows people to be their own agents of change: to act individually and collectively, using their own ingenuity and accessing ideas, practices and knowledge in the search for ways to fulfill their potential. It requires what economist Amartya Sen calls ‘real freedoms’: the capacity for people to participate in a diverse range of decisions that affect them, and to enjoy specific ‘functional’ aspects that constitute a healthy life. Concentrating more resources on fostering better communication and information processes among people – and between people and governments – will increase the power and ability of individuals to take a meaningful part in debates and decision-making processes that are relevant to their lives. This is crucial to achieving Sen’s real freedoms. In short, information and communication processes are fundamental to sustainable development and lie at the heart of change."⁷

Quote: "The media provide a forum for political debate and accountability, and help shape social attitudes – for instance to women’s equality. While media freedom and pluralism of ownership do not guarantee ‘voice’ for the marginalized, they are prerequisites if the media are to hold the powerful to account."⁸

Quote: "The essentials of public service media are accessibility (including by poor and marginalized people) and quality content that is accurate, informative, and reflects varied perspectives."⁹

Quote: "A free press is not a luxury. A free press is at the absolute core of equitable development, because if you cannot enfranchise poor people, if they do not have a right to expression, if there is no searchlight on corruption and inequitable practices, you cannot build the public consensus needed to bring about change."¹⁰

⁶ Schramm, Wilbur Lang. *Mass media and national development: The role of information in the developing countries*. No. 25. Stanford University Press, 1964.

⁷ Wilson, Mark, Kitty Warnock, and Emrys Schoemaker. *At the heart of change: The role of communication in sustainable development*. Panos, 2007.

⁸ Wilson, Mark, Kitty Warnock, and Emrys Schoemaker. *At the heart of change: The role of communication in sustainable development*. Panos, 2007.

⁹ Wilson, Mark, Kitty Warnock, and Emrys Schoemaker. *At the heart of change: The role of communication in sustainable development*. Panos, 2007.

¹⁰ James D. Wolfenson, *former President of the World Bank* quoted in Norris, P. 2006. *The role of the free press in promoting democratization, good governance, and human development*. Paper presented at the Midwest Political Science Association Annual Meeting, 20-22nd April, 2006, Chicago, Palmer House.

Governance

Quote: "The impact of free and independent media is empirically testable, supports inclusive governance and upholds the normative mandate of the United Nations system..."¹¹

Quote: "A correlation between free media and sustainable development is empirically demonstrated."¹²

Quote: "Reformers in many governments as well as civil society and investors increasingly view governance as key for development and the investment climate, which in turn has increased the demand for monitoring the quality of governance in a country."¹³

Quote: "In the terrible history of famines in the world, no substantial famine has ever occurred in any independent and democratic country with a relatively free press."¹⁴

Quote: "Famines are easy to prevent if there is a serious effort to do so, and a democratic government, facing elections and criticisms from opposition parties and independent newspapers, cannot help but make such an effort. Not surprisingly, while India continued to have famines under British rule right up to independence (the last famine, which I witnessed as a child, was in 1943, four years before independence), they disappeared suddenly with the establishment of a multiparty democracy and a free press."¹⁵

Quote: "India has not had a famine since independence, and given the nature of Indian politics and society, it is not likely that India can have a famine even in years of great food problems. The government cannot afford to fail to take prompt action when large-scale starvation threatens. Newspapers play an important part in this, in making the facts known and forcing the challenge to be faced."¹⁶

Quote: "Comparison of how press freedom (monitored annually by Freedom House) relates to perceived control of corruption (measured by the Kaufmann-Kraay index) in different types of regimes finds that: in democratic (free) states there is a strong correlation, with half of the variation of the perceived level of corruption explained by the degree of press freedom; in

¹¹ Report of the Secretary-General's High-level Panel of Eminent Persons on the Post-2015 Development Agenda. [0]. Available:

<http://www.un.org/sg/management/beyond2015.shtml>. Accessed 05/02/2014: 21.

¹² Report of the Secretary-General's High-level Panel of Eminent Persons on the Post-2015 Development Agenda. [0]. Available:

<http://www.un.org/sg/management/beyond2015.shtml>. Accessed 05/02/2014: 21.

¹³ Kaufmann, Daniel, Kraay, Aart and Mastruzzi, Massimo: "Governance Matters IV: Governance Indicators for 1996 –2004" (May 2005), World Bank Policy Research Working Paper Series No. 3630

¹⁴ Sen, Amartya Kumar. "Democracy as a universal value." *Journal of democracy* 10.3 (1999): 3-17.

¹⁵ Sen, Amartya Kumar. "Democracy as a universal value." *Journal of democracy* 10.3 (1999): 3-17.

¹⁶ Sen A. *Food Battles: Conflicts in the Access to Food*. Food and Nutrition. 1984;10

consolidating (partly free) democracies there is no such correlation; in nondemocratic (not free) states there is a very modest correlation."¹⁷

Quote: "Free speech and a free press not only make abuses of governmental powers less likely, they also enhance the likelihood that people's basic social needs will be met."¹⁸

Quote: The presence of free press brings public corruption cases to the voters while voters in a democracy in turn punish corrupt politicians by ousting them from public offices. Hence elected politicians react to the voters by reducing corruption."¹⁹

Quote: "The estimates of this study imply that for every percentage point increase in the share of households with radios in a certain county, the governor would increase per capita relief spending by 0.6 percent."²⁰

Quote: that state governments [were] more responsive to falls in food production and crop flood damage via public food distribution and calamity relief expenditure where newspaper circulation is higher and electoral accountability greater. In the study, a 10 percent drop in food production was associated with a 1 percent increase in public food distribution in states that are at the median in terms of newspaper circulation per capita. For states that are in the 75th percentile in terms of newspaper circulation per capita the study found that a 10 percent drop in food production was associated with a 2.28 percent increase in public food distribution."²¹

¹⁷ Norris, Pippa, and S. Odugbemi. "assessing the Extent to Which the News Media act as Watchdogs, agenda Setters and Gatekeepers." *Public Sentinel: News Media and Governance Reform* (2010).

¹⁸ *Joseph Stiglitz* quoted in Clapp-Itnyre, Alisa, Roumeen Islam & Caralee McLiesh (eds). 2002. *The right to tell: the role of mass media in economic development*. Washington, D.C.: The World Bank.

¹⁹ Chowdhury, Shyamal K. *Do democracy and press freedom reduce corruption?: evidence from a cross country study*. No. 85. ZEF discussion papers on development policy, 2004.

²⁰ Strömberg, David. "Radio's impact on public spending." *The Quarterly Journal of Economics* 119.1 (2004): 189-221.

²¹ Besley, Timothy, and Robin Burgess. "The political economy of government responsiveness: Theory and evidence from India." *The Quarterly Journal of Economics* 117.4 (2002): 1415-1451.

Economic Development

Quote: “While it is true that economic development leads to an increase in the flow of information through the greater purchasing capacity of the people, reflected in subscriptions to newspapers, magazines, and specialized journals as well as the ownership of radio sets and travel, it is also true that increased information in furthers economic development. It is futile to attempt to treat this interaction between communication and economic development as a causal relationship and isolate the chicken from the egg. The interaction is constant and cumulative.”²²

Quote: “The quantile regression analysis... suggests that a free media and greater access to information has a greater impact on improving political risk status for countries with high political risk situations than for countries that are more stable.”²³

Quote: “not only has the media played a role in transforming situations of conflict into coordination, but also access to information has allowed politicians and the populace to coordinate on good conjectures leading to economic progress.”²⁴

Quote: “With regard to poverty issues and media, a recent correlational study by Van Staveren and Webbink confirmed the hypothesis that “a stronger civil society will positively contribute to poverty reduction and to democratization”. The study focused on the transformative agency of civil society, including the social norms, organizations, and practices, which facilitate citizen involvement in public policies and decisions, correlating this notably with data on access to the media, as well as participation in demonstrations and petitions, the density of international organizations, etc.”²⁵

²² Rao, Y.V.L. "The Role of information in Economic and Social Change: Report of a Field Study in Two Indian Villages.: Doctoral dissertation, University of Minnesota, 1963.

²³ Roy, Sanjukta. Media development and political stability: an analysis of sub-Saharan Africa. [0]. Available: <http://www.mediamapresource.org/wp-content/uploads/2011/04/Media-Development-and-Political-Stability-FINAL.pdf>. Accessed 03/03/2014.

²⁴ Coyne, Christopher. J & Peter T. Leeson. 2004. Read all about it! Understanding the role of media in economic development. KYKLOS, Vol. 57: 21-44. [0]. Available: <http://www.peterleeson.com/Kyklos--Media.pdf>. Accessed 24/02/2014.

²⁵ Ministry of Foreign Affairs of the Netherlands. 2012. Civil society, aid, and development: a cross-country analysis. Study carried out by Prof. dr Irene van Staveren and Ellen Webbink, International Institute of Social Studies, Erasmus University Rotterdam, for the Policy and Operations Evaluation Department Ministry of Foreign Affairs

Social and Environmental Development

Quote: "In fact, according to what is maintained above, income distribution and information accessibility determine the minimum level of environmental quality that a country is willing to accept, that is, the level of environmental quality at which growth starts to be beneficial for the environment."²⁶

Quote: "A review of 29 mass media health promotion campaigns found "The literature is beginning to amass evidence that targeted, well-executed health mass media campaigns can have small-to-moderate effects not only on health knowledge, beliefs, and attitudes, but on behaviors as well, which can translate into major public health impact given the wide reach of mass media."²⁷

Quote: "In Study 1, 126 GLB survey respondents (11 unreported) in Texas indicated that the media influenced their self-realization, coming out, and current identities by providing role models and inspiration. In Study 2, 15 interviewees (6 women and 9 men) revealed that media role models serve as sources of pride, inspiration, and comfort. Our findings suggest that increasing the availability of GLB role models in the media may positively influence GLB identity."²⁸

²⁶ Bimonte, Salvatore. "Information access, income distribution, and the Environmental Kuznets Curve." *Ecological economics* 41.1 (2002): 145-156.

²⁷ Daniel Catalán-Matamoros (2011). *The Role of Mass Media Communication in Public Health, Health Management - Different Approaches and Solutions*, Dr. Krzysztof Smigorski (Ed.), ISBN: 978-953-307-296-8, InTech, Available from: <http://www.intechopen.com/books/health-management-different-approaches-and-solutions/the-role-of-mass-media-communication-in-public-health>

²⁸ Gomillion, Sarah C., and Traci A. Giuliano. "The influence of media role models on gay, lesbian, and bisexual identity." *Journal of homosexuality* 58.3 (2011): 330-354.

The Media Development Capitalization Gap

Quote: “By partnering with media loan funds and supporting innovative financial vehicles, development agencies, foundations, social investors and others can help scale the delivery of finance and dramatically reduce the capitalization gap [shortfall in independent media financing].”²⁹

Quote: “The only way to ensure the long-term delivery of independent quality content is by supporting the transition of leading news outlets into sustainable news businesses.”³⁰

²⁹ WAN-IFRA. "Addressing the Capitalization Gap for Independent News Media." World Association of Newspapers and News Publishers. 2011.

³⁰ WAN-IFRA. "Addressing the Capitalization Gap for Independent News Media." World Association of Newspapers and News Publishers. 2011.