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InterMedia introduces AudienceScapes, a multi-pronged media and communications research tool for development, to the Salzburg Global Seminar

WASHINGTON, D.C. –Peter Goldstein, director of online communications at InterMedia, recently travelled to Austria to introduce participants in the [Salzburg Global Seminar](#) to the AudienceScapes project, a treasure trove of media, communication and demographic data and analysis that will be a vital resource for the international development community.

The first segment of the project, an in-depth interview report of how policy makers and influencers in Ghana access and disseminate policy-relevant information, is due for release in the next several weeks.

Mr. Goldstein [highlighted AudienceScapes' potential value](#) to NGOs, governments and international development agencies seeking to improve their project success rates through more effective communication to the general public, as well as to policymakers, in the developing world.

“This project promises to add a major dimension of information ‘from a user perspective, demand-side’ on media consumption in the developing world,” remarked Anne Nelson, Adjunct Associate Professor at Columbia University, in her [blog post](#) from the seminar.

The AudienceScapes project, now in its pilot phase, comprises three main elements. National surveys uncover trends and patterns in media use, especially new media and ICTs, information-sharing habits, the kinds of information people obtain on key development topics such as health care, mobile money and agriculture, key sources, and levels of trust in such information. A qualitative component involves interviews with policy makers and influencers in developing countries about how they gather, access and disseminate critical policy-relevant information.

These components feed into the AudienceScapes website, scheduled to launch in early 2010. The site is a repository of data and analysis that can help external stakeholders understand in-depth media and communication behavior and determine how to increase their effectiveness in the countries in which they work.

Besides up-to-date data and analysis, the website will also house detailed country communication profiles; a custom data query tool to compare, filter and cross-reference information; a data map with key country statistics, and an interactive community section with an open blog, discussion boards and multimedia features.

“Through our targeted research, currently underway in Ghana, Kenya and Zambia, AudienceScapes can help members of the development community hone their communications efforts at the policy level and at the grassroots level,” says Mr. Goldstein. “Armed with this data and analysis, development professionals and their local partners will be able to design better—and better-targeted—communication-based activities, improving the return on investments in them.”

The Salzburg Global Seminar brought together decision makers from government and international development agencies, foundations and other international donor organizations to formulate strategies for increasing development effectiveness around the world.

InterMedia is a leading international communications and media research, evaluation and consulting organization creatively equipping clients to understand their audiences, gauge their effectiveness and target their communications in transitional and developing societies worldwide. Based in Washington, D.C., London, UK, and active year-round in more than 60 countries, InterMedia helps clients understand complex issues in challenging research environments. The company’s strengths include its people—area experts skilled in scientifically-based research and focused on client solutions—its vast global network of local research partners and contacts and its rich data archive of nearly 700 media and opinion surveys conducted on behalf of the U.S. government over the past 14 years.

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