

Table 1: Summary of BBC Media Action’s research questions and criteria used in crisis

Criterion	BBC Media Action humanitarian research questions	Rationale for inclusion/exclusion in this study
Relevance/ Appropriateness	Was the information relevant to the affected community? (i.e. Was the information useful, practical and easy for the target audience to apply to their own situation? Was the medium used appropriate? Could all the target audience access the information easily (hear/see/read it)?	Key criteria for humanitarian broadcasts in emergencies, and allows us to look at the medium and the content in evaluation
	<p>Communication components</p> <ul style="list-style-type: none"> • <i>Engagement</i>: How did audiences feel about the format, presentation, content and quality of the broadcasts? • <i>Trust</i>: Did audiences trust the media platform, the content, the presenters, the guests? • <i>Media context</i>: Was the information consistent with other information shared in the crisis? 	A key component of reaching and maintaining audiences
Connectedness	<i>Project question: What is the capacity of the local media? Does the project include in-built mechanisms for capacity strengthening?</i>	<i>A key part of project reviews and evaluations, but not part of this synthesis of evidence, since only one intervention was short term</i>
Coverage	<i>Did the selected medium reach the target audience?</i>	<i>A critical component of the justification for mass media</i>
Coherence*	<i>Does the project adhere to humanitarian and BBC principles (trust, working together, quality, respect)?</i>	<i>Included in project assessments, not beneficiary evaluations</i>
Efficiency	<i>What level of resources does the medium require to achieve the outputs?</i>	<i>Not included in the research as evaluations did not include comparisons of alternative outputs</i>
Effectiveness	<p>Giving a voice</p> <p>Did the affected community have an appropriate channel of communication to make its own voice heard?</p> <p>Did the project meet its objectives?</p> <ul style="list-style-type: none"> • <i>Motivation</i>: Did the broadcasts encourage or motivate people affected in any way? • <i>Confidence</i>: Did the broadcasts influence affected people’s confidence in themselves, the situation, or other people? • <i>Discussion</i>: Did audiences share the information with other people? Did they discuss the content? • <i>Knowledge</i>: What influence did the information broadcast have on knowledge? • <i>Attitudes</i>: Did the broadcasts influence attitudes of affected people towards themselves, other people, organisations or systems? • <i>Action</i>: Did the target audience take any action as a result of listening to the broadcasts? 	Adapted to include ‘two-way’ communication, an important measure for humanitarian broadcasting
Impact	<i>What influence did the interventions have on people’s ability to recover from crisis?</i>	<i>Impact will be looked at through synthesising evidence at the outcome level and through interpretation of results of the role of mass media interventions in crisis</i>

*Italics refers to criteria not selected