How to use the data portal to find Media information

The BBC Media Action Data Portal has media data from across a number of countries, which provides accurate information on media usage that can be used to help inform people.

Below are some examples questions and how you can use the data portal to find the information that may be interesting for you.
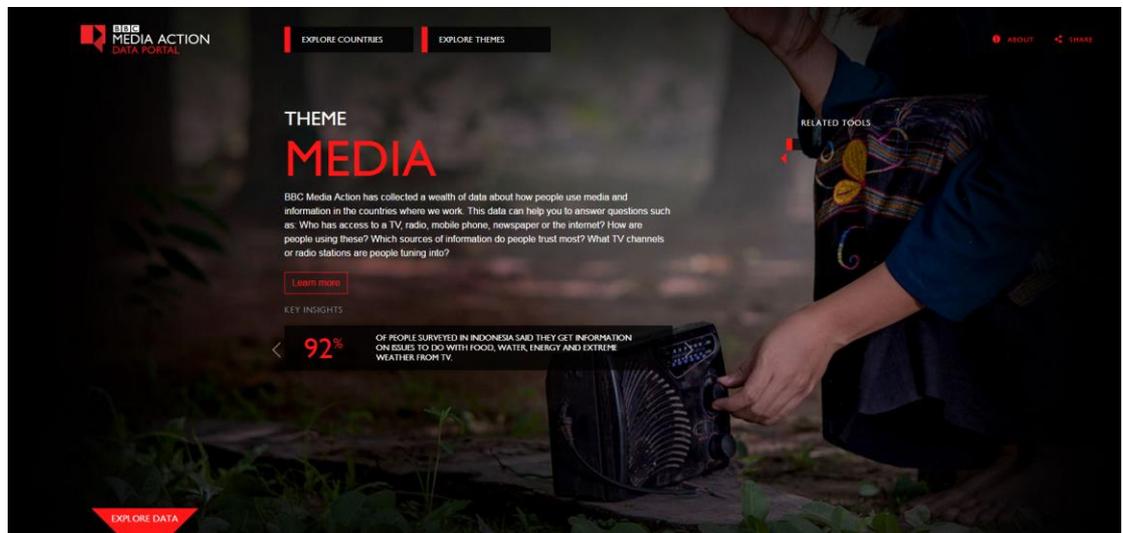
What Media Platform Do People Trust as a Source for Information?

Here are the steps to take to find out how people are using the different media platforms:
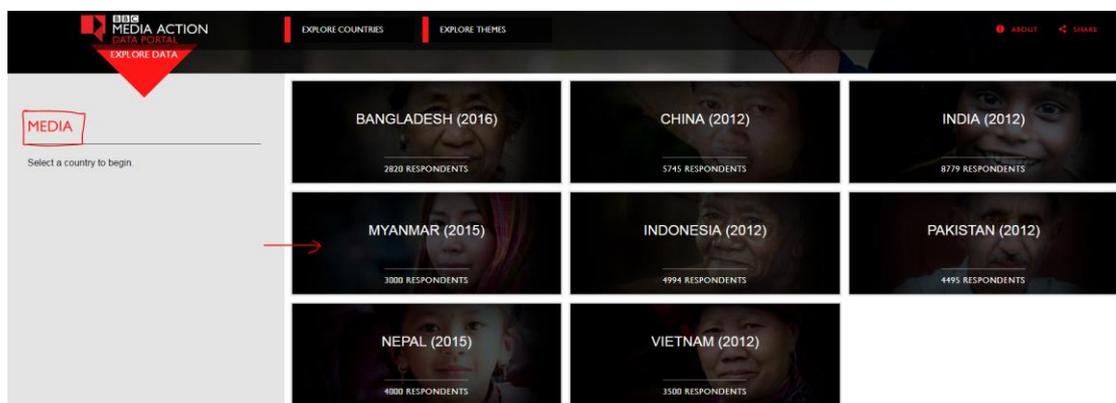
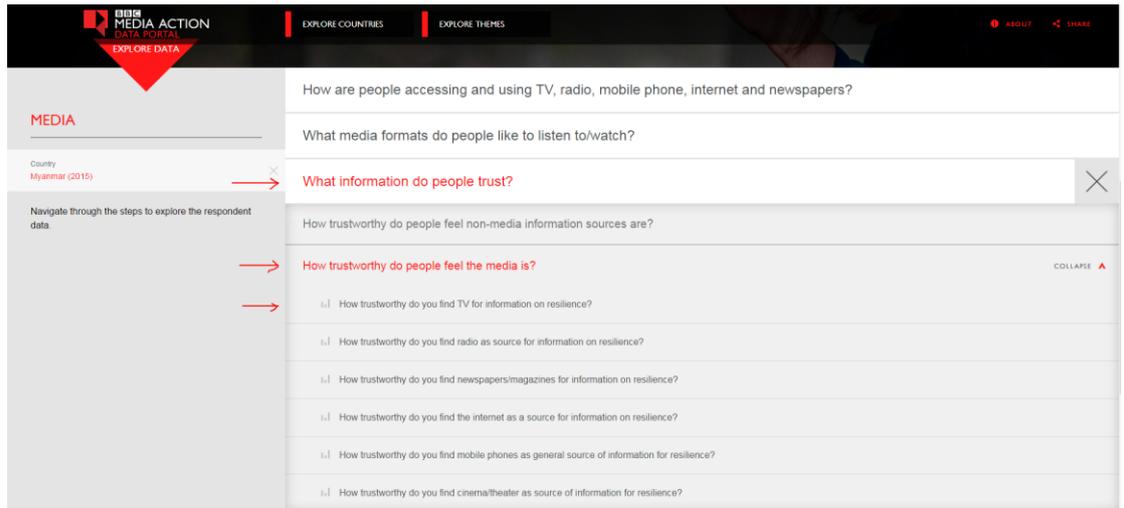- On the data portal home page, Click on **'Theme'**

- Select *'Media'*

o There are a number of countries with media data. You can view results by country

   o At the left side of the page, click on *'Explore data'*. This will display all the countries available
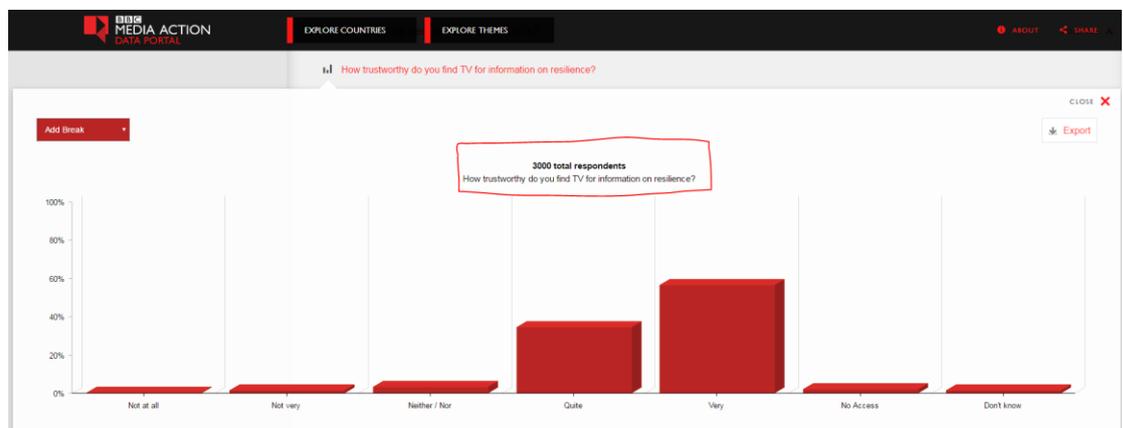   o Then select the country you are interested in i.e. *'Myanmar 2015'*

Select the question

- *'What information do people trust?'* – > you will see a list of sub-questions –> then select –> *'How trustworthy do people feel the media is?'* *within this, are sub-questions – select – 'How trustworthy do you find TV for information?'*

- This will display top level results for this question

Explore the data further

- Explore the data further by adding one or two variables as a break

- On the top left of the chart or graph – > you will see an *'Add break'* box – > click on the box to display a list of demographics variables that are available i.e. Age, gender, occupation etc.

o   Select a specific demographic variable i.e. *'Education'* to see the results for that question by responses for level of education

** *Please note that the Total number of respondents and question text are displayed at the top of the chart*

Delve deeper by adding another demographic variable

o   Click on the second *'Add break'* box to display the same list of demographic variables i.e. Age, gender, occupation etc.

o   Select a specific demographic variable i.e. *'Urban/Rural'* to see the results for that question **('*How trustworthy do people feel the media is'?)** by *'Education'* and how responses vary by location (urban/rural)

Export or Print the data

- o Export the data in excel by clicking on the *'Export CSV'* Box

Example export format

	A	B	C	D	E	F	G	H	I	J	K	L
1	BASE	2730	152	445	243	78	692	1078	0	0	0	
2	Very	57.07% (1558)	53.25% (82)	58.39% (261)	57.55% (141)	50% (39)	59.46% (415)	55.96% (620)	0% (0)	0% (0)	0% (0)	
3	Quite	34.62% (945)	38.31% (59)	34.45% (154)	29.39% (72)	42.31% (33)	35.1% (245)	34.48% (382)	0% (0)	0% (0)	0% (0)	
4	Neither / Nor	3.41% (93)	5.19% (8)	3.36% (15)	6.94% (17)	3.85% (3)	2.29% (16)	3.07% (34)	0% (0)	0% (0)	0% (0)	
5	Not very	1.58% (43)	1.95% (3)	2.46% (11)	2.04% (5)	2.56% (2)	1.29% (9)	1.17% (13)	0% (0)	0% (0)	0% (0)	
6	No Access	1.47% (40)	0% (0)	0.22% (1)	2.86% (7)	1.28% (1)	0.86% (6)	2.26% (25)	0% (0)	0% (0)	0% (0)	
7	Not at all	0.33% (9)	0% (0)	0.67% (3)	0.41% (1)	0% (0)	0.14% (1)	0.36% (4)	0% (0)	0% (0)	0% (0)	
8												
9												

- o You can print the data at any time by clicking on the *'Print'* button