



UNIVERSITY OF BOTSWANA

University of Botswana

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PRESS RELEASE

Batswana Show Support for Media Freedom and Find the Media Effective

The Afrobarometer is a comparative series of public attitude surveys, covering up to 35 African countries in Round 5 (2011-2013). It measures public attitudes on democracy and its alternatives, evaluations of the quality of governance and economic performance. In addition, the survey assesses the views of the electorate on critical political issues in the surveyed countries. The Afrobarometer also provides comparisons over time, as four rounds of surveys have been held from 1999 to 2008 and Round 5 is currently underway.

Afrobarometer's work in Botswana is coordinated by the Southern African Barometer research team at the University of Botswana. Fieldwork for Round 5 was conducted in Botswana from 30 June to 11 July 2012. The survey interviewed 1200 adult Batswana, and a sample of this size yields results with a margin of error of +/-3% at a 95% confidence level.

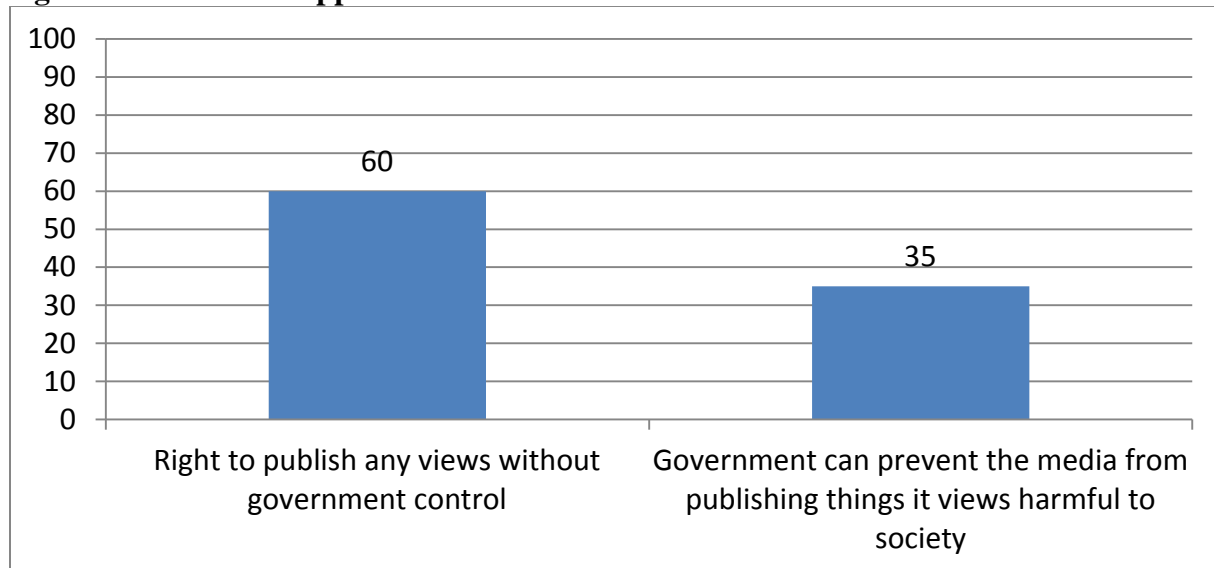
FINDINGS

The most recent Afrobarometer survey reveals that Batswana largely believe that the media should have the right to disseminate any views and ideas free of government control. The results of the 2012 Afrobarometer survey show that Batswana have not changed their demand for media freedom when compared to 2008. In terms of the role of the media, Batswana believe that the media should actively investigate and report government mistakes and corruption. Finally, Batswana report that the media is largely effective in exposing government mistakes and corruption.

Batswana Embrace Media Freedom

A majority of Batswana (60%) believe that the media should be free to publish any views and ideas.

Figure 1: Batswana Support for Media Freedom



Question: Which of the following statements is closest to your view? Choose Statement 1 or Statement 2.

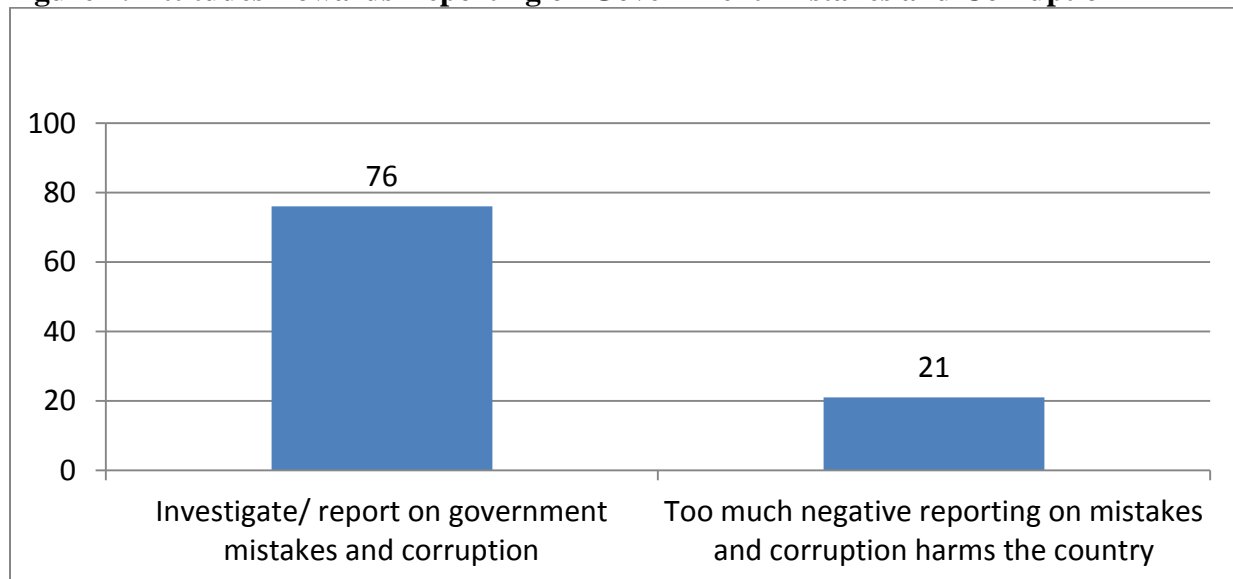
Statement 1: The media should have the right to publish any views and ideas without government control. (% Agree or agree strongly)

Statement 2: The government should have the right to prevent the media from publishing things that it considers harmful to society. (% Agree or agree strongly)

Batswana Show Support for Media Investigation and Find the Media Effective

A sizable majority of Batswana (76%) think that the news media should constantly investigate and report on government mistakes and corruption. Nearly three-quarter of Batswana (74%) find that the news media does a somewhat or very effective job exposing government mistakes and corruption.

Figure 2: Attitudes Towards Reporting on Government Mistakes and Corruption

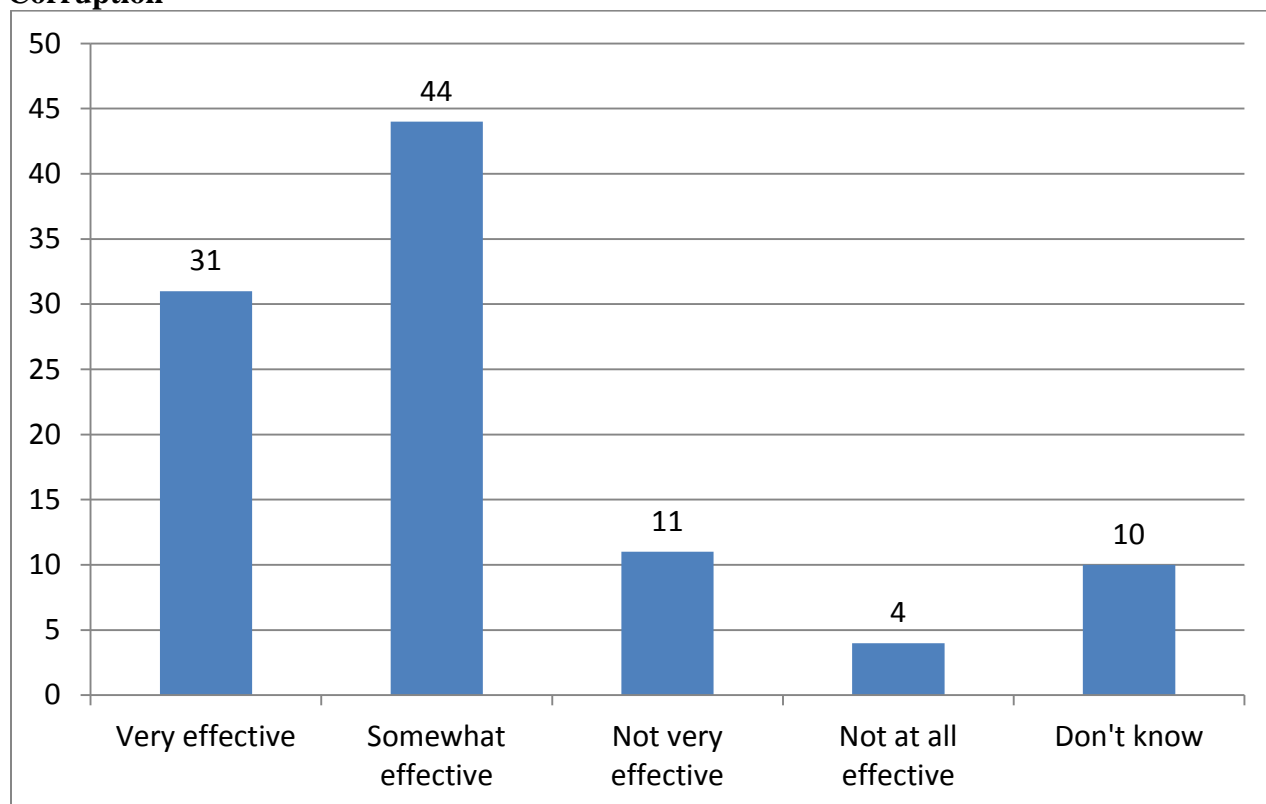


Question: Which of the following statements is closest to your view? Choose Statement 1 or Statement 2.

Statement 1: The news media should constantly investigate and report on government mistakes and corruption. (% Agree or agree strongly)

Statement 2: Too much reporting on negative events, like government mistakes and corruption, only harms the country. (% Agree or agree strongly)

Figure 3: Media Effectiveness in Investigating and Reporting Government Mistakes and Corruption



Question: In this country, how effective is the news media in revealing government mistakes and corruption?

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