

Media and communication.- row summary

The effects of media and communication interventions were summarized from 18 included studies, mostly conducted in sub-saharan africa region. Radio was identified as the primary medium for media and communication interventions, as seen in programs like Peace through Development II (PDEV II) and Voices for Peace, which combined broadcasts with community activities and facilitated discussions on governance, corruption, and police-community relations. Other interventions, such as Kumbuka Kesho in the DRC and Pro-Peace Messaging in Burkina Faso, used role-modeling radio dramas and religious sermons to promote tolerance and collective action. In Mali, peace radio programs were integrated with governance initiatives, while FM broadcasts during the Lord's Resistance Army (LRA) insurgency encouraged defections through logistical guidance and reassurances of reintegration. Additionally, various media formats—including video campaigns, storytelling, social media messaging, and paradoxical thinking interventions—were used to challenge extremist narratives, foster dialogue, and promote active civic engagement. Initiatives like the Rwanda Threshold Program (RTP) and Wuro Potal in Burkina Faso further emphasized the role of media in governance awareness and accountability.

Media and communication effects on access to justice, the Rwanda Threshold Program had a moderate effect, as submission boxes gained acceptance, signaling a shift toward indirect engagement with law enforcement. Media-driven efforts to enhance willingness to participate and help had moderate effects, with programs like Musekweya radio soap operas in Rwanda promoting reconciliation but showing inconsistent influence on prosocial behavior.

Media and communication interventions had small effects on political security and civic participation. While programs like Peace through Development II (PDEV II) improved political knowledge among radio listeners, they had limited impact on broader political engagement. Civic participation initiatives, including Voices for Peace in Burkina Faso and Kumbuka Kesho in the DRC, showed small effects, with some interventions increasing collaboration with security forces, though results varied across contexts. In nature and scale of violence and atrocity prevention outcomes, FM radio broadcasts encouraging defections from the Lord's Resistance Army (LRA) had a small effect in reducing fatalities but led to unintended consequences, such as increased looting. Efforts to shift social norms around violence had small effects—while some reduced in-group superiority and promoted tolerance, others failed to change deep-seated ideological beliefs, with long-term interventions proving more effective. Intervention had a small effect on intermediate social cohesion outcome, improving fairness-based reasoning and intergroup trust in some cases, but persistent biases, trauma, and external conflicts often constrained impact. Effects on trust-building, feeling of trust and acceptance of diversity also showed small effects, with some radio dramas fostering reconciliation, enhanced intergroup trust, reduced social distance though others reinforced ethnic divisions. Media interventions had no effect on government performance, as efforts to improve transparency and institutional trust, such as the Rwanda Threshold Program, did not significantly influence public perceptions. Finally, media interventions had an adverse effect on economic security, as programs like PDEV II had no measurable impact on livelihoods, employment, or financial stability. Overall, while media interventions show promise in influencing civic engagement, trust, and social norms, their effectiveness depends on sustained efforts, targeted messaging, and contextual relevance.

Overall, while media interventions showed promise in influencing civic engagement, trust, and social norms, their effectiveness depended on sustained efforts, targeted messaging, and contextual relevance.

Table 6 - Effect sizes from Role of Media and Communication

Outcome Category	Effect size	No. Of studies	No.of Effect sizes
Political Security	0.05	1	4
Civic Participation	0.049	6	13
Nature & scale of atrocity prevention	0.014	1	6
social norms of violence or atrocity prevention	0.014	9	54
Intermediate Social Cohesion Outcome	0.025	6	40
Feelings of trust & Acceptance of diversity	0.015	9	49
Government Performance	0.006	2	14
Willingness to participate or help	0.108	4	19
Access to Justice, right & Public Services	0.148	1	9
Economic Security	-0.013	1	3