




# BUILDING TRUST IN A FRAGILE CONTEXT:

EVALUATING THE EFFECTS OF RADIO NDEKE LUKA IN CENTRAL AFRICAN REPUBLIC



**Jeff Conroy-Krutz**, Associate Professor  
Michigan State University

[conroyk6@msu.edu](mailto:conroyk6@msu.edu)

 [@jconroykrutz](https://twitter.com/jconroykrutz)

# BACKGROUND

- 2000 launch
- Most-accessed mass medium in CAR



# EVALUATION STRATEGY



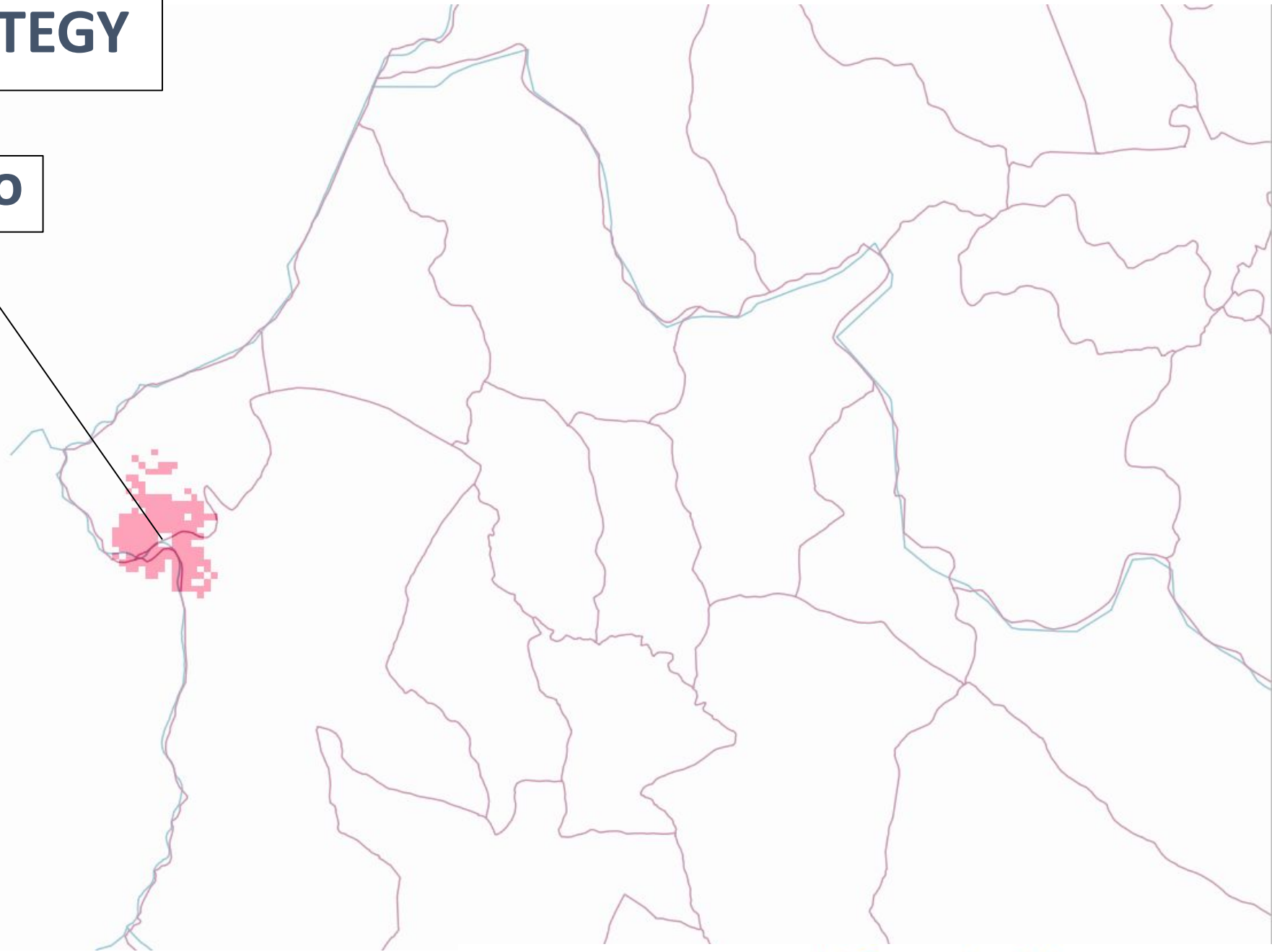
# EVALUATION STRATEGY

**Beloko**



# EVALUATION STRATEGY

**Beloko**



# EVALUATION STRATEGY

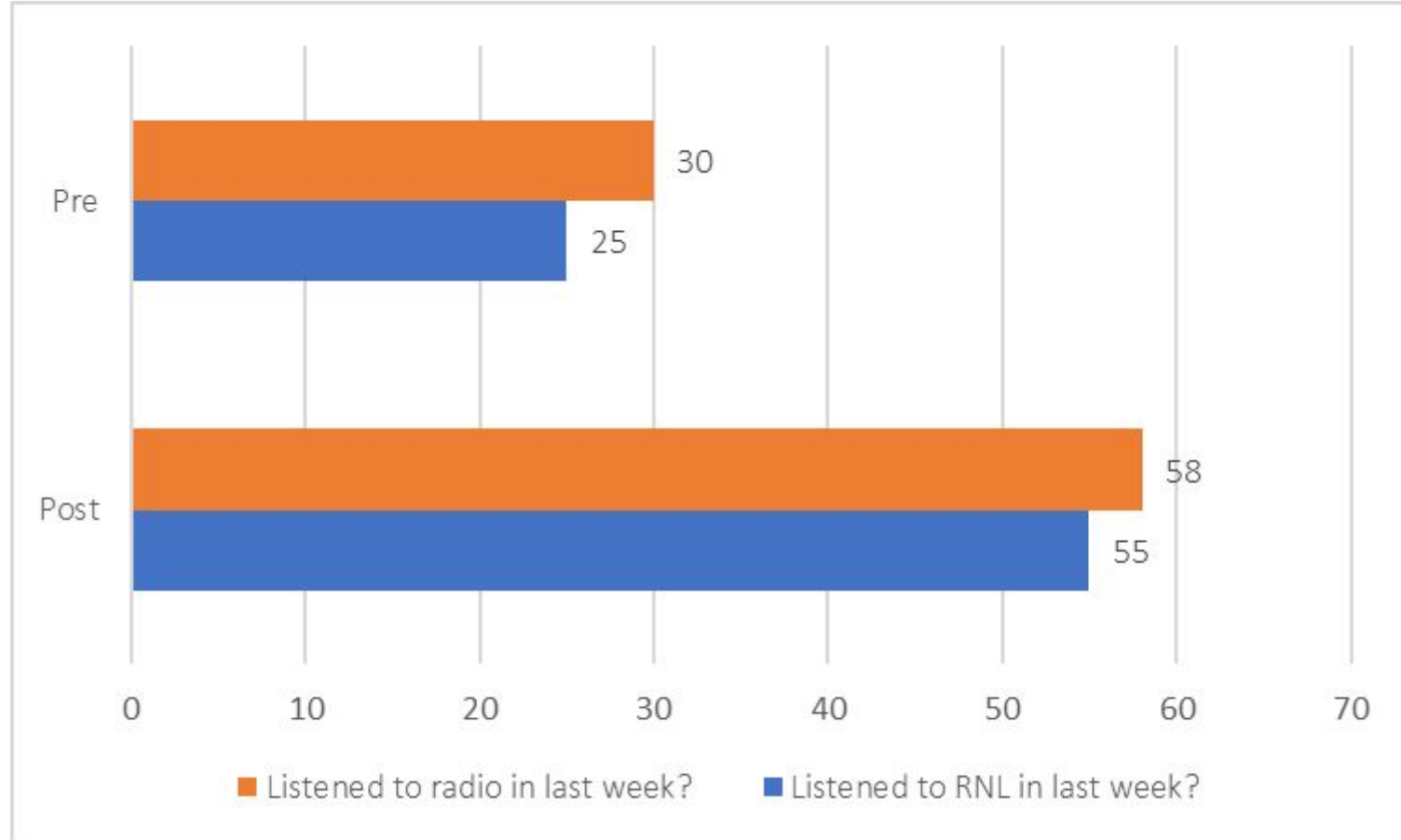
- **Pre-launch survey: 26 November – 2 December 2021 (N=568)**

- **Transmitter launch: Mid-December 2021**

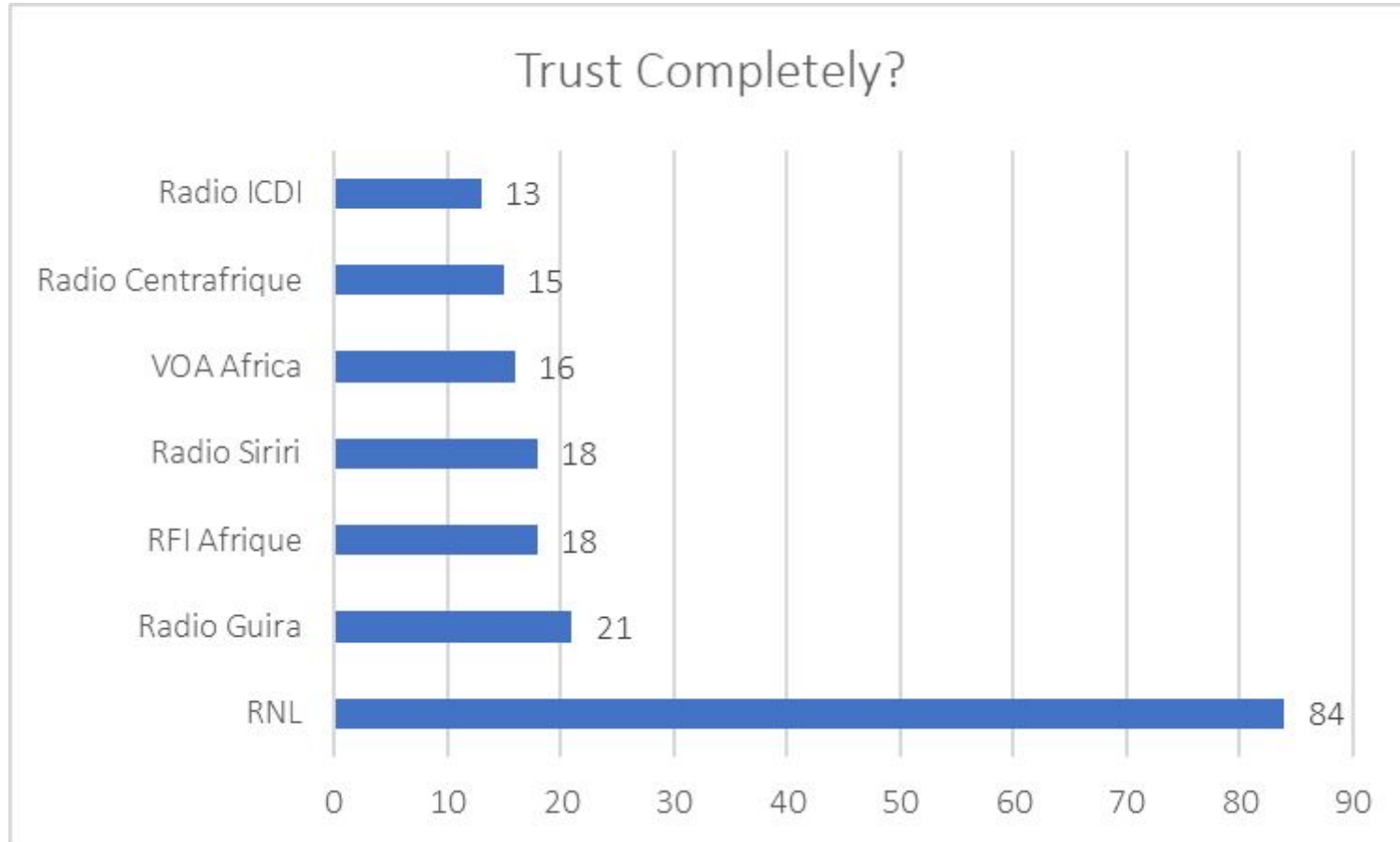
- **Post-launch survey: 10-15 March 2022 (N=558)**



# MAIN FINDINGS



# MAIN FINDINGS



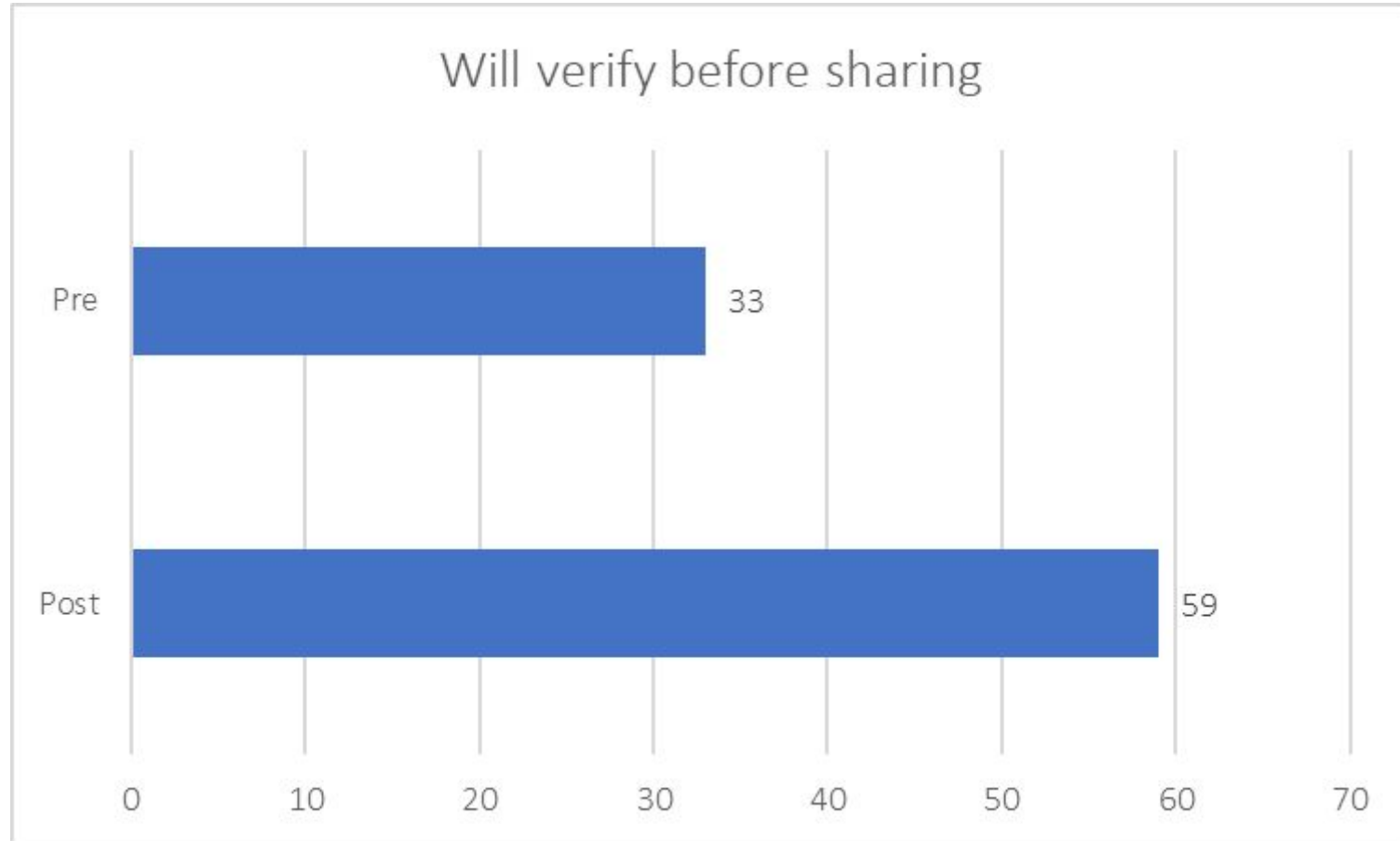
# MAIN FINDINGS

	<b>Pre</b>	<b>Post</b>	<b><i>p</i></b>
<b>Frequency w/ which media abuse freedoms (0-3 scale)</b>	1.70	1.96	<.001

	<b>Pre</b>	<b>Post</b>	<b><i>p</i></b>
<b>Extent of dangers from MDM (0-3 scale)</b>	1.29	1.62	<.001

	<b>Pre</b>	<b>Post</b>	<b><i>p</i></b>
<b>Ability to identify what is true (0-4 scale)</b>	1.11	1.36	<.01

# MAIN FINDINGS



# M&E ESSENTIAL, BUT MANAGE EXPECTATIONS!

