

Public Invitation to Tender

Online Panel for Randomized Control Trial on Media and Information Literacy in Jordan, funded by BMZ

DW Akademie is calling for bids for provision of an online panel to conduct a randomized control trial on Media and Information Literacy in Jordan (and optionally Lebanon). Qualified online panel providers, media and market research organizations are kindly requested to send in their proposals. The project will consist of two panel surveys with youth aged 18 to 29 years. Between surveys, the youth will play an online game on their mobile phones. The study will have to be conducted by April 15, 2022. Questionnaires and the game apps will be provided by DW Akademie.

1. Introducing DW Akademie

DW Akademie is Germany's leading organization for international media development. We support the development of free and transparent media, quality journalism, and also offer programs to boost media skills.

Our goal is to ensure every human can express their opinion free from discrimination and oppression and has access to independent sources of information. We view this as an important prerequisite for peace and democracy. If citizens can inform themselves and voice their opinions in public without fear, then they can demand further human rights. They can live their lives, give shape to their society and receive a fair chance for development. Human rights are at the heart of what we do, and are the focal point of all our projects (human rights based approach).

Our strategies are aimed at structural and sustainable changes to support and enhance free, independent and plural media landscapes. In order to do this, four strategic fields are covered: Political and legal frameworks, qualification, professionalism and economic viability of the media sector and participation in society. The interplay of these diverse approaches enables sustainable structures to be created that are a prerequisite for freedom of expression and access to information.

2. Media and Information Literacy Indicator

a) Context and Summary

DW Akademie is currently conducting an Initiative by the title of “Transparency and Media Freedom – Crisis Resilience in the Global Pandemic”. The project is funded by the German Ministry for Economic Cooperation and Development (BMZ) and includes activities in five global regions, the MENA (Middle East, North Africa) region amongst others. One of the focal areas of DW Akademie’s work is Media and Information Literacy. **Media and Information Literacy (= MIL)**, is about skills ordinary people need to be able to understand and effectively use media and information sources, as well as create their own media.

The purpose of the study to be commissioned is to measure an indicator which reads as follows: A comparative test proves that selected participants in MIL modules are significantly more resilient towards COVID-19-related false information than a control group. This indicator will be used to prove that DW Akademie’s MIL efforts are worthwhile and have a positive effect on youths aged 18 to 29 years in the MENA region.

b) Specific Methods

The tenderers are expected to support DW Akademie by recruiting youths, having them take part in pre- and post-treatment questionnaires and motivating them to take part in an online / mobile MIL game between surveys.

Sample

The target group of this study is 18- to 29-year old Jordanian (and optionally Lebanese) youth. The sample should take gender (male/female) in the underlying population into account (quota plan). The size of the sample should be at least 500, with 250 being assigned to the treatment group (i.e. participants in the MIL game) and 250 being assigned to the control group (i.e. participants in an alternative game). The participants should have a **smartphone** to enable them to take part in the game. They should also be prepared to download the game (340MB) onto their smartphone. If the sample cannot be achieved in Jordan alone, we are open to including another market in the region (e.g. Lebanon).

Survey instrument

The Arabic survey instrument will be provided by DW Akademie, using EFS Survey for the online questionnaires. Pretesting will take place before the RCT and be conducted by DW Akademie. The survey will consist of demographic variables, as well as MIL-related knowledge, attitudinal and behavioral intention items. We would also include some quality assurance items, such as duration of sessions, IP address tracking etc. The second questionnaire will also contain game-specific questions to ensure that the respondents have taken part in the game. The pre- and post-treatment surveys will take no longer than 15 minutes each.

Online / mobile games

The treatment group will receive a game to download as an app that takes them through situations that are aimed at improving their critical skills in dealing with mis- and disinformation online. The control group will receive a completely unrelated game (such as Tetris).

3. Principles of the Project

The principles underlying this DW Akademie project are laid out by the ICC/ESOMAR Code of Practice (see here: https://www.esomar.org/uploads/public/knowledge-and-standards/codes-and-guidelines/ICCESOMAR_Code_English_.pdf). These principles include, but are not limited to:

- **Duty of care:** Researchers must ensure that data subjects are not harmed as a direct result of their personal data being used for research
- **Data minimization:** Researchers must limit the collection and/or processing of personal data to those items that are relevant to the research
- **Primary data collection:** Researchers must identify themselves promptly and data subjects must be able to verify the identity and bona fides of the researcher without difficulty
- **Data protection and privacy:** Researchers must ensure that personal data cannot be traced nor an individual's identity inferred via deductive disclosure

- **Transparency:** Researchers must provide clients with sufficient technical information about the research to enable them to assess the validity of the results and any conclusions drawn
- **Professional responsibility:** Researchers must be honest, truthful and objective and ensure that their research is carried out in accordance with appropriate scientific research principles, methods and techniques
- **Legal responsibility:** Researchers must conform to all applicable international and national laws, and local codes of conduct and professional standards or rules

4. Services

The list of services that DW Akademie expects from prospective providers are as follows:

- Recruitment of suited respondents in line with the above guidelines;
- Incentivization and reminders for respondents to ensure a high response rate (at least 500 participants, 250 treatment and 250 control);
- Randomization of mobile/online game provision to treatment and control groups;
- Provision of instructions for respondents, especially regarding their downloading and taking part in the games and in both surveys;
- One contact serving as project manager, to report to DW Akademie regularly on the progress of recruitment and survey completion;
- Data quality control, including a short report on the realized sample and response rate.

5. Deliverables

- An inception report detailing budget, timeline and design
- 500 filled in questionnaires in two waves (pre-, post-test) by respondents that have played the game(s);
- A technical report detailing the realized sample and response rate.

6. Application Requirements

a) Applicant's Profile

Applicants should have a proven record of conducting online panel research in Jordan (and optionally Lebanon) and document profound knowledge of quantitative surveys. They should be proficient in data collection. Qualified staff should be presented, capable of fulfilling the tasks required. Regional knowledge and Arabic language skills are a prerequisite.

b) Documents

The following documents should be included in the proposal:

- A cover letter, conveying the motivation and eligibility of the applicant for the project;

- A list of projects, documenting relevant experience as detailed above (including contact details of reference persons);
- A list of personnel qualified to handle the study;
- Proposal for a study design, including methodology and a preliminary time schedule, and
- A list of expected expenditures, also specifying cost per interviewee, expected extra costs and detailing the number of work days allocated to the project by the qualified personnel.

c) General Information

The study has a maximum total budget of 20,000 Euro. A digital copy of your proposal should arrive by February 18, 2022 and be addressed to: dennis.reineck@dw.com

The organizations conducting the studies will be selected by February 23, 2022. The inception report would be due by March 3, 2022. The study shall be undertaken by April 15 at the latest. The technical report should be handed in by April 22, 2022.