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**Monitoring and
Evaluation Program**

Final Report

Audience Research for Development Communication



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Monitoring and Evaluation Program

Final Report Audience Research for Development Communication

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DISCLAIMER

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Acronyms

AECID	Spanish Agency for International Development Cooperation
AGER	National Association of Renewable Energy Producers
AGEXPORT	Guatemalan Exporters Association
AMCHAM	American Chamber of Commerce in Guatemala
ANACAFE	National Coffee Association
ASIES	Social Studies and Research Association
CACIF	Coordinating Committee of Agricultural, Commercial, Industrial and Financial Associations
CDCS	Country Development Cooperation Strategy
COCODES	Urban and Rural Community Development Council
CODEDES	Urban and Rural Departmental Development Council
COMUDES	Municipal Development Council
CONAP	National Protected Areas Council
CONGECOP	NGO and Cooperatives Coordination
CONGUATE	National Coalition of Guatemalan Immigrants in the United States
CONIC	National Coordinator of Indigenous and Farmworkers
CONJUVE	National Youth Council
COPREDEH	Presidential Coordinating Commission on Human Rights
CPO	Mayan People's Council
CUC	Peasant Unity Committee
DDHH	Human Rights
DIP	Department of Public Advocacy
IDB	Inter-American Development Bank
IMF	International Monetary Fund
FNL	National Front for the Cause
FUNDAECO	Foundation for Ecodevelopment and Conservation
FUNDESA	Foundation for the Development of Guatemala
HULEROS	Rubber Tappers Union
IGA	Guatemala American Institute

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INJUVE	National Youth Institute
LDA	Local Development Actors
MAGA	Ministry of Agriculture, Livestock and Food of Guatemala
MIDES	Ministry of Social Development
MINECO	Ministry of Economy
MINEDUC	Ministry of Education
MINEX	Ministry of Foreign Affairs
MINFIN	Ministry of Public Finance
MINGOB	Ministry of the Interior
MIRA	Integral Management of Environmental Resources Project
MP	Public Ministry
MSPAS	Ministry of Public Health and Social Assistance
NDA	National Development Actors
NED	National Endowment for Democracy
NGO	Non-Governmental Organization
ODAH	Human Rights Office of the Archdiocese of Guatemala
PDH	Human Rights Ombudsman
PROCALIDAD	Support for the National Quality System of El Salvador Program
SBCC	Social and Behavior Change Communication
SEGEPLAN	Planning and Programming Secretariat
SEPREM	Presidential Secretariat for Women
SESAN	Food Security and Nutrition Secretariat
UNDP	United Nations Development Program
URL	Rafael Landívar University
US	United States of America
USAID	United States Agency for International Development
WB	World Bank

Executive Summary

Study objectives and methodology

This report presents findings, conclusions and recommendations from the “Audience Research for Development Communication” study (The Study) conducted as an exercise in dialogue aimed at listening to the opinions and observations of USAID audiences in Guatemala. The study is a pioneering effort at conducting primary research that combines quantitative and qualitative methodologies to collect data and information about respondents’ understanding of development, communications and USAID.

Objectives. The study has two objectives, which are drawn from the USAID Country Development Cooperation Strategy (CDCS) for Guatemala:

- Generate information and research data that can be used for implementing the Agency’s Social and Behavior Change Communications (SBCC) strategy; that is, communications that provide the perspective of development participants – beneficiaries and practitioners – to achieve the result of more effective development programs and projects.
- Provide inputs for the design of public affairs campaigns that will advance the work of USAID; that is communications that enable effective sharing of development results.

With these objectives, the goal is to reinforce the engagement of Guatemalans in the process of their own development, to utilize better communications mechanisms for doing so, and to establish a baseline for future monitoring and evaluating the both the qualitative and quantitative impact of these objectives.

Design and Methodology. “Audience Research for Development Communication” is a study of perceptions, which examines the interpretations and perspectives of respondents with regard to selected facts, conditions and themes. For this study, USAID has gone beyond hard data that are traditionally used for monitoring and evaluation and sought to listen to stakeholders and key informants about how development is understood, how communications media are used, and how the work of USAID in Guatemala is perceived.

This report presents the findings obtained from the study research which was conducted using a combination of quantitative (survey) and qualitative (focus group, extended interview) methods. The collection of data was carried out over a period of 10 weeks field work between May and August 2016, with a total of 837 respondents, stratified into four key audience categories:

- Direct and indirect participants in programs and projects supported by USAID in Guatemala,
- Stakeholders involved with development at the local level,
- Stakeholders involved in development work at the national level, and

- The diaspora of Guatemalan immigrants in the United States.

The data were collected from respondents located in eight Guatemalan departments – mostly the highlands – where USAID works, and Guatemalans living in the United States. The mixed methods approach permits collecting both quantitative and qualitative data for statistical analysis, summarization, understanding of details and context, and comparison among stratified survey groups for this study and for use in the design of performance and impact indicators for future development and communications research.

A separate Appendix to this report contains data that support study findings. The appendix data are tabulated and organized in a fashion that permits easy use as a comparison baseline for future assessments of the communications about USAID programs and projects.

Study findings

The most important findings are organized according to the three dimensions of the research study: a) knowledge of and participation in development, b) use of communications media; and c) perceptions of USAID work in Guatemala.

a. Knowledge of and Participation in Development

- The Concept of ‘Development’. The study findings reveal that ‘development’ is a generally recognized concept with a positive connotation associated with ‘better living.’ There are, of course, other terms that respondents use which are closely related to ‘development’, for example, ‘advances’, opportunities and ‘better living’ – the last term especially mentioned in respondent populations of the western and northwestern regions of the country. Direct and indirect USAID program participants generally place development in the collective context of family or community with priority on covering basic needs of health, nutrition and housing as well as greater opportunities for advancement from education and employment. The term ‘prosperity’ has the potential for capitalizing on these positive perceptions of development among key USAID audiences in the framework of the “Plan por la Prosperidad” which is soon to be initiated in Guatemala and neighboring Central American countries. The term ‘prosperity’ also reflects among respondents a positive association with the aspiration for future improvements, which is the achievement of better standard of living once basic needs have been met.
- Participation in the Development Process. The perception of participation in development projects is relatively low among local audiences. About 56% of the direct participants indicated that they have participated in development projects – despite being identified as participants by USAID’s implementing partners. However, 65% of those indicating that they were participants reported that they did not consider themselves involved in any aspect of development project planning or decision-making. On average 60% of the men and 40% of the

women said they had some role as development project participants. This proportion became even more concentrated among men for leadership or decision making roles. Youth also demonstrated a 60% rate of non-participation in development projects. Among the reasons given by local respondents for the relative low level of participation in development-related projects were:

- Lack of opportunity for 'effective' participation – they may be invited to participate or to give opinions but these have not impact on final decisions.
 - Patterns of discrimination – 'sexism' that favors men, racial discrimination, and stigma against youth
 - Risks from participation – persecution by outsiders and 'criminalization' of leaders,
 - Survival priorities – requirements of work and providing for their families.
- The Role of the State in Development. National authorities are considered the principle actors in promoting development of the country. Nevertheless, study respondents rated very negatively government representatives and authorities – ie., deputies and central government administrators. Moreover, respondents pointed out the inefficiencies of public entities in resolving historical structural problems – ie., land tenure, income disparities, sex and ethnic discrimination. It was evident from responses that there is a high level of frustration as regards the current performance of the State and a growing demand for more direct and effective engagement in the process of improving living conditions for Guatemalans.
 - Priority Development Needs. The study detailed 16 areas of development – e.g., health, education, nutrition, employment opportunities for youth – nearly all of which sample survey respondents rated at an average of 84 percent in terms of their importance for 'better living'. The only exceptions were opportunities for internal and external migration which about 30 percent of respondents considered a development priority. All the priority development areas received the same high percentages from men and women, youth, those who considered themselves of Mayan ethnicity, across survey study departments and from the Guatemalan diaspora. It is worth noting that a very high percentage of direct and indirect development project participants considered education, employment and income generation among the highest development priorities. The findings demonstrate that the concept of development is multi-faceted with very high expectations for improvement among Guatemalans.
 - Migration and Development. Study participants and non-participants in development projects were relatively uniform in the view that migration is more as a necessary choice than an opportunity, and not a priority for living better. As regards the impact of migration on their lives there was no consensus among attitudes of respondents – 30 percent considered it an important options, 40 percent gave it moderate importance and 30 percent viewed it as not important at all – as either offering positive benefits or having negative effects. Among local stakeholder actors the perceptions about migration ranged from perceptions that

migration from Guatemala may be the only way in which some families can provide a decent education and home for their children to views that migration results in the breakdown of the household unit and severe risks and even death to many who attempt to migrate north from Guatemala. Among national and diaspora audiences there was consensus that the human cost of migration must be given serious consideration and not just look at the benefits of remittances that are returned to the country. Only among the diaspora was there a predominate view that migration to the United States offered better opportunities for education, remunerative employment and the chance to become part of the middle class.

- Perceptions that Development Has Brought Improvement. Among nearly all groups of survey respondents, there was the perception of relative improvement in their lives but the persistence of structural problems in the country yet to be resolved. An average of 73 percent of respondents believed that in general terms they are living better than they were five years earlier. That percentage was lowest (50 percent) among national level actors. Respondents cited advances in access to education, health and legal services, improved infrastructure in their communities, development in the capacity and procedures for the advancement of human rights, especially among women. However, three critical development areas received less than a 50 percent average endorsement of respondents for their improvement: environment and natural resources, security and justice, and employment and income generation. Of course, these perceptions are all relative to what each group of audience respondents felt in their personal lives and those of their families and communities. Still, the overall perception is that while there have been advances living conditions are still not good in many critical development areas.

b. Communications Media

The Study defines communications media as all those channels and platforms that are used to receive send and exchange messages. In this sense, communications becomes a 'toolkit' of media options for obtaining and sharing relevant information. In Guatemala none of the communications 'tools' listed below registers use by more than 50 percent of the study populations.

- The Communications Media as a Source of Information. Respondent preferences among media tools for gathering information to use range from mass communications (50%) and social networks (50%) to electronic media (43%), institutions (29%), and local agencies and organizations (26%). Despite limitations of some respondent groups to their access, social networks and electronic media (the Internet) have been gaining ground among preferences of uses in the interior of the country, resulting in a reduction in the 'digital divide' along income and literacy lines, at least among USAID project participants.

- **Mass Communications Media.** Respondent preferences range from music radio (33%), news radio (29%), commercial radio (28%), local/community radio (19%), national print periodicals (38%), digital periodicals (25%), cable television (13%) and national television (6%). Noteworthy is the incrementally growing use of digital media as a source of news.
- **Social Networks.** Respondents indicated highest preferences among social networks for 'Facebook' (49%). The audience that most uses social networks are national stakeholders involved in development work followed by direct and indirect participants in development projects. 'YouTube' has important potential use in that it has begun to penetrate among all audience groups, whereas 'Twitter' mainly has users among national stakeholder actors, in part because it is a social network directed more toward urban residents and those with at a certain level of public leadership.
- **Electronic Media.** Internet 'chats' demonstrate the highest level of usage (51%) among respondent groups followed by E-mail and text messaging. Analyzed by audience groups, direct and indirect development program participants are those who most use chats while local and national stakeholder groups demonstrate a preference for E-mail. Despite the dominance of the Internet among audience groups, SMS text messaging continues to show average usage across all audience groups, suggesting that it is one communications tool that is less vulnerable to the effects of the digital divide in a country with wide income disparity like Guatemala.
- **Institutional Communications.** Individuals continue to turn to institutions in search of information, for example, to municipal government offices which on average are used by (26%) of respondents, this followed by civil society organizations (23%), other NGOs (21%) and local committees including indigenous 'cofradias' (19%).
- **Local Media.** Respondents reported that Local Community Assemblies (average use of 23%), followed by other media specific to their communities such as roving vehicle loudspeakers, closed circuit radio in markets as well as addresses by local leaders were also used to obtain information. This pattern was common for all audiences groups with the exception of national level development stakeholders and the Guatemalan diáspora for which this type of messaging was not relevant or included in the survey questionnaire.
- **Usage of Communications Media to Share Information.** The quantitative survey included measure of the use of communications media to inform others. In general, it is noteworthy that nearly all the audiences groups surveyed are mostly recipients of information not users of communications media to share and distribute information. On average, 70 percent of the total survey sample indicated that they seldom or never used communications media to share important information. Of the 30 percent who indicated using communications

media for information sharing, most used the same communications media in the same relative proportions for disseminating information as they did for obtaining information.

- General Use of Communications Media. The qualitative interviews examined general communication usage practices, both for obtaining and for sharing information. Summary findings identified some dominant trends in media usage: (a) as regards urban-rural patterns of media usage, there is a demonstrable preference among local audiences for radio while periodicals have greater usage among national stakeholders connected to development projects; (b) youth are associated more with social networks but often with negative applications; (c) there is a general preference across audiences for closer more interpersonal forms of communication for building knowledge like seminars and workshops.
- The Credibility of Communications Media. The Study demonstrates that patterns of communications use do not necessarily reflect the level of credibility that those groups give to corresponding media types. Respondents indicated that they did not believe in all the information they used. This is perhaps one of the reasons that they utilize a variety of communications media in different rates and mixes depending on to which audiences group they belong. Respondents gave the highest credibility ratings to local media, institutional media and mass media. Social media, despite its relatively high usage rates, was given lower credibility ratings. Respondents also consider the transmitter or source of the information messages in their credibility ratings. Highest ratings were given to local sources and transmitters of information. Also important to respondents was how coherent and relevant the information was in relation to local conditions and the concrete experiences of the users.
- Important Characteristics of Communications Media. The four key study audience groups coincided in their views that message should be transmitted in the different local languages that are spoken in Guatemala, as well as respecting local customs and traditions. In a similar fashion, all the audience groups preferred messages that related real world stories of real life situations and provided impartial information without the tendency to manipulate messages to the benefit of the sender. Finally, respondents welcome more effort at communication through open dialogue forums that provided opportunities to share opinions and information about the conditions that citizens of the country confront.

c. Perceptions of USAID

- Recognition of USAID as a US Government Agency. In general there exists knowledge about USAID among all audience groups included in the study. An average of 71 percent recognize USAID by name and 41 percent indicate that it is a development cooperation agency. About 33 percent of respondents

recognize USAID as a government Agency and 91 percent understand that USAID originates and operated from the United States.

- Knowledge About the Work of USAID. As might be expected few respondents understand the nature of the work that USAID conducts. About 23 percent - of the 71 percent who know about USAID at all – indicated not knowing anything at all about what work USAID performs; 47 percent of the respondents surveyed know ‘a lot’ about USAID’s work in Guatemala. The majority of respondents among the audiences groups recognize the nature of the projects and program areas in which USAID works but associate those projects and programs more directly with USAID’s implementing partners than with the Agency itself.
- Opinions about USAID and Other Donor Stakeholders. In general a positive perception of USAID prevails among the audiences groups surveyed. About half of the survey respondents (41%) consider the work of USAID as ‘good’. The priority attributes of USAID work contributing to a positive impression of USAID among respondents includes the support the Agency provides through projects it funds, particularly through workshops and training for capacity building in health, food security, climate change, the rights of women and youth and climate change. As regards, negative perceptions attributed to USAID, although infrequent in nature, are the associations that the Agency has with past perceived socio-political ‘imperialista’ events in USG relations with Guatemala. Respondents also criticized that the lack of direct communications with USAID as a cause for the continuation of these perceptions. The audiences groups also advocated for more channels of communication through alliances and partnerships for implementing programs jointly. Direct and indirect participants in USAID programs and projects advocated also for more direct communications that guaranteed their views regarding their needs and suggestions for programs and project to resolved them were taken into account.
- Other Audiences Group Suggestions for USAID. The Study findings underscore the points made so often by audience group respondents that USAID’s development projects should be implemented in ways that take into account the needs, opinions and decisions of the direct and indirect participants and stakeholder actors. The challenge for this type of endogenous development is finding ways for assuring that key local consultation and dialogue become key building blocks in design and implementation. Listening to the needs, ideas and perceptions of their own local realities, engages direct and indirect development program participants directly in building more robust development projects and stronger more enlightened projects implementation, giving the work of USAID in Guatemala more legitimacy and sustainability.

Conclusions

The following are some of the study conclusions aimed at providing inputs relevant for attaining USAID's CDCS Development Objectives and for implementing its development communications strategy.

1. While the concept of development is widely recognized other terms such as 'prosperity' hold particular promise for better communicating USAID's messages. The term 'prosperity' has the potential to engage positive perceptions of the future among USAID audiences. Prosperity is closely associated with positive forces for improvement and advancement; it has an aspirational tone that goes beyond just meeting basic needs to include advancement in economic wellbeing and security.
2. Migration: More a necessity than an Opportunity. Although there is no consensus about the benefits and costs to Guatemala from the migration, particularly to the United States, the study demonstrates a relative agreement among audiences groups that migration: (a) is not a factor they prioritize for improving their lives; and (b) migration is more a response to a necessity than to opportunity. Both the national and diaspora audiences argue that the topic of migration should be examined as much from the standpoint of its impact on the Guatemalan populations as on the resources and remittances it generates.
3. USAID communications should take into account the relative nature of development and Guatemala's persistent structural problems. USAID should take into account the relative development status of the different audiences with which it communicates. Of particular concern among the direct and indirect participants in development programs are the different mixes of structural problems of poverty, income inequality, citizen insecurity, climate vulnerability, and access to land that are on-going barriers to benefitting fully from its development programs.
4. Participation in the develop process should be more inclusive and effective. One clear alarm to emerge from the survey of audiences respondents is the perception that they lack any substantive or effective participation in the programs that affect their lives. This is especially true among women, youth and indigenous populations. There are three types of complaints that survey respondents voiced: a) lack of effective participation, that is, involvement in sharing of opinions and in decision making; b) patterns of discrimination on the basis of sex, ethnicity and age; and c) risks of persecution associated with participation in projects, particularly as leaders. Future develop programs should be designed with the recognition of these concerns and measure taken to address them.
5. The state continues to be a fundamental actor in development. National and local authorities will always be principle stakeholder actors in fostering and directing

development in the country. However, audiences group respondents ranked national representatives and authorities negatively and underscored the lack of their effectiveness at resolving historic structural problems of the country, particularly access to land titles, discrimination because of ethnicity, and income disparity. As a result of this negative perspective on the organs and institutions of government, there is a growing demand for direct participation in the decision making and management of development programs aimed at improved living conditions of Guatemalans.

6. Cercanía, confianza y conocimiento are the 3 C's for effective communication. The survey data show that Guatemalan audiences use a combination of different communications media to obtain and to share information. Social media, while used by all groups of audiences is not regarded and the most trustworthy. There is a clear tendency to trust information that comes from local sources and that contains messaging that reflects the real life situations they face. Some of the most important communications media, therefore, are local assemblies, local (municipal) leaders, workshops and seminars.
7. Education, knowledge generation and social capital investments are showing signs of achieving sustainability. Participants associate education as one of the most relevant areas for sustainable development. Likewise, although all direct and indirect development participants report somewhat high use on the average of mass media and electronic media, they all view the use of workshops and seminars as among the best ways to obtain valuable knowledge. Survey respondents indicate that local development initiatives have planted the seeds of self-confidence and empowerment among local communities giving them the potential for generating and strengthening local social capital and advocating for their progress and security in ways that will improve the likelihood that development initiatives will be sustainable.
8. The digital divide constrains, but does not impede communications. Despite income disparities that characterize the Guatemalan economy and contribute to a digital divide between those with and without access to modern means of communication, it appears from survey respondents in all audiences groups that the use of modern digital and electronic media is more common than anticipated. This offers scope for wider use of communications media for reaching a range of audiences with development messaging.
9. USAID development programs are better understood when their participants have greater access. While the majority of audiences respondents can identify relate to USAID 'branding' of its programs and projects, they report understanding less about specific project activities and objectives. Some national level audiences complain

about the lack of visibility related to USAID programs and insufficient information about what they aim to accomplish and as a result there is a tendency to assign hidden agendas to USAID and USG programs in Guatemala. Audiences respondents were particularly critical of the need for more direct communications with USAID, not just through its implementing partners. All the audiences groups advocated for more and more open channels of communication with USAID so that their voices can be heard and taken into account when USAID makes development program decisions.

Recommendations

The Audiences Study findings suggest a series of recommendations for USAID to consider to achieving the two study objectives: (a) using communications as a tool for setting and achieving its development program objectives; and (b) implementing its development communications strategy, particularly its Social and Behavior Change Communications (SBCC) initiative.

Recommendations for setting and achieving USAID development program objectives.

1. Construct a concept of development that introduces positive connotations (e.g, prosperity) that USAID can adopt to better focus and communicate the objectives of its development assistance programming.
2. Communicate evidence on how USAID programs – past and present - cover critical development areas so that direct and indirect participants and stakeholder actors can better appreciate its work in Guatemala.
3. Demonstrate and address how achievement of greater security is closely linked to achievement of other priority development goals.
4. Highlight the association between the generation of employment and income with USAID's diverse portfolio of development assistance programs.
5. Address land tenure, even if only indirectly, in response to the clear perception by audiences study respondents that land access is closely associated with the overall impact of USAID programs and projects.
6. Address the linkages between socio-environmental conflicts and other diverse development needs including sustainable natural resource management, environmental sustainability and the rights of indigenous peoples.
7. Foster and encourage more direct involvement of Government of Guatemala agencies in USAID development cooperation strategies.

Recommendations for developing and implementing USAID's communications strategy.

8. Utilize study findings about the communications media use preferences, credibility, and characteristics from each of the study audience respondents in producing USAID development messaging.
9. Tap into the potential of digital media, social networks, and mass media radio and television to reach different target audiences, particularly USAID project direct and indirect participants in rural areas, to expand opportunities for dialogue – not just to inform – about development opportunities and approaches.
10. Do it and describe it. At a minimum USAID's identity and image needs to be more closely associated with its 50 years of development work improving the lives of the Guatemalan people.
11. Use USAID development programs in ways that mobilize existing local social capital to further empower communities and enhance the sustainability of the public services and development initiatives.
12. Utilize monitoring and evaluation methodologies to look beyond the hard numbers to assess also the perceptions of program direct and indirect participants that they associate with development and achieving better livelihoods and wellbeing.

Audience Research for Development Communication

USAID/Guatemala

Final Report

This document contains the *Final Report of the Audience Research for Development Communication* produced for USAID/Guatemala by the Monitoring and Evaluation Program (Contract AID-520-C-13-00001), within the subcontract between AGA & Associates (Grupo Aguilera S.A. de C.V.) and DevTech Systems, Inc.

Purpose of the Audience Research

The Audience Research for Development Communication (hereinafter referred to as "the study") is a USAID/Guatemala initiative that seeks to listen to the voices of the different audiences of development programs in the country. The study is an experience of primary and formative research that combines quantitative and qualitative methodologies to gather perceptions about development and communication from the perspective of people linked to the work of USAID in Guatemala.

USAID included the study as part of the Monitoring and Evaluation Program (MEP) in order to generate useful data for the Country Development Cooperation Strategy (CDCS) and its respective development objectives. It is expected that the different offices and implementing partners will apply the results of this study in the design, monitoring and evaluation of USAID programs.

The study has two objectives designed from USAID Guatemala's CDCS communication strategy:

- (1) Generate information and formative research data that can be used for social and behavior change communication (SBCC) strategies; that is, communication that provides the participant's perspective to effectively achieve development results; and
- (2) Provide inputs for the design of public campaigns to position USAID's work; that is, communication that allows sharing of the achieved results.

These objectives intend to reinforce the involvement of Guatemalans in their own development using the best communication mechanisms and establishing a baseline to quantitatively and qualitatively monitor and evaluate the impacts of these objectives. In addition, the findings of the study also serve as an input for USAID's internal communication, which is indispensable to achieve the above objectives and their respective results.

In conclusion, the study covers the three uses of communication that form part of development work: provide inputs for those who manage the programs, build dialogs with audiences and communicate the results of those processes. This study serves as a valuable tool for listening to the perceptions of USAID's development, communication and image among 16 different audiences.

In addition to this report, the findings of the study have been systematized in different formats (executive reports, guides for each audience, multimedia presentation) to achieve the ultimate goal of the research; that the information be used for these three communication processes. The best result that can be obtained is to maximize the listening and dialogue potential that this study is opening with development participants in Guatemala.

Some limitations should be taken into account in reading the findings of the study. First, the study is expected to have some level of response bias typical of face-to-face surveys and interviews, especially in the section on perceptions of USAID. Although researchers used mechanisms to prevent it from being known that the research belonged to USAID, in some cases, especially in the second phase, the selection mechanism made it inevitable that people would know, especially with regard to the direct participants. Second, the study was conducted in places prone to sociopolitical conflict, so people may have felt somewhat reserved to offer their points of view. To reduce these limitations, the study implemented a number of techniques (e.g. anonymity of responses, expert facilitating social researchers) so that subjects could feel confident in expressing their opinions.

Research Design and Methodology

Research Design

The Audience Research is a study of perceptions; that is, the interpretations that people make about facts, situations or issues. USAID/Guatemala went beyond the "hard" data that traditionally make up the monitoring and evaluation exercises of development programs and proposed to know how people perceive that development.

The study was designed combining quantitative and qualitative methodologies and implemented during ten weeks of fieldwork (between May and August 2016). The total sample included 837 people stratified into the four key audience categories in eight departments where USAID works. The combination of methodologies allowed the collection quantitative data useful for statistical analysis, generalizations and comparisons between populations, as well as the design of indicators for future studies. Qualitative data complemented the numerical findings with narratives that provided details and described the dynamics and contexts of the subjects allowing a greater understanding of their realities. Both methodologies provided useful data to draw a

baseline that can be used for future monitoring and evaluation exercises. Also, the combination of methodologies produced a holistic perspective on the complexities of development. The sequence of methodologies best suited to meet the objectives of the study was to first develop a survey to collect general quantitative data and, based on this, develop the qualitative phase to obtain more in-depth relevant data.

The study was designed, developed and analyzed by a team of consultants, experts in various research methodologies and knowledgeable about the region, culture and languages of the populations included in the study. In order to achieve the greatest cultural relevance, effectiveness and validity of information, AGA & Associates formed a multidisciplinary (experts in sociology, communication, agronomy, development), multicultural (indigenous and mestizo, with ability to speak several Mayan languages and work experience in multicultural environments) and multiscale (consultants with extensive experience in study design, field work and data analysis) team.

A technical committee formed by members of USAID, MEP and AGA & Associates discussed the methodology and follow-up conducted during the entire process of the study. The committee proved highly effective during the validation of the study design and provided immediate decision-making during the study.

The following table presents a summary of the methodology used for the quantitative and qualitative phases of the study (Table 1). The corresponding Preliminary Reports provide details on each phase (see Annexes).

Table 1. Summary of Methodology, Audience Research (2016)

	Phase I Quantitative Research	Phase II Qualitative Research
Method	Survey	Focal groups/in-depth interviews
Sample	n= 646	n= 191
Place	Quetzaltenango, Totonicapán, Huehuetenango, Quiché, Alta Verapaz, Baja Verapaz, Petén, Guatemala, United States	Quetzaltenango, Totonicapán, Huehuetenango, Quiché, Alta Verapaz, Baja Verapaz, Guatemala, United States
Instruments	Survey	Interview Guide
Data Analysis	SPSS	Matrix/content analysis

Source: Prepared by research team

Quantitative Research Methodology¹

During the first phase of the study, the team conducted 646 surveys (face-to-face with the exception of the diaspora segment in the United States, which was done digitally), from May 9-18, 2016, in eight departments where USAID currently works in Guatemala (Alta Verapaz, Baja Verapaz, Guatemala, Huehuetenango, Petén, Quetzaltenango, Quiché y Totonicapán)².

The study used a survey as the quantitative research method because it was evaluated as the ideal method to obtain primary data on perceptions of various audiences and to achieve the study's objectives of representativeness, generalization, comparisons and indicator design for monitoring and evaluation.

Population, sample and sample size

Four audiences formed the study population, defined and weighted according to information and requirements provided by USAID:

- *Audience 1 (70%): Direct and indirect participants of USAID programs.* Men and women, 18+ years of age, who participate in USAID programs (direct participants) or reside in regions where USAID programs are implemented (indirect participants).
- *Audience 2 (15%): Local development actors (LDA).* Men and women, 18+ years of age, decision makers, sector representatives or leaders, linked to local development processes or programs, residing in USAID intervention areas. This audience was divided into five sub audiences according to five social sectors:
 - Municipal Government
 - Authorities, leaders or representatives of indigenous people
 - Private businesses or local cooperatives
 - Civil society organizations or academia at the local level
 - Local media
- *Audience 3 (10%): National development actors (NDA).* Men and women, 18+ years of age, decision makers, sector representatives or leaders linked to national development processes or programs. This audience was divided into sector audiences similar to those of Audience 2 as well as three sub audiences of interest to USAID:
 - Central government

¹ For more details on the methodology and logistics for the quantitative research phase, see Annex: *Plan Logístico Investigación Investigación Cuantitativa, Instrumento Cuantitativo, Informe de Supervisión Investigación Cuantitativa e Informe Preliminar Cuantitativa.*

² The department of San Marcos was not included because USAID issued a safety alert for this area at the time of the fieldwork.

- Private businesses or private sector trade organizations
- Civil society organizations
- Academia at the national level
- National media
- International organizations
- USAID implementing partners
- USAID/Guatemala collaborators (employees)
- *Audience 4 (5%): Guatemalan diaspora in the United States.* Men and women, 18+ years of age, of Guatemalan origin, who migrated and currently live in the United States. This audience was divided into two sub audiences:
 - Academic diaspora (migrants in the United States who work in institutions or programs linked to academia)
 - General diaspora (migrants in the United States, in general).

The sampling method for Audience 1 was probabilistic, stratified in 19 municipalities prioritized by their population density and greater presence of development programs in the eight departments where USAID works. The sample size was defined using the equation for calculating samples for finite populations (see Equation 1).

Equation 1

$$n_{opt.} = \frac{Z^2 \times N \times p \times q}{(N - 1) \times E^2 + Z^2 \times p \times q}$$

Where,

N = population size

Z = confidence level (1.96)

p = desired proportion (0.5)

q = difference of desired proportion (0.5)

E = sampling error (0.05)

The research team used the 2016 population projection from the National Statistics Institute (INE) of Guatemala to calculate the proportion of the population 18 years or older for the eight departments of the sample. The total estimated sample was 461 people and an additional 20 percent was added as a replacement quota. The team stratified the sample in proportion to the population 18 years or older in the 19 prioritized municipalities of the eight departments (places where USAID has more current development programs and, therefore, expected greater access to subjects).

The sample was distributed as follows in each municipality: 30% direct participants (people participating in USAID programs, selected through implementing partners) and

70% indirect participants (people residing in places where USAID programs are implemented, randomly selected in places with a high concentration of people; such as markets, squares and parks). Each segment of the sample was weighted to gain a greater participation from women and youth, both populations of special interest to USAID and sometimes underrepresented in sampled program participants. Thus, the sample was weighted 50-50 for women-men and 70-30 for youth (18-29 years) and non-youth (30+).

The study used non-probability, convenience sampling for audiences 2, 3 and 4. The research team constructed a sampling framework with lists of subjects identified as "key informants" who fulfilled at least three characteristics: (1) currently linked to development processes or programs; (2) referred to as knowledgeable, reliable informants; and (3) representative of the audience or sub audience in question. For audience 4, the diaspora in the United States, the study implemented the snowball sampling method with chain referrals through digital communications offering anonymity, knowing that some of the informants in situations of illegal migration may feel vulnerable. Table 2 summarizes the study sample showing the number of surveys planned and the number of surveys conducted, by key audience.

Table 2. Quantitative Phase Sample, Audience Research (2016)

Audience		Surveys Planned	Surveys Conducted	Percent of Total
Audience 1: Direct and Indirect Participants	Direct Participants	138	138	21
	Indirect Participants	323	323	50
	Subtotal	461	461	71
Audience 2: Local Development Actors (LDA)	Municipal government	19	26	4
	Authorities/leaders/indigenous representatives	16	16	2
	Businesses and cooperatives	19	23	4
	Local media	19	19	3
	Civil society organizations/academia	19	23	4
	Subtotal	92	107	17
Audience 3: National Development Actors (NDA)	Central government	5	4	.5
	Private sector businesses and organizations	5	3	.5
	Academia	5	4	.5
	Civil society organizations	5	5	1
	National media	5	4	.5
	International organizations and USAID personnel	20	20	3
	Subtotal	45	40	6
	General diaspora of Guatemalans in US	30	31	5
	Academic diaspora of Guatemalans in US	10	7	1

Audience	Surveys Planned	Surveys Conducted	Percent of Total
Audience 4: Diaspora in the United States	40	38	6
Subtotal			
Total	638	646	100

Source: Prepared by research team

The research team designed a questionnaire as the data collection instrument containing 49 questions, adapted to each audience.³ The content of the instrument was developed according to the conceptual and operational definitions established by the research team and validated by the technical committee (see Annexes on Preliminary Reports). The questions were distributed in four sections and 11 sub sections, corresponding to the research areas:

Instrument

- Development: perceptions about concepts related to development, participation in development projects, importance of areas linked to development, perception of improvement in development, actors related to development
- Communication Use
 - Use of communication to obtain information
 - Use of communication to provide information
 - Credibility of communication
 - Characteristics of messages
- Perceptions of USAID and key actors
- Sociodemographic characteristics

The instruments were validated through three processes: (1) discussion with the technical committee, (2) pilot test to 10 random people who met the requirements of the sample for direct and indirect participants and (3) validation with coordinators/supervisors of fieldwork teams.

Procedure

³ For direct and indirect participants, local and national development actors, the same sections and questions were included in the instrument, but some adjustments were made in the type of language and contextualization of questions at the individual, community and national levels, respectively. For the diaspora, in addition to changes in contextualization, the questionnaire was reduced and format modifications were made since it was conducted digitally, with *Survey Monkey*. For details, see Annex on Quantitative Research Instrument. Given the time constraints of some national development actors, the number of questions in this survey was also reduced and responses were left open.

A logistical coordination team carried out the fieldwork coordination process with the support of the consultants/researchers. USAID implementing partners collaborated to identify direct and indirect participants. The fieldwork was carried out through four teams, each consisting of a coordinator/supervisor and one to four enumerators according to the number of questionnaires to be implemented at each site. Additionally, there were three levels of fieldwork supervision: a general fieldwork supervisor, the quantitative methodologist and a team leader. In order to increase the effectiveness of data collection and cultural relevance, all the field teams had multilingual members originating from or knowledgeable of the region to be surveyed. Prior to fieldwork, the research team held a training session to provide fieldwork manuals and safety protocols to all team members.⁴

Surveys lasted approximately 40 minutes and were carried out in the subject's place of work or daily trafficked area⁵ in order to cause as little interruption in their daily dynamics and respect their social and cultural environments to the maximum extent possible. Researchers followed a verbal consent protocol prior to conducting each survey, which included general information on the study and offered anonymity of the responses. This protocol avoided mentioning that the study was contracted by USAID to avoid bias in the responses. Data collection was initiated simultaneously with all audiences and geographical regions to ensure that all subjects were surveyed with the greatest similarity of sociopolitical context.

For the diaspora, a specialized academic consultant residing in the United States carried out the contact, review of the adapted questionnaire and sending of the digital questionnaire. This procedure was accompanied and validated by members of the AGA's technical team in Guatemala. For the academic diaspora, the digital survey link was provided through a social network ("Professional and Academic Diaspora") and emailed to people referred by leaders of migrant organizations, based on the snowball method.

Data Analysis

The supervisors reviewed the questionnaires (or digital data, in the case of the diaspora) and sent them to the central office for digitization and data analysis. The AGA technical team carried out permanent supervision to ensure the quality of the databases. Once the digitization was complete, the data was reviewed to identify and correct inconsistencies. The systematization and data analysis was performed using SPSS and STATA.

⁴ The fieldwork manual and safety protocol for supervisors and enumerators can be found in the Annex: Quantitative Research Logistics Plan.

⁵ Direct participants were convened at a location near their place of residence and provided with food and monetary compensation for transportation costs.

Qualitative Research Methodology⁶

Phase II of the study corresponds to the qualitative research conducted from July 18 to 29, 2016. This included 16 focus groups (132 participants) and 59 in-depth interviews, segmented according to the key audiences identified by USAID (see audiences described in quantitative research section *Population, sample and sample size*).

The qualitative methodology aimed to identify topics, trends, patterns and relevant details to understand processes, causes, modes and contexts of study phenomena⁷. The study implemented two qualitative methods: focus groups and in-depth interviews. Focus groups were used to develop a discussion with subjects sharing common characteristics (i.e. direct and indirect participants) in a way that allowed the flow of consensus and dissension through a guided conversation on the main study areas. In-depth interviews were conducted with other audiences (local, national and international leaders) given the accessibility, logistics and establishment of trust with key informants⁸.

Population, sample and sample size

The same population was used as identified in the quantitative phase, using non-probability, convenience sampling stratified in proportions similar to those of the first phase (see Table 3. Qualitative Phase Sample, Audience Research). For the focus groups, the participants were identified and invited to participate through the USAID implementing partners in the selected territories, based on the following criteria: a) residence in the territory of study; (b) men and women in equal proportions (in order to conduct focus groups separated by sex), and c) 18 years of age or older, preferably in the range of 18 to 29 years, in order to obtain information from the youth segment that has been defined as a priority audience for the study (this did not exclude participants of 30+ years).

A total of 16 focus groups were conducted, each integrated by four to eight individuals (total: 132 participants). Two focus groups were held in one prioritized municipality (selected according to sample diversity criteria) of each department identified by USAID for this study: one with male participants and one with female participants (total: 65 male participants and 67 female participants). The department of Petén was not integrated into the focus groups because, based on the quantitative findings, it did not present significantly different characteristics relevant for the purposes of this study. In substitution of Petén, two additional focus groups were held in the department of Guatemala: one with

⁶ For more details on the qualitative research methodology and logistics, see Annexes: Qualitative Research Logistics Plan, Qualitative Instruments, Qualitative Research Preliminary Report.

⁷ Lindlof, T. R. & Taylor, B. C. (2002). *Qualitative communication research methods*. (2da. Ed.). Thousand Oaks, CA: Sage.

⁸ Lindlof & Taylor, Op. cit.

diverse participants consistent with the profile of USAID project participants in other departments (e.g. basic level of studies, work in service areas such as taxi drivers, waiters, domestic services, etc.) and the other with USAID Guatemala staff members. The two focus groups corresponding to the department of Guatemala were carried out with indirect participants (youth in areas of social conflict), since the direct participants are intermediary organizations (e.g. Public Ministry).

A total of 59 in-depth interviews were conducted in the seven departments. Five interviews were conducted in each municipality, one for each of the local audiences (municipal government, private sector, civil society, indigenous authorities/leaders and communication means) for a total of 35 interviews with local actors. In the capital, 14 in-depth interviews were conducted, two for each of the national audiences.

In the United States, 10 in-depth interviews were conducted, five for the general migrant diaspora and five for the academic diaspora.

Table 3. Qualitative Phase Sample, Audience Research (2016)

Audience	Sub Audience	Focus Groups Planned	Focus Groups Conducted	Proportion of total – Focus Groups	Interviews Planned	Interviews Conducted	Proportion of total – Interviews
Audience 1: Direct or Indirect Participants	Men	6	6	37	0	0	0
	Women	6	6	37	0	0	0
	Youth (indirect)	2	2	12	0	0	0
	Citizens (indirect)	1	1	6	0	0	0
	Subtotal	15	15	93	0	0	0
Audience 2: Local Development Actors (LDA)	Municipal government	0	0	0	7	7	12
	Businesses and cooperatives	0	0	0	7	7	12
	Civil society	0	0	0	7	7	12
	Indigenous authorities	0	0	0	7	7	12
	Local media	0	0	0	7	7	12
	Subtotal	0	0	0	35	35	60
	Audience 3: National Development Actors (NDA)	Central government	0	0	0	2	2
Businesses/private Sector		0	0	0	2	2	4
Civil society		0	0	0	2	2	4
Academia		0	0	0	2	2	3
National media		0	0	0	2	2	3
Implementing partners		0	0	0	2	2	3
International organizations		0	0	0	2	2	3
USAID personnel		1	1	0	0	0	0
Subtotal	1	1	7	14	14	24	
Audience 4: US Diaspora	General diaspora	0	0	0	5	5	8
	Academic diaspora	0	0	0	5	5	8
	Subtotal	0	0	0	10	10	16
Total activities		16	16	100	59	59	100
Total participants		132	132	100	59	59	100

Source: Prepared by research team

Instruments

For data collection, the research team designed a focus group discussion guide, an in-depth interview guide and an observation guide (for reporting non-verbal elements). Slight adaptations were made for the USAID focus group and the diaspora interviews in the United States. As in the quantitative phase, the instruments were validated prior to their implementation.

Procedure

The same logistic coordination team and fieldwork consultants/coordinators conducted the focus groups and interviews. Although the number of members of each team was reduced (given that the sample was one-third smaller than in the quantitative phase),

teams were formed so that each had at least one member from the previous phase, in order to guarantee the knowledge of the study, and local facilitators to ensure the sociocultural context. The field teams were multilingual in the languages of the indigenous people, in case it was necessary to translate/interpret data collection processes. One focus group was conducted entirely in the Mayan language (San Juan Cotzal, Quiché).

The selection and invitation of participants was similar to that in the quantitative phase (with support from implementing partners and local contacts of coordinators). Likewise, a training session was conducted with the consultants/coordinators and the qualitative research team supervised the fieldwork.

All interviews and focus group sessions in Guatemala were conducted in person, with an average duration of 60 and 120 minutes, respectively. All focus group participants were provided with a meal and reimbursed accordingly for the cost of transportation (some participants lived nearby and did not require transportation).

As in the quantitative phase, the resident expert in the United States conducted the fieldwork for the diaspora including the selection and contact of interviewees and implementation of the interviews (some in person and others by telephone or Skype).

Data Analysis

The data from each interview or session was systematized through thematic matrices. Immediately after finishing each focus group individual reports were written on each session and used as input for data analysis. Subsequently, a report was developed integrating interview and focus group findings from the seven geographic areas.

Finally, the consultant team conducted a discussion on the findings and an integrated data analysis. In addition, the team carried out data analysis by audience to provide specific recommendations for each group (see Annex: Audience Guidelines).

Research Findings and Discussion

Data from each phase of the study was analyzed separately in two reports: Preliminary Quantitative Report and Preliminary Qualitative Report (see Annexes). After this individual analysis, an integrated analysis was conducted to provide an overview of the study variables with the data from both phases. In addition, an integrated analysis was developed separately for each of the audiences to facilitate the practical application of the data in the Audience Information Guides (see Annexes).

Below, we present a summary of the sociodemographic characteristics of the sample followed by the most important findings for the integrated analysis of the study, addressing each of the three central areas of the study: a) development, b) communication and c) perceptions of USAID.

Sociodemographic Characteristics

In general terms, the study sample has demographic characteristics similar to those reported in recent national surveys on the Guatemalan population (e.g. Living Conditions Survey, ENCOVI 2014). Characteristics describing the quantitative research sample include: 45% women, 68% youth (18-30 years of age), 39% self-identified indigenous, 74% with Spanish as their first language and 50% in the lowest income level (between Q100 and Q3,000). The education variable is the only one that is significantly different from the data reported in sociodemographic measurements at the national level, with higher levels of education in the sample: 36% high school education, 15% university education and low percentages with little or no formal education.

The sociodemographic characteristics of the diaspora in the United States presented different trends from the rest of the sample, except for sex, which remained the same with 51% women. The diaspora sample self-identified above the youth threshold (100%, 31-68 years old), mestizo/ladino (97%), Spanish as a first language (100%), highly educated (65% with university studies), and medium-high income level (40%, USD 500 to USD 3,000 per month, equivalent to Q4,000 to Q20,000 per month). These particular characteristics of the diaspora may be due to the fact that most of the respondents belong to the academic diaspora or are professionals over 30 years of age.

The characteristics of the quantitative and qualitative research samples are similar, as they were based on the same population. For the qualitative phase, each audience was integrated proportionally with participants who met the same sociodemographic characteristics of the first phase, only adapting the sample to the qualitative methods.

Perceptions on Development

The study addresses four sub-dimensions of development: a) concepts related to development, b) participation in projects linked to development, c) priority development areas, and d) perception of improvement in development.

*“...development is synonymous with living better;
through employment opportunities and support through projects,
families have a better quality of life.”*
(Interview, Civil Society Member, Momostenango, Totonicapán)

Concepts related to development

Both the quantitative and the qualitative phases included questions to measure perceptions on the three words related to development, prioritized by the study: a) *development* (perception of the literal word, without translations); b) *live better* (a concept to operationalize development for participants and local actors), and c) *prosperity* (a term used in the Northern Triangle’s Alliance for Prosperity Plan). The qualitative phase also included the word *poverty*.

In general, the first three words produced mainly positive connotations, associated with concepts such as: improvement, advancement, opportunities and good living (the latter mainly in the case of participants and local audiences). There were some negative connotations associated with the term *development*, related to ideas about taxation, capitalism and exploitation of natural resources (the latter more related to extractive industry, such as open-pit mineral mining).

The terms *development* and *live better* appear intimately related and interdependent. Respondents primarily associated *prosperity* with abundance, advancement, overcoming and achieving goals. It is perceived as a stage after the satisfaction of basic needs and can be considered as aspirational (in the future). Respondents link this term to the individual and family, not so much to the community.

Comparing audiences, there is a predominant tendency among participants and local actors to use these terms in a collective context (related to family or community), mentioning priority areas (mainly employment, health, education, land and resources necessary for its production) and associating them with projects that benefit people. On the other hand, national development actors perceive development in more integral terms (e.g. integral development of people and the environment).

Poverty was generally perceived as the lack of the minimum resources necessary to live. There is a predominant tendency to associate it with the lack of food and lack of knowledge necessary to change one’s reality. Education, in its formal and non-formal

modalities, is conceived as an alternative to access to better job opportunities and overcome poverty.

Another predominant trend is the perception that the lack of land and the resources necessary for its production are fundamental causes of poverty. Respondents identify climate change as a factor that exacerbates this situation and, therefore also, poverty, since it affects the loss of crops and the availability of food. The State is also identified as being responsible for generating opportunities to combat poverty in the country.

Some perceptions, though less reiterated, blame the poor for the situation in which they live with arguments such as laziness and lack of will or desire to work. Others perceive poverty as a consequence of the armed conflict that the country lived. There are also some perceptions relating poverty to the high number of children and alluding to the fact that poverty can be material but not necessarily spiritual.

At the geographical level, there are no substantial differences in the perception of poverty. However, given that agriculture is not their primary economic activity, settlements located in the outskirts of Guatemala City do not identify land access as a direct cause of poverty, but it is represented in the housing problem.

Participation in development projects

Two questions about participation were included in the quantitative phase. The first was whether respondents had participated in development or improvement projects in their community/ country (according to the type of audience) in the last five years. About half of the respondents claimed to have participated in projects.

However, disaggregating the figures by audience, only 56% of direct participants indicated that they participated in development projects, despite being part of the sample of project participants identified by implementing partners.⁹

The second measure of participation asked respondents whether they had participated in planning and decision-making processes. Overall, the percentages were reduced (average 45%) with 41% of direct participants reporting participation in these processes¹⁰ (see Table 4. Participation in Planning and Decision Making, by Audience). To interpret these findings, the reasons for (low) participation were addressed in the qualitative phase.

⁹ Other results, by audience: national development actors, 83%; local development actors, 74%; and indirect participants, 37%.

¹⁰ The remaining results by audiences were: national development actors, 52%; local development actors, 60%; and indirect participants, 28%.

Table 4. Participation in Planning and Decision Making, by Audience (2016)

Audience Type	No (%)	Yes (%)
Direct Participants	58.82	41.18
Indirect Participants	71.79	28.21
Local Development Agents (LDA)	39.36	60.64
National Development Agents (NDA)	47.62	52.38

Source: Prepared by research team

“[Lack of participation] has to do with cultural patterns as well as imposition from the State, the government.”

(Interview, Representative of the San Juan Ostuncalco Municipal Government)

In the qualitative phase it was found that, overall, the subjects perceived participation in development projects as an invitation for their presence, but ineffective in that their opinions were not taken into account for decision making. This explains why a high percentage of respondents, despite having been identified as being participants in current programs, do not see themselves as protagonists of these processes.

Other reasons stated as limitations to participating in development initiatives included: a) lack of time, given that participation is contingent on meeting basic needs and activities for daily sustenance; b) exclusive participation spaces, with power concentrated in actors from the economic sector, businesses and men; c) criminalization of leaders and political risks; d) corruption in decision-making structures, so that regardless of participation, the “same people as always” make the decisions; and e) imposition from the outside, which reduces the sense of belonging and motivation to participate.

The qualitative phase also explored specific limitations for the participation of populations that are often excluded: women, youth and indigenous peoples.

“In my community women participate. The problem is that we are heard, but not taken into account because the man dictates and decides.”
(Female Focus Group, Momostenango, Totonicapán)

With respect to limitations on the participation of women, respondents perceived significant advances in women's participation at the local and national levels. However,

the perception predominates that *machismo* and traditional power structures limit the effective participation of women in decision-making. Men continue to be (true to the history and culture of the country) those who lead decision-making processes, have access to better educational opportunities and manage economic resources (household income, inheritance of goods).

Respondents reported that women have the additional challenge to reconcile their participation with their work in the home and care for their children. It was also expressed that women do not access decision-making spaces because their opinions are not valued.

The perception predominates that youth participate little in development projects/processes. This low participation is associated with the disqualification of their opinions due to lack of experience and the consideration that young people are not "mature" enough to assume responsibilities in development projects/processes. Some local actors pointed out that this perception may be associated with the fact that in the ancestral culture there is a perception that political participation and development are roles that should be played by older men, not youth.

Another cause of low participation is the practice of inviting and opening spaces only to young educated people, excluding those who did not have access to education. In addition, the study identified that the dependence of young people on their families limits their decision-making capacity and commitment to development projects/processes, given that they require the approval and support of their family.

Another recurrent trend in the findings, especially in the perceptions of participants and local actors, is linked to a high level of stigmatization of youth, as being responsible for crime. In various narratives, respondents expressed that young people participate little because they are involved in criminal acts and, in some cases, they are even held responsible for insecurity and violence in the communities, as they engage in loitering and drug and alcohol consumption.

Young people expressed that they do not feel taken into account and that they are only invited to "fill a requirement". They also demanded opportunities for knowledge and work, as well as entertainment options in their communities.

"... the lack of participation in planning and decision-making processes responds to historical structures of exclusion, racism and marginalization of indigenous peoples."
(National Representative of Local Media)

Respondents perceive that despite the country's progress in recognizing the rights of indigenous people, racism still limits their participation. The narrative of various audiences, especially NDA, denotes polarization in positions regarding the participation of indigenous peoples, but also projects a certain level of discrimination, although not directly expressed. Some point out that they have been "manipulated" by external actors, while others say that communities should be helped to escape exclusion.

It is considered that, in community, the indigenous people have their own spaces for decision making. However, at the local and national levels, access to decision-making and advocacy spaces is reduced. Another tendency points to the lack of unity and representative organization of the rights and demands of indigenous peoples as limiting their participation.

Actors responsible for promoting development

The analysis on participation in development initiatives surveyed perceptions about who is responsible for promoting development in the community or country, depending on the type of audience (local or national, respectively).

Respondents pointed to central and municipal governments as the primary actors responsible for development promotion (average 85%). This may be closely related to the negative perceptions toward these actors (see section on Perceptions of USAID and other actors), given that by attributing high responsibility and poor management effectiveness, negative perceptions become more acute.

Respondents also acknowledge themselves (i.e. citizens), non-governmental organizations (NGOs), international cooperation agencies and departmental governments as a secondary source responsible for promoting development (see Table 5).

Table 5. Perception of Actors Responsible for Promoting Development (2016)

	Primary (Average 85%)	Secondary (Average 60%)
Actor	Central government Municipal government	Citizens NGO International cooperation agencies Departmental governments

Source: Prepared by research team

Prioritized development areas

*“All aspects are important for a better life
as they complement each other”*
(Women’s Focus Group, Chisec, Alta Verapaz)

In general, both the quantitative and qualitative findings indicate that the perception of development is multidimensional or integral, associating high value to each of the areas related to it, with the exception of migration.

In the quantitative phase, a table was designed with 16 areas linked to development. The areas were identified based on the study’s definition and operationalization of development (see Annex) and USAID’s development objectives and areas of work. In order to obtain a rating of relevance and prioritization of these areas, subjects were asked to evaluate how important each of them was for a better life.

Quantitative data show a pattern in 14 of the 16 areas that were rated with high percentages of importance for a better life (average of 81% as "very important"). Only migration (internal and external) showed a different pattern, with low scores of importance (average 30% as "very important"), suggesting that it is not perceived as relevant for a better life (see Table 6).

**Table 6. Degree of Importance of Development Areas (2016)
(Percentage)**

Development Variable	Not Important	Somewhat Important	Very Important
Access to basic services	1.64	4.77	93.59
Infrastructure	1.15	15.46	83.39
Employment and income generation	1.32	4.11	94.57
Food	1.15	3.45	95.07
Health	0.99	2.14	96.88
Education	0.82	1.97	97.20
Security and justice	1.48	6.74	91.78
Opportunities for women	1.64	7.89	90.46
Opportunities for men	2.96	13.32	83.63
Environment and natural resource management	3.78	10.36	85.86
Citizen participation	2.96	17.27	79.77
Opportunities for youth	2.14	13.32	86.51

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Land access and tenure	4.93	22.20	72.86
Respect for indigenous peoples	3.78	12.34	83.72
Internal migration	26.64	40.63	31.58
External migration	33.05	37.82	27.70
Average	5.65	13.36	77.16

Source: Prepared by research team

In the analysis by audience and sociodemographic variables (i.e. sex, region, youth, ethnic self-definition) the same pattern remained. The Guatemalan diaspora in the United States showed a similar pattern with lower percentages for migration and land access and tenure.

Quantitative data also show a pattern in the five relatively higher rated areas: health, education, food, employment and income generation and access to basic services. Only the NDA audience rated security and justice among the most important areas (see Table 7).

**Table 7. Ranking of Priority Development Areas, by Audience (2016)
(Percentage "Very Important")**

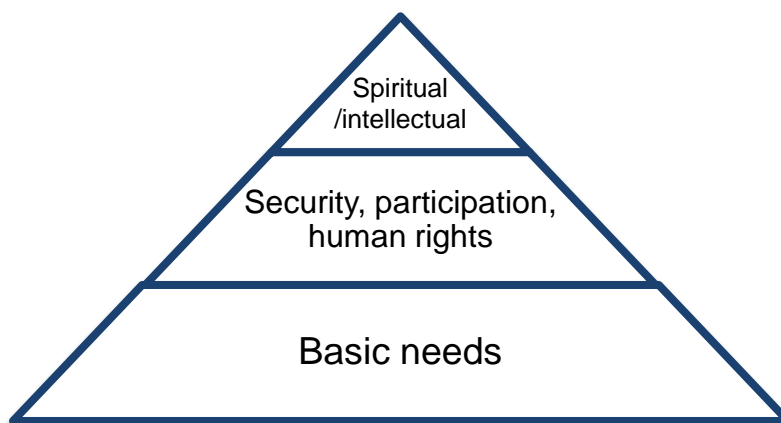
Rank	Audience			
	Direct Participants	Indirect Participants	LDA	NDA
1	Health (99.35%)	Education (98.43%)	Food (96.81%)	Employment and Income Generation (83.33%)
2	Education (99.35%)	Health (96.55%)	Health (98.94%)	Health (85.71%)
3	Food (98.04%)	Food (96.24%)	Education (95.74%)	Security and Justice (85.71%)
4	Employment and Income Generation (96.73%)	Employment and Income Generation (95.92%)	Access to Basic Services (93.62%)	Access to Basic Services (85.71%)
5	Access to Basic Services and Opportunities for Women (94.77% each)	Access to Basic Services (94.04%)	Employment and Income Generation (93.62%)	Education (83.33%)

Source: Prepared by research team

Based on the quantitative results, respondents were asked for their multidimensional/integral perception of development areas and the prioritization of some of these areas. In addition, the study sought perceptions on migration as a factor linked (or not) to development/living better.

In general, the qualitative findings confirmed the results obtained in the quantitative analysis. The findings suggest that an integral or multidimensional perception of development predominates, valuing aspects related to development. However, there was a tendency to prioritize these areas in three levels (see Figure 1).

Figure 1. Prioritization of Development Areas (2016)



Source: Prepared by research team

The first of these levels focuses on the satisfaction of basic needs including employment, health, education, housing and food. The second level is oriented to the needs of better living conditions, such as security, citizen participation and respect for human rights. Violence and disrespect for human rights are associated with the generation of insecure environments that limit the actions of the population. The third level is related to the satisfaction of spiritual and intellectual needs, such as developing a tranquil, trusting, peaceful and harmonious environment with entertainment options, social relationships and the possibility of acquiring greater knowledge in areas of interest.

A comparative group analysis showed a different trend by sex. Women tend to prioritize activities related to the family and meeting basic needs, which become strategic for development, such as access to water, education, health, and electricity. Men prioritize opportunities for economic growth, improvements in agricultural production, access to employment and forms of income generation.

“People migrate out of necessity, not because they want to.”
(Interview, National Development Actor)

In general, the findings show that migration is seen as a necessity rather than an opportunity. Poverty and lack of opportunity are identified as the root causes of migration. The reason for migrating is predominantly associated with the pursuit of economic prosperity and the limited access to land and the resources needed for its production.

Positions on migration cover a wide spectrum, with the extremes in favor of and against migration. The first of these trends perceives migration in a positive way, as a factor of family and community development, when migrants take advantage of and manage the economic resources they obtain. The purchase of land and housing and provision of education to the family are associated with the good use of resources.

The second trend is an intermediate perception of migration, neither totally positive nor negative. This focuses on migration as an alternative to access economic resources that improve the living conditions of the family, but does not identify it as a development factor or an alternative for a better life. For example, family disintegration and social violence are attributed to migration as a result of lack of youth orientation.

The third trend considers migration as a negative factor for development and a better life. It is associated with family disintegration, social violence, transculturation and loss of life during the journey.

At the geographical level, there were no significant differences in considering migration as an alternative for higher income to meet family needs. However, in Jacaltenango, Huehuetenango, the perception is less negative. This may be due to an additional migration factor not seen in any other territories, linked to trade or work in Mexico, which respondents described as a form of temporary, not permanent, migration.

For the diaspora, migrating to the United States has represented an improvement in their educational opportunities, pay, job opportunities and being part of the middle class. The study identified differences for migrants with or without an academic background. Professional migrants emphasize that their formation is more valued in United States. However, migrants with less formal education, little knowledge of English or without documents, expressed a more precarious and limited situation in which they are more likely to be exploited and discriminated against. These migrants with less formal education are more vulnerable to "self-marginalization," living in an unstable situation, which limits their opportunities to live better and the overall development of their communities. It is suggested that the Government of Guatemala (GOG) offer more information to those who want to migrate on the challenges, dangers, and the fact that

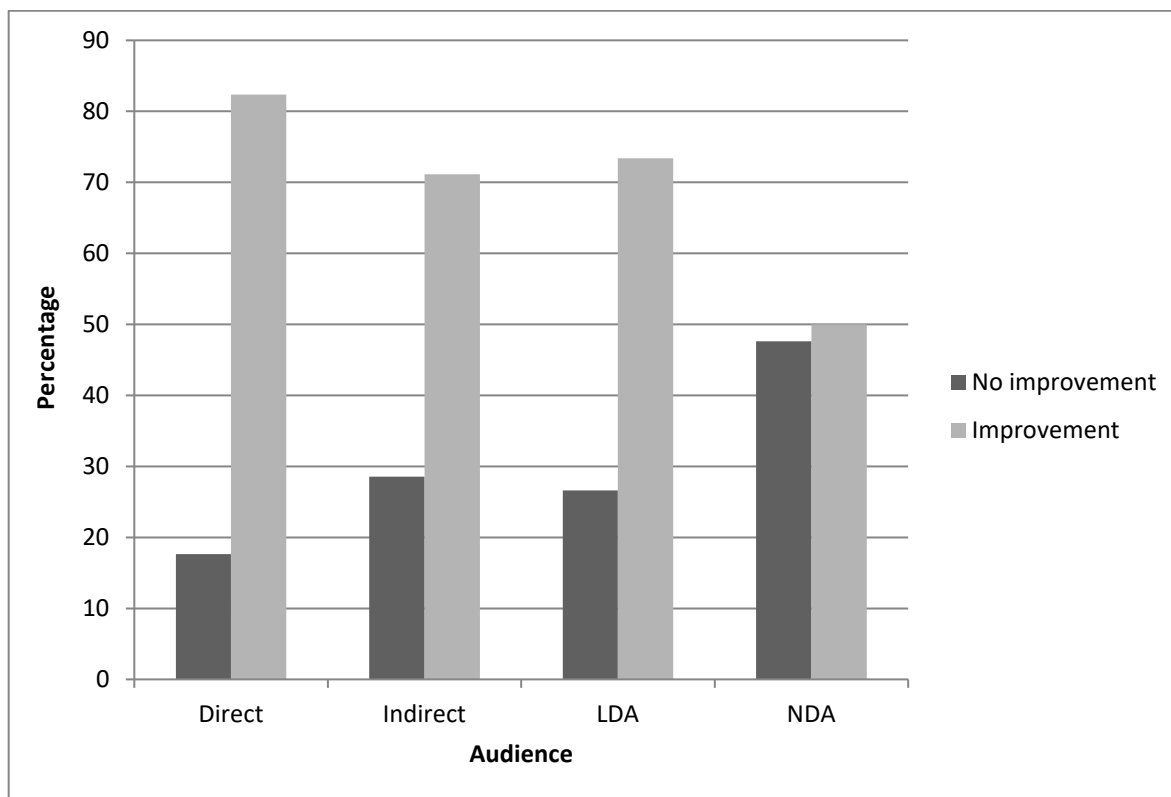
without professional preparation, immigrants are exposed to problems of exploitation and discrimination.

Perceptions of improvement

Since development was operationalized as "living better", the study measured the level at which the respondents perceived an overall improvement and in which areas (of the 14 areas identified in the study) they specifically prioritize those improvements. Overall, 73% perceive that they are better than they were five years ago.

When comparing audiences, the highest perceptions of improvement are observed among direct participants (82%), local development actors (73%) and indirect participants (71%). National development actors reported a lower proportion of perceived improvement in the country (50%), possibly because this audience was asked about the improvements at the country level and their responses were based on information rather than mere perception (see Figure 2).

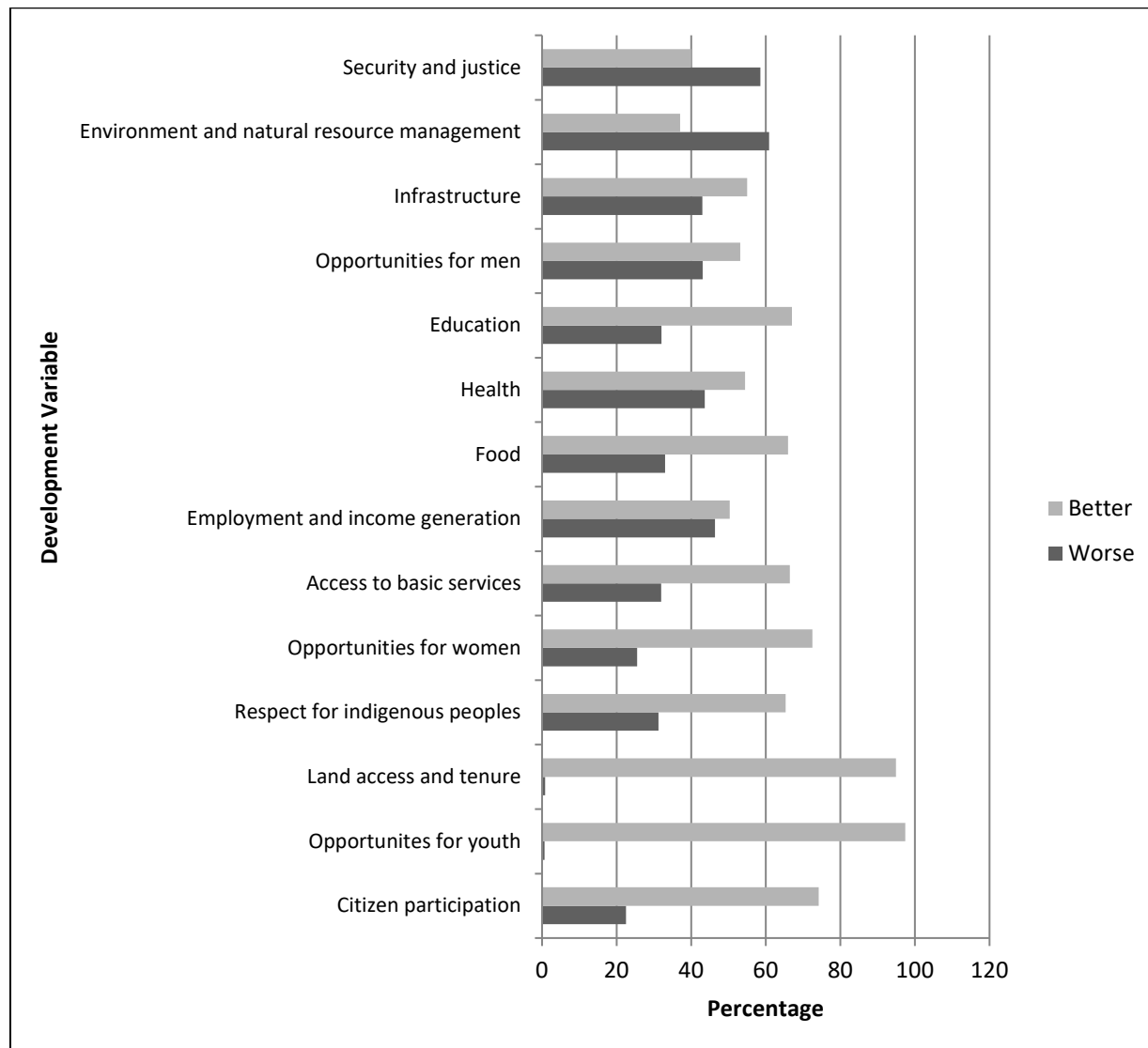
**Figure 2. General Perception of Improvement, by Audience (2016)
(percentage)**



Source: Prepared by research team

When asked specifically about the areas related to development, a similar pattern was obtained in all but three of the fourteen areas (in order of perception of improvement: 1) Environment and natural resources management (37%); 2) Security and justice (40%), and 3) Employment and income generation (50%) (see Figure 3).

**Figure 3. Perceptions of Improvement, by Development Area (2016)
(percentage)**



When comparing audiences, the general trend was maintained and a pattern was evident in the higher rated areas of perceived improvement, such as: opportunities for youth, land access and tenure, opportunities for women, citizen participation, respect for indigenous peoples, health and education (see Table 8).

Table 8. Ranking of Perception of Improvement in Prioritized Development Areas, by Audience (2016) (Percentage "Has Improved")

Ranking	Audience			
	Direct Participants	Indirect Participants	LDA	NDA
1	Opportunities for Youth (96.73%)	Opportunities for Youth (98.12%)	Opportunities for Youth (98.94%)	Opportunities for Youth (90.48%)
2	Land Access and Tenure (94.12%)	Land Access and Tenure (96.55%)	Land Access and Tenure (93.62%)	Land Access and Tenure (88.10%)
3	Opportunities for Women (74.51%)	Opportunities for Women (73.04%)	Citizen Participation (80.85%)	Citizen Participation (85.71%)
4	Citizen Participation (70.59%)	Citizen Participation (72.41%)	Opportunities for Women (77.66%)	Respect for Indigenous Peoples (52.38%)
5	Food (70.59%)	Education (72.10%)	Access to Basic Services (69.15%)	Security and Justice (52.38%)

Source: Prepared by research team

Overall, the quantitative findings of the study show high perceptions of improvement in the prioritized development areas, but notably in opportunities for youth and land access and tenure. The qualitative phase further investigated areas of perceived improvements and overall, the narratives show that the population perceives a relative improvement in the country, compared to five years ago. That is, there is a perception that progress has been made, but this does not mean that the situation is good or that one lives well.

“We have advanced in some things, but not improved in everything”
(Interview, Civil society member, San Juan Ostuncalco, Quetzaltenango)

There was a tendency to identify improvements in access to basic services and opportunities (health, education, infrastructure), as well as citizen participation, protection through human rights laws and institutions, and anti-corruption developments specifically related to the former president, Otto Pérez Molina, and vice president, Roxana Baldetti.

With regard to perceptions differentiated by sex, women identify advances in the opportunity to attend workshops/trainings that allow them to improve agricultural production, income and access to food. Men perceive setbacks in the increase in the cost

of agricultural production and dependence on monoculture, as well as the lack of employment opportunities.

The diaspora's perceptions were more negative than those of the rest of the audiences. Respondents reiterated that improvements in Guatemala have been inequitable and served only a small percentage of the population. This audience reported a perceived deterioration in public services, security, and corruption, especially in the previous government. They also recognize the complex situation of lack of credibility in politicians combined with corruption and narcoactivity that diminish wellbeing.

The qualitative phase also specifically addressed areas identified in the quantitative phase of perceived stagnation or setbacks such as security and justice (e.g. gang violence, extortion and citizen insecurity); environment and natural resource management (particularly the impact of climate change on crop loss); employment and income generation; land access and means for its production. Below we mention some specific nuances in each of these areas.

“There is no improvement, development brings problems for the environment. For example, oil companies and palm plantations have damaged the environment.”

(Interview, Business Sector Member, Chisec, Alta Verapaz).

In terms of the environment and natural resources, respondents perceive a level of concern, especially with regard to three aspects: the inability to cope with climate change, socioenvironmental conflicts and the lack of knowledge to improve natural resource management.

Respondents perceive that the lack of development causes climate change to more greatly effect certain populations, especially given the negative impact on agricultural production. Also, practices for the cultivation of certain crops are perceived as damaging to the environment and not rewarding farmers with better economic conditions (e.g., oil palm).

Social conflict and the criminalization of leaders linked to the defense of natural resources is another aspect associated to setbacks in the environment and natural resource management. Specifically, respondents see the presence of companies that exploit natural resources and pollute the environment as negative, mentioning mining, hydroelectric industries and palm oil production. This finding was especially identified in San Juan Ostuncalo, Quetzaltenango and San Juan Cotzal, Quiché. The audiences stress that the absence of adequate legal frameworks generates or exacerbates conflict (e.g. water law, mining licenses).

In addition, respondents mentioned the need for support to increase knowledge: workshops and information regarding improvements in crop management, natural resources, new forms of agricultural technologies, and irrigation systems.

*“...[the main problem is that] there are no employment opportunities,
nor access to economic resources.”*
(Interview, National Development Actor)

Among all audiences, employment opportunities are the predominant requirement/demand. Given that unemployment results in the lack of economic resources to meet the basic needs of families, respondents associate this with impoverishment and lack of access to development opportunities. When differentiated by sex, women demand access to projects/products to improve family life through different productive activities in their daily environment. On the other hand, men demand opportunities to improve agricultural production and labor alternatives.

“You cannot live better or develop if you live in an unsafe place.”
(Interview, Businessman, Salamá, Baja Verapaz).

Contrary to expectations, perceived improvements in security and justice did not repeatedly emerge in the qualitative research narratives, possibly due to other prevailing concerns such as basic needs (health, food, crops) and the "naturalization of violence" (i.e. becoming accustomed to living in an environment with violence).

However, overall, respondents directly linked security to development and living better. The findings show a perception of security linked to development in three dimensions: violence, living conditions and socioenvironmental conflict.

First, with regard to violence, respondents identified setbacks due to delinquency and extortion, both mentioned as ways of life that generate insecure environments and do not allow the mobilization of the population. However, some progress has been made, such as the presence of security forces and local courts, associated with the existence of laws and advances in human rights.

Another dimension of security is that related to living conditions, such as access to health, education, food and knowledge. Violence against women and domestic violence were identified as insecurity factors. Although less reiterated, family planning was linked as a measure for human security and development. That is, a vision of security as the absence of risks to the integrity of the human being.

Finally, unresolved social unrest is linked to the exploitation of natural resources (mining, hydroelectric plants, oil palm, etc.), creating insecure environments that do not favor development and ways of living better. Less often, respondents identified the tendency to

stigmatize young people as criminals and guilty of acts of violence, due to their attire or presence of tattoos. It is worth noting that in general, there was an absence of comments regarding drug trafficking and the violence generated around this issue.

“... To escape poverty, one has to have land, but land prices are so high that one cannot afford to buy land.”
(Interview, Civil Society Member, San Juan Ostuncalco, Quetzaltenango)

Finally, the study inquired about the perception of improvement in land access and tenure. Contrary to the quantitative findings, the qualitative study showed that it is perceived as an aspect of poor improvement and a primary concern for community development, especially for direct/indirect participants and LDA. The local audiences expressed that it is a serious problem, since the land is the way of life for the majority of the rural communities in the country and closely linked with the worldview of indigenous villages. For that reason, it most greatly affects these villages and transnational corporations are blamed for demanding the sale of land and the exploitation of natural resources.

Respondents cited another problem in the high cost of land and restricted access to it, since the principal means of acquisition is family inheritance. When differentiated by sex, women have greater barriers to land access and tenure because they do not inherit land and do not have the economic capacity to buy it. The audiences coincide in that the State has not had the capacity to promote land access to the population and to solve the historical problem linked to it.

Communication Findings

“Many times, if we are given a flyer, a paper, most of us fold it and put it in our bag and then leave it in our house... talking, giving our opinion, is more interesting. I think the mind is more awake.”

(Women’s Focus Group, Momostenango, Totonicapán)

The second dimension of the study investigated communication preferences, categorized into four areas: 1) use of means of communication to obtain information, 2) use of means of communication to inform others, 3) credibility and accessibility of means of communication, and 4) preferences of characteristics for communication messages. Below, we present the most important general and comparative quantitative data of the key audiences and include details obtained from the qualitative phase. The information will be used to generate strategies, tactics and materials, both within the social and behavior change communication (SBCC) approach as well as for the institutional and internal communication of USAID/Guatemala.

For the purposes of this study, the use of means of communication was conceptualized as all channels, forms and platforms used to receive, broadcast or exchange messages. In other studies or approaches, some of these may be named as sources, emitters, or devices. Five categories were identified:

- Mass media (e.g. newspapers, radio, television, digital newspapers)
- Social media (e.g. Facebook, Twitter, YouTube)
- Electronic means (e.g. text messages, email, chats, websites, blogs)
- Local means (e.g. community assembly, loudspeaker, announcement)
- Institutional means (e.g. municipality, schools, churches, COCODES)

The most important findings from each category are summarized below. Quantitative databases and qualitative tables are available for more detailed and segmented analysis in the future. Also, the digital audio recordings of qualitative narratives are available if further analysis of primary data is needed.

Use of media to obtain information

Overall, quantitative data shows that when people want to get information about a topic they use a combination of all the means of communication at their fingertips, like a toolbox. However, none is used excessively. Adding the percentages of often and rarely used, none of the types of communication surpasses 50% of use.

When analyzing usage preference by type of media, mass media is the most used to obtain information (often, 20.47%; rarely, 28.57%), followed by social networks (often, 25.64%; rarely, 25.15%), electronic means (often, 23.17%; rarely 19.45%), institutional

means (often, 11.57%. rarely, 18.09%) and local means (often, 9.44%; rarely, 15.86%) (see Table 9). One of the reasons for these usage patterns is the very nature of the media. Mass media is more accessible to all types of people at all times, unlike the other means that are more affected by digital gaps (i.e. social networks, electronic means), resources and accessibility (e.g. time and resources to attend assemblies, to go to a municipality, etc.).

**Table 9. Use of Media to Obtain Information (2016)
(Percentage)**

Type of Media	Does not know /No response	None	Rarely	Often	Total
Mass Media	1.91	49.05	28.57	20.47	100
Electronic Means	18.03	39.34	19.45	23.17	100
Social Networks	0.33	48.89	25.15	25.64	100
Local Means	1.06	73.65	15.86	9.44	100
Institutional Means	0.21	70.10	18.09	11.59	100

Source: Prepared by research team

The following is a brief description of the findings by each type of media and the analysis of some relevant data by audience.

With regard to the *use of mass media to obtain information*, respondents prefer radio (music and news), followed by national newspapers, digital newspapers and television. Table 10 shows that this trend is maintained across the audiences, with some differences mainly due to urban/rural use. For example, there is a strong preference by local audiences for the radio: news radio for direct participants (33.33%) and music radio for indirect participants (32.29%) and LDA (37.23%) while newspapers have more penetration with NDA (71.43%). The highest use of television is observed in LDA (27.66% cable TV; 12.77% national TV).

It is important to note is the upward trend of digital newspapers, especially among leadership actors (LDA and NDA).

The Guatemalan population in the United States indicated that they did not use the mass media to know what is happening in Guatemala. However, when they use them, the preference for these respondents is toward native digital newspapers (57%) followed by national newspapers in digital form (25%).

**Table 10. Use of Mass Media to Obtain Information, by Audience (2016)
(Percentage that Reports Use "Often")**

Audience	Type of Mass Media							
	News Radio	Music Radio	Commercial Radio	Local Radio	National TV	Cable TV	National Newspaper	Digital Newspaper
Direct	33.33	31.37	19.61	24.84	3.27	11.11	28.76	12.42
Indirect	30.09	32.29	24.45	26.65	5.96	11.91	31.03	9.40
LDA	32.98	37.23	27.66	10.64	12.77	27.66	19.15	22.34
NDA	19.05	33.33	38.10	11.90	2.38	2.38	71.43	54.76
Average	28.86	33.55	27.45	18.51	6.10	13.27	37.59	24.73

Source: Prepared by research team

As for using social media to obtain information, the social network most used by all audiences to obtain information is Facebook (average use of 49%); with NDA being the audience that uses it most, followed by indirect and direct participants (see Table 11). YouTube has the potential for important use since it has penetrated all the audiences in a similar way, unlike Twitter, primarily used by national actors as it is a social network more directed at urban users with a certain level of leadership. The Guatemalan population in the United States has similar patterns. Using primarily Facebook (65%), followed by Twitter and YouTube.

**Table 11. Use of Social Media to Obtain Information, by Audience (2016)
(Percentage that Reports Use "Often")**

Audience	Social Media			
	Facebook	Twitter	YouTube	Other Networks
Direct	44.44	14.38	15.69	0.65
Indirect	50.16	0.94	17.24	0.94
LDA	39.36	11.70	13.83	1.06
NDA	61.90	57.14	11.90	0.00
Average	48.96	21.04	14.66	0.88

Source: Prepared by research team

As for the *use of electronic means to obtain information*, chats show the highest average usage (51%), followed by email and text message. By audiences, direct and indirect participants mostly use chats, while local and national development agents prefer e-mail (see table 12). Even with the influence of the Internet, text messages continue to show patterns of more homogenous use among different audiences, suggesting that this medium is less vulnerable to the effects of the digital divide in a country with high inequality rates such as Guatemala.

Similarly, the Guatemalan population in the United States showed a higher preference for chats (35%), followed by websites (32%), e-mails (27%) and, to a lesser extent, text messages and blogs (22% and 7%, respectively).

**Table 12. Electronic Means Used to Obtain Information, by Audience (2016)
(Percentage that Reports Use "Often")**

Audience	Electronic means					
	Text Messages	Email	Chats	Blogs	Internet	Other means
Direct	26.80	35.95	49.67	3.92	18.30	0.65
Indirect	23.51	24.76	53.61	2.51	9.72	0.00
LDA	23.40	42.55	35.11	3.19	26.60	0.00
NDA	21.43	78.57	64.29	16.67	54.76	0.00
Average	23.78	45.46	50.67	06.57	27.34	0.16

Source: Prepared by research team

As for the *local means used to obtain information*, respondents primarily report the use of community assemblies (average of use 23%), followed by other means (specific to each locality) loudspeakers, announcements, closed circuits (e.g. radios in markets) and leaders (see Table 13). All audiences maintained the same trend, with the exception of NDA and the diaspora whose questionnaire did not include this item.

**Table 13. Local Means Used to Obtain Information, by Audience (2016)
(Percentage that Reports Use "Often")**

Audience	Local Means					
	Loudspeaker	Closed Circuit	Assembly	Announcement	Leaders	Other means
Direct	9.15	5.23	28.76	3.92	4.58	22.88
Indirect	10.66	0.31	24.76	6.27	5.02	16.30
LDA	18.09	9.57	38.30	6.38	4.26	30.85

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NDA	2.38	0.00	0.00	0.00	0.00	2.38
Average	10.07	3.78	22.96	4.14	3.46	18.10

Source: Prepared by research team

As for the *use of institutional means to obtain information* (institutions where people go to seek information), audiences reported the highest ratings for municipalities (average use 26%), followed by citizens (23%), NGO (21%), universities (21%), international cooperation agencies (20%) and local committees (19%) (see Table 14). In the analysis by audience, direct and indirect participants and LDA primarily seek information in the municipalities, while NDA seek information with international cooperation organizations (52%), NGO (45%) and universities (43%).

**Table 14. Institutional Means Used to Obtain Information, by Audience (2016)
(Percentage that Reports Use "Often")**

Audience	Institution					
	Municipality	Citizen	NGO	University	International Cooperation	Local Committee
Direct	22.88	16.34	15.69	12.42	9.15	13.73
Indirect	19.75	12.23	8.46	9.40	6.90	12.54
LDA	37.23	35.11	14.89	18.09	11.70	26.60
NDA	23.81	28.57	45.24	42.86	52.38	21.43
Average	25.92	23.06	21.07	20.69	20.03	18.57

Source: Prepared by research team

For comparative purposes, Table 15 summarizes preferences for obtaining information, taking into account all media.

**Table 15. Ranking of Media to Obtain Information, by Audience (2016)
(Percentage)**

Audience	No.	Type of Media				
		Mass Media	Social Networks	Electronic Means	Local Means	Institutional Means
Direct participants	1	News Radio (33.33%)	Facebook (44.44%)	Chats (49.67%)	Assembly (28.76%)	Municipalities (22.88%)
	2	Music Radio (31.37%)	YouTube (15.69%)	Email (35.95%)	Other (22.88%)	Citizens (16.34%)
	3	National Newspaper (28.76%)	Twitter (14.38%)	Text messages (26.80%)	Loudspeaker (9.15%)	COCODES (15.69%) NGO (15.69%)
Indirect participants	1	Music Radio (32.29%)	Facebook (50.16%)	Chats (53.61%)	Assembly (24.76%)	Municipalities (19.75%)
	2	News Radio (30.09%)	YouTube (17.24%)	Email (24.76%)	Other (16.30%)	Church (18.50%)
	3	National Newspaper (31.03%)	Twitter (0.94%)	Text messages (23.51%)	Loudspeaker (10.66%)	COCODES (15.67%)
Local Development Agent (LDA)	1	Music Radio (37.23%)	Facebook (39.36%)	Email (42.55%)	Assembly (38.30%)	Municipalities (37.23%)
	2	News Radio (32.98%)	YouTube (13.83%)	Chats (35.40%)	Other (30.85%)	Citizens (35.11%)
	3	Commercial Radio (27.66%) Cable TV (27.66%)	Twitter (11.70%)	Internet (26.60%)	Loudspeaker (18.09%)	Local Committees (26.60%)
National Development Agent (NDA)	1	National newspaper (42.86%)	Facebook Group (71.43%)	Email (73.08%)	Assembly (40.48%)	NGO (45.24%)
	2	News radio (26.19%)	Twitter (64.29%)	Chats (38.10%)	Other (26.19%)	International Cooperation (40.48%)
	3	Digital Newspaper (21.43%)	Facebook (40.48%)	Internet (54.76%)	Announcement (7.14%)	Central Government (40.48%)

Source: Prepared by research team

When comparing media preferences for the diaspora, it should be noted that the data collection instrument only contained questions on the use of mass media, social media, and electronic means (local and institutional means do not apply). In general, this audience showed a similar use of mass media to the audiences in Guatemala.

Although the use of digital newspapers presented the highest value (91%), television, radio and national newspapers followed closely. Preferences among the different social networks were also similar with Facebook as the most used medium (91.89%), followed by Twitter and YouTube. The electronic means most used is chat, followed by emails (See Table 16).

**Table 16. Ranking of Media Preference to Obtain Information, Diaspora (2016)
(Percentages)**

Audience	No.	Type of Media		
		Mass	Social network	Electronic
Diaspora of Guatemalans in the United States	1	Digital Newspapers (32.04%)	Facebook (65%)	Chats (35%)
	2	National Newspapers (16.5%)	Twitter (32.%)	Internet (32.50%)
	3	Cable TV (15.53%)	YouTube (8%)	Email (27.50%)

Source: Prepared by research team

Use of media to provide information

The quantitative research included measuring the use of media to inform others. In general, it can be seen that audiences are currently more receptors than generators of information. Therefore, the use of means to provide information is relatively low. An average of 70% of the total sample indicated not using or rarely using media to provide important information. Thirty percent (30%) reported use of media to provide information, following patterns similar to those of media use to obtain information.

Table 17 shows a summary of preferences for media used to provide information, following similar patterns to those used to obtain information presented in the previous section, with the greatest difference marked by the greater use of cable television to generate information.

**Table 17. Ranking of Media Used to Provide Information, by Audience (2016)
(Percentage)**

Audience	No.	Type of Media				
		Mass	Social Network	Electronic	Local	Institutional
Direct participants	1	National Newspaper (7.19%)	Facebook Group (41.83%)	Chat (54.90%)	Assembly (26.14%)	Municipalities (16.34%)
	2	Local Radio (5.88%) National TV (5.88%)	Facebook (20.26%)	Email (37.91%)	Other (22.22%)	COCODES (14.38%)
	3	Cable TV (5.23%) News Radio (5.23%)	Twitter (7.84%) YouTube (7.84%)	Text Message (34.64%)	Loudspeaker (7.84%)	Cooperative (11.76%) School (11.76%)
Indirect participants	1	Local Radio (11.60%)	Facebook (39.18%)	Chat (50.78%)	Assembly (29.15%)	Municipalities (18.50%)
	2	National TV (10.34%)	Facebook Group (16.61%)	Text Message (30.41%)	Other (17.87%)	COCODES (15.99%)
	3	Cable TV (9.09%)	YouTube (6.58%)	Email (25.39%)	Loudspeaker (7.21%)	Cooperatives (11.91%)
Local Development Actor (LDA)	1	Local Radio (38.30%)	Facebook Group (29.79%)	Email (39.36%)	Assembly (46.81%)	Municipalities (40.43%)
	2	Cable TV (21.88%)	Facebook (28.72%)	Chat (34.04%)	Other (43.62%)	COCODE (37.23%)
	3	News Radio (10.64%)	Twitter (5.32%)	Text Message (24.47%)	Loudspeaker (26.60%)	COMUDE (26.60%)
National Development Actor (NDA)	1	National Newspaper (42.86%)	Facebook Group (71.43%)	Email (73.08%)	Assembly (40.48%)	ONG (45.24%)
	2	News Radio (26.19%)	Twitter (64.29%)	Chat (38.10%)	Other (26.19%)	International Cooperation (40.48%)
	3	Digital Newspaper (21.43%)	Facebook (40.48%)	Internet (54.76%)	Announcement (7.14%)	Central Government (40.48%)

Source: Prepared by research team

One of the factors to explain the low use of media to provide information to others may be the limited access to the media that people currently have. Mass media are concentrated in the capital city and urban areas. Digital media are more accessible, including rural areas. However, the cost of Internet or cellphone services become another obstacle in rural areas

To complement the quantitative data, the qualitative phase delved into arguments and contexts in the use of communication (both to obtain and provide information). Predominant trends in media use were identified: a) urban/rural, b) young people associated with a (negative) use of social networks, and c) preference for nearby, interpersonal means that generate knowledge.

Rural/urban influence on access and use of communication means

Among the predominant tendencies in the use of means of communication, the rural/urban situation was found to be a condition for use and access. Rural areas prefer the use and access to the different forms of radio: national, regional, and local. While the use of television is conditioned to urban areas for reasons such as access to electricity and the use of social networks is linked to the economic capacity to contract Internet service, as well as technological knowledge. Respondents at the rural level reported less use of the national written press, since its circulation is concentrated in the municipal and departmental areas. In addition, data shows the frequent use of non-smart phones and text messages for the exchange of information.

Youth use more social networks, but it is perceived in a negative way

Another trend evidenced in the qualitative research is the association of the use of social networks with young people, who have the greatest knowledge and access to technology. However, its use is not perceived for obtaining and/or providing of information, but rather for entertainment. Therefore, there is a tendency to consider that young people waste time and learn bad habits with the frequent use of social networks.

Audiences prefer close, interpersonal media that generate knowledge

Although different means are used, there is a preference for means that are considered close to one's reality, interpersonal and that generate some kind of knowledge, such as workshops and seminars. In some cases, Internet use is associated with a negative influence for young people, much like television previously was.

Credibility in the Media

"The person sharing a message should be known"

(Male Focus Group, San Juan Ostuncalco, Quetzaltenango).

The study showed that the usage of means of communication does not reflect the level of credibility toward such communication. In general, the quantitative data shows that the patterns of use do not follow the credibility of the media (i.e. respondents do not trust all the means they use). This may be one of the reasons why they use media diversity, although not in high percentages. Table 18 shows the level of credibility (operationalized in the instrument as a "confidence level") attributed by the respondents to the different types of media. In general, all media types show a similar distribution, with lower percentages of high credibility and higher percentages of little or no credibility. Respondents reported the highest credibility (sum of "little" and "high") in local means, institutional means and mass media. Though of high use, users do not perceive social networks as credible.

**Table 18. Credibility in the Media (2016)
(Percentage)**

Type of Media	Does not know/ No Response	None	Little	High	Total
Mass means	3.60	35.80	37.21	23.39	100.00
Social networks	5.21	44.08	37.50	13.21	100.00
Electronic	4.97	42.76	30.46	21.81	100.00
Local means	5.21	53.89	17.65	23.25	100.00
Institutional	1.85	39.31	34.61	24.22	100.00

Source: Prepared by research team

Table 19 summarizes the credibility results, grouping the means of communication according to credibility levels in three categories: low, medium and high.

Table 19. Characterization of Credibility Level of Means of Communication (2016)

Low credibility	Medium credibility	High credibility
Announcements Local Newspapers Regional Newspapers Websites Social Media	National and Cable TV Radio National Newspapers Leaders Institutions	Neighborhood Associations Church Community Assemblies

Source: Prepared by research team

The qualitative phase complimented the quantitative data on credibility in the media. The transmitter and/or source of information act as an important factor for the credibility that the population assigns to the information. Respondents positively value the information if the transmitter is a local person with the trust and respect of the community. Information is also considered more credible if it is coherent and related to the reality of the territory where it is transmitted, such as appealing to concrete experiences close to the population.

Characteristics of communication messages

In addition to evaluating media preferences and credibility, the study included questions on respondents' preferences regarding the form of messages based on a list of characteristics, such as language, illustrations, content type, etc. Based on the information collected, the four key audiences for this study agreed that it is very important that messages be transmitted in the different languages spoken in Guatemala, respecting local culture and customs. Similarly, audiences prefer dialogued messages that present real-life stories and unbiased information without manipulation, while taking into account the opinion or situation of the citizens. They prefer receiving messages with drawings or illustrations and printed materials, presented in a novel way and with informational messages. However, it should be noted that less than half of the respondents indicated giving importance to fun messages and messages communicated with attractive music.

**Table 20. Ranking of Message Characteristics, by Audience (2016)
(Percentage)**

No.	Message Characteristic	Percentage by Audience			
		Direct	Indirect	LDA	NDA
1	Respect for traditions	81.70	79.31	88.30	71.43
2	Local languages	81.70	77.43	84.04	69.05
3	Taking into account opinions	79.08	75.24	82.98	73.81
4	Not manipulating audience	69.93	68.34	72.34	66.67
5	Better understanding the subject	64.05	59.87	63.83	69.05
6	New way	60.78	55.8	62.77	76.19

Source: Prepared by research team

Regarding the design of materials and communication processes, the qualitative research reinforced the quantitative findings. It emphasizes the importance of the use of native languages, as well as promoting the participation and involvement of the population in the processes. There is a preference for visual messages, which include the use of audiovisuals, billboards and posters. Also, the generation of fun and dynamic messages is positively valued. With regard to media, respondents prefer the use of interpersonal and group communication processes, such as assemblies, workshops, talks, etc.

The diaspora highlighted a preference for simple messages, campaigns of popular education with direct messages and messages expressed by leaders or organizations that are trusted and known by the people. Respondents positively associate forms such as radio and soap operas to transmit specific messages regarding responsibility, habits, and sexual education. This audience also recommended a combination of radio and television/press since people listen to the radio, but also need visual support to recall information or data.

The diaspora also reiterated that messages be short in duration given that many people do not have time to read but rather prefer to quickly obtain abbreviated, entertaining and to the point information.

Related to international cooperation and its agenda, it is recommend that audiences be segmented and known in-depth (public sector, private sector, population in general and specific populations).

Findings on Perceptions of USAID

“A decision is being made from above, not directly from the organization itself. Yes, it helps us, but it’s not really what is needed... USAID must understand that needs are born from the organization.”

(Male Focus Group, San Juan Cotzal, Quiché)

One of the objectives of the study is to provide inputs to develop institutional communication strategies that will allow USAID to effectively share the achievements of its work with its key audiences in order to strengthen its image. The management of communication and the institutional image also requires the management of internal communication and the institutional identity of external processes.¹¹ Therefore, the study’s findings on Perceptions of USAID provide a baseline to assess what audiences

¹¹ Capriotti, P. (2009). *Branding corporativo: Fundamentos para la gestión estratégica de la identidad corporativa*. Santiago de Chile: Business School Universidad Mayor.

know and perceive of USAID in order to strengthen the management of institutional and internal communication in the future.

The findings of perceptions of USAID are presented in four areas: 1) recognition of USAID, 2) knowledge of USAID work, 3) opinion of USAID and other actors, and 4) suggestions for USAID.

Recognition of USAID

In order to work on institutional communication with key audiences, one must first evaluate the recognition that these audiences have of the institution. In general, USAID has a high level of recognition among the audiences (71%). The study considered three elements for USAID's recognition: visual and verbal identification, identification of the type of institution and identification of its country of origin.

Visual and verbal identification of USAID

To measure the identification of USAID, researchers presented an image of the institutional logo to respondents and their form of pronunciation was noted. If they did not know the logo, the name was mentioned by its acronym read in Spanish ("USAID" and/or "A-I-D") and respondents were asked if they knew the institution (only the NDA audience did not receive the visual, but only verbal test). The predominant form of pronunciation (59%) was "USAID" as read in Spanish, followed by "A-I-D" and "U-S-AID" (See Table 21).

Table 21. Knowledge of Pronunciation of USAID, by Audience (2016)

Position	Audience			
	Direct participants	Indict participants	LDA	NDA
1	USAID (65.36%)	USAID (44.83%)	USAID (62.77%)	USAID (54.76%)
2	U-S-AID (9.15%)	U-S-AID (11.60%)	A-I-D (12.77%)	A-I-D (23.81%)
3	A-I-D (6.54%)	A-I-D (5.02%)	U-S-AID (9.57%)	U-S-AID (16.67%)
4	Aydé (4.6%)	Aydé (2.5%)	Aydé (6.4%)	Aydé (0)

Source: Prepared by research team

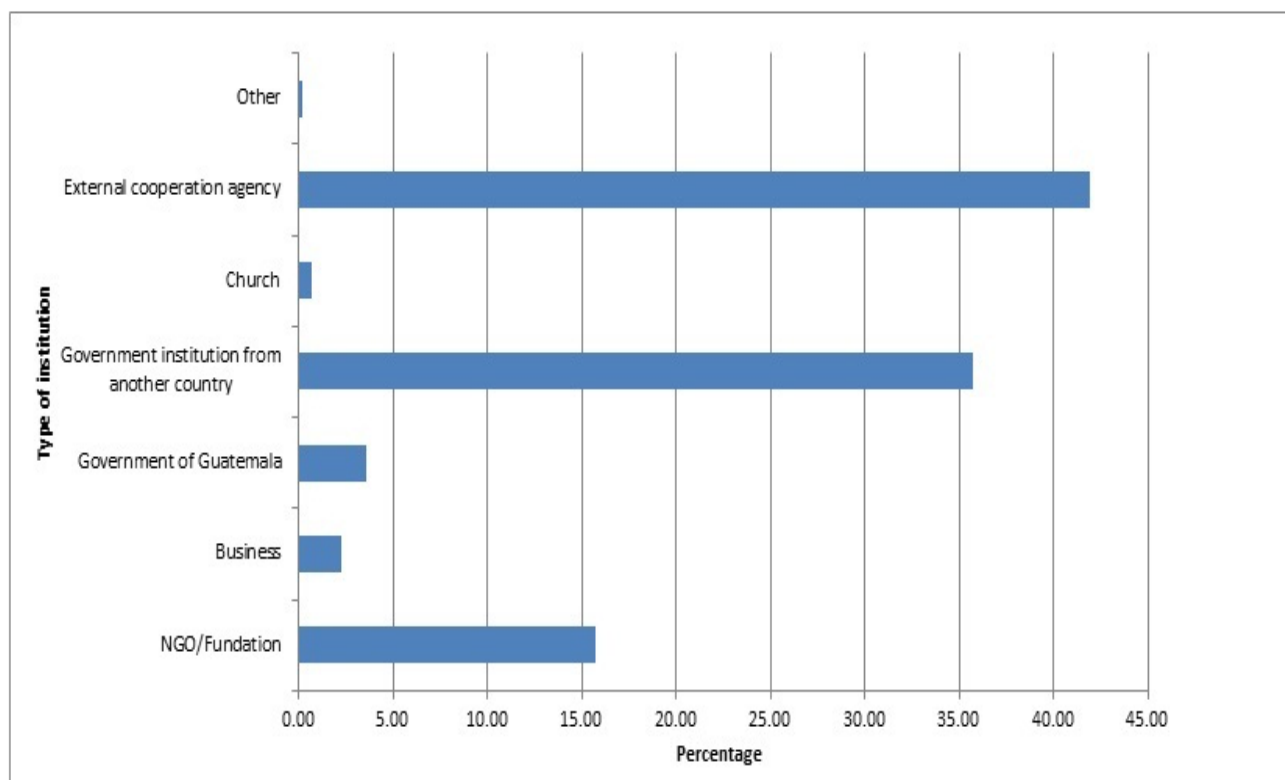
Seventy-one percent (71%) of respondents indicated recognizing or having some knowledge of the institution. As for the pronunciation of the acronym, about 59% of respondents pronounced the term "USAID" (read in Spanish) and about 7% pronounced "U-S-AID" (that is, the acronym in English). Twenty nine percent (29%) said they did not know the acronym and therefore, no further questions were asked about the institution.

The qualitative findings reaffirm the quantitative findings. In general, there is greater awareness of the USAID logo. There is a pattern of high knowledge of USAID associated with food delivery. It is recognized that USAID works in Guatemala on projects or as an international cooperation institution from the United States.

Recognition of the type of organization and country of origin

Regarding the type of organization, 41% (of the 71% that recognized USAID) indicated that it is an international cooperation agency and 33% reported that it is an agency representing the government of another country. On a smaller scale, 15% indicated that USAID is an NGO and about 30% (grouping smaller percentages) reported that USAID is another type of organization, such as a non-profit or civil society institution (see Figure 4).

**Figure 4. Recognition of Type of Institution (2016)
(Percentage)**



Source: Prepared by research team

About 91% (of the 71% who recognized USAID) indicated that it was from the United States of America.

Sixty nine percent (69%) of the diaspora in the United States identified USAID as a cooperation institution of another country and 31% recognized it as a government institution of another country.

Knowledge of USAID work

Overall, respondents reported a low level of knowledge of USAID’s work. Twenty three percent (23%) (of the 71% that recognized USAID) said they did not know about the agency's work and 47% of the same sample said they knew little. The smallest proportion, 29%, reported being very familiar with the work the institution performs (see Table 22).

**Table 22. Knowledge of USAID Work, by Audience (2016)
(Percentage)**

Audience	None	Little	Much	Does not know/No response	Total
Direct	9.92	51.15	38.93	0	100
Indirect	35.81	46.98	16.28	0.93	100
LDA	20.69	50.57	27.59	1.15	100
NDA	0.00	21.21	78.79	0.00	100
Average	23.18	47	29.18	0.64	100

Source: Prepared by research team

Opinion of USAID Work

Respondents were asked to rate the USAID work they recognized by area (in categories of bad, regular and good). The overall rating was medium-high, with more than half of the sample (57%) rating the agency's work as good (see Table 23).

**Table 23. Opinion of USAID Work by Development Area (2016)
(Percentage)**

Development Area	Bad	Regular	Good	Does not know/No response
Youth Opportunities	4.80	23.2	55.2	16.80
Security and Justice	3.60	23.7	55.4	17.27
Employment and Income Generation	2.83	24.5	72.6	0.00
Food	0.51	23.6	66.2	9.74
Health	3.79	21.8	64.5	9.95
Education	2.16	22.2	70.3	5.41
Citizen Participation	6.25	23.4	57.0	13.28
Opportunities for Women	4.41	25.7	55.9	13.97
Land Access and Tenure	10.81	18.9	45.9	24.32
Respect for Indigenous Peoples	3.88	25.2	55.3	15.53
Access to Basic Services	2.53	22.8	59.5	15.19
External Migration	5.88	31.4	37.3	25.49
Infrastructure	1.47	25.0	51.5	22.06

Source: Prepared by research team

Perceptions of USAID and other actors

Table 24 shows the overall results of perceptions toward key development actors. The representatives, Government of Guatemala (GOG), Guatemalan and foreign businessmen have the highest percentages of negative perceptions. Respondents reported divided negative and positive opinions toward the United States Government (USG) and US citizens. Indigenous peoples, international cooperation, communication means, and activists or social organizations obtained the highest ratings of a positive perception.

**Table 24. Perceptions of USAID and Other Development Actors (2016)
(Percentage)**

Actor	Positive	Neutral	Negative	Does not know/No response
Government of Guatemala	32.24	0	64.8	2.8
International Cooperation	70.56	0.16	26.97	0.16
Representatives	13.82	0	83.72	2.47
United States Government	48.57	0.16	47.04	4.28
United States Citizens	44.9	0.16	50.49	4.44
Activists/Social Organizations	59.7	0	37.01	3.29
Guatemalan Businessmen	38.98	0	57.24	3.78
Means of Communication	60.86	0	36.35	2.8
Foreign Businessmen	40.13	0	55.59	4.28
Indigenous People	77.47	0	19.41	3.13

Source: Prepared by research team

Although isolated, there were negative references associated with USAID's link to the United States, as "imperialists" with negative political interventions in the past in Guatemala. These comments were mainly observed in San Juan Cotzal and Huehuetenango.

USAID work is linked to the financing of workshops and trainings in health, climate change, food security and nutrition, as well as women's and youth rights. Respondents identify AGEXPORT, PAISANO, USAC, UNICARD, FEDECOVERA, SHARE, the World Food Program, Mercy Corps, Save The Children and Rainforest Alliance as implementing projects with funds from USAID.

In general, USAID's work is perceived as positive for the country's development. However, some direct participants state that they do not like the support being provided through the State or other entities. They call for direct linkages with local organizations for decision-making and a reduction of the use of consultancies or intermediaries that do not respond to the real needs of the communities. Likewise, they ask that projects be diversified according to the needs of the different population sectors. Respondents also criticize the lack of sustainability and dependence generated by some of the projects. Specifically, support was requested to improve skills and knowledge (e.g. scholarships, workshops, technical assistance, etc.).

A positive perception of USAID predominates because projects generate capacity and contribute to solving social problems. However, there are also some negative trends that link USAID work to citizen control actions by the United States in Guatemala, as well as

influencing public opinion to accept and promote megaprojects that exploit natural resources.

At the geographic level, there is greater knowledge of USAID and its work in the municipalities of San Juan Ostuncalco and San Juan Cotzal.

The diaspora audience reports a positive perception of USAID support for education, health and community development (rural roads, drinking water, support for agricultural production [snow peas, cantaloupe, mango exports] and artisanal projects). Respondents agreed that the agency's work is positive, necessary, and important although some noted that it is somehow palliative and limited. Respondents consider USAID's work important, but believe that the nature, consistency, and permanence of projects (whether initiated or not) depend on the current ambassador or governmental agendas, and that there is an image and visibility that needs to be maintained, especially on controversial political issues such as the genocide trial. Some respondents consider that there are projects that represent a lot of money and generate bureaucracy/business with no real impact in improving the country.

Respondents suggested the importance that sectors of the Guatemalan population know more about USAID's work, purpose and impact (provide evaluations of their impact on the country's development), as these aspects are not well understood. Likewise, respondents suggested working at the local and community development level, with special emphasis on identifying problems and solutions with the most horizontal or bottom-up participation, listening more to project participants.

Conclusions

The Audience Research for Development Communication was conducted as an exercise in dialogue that seeks to listen to the opinions of USAID Guatemala's key audiences in terms of development, communication and work performed in the country. With this objective in mind, we present some conclusions below in order to provide inputs that are particularly relevant to the fulfillment of the development objectives and the communication strategy in its various components (i.e. SBCC, institutional and internal communication).

While the concept *development* is recognized –associated with living better—other terms such as *prosperity* hold a particular promise for better communicating USAID’s messages

Given that the word *development* was the basis of this study and is used in USAID's work narratives (publications, speeches, materials), it was extremely important to evaluate the audience's perception of this concept. In general, the concept was highly recognized by all audiences. Although there is no literal translation in indigenous languages, the word is recognized and interpreted with a positive connotation, closely associated with living better. Other keywords predominantly associated with development include advancement, opportunities and good living (the latter, especially mentioned in the western and northwestern populations of the country).

Generally, definitions of development arising from direct and indirect participants had a collective context, mentioning the family and/or community and associated with covering basic needs (e.g. health, food and housing) and access to better opportunities (e.g. education and employment).

Despite the predominantly positive meaning of the term development, some negative connotations emerged (albeit marginally and especially in local audiences), relating the concept with imposition, capitalism and the exploitation of natural resources. These negative connotations appear indirectly reiterated in other dimensions of the study, such as addressing the issue of participation (requiring that they be heard and not imposed), areas for improvement (reporting that some development projects exploit and damage natural resources and people's lives) and perceptions of USAID (criticizing that the agency responds to a capitalist system with its own interests that do not look out for the most needy).

The term *prosperity* has the potential to capitalize on positive perceptions among the key audiences within the framework of the Alliance for Prosperity in the Northern Triangle. The word also has a positive meaning, associated with improvement and overcoming, contextualized in the future, in an aspirational tone. That is, prosperity is something that

is desired, an indicator of improvement in living conditions, a higher stage reached after having covered basic needs.

Poverty is perceived as the lack of the minimum resources necessary to live with dignity. It is directly associated the lack of land and resources for production, food and knowledge to transform one's reality (formal or informal education).

Development is understood from a multidimensional, integral and prioritized perspective

The concept of development is complex, consisting of different areas that represent people's needs and expectations, which are closely linked to one another. This idea of development coincides with the theoretical formulations of integral human development.¹² Responses to factors identified of greatest importance for a better life also give an idea of people's priorities in more specific terms. In general, a prioritization is perceived that resembles Maslow's Hierarchy of Needs (1943), where the highest priority is to meet physiological needs (food, health, housing), prior to other needs such as participation, security and spirituality.

In this dimensional prioritization of development areas, direct and indirect participants have a special concern for access to employment/income generation and education opportunities. This finding suggests that people may be valuing these two factors as sustainable mechanisms for better living conditions and a way of leaving paternalistic schemes. That is, they prefer to "learn to fish, rather than only receiving the fish".

Migration: need rather than opportunity

Although there is no overall consensus on the benefits or damages caused by migration (internal and external), the study shows a relative agreement that: a) it is not a priority factor to live better and b) it represents the response to a need, rather than an opportunity. Among local actors, perceptions vary about what causes migration, between positive radical positions that say that it is the only way some families manage to give housing and education to their children, and negative positions that blame it for family disintegration, risks and deaths. Both national and diaspora audiences criticize that the human problems that the migrants face must be approached, beyond the subject of generation of resources and remittances.

USAID communications should take into account the relative nature of development and Guatemala's persistent structural problems

¹² For example, the United Nations Development Program (UNDP) proposes a development concept that includes the direct enhancement of human capacities and the creation of the conditions necessary for development as two of its fundamental dimensions.

In both general and specific terms, audiences perceive progress in their personal, family and/or national situation in most areas related to development (with the exception of employment and income generation, environment and natural resources management and security and justice). This is a finding that may be associated with the fact that the study takes perceptions in regions where USAID works and their positive impact on the lives of people in those areas. However, the perception of improvement is relative and refers to advances they perceive in their living conditions compared with five years ago. The different audiences expressed that there are still structural problems in the country that need to be addressed. Although some progress has been made in areas such as access to basic services and infrastructure, structural problems such as poverty, lack of employment, citizen insecurity, environmental vulnerability and limitations on land access persist and are reflected at all levels, though with differences by region and local circumstances. For example, insecurity in land access and tenure has been singled out as one of the major drivers of poverty in rural areas; while in urban areas, citizen insecurity is the central element.

The audiences identified limitations on land access and tenure, damage to the environment and natural resources and climate change as areas that had not improved; specifically, audiences mentioned situations such as the lack of knowledge to face climate change, lack of land access, projects that exploit the natural resources and the emergence of socioenvironmental conflict.

Environmental degradation and the unsustainable use of natural resources were highlighted, mainly by direct and indirect participants, as elements that directly affect the sources of income, food security and the general way of life of the communities. These actors are particularly vulnerable to the effects of climate change that directly affect their livelihoods (generally agriculture).

Socioenvironmental conflict arises in different areas of the study as: one of the causes of the low participation due to the danger of criminalization of community leaders, the opposition's explanation to projects perceived as exploiting natural resources, a denunciation of lack of security by persecution of leaders, one of the areas of non improvement in the country and one of the reasons to filter the type of projects supported in communities. The most negative perceptions (mainly from direct and indirect participants and LDA) include mining projects and the expansion of palm crops for oil.

Land (and natural resources), as the basis of productive activities, is a central element of the demands and concerns of the rural audiences (both direct and indirect participants). Degradation of those with land and need for those who do not have it, are the two most felt concerns. In addition, this is mentioned as a central element within the culture and cosmovision of the indigenous peoples.

Participation in the development process should be more inclusive and effective

The perception of people receiving benefits from USAID projects is a sign about their effective participation in them, specifically, of traditionally excluded populations, such as women, youth and indigenous peoples. The findings show that the people do not feel ownership of the projects, which may present a critical constraint to the sustainability that USAID seeks. There are three types of complaints issued by audiences that should be given priority: lack of effective participation (they are invited to participate and give their opinion but their opinions do not affect final decisions); patterns of discrimination (*machismo*, racism and stigmatization of youth); and consequences for those involved (persecution and criminalization of leaders).

We therefore recommend the incorporation of these issues as part of the future strategies to stimulate the participation of the three groups mentioned.

The state continues to be a fundamental actor in development

National and local authorities stand out as the main actors that should directly promote development in the country. However, the authorities representing the State were the most negatively rated (i.e. representatives, central government). They are also referred to as inefficient in solving historical or structural problems (e.g. land, inequality, discrimination). It is clear that there is a high level of frustration regarding the role that the State currently plays and a growing demand for its effective involvement in improving the living conditions of Guatemalans.

***Cercanía, confianza y conocimiento* (closeness, trust and knowledge): the 3 C's for effective communication**

The findings of the study show that the effectiveness of communication in development issues is related to the audience's perception of closeness, trust and knowledge of such communication.

The data show that audiences use a combination of different media, conditioned by urban/rural and accessibility patterns. For example, there is wide use of mass media (e.g. press, radio, TV), electronic means (e.g. cell phones, websites, blogs) and social networks (e.g. Facebook, Twitter, YouTube). However, although there is a trend of greater use of such means, credibility levels are low. In the specific case of direct and indirect participants, there is a predominant tendency to have more credibility in the information that comes from local or institutional sources that transfer messages close to one's reality and have the potential to generate new knowledge. Hence, some of the most

important means for effective communication are community assemblies, churches, schools, leaders and municipalities.

Education, knowledge generation and social capital investment are showing signs of achieving sustainability

Although direct and indirect participants report medium-high usage of mass media and electronic means, when asked about their preferences, they mention seminars and workshops, which provide close, trustworthy relationships within their local dynamics and generate knowledge that they value. This preference for seminars and workshops may be associated with the positioning of education (formal and non-formal) as a fundamental factor for the improvement of life. As an inference from the audiences' narratives, it is clear that development initiatives have contributed to self-confidence and empowerment in communities, with high potential for generating and/or strengthening community social capital, a fundamental factor for sustainable development.¹³

The digital divide limits, but does not impede communications

The findings of the study show that despite the inequalities in the country that emphasize the digital divide; audiences reported a high level of use of electronic means. For example, it is important to note the high use of social networks, chats and digital newspapers, especially among the younger populations, which increases the communication possibilities through these channels for this specific audience.

USAID development programs are better understood when their participants have greater access

The study found that the audiences have a high level of knowledge and, overall, a positive attitude toward USAID as a development organization working in Guatemala. The majority of participants and local actors recognize elements of branding, such as the logo, name of the organization and involvement in specific projects. However, audiences do not know the work done and the impacts achieved in detail. Some audiences, such as NDA and the academic diaspora, criticize the low visibility of the projects and, due to the lack of sufficient information, inquire about hidden interests that may motivate USAID's cooperation in the country.

Most audiences recognize USAID's projects and areas of work, but associate them more directly with the organizations that serve as implementing partners. This gives rise to some criticism for the need of more direct communication with USAID.

¹³ Fukuyama, F. (1995). *Trust: The social virtues and the creation of prosperity* (No. D10 301 c. 1/c. 2). New York: Free press.

In addition, all audiences demanded communication channels to generate and/or strengthen alliances and joint work. Direct and indirect participants specifically requested more direct forms of communication to better ensure that their needs are heard and taken into account in programs and projects.

Audiences agree that development projects should be managed based on the needs, opinions and decisions of the actors themselves. Key elements in the effective management of development interventions include a commitment to development from within, opting for consultation, participation and dialogue with key local actors. Listening to the needs, ideas and ways of perceiving their own reality, involving the most actors possible, accompanying and not imposing, as well as knowing the forms of organization and local-territorial dynamics are valuable assets for legitimate development projects with high potential for sustainability.

Recommendations

Based on the findings in the previous sections, we propose the following recommendations to USAID Guatemala in order to reinforce its work in two specific areas: a) development objectives and strategic program management; and b) strategic communication (with its respective components of SBCC and institutional internal communication).

Recommendations for development objectives and strategic development of programs

- *Build a concept of development that USAID/Guatemala can use as a basic reference for the management of its programs*

The study provides information for a concept of development that combines the vision of institutional work with the perceptions and expectations of the audiences. The consolidation of a development approach is crucial for guiding intervention strategies and programs.

- *Incorporate concepts and keywords associated with development, such as those that were identified in the study as having a positive connotation (i.e. living better, advancing, living well)*

Using common languages strengthens the empathy between those who consider themselves partners of projects. We suggest intentionally incorporating the term *prosperity*, a positive keyword that has the potential to capitalize on positive perceptions among the key audiences, especially in the framework of the Alliance for Prosperity in the Northern Triangle. Similarly, we suggest that USAID distance itself from the terms and ideas identified by the study as having a negative connotation (i.e., capitalism, exploitation of natural resources).

- *Show how the programs cover different areas of development so that participants value the intervention*

Given the findings on the multidimensional nature and the perception of integral developmental areas, it is important to clearly show how programs that appear to have a one-dimensional impact contribute to other areas of development. We suggest this action to increase the value (and, therefore, the identification, appropriation and sustainability) of programs that are not considered a priority by the participants by linking them with others that are.

- *Although the local audiences do not primarily identify insecurity as a problem – perhaps because it has become a norm– demonstrate how security is linked to other needs identified as priorities*

Security is one of the primary investment areas in the coming periods. Therefore, it is necessary to sensitize potential participants of its importance, multidimensionality and links with other priority development areas. It is important to show the different dimensions of work in security and justice (e.g. laws and human rights defense, fight against violence, security to cover basic needs, security in issues of social and environmental conflict) and their respective effects on the improvement in people's lives and positive links to other areas of integral human development. Otherwise, if participants in the intervention areas demand education, health and employment and receive safety programs, this may weaken their motivation to effectively participate in the programs.

- *Associate employment and income generation with USAID programs*

Although some initiatives are not directly aimed at employment and income generation, it is advisable to show some edge in which other interventions can positively capitalize on employment generation. In addition, the demands for employment differentiated by sex (i.e. women prefer jobs that they can perform in their family environments), should be addressed.

- *Although USAID does not currently work on land access and tenure programs, it is important that this issue be strategically addressed, although indirectly, since it is highly related to the perception of improvement of the project participants*

The issue of land access can be indirectly addressed through environmental projects or alternatives for income generation, as they prove to be closely related. Given that some narratives, mainly in NDA, expressed a lack of knowledge or misunderstanding of the value that land holds for rural populations, especially indigenous peoples, we also suggest the promotion of awareness of this issue in other audiences.

- *The issue of socioenvironmental conflict appears repeatedly in the study, associated with other development areas, such as natural resources management, security and rights of indigenous peoples. Therefore, we suggest that this issue be approached from the perspective of these related development areas.*

The intensity of the socioenvironmental problem can be inferred from the response of local audiences regarding their preference of projects, "everything, except mining". We recommend that USAID recognize the importance of discussing the

socioenvironmental issue, identified as a priority and associated with various development areas.

Recommendations for strategic communication and its components of SBCC, internal and institutional communication

The study provides inputs for the three types of communication that underlie the management of strategic communication: institutional communication, internal communication and SBCC. The integral application of the information provided here would be most effective, working the three components in a parallel and cohesive way.

The following recommendations can be applied to the three types of communication in an integral way:

- *Utilize study findings about the communication media usage preferences, credibility and message characteristics as a "menu" of possibilities to design strategies and materials that respond to the audience preferences*

It is important to emphasize that the strategies for the management of development and communication programs must be adapted to both the particular characteristics of the audience and territory where they will be implemented and the development area in question. Therefore, they need to be flexible processes that progress according to the needs and schedules of the related actors, as well as the characteristics and dynamics of each process.

- *Tap into the potential of digital media, social networks, radio and cable TV in different audiences (especially for participants and local actors in rural areas) to extend dialogic possibilities to not only inform but to interact with audiences*

Radio and digital media showed high usage potential (radio in a more generalized way and digital media more focused on youth) that can be widely used to generate dialogue and discussions that result in the construction of a more effective relationship and more direct channels, as requested by the study audiences. Although the means are different in nature, they have common features such as immediacy, willingness for conversation and interaction, which can provide the characteristics of effective communication (closeness, trust and knowledge), which are highly valued by the audiences. The use of radio or cable TV for the dissemination of information and the use of networks for the simple placement of materials and dissemination of unidirectional information should not be limited, as it traditionally has been.

- *Strengthen the comprehensive strategic identity and image management and USAID's relationships that promote trust for SBCC-and vice versa.*

All study audiences agreed that they wanted to know more about USAID's work. To respond to this expectation, it is suggested that USAID develop an internal diagnostic process to strengthen identity and image management, the basis for an effective relationship with its audiences. This relationship would in turn allow the generation of trust required to work in SBCC. As a virtuous cycle, better SBCC results generate inputs that strengthen the perception of USAID's identity, image and relationship with its audiences.

- *Do it and describe it. At a minimum, the management of USAID's identity and image must contain the history of nearly 50 years of presence in Guatemala and the impact of its work on improving people's lives*

USAID has a long history of working in development cooperation and it is important that the audiences know about it. Effective management of communication not only strengthens the management of USAID's programs, but also generates success stories that provide information on the institutional identity and image and bonds of trust with the audiences, protagonists of such stories.

- *Strengthen internal communication as the framework on which external communication is built*

It is first necessary to work with USAID staff, as the principal bearer, builder and evidentiary of the institutional messages to be transmitted to the rest of the external audiences. We suggest carrying out diagnostic and strategic planning processes to strengthen the role of internal communication as part of the joint institutional communication and SBCC strategy.

- *Use USAID development programs in ways that mobilize existing local social capital to further empower communities and enhance the sustainability of the public services and development initiatives*

In many communities where fieldwork was carried out, local stakeholders and participants expressed their appreciation because there has been considerable progress in raising the levels of education of children and young people. Likewise, preference was shown for communication that enhances the generation of knowledge, taking into account that the association of higher levels of education and knowledge with the strengthening of social capital is not mentioned as a key development element and improvement of life.

- *Utilize monitoring and evaluation methodologies to look beyond the hard numbers to assess also the perceptions of program direct and indirect participants that they associate with development and achieving better livelihoods and wellbeing.*

The study shows that regardless of hard data indicators, people can perceive their situation as better, the same or worse in relation to their previous situation or their priorities and future expectations. Hence, the use of methodologies that allow this type of measurements and break from the traditional indicators is indispensable.

For example, we suggest the implementation of the Most Significant Change (MSC) technique¹⁴, which not only allows a qualitative evaluation, but also builds individual or group baselines and provides inputs for project planning and management processes in a participatory manner and narratives full of details about the factors that people perceive as improvements in the particular contexts of their lives. The MSC technique is appropriate for working in dialogical relationships, endogenous development schemes and SBCC strategies, relevant to USAID's work.

- *Listen, listen and keep listening*

The study provides resources for an endogenous approach to cooperation on development programs (i.e. what participants believe and value), which is a factor that increases the effectiveness and sustainability of the development programs.

We suggest that this study serve as a starting point and that complementary, periodic local participatory assessments be developed to ensure the continuity of the dialogue and the sustainability of the programs.

¹⁴ Dart, J., & Davies, R. (2003). A dialogical, story-based evaluation tool: The most significant change technique. *American Journal of Evaluation*, 24(2), 137-155.

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