Media Development Data Sharing Principles

Preamble:

Media development, a relatively new and rather broadly defined field[1], is striving to be recognised as a key factor in the wider international development equation.[2] Partly as a response to this, focus is now beginning to centre on how the international development community can collect "more, better, and updated categories of data on media and media development projects", including "refining and coordinating classification of terms for media development projects".[3] An important part of that process requires that such data[4] be shared, in part responding to the call by the *Paris Declaration on Aid Effectiveness* for shared transparency and accountability among donor organisations, and between them and their partner organisations.[5]

For data to be shared, it needs to be generated and surfaced, and ideally inventorised and categorised in terms of a shared taxonomy. It also requires that end-users are able to access and convert it into information and finally knowledge. The benefit ultimately is knowledge-driven media development that can help to enhance impact, which in turn will help to raise credibility and recognition for this field of work.

A starting point in the process is to promote shared norms about the values and principles for data sharing in the field. To this end, a set of draft principles is proposed below. These recognise that the expected benefits of media development projects cannot be achieved without sharing the kind of data that could lead to more critical reflection and refined knowledge, and subsequently better-informed media development practices. Although participating organisations' adherence to them is purely voluntary, the principles are expected to gain acceptance through good faith, which may also be accompanied by policy changes within each organisation involved in media development and international development in general.

---

[1] Putzel, James & van der Zwan, Joost. 2005. *Why templates for media development do not work in crisis states: defining and understanding media development strategies in post-war and crisis states.* London: London School of Economics and Political Science (LSE): 2.

[2] Susman-Peña, Tara. 2012. *Making media development more effective.* Washington, DC: Center for International Media Assistance (CIMA).

[3] CIMA. 2012. *Promoting media development: sharing practices and amplifying success.* Conference proceedings. Pocantico Center of the Rockefeller Brothers Fund. October 22-24, 2012: 1.

[4] For our purpose, *data* refers to the first element in the triple continuum that includes *information* and *knowledge*. It also includes categories of data, sometimes called *metadata*. Data may have electronic, printed, audio, visual and other manifestations.

[5] *The Paris Declaration on Aid Effectiveness and the Accra Agenda for Action.* [0]. Available: http://www.oecd.org/development/aideffectiveness/34428351.pdf. Accessed on 29/01/2013.

Principles:

The following seven broad principles will act as a guide to the data-sharing process across the participating organisations:

1. Actors in international development recognise the value of data and the value of surfacing it and striving to organise it with regard to the evolution of broadly-shared metadata categories within the field of media development.
2. Any data is voluntarily made available to the broader community.
3. Each participating organisation will strive to share data as fully and openly as possible, but taking into account any restrictions arising from applicable national policies and legislation[6] as well as intra-institutional data protection procedures and practices.
4. Each participating organisation will strive for the highest quality of the data in terms of accuracy, relevance, usability, etc.
5. Following from (4) above, each participating organisation involved in this initiative will bear its own responsibilities, in respect of the data they disclose or have received.
6. All shared data will be made available with minimum time delay.
7. All shared data will be encouraged for research, education and advocacy.

---

[6] For example, access to information/freedom of information laws and policies in certain jurisdictions may inhibit some participants from disclosing certain types of data.