

# Promoting Wider Democratic Participation

Matteo Maggiore, BBC  
Strasbourg, Council of Europe  
3 November 2005



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## New media is becoming more and more significant in people's lives

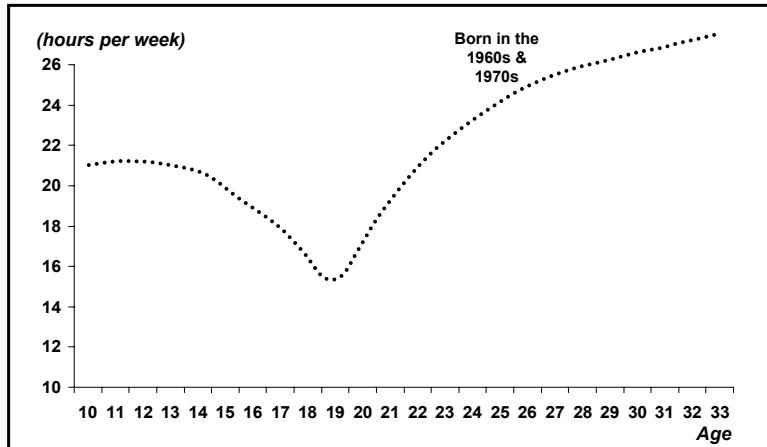
- During the last decade TV viewing in the UK has remained flat at around 26 hours per week
- But this hides a significant change



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## Those born before the 80s have similar viewing patterns

TV Consumption as viewers age

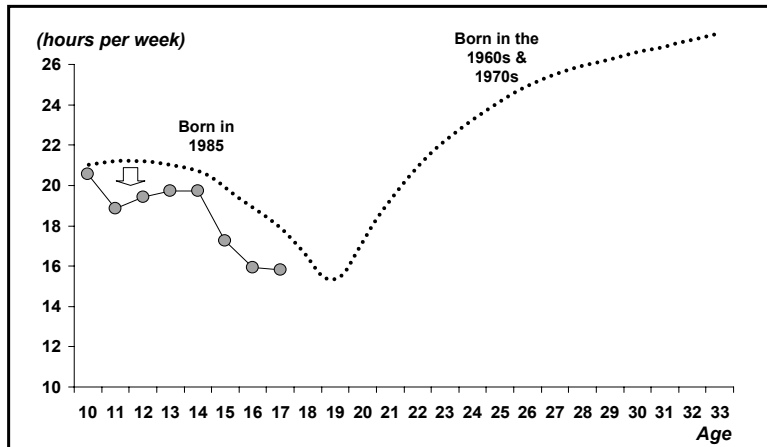


Source: Digital Homes Project analysis of BARB data, 1995 Q4 to 2002 Q4

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## ...those born in 1985 watch an hour less TV...

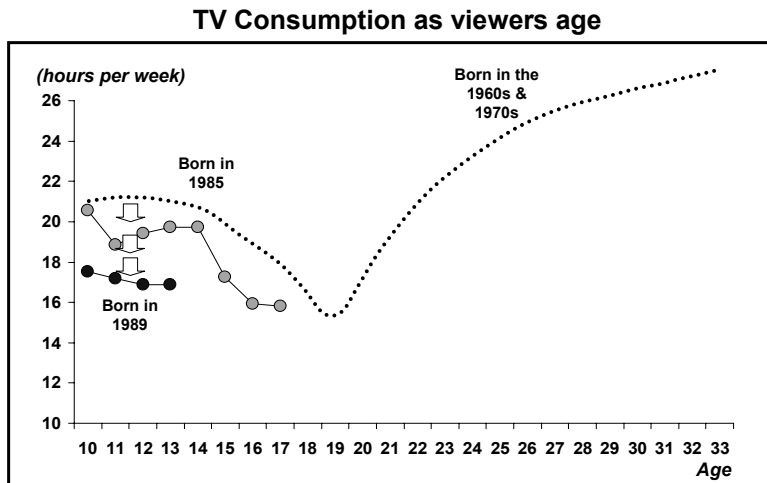
TV Consumption as viewers age



Source: Digital Homes Project analysis of BARB data, 1995 Q4 to 2002 Q4

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...but people born in 1989 watch 3 hours less TV



Source: Digital Homes Project analysis of BARB data, 1995 Q4 to 2002 Q4

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As a result, patterns of behaviour are changing rapidly...

The number of adults following the Election with news online has quadrupled in just four years:

2001  
General  
Election

2.1m



**London bombings**

- 116m page impressions
- 8m requests for content

2005  
General  
Election

8.4m



Source: MORI  
Note: All adults

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And so do the other digital services, by making content available, ...

7 day catch-up



Open archive

Ubiquitous BBC



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...making it easy to find...

### Electronic Programme Guides

Increase relevance

Search BBC content

Partnerships & payments



Navigation



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... and helping people play a part in their media and interact more



Action Network



Creative archive

User engagement and content

Participation

Music For All



Sport Action



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The BBC's wide range of election coverage sought to appeal to all audiences

The collage illustrates the BBC's multi-platform election coverage. It includes screenshots of the BBC News website for the 2005 election, a 'BBC Radio Five Live' broadcast interface, an interactive game titled 'King of the Swing' with a 'Poll Tracker' feature, and a 'LATEST POLL' graph showing the percentage of voters for various parties (Lab, Con, LD, Oth) from January to May. Other elements include a 'Newsnight Student House' segment, a 'BBC Parliament' logo, and a 'ONE VOTE 2005' banner.

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## This is what we aim to do

- Provide trusted, independent and impartial news and information for everyone, with a strong commitment to context-setting and analysis, to allow citizens to formulate their own opinions and exercise their votes.
- Reach all kinds of people in the UK with news and analysis that speaks their language.
- Commit to independent and strong investigative journalism.
- Play a unique role in supporting the democratic process.



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## How do we know we are succeeding?

- The performance measurement system has shifted from measuring inputs and consumption, to include measures of **outcomes** too
  - Reach
  - Quality
  - Impact
  - Value
- These drivers of public value will underpin the BBC's new purpose remits and service licences
- The hardest of these to assess is **Impact**



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**To assess delivery of this purpose, we look at impact on audiences in four areas**

1. Knowledge / awareness
  - *Eg, knowledge of a Government policy*
2. Curiosity
  - *Eg, interest to learn more about it*
3. Discussion
  - *Eg, talking to friends about it*
4. Participation / active engagement
  - *Eg, writing to MP about the issue*



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**We took a “perceived causality” approach over the past 12m**

- We used omnibus surveys for the research waves for the Burns Seminar Report and the General Election
- We used the “event” nature of General Election to test usefulness of “pre” and “post” waves
- We included comparative questions (vs. other broadcasters) in the General Election survey
- We are also using our regular GFK “Pulse” programme appreciation survey



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## The approach employed an omnibus and re-contact survey

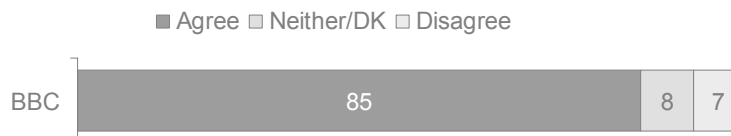
- Variant of pre- and post- study
- 2,000 respondents, representative of UK
- 1,000 were re-contacted between 6-16 May (unaware that this would happen)
- Information captured included claimed consumption, perceptions of coverage, voting pattern, level of knowledge, active engagement



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## The vast majority say the BBC helps them to be better informed about current events

Watching, listening (or reading) news and current affairs from the BBC enables me to become better informed about current events and issues facing the country (%)



- Disagreement driven more by attitude than by demographic
- Although slight skew towards older and more downmarket respondents



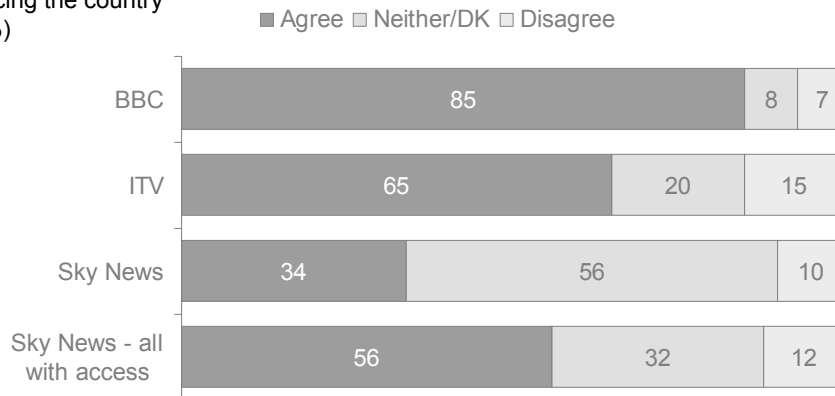
Base: All post (1,035)  
Source: MORI General Election survey for the BBC, 6-16 May 2005

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## In this the BBC has a significant lead over its commercial competitors

Watching, listening (or reading) news and current affairs from the BBC [ITV/ Sky News] enables me to become better informed about current events and issues facing the country (%)

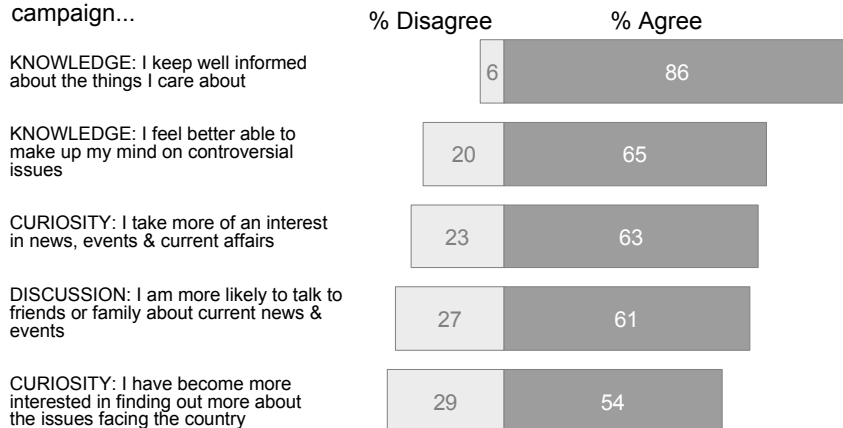


Base: All post (1,035)  
Source: MORI General Election survey for the BBC, 6-16 May 2005

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## In its entirety, BBC journalism had a very positive impact on our audiences

As a result of watching, listening or reading BBC news during the election campaign...



Base: All who had any contact with BBC's election coverage (897)  
Source: MORI General Election survey for the BBC, 7-11 Apr & 6-16 May 2005

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# Action Network

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**Change the world around you**  
 Start small: share concerns online  
 Grow roots: find people near you  
 Branch out: make a difference in your neighbourhood

Search or enter postcode

e.g. SA1 5DT, Speed bumps, ID cards   or browse our [issues](#) or [places](#).

### Latest activity by Action Network users

This is an open forum run by the BBC. Anyone may contribute. The BBC doesn't endorse users' campaigns. [More...](#)

#### Latest notice

##### [LOCAL NATURE RESERVES DUMPING](#)

As a now retired but active countryside officer and just moved

#### Forthcoming events

##### [action on pain](#)

Happening on 07 Jul 2005

By [helen rogerson](#)

#### Latest campaign update

##### [Right to protest from Kick out EDO](#)

Updated: Thursday 07 July 2005

By [James Elsdon-Baker](#)

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#### Latest notice

##### [LOCAL NATURE RESERVES DUMPING](#)

As a now retired but active countryside officer and just moved into the area in the last two years I am more than concerned about dumping in nature reserve carparks. This is not be

#### Forthcoming events

##### [action on pain](#)

Happening on 07 Jul 2005

By [helen rogerson](#)

##### [Shatterproof Theatre Company](#)

Happening on 07 Jul 2005

By [Michael Sharp](#)

#### Latest campaign update

##### [Right to protest from Kick out EDO](#)

Updated: Thursday 07 July 2005

By [James Elsdon-Baker](#)

Anti-Harrsement Law has been used to prevent people from protesting outside the factory. I believe this to be an infringement of one of our b...

### Today's choices

Selected by the [Action Network Team](#)



##### [Has global warming happened before?](#)

We've been here before, says Action Network user Steve Long, and pollution wasn't the cause. He questions taxes to save the environment. Do you agree? Let him know.



##### [Too much noise next door?](#)

There's a lot that you can do to resolve the problem informally or take court action. Action Network has a guide on how to deal with nuisance neighbours.

### New and updated articles

##### [A new 'Data Protection Act 2005 to end ID theft, abuse and malpractice.](#)

Updated: Thursday 07 July 2005


By [anne lenoir](#)

##### [action on pain self help group](#)

Updated: Thursday 07 July 2005

By [helen rogerson](#)

##### [Intolerable Housing](#)

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<a href="#">Issues</a>	<a href="#">Noticeboard</a>	<a href="#">Post a notice</a>	
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## 15 Top Tips to Starting a Residents Group

The views expressed in this article are those of its author and not the BBC

Updated: Thursday 08 January 2004

By [John Dawson, Glasgow City](#)

“  
 15 Top Tips For Starting An Association from Crown Gardens:  
[www.crowngardens.info](http://www.crowngardens.info)

**01. Do People Really Want an Association?**  
 Don't start out assuming people want an association...better to make the first meeting about whether or not there should be an association and if so, what type? Some people don't want one, some want a complaints organisation (that is, they complain and someone else does the work), others want a social group, some see it as an enabling group (helps people to help themselves), others view it merely as a local authority watch dog...it could be all of these!

**02. Start with a Bang!**  
 Have your initial setup meeting as a social event in as good a venue as you can. People are much more likely to attend if it sounds like they might also enjoy themselves.

**03. Fundraise from the Outset.**  
 Ask local hotels or bars to provide you with a cheap venue for your first meeting. You could always ask local businesses to help pay a little bit of

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# Understanding the court system and tribunals

This page was created by the BBC.

Updated: Tuesday 07 September 2004

By [BBC Action Network Team](#)

- [1. Overview of the court system](#)
- [2. Tribunals](#)
- [3. Civil action in the courts](#)
- [4. Criminal action in the courts: England and Wales](#)
- [5. Criminal courts in Northern Ireland](#)
- [6. Criminal courts in Scotland](#)
- [7. House of Lords](#)
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- [9. Roles in the courts](#)
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Share your views and experiences.

[Write an article](#)

## 11. Overview of the court system

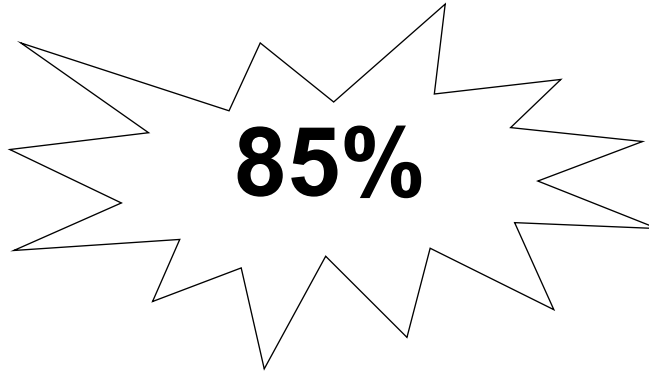
For most people, when they go to court they are most likely to end up in a tribunal. These are the judicial bodies established to deal with disputes on matters ranging from employment to transport. Most other legal action, whether it is theft or divorce, is dealt with by the police, the crown prosecution service and ultimately the court service.

## Conclusion

- Audience behaviour is changing fast and broadcasters must offer content on all platforms and media to maintain reach and relevance
- News is crucial but genres are merging and content offer as a whole influences impact of information
- New internet-based interactive tools have potential although it will take time before users get the best value out of them
- Improved performance measurement delivers both accountability and insight. The BBC has moved from measuring inputs and outputs only to evaluating impact

**To be able to build democratic value, the BBC's journalism must REACH large numbers**

- The proportion of the population who consumed some BBC General Election coverage was

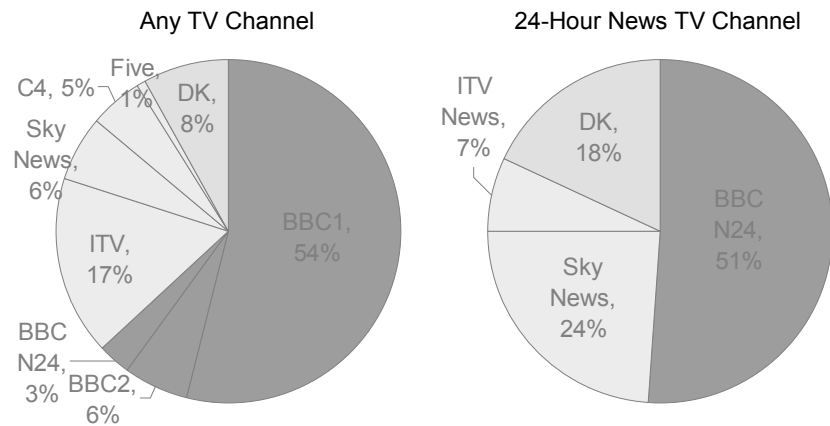


Base: All post (1,035)  
Source: MORI General Election survey for the BBC, 6-16 May 2005

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**QUALITY – the majority named a BBC TV channel as having the best coverage**

Which ONE TV channel's overall General Election coverage was best?  
(%)

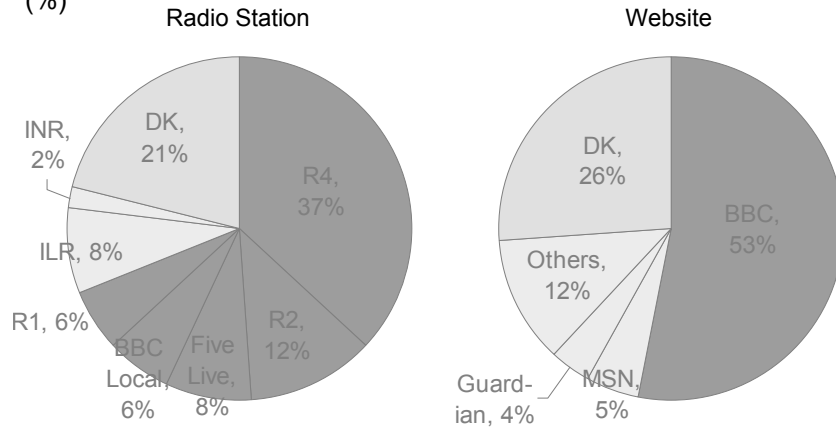


Base: All who watched more than one station (754); watched a news channel (433)  
Source: MORI General Election survey for the BBC, 7-11 Apr & 6-16 May 2005

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**The majority also named a BBC radio station or the website as best for coverage**

Which ONE radio station's / website's overall General Election coverage was best?  
(%)



Base: All who watched more than one station (754); watched a news channel (433)  
Source: MORI General Election survey for the BBC, 7-11 Apr & 6-16 May 2005