



Media Development: What the Research Says

“Mass communication serves as “the great multiplier” in development, the device that can spread the requisite knowledge and attitudes immeasurably more quickly and widely than ever before.”

- Daniel Learner, 1954

“Concentrating more resources on fostering better communication and information processes among people – and between people and governments – will increase the power and ability of individuals to take a meaningful part in debates and decision-making processes that are relevant to their lives.”

- Mark Wilson et al., 2007

“The media provide a forum for political debate and accountability, and help shape social attitudes – for instance to women’s equality. While media freedom and pluralism of ownership do not guarantee ‘voice’ for the marginalized, they are prerequisites if the media are to hold the powerful to account.”

- Mark Wilson et al., 2007

“A free press is at the absolute core of equitable development, because if you cannot enfranchise poor people, if they do not have a right to expression, if there is no searchlight on corruption and inequitable practices, you cannot build the public consensus needed to bring about change.”

- James D. Wolfenson quoted in Pippa Norris, 2006

“A correlation between free media and sustainable development is empirically demonstrated.”

- United Nations (2014)

“In the terrible history of famines in the world, no substantial famine has ever occurred in any independent and democratic country with a relatively free press.”

- Amartya Sen, 1999

“With regard to poverty issues and media, a recent correlational study ... confirmed the hypothesis that ‘a stronger civil society will positively contribute to poverty reduction and to democratization.’”

- Ministry of Foreign Affairs of the Netherlands, 2012

“Income distribution and information accessibility determine the minimum level of environmental quality that a country is willing to accept.”

- Salvatore Bimonte, 2002

“By partnering with media loan funds and supporting innovative financial vehicles, development agencies, foundations, social investors and others can help scale the delivery of finance and dramatically reduce the capitalization gap.”

- WAN-IFRA, 2011

Full quote references available [here](#).