ANNEX 1: ON NIGERIA 2.0 MEDIA MONITORING METHODOLOGY (LEARNING BRIEF)

Background

Under On Nigeria 1.0, EnCompass subcontracted Playspread, based in Nigeria, and Pulsar TRAC, a media monitoring software company, to monitor various media sources (print, radio, television (TV), online, and social media), using filters, keywords, sub-keywords, and hashtags related to On Nigeria 1.0's modules to identify and pull corruption-related articles, segments, and posts. These articles, along with corruption-related articles produced and/or supported and submitted by Media and Journalism (MJ) grantees, comprised the full media monitoring dataset during On Nigeria 1.0. EnCompass sorted each article from the digital media data stream into one of six categories: Investigative; News Story – Potentially Investigative (also referred to as Potentially Investigative); News Story – News; News Story – Feature; Op Ed/Editorial; and Press Release/Speech, and then assessed the quality of Investigative and Potentially Investigative articles according to a quality rubric comprised of five domains: Source Variety; Research Quality; Neutrality; Originality; and Public Interest.

After a strategy review in 2019 and 2020, the Program Team worked with EnCompas to revise the On Nigeria theory of change (TOC) and develop an EL Framework for On Nigeria 2.0. EnCompass then updated the media monitoring methodology to better align with the revised TOC and EL Framework. This document summarizes that updated methodology and explains how it differs from the methods used under On Nigeria 1.0.

Media Monitoring 2.0 Methodology

Overview

Media monitoring assesses the level of media coverage related to corruption issues and anticorruption actions, including the frequency with which the work of On Nigeria grantees is mentioned in the media. The revised media monitoring methodology comprises three data streams:

traditional media, digital media, and social media. In the aggregate, these data streams enable EnCompass, in partnership with subcontractors Playspread and Pulsar, to measure the quantity of corruption-related reporting on different topics across the media and social media landscape, and assess the quality of investigative journalism in Nigeria. Each year, data is collected in five languages, as noted below, and translated into English for analysis. For the purposes of *Learning Brief #6- Media Monitoring 2021 Report*, only digital and traditional media were analyzed. Social media will be analyzed in *Learning Brief #5- Amplifying Investigative Journalism*.

Data streams

Traditional media

The traditional media data stream captures TV and radio segments in English, Hausa, Yoruba, Igbo, and Pidgin. EnCompass developed a list of criteria to purposively sample traditional media consisting of Nigerian radio and TV sources based on the reach, popularity, corruption-related reporting, and reputation of each source. A variety of news sources that met these criteria were then selected based on the diversity of languages, with a minimum of two news sources selected for each language. The regional coverage for each news source ensures the sample covers all major regions of Nigeria.

Traditional media sources inclusion criteria include:

- National, regional, and state-level reach, measured by viewership
- Popularity at national, regional, and state levels
- Coverage of corruption-related news reporting
- Reputation as a quality radio and TV source
- Diversity of Nigerian languages
- On Nigeria 2.0 grantee organizations partnered with radio and TV sources

A total of nine national, regional, and state-level TV channels were selected for their strong penetration nationally as well as in the North Central, North East, North West, South West, South East, and South South regions of Nigeria. Five of the TV channels are nationally broadcast, while four of the TV channels are regionally focused.

The 11 radio stations include one national station and ten stations with regional and state focus. Three stations are government sponsored: Rhythm FM, KSMC Kaduna, and Rock City FM. One station, Wazobia FM Lagos, has a wide reach and is in Pidgin, thereby popular with southern populations. Radio stations vary in terms of focus – from world news, investigative news, politics, and talk radio.

The 20 traditional media sources produce four breaking news segments each day and are aired in the morning, afternoon, later afternoon, and evening. The most watched TV segment and the most listened to radio segment were in the evenings, therefore one hour of breaking news was sampled

daily from each TV channel and radio station during the evening hour.[1] TV and radio data for 2021 was retroactively recorded, transcribed, and translated into English (in the cases where segments were in Igbo, Pidgin, Hausa, or Yoruba) (**Exhibit 1).**

Exhibit 1. Traditional media sources sampled by station, regional coverage, and language

Station	Regional Coverage	Language(s)
Television		
Africa Independent Television (AIT)Network*	National/International. Headquarters in Abuja and stations in 24 out of 36 states, available nationally via satellite	English
Galaxy Network	Stations in Lagos and Ibadan, broadcasting to Lagos, Oyo, Osun, and Ogun states in the South West region	English
Channels Network	Stations in Abuja, Lagos, Edo, Kano in North Central, South West, South South, and North West regions respectively, with National reach	English, Expanding into Hausa, Yoruba, and Igbo
NTA Network*	National (federal government owned) with branches all over the country including headquarters in Abuja, 36 stations across the country and 62 community broadcast stations across the country	English
Silverbird TV Network	National with headquarters in Lagos, South West region	English
Broadcasting Corporation of Oyo State BCOS	Headquarters in Ibadan (broadcasts to Oyo state and parts of South West region)	Yoruba
Liberty TV Kaduna	Abuja, Kaduna, Lagos, Oyo, Enugu, and Plateau in North Central, North West, South West, and South East regions	Hausa, English
Anambra Broadcasting Service^	Anambra and surrounding area (Delta, Edo, Enugu, Imo, etc.) in South East and South South regions	Igbo, English
Arise TV	National	English
Radio		
Raypower Network	National with main stations in Abuja, Port Harcourt, Lagos, in North Central, South South, and South West zones and 20 substations around the country	English & includes Cultural program in Yoruba, Igbo,

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[1] https://www.geopoll.com/blog/popular-tv-stations-and-viewing-times-in-nigeria/

		Hausa, Etsako and Pidgin
Rhythm FM*	Lagos, Abuja, port Harcourt, Benin, and Jos in South West, North Central, South South zones with national reach	English
KSMC Kaduna*	Kaduna state	Hausa
Wazobia FM	Headquarters in Lagos with studios in Port Harcourt, Abuja, Kano and Onitsha, in South West, South South, North Central, North West, and South East zones, respectively	Pidgin, English
Rock City FM*	Ogun State, South West Zone	English
Cool FM	Lagos – Broadcast to Lagos, Rivers State, Abuja, and Kano State in South West, South South, North Central, and North West zones respectively	English
Bond FM	Lagos and surrounding areas (South West Zone)	Hausa, Yoruba, Igbo, and Pidgin
Radio Lagos^	Lagos (state owned) South West Zone	Yoruba, Egun
Naija FM	Lagos, Ibadan, Port Harcourt in South West and South South zones	Pidgin
Freedom FM	Kano, North West Zone (also in Kaduna w/ licenses to open stations in Sokoto (North West) and Maiduguri (North East))	Hausa
Sapentia FM	South East Zone (Onitsha, Anambra State)	Igbo, English

*Corruption Tori, an investigative reporting news channel, will be sampled in addition to the regular news hour.
^ State-owned

Corruption-related filter terms: A list of 26 filter terms were developed to capture all corruption-related news from traditional media sources. Boolean search operators were applied to each filter term along with variations of the terms to ensure different and accurate usage of the word was captured from the TV and radio segments. For the list of corruption-related filter terms, please see **Exhibit 4** below.

Module-specific keywords: The module-specific keywords and phrases have been organized by the On Nigeria 2.0 modules—Criminal Justice, Joinbodi, Media and Journalism, and Behavior Change. Each of the keywords for the modules are based on the topics relating to the work conducted in the corruption space or specific grantee-related efforts that fall under the topic of the module. The cross-cutting category consists of concepts that overlap for more than one of the four modules. Some of the keywords in the cross-cutting category were also too broad to be included in the corruption-related filter terms since it may capture data that may be irrelevant to corruption (**Exhibits 5-9**).

Sampling: Playspread followed a step-by-step process to collect, crawl, screen, analyze, and report traditional media data by first recording, transcribing, and translating (in the case of non-English segments) all TV and radio segments during the evening hour. Then Playspread searched all transcribed segments for the corruption-related filter terms and collected only segments containing these words. Finally, the module-specific keywords were applied to the remaining segments through tags so that the keyword mentioned could be calculated (**Exhibit 10**).

Cleaning: The EnCompass team cleaned the data so that each segment with all corruption-related filter terms and all associated module-specific keywords appeared in one row. Following this, the EnCompass team was able to complete descriptive statistics to analyze the different filter terms, keywords, modules, and grantee organizations mentioned in the segments.

Digital media

EnCompass developed a list of criteria to purposively sample online Nigerian sources based on the reach, popularity, corruption-related news reporting, and reputation of each online source. The regional coverage for each online source ensures the sample covers all major regions of Nigeria.

Digital media inclusion criteria:

- National, regional, and state-level reach, measured by readership
- Popularity at national, regional, and state levels
- Coverage of corruption-related online reporting
- Reputation as a quality online source

A total of 15 online sources were selected for their national and regional audiences. Five of the online sources are On Nigeria 2.0 MJ grantee organizations (see sources marked with an * in **Exhibit 2**), while ten of the online sources are reputable, non-grantee sources. All sources have a focus on news reporting with some sources having a specific investigative journalism column on their websites, such as Premium Times. National and regional news sources are listed in **Exhibit 2** along with their rank by website traffic among Nigerian online news sources according to SimilarWeb.com as of June 2022.

Exhibit 2. Digital media sources sampled by media organization, regional coverage, and rank.

Media Organization	Regional Coverage	Rank
This Day	National	19
The Sun	National	25
Vanguard	Edo State	3
Daily Times	National	*not ranked[2]
Daily Trust*	Kaduna State, Abuja, FCT State	22

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[2] Daily Times and Legit were recommended for inclusion by the subcontractor, Playspread, and did not have a page on Similar Web.

Leadership	Kaduna State, Abuja, FCT State	23
Punch	Lagos State	1
The Guardian	Lagos State	10
Nation	Ogun State	8
Daily Post	Local and National	4
The Cable*	National	15
International Centre for Investigative Reporting (ICIR)*	National	98
Premium Times*	National	6
Sahara Reporters*	National	11
Legit	National	*not ranked[3]

Corruption-related filter terms: A list of 26 filter terms and phrases were provided to capture all corruption-related articles from online media sources. Boolean search operators were applied to each filter term or phrase along with variations of the keywords to ensure different and accurate usage of the word was captured. Online news data from Pulsar TRAC was collected retroactively for the last 12 months from the start date. For the list of corruption-related filter terms, please see **Exhibit 4** below.

Module-specific keywords: The module-specific keywords and phrases have been organized by the On Nigeria 2.0 modules—Criminal Justice, Joinbodi, Media and Journalism, and Behavior Change. Each of the keywords for the modules are based on the topics relating to the work done in the corruption space or specific grantee-related efforts that fall under the topic of the module. The cross-cutting category consists of concepts that overlap for more than one of the four modules. Some of the keywords in the cross-cutting category were also too broad to be included in the corruption-related filter terms since it may capture data that may be irrelevant to corruption (**Exhibits 5-9**).

Sampling: Encompass input the corruption-related filter terms on Pulsar TRAC to capture all corruption-related online news in Nigeria. With the support of the Pulsar team, a tag was developed on the Pulsar TRAC platform for each corruption-related filter term and module-level keyword. All articles were then exported and downloaded as an excel sheet.

Cleaning: The Encompass team cleaned the digital media data by extracting the purposive sample of 15 media organizations from the larger sample. The data was further cleaned so that each tag appeared in a separate column, at which point descriptive statistics could be performed similarly to the traditional media monitoring methodology.

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[3] Legit was miscategorized on Similar Web, likely because more viewership came from the US and other countries outside of Nigeria.

Investigative Reporting (sub-stream of digital media)

Due to the updated sampling methodology for On Nigeria 2.0, far more corruption-related online articles were collected for 2021 than in past years. For this reason, EnCompass selected an equal sample of online articles to assess the quality of investigative journalism. A total of 2,000 articles were randomly sampled with 1,000 articles selected from grantee media organizations and 1,000 articles selected from non-grantee media organizations. At the start of the Media Monitoring 2.0 Methodology, Playspread classified articles into either investigative or non-investigate articles (see **Annex 2** for detailed descriptions of the article categorization process). The investigative articles were then assessed for quality against a rubric (see **Annex 2** for the Quality of Investigative Reporting rubric).

Social media

Annex 1 will be updated to include more details on the social media monitoring methodology during the delivery of *Learning Brief #5- Amplifying Investigative Journalism*.

Key Differences Between 1.0 and 2.0

Exhibit 3 summarizes key differences between the On Nigeria 1.0 Media Monitoring Methodology and the On Nigeria 2.0 Media Monitoring Methodology.

Exhibit 3. Key Changes to the Media Monitoring Methodology: On Nigeria 1.0 relative to On Nigeria 2.0

	On Nigeria 1.0	**On Nigeria 2.0**
Traditional Media	Included print media, a popular source for news at the time.	Print media was dropped due to the reduction of print media during the pandemic and the predominant use of radio and TV. To include a diversity of languages, additional radio stations and TV channels were selected to ensure the main languages spoken in Nigeria (Igbo, Yoruba, Hausa, Pidgin, and English) were included.
Digital Media	Playspread was contracted for all media monitoring data collection under On Nigeria 1.0.	With the increasing use of the internet and mobile phones in Nigeria, digital media (online news) has become a significant source of news for Nigerians. Therefore, Encompass shifted the digital media sampling process to subcontractor Pulsar TRAC, an online media monitoring software company based in the UK, to collect retroactive and prospective digital media data.
Corruption-Related Filter Terms	A list of corruption-related filter terms was created and applied to news articles only from the purposively sampled media organizations.	A list of corruption-related filter terms was created to collect all digital media regarding corruption in Nigeria. Once all the digital media sources were collected, a closed universe of articles was created from which we purposively

		sampled the media organizations and online articles for further analysis.
Module Level Filter Terms	The On Nigeria 1.0 modules consisted of Cross-cutting, Electricity, Education, Media and Journalism, and Criminal Justice and the module-level keyword lists were created in line with these modules. The grantee list was also included in keywords.	The modules for On Nigeria 2.0 changed, and now include Cross-Cutting, Joinbodi, Behavior Change, Media and Journalism, and Criminal Justice. Not only were the keywords refined and updated, but the grantee list was also updated in line with these new modules.
Article Categorization	In On Nigeria 1.0, all online articles were categorized as Investigative, News Story–Potentially Investigative, News Story– News, News Story– Feature, Op Ed/Editorial, and Press Release/Speech.	Due to the large number of online articles collected in 2021, online articles were categorized only as investigative and non-investigative articles. The previous category, News Story– Potentially Investigative, was categorized as investigative. All other previous categories were categorized under non-investigative articles.
Quality of Investigative Reporting	Online articles that were selected for further quality assessment were not equally sampled between grantee and non-grantee organizations. All articles categorized as Investigative or News Story-Potentially Investigative were scored against the IR Quality Rubric.	To assess the quality of investigative articles, an equal, random sub-sample of 2,000 online articles were selected from the purposive sample of 22,208 articles. Therefore, 1,000 articles were published by grantee media organizations; and 1,000 articles were published by non-grantee media organizations. All articles categorized as Investigative were scored against the IR Quality Rubric.

Filter Terms and Keywords Lists

A list of all the corruption-related filter terms and module-level keywords, along with their variations, have been provided below.

Exhibit 4. Corruption-related filter terms for digital and traditional media.

No.	Keyword/Phrase	Keyword/Phrase Variations	Boolean Search Term
1	Corrupt	Corruption, Corrupt Actions, Acts of Corruption, Corrupt Acts, Anti-corrupt, Anti-corruption, Anticorruption, corrupt offense, corrupt offence	"corrupt", "corruption", "corrupt actions", "acts of corruption", "corrupt acts", "anticorrupt" "anticorruption" "anti-corrupt" "anti-corruption", "corrupt offense", "corrupt offence"

2	Administration of Criminal Justice Act	ACJA, ACJ, ACJMCs	"Administration of Criminal Justice Act", "ACJA", "ACJ", "Administration of Criminal Justice"
3	Abuse of appeals		"abuse of appeals", "appeal" OR "appeals" OR "appealed" OR "appeals abuse"~3 OR "appeal abuse"~3 OR "appealed abuse"~3
4	Bribe	Bribery, Bribed, Bribing	"bribe", bribery, "bribed", "bribing"
5	Budget Pad	Pad the Budget, Budget was padded, padding the budget	"budget pad", "pad the budget", "budget was padded", "padding the budget"
6	Collusion	Colluded, Colluding, Collude	"collusion", "colluded", "colluding", "collude"
7	Embezzle	Embezzling, Embezzled, Embezzlement	"embezzle", "embezzling", "embezzled", "embezzlement"
8	Extortion	Extorted, Extorting, Extort,	"extortion", "extorted", "extorting", "extort"
9	Favoritism	Favouritism	"favoritism", "favouritism"
10	Nepotism	Nepotism	"nepotism"
11	Financial crime		"financial crime"
12	Fraud	Defraud, fraudulent	"fraud", "defraud", "fraudulent"
13	Graft	Grafting, Grafted	"graft", "grafting", "grafted"
14	Loot	Looting, Looted	"loot", "looting", "looted"
15	Mismanagement of funds	Mismanaged funds, Mismanaging funds, Funds mismanaged	"mismanagement of funds", "mismanaged funds", "mismanaging funds", "funds mismanaged"
16	Money laundering	Laundering Money, Laundered money	"money laundering", "laundering money", "laundered money"
17	Whistleblower		"whistleblower"
18	Repatriation	Repatriate, Repatriating, Repatriated	"repatriation", "repatriate", "repatriating", "repatriated"
19	Racketeer	Racketeering	"racketeer", "racketeering"
20	Misappropriation	Misappropriate, Misappropriating, Misappropriated	"misappropriation", "misappropriate", "misappropriating", misappropriated"
21	Non-remittance	Nonremittance	"non-remittance", "nonremittance"
22	Siphon	siphoned, siphoning	"siphon", "siphoned", "siphoning"
23	Cross-carpet	cross carpet, cross-carpeting, cross carpeted, cross-carpeted, cross carpeting	"cross-carpet", "cross-carpeting", "cross carpeted", "cross-carpeted", "cross carpet", "cross carpeting"
24	Forgery	Forging, forged	"forgery", "forging", "forged", "forge"
25	Rig	Rigged, Rigging,	"Rig", "Rigged", "Rigging"
26	SERAP	Socio-Economic Rights & Accountability Project, Socio-Economic Rights and Accountability Project, Socio Economic Rights and Accountability Project	"Socio-Economic Rights & Accountability Project" OR SERAP OR "Socio-Economic Rights and Accountability Project" OR "Socio Economic Rights and Accountability Project"

Exhibit 5. Cross-Cutting-level keywords for digital and traditional media.

Module: Cross-Cutting Keywords and Phrases		
Keyword/Phrase	Keyword/Phrase Variations	Boolean Search Term
Petition	Petitioned, petitions	"petition", "petitioned", "petitions"
Protest	Protests, Protested, Protesting	"protest", "protests", "protested", "protesting"
Sanction	Sanctioned, Sanctions, Sanctioning	"sanction", "sanctioned", "sanctions", "sanctioning"

Town hall	Townhall	"townhall" town hall"
Collaboration	Collaborating, Collaborated	"collaboration", "collaborating", "collaborated"
Compliance	Compliant, Noncompliance, Non-compliance, Noncompliant, comply, Complied	"compliance", "compliant", "noncompliance", "non-compliance", "noncompliant", "comply", "complied"
Contract	Contractor	"contract", "contractor"
Track	Tracking, Tracked	"track" "tracking" "tracked"
Leakage		"leakage"
Transparent	Transparency	"transparency", "transparent"
Accountability	Accountable	"accountable", "accountability"
Steal	Stealing, Stole, Stolen	"steal", "stealing", "stole", "stolen"
Theft		"theft"
Monitor	Monitoring, Monitored	"monitor", "monitoring", monitored"
Investigative	Investigate, Investigative, Investigating	"investigative", "investigate", "investigative", "investigating"
Civil society	Civil society organization, CSO	"civil society", "civil society organization", "CSO"
Elections		"elections"
Due process	Due processes	"due processes", "due process"
Public funds		"public funds"
Justice	Justice was served	"justice", "justice was served"
Criminal offense	Criminal offence	"criminal offense", "criminal offence"
Financial flow	Cash Flow	"financial flow", "cash flow"
Flow of funds	Diversion of funds, funds diverted	"flow of funds", "Diversion of funds", "funds diverted"
Non-asset declaration	Non asset declaration	"non-asset declaration", "non asset declaration"
Political interference		"political interference"
Political will		"political will"

Exhibit 6. Criminal Justice module-level keywords for digital and traditional media.

Module: Criminal Justice Keywords and Phrases			
Keyword Category	**Keyword/Phrase**	**Keyword/Phrase Variation**	**Boolean Search Term**
Criminal Justice Overall Keywords	Indict	Indicted	"indict", "indicted"
	Court injunction		"court injunction"
	Prosecute	Prosecuted, Prosecution, Prosecutor	"prosecute", "prosecuted", "prosecution", "prosecutor"
	Monitoring Committee		"monitoring committee"
	Adopt ACJA	Adopted ACJA, ACJA Adoption, Adoption of the ACJA	"adopt ACJA", "adopted ACJA", "ACJA adoption", "adoption of the ACJA"
	Implement ACJA	Implementing ACJA, Implemented ACJA, ACJA Implementation, Implementation of the ACJA	"implement ACJA", "implementing ACJA", "implemented ACJA", "ACJA implementation", "implementation of the ACJA"
	Asset recovery	Recovery of Assets	"asset recovery", "recovery of assets"
	Equal treatment		"equal treatment"
	Fair proceedings		"fair proceedings"
	Fair process		"fair process"
	Impartial jury		"impartial jury"
	Legal representation		"legal representation"
	Public trial		"public trial"

	Sentence fits the crime	the sentence fits the crime	"sentence fits the crime", "the sentence fits the crime"
	Sentencing reform		"sentencing reform"
	Speedy trial		"speedy trial"
	Swift justice		"swift justice"
	Stay of Proceedings		"stay of proceedings"
	ACJA Minimum standards	Minimum standards for the ACJA, Minimum standards in implementing the ACJA, ACJA minimums	"ACJA minimum standards", "minimum standards for the ACJA", "minimum standards in implementing the ACJA", "ACJA minimums"
	The Freedom of Information Act	Freedom of Information Act, FOIA	"The Freedom of Information Act", "Freedom of Information Act", "FOIA"
	The Procurement Act	"Procurement Act"	"The Procurement Act", "Procurement Act"
	Judge		"judge"
	Prosecutor		"prosecutors"
	Investigator		"investigator"
	Defense Lawyer		"defense lawyer"
	Chief Registrars		"chief registrars"
	Court Recorders		"court recorders"
	Continuing Legal Education	CLE	"Continuing Legal Education", "CLE"
	Legislation		"legislation"
	Statute		"statute"
	Court Regulation	Courtroom regulation, criminal justice regulation, procedural regulation	"court regulation", "courtroom regulation", "criminal justice regulation", "procedural regulation"
	Proceeds Management		"proceeds management"
	Beneficial Ownership		"beneficial ownership"
	Whistleblower legislation	Legislation on whistleblowing	"whistleblower legislation", "legislation on whistleblowing
Anticorruption Agencies, Accountability Institutions, Administration of Criminal Justice, and Monitoring Committees Keywords	Nigeria Financial Intelligence Unit	NFIU	"Nigeria Financial Intelligence Unit" "NFIU"
	Economic and Financial Crimes Commission	EFCC	"Economic and Financial Crimes Commission", "EFCC"
	Technical Unit on Governance and Anti-Corruption Reforms	TUGAR	"Technical Unit on Governance and Anti-Corruption Reforms", "TUGAR"
	Presidential Committee Against Corruption	PACAC, Presidential Advisory Committee Against Corruption	"Presidential Committee Against Corruption", "PACAC", "Presidential Advisory Committee Against Corruption"
	Office of the Auditor General for the Federation	OAUGF	" Office of the Auditor General for the Federation", "OAUGF"
	Independent Corrupt Practices and other Related Offences Commission	ICPC	"Independent Corrupt Practices and other Related Offences Commission", "ICPC"
	Code of Conduct Bureau	CCB	"Code of Conduct Bureau", "CCB"
	Code of Conduct Tribunal	CCT	"Code of Conduct Tribunal", CCT"

	National Institute of Law Teachers	NALT	"National Institute of Law Teachers, "NALT"
	National Judicial Institute	NJI	"National Judicial Institute. "NJI"
	National Judicial Council	NJC	"National Judicial Council", "NJC"
	Administration of Criminal Justice Monitoring Committee	ACJMC	"Administration of Criminal Justice Monitoring Committee", "ACJMC"
	Capacity building for bellwether state ACJMCs	Capacity building for bellwether state Administration of Criminal Justice Monitoring Committees	"capacity building for bellwether state ACJMCs", "capacity building for bellwether state Administration of Criminal Justice Monitoring Committees"
	Judicial Workers Union	JWU	"Judicial Workers Union", "JWU"
CJ Grantee Organizations	Federal ACJMC	Federal Administration of Criminal Justice Monitoring Committee	"Federal ACJMC", "Federal Administration of Criminal Justice Monitoring Committee"
	International Federation of Women Lawyers	FIDA	"International Federation of Women Lawyers", "FIDA"
	JURITRUST Centre for Socio-Legal Research and Documentation	JURITRUST, JURITRUST Centre for Socio Legal Research and Documentation	"JURITRUST Centre for Socio-Legal Research and Documentation", "JURITRUST", "JURITRUST Centre for Socio Legal Research and Documentation", "Centre for Socio Legal Research and Documentation", "JURITRUST Centre for Socio-Legal Research and Documentation"
	Nigerian Bar Association	NBA	"Nigerian Bar Association", "NBA"
	Nigerian Institute of Advanced Legal Studies	NIALS	"Nigerian Institute of Advanced Legal Studies", "NIALS"
	Partners West Africa, Nigeria	Partners West Africa, PWAN	"Partners West Africa, Nigeria", "Partners West Africa", "PWAN"
	Centre for Socio-Legal Studies	CSLS, Centre for Socio Legal Studies	"Centre for Socio-Legal Studies", "CSLS", "Centre for Socio Legal Studies"
	Legal Defense and Assistance Project	LEDAP	"Legal Defense and Assistance Project", "LEDAP"
	Centre for Law Enforcement Education Foundation CLEEN Foundation	CLEEN Foundation, CLEEN, Centre for Law Enforcement Education Foundation	"CLEEN Foundation", "CLEEN", "Centre for Law Enforcement Education Foundation"
	Center for Fiscal Transparency and Integrity Watch	CeFTIW	"Center for Fiscal Transparency and Integrity Watch", "CeFTIW"
	Centre for Democracy and Development	CDD	"Centre for Democracy and Development", "CDD"
	Independent Corrupt Practices and Other	ICPC	"Independent Corrupt Practices and Other Related Offenses Commission", "ICPC"

	Related Offenses Commission		
	Administration of Criminal Justice Monitoring Committee	ACJMC	"Administration of Criminal Justice Monitoring Committee", "ACJMC"

Exhibit 7. Media and Journalism module-level keywords for digital and traditional media.

Module: Media and Journalism Keywords and Phrases			
Keyword Category	**Keyword/Phrase**	**Keyword/Phrase Variation**	**Boolean Search Term**
MJ Overall Keywords	Quality reporting	High quality reporting, High-quality reporting	"quality reporting", "High quality reporting", "High-quality reporting"
	Independent voice		"independent voice"
	Unbiased reporting		"unbiased reporting"
	Media investigation		"media investigation"
	Investigative Journalism	Investigative reporting, investigative, Investigating	"investigative journalism", "investigative reporting", "investigative, "investigating"
	Partners United	PartnersUnited	"PartnersUnited", "Partners United"
	Shehu Musa Yar'Adua Foundation	"Yar'Adua Foundation"	"Shehu Musa Yar'Adua Foundation", "Yar'Adua Foundation"
MJ Grantee Organizations	Bayero University, Kano	BUK	"Kayero University, Kano", "BUK"
	Cable Newspaper Journalism Foundation	Cable Foundation	"Cable Newspaper Journalism Foundation", "Cable Foundation"
	Daily Trust Foundation	Daily Trust, DTF	"Daily Trust Foundation", "DTF", "Daily Trust"
	International Centre for Investigative Reporting	ICIR	"International Centre for Investigative Reporting", "ICIR"
	Premium Times Centre for Investigative Journalism	PTCIJ	"Premium Times Centre for Investigative Journalism", "PTCIJ"
	Reboot		"Reboot"
	Sahara Reporters Media Foundation	Sahara Reporters, Civic Media Lab	"Sahara Reporters Media Foundation", "Sahara Reporters", "Civic Media Lab"
	Tiger Eye Social Foundation		"Tiger Eye Social Foundation"
	Wole Soyinka Centre for Investigative Journalism	Wole Soyinka, WSCIJ	" Wole Soyinka Centre for Investigative Journalism", "Wole Soyinka", "WSCIJ"
	Wadata Communications	Wadata Media and Advocacy Centre	"Wadata Communications", Wadata Media and Advocacy Centre"
	Signature Communications Limited	Signature Communications	"Signature Communications Limited", "Signature Communications"
	British Broadcasting Company	BBC	"British Broadcasting Company", "BBC"
	Progressive Impact Organization for Community Development	PRIMORG	"Progressive Impact Organization for Community Development", "PRIMORG"
	OYA Media		"OYA Media"
	Daria Media		"Daria Media"

	Center for Journalism, Innovation and Development	CJID	"Centre for Journalism, Innovation and Development", "CJID"
	St Ives Communication Ltd	Women Radio FM	"St Ives Communication Ltd", "St Ives Communication Limited", "Women Radio FM"
	HumAngle Media Ltd		"HumAngle Media Ltd", "HumAngle Media Limited"
	Media Development Investment Fund		"Media Development Investment Fund"

Exhibit 8. Behavior Change module-level keywords for digital and traditional media.

Module: Behavior Change Keywords and Phrases			
Keyword Category	**Keyword/Phrase**	**Keyword/Phrase Variation**	**Boolean Search Term**
Overall BC Keywords	Behavior Change	Behavior, behavior change approach, behavior change intervention,	"behavior change", "behavior", "behavior change approach", "behavior change intervention",
	Approach		"approach"
	Intervention		"intervention"
	Social change		"social change"
	Capacity building	Building capacity	"capacity building", "building capacity"
Edutainment	Shugabanci		"Shugabanci"
	Dadin Kowa		"Dadin Kowa"
	Kwana Casa'in		"Kwana Casa'in"
	Books	Non-fiction books, Non fiction books, nonfiction books, "books", adult books"	"adult books", "non-fiction books", "non fiction books", "nonfiction books", "books"
	Children Books	kids book, books for kids, books for children, children's books	"children books", "kids book", "books for kids", "books for children", "children's books"
	Video Series	Video Serial, Online video series, online video serial	"video series", "video serial", "online video series", "online video serial"
	YouTube Channel	YT channel, YouTube series, YouTube serial	"YouTube Channel", "YT channel", "YouTube series", "YouTube serial"
	Series		"series"
	Web series	Website series, online series, series	"web series", "website series", "online series"
	TV Series	Television series, TV serial, television serial	"TV series", "television series", "TV serial", "television serial"
	film	Movie, documentary, cinema, Nollywood, Netflix, animated film, films for children"	"film", "movie", "documentary", "cinema", "Nollywood", "Netflix", "animated film", "films for children"
	radio drama	Radio serial, radio series	"radio drama", "radio serial", "radio series"
	Edutainment	Entertainment, edutainment	"entertainment", "edutainment"
	If I am President		"If I am President"
	Jenifa's Diary		"Jenifa's Diary"

	OKIRIPOTO		"OKIRIPOTO"
	Fourth Republic		"Fourth Republic"
	social media	Twitter, Facebook, Instagram, Reddit, Nairaland, TikTok, YouTube, Influencer, Social Media Influencer	"social media", "twitter, "facebook", "instagram", "reddit", "nairaland", "tiktok", "youtube", "influencer", "social media influencer"
	soap opera	Soap-opera	"soap opera", "soap-opera"
	games	Game-based interventions, game-based programs	"games", "game-based interventions", "game-based programs"
	Satellite TV	Corruption Tori	"Satellite TV",
	Corruption Tori		"Corruption Tori"
Faith-based	Muslim		"Muslim"
	Christian	Christianity	"Christian", "Christianity"
	youth	Adolescent, young people, younger people, teens, teenagers, young adult	"youth", "adolescent", "young people", "younger people", "teens", "teenagers", "young adult"
	faith leader	Faith-leader	"faith leader", "faith-leader"
	faith-based	Faith-based campaign, faith based, religious, religious campaign, religion, religion-based campaign, religion based campaign	"faith-based", "faith-based campaign", "faith based", "religious", "religious campaign", "religion", "religion-based campaign", "religion based campaign"
	interfaith		"interfaith"
	Islam		"Islam"
	Priest	Preacher, Imam	"priest", "preacher", "imam"
	social norm	Cultural norm, societal norm, society's norms, norms	"social norm", "cultural norm", "societal norm", "society's norms", "norms"
	ethics	Ethical	"ethics", "ethical"
	religious leader		"religious leader"
	integrity		"integrity"
BC Grantee Organizations	Behavioral Insights (US) Inc. (BI)	BIT, Behavioral Insights Team, BI	"Behavioral Insights Team", "BIT", "Behavioral Insights", "BI"
	Chatham House	CH	"Chatham House", "CH"
	High Definition Film Studio Limited	High Definition Film, High-Definition Film, High-Definition Film Studio, High-Definition Film Studio Limited, High Definition Film Studio Ltd."	"High Definition Film Studio Limited", "High Definition Film", "High-Definition Film", "High-Definition Film Studio", "High-Definition Film Studio Limited", "High Definition Film Studio Ltd."
	SceneOne Productions Limited	SceneOne Productions Ltd.	"SceneOne Productions Limited", "SceneOne Productions Ltd."
	Bayero University Kano	BUK	"Bayero University Kano", "BUK"
	Akin Fadeyi Foundation	AFF	"Akin Fadeyi Foundation", "AFF"
	Griot Studios		"Griot Studios"
	Lux Terra Leadership Foundation		"Lux Terra Leadership Foundation"
	Moving Image Limited		"Moving Image Limited"

	Accountability Lab Nigeria	Accountability Lab	"Accountability Lab Nigeria", "Accountability Lab"
	National Institute for Policy and Strategic Studios	NIPSS	"National Institute for Policy and Strategic Studios", "NIPSS"
	Nigerian Economic Summit Group		"Nigerian Economic Summit Group"
	Al-Habibiyyah Islamic Society	Al-Habibiyyah	"Al-Habibiyyah Islamic Society", "Al-Habibiyyah"
	Nigerian Institute for Social and Economic Research		"Nigerian Institute for Social and Economic Research"
	Equal Access International	Equal Access to Knowledge Development Initiative	"Equal Access International", "Equal Access to Knowledge Development Initiative"
	Independent Corrupt Practices and Other Related Offences Commission	ICPC	"Independent Corrupt Practices and Other Related Offences Commission", "ICPC"
	Palace of Priests Assembly		"Palace of Priests Assembly"
	Step Up Nigeria		"Step Up Nigeria"
	Mambayyah House		"Mambayyah House"
	Integrity	Integrity Organization, Integrity Nigeria, Public Integrity Networks, PINS	"Integrity Organization", "Integrity Nigeria", "Public Integrity Networks", "PINS"
	ICPC Anti Corruption Academy of Nigeria		"ICPC Anti Corruption Academy of Nigeria"

Exhibit 9. Joinbodi module-level keywords for digital and traditional media.

Module: Joinbodi Keywords and Phrases			
Keyword Category	**Keyword/Phrase**	**Keyword/Phrase Variation**	**Boolean Search Term**
JB Overall Keywords	Collective action		"collective action"
	Community advocacy	Community campaign	"community advocacy", "community campaign"
	Cost of corruption	Costs of corruption	"cost of corruption", "costs of corruption
	Citizen action		"citizen action"
	Citizen advocate		"citizen advocate"
	Constituency project		"constituency project"
	Corporate Affairs Commission	CAC	"Corporate Affairs Commission", "CAC"
	Open Contracting Data Source	OCDS	"Open Contracting Data Source", "OCDS"
	Open Government Partnership	OGP	"Open Government Partnership", "OGP"
	Parents Forum		"parents forum"
	Protest	Protests, Protesting, Protested	"protest", "protests", "protesting", "protested"
	Public procurement	Public Procurement Act	"public procurement", "Public Procurement Act"
	Freedom of Information (FOI)		"FOI", "freedom of information"
	Budget tracking	"Tracking the budget"	"budget tracking", "tracking the budget"
	Entitlement		"entitlement"

	School-Based Management Committee	SBMC, School Based Management Committee	"SBMC"
	Technical Advisory Committee	"TAC"	"Technical Advisory Committee", "TAC"
	Townhall	Town Hall, Town Hall Forum, Town Hall Meeting	"townhall", "town hall", "town hall forum", "town hall meeting"
	Scorecard	Score card	"scorecard", "score card"
	SERVICOM	Service Compact with All Nigerians	"SERVICOM", "Service Compact with All Nigerians"
	Whistleblower		"whistleblower"
	Grievance Mechanisms	grievance	"grievance mechanisms", "Grievance mechanism", "grievance"
	Follow-the-Money by Connected Development	Follow-the-Money, Connected Development, CODE, Follow the Money, Follow the Money Movement	"Follow-the-Money by Connected Development", "Follow-the-Money", "Connected Development", "CODE", "Follow the Money", "Follow the Money Movement"
Elections	campaign platform		"campaign platform"
	Independent National Electoral Commission	INEC	"Independent National Electoral Commission", "INEC"
	Red Card Movement	RCM	"Red Card Movement", "RCM"
	Coalition for a New Nigeria	CNN	"Coalition for a New Nigeria", "CNN"
	Coalition for Nigeria Movement	CNM	"Coalition for Nigeria Movement", "CNM"
	Third Force		"third force"
	Nigeria Intervention Movement	NIM	"Nigeria Intervention Movement", "NIM"
	Coalition of United Political Parties	CUPP	"Coalition of United Political Parties", "CUPP"
	Transition Monitoring Group	TMG	"Transition Monitoring Group", "TMG"
	Nigeria Civil Society	Nigerian Civil Society	"Nigeria Civil Society"
	Situation Room		"Situation Room"
	Election Tampering	Tampering elections	"election tampering", "tampering elections"
	card reader		"card reader"
JB Grantee Organizations	African Centre For Leadership, Strategy & Development	ACLSD, Centre LSD, Centre LSD, African Centre For Leadership, Strategy and Development	"African Centre For Leadership, Strategy & Development", "ACLSD", "Centre LSD", "African Centre For Leadership, Strategy and Development"
	African Centre For Media & Information Literacy	ACMIL, AFRIMIL, African Centre For Media and Information Literacy, African Center for Information and Media Literacy, AFRICMIL	"African Centre For Media & Information Literacy", "ACMIL", "AFRIMIL", "AFRICMIL", "African Centre For Media and Information Literacy", "African Center for Information and Media Literacy"
	Arewa Research & Development Project	Arewa, Arewa Research and Development Project	"Arewa Research & Development Project", "Arewa", "Arewa Research and Development Project"

	Centre for Transparency Advocacy	CTA, "Say No" Campaign	"Centre for Transparency Advocacy", "CTA", "Say No Campaign"
	Proteus Fund		"Proteus Fund"
	Youth Initiative for Advocacy, Growth, and Advancement	Youth Initiative for Advocacy, Growth & Advancement	"Youth Initiative for Advocacy, Growth, and Advancement", "Youth Initiative for Advocacy, Growth & Advancement"
	TrustAfrica		"TrustAfrica"
	Socio-Economic Rights & Accountability Project	SERAP, Socio-Economic Rights & Accountability Project, Socio Economic Rights & Accountability Project, Socio Economic Rights and Accountability Project	"Socio-Economic Rights & Accountability Project", "SERAP", "Socio-Economic Rights and Accountability Project", "Socio Economic Rights and Accountability Project"
	Social Development Integrated Centre	SDIC, Social Action, NDEBUMOG, Social Action Niger Delta Budget Monitoring Group	"Social Development Integrated Centre", "SDIC", "Social Action, NDEBUMOG", "Social Action, Niger Delta Budget Monitoring Group"
	Right to Information, Nigeria	R2K, Nigeria	"Right to Information Nigeria", "R2K, Nigeria"
	Popular Theatre for Community Development	Theatre for Community Development	"Popular Theatre for Community Development", "Theatre for Community Development"
	Integrity Nigeria	Public Integrity Networks, PINS	"Integrity Nigeria", "Public Integrity Networks", "PINS"
	HEDA Resource Centre	HEDA	"HEDA Resource Centre", "HEDA"
	Civil Society Legislative Advocacy Centre	CISLAC	"Civil Society Legislative Advocacy Centre", "CISLAC"
	Resource Centre for Human Rights & Civic Education	Resource Centre for Human Rights and Civic Education	"Resource Centre for Human Rights & Civic Education", "Resource Centre for Human Rights and Civic Education"
	BudgIT		"BudgIT"
	Connected Development Initiative		"Connected Development Initiative"
	Community Life Project		"Community Life Project"
	Public and Private Development Centre	PPDC	"Public and Private Development Centre", "PPDC"
	Civil Society Legislative & Advocacy Centre	CISLAC	"Civil Society Legislative & Advocacy Centre", "CISLAC"
	Policy and Legal Advocacy Centre	PLAC	"Policy and Legal Advocacy Centre", "Policy & Legal Advocacy Centre", "PLAC"
	Women's Rights Advancement & Protection Alternative	WRAPA	"Women's Rights Advancement & Protection Alternative", "Women's Rights Advancement and Protection Alternative", "WRAPA"
	Centre for Information Technology and Development	CITAD	"Centre for Information Technology and Development", "CITAD"

	Initiative for Research, Innovation, and Advocacy in Development	IRIAD	"Initiative for Research, Innovation, and Advocacy in Development", "IRIAD"
	Shehu Musa Yar'Adua Foundation	"Yar'Adua Foundation"	"Shehu Musa Yar'Adua Foundation", "Yar'Adua Foundation"

Exhibit 10. Process for data collection by Playspread.

Step 1:
Online: All media from selected online news sources crawled, captured, and extracted
TV and Radio: all news-related shows are recorded, audio is converted to text, Nigerian languages are translated to English

Step 2:
Corruption-related filter keywords and phrases used to search online, TV, and Radio media sources
(n = X online articles; X TV shows; X Radio broadcasts)

Step 3:
Online, TV, and Radio media with no corruption-related filter keywords and phrases are removed.
Online, TV, and Radio media with corruption-related filter keywords and phrases are stored
(n = X online articles; X TV shows; X Radio sections)

Step 4:
Number of mentions for each corruption-related filter keyword and phrase are recorded
(n = X mentions)

Step 5:
Online, TV, and Radio media are categorized into 5 modules: cross-cutting; joinbodi; criminal justice; media and journalism; and behavior change; using cross-cutting and module-specific keywords and phrases.

Step 6:
Number of mentions for each module-level filter keyword and phrase are recorded
(n = X cross-cutting mentions; X Joinbodi mentions; X criminal justice mentions; X media and journalism mentions; X behavior change mentions)

Step 7:
Sentiment analysis will be conducted using the Naïve Bayes Classifier Algorith and each unique media article or broadcast will be assigned a positive, neutral, or negative sentiment

Step 8:
Online, TV, and Radio media are organized by corruption-related filter keywords and phrases then module-level keywords and phrases in an excel sheet