

Localising purple?

RESEARCH REPORT

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BACKGROUND

The Purple website has grown exponentially since it was launched, yet engaging high proportions of users in the target states of Kano and Kaduna has proven challenging, even with extensive use of targeted advertising.

One suggestion has been to provide a Hausa language version of Purple's web presence to make it more accessible by users in Kano and Kaduna. Doing so would however have significant resource and budget implications, a commitment which would require significant evidence if it was to be justified. The following research has attempted to review the evidence available in order to answer the question of localisation.

Registered user distribution table		
State	Number of registered users	% of user base
Lagos	36474	20.42%
Kaduna	7335	4.11%
Kano	5485	3.07%
Enugu	8241	4.61%
Other states	121118	67.80%
	TOTAL	178653

* Data cumulative May '15 - October '16

RESEARCH AIMS

There are a variety of potential reasons for lower access rates in Northern states and this research project aims to explore what factors have the most bearing on Northern access. The goal of this research was therefore to assess to what extent, if at all, Purple online content should be localised to reach a greater audience in the North, keeping 3 factors in mind:

1. Physical accessibility
2. Cultural relevance
3. Linguistic accessibility

RESEARCH QUESTIONS

We set out to answer the following key research questions:

1. *What barriers are there to engagement with Purple content for Northern users?*
2. *What do we know about the nature of the Hausa language?*
 - a. *Is localisation into Hausa feasible?*
 - b. *Have others in online spaces localised successfully?*
3. *What language do young people prefer to access online media in the Northern states?*
 - a. *What are the consequences of their preference for the Purple website?*
 - b. *Would Northern users prefer to access the Purple site in a language other than English?*
 - c. *Would a language other than English alienate any users?*
4. *How do existing users in the Northern states react to the content on the Purple website?*
 - a. *Would more Hausa/Northern oriented content alienate non-Hausa/Southern audiences?*
 - b. *What religious or cultural considerations are there for ensuring relevant content planning and community management practices?*
 - c. *Does our imagery affect engagement by users in the North?*
5. *What insights can we share from our promotional activities relating to reaching users in the North?*

METHOD

In order to best answer the questions laid out, we took a multi-pronged approach, triangulating our data for maximum reliability. The project makes use of 4 different data sources:

- Desk research
 1. Existing projects
 2. Research on localisation
- Focus group with Purple facilitators & brand ambassadors
- Interviews
 1. With stakeholders
 2. With professionals in similar fields
- Survey with Hausa speaking website users
- Data analysis of Purple web traffic & engagement

EXECUTIVE SUMMARY

- ❖ Hausa speaking website users, desk research, and interviews with V4C staff and external consultants all strongly supported localising the website and its advertising into Hausa.
- ❖ However, conversations with Purple Brand Ambassadors and facilitators showed that **the decision to localise should not be taken so lightly when taking the brand's perception by non-Hausa speakers into consideration.**

EXECUTIVE SUMMARY

WEBSITE LANGUAGE

- ❖ Having a Hausa option could alienate users from all over Nigeria, creating an impression of divergence rather than unity, even in the Northern states because of the blended nature of these communities. The website should stay in English only.
- ❖ The site should deploy key phrases in Hausa, Igbo and Yoruba for example “I believe in 50/50”
- ❖ A google translate widget could allow Hausa speakers to choose to translate the site if they prefer without indicating any favoritism.

BRANDING

- ❖ Comms should consider actively communicating that Purple is a brand that offers ‘unity amidst diversity’
“I am Hausa/Igbo/Nigerian/A man/a woman/A wife/A husband/a father - and I am Purple”
- ❖ Recognise that diversity is there but that Purple and gender equity cuts across it all.
“The Nigerian man is very sensitive to anything that tends to deny him a sense of belonging” - Brand Ambassador, Kaduna

ADVERTISING

- ❖ Where adverts can be targeted accurately, they should be done in the local language
- ❖ Special attention should be paid to mixed areas - advertising in Hausa can have a negative effect on non-Hausa speakers
- ❖ Specific sensitisation should be run in Hausa on the ground to reassure the Hausa communities this is also ‘for them’ (but not because they need it more!)

EXECUTIVE SUMMARY

CONTENT

- ❖ Don't neglect the impact of imagery on users: brand collateral should show a mix of cultures and 50/50 gender splits at all times
- ❖ Consider creating some gendered spaces on the website to allow more traditional young women to feel at ease

SOCIAL MEDIA

- ❖ Advertising the Hausa social media page should be done discreetly to a) avoid **non-Hausa speakers** from feeling Hausa speakers are being given preferential treatment b) give the impression that Hausa speakers 'need' gender sensitisation more
- ❖ On the ground events in strong Hausa speaking areas should direct users to the website as well as the Hausa social media page

DESK RESEARCH

The desk research aimed to answer the following questions:

- What is the nature of the relationship between Hausa as a language and the socio-political picture in Nigeria?
- What work has been done on community development and native languages?
- What work has been done on the use of native languages in online learning campaigns?
- Are there other practitioners in developing areas who have localised resources successfully?
- What broadcasting is available in Hausa and how popular is it?

Language and development work

Our findings when looking at research into language choices in development programmes indicate that researchers and practitioners support the use of local and native languages in developmental aid settings.

- Although familiarity and technological literacy is flagged as a factor in access to online development projects, most reports indicate a need for more linguistically tailored online content to bridge the digital gap.
- Localisation has been recognised as a key factor in the success of development programmes in Myanmar.
- Development programmes are better received when they are seen as 'local' in organisation as well as focus, with indigenous languages being seen as important aspects of citizenship.
- Study into Muslim women's economic involvement in northern Nigeria indicates a need to reframe concepts of agency and empowerment to suit the cultural frame of the community.

Value of native language in developing setting

When looking at literature on the role of languages in development communications, native and local languages are highlighted as essential to overcoming development related issues. Although English is seen as the *lingua facta* in many African contexts, it is also often alienating, and not only to marginalised groups, who state their preference for languages more closely associated with their culture.

- From a linguistic perspective, local languages are seen as fundamental to constructing community identity.
- Native languages are seen as empowering for marginalised citizens and have been shown to be tools for community development
- Literature highlights the importance of mother tongue learning for children, showing that children learn better in their own languages.
- The link between language and cultural understanding is a close one, meaning that English flags western cultural concepts which may not be relevant in a northern context, thereby colouring the content as irrelevant too.

What is available in Hausa?

A variety of broadcasting media is being consumed in Hausa including television, films, social media, online news and radio. Many of the organisations who have localised content for northerners report great interest and high user numbers.

- Arewa 24: The most notable organisation broadcasting localised content. Broadcasts television and films tailored to the northern market. This includes development aimed Hausa language television shows such as 'Tauraruwa' aimed at empowering young women.
- Facebook: Hausa is an option for Facebook users and has been flagged by Zuckerberg as important for reaching Nigerian youth.
- In the Purple context, Purple Tinz is available in Hausa and and has indeed proven more popular with Northern demographics.

Who has managed to localise successfully?

A few organisations report having localised their projects successfully.

- Mobile Kunji: An India- based organisation that provides maternal healthcare information in both Hindi and Santhali, a popular local dialect. The programme piloted very well.
- USAID DELIVER project: Localisation of logistics organisation for 2 northern Nigerian states. The project provides Hausa language logistics expertise to their contraceptive providers, and Hausa language meetings in these states. The localisation move has improved the project's reach in a variety of ways.
- MPowering: Translated their health worker training videos into Hausa and Yoruba and have found success in doing so.
- Girl Effect have Hausa speaking 'Role Model' hot lines - there were even complaints that the Hausa used wasn't colloquial enough!

STAKEHOLDER INTERVIEWS

Insights from Fatima Sada, Senior Manager at the Girl Effect

- working primarily with young women aged 10-19 and who worked especially in Kano. Fatima strongly recommended localising into Hausa
 - Experience with Girls Rising film - glowing and positive reaction to Hausa version vs English version
 - Role Model call centers use Hausa, callers even complain when the Hausa is not colloquial enough
 - Put this down to emotional connection - English may be the language of education and business, but Hausa is the language of family, friends and emotions
- The assumption of young women looking at marketing in English is 'that probably isn't for me' - even though the content may be relevant
- They have plans to localise their freebasics (internet.org) offering into Hausa
- Recommend getting local young men and women to do marketing and flyering in Hausa and to use Northern imagery, as well as running adverts in Hausa and seeing if this has any impact on uptake

STAKEHOLDER INTERVIEWS

Insights from Media Perspectives, partner ad agency

- Ran a focus group with 18 participants. Participants reported that they prefer content in English but with Hausa phrases used. Young people socialise in tight gendered groups, and have strong sense of cultural identity - preoccupied with marriage & education. They are loyal to Arewa media platforms including ArewaAwesome on Instagram, but also Linda Ikeji and Arewa 24.


Insights from Salih Tanko, Freedom Radio Kano

- Hausa is the preferred language of communication for northerners, especially on social media platforms, which was why it's the only language Mark Zuckerberg mentioned in his recent visit to Nigeria.
- *“As for localizing, I'm a huge proponent of that, especially for us in the North as it will be a great Avenue to enlighten and educate the general public through the use of their language and culture which will make them receptive to whatever knowledge or information is being put forward. I personally know how using my language in group discussions when i was in school helped me a great deal to pass my exams.”*


STAKEHOLDER INTERVIEWS

We ran a Whatsapp focus group with Purple students and facilitators from across Nigeria. This was interesting because we weren't just soliciting answers from Hausa speakers. There were VERY strong reactions!

- They felt that all adverts should use Igbo, Hausa, or Yoruba depending on the targeting
- There is a risk that Hausa speakers will also feel like they are being 'singled out' as needing 'enlightening' more than others.
- Rather intensify on the ground sensitisation in Hausa
- Kaduna is a microcosm for the problem because the banners there tend to be in Hausa, but this can then alienate the English speaking population, who then dismiss the brand as "one of those Hausa things."



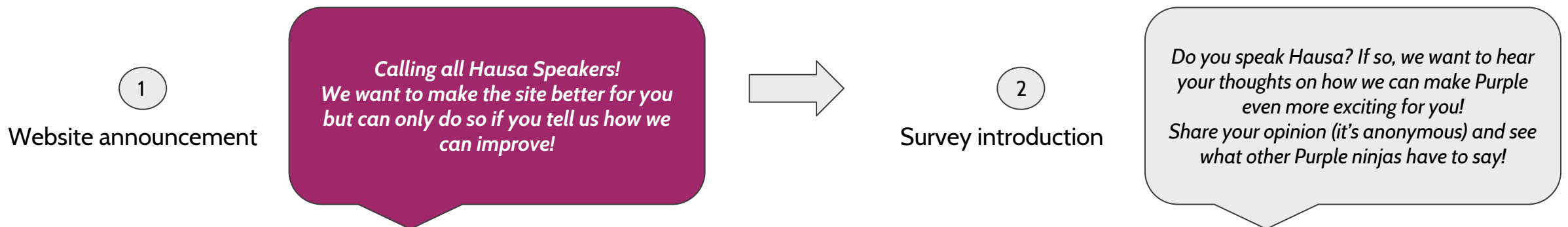
"Why must we always have preference to Hausa? Some students are already feeling Purple is promoting Islam due to people in adverts wearing Hijab (...) let's not create division!"



"The website is ok the way it is, we should focus on a mix blend of the 3 tribes and show the world that Purple is for everyone because gender cuts across tribes - it is not a Hausa thing!"

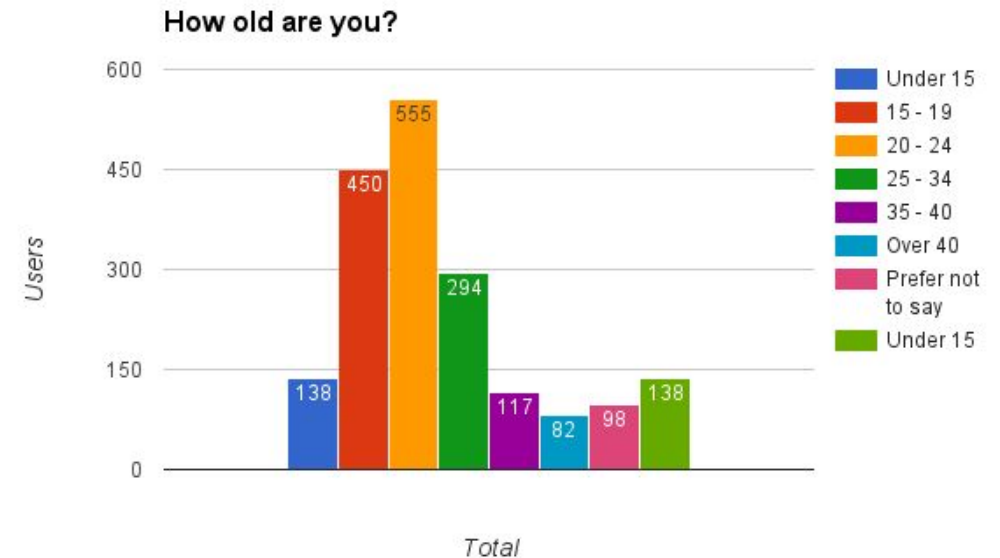
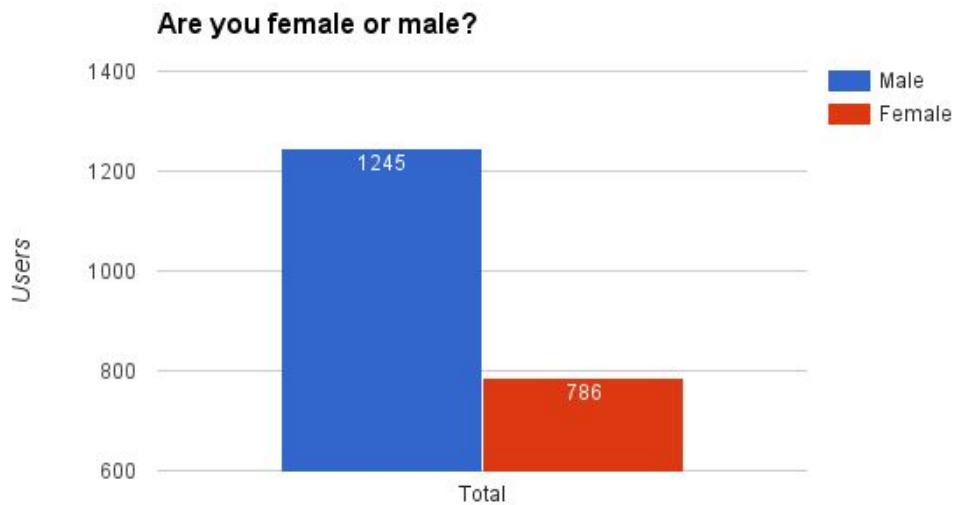
ONLINE SURVEY

- We ran a survey on the Purple site to ask existing users their feelings about the use of Hausa in the online spaces
- The survey ran from 06/09 to 20/09
- There were 7 multiple choice questions and 1 open question
- To maximise volumes of responses, we didn't force users to login



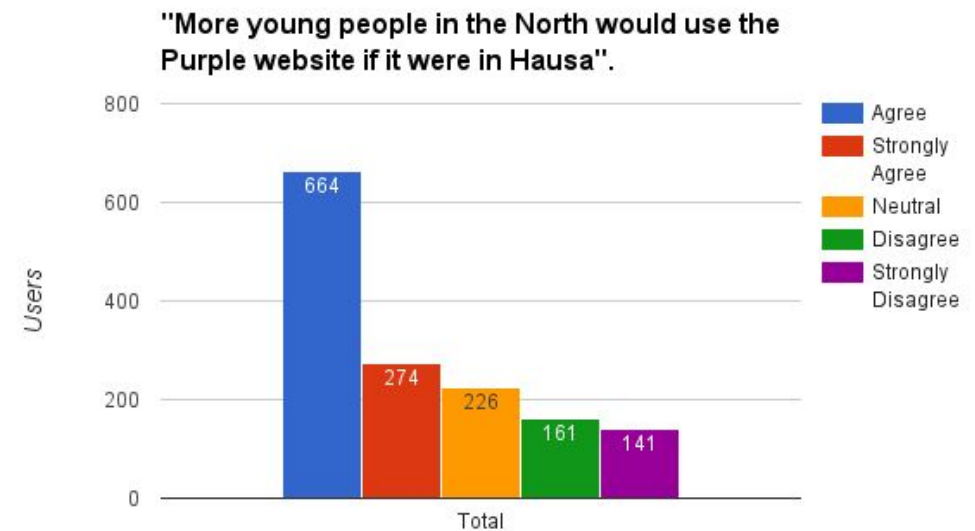
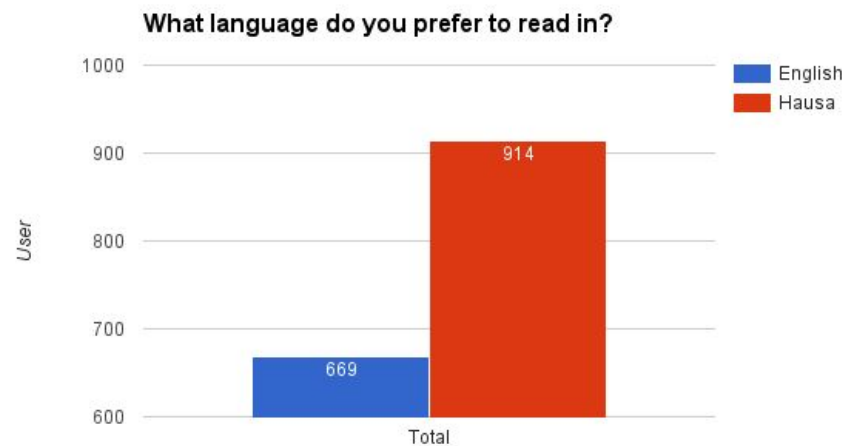
Online survey: Results

- 2,031 answers to the first question, of which 61% male, 39% female
- 1,343 answers to the last multiple choice question
- 816 answers to the open question
- Majority of respondents were 15-24
- State lived in: 23 % Kano, 14% Kaduna, 6.3% Lagos, 5% Katsina, 5% Bauchi



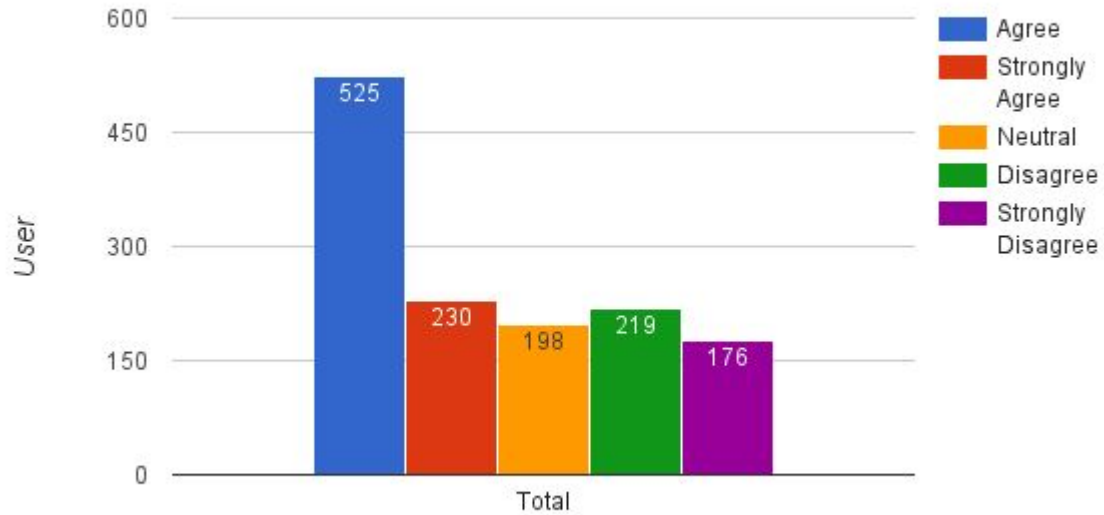
Online survey: Insights

- Over half of respondents said they **preferred reading in Hausa**
- 64% agreed/strongly agreed with the statement *"More young people in the North would use the Purple website if it were in Hausa"*
- 56% said **they** would prefer the website to be in Hausa
- Almost half of respondents (45%) agree/strongly agree with the statement *"The topics covered on the Purple website are not always appropriate for young people in the North"*.

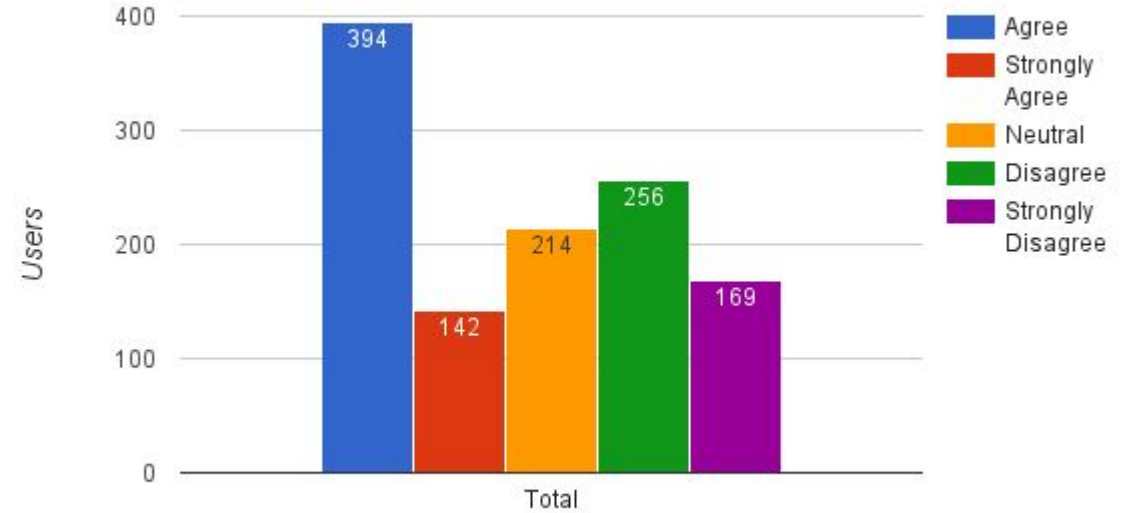


Online survey: Insights

"I would prefer the Purple website to be in Hausa"



"The topics covered on the Purple website are not always appropriate for young people in the North"



Online survey: Qualitative insights

In your own words, could the Purple website do anything differently (like the way we advertise, the language we use, the topics we cover, the pictures we use on the site) to gain more fans from the North of Nigeria?

You should just make your advertisements in Hausa, so that you could attract the attention of more northerners, whose are mostly Hausa speaking people.

Well yes! What you have to do first is to ask a person what language he/she prefers Hausa, English etc. Whenever he or she log in.

I think you guys should be posting pictures that are a bit related to the northerners, so that they will feel welcome and you should also be presenting a topic that relate to the predicament of the Hausa people or the northerners in general...Thank You.

What Purple should to improve the website in my opinion is that; The Purple website should be in four (4) different languages i.e English, Igbo, Hausa and Yoruba, so that one can choose and use one which is appropriate and comprehended to him.

Yes Purple could advertise about the Dangers of underage marriage and about the consequences of such a norm with this I know we can Gain more fans from the north

More advertisement and quite seriously, the awareness of the existence of the website in Kano is 15% of 100%.

Use more of the Hausa/Jukun traditional attire in advertising.

Online survey: Recommendations

1. Strong indication that translating the website into Hausa, or at least sections of the website, would be very attractive to users in the North
2. Recommend running adverts to Northern states in Hausa and tracking differences in CTR and conversions - for example does this impact bounce rate or time spent on site once they realise the site is in English?
3. We need to improve in our provision of 'Arewa' friendly topics
4. Graphics will play a big part in localisation, this is a challenge because it can have the opposite impact on users who aren't from the North

Insights from promotional activities

- E1M has been using popular mobile web platforms to advertise the site to the target audience.
- In January, we ran a banner advert for the Purple Academy in Kano to 16-25 year olds in both Hausa and English on the Eskimi platform.
- The difference between the clicks was minimal, with the Hausa advert performing marginally worse with a click through rate of 0.90% vs 0.94%
- The recommendations from the promotional team is that they would need a £5,000 budget over an 8 week period to do targeted testing of what does and doesn't work in the Northern states, looking at variables in themes, graphics, channels, and language.

Insights from social media

- In anticipation of launching a Hausa Purple Facebook page we ran a post asking users what topics they would like to see on it
- The responses to this were positive but also raised some immediate examples of how engagement with these users might need to be tailored to meet their different value systems



 **Purple Naija**
Like This Page · 3 August · 🌐

Barkan Ku!

Hello to all our Hausa speaking community!
We are pleased to announce that we will be launching a Purple Hausa Facebook page soon and we would love to know what you would like to see on it! What topics or problems around gender equality and living a 50/50 world are most important to you? You can drop your comments below in English or Hausa — with Zahraddeen Usman Muhd.

 Like  Comment  Share 

   1k Top comments ▾

11 shares 81 comments

Insights from social media

- Because we referred to 'gender equality' in the post, this sparked some interesting (and conflicting) reactions
- We also got some input on the themes that might be more appropriate, such as drug abuse and violence and child marriage
- The feedback also highlighted the possible contradictions in our imagery!

Purple should not deceive themselves. 50 -50 is not accepted even in America. No to Gender Equality. I support Girl child Education.

I didn't agree with 50/50!!!
According to my religion teaching, anyone between male and female has his/her own position...

There is no equality between male and female interm of life presentation, at anyway male is ahead of female, as it is clearly stated in our book#[qur'an](#)..

Why is there 2 Ladies and 5 Gentlemen, Isn't this whole thing about "being equal"; 50/50 ryt? HAHA .

Insights from traffic & engagement data

- We can assess the impact of having a non-Hausa localised site by investigating whether the proportion of 'Hausa-speaking' traffic varies from a baseline expected proportion. To do this we need to make certain assumptions, as follows,
 1. The people who would be adversely affected by a non-Hausa localised site are 1st Language Hausa speakers (whose main or only language is Hausa). And also, that 2nd Language Hausa speakers will be comfortable with an EN-only site
 2. Hausa is spoken as a first language in the following states and visitors from these states will be overwhelmingly 1st Language Hausa speakers - Bauchi, Gombe, Jigawa, Kaduna, Kano, Katsina, Sokoto & Zamfara ^{1,2}
 3. If language is not an issue, then traffic to the site is assumed to be representative of the current Nigerian mobile internet subscriber population, in terms of proportions by state ³
- On the basis of these assumptions, if an EN-only site is problematic for 1st Language Hausa speakers then we would expect to see a variance when comparing per-state proportional traffic to the site with a baseline of the per-state proportional mobile internet subscriber population. This hypothesis is examined overleaf.

Insights from traffic & engagement data

- The proportion of Nigerian mobile internet subscribers who live in one of the '1st Language Hausa Speaker' states, defined previously, as of Q1 2016 ⁴ is **17.29%**
- The proportion of Nigerian authenticated visitors to iampurple.ng from 27th July - 27th Sep 2016, who report being from one of the '1st Language Hausa Speaker' states is **10.83%**
- **Therefore, at a general level, we see 37.3% fewer visitors from '1st Language Hausa Speaker' states than we would expect if iampurple traffic were representative of the overall mobile internet subscriber population**
- However, we know that per-state traffic to iampurple will be skewed by our ongoing acquisition efforts in the four Target States of Enugu, Kaduna, Kano and Lagos. Therefore, to ensure the analysis is representative of the mobile internet subscriber population, traffic from the Target States should be excluded. This is considered overleaf

Insights from traffic & engagement data

- Considering only non-Target States, the proportion of Nigerian mobile internet subscribers who live in one of the '1st Language Hausa Speaker' states, defined previously, as of Q1 2016 is **10.88%**
- Considering only non-Target States, the proportion of Nigerian authenticated visitors to iampurple.ng from 27th July - 27th Sep 2016, who report being from one of the '1st Language Hausa Speaker' states is **3.88%**
- **Therefore, when the effect of iampurple's acquisition efforts is excluded, we see 64.3% fewer visitors from '1st Language Hausa Speaker' states than we would expect if iampurple traffic were representative of the overall mobile internet subscriber population**
- Interestingly, this variance does not persist when examining visitors' engagement, see overleaf. This suggests that the observed variance may be due to a relative difference in visitors' initial attraction to the site rather than a difference in the perceived value of the site content. Though it is also possible that other general factors, such as visitor satiation, are having a greater effect, and therefore obscuring any effect due to the preferred language of visitors.

Insights from traffic & engagement data

- Considering all Nigerian States, the proportion of Nigerian authenticated visitors to iampurple.ng who visited more than once from 27th July - 27th Sep 2016, and who report being from one of the '1st Language Hausa Speaker' states is **38.44%**
- The proportion of the equivalent cohort of returning visitors who reported being from Non- 1st Language Hausa Speaker states is **37.52%**
- The variance between these two cohorts is marginal and not considered significant.
- Equally, when considering the mean visits per authenticated visitor for these two cohorts, the same lack of variance is found, with **2.02 visits per visitor** for visitors from 1st Language Hausa Speaker' states and **1.95 visits per visitor** for visitors from Non- 1st Language Hausa Speaker states

Insights from traffic & engagement data

Limitations of the analysis

- There may be multiple causes of the observed variance, not merely issues with the language used on the site. For example, the relative variance of the Hausa-state visitors may be due to political and cultural sensitivities with the content (both promotional and on-site) as much as difficulties with the language. Extrinsic factors such as personal disposable income may also contribute to a person's decision as to whether a visit to iampurple is essential or affordable. It is likely that there is a constellation of contributory factors of which language is just one, albeit probably a substantial one.
- Currently, we are restricted to a location analysis of only the authenticated visitor population because we do not hold location information for anonymous visitors. Therefore we cannot rule out any selection bias effect caused by only considering people who have been engaged enough to authenticate on iampurple. It is possible that the probability of quitting before registration is skewed due to the language preference of visitors. Planned updates to our 3rd party geo-location database will hopefully enable future analysis of anonymous visits, though accuracy of this data will need be verified first.

Insights from traffic & engagement data

Nigerian Telecommunications Sector Q1 2016 (Summary Report) ¹				iampurple traffic (27th July - 27th September 2016)					
1st Language-State	Population	Mobile Internet Subscriber s	% of Population who are mobile internet subscribers	One-time authenticated visitors ⁴	Returning authenticated visitors ⁵	Total authenticated visitors	% of authenticated visitors who return	Authenticate d visits	Mean authenticated visits per visitor
Hausa states ²	54,296,529	15,889,221	29.26%	3,769	2,353	6,122	38.44%	12,385	2.02
English states ³	139,203,99 4	76,022,191	54.61%	31,498	18,918	50,416	37.52%	98,522	1.95
All states	193,500,52 3	91,911,412	47.50%	35,267	21,271	56,538	37.62%	110,907	1.96
% Hausa states ¹ http://www.nigerianstat.gov.ng/report/438	28.06%	17.29%		10.69%	11.06%	10.83%		11.17%	

² Bauchi, Gombe, Jigawa, Kaduna, Kano, Katsina, Sokoto, Zamfara

³ Abia, Adamawa, Akwa Ibom, Anambra, Bayelsa, Benue, Borno, Cross River, Delta, Ebonyi, Edo, Ekiti, Enugu, Federal Capital Territory, Imo, Kebbi, Kogi, Kwara, Lagos, Nasarawa, Niger, Ogun, Ondo, Osun, Oyo, Plateau, Rivers, Taraba, Yobe

⁴ Visitors who only visited once in time period

⁵ Visitors who visited more than once in time period