The Role of Public Barazaas and Mainstream Media, on Public

Participation on Matters Governance in Narok County

BY

BEATRICE KADESA

K50/69642/2013

A Research Project Submitted for Partial Fulfillment for the Degree of

Master of Arts in Journalism and Communication Studies, School of

Journalism and Mass Communication, University of Nairobi

November 2017

School of Journalism

THE ROLE OF PUBLIC BARAZAAS AND MAINSTREAM MEDIA ON PUBLIC PARTICIPATION ON MATTERS GOVERNANCE IN NAROK COUNTY

BY ………………………

BEATRICE KADESA

Registration Number K50/69642/2013

A Research Project submitted for Partial Fulfillment for the Degree of Masters of Arts in Journalism and Mass Communication, University of Nairobi

November 2017

School of Journalism

DECLARATION

THIS RESEARCH PROJECT IS MY ORIGINAL WORK AND HAS NOT BEEN PRESENTED FOR A DEGREE IN AT ANY OTHER UNIVERSITY.

Signature   ……………………………   Date……………………….

Beatrice Kadesa

K50/69642/2013

This Research Project has been submitted for the award of M.A. Degree in Journalism and Mass Communication Studies approval as the University supervisor.

Signature   ………………………….   Date………………………..

MR. POLYCARP OMOLO OCHILO

Lecturer, School of Journalism and Mass Communication Studies,

University of Nairobi

ACKNOWLEDGMENT

For the last two program academic years, it has been an exciting and instructive study period at the University of Nairobi and I feel privileged to have had the opportunity to carry out this study as manifestation of knowledge gained during the period of my study for my master's degree in Journalism and Mass Communication Studies. It would be impossible not to remember a number of people who have in one way or another, directly or indirectly, played a role in the realization of this Research Project. I wish to thank them all equally.

First, I am indebted to the almighty God for all the blessings He showered on me and for being with me throughout the study. I am deeply grateful to my supervisor, Mr. Polycarp Ochilo for his exemplary academic guidance, support and critical comments on the entire work without which this project would not have been a success. The facilitation of approvals for possible primary data collection, by Narok County Government and the remarkable inputs by employees, during moderation of the survey instruments, to meet the geopolitical and socioeconomic scenarios of Narok County.

Finally, with great humility and love, I take this opportunity to express my deep gratitude to my husband, both our families, and friends who were a constant source of motivation and for their never ending support and encouragement to me.

DEDICATION

This Research Project is dedicated to my husband Ibido Sarbo, My daughters, Fatuma Malia Ibido and Fatima Ibido Sarbo, My Parents Henry Okoth Okanga and Joyce Alego Okanga and members of our entire family for their belief in me, prayers, support and love.

ABSTRACT

The purpose of this research project was to investigate on how mainstream media and public barazaas as forms of communication influenced public participation in the public sector as encouraged by the Article 175 of the Kenya Constitution (2010). The study also examined the flow of communication and its implications with various forms of media in governance. Article 196 of the Kenyan Constitution (2010) heavily influenced the basis of this investigation. Article 174, Chapter 11 of the constitution defines the objectives and principles of devolved units; the counties, of which section (c) clarifies the role of people participation in the exercise of power and decision making. The major question of the research project was how the different media classes are involved in the process of influencing governance through public participation and administrative discussions thereof. In addition, we also focused on the different parameters that influence choice of media across Narok County particularly taking advantage of immense technological progress that has made it easy to be connected to the rest of the world. Besides the constant information from mainstream media is one of the reasons for the growth of our participatory culture in the country and the county of Narok in particular.

Various data collection techniques were used but most importantly, the sample frame was purposively selected in that information was collected through the use of questionnaires from the public (wananchi) who actively participated in the budget process in Narok County and officers from Narok County Government who are in charge of public participation. The objectives of this study included finding the forms of advertisements used in mobilization of publics during participations in legislative processes and in policy implementation processes, with specific focus on public barazaas and mainstream media. The findings from the research showed that the two forms of communication played a major role in inviting the public to participate in key governance and development issues in the county, such as tourism, tax collections, health, education and agriculture.

The findings of the research has assisted us in coming up with some key recommendations such as possible best effective forms of communication which the county may use during advertisement while calling out for public participation and also how to merge mainstream media roles and barazaas for maximum gains in mobilization efforts.

ACRONYMS

CEC   County Executive Committee Member

FESTAC   Festival of Arts and Culture

KNBS   Kenya National Bureau of Statistics

LASDAP   Local Authority Service Delivery

NCG   Narok County Government

NCA   Narok County Assembly

TOV   Trinity of Voice Theory

UGC   User Generated Content

UNESCO   United Nations Education Scientific and Cultural Organization

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER ONE

INTRODUCTION

1.0 OVERVIEW

The Role of Public Barazaas and Main stream Media on Public Participation on Governance Matters in Narok County as an overview is understood as the citizens' participation process that provides a platform to private individuals with an opportunity to influence public decisions or processes as part of a long democratic tradition. Citizen participation can be traced from the Colonial England and Ancient Greek. Participation is made possible through the use of various media platforms which range from barazaas as a form of communication to mainstream media with each platform having different impacts and outcomes from the targeted audience, in terms of mobilization, outreach and feedback from wananchi to the in governing structures.

This Research Project was inspired by prior research conducted on matters public participation in Narok County and one of the projects which focused on factors affecting community participations in the management of development projects through Local Authority Service Delivery (LASDAP) action plans: a case study of Kilgoris constituency, Narok County in 2013.

Among the findings of the previous research on the question of how the community became aware of the projects funded by LASDAP, the results indicated that 16% of the respondents became aware of LASDAP through word of mouth from the community meetings or barazaas and a mere 2% indicated that they got the information about

LASDAP from the newspapers. These low figures intrigued the researcher into carrying out the project with the sole intentions of finding out the possible roles played by the various forms of communication such as public barazaas and mainstream media and their significance to improving mobilizing, informing, educating and collection of feedback in governance.

In the same research, a total of 152 respondents were also asked about their perceptions on the level of Community Participation at LASDAP, which was 76% of those interviewed perceived community participation to be at its lowest levels Percentage.

The researcher also reported in his findings that low citizen participation in local decision-making processes reflected the limited levels of awareness creation and adoption in poor utilization of communication channels by the governance structures in inviting and communicating to or with the citizens.

1.1.1 Background of Narok County, Demographics and significance of media Choices

Narok has both urban and peri-urban areas with town centers like Narok town with a population of about 40,000 residents, living in areas such as Ntulele, Rotian, OngataNaado, Maji Moto, Talek, Ngorengore and major sub-county headquarters. Narok County has a high population consisting of children, in which those who were aged between 0 to 14 years old accounted for 51% of the total population, and whose mode of communication tends to be mainstream media. However the highest Percentage of

household sized between 4-6 members totaling to 43% that are have low literacy levels, hence making barazaas and traditional media as major information sources in governance and public participation, extremely critical as per the 2013, National census by the Kenya Bureau of Statistics..

Besides, according to Kenya National Bureau of Statistics, (KNBS) research carried out in (2013), only 11% of Narok residents had post primary education. The capacity to absorb mainstream media content was heightened by their literacy levels. Most of the residents of Narok North Constituency have the highest levels of education in which majority have secondary or higher levels of education at 16% which is 8% higher than those of the Emurua Dikirr constituency. This also accounts for a proximately 5% higher in the whole of Narok County.

This Percentage is highest among the residents living in Narok Town ward where those with secondary school or a higher level of education is 34% accounting for 11times the residents of Naikarra ward, at 23% on average for the overall education standards in Narok County. This scenario can be accounted for by the issue of urbanization and peri-urbanization context where most of the people in urban centres are believed to have higher levels of education than those in the rural areas.

From mainstream media to traditional barazaas, as media choices, the study took the axiom that primary school education and below would lead to preference for barazaas as opposed to mainstream media. There are 51% of residents in Narok County with at least

primary school education where Emurua Dikirr constituency accounts for the highest share at 67%, 24% more than those of Narok West constituency and 16% above the county average. In terms of the wards, 70% of those with only primary school level of education are from Sogoo ward which is four times that of Naikarra ward. On average, Sogoo ward scores 19% more than the county average.

Generally the population of Narok County have attained the formal education rating at 37%. Specifically, Narok West residents rank highest at 49% for those with formal education which is 23% more than the residents of Emurua Dikirr constituency and is 11% more that the average resident with formal education in the whole of Narok County. Emurua Dikirr constituency ranks lowest in terms of those with formal education. Looking at the rate of formal education based on the wards, 81% of the residents are found in Naikarra ward which is five times that of Sogoo ward and 43% more than that of the county average. Sogoo ward has the least number of residents without formal education.

1.1.2 Poverty, Income Distributions and Media Choices

This shows the general distributions of affordability of mainstream media facilities such as radio, newspapers, mobile phones, computers and television sets. Affordability tends to be dictated by households' income distribution.

Empirical evidence all over the world indicates that an effective flow of information between the various distinct groups in the public domain has historically been enabled by mass media, and mainstream media and other components of the roles of the media when

applied and used correctly will go a long way in tackling governance matters in Narok County.

1.1.3 Media and Public Participation

Many organisations in the world have integrated the functions of media as critical in the dissemination of information of their projects, activities and feedback collection avenues. Narok county Government is constitutionally mandated to formulate laws, act as representation agents of the public and also play the oversight role on the executive through the County Assembly. On the other hand, the County Executive role is to implement projects and provide service delivery to the people of Narok County. All these are disseminated to the public through the different forms of media available, making the media one of the most important tool for governance matters. It is instructive therefore that through Communication, mobilization, education and information to the public are all facilitated by both Mainstream media and barazaas. For instance as in the case of educating the masses on the evils of Female Genital Mutilation (FGM), and early marriages, the county government has to look for the best form of media to use to ensure the target audience has been reached.

Organizers and stakeholders can benefit greatly from all the attributes of media through effective public participation in the whole process though there must be a match between the public and the planners interests. To get a better understanding of public participation in Kenyan context, that is the basis of the author's work on this paper, then, we need to

cross-examine the constitution Kenya of chapters that guide devolution and county-level public participation.

Recent planning facsimiles by various county governments some borrowed from the central government in Kenya such as the Interactive Planning process hypothesized by Lang, integrate public participation in all chapters of the planning and development process. Below is the figurative tabulation on the flow of the public participation concept.

Table 1.1: Public Participation Continuum

PUBLICITY	PUBLIC EDUCATION	PUBLIC INPUT	PUBLIC INTERACTION	PUBLIC PARTNERSHIP
Building public support	Disseminating information	Collecting information	Two-way communication	Securing advice and consent
<----------------- PASSIVE			ACTIVE----------------->	

Involving interested publics in all stages of planning and decision-making, is an approach that leads to better decisions, controlled by expectations from an informed public. Narok County in its day to day running has greatly borrowed from the continuum above in engaging the citizens in governance especially on the onset of the budget process, the County Executive Committee Member for Finance and Economic planning ventures out

to the public to collect views and information on priority projects from the public in their specific wards so as to incorporate this in the budgetary allocations.

This table has also assisted in ensuring that the public is fully engaged in formulating the Annual Development Plan, the County Integrated Development Plan which has greatly enhanced the public partnership with the governing structures. The Narok County Government has experienced a supporting public through this initiative arising from ownership of implemented projects by the government such support for fish farming in Narok, conservation of the Mara and its Ecosystem, and importantly fight against Female Genital Mutilation (FGM) and early marriages which have since declined greatly across the county.

Further, below are citations from the Kenyan constitution on matters regarding devolved units, counties, and their roles as regards public involvement.

1.1.4   Kenyan Constitutional Tenets Concerning Public Participation

Articles 174 and 175; Chapter 11 of the constitution o Kenyan 2010, define the roles and Objects of devolution according to the government as;

 to foster unity nationally, to bring power to the people at the grass root level, to enhance diversity and accountability of power and promote democracy to the people and enhance the participation of the people in the exercise of the powers of the State and in making decisions affecting them. The County Government of Narok has made notable efforts over the years to ensure that these constitutional tenets are embraced as part of good practice in matters governance. These have been evident through mobilizing and reach out programs to various stakeholders in issues of County importance such as on matters health, education, tourism and agriculture. Public involvement has been made through

forums such as invitation of the community and public to the Invest Narok conference, calling out for financial investors to strengthen and grow the economy of the county given its diverse prowess in producing raw materials such as wheat, tea, maize, skins and hides.

On the constitutional tenets on the rights of communities to manage their own affairs and to further their development, to and economic development, to ensure easily accessible services throughout Kenya, protect and promote the interests and rights of minorities and marginalized communities, to promote social and the provision of proximate, to ensure equitable sharing of national and local resources the Narok County government has not been left behind. From the appointment of the CECs, the governance structures have been formulated to ensure that the diverse clans and ethnic groups across the county have been fully represented. The structures adopted a system where the community leaders and elders are consulted and given the privilege of selecting those amongst their communities and clans who are qualified to hold public office and later forwarded to the governor and the County Public Service Board for scrutiny. This approach has created ownership of the public appointments processes to the various offices leading to cohesion amongst the locals in the county.

The above raises the question, how are these constitutional objectives are achieved? Our answer being media and acknowledging that indeed there are different forms of media, then, which form of media be it passing of information through barazaas or mainstream media, is the best suited to achieve the desired goals.

Chapter 196 of the Constitution of Kenya 2010 specifies that; there has to be advertisement of public participation of various important legislative documents passed by the National Parliament, (National Assembly and Senate and all the 47 counties in one of the newspaper dailies of national circulation. This notwithstanding, it is the duty of the county government to understand which form of media best suits its citizens when it comes to mobilization of publics for discussion of legislative documents.

For instance, despite having to comply with the law on advertising in the daily local of national circulation, one has to incorporate other forms of communication to targeted audience outside those who prefer mainstream media. The media platform used to target youthful audience will not be necessarily used to target community elders. This is because of the literacy levels among the elderly population being low hence they cannot read the newspapers or understand the news in other languages other than mother tongue, yet incorporating their views and ideas is very paramount. It is for this reason that barazaas have provided an avenue for this group to take part in the governance systems.

Narok County Government and Assembly have fully embraced the relationship with the various media houses as there are evidences of different advertisements mobilizing the public to come for public participation on various matters with a recent one being calling on the views of the citizens on the suitability or otherwise of individuals nominated to the various positions of CECs.

1.2 Statement of the Problem

Devolution is an ongoing process. Since its inception and much progress has been made to achieve this Constitutional requirement. Matters public participation being one of the constitutional mandates prescribed for County Governments and the growth in civic awareness, it is imperative to explore the extent to which the Narok County Government and the County Assembly go through to ensure citizens engagement is adhered to. It is also important to seek and understand why we need citizens input, how do we get the masses to come on board and be a part of the governance structures and systems, how do we incorporate their needs and their views and when we call for them do they turn out to be a part of the process? What avenues do we use in mobilizing and seeking their partnership and voice? For this reason the Research Project on the Roles of the Public Barazaas and Mainstream Media on Matters Governance in Narok County was very crucial.

There is an inevitable growing demand for greater public involvement in forming county policy, in line with democratic ideals Chapter 11 of the Constitution of Kenyan (2010). A variety of public participation procedures exist that aim of consulting and involving the public. This ranges from the public hearings to conferences/ workshops.

The quality of the output of any participation exercise is difficult to determine, the researcher considered aspects of the process that were desirable. To this end, a number of theoretical assessment principles that are essential for effective public participation were identified.

Public participation guarantees the populations to have an undeviating voice in public decisions. The terms citizen, public, involvement and participation are often used interchangeably. They are generally used to indicate a process through which citizens have a say or voice in public policy decisions.

1.3 Objectives of the Study

The main objectives of this study are to:

a) Identify the effectiveness of public barazaas and mainstream media in the mobilization of publics for purposes of enhancing participation on matters governance in Narok County.

b) To access and analyze the roles of public barazaas and mainstream media supporting public participation in the policy implementation of Narok County.

c) To examine the relationship, if any, between these two forms of media in public participation and their effectiveness or outcome in citizen participation exercises.

1.4 Research Questions

The research questions are:

a) What are the capacities of barazaas and mainstream media in the promotion of public participation on governance in Narok County

b) What are the possible positive and negative media effects on public participation in Narok County?

c) Does successful public participation necessarily depend on more than one media sources for their effectiveness or not?

1.5 Justification of the Study

This study will generate new and informative empirical data needed for management of Narok County Government and will identify relevant forms mediums in Narok County which should be chosen for the mobilization of publics to participate in the legislative processes and other forms of governance.

Furthermore, partners and stakeholders of Narok County Government shall through findings of this study be informed on the various media avenues they can engage with the County Government of Narok.

For example, according to Cogan and Sharpe (1986) there are five benefits related with participation of citizens in government programs /projects. These includes, improving trust between the government and the public, to promote spirit of cooperation, to avoid protracted conflicts and costly delays, to enhance the planning process of ideas and information related to the public issues, ensure public support in planning and taking decisions and also act as a reservoir of good will which can be carried over to the future.

1.6 Scope of the Study

The areas considered for this study is within Narok County and it looked at the six sub counties which include Narok North, Narok East, Narok West, Narok South, Kilgoris and Emmurua Dikirr.

Narok County further has thirty administrative wards namely, Naikarra, Nkareta, Majimoto, Siana, Kilgoris,AngataBarikoi, Mogondo, Ildamat, Mara, Narok Town, Loita, Keekonyokie, , Ilkerin. Sagamian, Sogoo, Kapsasian, Ilmotiok,Oloolmasanii, Kimintet, Keiyan, Shankoe, Lolgorian, Melelo, Olokurto, Mosiro, Ololulunga, Melili, Suswa Olposimoru and Oloropil. The above areas were chosen for the study because Narok County is very vast and conducting a Research Project in the entire County would be very costly financially and also time consuming, thus for choosing the six sub counties to represent and reflect the views of the entire county.

The study included adult population of the constituency that consist of male and female at community level who were selected purposively and sampling done. Data was collected through questionnaires and interview techniques. The study also involved a few government officers and representatives from the village administration heads with experience in participatory governance in the area.

1.7 Theoretical Framework

This Research Project relied on three theories in to help us in the interpretation and focus on explaining the theoretical linkages and functions of public barazaas and mainstream media impact public participation. The study looked at structures that supported and held the study into perception. These theories are; the trinity voice theory, Decision making theory, Medium theory and two steps theory.

For example the trinity of voice theory is based on the three principles of access, standing and influence which in turn are the basic of the study. The study attempted to look into how the masses accessed the decision making tables in the county government and make their voices heard and taken into consideration during important governmental policy formulation and implementation processes. It looked into effective processes aimed at enhancing relationships of building trust so as to enhance community cohesiveness and capacity ensuring proper decision making efforts to both governments and the publics.

Aldo Leopold (1949) argues that, that which tends to support the integrity of the community is good and that which is not, is not good. He further argues that in the cases where stakeholders are denied the above components then the government risks un cooperative masses and mistrust. If the mistrust is heightened the masses may find alternative means of claiming such rights, which in most cases tends to be disruptive and unproductive in attempts to achieve decision and social effectiveness. For instance in the year 2016, a section of the residents of Narok County felt that the government systems were not including them in the structures and thus withdrew their support and became uncooperative leading to protests across town for more than a week. But after consultations talks between the government and the section of individuals, the truce was buried on condition that they are consulted and included in the governance processes in Narok County and co-operation and peace prevails across the County.

Access is defined as the opportunity, potential, or simply meaning having the access to sufficient and appropriate opportunity to express ones voice and opinions. Popovic

(1993) also contributed by characterizing access as educated and equipped with information a concerned person needs a forum through which to express his or her concerns. To step into the decision making processes or in some other cases get a decision making process get started. Standing as another principle of the TOV theory refers to the civic legitimacy, the respect, consideration and esteem that a stakeholder perspective ought to be given.

Decision making theory was important in this study because of the different aspects being undertaken by the study. Meaning, the study focused on comparing the use of mainstream media and barazaas in public participation. The theory rallies behind the idea that patterns of behavior in society reflected the choices made by individuals as they try to maximize their benefits and minimize costs. Individuals, institutions or organizations make decisions on their actions based on the cost benefit analysis. As a result patterns of behavior will develop within communities based on frequent choices made accordingly.

The thinking behind the rational choice decision is making choices based on one's preferences based on the assessment of its outcome, (Scott, 2000). At the same time individuals working with this theory are assumed to be have been motivated by their preferences which also defined by the conditions and information they have about their preferences.

In the context of the Research Project, this theory was relevant given the fact that there were many underlying factors to be considered by the organization as well as the citizen,

such factors include, literacy level, topography and ability of the form of media chosen to reach the citizen/ accessibility, budgetary allocations on the side of the organization and poverty levels of the audience in Narok County. Before any form of media is selected for use, the above factors have to be evaluated vis a vis the result they would give in mobilization efforts in matters governance in Narok County.

The final theory used was the medium theory by Mcluhan (1964). This is also known as the channel theory. The theory explained that the channel used for campaigning greatly affects the desired outcomes. This entire study heavily reflected on the medium theory. The attempts to compare the forms of medium used in mobilization efforts be it traditional or barazaas as forms of media or the mainstream medium inform of newspapers, radio and television and how they affect public participation.

The theory emphasizes that the medium used is carried in the message. In this Research Project, the medium of communication used heavily determined if the targeted audience had understood the message. Given the diverse nature of the audiences in Narok County given the disparities in the literacy levels and also the poverty levels greatly affected the choice of medium to be used. This theory gave the dominant force of channels to be used.

1.8 Operational Definitions

A number of different communication channels used by the County Government for purposes of enhancing citizen participation on governance matters. They include the following:

Traditional Media; Grouped under this concept are, Barazaas, announcements using mobile public address systems, hall meetings, open markets and centers, song, dance, letters and posters

Mainstream/ modern Media; these are, Radio, Television, Newspapers and websites

County Government; these include the County Executive arm and the legislative arm / Assembly and sometimes by officials from both the County Government and at times also attended by National Government officials especially for those functions that are not entirely devolved like security matters.

Barazaa; this is a Swahili word for village meetings held with community leaders

Wananchi; Swahili word meaning citizens

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

This chapter focused on the review of both the theoretical and empirical literature on the relationship between public participation and the choice of the two media platforms. From the theoretical perspective the study reviewed the relevant media transmission channels and the related public participation concepts. The study examined a detailed review of the relevant studies in the country and outside in order to justify the choice of variables and the methodological approach.

2.1. Role of Media in Participation

Media has undergone a lot of technological, socio-economic and societal changes in the last ten years due to the emergence of citizen and participatory journalism. This has been putting pressure on the traditional practice of "we write, you read" format. This paper also seeks to give an overview of how that change has occurred; how the media responded to it and to which degree it affects the current media market.

Participatory journalism in this text is analyzed from a top-down media perspective starting from the definition of Joyce Nip (2006) explains that "participatory journalism takes the form of the news users generating content, more or less independently of the professionals, whereas the professionals generate some other content, and also produce, publish and market the whole news product. User contribution is solicited within a frame designed by the professionals" (2006, pp. 217). Therefore we don't consider

participatory journalism as a synonym for *citizen journalism*, a format that implies some kind of spontaneous bottom-up movement in which the traditional media don't play a part of great importance.

Throughout the 20th century, traditional media organizations were one-way information transmitters Gans (1979). Ericson, Baranek & Chan, (1987) say that still in the 21st, they are characterized as largely top-down defined information models that have molded their working atmospheres into closed fortresses regarding user input.

Moe, (2008) states that new technologies have not fundamentally changed this situation, although more audience input has become possible through feedback mechanisms such as the telephone or a live audience in the past, from the description, we can say that the evolution of the different forms of media have also changed the landscape of crucial aspects of communication such as the size of the target audience as well as the speed and timeframe within which feedback is gotten. When you compare the traditional forms of media to the mainstream forms, the evolutionary changes are immense and this has led to favor in adapting to them.

The evolution of the forms of these two media have become fashionable and exciting in the eyes of media consumers, but still the traditional forms of media have forever refused to die or cease to be used as there are in some aspect where they are highly favorable as opposed to the mainstream media.

2.1.1 Civic Participation in Policy Making

Lang (1986) says that, when a decision is shown to empirically match the best available means of achieving a given end, it is said to be rational. There are six steps that define the traditional rational planning and policy analysis processes according to (Patton and Sawicki, 1986). These are, identifying of the superlative alternative, identifying goals and objectives; developing alternatives; evaluation of progress and criteria; and monitoring and evaluating the outcome (Patton &Sawicki, 1986).

On decision making in policy, Kweit and Kweit, 1986 suggest that policy analysis tends concentrate power in the hands of a few experts and that policy analysis is most compatible with bureaucratic decision-making which is "antithetical to citizen participation". Because the policy analysis process relies on specialized techniques, expertise is an inherent component of policy analysis. As such, the role of citizen participation in the traditional policy analysis process is minimized. Citizens often lack technical expertise and can be emotionally involved in issues of concern rather than being detached and rational.

2.1.2 Principles of Citizen Participation

There is a lot of literature on citizen participation which shows that there are certain principles which are commonly accepted for application in developing and implementing of the concept in a given programme. A concise pre-view of the concept of citizen participation in the planning process has been outlined by Sharpe and Hertberg (1986) in the book *The Practice of State and Regional Planning*.

2.1.3 Techniques of Citizen Participation

There are several techniques for those involved in planning activities to use to mobilize the input of the public on the issues of governance and planning during the assessment of citizen participation. These are elementary meeting in open places to the more complex methods where Cogan et al (1986) advices that a successful involvement of the public in a given program should integrates several other techniques with very few exceptions.

These techniques includes, public education programs which present relatively complete, ideas among citizens, planners, and decision makers, publicity techniques that are designed to persuade, public interaction techniques that facilitate the exchange of information facilitate public support, relating to citizens as passive consumers and balanced information so that citizens may draw their own conclusions. Effective utilization of these techniques ensures that all the participants have the chance to give their views, work towards a consensus and responds to the ideas given by others. Therefore public partnerships give the citizens their roles in a formalized system for shaping the ultimate decisions. Not all techniques fit exclusively into one category. For example, a public meeting may provide opportunities for education and interaction. This would be more ideal for county civic governance.

2.2 Traditional Media

The traditional media has been known for transmitting information in one way and closing fortresses for public input though some of the media houses have made an effort

to give the public a voice. This has not been very open and in most cases the public has been confined on what to say or do. At the same time, in the late 1990's and early 2000's, culture became the center stage of research in the academic world as well as development and communication. Studies in these fields started in Europe between 1960's and 1990's and soon spread to the whole world. However, this also came with criticism as well where authors like Raymon Williams and Stuart Hall and others came up with this theory on how the current communication media shaped people's thinking and actions.

Therefore the traditional culture should be stimulated to enhance the whole national development of the traditional arts to promote communication. All the cultures are very important and should not be ignored which justified the current study on Narok rural community to assess how they have developed their communication systems on the basis of the traditional forms of communication.

This calls for the development of traditional institutions of communication in all the counties in Kenya Narok County inclusive, to help in reaching certain sections of the communities through the traditional channels of communication. Organizations such as the United Nations Education Scientific and cultural organization (UNESCO) The World Bank Festival of Arts and Culture (FESTAC) and other Arts festival are the climax of reformation in our cultural landscape. It also still continues to support the traditional forms of communication in many other countries in Africa because they appreciate the practice because it mainly takes the oral form in most cases.

Tradition in the form of history, cultural values and heritages were handed down by word of mouth in the form of religious liturgy songs, ballads, proverbs, legends and invocations long before the introduction of Roman, Arabic, Amharic letters and scripts in Africa Okam (1987). They become legendary and immortalized with the passing of time as they were passed on from area to area, from people to people and from generation to generation. This means that these forms of traditional media need to be preserved in the public announcements, through fork songs and dance, the public barazaas and even the mobile and their use be encouraged as they are still important in passing information, educating people and for interactions with different people.

2.2.1 Mainstream Media

Mainstream media, this research gives an overview of how these changes have happened to affect governance owing its impact on the concept of public participation. Participatory journalism in this text was scrutinized from a top-down media perspective starting from the definition of Joyce Nip(2006), Bowman & Willis, (2003).Therefore we don't consider participatory journalism as a substitute for citizen journalism, a format that implies some kind of spontaneous bottom-up movement in which the traditional media don't play part.

Dupre & Mackey (2002), compared traditional letters-to-the-editor to phone-mails to the editor, and concluded that the latter facilitated the input of less literate citizens. They noticed, however, that the journalists were more reluctant to the latter because those phone-mail columns needed extra work and vigilance on their part.

23

2.2.2 Convergence of Mainstream media and Gate-Keeping in Public Participation

Henry Jenkins (2006), this view of convergence was well incorporated into this research

project since its goal also was to: examine the flow of communication using mainstream

media and also the public barazaas or the traditional forms of communication and its

implications with gatekeeping disseminated information (p p14-16).

MCBride (1980), advised, that policy makers and communication practitioners should

find a formula to preserve the relationship between traditional and modern forms of

communication without damaging the necessary march towards modernity".

Priscoli and Homenuckm,(1986), communication, mobilization, education and

information to the public are all facilitated by both Mainstream and barazaas as forms of

media. For instance as in the case of educating the masses on the evils of Female Genital

Mutilation (FGM), and early marriages, the county government has to look for the best

form of media to use to ensure the target audience has been reached. Citizens often lack

technical expertise and can be emotionally involved in issues of concern rather than being

detached and rational. Because the policy analysis process relies on specialized

techniques, expertise is an inherent component of policy analysis. As such, the role of

citizen participation in the traditional policy analysis process is minimized.

Many organisations have media as one of their stakeholders due to the need for

information dissemination of their projects, activities and feedback collection avenues.

Narok county Government is constitutionally mandated to formulate laws, act as

representation agents of the public and also act as oversight on the executive as in the

case of County Assembly. On the other hand, the County executive role is to implement

projects and service delivery to the people of Narok County. All these are disseminated to

the public through the different forms of media available.

2.3 Conclusion

The above Literature deeply informed on the metamorphosis of the concept of public

participation and media convergence. The studies that have been carried out on the matter

have provided sufficient literature to help the author focus on different media approaches

vis a vis their effect on citizen involvement in administrative and governance issues.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Overview

This chapter focused on the various research methodologies and procedures used by the researcher. Issues are discussed under the various sub headings on research design, population, sample design, data collection and analysis. This chapter detailed the research methodology that was employed in carrying out the study. It provided a description of the entire methodological approach to the research problem and the attainment of the research objectives.

3.1 Research Approach

According to Borg and Gall (1996) a research design is a logical and valuable way of looking at the world. Anon (1998) refers to research design as the plan which the researcher intends to use for collecting data so as to obtain the needed information or so that the hypothesis of the research question can be tested accordingly. The project adopted both quantitative and qualitative research approaches in gathering data with the intention of describing the nature of existing conditions or identifying standards against which existing conditions can be compared or determining the relationship that exist between specific characteristics of the role played both by mainstream and barazaas as forms of communication used to enhance public participation.

3.2 Sample Size

In a research process, the complete group, set or number of people or element which have common and observable characteristics is known as the target population (Mugenda &

Mugenda, 1999). The research technique used to select part or some subjects as a representative of the target population is known as sampling technique, (Borg and Gall, 1996). The sample selected in usually considered representative of the target population in all aspect and only differs in the number and preferred because one cannot study all subjects in a study except in cases where the target population is small and the researcher has adequate resources.

The use of a sample saves time and money. The population for the study included successful units of county administration in Narok, including Narok County. The area of study for the research was Narok County headquarters and other selected sub-counties in the county. The study targeted various respondents totaling to 80 individuals who were categorized as both urban and rural, educated and illiterate and key county administrators and policy makers in the office of the speaker of the County Assembly. The sample size gave us the insight and inferences that reflects that of the larger population, because studying the entire Narok County would be time consuming and expensive.

The sample frame is the list, directory or index of cases from which a sample can be selected (Mugenda and Mugenda 2013). The sample frame for the research constituted of all involved in the preparation of public participation exercise at the county offices as well as those who participated in the exercise at the various sub counties within Narok County.

The research population was classified into two groups or categories from the selected sub counties. This enabled the research to get the desired characteristics among the diverse populations while representing the entire population. Interview schedules with key informants in both civilian and government set ups were also involved targeting some of the managers of the communication department under the office of the Speaker and or the Deputy Speaker.

The targeted sample size of 80 respondents from the six Sub-Counties, were identified through purposive sampling where only those who attended public participation called by the County Government came through. Interview schedules forth key informants were used to obtain Information from the policy movers at the County Assembly, director of communication, and selected local and national media movers at the county level.

3.3 Data Collection Methods

A questionnaire is a tool in research that can be used to gather data from a large sample. It has several advantages which makes it suitable for use in a research process over other types of research instruments (Orodho, 2009).Primary data for the study was obtained from the field through use of questionnaires which were administered to the various respondents identified through random and purposive sampling. (See appendix I and II) Where two or more government or media respondents were available at the same time-to be informed by their response to the request for structured interviews. This was done especially with the committee clerks who are responsible in organizing and conducting public participations in their various committees and key informant interviews.

The study used questionnaire due to its suitability in collecting data from a large number of people and its ease in analysis. Questionnaires were formulated and administered to the various sources of information, namely media information vendors, county managers, county officers, local consumers of media broadcasts (public), and the traditional media facilitation mechanism controllers who head barazaas.

3.4 Data Analysis and Presentation

The data generated was checked, organized and coded in the computer using the SPSS for analysis, interpretation and reporting. The data fed into the computer was then analyzed using IBM SPSS version 20.0 to generate tabulations then transferred to MS Excel 2010, for more advanced graphical presentation upon analytical generation of desired and focused tables of frequencies and other descriptive data results. The statistical analysis from raw data form was summarized using the IBM SPSS 20.0 into frequencies and percentage and then by MS Excel. The results were presented in tables and figures using frequencies and percentage qualitative data was analyzed using content analysis after which the findings were interpreted accordingly. After the data analysis, the findings were summarized, concluded and recommendations made accordingly.

3.5 Ethical Considerations

Before data collection, the researcher formally identified herself using an introductory letter and a copy of the certificate of field work from the University of Nairobi (see appendix IV) that stated the title and assured the participants that the purpose of the research was for academic purposes and nor for commercial purposes or any other

intentions. The study avoided bias, fabrication of data and plagiarism by reporting facts as received from the respondents and the sources of information were acknowledged. After defending this Project, I was awarded a certificate of originality (see appendix V) after passing the plagiarism test. Finally, the researcher was issued a certificate of corrections (see appendix VI).

3.6 Conclusion

Methodology as discussed above was paramount to the Research Project on the role of Public Barazaas and Mainstream Media on Matters Governance in Narok County. The research design as adopted in the study assisted in collecting precise information regarding the choices of media in advertising while calling for mobilization of publics in efforts of ensuring citizens participation in policy implementation and formulation processes.

The selected sample size was adequate to assist the study to generalize the research findings to the entire population of the Narok County citizen participation in governance programs.

CHAPTER FOUR

DATA ANALYSIS, PRESENTSTION AND INTERPRETATION

4.1 Overview

This chapter discusses the various outputs generated from the field and primary data available and interpreted analytical results. These results were necessary in making the summary, conclusions and recommendations in the following chapter. It discussed data analyzed from 80 questionnaires completed by the relevant respondents who were purposively selected by the virtue of being attendees to a public participation forum on the budget process for financial year 2016/2017 of Narok County Government. The 80 respondents were from the six sub Counties across Narok County which include, Narok North, Narok East, Narok West, Narok South, Emmurua Dikirr and Kilgoris and they completed the questionnaires between 19th-23rdSeptember 2016. The key findings are discussed below.

4.2 Characteristics of Respondents

In this section of the study we discussed and analyzed the various characteristics of respondents which included their ages, residence, occupation, gender and education levels of the various respondents respectively. This is important in contextualizing the findings and analytical interpretations of how such characteristics finally impacted on the media choices and public participation. The findings are as tabulated in the various tables and figures starting with table 4.1.

4.2.1 Gender of the Respondents

In this regard, we specifically sought to know the respondents gender in terms of numbers between male and female. This was significant in elaborating how both male and female were part of participation in Governance in Narok County. See figure 4.1 below.

Table 4.1: Gender of the Respondents

Gender	Frequency	Percentage Distribution
Male	44	55
Female	36	45
Total	**80**	**100**

Source: Field Survey 2016

From the table above, indicates that 55% of the respondents were male while 45% were female. This implied that more men participate in public governance than women do. This information assisted in realizing which gender preferred which specific form of communication. it was observed that Narok is a patriarchal society and the women who participated were all from one women group. The researcher found out that the community views about embracing women empowerment and inclusion in community affairs especially in public participation in matters governance was increasing steadily. More women were also inclined to use of public barazaas as their source of information though they would maintain some distance away from the main meetings due to cultural practices.

4.2.2 Age of respondents

The study sought to establish the age of the respondents. The findings as shown in figure 4.2 below. Age was considered because the research wanted to identify specific age groups with media choice preference.

Table 4.2: Age of respondents

Age	Frequency	Percentage
Under 18	6	7.5
18-24	10	12.5
25-30	22	27.5
31-40	16	20
41-60	26	32.5
Total	**80**	**100**

Source: Field Survey 2016

From the table above, it indicates that 32.5% of the respondents were between 41-60 years of age, 7.5% were under 18 years of age, 20% were between 31-40 years of age, and 12.5% were between 18-24 years of age while 27.5% were between 25-30 years of age. Information above showed that specific age groups were bias towards specific forms of communication but with regard to education levels.

Under 18 were also considered for the study due to the rise in children's rights activities and also to cultivate and develop a culture of participation and inclusion from an early age. It should be noted that most of them were under the care of their parents or guardian at the time of the survey.

It was observed that the age bracket of 25-30 were the most active participants in matters governance in Narok County.

4.2.3 Educational level of the Respondents

The study looked at the education background of the respondents and the following was observed and ascertained from the analysis in table 4.3 below.

Table 4.3: Educational level of the Respondents

Institution	Frequency	Percentage
Primary	22	27.5
Secondary	10	12.5
College	6	7.5
University	16	20
Total	**80**	**100**

Source: Field Survey 2016

From the table, 32.5% of the respondents were on occupational level, 27.5% were primary holders, 20% were university holders, and 12.5% were secondary school holders while 7.5% were college holders. This implies that the majority of the respondents, more than 50% are well educate and they understand more about public participation towards governance.

4.2.4 Public Participation Awareness

The study further wanted to find out about Public Participation Awareness of the respondents towards governance in Narok County. The results are as represented in table 4.4 below.

Table 4.4: Public Participation Awareness

Responses	Frequency	Percentage
Yes	45	56
No	35	44
Total	**80**	**100**

From the above, 56% of the respondents were aware of public participation towards governance while 44% were not aware. This implies that more than 50% of the respondents are aware of public participation towards governance. This showed a positive impression of the efforts of County Governments to incorporate the publics into their affairs. This indicates that at least whichever form of communication medium used yielded fruits in mobilizing the citizen. With continued efforts and more research these figures are likely to go up, given the increase in other parameters as education level, and income of wananchi.

4.3 Accessibility of the participatory forum and physical office to ordinary people from the sub-counties

The study set to find out the accessibility of the participatory forum and physical office to ordinary people from the sub-counties. The results are shown below in figure 4.1.

Figure 4.1: Accessibility of the participatory forum and physical office to ordinary

   people from the sub-counties
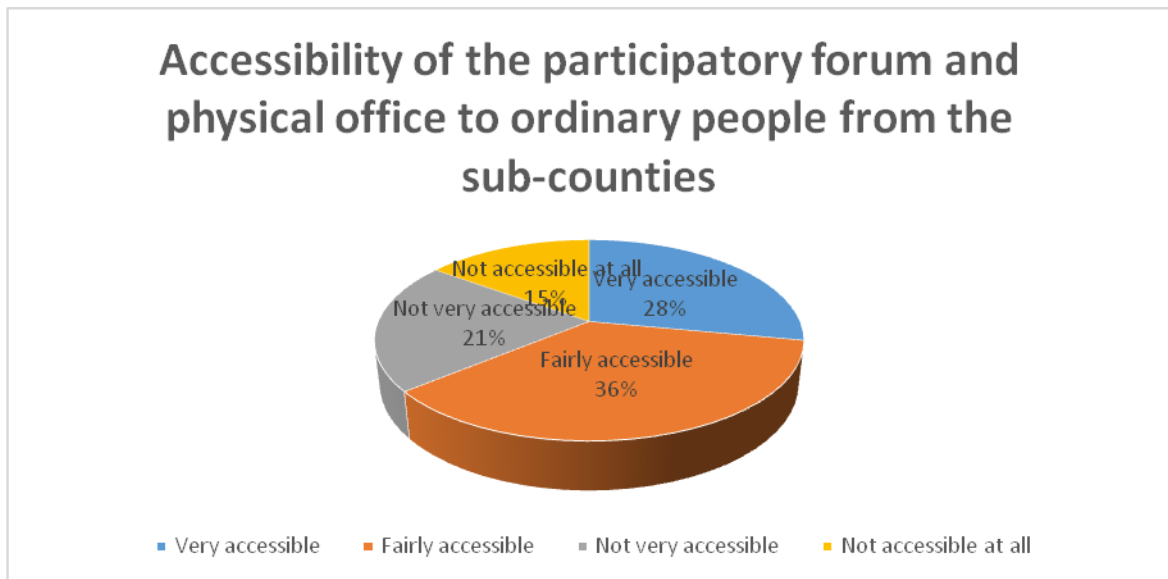
Source: Field Survey 2016

From the figure above, 36% of the respondents indicated that there was fair accessibility

to participatory forums and physical office to ordinary people from the sub-counties, 28%

noted that they were very accessible, 21% indicated that they are not very accessible,

while 15% noted that they are accessible. The findings indicated that the majority of the

respondents at least had some accessibility to participatory forums and physical office to

ordinary people from the sub-counties

It was observed that accessibility to participatory forums in Narok County was

encouraging. Most of the respondents indicated that the forums should be however be

made more accessible than they are to encourage more locals to participate. They called

for more mobilization by the grass root leaders through use of public barazaas since

mainstream media is not easily available.

4.4 Knowledge about Public Participation Forum

The study set to find out how the respondents came come to know about this particular public participation forum. The findings are as shown below.

Figure 4.2: Knowledge about Public Participation Forum
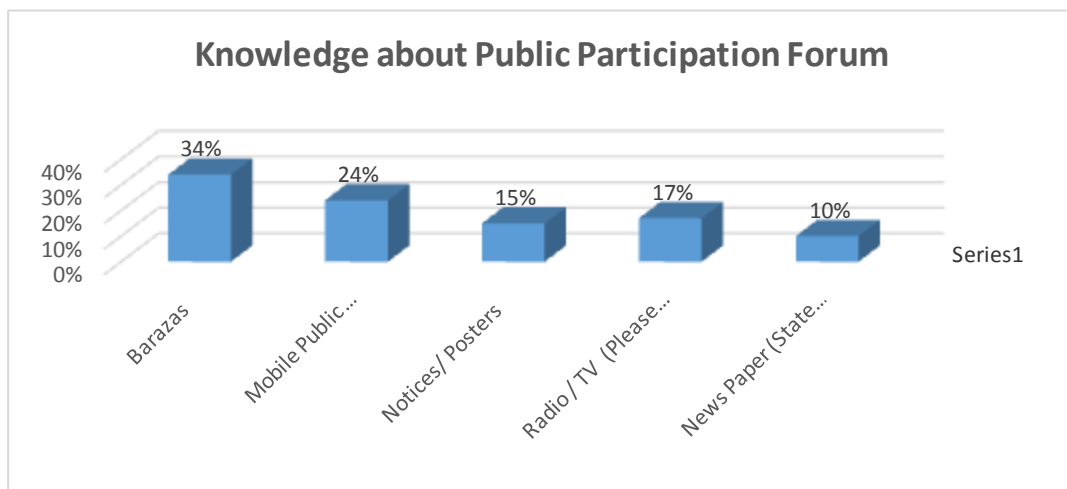
Source: Field Survey 2016

From the figure above, 34% of the respondents heard about the public participation forum through barazas, 24% through Mobile Public announcement use of PA systems, 17% through Radio / TV , 15% through Mobile Public announcement through PA systems while 10% through News Paper.

The findings indicated that 34% of the respondents heard about public participation forum through barazaas, this implies that public barazaas as a form of communication contributed a lot in Narok County towards public participation in matters governance, more than mainstream media. Efforts have to be initiated in ensuring that the two forms

of communication are applied in a bid to maximize on reaching out to the specific targeted audience to participate in the relevant government exercise as required.

4.5 Adequacy of the Mode of Advertisement used for Mobilization of the Public

The researcher wanted to find out about the adequacy of the mode of advertisement used for mobilization of the public towards public participation forum. The findings are shown below.

Figure 4.3: Adequacy of the Mode of Advertisement used for Mobilization of the Public
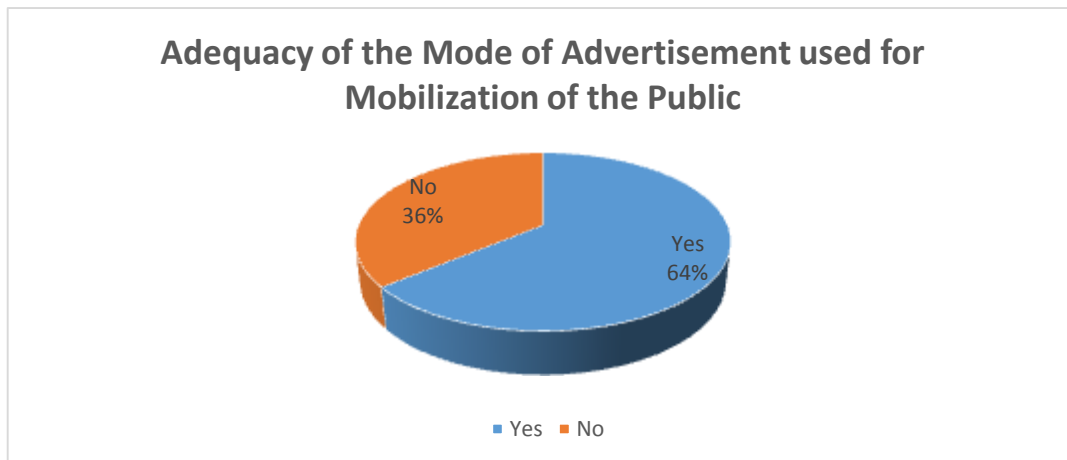
Source: Field Survey 2016

From the figure above, 64% of the respondents indicated that Yes, which means that there is adequacy of the mode of advertisement used for mobilization of the public towards public participation in matters governance in Narok County while 36% indicated No which means that the adequacy of the mode of advertisement used for mobilization of the public towards public participation forum is not appropriate for them.

They further argued that more needs to be done in terms of passing the information to the public. They should sensitize the public more on the use of technology, which is the easiest mean of passing the information the public.

4.6 Designated Staff for Public Feedback Collection

The study wanted to find out whether there was designated staff for public feedback collection. The results are shown below.

Figure 4.4: Designated Staff for Public Feedback Collection
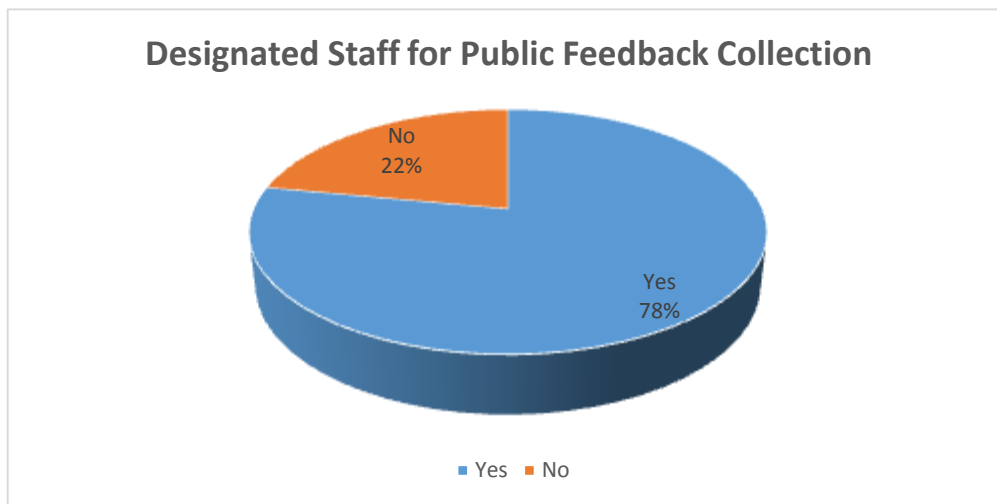
Source: Field Survey 2016

From the table above, 78% indicated yes, meaning that there are designated staff for public feedback collection while 22% indicate No. the answers to this particular question was puzzling but respondents indicated that they were not specialist in organizing for public forums but it was part of their job description attached as clerks to the relevant committees and departments. The respondents indicated that they had never received professional training on matters public participation and that is why some indicated no.

The study further wanted to find out the number of officers designated for public feedback collection. The findings are shown below.

Figure 4.5: Number of Designated Staff for Public Feedback Collection
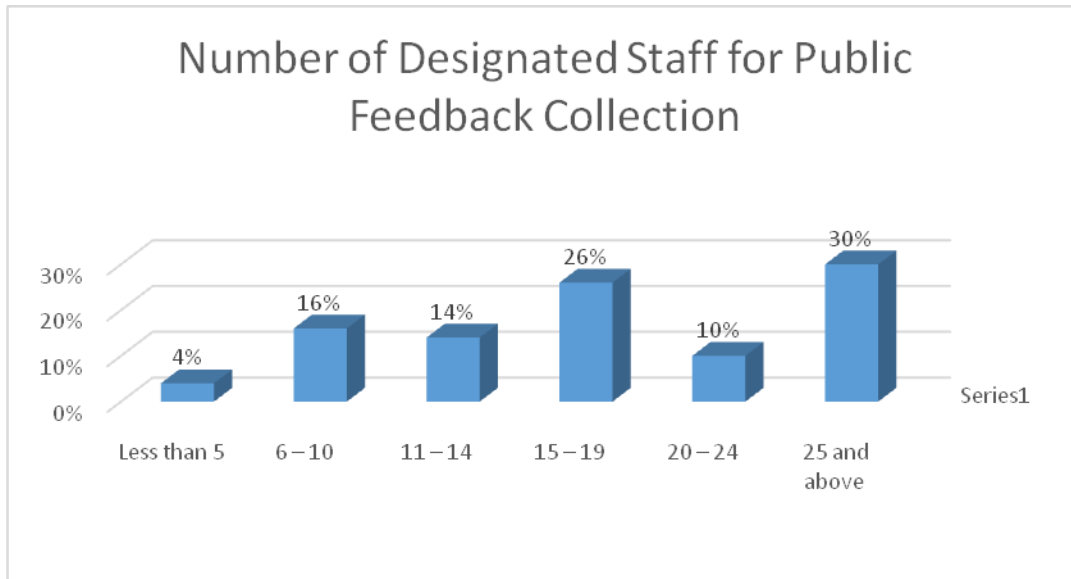
Source: Field Survey 2016

From the figure above, 30% of the respondents indicated that there are 25 and above officers, 26% noted that there are between 15-19 officers, 16% indicated that there are 6-10 officers, 14% indicated that there are 6-10 0fficers, 10% indicated that there are between 20-24 offices while 4% noted that there are less than 5 officers.

The findings indicated that there are more than 25 officers involved in the public participation mobilization exercising matters governance in Narok County and this was explained by the fact that public participation exercise cut across different departments be it in the County Assembly or executive. Some of the departments and committees involved included the relevant committees as directed by the office of the Speaker, Hon.

Members of that committee, committee clerks attached to that specific committee, Sergeant at arms Office for security, the Hansard department for recording and documenting the process, and the Public Relations office.

4.7 Officers' Special Training on Public Participation on Matters Governance

The study further wanted to find out whether the officers have any special training in the area of public participation. The findings of the study are shown

Figure 4.6: Officers' Special Training

Source: Field Survey 2016

From the figure above, it can be seen that 94% of the officers have special training in regard to public participation while 6% don't have special training.

This implies that the majority are in a position to sensitize the public about public participation towards governance matters in Narok County through use of public narazaas or mainstream media.

41

4.8 Public Hearing on Policy Issues

The researcher wanted to find out how often the county government holds public hearings on policy issues. The findings of the study are shown below.

Table 4.5: Frequency of Public Hearing on Policy Issues

Response	Frequency	Percentage Distribution
Always	33	41
Most of the time	20	25
Some of the time	11	14
Never	16	20
Total	**80**	**100**

Source: Field Survey 2016

From the table above, 41% of the respondents said that they always held public hearings on policy issues, 25% noted that they do it most of the time, 20% indicated that they don't do it while 14% noted that they sometime do it. The findings indicated that the county government held public hearings on matters governance through the use of public barazaas and, mainstream media though it may not to the satisfactory of wananchi. This provides room to do better and improve on inviting the citizens to participate in the governing system.

Table 4.6: Place Public Notices

The researcher wanted to find out on which was the best medium to use in mobilizing the public to participate in matters governance.

Medium	Percentage Distribution
On television	5
On radio	56
In newspapers	9
In magazines	2
On the internet	15
In public places	13
	100%

Source: Field Survey 2016

It was observed that the 5% in preference of television to be used as the space to place the public notice calling out for public participation in matters governance were mainly from the town centers where there was electricity connection, the 56% who preferred the radio was due to the availability to access the vernacular radio station, the 9% preferring newspapers were mainly officers from the county and town centers where newspapers were available. Only 2% were for magazines, 15% of those in preference of the internet were of the opinion that due to a wider coverage of mobile internet service providers and the number of people owning mobile phone sets, it would reach a wider number of people. 13% preferred notices to be in public spaces and even public announcement made via PA systems to be used when calling out for public barazaas.

4.9 Availability of Public Notices in all Relevant Languages

The study further wanted to know whether public notices are available in all relevant languages. The findings are represented in the table below.

Table 4.7: Available of Public Notices in all Relevant Languages

Response	Frequency	Percentage
Always	38	48
Most of the time	15	20
Some of the time	11	14
Never	14	18
Total	**80**	**100**

Source: Field Survey 2016

From the table above, 48% of the respondents noted that public notices are always available in all relevant languages, 20% noted that most of the time public notices are available in all relevant languages, 18% indicated that public notices are never are available in all relevant languages while 14% noted that some of the time public notices are available in all relevant languages. The findings indicated that all languages are considered in public notices in Narok County during the publications.

4.10 Notification Period for Placing Notices

The study further wanted to find out whether there is a minimum notification period for placing public notices prior to the actual public hearing date. The table below represents the findings.

Table 4.8: Notification Period for Placing Public Notices

Responses	Frequency	Percentage
Yes	55	68
No	25	32
Total	**80**	**100**

Source: Field Survey 2016

From the table, 68% of the respondents noted that there is a minimum notification period for placing public notices prior to the actual public hearing date while 32% noted that there is no. This implies that a minimum notification period for placing public notices prior to the actual public hearing date is necessary before any placement of public notices.

4.11 Difference in the Period for Notification

The researcher also wanted to know whether the period of notification is different for mainstream media and public barazaas media used. The findings are tabulated below.

Table 4.9: Difference in the Period of Notification

Responses	Frequency	Percentage
Yes	45	57
No	35	43
Total	**80**	**100**

Source: Field Survey 2016

From the table above, 57% of the respondents were in favor that the period of notification was different for both mainstream, and barazaas users, while 43% were not. This implied that there were different period of notification for both mainstream and traditional media methods users. This could be attributed to the stiff time limitations given in the various Acts and Sections legal documents such as the County Government Acts, the Public Finance Management Act, the Constitution and the County Assembly Standing orders in carrying out their mandates. The time limits used by the forms of media is because of, the outreach capability of the medium used. Modern or mainstream media can reach a large number of individual at one go as opposed to the barazaas which need good notification periods for it to be successful when engaging the citizens to participate in matters governance across Narok County.

4.12 Constraints that Legislatures Face in the Process

The study further wanted to find out the Constraints that Legislatures Face in the Process of publication of the public participation notices towards governance in Narok County. The findings are represented in the table below.

Table 4.10: Constraints that Legislatures Face in the Process

Indicator	Frequency	Percentage
General Lack Of Funds	28	35
Lack Of Staff	9	11.3
No Available Media	1	1.3
Lack Of Funds For Advertising	16	20
Lack Of Interest On Part Of Political Leaders	26	32.5
Total	**80**	**100**

Source: Field Survey 2016

From the table above, 35% of the respondents indicated that the major constraint that they face is General lack of funds, 32,5% indicated that lack of interest on part of political leaders is the major constraint they face, 20% indicated lack of funds for advertising, 11.3% noted lack of staff while 1.3% noted no available media as the constraint. The findings indicate that, the major constraint that they face is General lack of funds, and lack of interest on part of political leaders having scored more than 50%.

4.13 Outreach Programmes for Rural Communities

The researcher wanted to find out whether the Narok County government has outreach programmes targeted at rural communities. The results are represented below.

Table 4.11: Outreach Programmes for Rural Communities

Response	Frequency	Percentage
Yes	67	83.8
No	13	16.2
Total	**80**	**100**

Source: Field Survey 2016

From the table above, 83.8% of the respondents indicated Yes implying are outreach programs targeted at rural communities while 16.2% noted No, implying there are no outreach programs targeted at rural communities. The findings indicated that there are outreach programs targeted at rural communities in the Narok County that are meant to enlighten the public about public participation towards governance.

4.14: Encouragement Participation from Under-Resourced and Unorganized Communities

The study further wanted to know whether the county government is doing anything to encourage the participation from under-resourced and unorganized communities.

Table 4.12: Encouragement Participation from Under-Resourced and Unorganized Communities

Response	Frequency	Percentage Distributions
Yes	44	55
No	36	45
Total	**80**	**100**

Source: Field Survey 2016

The findings indicated that 55% of respondents were in agreement that the count government was doing its part by encouraging the public towards participation, while 45% negated because they felt that it should do more than what it is currently doing given the devolved systems.

4.15 Feedback from Participants

The study wanted to find out whether there was any feedback from participants. The findings indicated that all the respondents were in agreement that they always expected

feedback from participants. The study also wanted to find out the form of feedback they do expect to receive from participants. The findings are represented below

Table 4.13: Feedback from Participants

Feedback form	Media choice	Percentage Distributions
Verbal	Traditional	76
Filled out forms prepared by the legislature	Mainstream	8
Letters	Mainstream	16
		100

Source: Field Survey 2016

From the table above, verbal feedback was mainly through traditional medium and it was supported by 76% of the respondents, Filled out forms prepared by the legislature are done through mainstream and they are supported by 8% of the respondents while Letters are done through mainstream and they are supported by 16%. This implied that the Narok County government is embracing technology to reach out the public to sensitize them on public participation towards governance.

4.16: The Most Expensive of the two forms of Medium used

In this regard, we specifically sought to know the most costly of the two forms of medium used from the management of the Narok County Government in charge of organizing the public participation forums.

Figure 4.7: The Most Expensive of the Two forms of Medium used
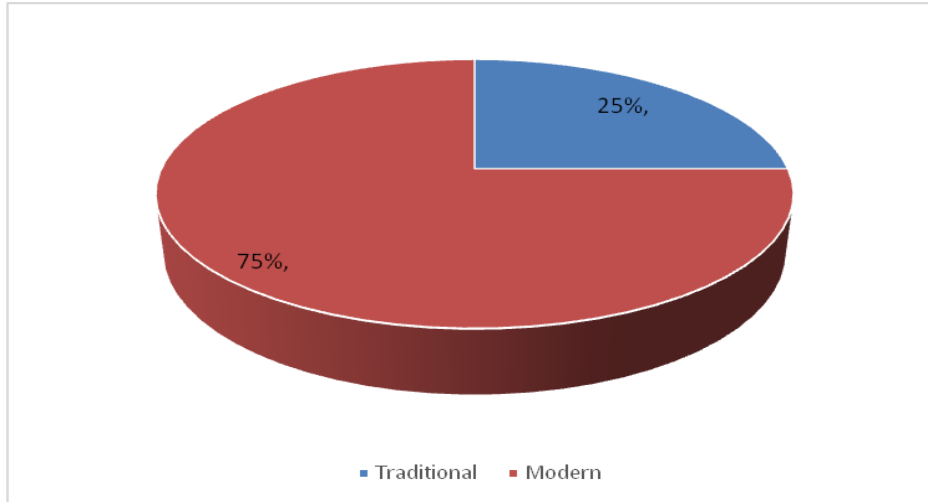
Source: Field Survey 2016

When respondents from the organizing officials from public participation forums were asked on the costs incurred during advertisements, 75 Percentage agreed that Modern media which includes mainstream media televisions, radios and newspapers was more costly as compared to traditional media which includes the public barazaas, town hall meetings and public address systems which was at 25 Percentage.

4.17: Medium Used for maximum outreach coverage

The study wanted to find out which of the two mediums had a wider coverage in terms of mobilization efforts.

Figure 4.8 : On the form of medium used which ensures wider coverage
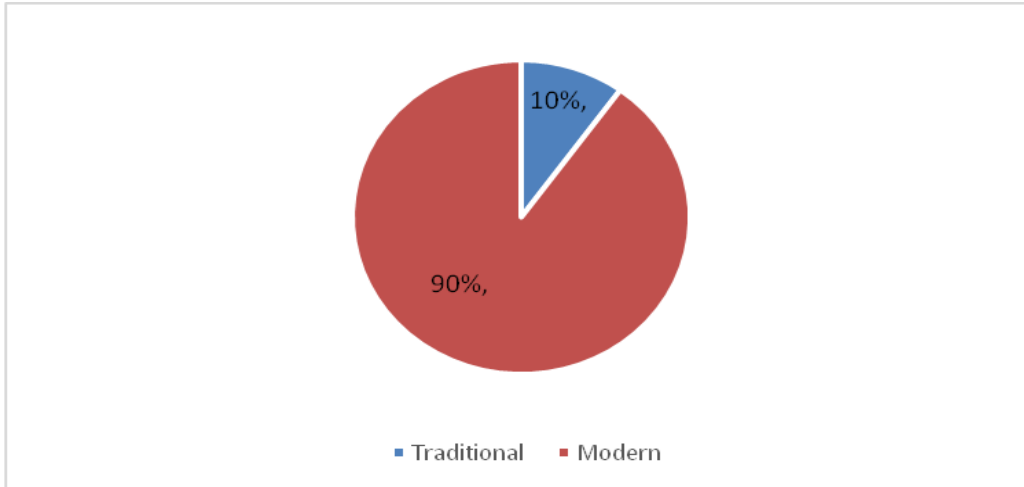
Source: Field Survey 2016

90 % of the respondents agreed that mainstream or modern media ensured that a wider audience is reached as opposed to the barazaas when used which stands at 10%. This is because modern or mainstream media can achieve reaching a wider mass population within a short period of time unlike the traditional or the public barazaas which are geographically bound and thus limiting the number of people who can actively engage in governance matters across Narok County..

4.18: Days likely to Attend Barazaas

The researcher wanted to know on which days wananchi prefer to attend the public barazaas.

Figure 4.9: On days which the respondent was likely to attend a Baraza
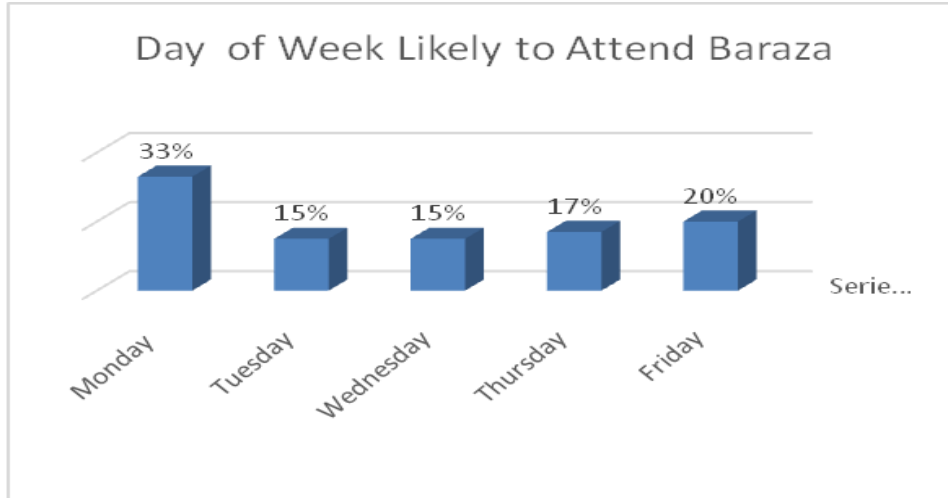
Source: Field Survey 2016

33% of the respondents confirmed that they are likely to attend a public hearing on Mondays while 15% of the respondents said they would attend on a Tuesday so as on Wednesday with 17% indicating that they would attend on a Thursday and 20% on a Friday.

This implied that the citizen engagement in matters governance across Narok County should be done while taking into consideration the market day of the location to be visited. If it is a must they conduct the public participation exercise on a market day, then it is important to conduct it next to the market to allow citizens to participate as they engage in their trade.

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS AND CONCLUSIONS

5.1 Overview

This chapter gives a summary of the findings of the Research Project and results presented in the previous chapter four as obtained from field. We have also made recommendations and Conclusions in this chapter.

Some of the recommendations can be regarded as an eye opener on the rational of the media choices used during public participation for purposes of influencing actions towards policies that look into public inclusiveness in governance. The recommendation also encourages possible areas for further studies which may be on public participation and matters of governance in Narok County.

From the findings, the data shows that a majority of men engage in public participation as compared to the number of women. This was mainly because Narok community is highly patriarch and gender balance had to be taken into consideration. With 55% of the respondents being male while the remaining 45% being females. It should be noted that though the female numbers seem quite okay, most of the respondents were women belonging to various women groups across the county. So in a bid for the county government to reach such a target group, it is important that they go through the women groups as opposed to targeting women differently. More impact can be achieved through the groups which are very influential.

Age as a parameter to choice of media was very important. In Narok community age is very important. It dictates on the manner in which individuals interacted. Vast majorities of the people in the community belonging to the Maasai community and age sets are very important. Communication is generally dictated in the age group in which an individual belongs to. Individuals of different age groups preferred different media choices but notably the traditional form of communication was used more by the age groups of between 41 -60 years.

This was mainly because most of the elders and those who hold decision making positions belonged to this age group. On the other hand, the age groups from 18 years to 30s preferred the mainstream forms of advertisements. Another issue to be noted was also the fact that the age group of those in their 30s to 60s also preferred news papers as the medium for advertisement but this was largely dictated influenced by the literacy levels as well as economic conditions.

The levels of education also play a major role when it came to the media preferences. It was also noticeable that all the respondents had at least primary levels of education. This assisted in identifying which level of education favored which type of medium. Most of the respondents with basic primary education leaned more towards the traditional forms of advertisement majority preferring use of local dialect while those with higher education were comfortable with use of English and Kiswahili. Most of the respondents from the town centers inclined more on mainstream media as opposed to respondents from the rural areas who preferred public barazaas as a form of communication.

On the days that a respondent would take off to attend a public hearing were noted as interesting since most of the days chosen by respondents were days which they dimmed as being free. The preference of the days differed and this was greatly influenced by the market day within the area. Most of the respondent gave the feeling that it was compulsory that they attend the market and markets within the county are on rotational basis so, the respondents picked days that were off the market days. Similarly It was also noted that the respondents had interest in attending the same hearing if it was during a market day and being conducted at the market then they would not have any problem attending the function.

Furthermore, a number of decision makers were quick to mention that the mainstream media was very expensive and required extensive planning as opposed to the traditional form of advertising. They pointed out that if no proper allocation of resources is budgeted then the mainstream media is close to impossible. They were more comfortable with public barazaas as the resources needed were manageable.

5.2 Recommendations

The study recommends that major factors such as age, educational levels, occupations and the targeted groups should be taken into considerations before investing in the choice or selection of advertising channels. This study therefore, recommends that media selection to be done after careful understanding of the target audience and the type of feedback needed. The timeframe of which the message would be out as some of the legislative processes have time limitations.

The study also called for proper planning ahead of media selection. Budgeting purposes should be done ahead as it has proved that mainstream media was very costly hence proper budgeting to ensures easy flow of funding.

This study also recommends that from the data collected, Narok is a cosmopolitan county with different communities and nationalities hence planners need to bring the synergy needed for easy blending of both traditional and mainstream forms communication to be used and this would ensure effective communication on the target audience. This is because in the urban areas where a majority have access to mainstream media indicated that they are comfortable with using them while in the rural areas citizens preferred the barazaas as forms of communication for their close interactions and ease of access.

It should be noted that the County officials were very keen in ensuring that they complied with Article 196 of the Kenyan Constitution 2010 and thus one of the major reasons that forced them into using the mainstream media even in areas that traditional media and

barazaas would be more effective.   This was mainly to avoid possible litigation challenges that may arise thereafter failing to use mainstream media during mobilization exercises for public participation. This study therefore recommends that in such cases, both forms of media should be utilized so as to comply with the constitution while the other form of media would ensure that the targeted audience has been reached. The study emphasizes that the need to comply should not override the need for choice of the most effective form of channel to be used.

5.3 Conclusions

From our overall findings, it can be concluded that when you compare and contrast the roles played by the two forms of media, that is mainstream media and barazaas in public participation in matters governance in Narok County, are very crucial. The role of information dissemination, civic education and mobilization are both handled by the two forms of media. These two mediums play their roles despite the differences in the forms in which they exist.

The differences in the roles played by the two forms of communication, comes in when other factors and parameters come into play. For example when you look at the media preference under the parameters of budget allocation, with respect to age, gender, occupation, location, income ability and education levels all give significant differences. The county government should therefore, ensure that they keenly focus on the targeted audience with the above parameters in mind and choose the best form of media to be

used based on the capabilities such as access, reach, effectiveness, affordability and citizens preferences for such media respectively.

The efforts of the County Government to ensure public participation through the use of both forms of media have heightened the feeling of inclusion of the citizens who feel they are part of the governance. The feeling of inclusivity often brings in co-operation between the county government and wananchi on the contrary to this will often result to unrest and protest which in most cases are often destructive. For example during last year's frequent protest in Narok County which was headlining across the various local dailies was mainly due to the felling of exclusion in matters governance.

REFERENCES

Baker M and Blaagaard B (eds) *Citizen Media and Public Spaces: Diverse Expressions of Citizenship and Dissent*. London: Routledge.

Dahlberg L., (2007) The Internet, deliberative democracy, and power: Radicalizing the public sphere. *International Journal of Media & Cultural Politics* 3(1): 47–64.

Dewey J., (1927) *The Public and its Problems*. New York: Holt. Facer K, Manners P and Agusita E (2012) *Towards a Knowledge Base for University-Public Engagement*. Bristol: NCCPE.

Fraser N., (1990) Rethinking the public sphere: A contribution to the critique of actually existing democracy. *Social Text* 25/26: 56–80.

Grossberg L., (2010) *Cultural Studies in the Future Tense*. Durham, NC: Duke University Press.

Habermas J., (1989) *The Structural Transformation of the Public Sphere*. Cambridge: Polity Press.

Hall S., (2001) Constituting an archive. *Third Text* 15(54): 89–92.

Herbst S., (1993) *Numbered Voices. How Opinion Polling has Shaped American Politics*. Chicago, IL: University of Chicago Press.

Holmwood J., (2010) Sociology's misfortune: Disciplines, interdisciplinary and the impact of audit culture. *The British Journal of Sociology* 61(4): 639–658.

Igo S., (2008) *The Average American: Surveys, Citizens, and the Making of a Mass Public*. Cambridge, MA: Harvard University Press.

Jackson S., (2011) *Social Works: Performing Art, Supporting Publics*. New York: Routledge.

KeltyCM., (2008) *Two Bits: The Cultural Significance of Free Software*. Durham, NC: Duke University Press.

Law J and Urry J., (2004) Enacting the social. *Economy and Society* 33(3): 390–410.

Lee C., (2014) Walking the talk: The performance of authenticity in public engagement work.*The Sociological Quarterly* 55: 493–513.

Lipietz B., (2008) Building a vision for the Post-Apartheid City: What role for participation in Johannesburg's city development strategy? *International Journal*

of Urban and Regional Research 32(1): 135–163D., (1998). Promotional strategies and media power. In A. Briggs & P. Cobley (Eds.), *The media: An introduction* (pp. 65-80). London, United Kingdom: Longman.

Miller, D., &Dinan, W. (2000).The rise of the PR industry in Britain 1979-1998.European Journal of Communication, 15(1), 15-35.

Miller, D., &Dinan, W. (2009).Journalism, public relations and spin. In K. Wahl-Jorgense& T. Hanitzsch (Eds.), *Handbook of journalism studies* (pp. 250-264). New York, NY: Routledge.

Monbiot, G., (2013, February 18). The educational charities that do PR for the rightwing ultra-rich.*The Guardian.* Retrieved from

http://www.guardian.co.uk/commentisfree/2013/feb/18/charities-pr-rightwing-ultra-rich.

Mahony N., (2010) Mediating the publics of public participation experiments. In: Mahony N.

Newman J and Barnett C., (eds) *Rethinking the Public: Innovations in Research, Theory and Politics*. Bristol: Policy Press, pp. 15–28.

Mahony N., (2013) The work of public engagement. *ComunicazioniSociali*3: 349–358.

Mahony N and Clarke J., (2013) Public crises, public futures. *Cultural Studies* 27: 933–954.

Mahony N, Newman J and Barnett C (eds) (2010) *Rethinking the Public: Innovations in Research, Theory and Politics*. Bristol: The Policy Press.

Mahony and Stephansen (forthcoming) Engaging with the public in public engagement.

Marres N., (2012) *Material Participation: Technology, the Environment and Everyday Publics*. Basingstoke: Palgrave Macmillan.

Marres N and Lezaun J., (2011) Materials and devices of the public: An introduction. *Economy and Society* 40(4): 489–509.

Martin S., (2010) Co-production of social research: Strategies for engaged scholarship. *Public Money and Management* 30(4): 211–218.

May T. and Perry B., (2010) *Social Research and Reflexivity*. London: Sage.

Mouffe C. (2002) Which public sphere for a democratic society. *Theoria*, June, pp.55–65.

Mugenda and Mugenda (2003) Research Methods, Qualitative and Quantitative Approaches

Negt O and Kluge A., (1993) *Public Sphere and Experience*. Minneapolis, MN: University of Minnesota Press.

Newman J and Clarke J., (2009) *Publics, Politics and Power: Remaking the Public in Public Services*. London: Sage.

Orr KM and Bennett M., (2009) Reflexivity in the co-production of academic practitioner research.*Qualitative Research in Organisation and Management* 4: 85–102.

Pain R., (2014) Impact: Striking a blow or walking together? *ACME: An International E-Journal for Critical Geographies* 13: 19 23.

Pell S., (2014) Mobilising urban publics, imagining democratic possibilities. *Cultural Studies* 28(1): 29–48.

Philo, G., (1990). *Seeing and believing: The influence of television*. London, United Kingdom: Routledge.

Philo, G., (1995). Television politics the rise of the New Right.In G. Philo (Ed.), *Glasgow Media Group Reader* (Vol. 2; pp. 198-224). London, United Kingdom: Routledge.

Philo, G., (Ed.). (1996). *Media and mental distress.* London, United Kingdom: Longman.

Philo, G., (2008). Active audiences and the construction of public knowledge. Journalism Studies, 9(4), 4535-544

Robinson J. and Tansey J., (2006) Co-production, emergent properties and strong interactive social research. *Science and Public Policy* 33(2): 151–160.

Rowe G. and Frewer LJ., (2000) Public participation methods: A framework for evaluation. *Science, Technology, & Human Values* 25(1): 3–29.

Rowe G, Horlick-Jones T, Walls J, et al. (2008) Analysis of a normative framework for evaluating public engagement exercises. *Public Understanding of Science* 17(4): 419–441.

Ruppert E, Law J and Savage M (2013) Reassembling social science methods: The challenge of digital devices. *Theory, Culture & Society* 30(4): 22–46.

Santos B.S., (2012) Public sphere and epistemologies of the South. *Africa Development* XXXVII (1): 43–67.

Saurugger S., (2010) The social construction of the participatory turn. *European Journal of Political Research* 49(4): 471–495.

Savage M., (2013) The 'Social Life of Methods': A critical introduction. *Theory, Culture & Society* 30(4): 3–21.

Scott. J. (200). Rational Choice Theory From Understanding Contemporary Society; Theoris of the Present, edited by G. Browning, Haleli and F. Webster (Sage Publications 2000

Smith S, Ward V and House A., (2011) 'Impact' in the proposals for the UK's research excellence framework: Shifting the boundaries of academic autonomy. *Research Policy* 40: 1369–1379.

Stephansen H., (2016) Understanding citizen media as practice: Agents, processes, publics. In:

Stephene P. Pepoe and John W. Pelicath; (2004) *Communication and Public Participation in Environmental Decision Making; New York Press*

Toscano A., (2012) Seeing it whole: Staging totality in social theory and art. *The Sociological Review* 60(S1): 64–83.

Vannini P., (2012) *Popularizing Research: Engaging New Genres, Medias and Audiences*. New York: Philip Lang.

Warner M., (2002) *Publics and Counter publics*. New York: Zone Books.

Weller M., (2011) *The Digital Scholar: How Technology is Transforming Scholarly Practice*. London: Bloomsbury.

APPENDIX I: Questionnaire

'Media influence on Public Participation' Academic Study *September – October*

2016

DATE OF SURVEY: _____TYPE OF RESPONDENT (Public and Media): _____

WARD NAME: _____INTERVIEW LOCATION: _____

DATA COLLECTOR: _____

Consent Form

[TO BE READ BY INTERVIEWER TO PARTICIPANT]:

Good morning/evening, my name is **………………………** an interviewer working for a University of Nairobi-sanctioned student academic research paper. The paper is titled 'Traditional and Mainstream Media Impact on Public Participation in governance a case of Narok County'. I am here today to interview you about county's media and citizen participation systems and procedures,.

this is a voluntary survey; there is no obligation to speak to me if you do not want to, and choosing whether or not to participate will not affect you in any way. Your responses will be kept private. Your responses to this survey will be combined with the responses from the other respondents sampled in the study. The interview will take approximately 25 minutes. Would you like to participate in this survey?

The information will be treated with utmost confidence and the source will not be revealed.

Personal data of correspondence

1. Gender : Male ( ) Female ( )

2.   What is your age?

Under 18	1
18 to 24	2
25 to 30	4
31 to 40	5
41 to 60	6
61 or older	7

3.   Education qualification

Primary   ( )

Secondary   ( )

College   ( )

University   ( )

Occupation   ( )

Please tick in the appropriate box.

4. Do you know what public participation entails?

Yes ( ) No ( )

b) Explain ………………………………………….

5. Does your County have open forum that encourages public participation?

Yes ( ) No ( )

6. How accessible is the participatory forum and physical office to ordinary people from

the sub-counties?

Very accessible	
Fairly accessible	
Not very accessible	
Not accessible at all	

(b) Please explain

_____

7. How did you come to know about this particular public participation forum?

Barazas	
Mobile Public announcement through PA systems	
Notices/ Posters	
Radio / TV (Please state station)	
News Paper (State which daily)	

8. Do you think the mode of advertisement used for mobilization of publics was adequate?

Yes ( ) No ( )

Explain

…………………………………………………………………………………………………

…………………………………………………………………………………………………

9. Do you have any other suggestion on how we can improve mobilization strategies for public participation different from the ones stated above?

Appendix II: Questionnaire

'Media influence on Public Participation' **Academic Study** *September – October 2016*

DATE OF SURVEY: _____**TYPE OF RESPONDENT (Administrators):** _____

WARD NAME: _____**INTERVIEW LOCATION:** _____

DATA COLLECTOR: _____

Consent Form

[TO BE READ BY INTERVIEWER TO PARTICIPANT]:

Good morning/evening, my name is **…………………** an interviewer working for a University of Nairobi-sanctioned student academic research paper. The paper is titled 'Traditional and Mainstream Media Impact on Public Participation in governance a case of Narok County'. I am here today to interview you about county's media and citizen participation systems and procedures,.

This is a voluntary survey; there is no obligation to speak to me if you do not want to, and choosing whether or not to participate will not affect you in any way. Your responses will be kept private. Your responses to this survey will be combined with the responses from the other respondents sampled in the study. The interview will take approximately 25 minutes. Would you like to participate in this survey?

The information will be treated with utmost confidence and the source will not be revealed.

1. Gender : Male ( ) Female ( )

2. What is your age?

Under 18	1
18 to 24	2
25 to 30	4
31 to 40	5
41 to 60	6
61 or older	7

If the response is "Under 18," stop the interview.

Please tick in the appropriate box.

3. Do you know what public participation entails?

   b) Explain ……………………………………….

Does the office for the forum have designated staff for public feedback collection?

YES	01	NO	02

(b) (If yes) How many?

Less than 5	
06 – 10	
11 – 14	
15 – 19	
20 – 24	

25 and above	

(c) What are their responsibilities?

……

……

……

4. Does resource allocation influence choice of media?

Yes ( ) No ( )

5. Is anyone in the legislature specifically responsible for enabling ordinary people to participate (public participation)?

YES	01	NO	02

6. How often are public hearings advertised?

Always	01
Most of the time	02
Some of the time	03
Never	04

7. Where do you place public notices and state the media or other institutions used?

On television	01
On radio	02
In newspapers	03
In magazines	04
On the internet	05
In public places	06
Not applicable	07
Barazas-audio messages	
Other	08

8. Are public notices available in all relevant languages?

Always	01
Most of the time	02
Some of the time	03
Never	04

9. Is the period of notification different for both mainstream and traditional media methods users?

10.Do you have outreach programmes targeted at rural communities?

a. No

b. Yes (please explain what it entails)

11. What type of media has a higher budget and by how much?

    a) Traditional

    b) Mainstream media

12. Which media has a higher output or outreach returns

    a) Traditional

    b) Modern media

13.What form of feedback do you receive from participants?

Feedback form	Media choice	code
Verbal		01
Filled out forms prepared by the legislature		02
Letters		03
Others		04

14. Which form of mobilization is more costly Mainstream Media or Traditional Media?

15. Between Mainstream and traditional media which is more time consuming and cumbersome?

16. On which days do people mostly attend barazaas and public hearings

Thank you for your assistance and co-operation

Appendix III: Advert on Public Participation

NAROK COUNTY ASSEMBLY   OFFICE OF THE CLERK

NOTICE TO THE PUBLIC AND NOMINEES ON NOMINATION AND VETTING

Pursuant to Article 179(2) of the constitution of Kenya, 2010 and Section 30 of the County Government Act 2012, The Narok County Assembly has been notified by office of H.E the Governor of Narok County of the nomination of the following County Executive Committee Members in charge of Finance and Economic Planning, Health and Sanitation, Administration, Coordination of Decentralization and Disaster Management and Tourism and Wildlife.

The Narok County Assembly Committee on Appointments invites the nominee for vetting on Thursday, November, 26th 2017, at 10:00 a.m. at the County Assembly Chambers.

Name of Nominee	Department	Time
Morgan Meitamei Siloma	Finance and Economic Planning	9.30 am
John Marindany	Health and Sanitation	10.00 am
Julius Momposhi Tompo	Administration, Coordination of Decentralization and Disaster Management	10.30 am
Koila Joseph Kantet	Tourism and Wildlife	11.00 am

The nominee should come for the vetting with the following documents;

1. Curriculum vitae/personal and academic certificates
2. Clearance certificate from the Kenya Revenue Authority (KRA)
3. Compliance certificate from the Higher Education Loans Board (HELB)
4. Clearance certificate from the Ethics and Anti-Corruption Commission (EACC)
5. Certificate of Good Conduct from the Department of Criminal Investigation.
6. Clearance Certificate from the Credit Reference Bureau (CRB)

Members of the public are invited to attend the vetting session and submit any information or comments on the suitability or otherwise of the candidate for appointment to the respective position. Submissions may be made by way of sworn statements or affidavits and may be accompanied by any documentary evidence. The submissions may be sent by email to info@narokcountyassembly.co.ke or hand delivered to the office of the Clerk so as to be received by Wednesday 25thNovember, 2017 by 5.00 p.m.

Appendix IV: Certificate of Fieldwork

UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-3318262, Ext. 28080, 28061
Director's Office: 254-02-2314201 (Direct Line)
Telex: 22095 Fax: 254-02-245566
Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: CERTIFICATE OF FIELDWORK

This is to certify that all corrections proposed at the Board of Examiners meeting held on 28ᵀʰ JUNE 2016 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: K50/69642/2013

Name: BEATRICE KADESA OKANGA

Title: COMPARATIVE ANALYSIS OF TRADITIONAL & MAIN STREAM MEDIA

INPACT ON PUBLIC PARTICIPATION IN GOVERNANCE CASE STUDY: NAROK COUNTY
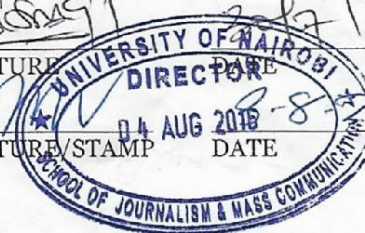
POLYCARP O OCHILO
SUPERVISOR

SIGNATURE   DATE 28/6/2016

Dr Samuel Siringi
ASSOCIATE DIRECTOR

Dr. Ndeti Ndati
DIRECTOR

SIGNATURE   DATE 28/7/2016

SIGNATURE/STAMP   DATE

Appendix V: Certificate of Corrections

UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-3318262, Ext. 28080, 28061
Director's Office: +254-204913208 (Direct Line)
Telex: 22095 Fax: 254-02-245566
Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 21|9|2017 in respect of M.A/PhD. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: K50 | 69642 | 2013

Name: BEATRICE KADEJA

Title: ROLE OF PUBLIC BARAZAAS AND MAINSTREAM MEDIA ON PUBLIC PARTICIPATION MATTERS GOVERNANCE IN NAROK COUNTY

IR·POLYCARP OMOLO OTTILO   5th December, 2017

| SUPERVISOR | SIGNATURE | DATE |

| ASSOCIATE DIRECTOR | SIGNATURE | DATE |

| DIRECTOR | SIGNATURE/STAMP | DATE |

Appendix VI: Plagiarism Report

Turnitin *Originality Report*

- Processed on: 11-Dec-2017 16:22 EAT
- ID: 894053980
- Word Count: 10202
- Submitted: 1

Role of Public Barazaas and Mainstream Media,...

By Kadesa .B

Similarity Index
12%
Similarity by Source
Internet Sources:
9%
Publications:
2%
Student Papers:
10%
refresh

⊠2% match (Internet from 02-Apr-2009)

http://www.uoregon.edu

⊠1% match (student papers from 14-Mar-2016)

Submitted to Sikkim Manipal University, Ghana on 2016-03-14

⊠1% match (Internet from 16-Feb-2012)

http://www.caritasuni.edu.ng

⊠1% match (student papers from 30-Nov-2011)

Submitted to North West University on 2011-11-30