MEDIA AND POLITICAL PARTICIPATION AMONG KALENJIN AUDIENCES: A STUDY OF KITWEK FM

BY

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2018
DECLARATION

STUDENT’S DECLARATION

I, the undersigned, declare that this research project is my original work and has not been previously presented in part or in totality to any other institution of learning for the award of any degree or examination other than the University of Nairobi.

Signature: ________________________  Date: ________________________

Joan Chepchirchir Bett

K50/87843/2016

SUPERVISORS DECLARATION

This research project has been submitted with my approval as the candidate’s University Supervisor.

Signature: ________________________  Date: ________________________

Prof. Hezron Mogambi

Supervisor
DEDICATION

I dedicate this project to my husband Kimutai Maritim and sons, Clinton, Carson and Collins.
ACKNOWLEDGEMENT

I take this opportunity to thank all those who supported me through my study financially, emotionally and spiritually.

First and foremost, thanks to my supervisor Prof. Hezron Mogambi for his continuous guidance throughout the time I was writing this project. I thank the entire University of Nairobi fraternity, lecturers and my dear colleagues in the school of journalism and mass communication, you made my time in the university a memorable one.

Thanks too to my family, my beloved husband Kimutai Maritim and lovely boys Clinton, Carson and Collins, you are not only my family but my best supporters. My dearest mum Drusilla and late dad Benjamin (May his soul rest in eternal peace). Without you, I would not have made it this far. My siblings Judith, Othniel, Janet, Sospeter, Jemimah and Onesmus- your consistent encouragements gave me the push to move on.

Above all, I thank our almighty God for his love that surpasses all human understanding, his mercies that are new every morning and his grace that is sufficient for all mankind. Thus far he has brought us and I say Ebenezer.
TABLE OF CONTENTS

DECLARATION ........................................................................................................................................... ii
DEDICATION ............................................................................................................................................... iii
ACKNOWLEDGEMENT ............................................................................................................................... iv
LIST OF TABLES ......................................................................................................................................... viii
LIST OF FIGURES ....................................................................................................................................... ix
ACRONYMS AND ABBREVIATIONS .......................................................................................................... x
ABSTRACT .................................................................................................................................................. xi

CHAPTER ONE: INTRODUCTION ............................................................................................................ 1
1.0 Overview .............................................................................................................................................. 1
1.1 Background .......................................................................................................................................... 1
1.1.1 Radio in Kenya ............................................................................................................................... 3
1.2 Statement of the Problem ..................................................................................................................... 3
1.3 Study Objectives ................................................................................................................................. 4
1.3.1 Specific Objectives ......................................................................................................................... 4
1.4 Research Questions .............................................................................................................................. 5
1.5 Rationale and Justification .................................................................................................................. 5
1.6 Significance of the Study ..................................................................................................................... 5
1.7 Scope and Limitations .......................................................................................................................... 6
1.8 Operational Definitions of Key Terms ................................................................................................. 6
1.9 Summary ............................................................................................................................................... 7

CHAPTER TWO: LITERATURE REVIEW .................................................................................................... 8
2.0 Overview ............................................................................................................................................... 8
2.1 Local Language Radio .......................................................................................................................... 8
2.1.1 Role of Local Language Radio in Political Participation ................................................................. 8
2.1.2 Public Participation through Political Participation ...................................................................... 10
2.1.3 Hurdles in the role of media in progressive political engagements .............................................. 13
2.2 Theoretical Framework ....................................................................................................................... 14
2.2.1 Agenda-Setting Theory ............................................................................................................... 14
2.2.2 Uses and Gratification Theory ....................................................................................................... 15
2.3 Conceptual Framework ....................................................................................................................... 17
2.4 Summary ............................................................................................................................................ 18
CHAPTER THREE: RESEARCH METHODOLOGY ............................................. 19
3.0 Overview .............................................................................................................. 19
3.1 Research Design ................................................................................................. 19
3.2 Research Approach ............................................................................................. 19
3.3 Area of Study ....................................................................................................... 20
3.4 Target population ................................................................................................. 20
3.5 Sample and Sampling Design ............................................................................ 21
  3.5.1 Sample Size .................................................................................................... 22
3.6 Data Collection Instruments ................................................................................ 22
3.7 Validity and Reliability of Research Instruments .................................................. 23
3.8 Data Collection Procedure .................................................................................. 24
3.9 Data Analysis ....................................................................................................... 24
3.10 Data Presentation ............................................................................................... 25
3.11 Ethical Considerations ....................................................................................... 25

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS INTERPRETATION .................... 26
4.0 Overview .............................................................................................................. 26
4.1. Questionnaire Return Rate ................................................................................ 26
4.2 General Information ............................................................................................ 26
  4.2.1 Gender of the respondents ............................................................................. 26
  4.2.2 Age of the Respondents ............................................................................... 27
  4.2.3 Education of the Respondents ...................................................................... 29
  4.2.4 Marital Status ............................................................................................... 30
  4.2.5 Occupation Status Information .................................................................. 32
4.3 Audience Political Participation ......................................................................... 33
  4.3.1 Listenership of Kitwek FM .......................................................................... 34
  4.3.2 Device used to Listen to Kitwek FM .............................................................. 35
  4.3.3 Listenership of Ongengalal talk show .......................................................... 37
  4.3.5 Audience Participation in Ongengalal show .................................................. 41
  4.3.6 Medium used by the respondents ................................................................. 43
  4.3.7 Motivation to Participate in Ongengalal Show .............................................. 45
  4.3.8 Ongengalal Show and Political Awareness .................................................. 45
  4.3.9 Education of respondents on Social and Political rights on Ongengalal show 47
4.3.10 Preference of Ongengalal show ................................................................. 48
4.4 Influence of Ongengalal talk show on civil participation ............................. 49
  4.4.1 Influence of Ongengalal talk show on audience Political Decisions ........ 49
  4.4.2 Utilisation of what is heard in the Programme ........................................ 50
  4.4.3 Importance of the Programme in Making Political Decisions ................ 52
  4.4.4 Influence of Ongengalal show on the political scene in Kericho County ..... 52
  4.4.5 Impact of Ongengalal show to audience in Soin Sigowet Sub County ........ 54
4.5 Strategies to Encourage Political Participation by Audience in Ongengalal show 56
  4.5.1 Changes to be done to the Show ............................................................. 57
  4.5.2 Challenges faced during participation in the show .................................. 58
4.6 Summary ......................................................................................................... 58

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS ................................................................................................................................. 59
5.1 Overview ......................................................................................................... 59
5.2 Summary of Findings ...................................................................................... 59
  5.2.2 Political participation activities ................................................................. 59
  5.2.3 Strategies to Encourage Political Participation ........................................ 60
  5.2.4 Impact of Political Show on Civil Participation ...................................... 61
5.3 Conclusions .................................................................................................... 62
5.4 Recommendations of the Study .................................................................... 63
5.5 Recommendations for Further Studies ......................................................... 64

REFERENCES ......................................................................................................... 65

APPENDICES ......................................................................................................... 70
Appendix I: Questionnaire .................................................................................. 70
Appendix II: Focus Group Discussion Guide for Political Participation ............. 74
Appendix IV: Field Work Certificate .................................................................. 75
Appendix V: Certificate of Originality ................................................................ 76
Appendix VI: Certificate of Corrections ............................................................... 77
Appendix VII: Kitwek Fm Show Clock- Monday to Friday .............................. 78
# LIST OF TABLES

Table 3.1: Target population ................................................................. 21
Table 3.2: Sample population ................................................................. 21
Table 3.3: Sample size ........................................................................... 22
Table 4.1: Gender of the respondents ..................................................... 26
Table 4.2: Age of the Respondents ......................................................... 27
Table 4.3: Education of the Respondents .................................................. 29
Table 4.4: Marital Status of the Respondents ............................................ 31
Table 4.5: Occupation of the Respondents .............................................. 32
Table 4.6: Listenership of Kitwek FM ....................................................... 34
Table 4.7: Device used to listen to Kitwek FM .......................................... 35
Table 4.8: Listenership of Ongengalal talk show ...................................... 37
Table 4.9: Frequency of listening to Ongengalal show .............................. 40
Table 4.10: Participation in Ongengalal show ........................................... 42
Table 4.11: Participation medium ............................................................ 43
Table 4.12: Ongengalal Show and Political Awareness .............................. 46
Table 4.13: Education of respondents on Social and Political rights on Ongengalal show ................................................................. 47
Table 4.14: Influence of Ongengalal talk show on audience Political Decisions ..... 49
Table 4.15: Utilisation of what is heard in the Programme .......................... 50
Table 4.16: Influence of Ongengalal show on the political scene in Kericho County 53
LIST OF FIGURES

Figure 2.1: Conceptual Framework ................................................................. 17
Figure 4.1: Gender of the Respondents ......................................................... 27
Figure 4.2: Age of the Respondents .............................................................. 29
Figure 4.3: Education of the Respondents .................................................... 30
Figure 4.4: Marital Status of the Respondents .............................................. 32
Figure 4.5: Occupation of the Respondents .................................................. 33
Figure 4.6: Listenership of Kitwek FM ......................................................... 35
Figure 4.7: Device used to listen to Kitwek FM ............................................. 37
Figure 4.8: Listenership of Ongengalal talk show ........................................ 40
Table 4.9: Frequency of listening to Ongengalal show ................................. 40
Figure 4.9: Frequency of listening to Ongengalal show ................................. 41
Figure 4.10: Respondents Participation in Ongengalal Talk Show .................. 43
Figure 4.11: Medium Used by the Respondents ............................................ 44
Figure 4.12: Ongengalal Show and Political Awareness ............................... 47
Figure 4.13: Education of respondents on Social and Political rights on Ongengalal show ................................................................. 48
Figure 4.14: Influence of Ongengalal talk show on audience Political Decisions... 50
Figure 4.15: Utilisation of the information discussed in the political program .... 51
Figure 4.16: Influence of Ongengalal show on the political scene in Kericho County ................................................................. 54
<table>
<thead>
<tr>
<th>ACRONYMS AND ABBREVIATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KBC</strong> - Kenya Broadcasting Corporation</td>
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<tr>
<td><strong>VOK</strong> - voice of Kenya</td>
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<tr>
<td><strong>UN</strong> - United Nations</td>
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<tr>
<td><strong>UNESCO</strong> - United Nations Educational, Scientific and Cultural Organisation</td>
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<td><strong>CAK</strong> - Communication Authority of Kenya</td>
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<tr>
<td><strong>KARF</strong> - Kenya Audience Research Foundation</td>
</tr>
<tr>
<td><strong>CSR</strong> - Corporate Social Responsibility</td>
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<tr>
<td><strong>NGEC</strong> - National Gender and Equality Commission</td>
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<tr>
<td><strong>MCA</strong> - Member of County Assembly</td>
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<tr>
<td><strong>LLR</strong> - Local Language Radio</td>
</tr>
<tr>
<td><strong>SPSS</strong> - Statistical Package for Social Sciences</td>
</tr>
<tr>
<td><strong>FGM</strong> - Female Genital Mutilation</td>
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<td><strong>NGEC</strong> - National Gender and Equality Commission.</td>
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</table>
ABSTRACT

This study sought to investigate media and political participation among the Kalenjin audience. The study focused on Kitwek FM’s political breakfast show Ongengalal that is aired daily. The objectives of the study were to investigate the ways in which listeners participate in, to find out the strategies adopted by media to promote political participation and to find out the effects of political participation to the listeners. The study was done in Kericho County, Soin Sigowet Sub County and adopted the mixed method design. Questionnaire and focus group discussions was used to collect data. The study population was 67,000 and the relevant respondents for the study were 100 listeners who were picked purposively. The study adopted the uses and gratification theory as well as agenda setting theory. The study found out that listeners who participated in the show are above 30 years and listen to the Ongengalal show daily. From the findings, 64% of the listeners participate through calling, 24% thorough social media and 10% through short messages. The findings show that 51% of the listeners are farmers and agree that the issues discussed in the programme address their concerns. The issues discussed included politics on leadership, development, legislation, devolution, peace and cohesion. To encourage participation, the radio station utilises use of direct phone calls, social media, writing short messages and giving the most vocal participants prizes and rewards. Through participation, the listeners use media to get informed and educated, participate in decision making and give their stand points on particular issues. When their views are considered, the listeners own the decisions, feel satisfied, appreciated and valued. The study found out that 69% of the respondents have known about their social rights from the discussions in the Ongengalal show and 82% said that Ongengalal show has educated them on their political rights. From the findings 71% said that they had practised what they heard in the programme and 63% agreed that Ongengalal show has changed the political scene of the Kalenjin community and has influenced their civic participation and voting trends. The study recommends that such political shows be introduced in other vernacular radio stations and should use the call delay system so as to avoid direct calls to the studio to guard against inappropriate direct messages. The show should have back up guests or pre-recorded interviews that can be used if the invited guests don’t turn up for Ongengalal show. Further research should be done on influence of social groups in political participation among Kalenjin listeners.
CHAPTER ONE
INTRODUCTION

1.0 Overview
This chapter gives the background of the study, the problem statement and the research objectives and questions. It also gives the justification of the study as well as its significance. The scope and limitation of the study is also highlighted. Later on the chapter provided the operational definitions.

1.1 Background
This study is anchored on the Public Participation Act, 2018 (Kenya Gazette, 5th March 2018). This is an act of Parliament to provide a general frame work for effective public participation; to give effect to the constitutional principles of democracy and participation of the people. Public participation in governance involves direct or indirect involvement of stakeholders in decision making about policies, plans or programmes in which they have an interest. As is acceptable in the constitution, the audiences participate to affect the principles of public participation as provided in the Constitution. Public participation promotes democracy and participation of the people.

Media is a channel used to pass messages to the audience. The intention of passing this message is always to inform, persuade, or provoke response among others (Willey, 1998). Media plays an important role in the world’s affairs on humanitarian issues, decision making and conflict resolutions. In political participation, activities such as voting, letters to the editor and demonstrations remain quite clear. However, ambiguity remains in political activities such as liking a website post of a political group, secret planting of public green spaces among others in demarcating the boundaries of political participation. Even in ambiguity, Deth, (2010) who studied media and politics in USA found that almost every activity that citizens do can be understood as political participation in a way.

Arnstein (2012), in his study in Bermuda, found that there are four elements that define political participation among the media users in the country. Political participation is an action or activity, which means that, simply being interested in politics or following news on radio cannot be characterised as political participation.
Secondly, it is voluntary. It cannot be ordered, say, by the ruling class and cannot be an obligation within the law. The third feature is that political participation comprises activities of citizens acting as armatures and non-professionals, rather than acting as say civil servants, politicians or lobby groups. Fourth, participation is not restricted to a specific path or level for example national elections only, nor phase such as law execution only but rather concerns politics, government or the broad senses of the state.

(Lindberg, 2009) in his research in West Africa Media and international politics found that political participation includes the manifestation of ethical viewpoints in activities fronted by the citizens. This is supported by Micheletti (2003) in his study in Western Uganda. Resourceful participation includes activities such as demonstrations and boycotts in which citizens use their power as consumers to achieve goals politically. The new technology generally offers the opportunity for citizens to exert individual actions in political participation such as internet-based expression of ideas, frustrations and demands that quickly spread to many people at no cost (Bennett & Segerberg, 2013).

There are various media used to disseminate information including print, electrical and social media which in becoming very popular due to its ability to disseminate information fats and its reach is worldwide. However, radio is very popular with the rural dwellers because of its characteristics such as portability, affordability and ability to broadcast in many languages known to the listeners (Ali & Conrad, 2018).

Keefer, & Khemani, (2014) reiterates that radio is very popular among the rural dwellers due to its affordability, and the opportunity for the listener to multi task (secondary medium).

In development communication, especially community development, the impact of radio programmes has been massive as a catalyst of social change (Conrad, 2014). Development experts have used radio as an agent of diffusion of innovation and technology geared towards community progress.
1.1.1 Radio in Kenya
In Kenya, radio dates back to 1959 when the British colonial administrator investigated the Kenya Broadcasting Corporation to run radio and television broadcasts. In 1964, it was changed to VOK. This is when the decision to come up with local language radio stations which could disseminate news in vernacular languages. This gave way to an opportunity for VOK to start several vernacular radio stations and one of them was the then Kalenjin subservice based in Kisumu.

In 2011 August, Kalenjin sub service, which used to broadcast in Kisumu for four hours a day, was upgraded to broadcast for 24 hours a day (See Appendix VII). The station was then transferred from Kisumu (its initial broadcasting location) to Nairobi. This was then launched, as Kitwek FM. Kitwek FM is state owned media house broadcasting to the Kalenjin community living in the former vast Rift Valley province. Kitwek is derived from a Kalenjin slang word twegu meaning talk. Kitwek FM operates with a tag line Kigosin that means we are listening.

The stations breakfast political talk show Ongengalal is very vibrant and is aired every week day from Monday to Friday between 5am to 10am. The target audience of this programme is an adult aged 25-40 years. The show is run by two presenters; male and female.

1.2 Statement of the Problem
Although there are many political discussions on vernacular radio stations in Kenya specifically Kitwek FM, there are few studies that have been undertaken to investigate the extent to which this political discourse shows how radio influence political participation. Media has the role to educate, inform, entertain and gratify the listener’s need. Whereas traditional media like the television and radio work towards satisfying the listener, this has been greatly challenged by the polarisation of airwaves which has led many audiences to use social media. In order not to lose these audiences, the traditional media have liberalised their interactions and allowed social media users in their programmes. In radio, both the national and local stations have vibrant discussions on political issues and in this study, the researchers focus is in local radio.
There is a strong rapport between local language stations and the listeners and in any case, local language stations have become reservoirs of a community’s culture hence their popularity in rural areas (Mogambi, 2011). Studies for example Larkin, and Were (2013) demonstrate that news mass media has a positive relationship with various forms of political participation. Where there is good media freedom, there have been close relationships between media and political activities such as voter turnout, attending demonstrations and signing of petitions (McLeod, Scheufele, and Moy, 1999; Zhang, and Chia, 2007; Leeson, 2008). Generally, the media has been demonstrated as playing a crucial role in terms of disseminating information that increases the levels of understanding of political issues and thus, they formulate and conceptualise content that is greatly dependent on the needs and aspirations of the people targeted or the audience (Mogambi, 2011).

As part of the mass media, radio has extensively been used in social development in both developing and developed countries as a tool for social mobilisation. Aling’o, Herzenberg posit that radio is widely accessible in Kenya. Aling’o & Gatimu (2015), found out that of the 79% of respondents who listened to radio, 58% reported listening to radio daily, 12% 3–6 days a week, and 9% 1–2 days a week. What they did not mention, however, is whether the radio influenced the political participation of the listeners in one way or another.

Kericho County is the bedrock of the Kalenjin politics and the county where Kitwek FM is listened to the most. Kitwek FM is a state owned vernacular station that broadcasts 24-hours a day. Among the talk shows in the station, the station runs a political show every weekday. The question is: how does the show influence the political participation of the residents of Kericho County? This creates a research and knowledge gap that this study sought to fill by carrying out a study on the effect of media on political participation among the Kalenjin audiences in Kericho County.

1.3 Study Objectives
The main objective of the study is to investigate the role of media in promoting political participation.

1.3.1 Specific Objectives
The specific objectives of this study are;
i. To investigate ways in which Kalenjin audiences in Sigowet-Soin Sub County participate in political shows through Kitwek FM.

ii. To investigate the strategies adopted by Kitwek FM in the promotion of political participation in Sigowet-Soin Sub County.

iii. To investigate the effect of participation Kitwek FM’s political talk Ongengalal show on the audience in Sigowet-Soin Sub County.

1.4 Research Questions

This study was guided by the following research questions:

i. In which ways do Kalenjin audiences in Sigowet-Soin Sub County participate in political shows in Kitwek FM?

ii. What are the strategies adopted by the radio station in the promotion of political participation in Sigowet-Soin Sub County?

iii. What is the effect of the issues discussed in Kitwek FM’s political show on the audience in Sigowet-Soin Sub County?

1.5 Rationale

One way of closing the gap between government institutions and nongovernmental institutions and citizens has been termed as effort to increase the opportunities for citizen participation (Jung, Kim, and de Zúñiga, 2011). This ensures inclusion in decision-making and can shift the citizens from mere passive recipients of development programs into legitimate and rightful claimants of development (Stringer, 2014). In essence, continuous political participation has been found to embody the direct oversight that is a functional accountability relationship. By undertaking this study, there was exposure of political participation activities among audiences and an assessment of the responsiveness nature of politicians. This helped in practice, policy and theory in determining drivers of political participation, political responsiveness and social change.

1.6 Significance of the Study

The findings in this study have shown how local language radio including Kitwek FM has encouraged political participation by examining the role played by Kitwek FM in political participation among audiences. The study adds to the mass of knowledge in mass media theory and practice. This study will primarily benefit the management of Kitwek FM, and largely, managers or programme controllers in the media industry to
identify the strengths and the weaknesses of their political programs and discussions to their target audiences. The research will also benefit the producers and the presenters in the station by providing feedback of their programming.

This will enable them to make self-evaluation including an examination of areas of improvement for the future programmes. The study is also of significance to fields outside communication such as political science and democracy hence, research findings will be helpful to influence their policy for better governance by evaluating the relationship between citizen participation and responsiveness of politicians. The study will assist stakeholders at both the national and county level in determining the formats best suited for disseminating political and governance programmes among Kalenjin audiences.

1.7 Scope and Limitations
This study focused on political participation aspects in terms of programming within the media and how audiences are engaged. It is a cross-sectional study meaning that it has collected immediate data on how Kalenjin audiences are engaged in the media to ascertain their levels of participation in political processes and activities because of the media exposure. The study focused only study Kitwek FM and collected data from Kalenjin audiences who attend to this particular FM station only. The study was done in Soin Sigowet Sub County in Kericho County.

1.8 Operational Definitions of Key Terms

**Political participation**
These are activities and actions of citizens acting in their roles as armatures and non-professionals to influence political outcomes using the media as a connecting platform.

**Political responsiveness**
Feedback given by politicians due to pressures from citizens through political participation.

**Local language radio**
A radio station that uses local language to broadcast
**Presenter** The person hosting the talk show

**Radio producer** Person overseeing the making of the show.

**Radio Show** a segment of content intended for broadcast on radio

**Content producer** This is a person who oversees the generation of programme ideas

**Listenership** This is the number of people listening to the show or programme.

**Frequency** This is the number of occurrences of a repeating event per unit of time.

**Gratification** The emotional satisfaction one gets from participating in the talk show.

**1.9 Summary**

This chapter has given the background to the study and the problem relating to the study. It has also introduced the Public Participation Act 2018, in which this study is anchored on. The chapter has highlighted the role played by Vernacular radio in the politics of the rural Kenya. In general, radio is one of the most ancient tools of communication and until date, it still remains one of best channels to educate inform and entertain the public. Kericho County being the bedrock of Kalenjin politics and the County where Kitwek FM is most listened to (KARF, Q4, 2018). The question is does Kitwek FM play a role in political participation among the residents of Kericho County.
CHAPTER TWO
LITERATURE REVIEW

2.0 Overview
This chapter reviews contributions made by various scholarly publications, journals, texts, and periodicals on local language radio and political participation. A critical review is done to identify research gaps for the study. This chapter discusses the role of local language radio, political participation in regard to public participation and also discusses the theories that will be used in this study which includes the Uses and Gratification theory and Agenda setting theory.

2.1 Local Language Radio
2.1.1 Role of Local Language Radio in Political Participation
Communication technology plays a significant role in the transfer of information. Local language radio is an important tool in knowledge and information transfer especially in areas where people understand such dialects. In Africa, the spoken word plays a pivotal role in the transfer of information in areas with low levels of literacy (Fedorov & Levitskaya, 2018). The advantage of local language is that it is highly accessible and affordable across African countries. According to (Sposato & Smith, 2011) any radio receivers for instance cost less than $5 with improved power technology, some of which only rely on solar power rather than electricity. Another reason for the proliferation of the radio in local language is that it is majorly used to promote traditional culture; it is used as a platform for education on matters concerning traditional cultures in Africa, the only one that complements folklore media (Mano, 2014).

Promotion of culture by the local language radio is through provision of huge spaces that serve the purpose of informing and educating populations that are less versed with African cultures. In a study by Mano in 2014, it was concluded that the ability accorded to listeners by local languages to participate in social settings has decreased the significance of physical presence in the experience of people and events. This means that people have continued relying on local language media stations as a source of advise, arbiter of social morality and a source of explanations concerning social-economic and political issues in their areas of jurisdictions.
Nevertheless, radio in local language has been helping to promote various forms of past culture and heritage through provision of a discursive space. In past studies, see for example McNair (2017) and Esser & Strömbäck (2014), a radio program in a local language attempts to re-invent traditions on a bigger scale.

Local language radio is effective in promoting the circulation of media discourses within the popular culture. Studies for example Spitułnik (2011) have found that local language helps to re-contextualise and reinterpret the national mainstream broadcast language by recycling expressions on radio like broadcast phrases, program titles, and the routines of turn-taking among broadcasters. In the study, the author argued that phrases and styles of discourse are extracted from local language broadcasts to be used and re-used or animated in the everyday language use even in the outside of the radio broadcasting and listening contexts. In summary, it is argued that because of its wide scope and accessibility, the mass media serves as both reference points and reservoirs of culture and for the dissemination of words, styles of discourse and phrases in popular culture.

Further on, local language radio, through its interactive platforms has acted the role of watchdog in political processes. The local language radio has been shaping opinion on transparency and accountability of public finance through providing space for audiences to discuss such matters on radio and expressing their opinions about government undertakings and state of the economy. In very mature economies, local language radio has been very significant in the political process through gathering opinion polls over key issues of national importance. (Mbeke, 2010).

An important facet about local language radio in Kenya, and Africa at large is pluralism exhibited through broadcasts in many local languages. This pluralism survives on the basis of interaction as analysed in the earlier paragraph as well as through the strategies adopted in program scheduling which coincides with the lifestyle of an audiences. It has been affirmed that local language radios can easily win audiences even as they propagate political agenda by programming in such a way that is relevant to available listeners (Fedorov & Levitskaya, 2018). Sustaining audiences is therefore only vetted upon relevancy of programs to people’s lifestyles.
and schedules. Political talk shows as well as music, news or documentary shows must fit the lifestyles of audiences.

This signifies that audience ethnographies for example in the Kenyan context should be able to inform the features of media technology in use since this can inhibit or enable audience engagements (McCombs, 2014). Therefore, social context as a factor that is equally important as the process of individual interpretation in the engagement of audiences for local language radio.

2.1.2 Public Participation through Political Participation

One important aspect of local language radio that makes it popular is the aspect of audience participation. As the audience becomes part of programming through various interactive platforms such as social media and phone calls, the audiences feel a sense of ownership (Fedorov & Levitskaya, 2012), hence, further cementing the existence of local language radio. It is through this interaction that the radio plays the major function of creating an opportunity for public participation through programmes that open avenues for political participation. In the African contexts, the local language radio has played a myriad functions in the political processes. For example, local language has been very pivotal in mainstreaming the governments’ political agenda among its audiences.

The agenda for example include devolution and governance, communication about registration as voters, voter education programs, taking part in democratic elections, and maintenance of peace prior to and after a competitive election among others (Mdunyelwa 2014).

Making decisions through Public participation process permits making of decisions that are reflective of community needs and values. More so, changes made early during implementation of a decision that is not in agreement with the objectives intended for a particular project allow for modification of any suspected challenge in the project. This promotes investigation of viable projects, (Mantzara, 2011) Public involvement includes giving information to all parties involved thus reducing misinterpretations.
Public participation involves the inclusion of all parties who may potentially have an interest in a development or project, or be affected by it. It is an empowering process that allows people in the local areas to be confident and take command (chambers, 2012.). Public participation may be advanced as parts of a “peoples first” (Mdunyelwa 2014).

Dola and Mijan (2016) list some of the importance of public participation to include promotion of unanimity, negotiations and amicable decision making. However, they also argue that an increase in participation doesn’t necessarily lead to an increase in service delivery.

Over the years and during the clamour for a new constitution, Kenyans made public participation an important principle in which they seek to underpin the governance of public affairs. Public participation became an important subject in discussions on governance in Kenya (Kanyinga, 2014).

As we celebrate public participation as a process to bridge the gap between the government and political leaders with the citizens, it’s good to know that Public participation is not a one-time event but a process; it is more than someone giving a one-time shot of information. Participation is a complex concept that requires an understanding of its complexity because of the requirements that it be an on-going process and that the process fit the context, on both the macro and micro levels, within which it is situated. People have become more sophisticated in their evaluation of participation, understanding that it is not always successful, does not always lead to good or better decisions. Public participation has created and experienced challenges in various levels in the many projects that have been done using public participation in different parts of the world. These challenges range from lack of information, duration of time taken to make decisions to special interest by the participants among others (Kanyinga, 2014).

In Kenya for example, during the launch of a report Documentary on the County Budget Forums 2015/2016 in Nakuru County, one participant from the Centre for Enhancing Democracy and Good Governance said that a lot has to be done to ensure public participation, even though the civil society groups are trying to educate the
public on governance issues but I must admit that a lot has to be done (Bulkeley & Mol, 2013).

Provision of information alone is not enough, for example in Israel, Public participation was used during the initiation of the Countries new Planning and Building Law. The prime minister proposed the use of the Internet for providing information to the public, (Elsevier B.V. 2013) and this was presented as a major improvement in reaching out to the public and providing more transparency. Even though the citizens got the information there was no opportunity to for them to get more elaborations or give their views and opinions. This shows that, it’s not just enough to provide information for public participation but it’s also necessary to provide an opportunity for feedback.

Public participation involvement in a number of scenarios has not been positive but the other way round. (John Glasson et el 2015). In some cases, it has led to delays and even blocked developments due to floating of different views and opinions which may not agree. For example in USA, the public involvement stopped oil and gas development in Wyoming and in California (John Glasson et el 2005). The same scenario also happened in Japan in the late 1960’s and early 1970’s where riots delayed the construction of the Nirita airport near Tokyo by five years. It’s always important to get a conclusive decision on a project before it starts, never the less, it’s not a guarantee that a conclusive decision is reached; this is because of the involvement of the diverse interest groups with which each group has different concerns and priorities.

This therefore renders public involvement in some cases a waste of resource, Representative or bias. Although the process is termed public involvement, at times, the entire public is brought on board to discuss or articulate their concerns but quite often, views of the few interest groups are appreciated rather than of the general public that are gathered (Kerwin, 2014). Therefore it implies that the decisions often undertaken suit or address concerns of only the superiority class at the expense of the inferiority class. This makes public involvement a waste of resources.
In some cases, public participation may not incorporate all the relevant influences especially in circumstances where the citizens from a particular area may only look at the influence of the project depending on their interest like they may only look at the impacts to the political advantage leaving out the social cultural economics to the society (Kanyinga, 2014).

Even though the role of political participation in decision making is evident, this subject has been highly criticized by the real outcome of political participatory governance. Many have urged that; public participation tends to focus on reaching an agreement between players with similar interest (Batley and Rose, 2011).

2.1.3 Hurdles in the role of media in progressive political engagements

There have been contestations about the roles of the local language media even as the number of radio stations broadcasting in local language increase because of a widened spectrum of FM frequencies following the birth of digitalisation in the media industry. Many critics point to it that the role of the local language media in social change and drive of political ideologies is being replaced by commercial interests by conglomerates that are quickly becoming anti-democratic to support status quo. For instance, news is becoming more entertaining than it is informative and educative; it supplies more gossip, scandal, sex and violence than fact while political program are more concentrated on political personalities instead of looking into political ideologies (Olien, Tichenor & Donohue, 2018). Such obstacles have led to reduced strength of political debates leaving voters (audiences) to consume paid political propaganda that only contains slogans that are meaningless to audiences.

Therefore, audiences become cynical and indifferent concerning politics. Other scholars have claimed that the watchdogs (media) have started barking up on the wrong trees (Mogambi, 2011). Hepp, Hjarvard & Lundby (2018) contends that local language radio and media in general ignore more serious consequences of the policies of politicians when they hunt for scandals in politician’s private lives and lives of their families or by pursuing wounded politicians. The media also blows out of proportion the minor dangers when the large and most serious societal dangers are left unnoticed. When such fears are exaggerated, the impacts become unnecessary legislative measures and exaggerated justice (Altheide, 2002). Other media critics
have argued that the media deliberating fails to report societal wrong doings by for example by suppressing health hazard information because of advertisers’ pressures. More badly, it has been alleged that some media (especially specialised magazines for women) promote alternative health products truth are worthless hence conspiring to defraud consumers (Barrett and Jarvis, 1993). Furthermore, it has been argued that the media ignores the expectations of the normative expectations for a democratic press.

This gives community radios an upper hand in discussing agendas that can help build up participatory practice in the society, this can facilitate people’s access and promote their participation in political talk shows as the one being undertaken in this study.

It is therefore important to have such vernacular radio stations as this none of Kitwek FM in an area like Kericho therefore so as to give an opportunity to the Kalenjin community living in the area to have their issues discussed and given an opportunity to participate in the discussion. This reinforces and enhances a sense of pride in the participants as they form part of the agenda. Compared to other media, Kitwek FM is producing programmes and initiating topics of discussions that the audience can relate to and use role models from within the community where the audience can identify and relate to. This makes them feel valued proud of themselves. The limited reach of such radio stations do not allow them to interact with other communities from the country.

Through the radio station, audience get information on the politics on leadership, developments, infrastructure, entertainment and news. In the recent past, radio talks have opened up discussion of topics which were earlier considered as taboos like women leadership, female genital mutilation, topics on sexuality and relationship.

2.2 Theoretical Framework

2.2.1 Agenda-Setting Theory

One of the theories used in this study is the Agenda-setting theory. This theory was formally developed by Dr. Max McCombs and Dr. Donald Shaw who argues that media don’t tell people what to think, but what to think about. The major assumption of the theory is that the media set agenda for the public to follow.
Following Lippmann, in 1963, Bernard Cohen observed that “The press is significantly more than a source of information and opinion. It may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.

Generally, news media provide a host of cues about the salience of the topics in the daily news—the lead story in the news bulletin, or the headlines in the front page of a newspaper, the opening story on the newscast, length of a story devoted to the story in the electronic media among others. These cues repeated day after day effectively communicate the importance of each topic. In other words, news media can set the agenda for the public’s attention to that small group of issues around which public opinion form.

This theory is relevant to the study in that it focuses attention on audience interaction with media and demonstrates the links between media exposure and audience motivation to seek orientation, and audience perception of public issues.

This also brings into focus what the audience will be left discussing after the show is over. However, others have questioned this theory in terms of misinterpreting facts or exaggerating issues by creating media spectacles. This is seen especially in Situations specific to news, scandals and political campaigns.

2.2.2 Uses and Gratification Theory

The other theory that was used in this study is the uses and gratification theory. Gratification is an emotional reaction of happiness in response to a fulfilment of a desire. Blumler and Katz’s uses and gratification theory suggests that media users play an active role in choosing and using the media. It is the theory which explains how people use media for their need and gratification. In other words, we can say this theory states what people do with media rather than what media does to people.

This study bases on the foundations of the uses and gratification theory (UGT) to understand audiences and political participation in local language radio. The theory is used to explain why Kalenjin audiences use their local language radio stations to achieve political participation goals. The UGT theory was coined by Elihu Katz who flipped the question “What do media do to people?” to the question, “What do people
do with media?” (Blumler & Katz, 1974). (McQuail 2010) partly answered the question of what people do with media by providing five kinds of the usage purposes i.e. being informed or educated, identifying with characters of the situation in the media environment, simple entertainment, enhancing social interaction, and escaping from the stresses of daily life.

Among the most important tenets of the Uses and Gratification Theory (UGT), the contribution of Katz, Blumler and Gurevitch (2010) is admirable. They proposed five essential components of the uses and gratifications approach.

These components are as follows: The audience is conceived as active users of the media; in the mass communication process, much initiative in linking gratification and media choice lies with the audience member; the media compete with other sources of satisfaction to audience needs; methodologically, many mass media goals are derived from data supplied by audience members themselves; and finally, value judgments about the cultural significance of mass communication should be suspended while audience orientations are explored on their own terms. (Griffin, 2011; McQuail, 2015; Bryant & Thompson, 2012)

As Bryant & Thompson (2012), explain, UGT clarifies that the audience is not passive but active because they are able to examine types of media to accomplish their communication goals. In other words, the audience desires certain needs such as diversions, personal relationships, personal identity, and surveillance (Schramm, 2010). As a result, the initiative is that of linking audience needs and gratification to specific media choices rests with the audience member. Further, the UGT argues that the media competes with the other sources of information to audiences to provide needs gratification (West and Turner, 2010).

To capture different gratifications of Kitwek FM audience, the station has integrated the use of social media like Facebook and twitter to support live programming so that audiences can be involved in content management as well as fill the gaps of portability and convenience (Bryant & Thompson, 2002). The audience use the media to get information and education, to participate in political discourse and give their
stand points on particular issues. This makes them feel valued, satisfied and ownership of projects.

This theory substitutes the agenda setting in the study by explaining what people do with media (its functions), positing that individuals actively choose the media they use and do so with specific goals in mind (Blumler & Katz, 1974).

However, Critics point out that even though the UGT emphasises that people are active consumers of media and choose only that which helps or reinforces their attitudes, there is little evidence to support the fact that the selective listening and retention of the media content is always based on positive notions and good discourses (Malik, Dhir & Nieminen, 2016).

2.3 Conceptual Framework

The diagram below illustrates the concept of this study that investigates the relationship between local language media (media) and political participation among audiences (citizens)

<table>
<thead>
<tr>
<th>Independent variables</th>
<th>Dependent variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media strategies</td>
<td>Political Participation among Kalenjin Audiences</td>
</tr>
<tr>
<td>Media usage</td>
<td></td>
</tr>
<tr>
<td>Media loyalty</td>
<td></td>
</tr>
</tbody>
</table>

Figure 2.1: Conceptual Framework

Source: Researcher 2018

The concept sums up that political participation of audiences is mainly controlled by media scope of reportage, editorial power, commentary and analysis which then allows or inhibits audiences to participate in political issues through opinion polls, citizen journalism, blogs, letters and other forms of interaction. However, the study recognises that political participation of consumers is highly influenced by political organisations including the government and pressure groups. Nevertheless, the audiences choses what to do with the media, and how to do it based on their media usage and loyalty status among other individual, behavioral and social characteristics.
2.4 Summary

This chapter has discussed local language radio as a powerful tool of disseminating information in the rural areas and why it is widely used as is posited in other studies that have been done before. It has also examined the different studies done by other scholars as presented above. Bearing in mind that every theory has its own strengths and shortfalls, the study has put a lot of emphasis on the theories that will be best for the study which includes the Agenda setting Theory and Uses and Gratification theory. The study has also discussed Political participation in the local, national and international field touching on its strengths and challenges.
CHAPTER THREE
RESEARCH METHODOLOGY

3.0 Overview
The purpose of this chapter is to elucidate the approaches used to collect data for the study. The chapter is divided into sections that include, research design, area of study, population and sampling, data collection, data analysis and ethical considerations.

3.1 Research Design
The study employed a descriptive research design. The design was adopted to ensure that the data collected enabled the researcher to effectively address the research problem reasonably and as clearly as possible. Quantitative data collected from questionnaires administered to listeners and qualitative data collected through Focus Group Discussions with the listeners was well analysed. This provided quantitative and qualitative data generated from the listeners which was analysed differently.

3.2 Research Approach
This is a descriptive study that adopted the mixed method approach. This method combines the use of both quantitative and qualitative approaches to collect data. This method of collecting data allows for a more in study. Data collection and analysis of quantitative and qualitative data is done separately (Nutting, Miller, Crabtree, et al. 2009).

By using multiple ways to explore a research problem (Cooper & Schindler, 2008), the study was able to find out and explain why a certain number of people were responding to a certain phenomenon. Collecting data using this method helps in complementing the strengths of a given single design by furthering the explanations and interpretations of the data got from one design. (Garg, 2018). The questions can also be explored at different levels through follow up questions to seek clarification or in depth meaning. For the study, quantitative data was collected through questionnaires and qualitative data through focus group discussions. Combination of the two method helped the study get in depth information and explanations during analysis by comparing the findings from the questionnaires and those from the focus group discussions. This helped in giving solid explanations on the findings.
3.3 Area of Study

This study was done in two wards namely Sigowet and Kaplelartet in Soin Sigowet Sub County of Kericho County. This County is bordered by Bomet County on the south, Nandi County on the North West, Uasin Gishu on the North, Baringo County on the South, and Nakuru County on the East. Homabay and Nyamira Counties lie on the West. The county has a total area of 2,479 km² and a population of 752,396. The total population of men is 298,878 and that of women is 291,812.

This brings the ratio of women to men as 1:1. However, majority of the people there live in the rural areas at 69.7% in relation to those living in the urban areas at 30.3%. There were more female living in the rural areas at 54% as compared to the men at 46%. KNBS, 2009

The County is composed of six sub-counties, namely, Sigowet/Soin, Bureti, Kipkelion West, Belgut, and Kipkelion East, Kericho County is dominantly inhabited by the Kipsigis dialect of the kalenjin speakers. The name Kericho originated from the word Kerchek meaning medicine due to the first largest hospital that was built by the colonialist during the colonial area. The Kipsigis got their name from the word sigisiet meaning to give birth. The Kipsigis people are the most populous community among the Kalenjin speakers. The County is known worldwide as the green town due to its popularity in tea growing. In fact, Kericho County boasts of having the most prestigious tea companies including the famous Ketepa. Majority of the people here are Christians who practice mixed farming.

3.4 Target population

Target population refers to the individuals the study is concerned with in the study area (Mugenda & Mugenda, 1999). The target population in this study were the people living in Sigowet-Soin Sub County. Sigowet/Soin is one of the 80 new constituencies created by the IEBC in 2012 after the then Belgut was split into two to form two sub counties namely Belgut and Sigowet/Soin. According the national statistics, KNBS, 2009, Sigowet Soin Sub county has a total population of 105,124.
Table 3.1: Target population

<table>
<thead>
<tr>
<th>Ward</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaplelartet</td>
<td>31,753</td>
</tr>
<tr>
<td>Soliat</td>
<td>16,124</td>
</tr>
<tr>
<td>Soin</td>
<td>21,072</td>
</tr>
<tr>
<td>Sigowet</td>
<td>36,175</td>
</tr>
</tbody>
</table>

TOTAL 105,124

Source: Researcher 2018

3.5 Sample and Sampling Design

Sampling was done to secure a population representative for the study. This study targeted participants from two wards with the highest listenership from Soin Sigowet Sub County which from the table above, are Kaplelartet and Sigowet wards. (KNBS, 2009). The sample population of the selected sample is 67,928.

A sample frame is where the sample size is drawn. The sample frame of the study was the total population of the two wards under study as indicated in the table below. The researcher used the simple random method to select the respondents from the two wards where the study was done. The number of participants from each ward was arrived at after calculating the percentage of the population of the wards under study.

Table 3.2: Sample population

<table>
<thead>
<tr>
<th>Ward</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sigowet</td>
<td>36175</td>
</tr>
<tr>
<td>Kaplelartet</td>
<td>31753</td>
</tr>
<tr>
<td>Total</td>
<td>67928</td>
</tr>
</tbody>
</table>

Source: Researcher 2018

In this study, the Yamane formular was used to identify the sample size. A sample should be representative of the known frequency distributions between the whole populations. The study used the sub counties with the highest population as a representative of the total population which 67,928 to get a sample size.

The study used the Yamane (1967) statistical formula in the selection of number of Kitwek FM audience who were involved in the study. This formula is best used to get
a representative sample from a population of more than 1000. The selection formula is:

\[ n = \frac{N}{1 + N(e)^2} \]

Where \( n \) = the required sample size
\( N \) = Total population = 67928
\( e \) = accuracy level required Standard error = 10%
\[ n = ? \]
\[ = 1 + \frac{67928}{(0.1)^2} \]
\[ n = 99.997 \approx 100 \]

From the calculation above, a total of 100 respondents were used as the sample size.

**Table 3.3: Sample size**

<table>
<thead>
<tr>
<th>WARD</th>
<th>TOTAL POPULATION</th>
<th>PERCENTAGE</th>
<th>SAMPLE SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIGOWET</td>
<td>36,175</td>
<td>53%</td>
<td>53</td>
</tr>
<tr>
<td>KAPLELARTET</td>
<td>31,753</td>
<td>47%</td>
<td>47</td>
</tr>
<tr>
<td>TOTAL</td>
<td>67,928</td>
<td>100%</td>
<td>100</td>
</tr>
</tbody>
</table>

**3.5.1 Sample Size**

A sample size is an element of research that determines the number of participants that the researcher is going to sample. In this study, the sample was taken from two sub counties with the highest population. This is to help reduce the marginal error. To get the sample size, the researcher got a percentage of total population of each ward that is representative of the 100% needed for the study. This resulted to the specific number of participants from each ward depending on the total population as shown in the table below.

**3.6 Data Collection Instruments**

Questionnaires were used to collect quantitative data. A questionnaire is used to collect quantitative data directly from people (Kosomo, 2016). Quantitative seeks to know the frequencies of occurrence of an event and percentage of people involved. (Teddlie, C. & Yu, F. (2007). The first part had questions that gave information on the
demographics of the respondents and the other three parts were based on the research objectives. The questions were clear and straightforward and asked only one question for easy interpretation by the respondents with no grammatical errors. Harris and Brown (2010) argued that the results of questionnaires are threatened by the design used, especially in relation to coding and their analysis. Focus group guides were used to collect quantitative data through focus group discussions. In this study, the discussions took place in Soin Sigowet Sub County where the participants come from.

3.7 Validity and Reliability of Research Instruments

Instruments validity refers to how accurate a tool or an instrument is in obtaining data that it intends to collect (Cooper & Schindler, 2008). Piloting was done to enable the researcher test the data collection instruments for feasibility and perfection (Kombo & Tromp, 2006). This enhanced the validity and reliability of the data collection instruments. The designed data instruments were first subjected to a pre-test through a pilot study to investigate their effectiveness in data collection. A sample of 10 respondents which is equivalent to 10% of the sample size which was not used for the study was selected as the pilot sample of study.

To test the Validity of the questionnaires as research instruments, the researcher went through the process of selecting the sample of 10 respondents just as the real study. The participants were selected through the simple random sampling but the selected participants were not the ones used in the study. This was to test if the questions in the questionnaire were clear, straightforward and answered the research questions.

The pilot study helped to confirm if the questions answered the research questions. For this study, validity was achieved by discussing the relevance of the research questions with the supervisor. The supervisor guided and recommended changes to the questionnaire which ensured that the instrument measures what it ought to measure. To ensure instrument reliability the test-retest method was used in the administration of the data collection tools. The administration of the tools was carried out on two occasions within a period of two weeks with residents of Sigowet-Soin Sub County who were not used in the actual study.
3.8 Data Collection Procedure
To collect the quantitative data, the study used the questionnaires. The respondents to undertake the study were contacted before the researcher travelled to Kericho County, Soin Sigowet Sub County to collect the data. Research assistants who were well conversant with the location helped in distributing the questionnaires. They also assisted those who could not read and write in filling the questionnaires. The questionnaires were collected thereafter.

To collect qualitative data, the study used focus group discussions which took place in a different location but within the same area of study. The study had three focus group discussions. Before the discussion, the researcher had a rapport with the participants to ease the tension and create a relaxed mood for the discussion. The researcher made it clear to them that the discussion was to collect data to be used for the researcher’s academic study and later be destroyed. The researcher also showed them the recorder and before the actual recording, she recorded the rapport session and replayed it just to test the recorder and put the participants at ease. The researcher then proceeded with the discussion and asked follow up questions whenever it was necessary. After collecting both qualitative and quantitative data, the researcher returned to Nairobi with all the duly filled questionnaires and recorded material.

3.9 Data Analysis
Data analysis is the process of inspecting, cleaning and transforming data with the objective of getting useful information that can help one make conclusions and decisions. Data analysis started with sorting of the questionnaires which were first counted and the exact number of questionnaires which were returned recorded. This was followed by data cleaning (Harris, L.R. & Brown, and G.T. 2010) where the researcher went through all the questionnaires to ensure that all the questions were well answered.

Data cleaning ensured that questionnaires with issues such as unanswered questions or answers not within the scale provided were removed to ensure that all the conditions of answering the questions had been observed. This ensured that the data that was obtained was representative of the entire population. The data on all the valid
questionnaires was transferred into the SPSS software for analysis with the help of a research assistant and the relevant statistics were drawn from the software.

3.10 Data Presentation
Data presentation was done differently for qualitative and quantitative. Qualitative data was presented through descriptive statistics like percentages and frequency and presented through tables, graphs and charts.

Qualitative data was presented in narrative and prose form. For every objective, the study compared the findings from the questionnaires and those from the focus group discussions which formed the basis for discussing the findings. Combination of both quantitative and qualitative data findings helped in giving the study an in depth explanation of the numerical data got from the questionnaires since the study was able to make solid conclusions as why certain variables were preferred and not others.

3.11 Ethical Considerations
The research proposal was presented to the School of Journalism and Mass Communication and, once approved, permission was granted to carry out field work for primary data collection as per the certificate of field work (see appendix 4). An interview guide and questionnaire were prepared and pretested to allow credible data collection (see appendix 1 and II). During data collection, all the necessary measures were considered to address the privacy concerns of the participants. Some of the concerns put into considerations were that: the study did not require the participants to write their names or any personal details in the questionnaire and that all the information gathered during the study were used only for the study and destroyed thereafter.

Once primary data was collected and the research was over, the work was subjected to an originality test after which a certificate of originality was issued, (see appendix V). The final research work was checked and verified for corrections as a final step to ensure the quality of the research meets the prescribed standards (see appendix VI).
CHAPTER FOUR

DATA PRESENTATION, ANALYSIS INTERPRETATION

4.0 Overview
This chapter presents and discusses the results of the study. It highlights the questionnaire return rate, the general information of the data collected, presentation of findings and interpretation. Data analysis was based on the research objectives. Data got from the questionnaires were analysed using statistical tools like frequency, distribution tables and presented in form of tables, graphs and charts. Data from the focus group discussions were transcribed and presented in form of narratives.

4.1. Questionnaire Return Rate
This refers to the percentage of the sample that was duly filled and submitted for analysis. In the study, Out of the 100 questionnaires that were administered to the respondents, 88 questionnaires were returned. During the cleaning stage, 8 questionnaires were rejected because the participants wrote their names and phone numbers in them; 2 others were also rejected because they were not duly filled. This left the total number of questionnaires valid for the study at 78 which translated to 78% and was considered representative.

4.2 General Information
The study sought to investigate the general information relating to the respondents. This included gender, age, education, marital status and occupation.

4.2.1 Gender of the respondents
The gender of the respondents was investigated in the study. Table 4.1 shows the findings

<table>
<thead>
<tr>
<th>Table 4.1: Gender of the respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>------</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
Table 4.1 shows that 36.2% of the respondents indicated that they were female whereas 63.8% indicated that they were male. The questionnaires were distributed to the people who were in the area of study at that particular time. From the literature review, statics from the KNBS, 2009 showed that there was more female living in the rural areas at 54% as compared to the men at 46%. From the findings, it can be deduced that most of the men leave the village in search of jobs and living in major towns like Kericho, Kisumu, Eldoret, and Nairobi among others hence leaving their wives in the village. Figure 4.1 shows a representation of the same.

Figure 4.1: Gender of the Respondents

4.2.2 Age of the Respondents

The age of the respondents was established in the study. Table 4.2 tabulates the findings.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 20 years</td>
<td>5</td>
<td>6.4</td>
</tr>
<tr>
<td>20-30 years</td>
<td>9</td>
<td>11.5</td>
</tr>
<tr>
<td>31-40 years</td>
<td>10</td>
<td>12.8</td>
</tr>
<tr>
<td>41-50 years</td>
<td>34</td>
<td>43.6</td>
</tr>
<tr>
<td>51-60 years</td>
<td>13</td>
<td>16.7</td>
</tr>
<tr>
<td>More than 60 years</td>
<td>7</td>
<td>9.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>78</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
Table 4.2 shows that 43.6% of the respondents were aged 41-50 years, 16.7% indicated that they were between 51-60 years whereas 12.8% indicated that they were 31-40 years. Another 11.5% indicated that they were 20-30 years and 9% indicated more than 60 years whereas 6.4% indicated less than 20 years. This shows that, the highest numbers of the people who listen to Kitwek FM are adults of above 40 years of age.

From the stations profile as captured in the literature review, their target audience is an adult aged between 25-40 years, the entry age represents an audience getting ready to settle down in life and looking forward to a bright future thus is interested in participating in discussions that affects his future and that of his family. Once in the habit of participating, the audience is likely to continue participating until the age of above 40 as they continue to seek gratification of the different needs they have as discussed in the uses and gratification theory. Through such interactive programmes, the audience becomes part of the stations programming by participating through platforms such as SMS, social media and phone calls, this gives the audiences a sense of ownership (Fedorov & Levitskaya, 2012), hence, will continue to participate and at the age of 40, they are so engrossed into the discussions and feel part of it. More so, at the age of 40, this audience will be mature and experienced to give advise that the audience accept as mature in relation to certain issues affecting the community. The smallest percentage represents the age below 20 years bracket, this age bracket are the least because majority of them most likely are at school or in colleges in urban areas to further their education and search for jobs. Some prefer other competing stations like those that speak national languages.
4.2.3 Education of the Respondents

The study sought to investigate the education level of the respondents. The findings are shown by Table 4.3.

Table 4.3: Education of the Respondents

<table>
<thead>
<tr>
<th>Level</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>40</td>
<td>51.3</td>
</tr>
<tr>
<td>Secondary</td>
<td>18</td>
<td>23.1</td>
</tr>
<tr>
<td>Tertiary</td>
<td>7</td>
<td>9.0</td>
</tr>
<tr>
<td>University</td>
<td>2</td>
<td>2.6</td>
</tr>
<tr>
<td>Never been to school</td>
<td>11</td>
<td>14.1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>78</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table 4.3 and Figure 4.3 shows that 51.3% indicated that their highest level of education was primary. A further 23.1% indicated that their highest level was secondary whereas 14.1% indicated that they had never been in school, 9% indicated tertiary education as their highest level whereas 2.6% indicated university. This is an indication that the level of education in Sigowet-Soin Sub County is still low and that majority of them prefer listening to Kitwek FM which speaks in their mother tongue. This gives them a sense of belonging and an opportunity to articulate their issues without fear of intimidation, limitations or embarrassments.
It can be deduced from the findings that Majority of those who have secondary education and above most likely have jobs that engage them during the day and may not be able to listen to radio. This may also be attributed to the fact that the educated leave for the urban centres in search of better jobs and greener pastures leaving the uneducated in the rural areas. As discussed in the literature review, an important facet about local language radio in Kenya, and Africa at large is pluralism exhibited through broadcasts in many local languages. This pluralism survives on the basis of interaction as well as through the strategies adopted in program scheduling which coincides with the lifestyle of an audience. It has been affirmed that local language radios can easily win audiences even as they propagate political agenda by programming in such a way that is relevant to available listeners (Fedorov & Levitskaya, 2018). Figure 4.3 represents the same.

**Figure 4.3: Education of the Respondents**

![Bar Chart: Education of the Respondents](image)

*4.2.4 Marital Status*

The study sought to investigate the marital status of the respondents.
Table 4.4: Marital Status of the Respondents

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of responders</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>41</td>
<td>52.6</td>
</tr>
<tr>
<td>Single</td>
<td>16</td>
<td>20.5</td>
</tr>
<tr>
<td>Separated</td>
<td>8</td>
<td>10.3</td>
</tr>
<tr>
<td>Widowed</td>
<td>10</td>
<td>12.8</td>
</tr>
<tr>
<td>Divorced</td>
<td>3</td>
<td>3.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>64</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 4.4 shows that slightly more than half of the respondents were married as shown by 52.6%, 20.5% indicated that they were single and a further 12.8% indicated that they were widowed, 10.3% indicated that they were separated while 3.8% indicated that they were divorced.

It can be deduced that majority of the married people stay in the rural areas since in most cases they want to stay with their families and that it is cheaper for them being in the rural areas than in the urban areas. On the other hand, the unmarried people in the rural areas are fewer most probably due to the fact that most of them migrate to urban areas in search of their livelihood and that they easily move around in comparison to the married who would have to put many things into consideration before moving from one place to another. Kalenjin culture is very conservative and issues of divorce are rarely heard of. More so, the dominant religion is Christianity which is against divorce cases. Figure 4.4 represents the same.
4.2.5 Occupation Status Information

The study sought to investigate the occupation of the respondents. The findings are shown by Table 4.5.

Table 4.5: Occupation of the Respondents

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of responders</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Privately employed</td>
<td>11</td>
<td>14.1</td>
</tr>
<tr>
<td>Farming</td>
<td>40</td>
<td>51.3</td>
</tr>
<tr>
<td>Teaching</td>
<td>9</td>
<td>11.5</td>
</tr>
<tr>
<td>Trading</td>
<td>13</td>
<td>16.7</td>
</tr>
<tr>
<td>Health workers</td>
<td>5</td>
<td>6.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>78</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table 4.5 shows that 51.3% of the respondents indicated that they were farmers, another 16.7% indicated that they were traders and a further 14.1% indicated that they were employed. Out of the respondents, 11.5% indicated that they were teachers whereas 6.4% indicated that they were health workers. This implies that a majority of the population in Sigowet-Soin Sub County are farmers since there are very little economic activities that take place there and therefore there is a high likelihood that the people rely on their small pieces of farms as a source of their livelihood. Statistics from the KNBS, 2009, showed that majority of the people in Kericho County practice mixed farming. The same is represented in Figure 4.5.
4.3 Audience Political Participation

The study sought to investigate the ways in which Kalenjin audiences in Sigowet-Soin Sub County participate in the political show Ongengalal in Kitwek FM. During the talk show, the presenters pick on a topic on a subject related to the day’s political news or an issue that is affecting the audience and organise for debates where the presenters invite guests and listeners are given an opportunity to participate through various activities like calling, texting or using social media to air their opinions on the topic. This becomes a debate among the community members where they call, SMS or use social media to air their different views. The presenters also ask questions related to the topic and the audience give in views.

The talk show involve live interviews by the guests invited to the show who range from the community political leaders, religious leaders, experts in various fields to political analysts who are well conversant with the constitution and governance. They can either come to the studio live or be interviewed on phone. The presenters later give the listeners opportunity to ask the guest questions or give their opinions depending on the topic of discussion in question. Sometimes, the station is used as a
tool for campaigning for certain things like during political elections or referendums, anti FGM, health or peace campaigns. Here, it is used to set the agenda of discussion as discussed by the agenda setting theory.

### 4.3.1 Listenership of Kitwek FM

Respondents were required to state whether they listened to Kitwek FM. Table 4.6 tabulates the findings.

**Table 4.6: Listenership of Kitwek FM**

<table>
<thead>
<tr>
<th>Responses</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>66</td>
<td>84.6</td>
</tr>
<tr>
<td>No</td>
<td>12</td>
<td>15.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>78</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table 4.7 and Figure 4.9 shows that majority of respondents as shown by 84.6% indicated that they listened to Kitwek FM Ongengengal show. However, 15.4% indicated that they did not listen to Kitwek FM. This shows that majority of the people in Sigowet-Soin Sub County listen to Kitwek FM compared to the others some of which are vernacular stations. There are over ten radio stations in Kericho County and the percentage who doesn’t listen to Kitwek FM could be listening to them. Some households may not have radio sets and others may not have the interest to listen to radios. Those that listen to this station consistently are able to understand the programs and participate in the shows aired in the station effectively since they follow the conversation from the beginning to the end. More so, they are able to follow the daily programming since they know the topics being discussed on a daily basis.

The findings are supported by those from the focus group discussions where most of the participants indicated that they listened to Kitwek FM. Others however said that even though they listen to other stations at times, they always tune to Kitwek on a daily basis. Most have been listening to the station for more than 5 years. This finding agrees with (Mogambi, 2011) most LLR stations is high because of the use of local languages as shown by local language stations and further by a respondent from the Focus Group Discussion as indicated below.
I have been listening to Kitwek FM for the last four years; the presenters are like my children and a part of my family since we talk on a daily basis. When she is not on air, I miss her so much. However, I know all of them by the voices due to constant communication on phone. (Respondent 3, FGD1)

This is due to the fact that Kitwek FM is one of the oldest stations in Kericho County with it having a very clear signal and a large number of listeners within the county. More so, radio is affordable and portable as compared other media like TV which may not be afforded by many. Radio stations can also be accessed via the mobile phones. Radio is the most efficient media for disseminating information to the residents of Kericho town, the people share their experiences and one gets to learn and gain experience in own understanding that is through speaking in a language that is understood by everyone even those whom didn’t go to school.

Figure 4.6 shows the percentage of Kitwek FM listenership as already discussed.

**Figure 4.6: Listenership of Kitwek FM**

![Pie chart showing listenership of Kitwek FM]

### 4.3.2 Device used to listen to Kitwek FM

The respondents were asked to indicate the device they mostly use to listen to Kitwek Fm. Table 4.7 shows the findings.

**Table 4.7: Device used to listen to Kitwek FM**

<table>
<thead>
<tr>
<th>Device</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio set</td>
<td>65</td>
<td>83.3</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>13</td>
<td>16.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>78</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
Table 4.7 shows that majority of the respondents as shown by 83.3% indicated that they used radio to listen to Kitwek Fm. However, 16.7% indicated that they used mobile phone to listen to Kitwek Fm. This means that majority of the people in rural counties use radio set to listen to radio because it is cheap compared to other devices like mobile phones. Radio set can also use batteries that don’t have to be recharged. With radio, one can multi task or carry around and listen as they do other duties like herding livestock. Some have more than one set of radios at home.

A report by Synovate on Media Consumption habits in Kenya (2016) indicated that radio is the most accessed media. This may be attributed to the fact that radio is the cheapest and portable mass media channel. (Sakwa 2012) says that radio has a wide coverage with a higher persuasion and influence compared to other media of communication.

The radio is very popular with the rural dwellers because of its characteristics such as portability, affordability and ability to broadcast in many languages known to the listeners (Ali & Conrad, 2018). Keefer, & Khemani, (2014) reiterates that radio is very popular among the rural dwellers due to its affordability, and the opportunity for the listener to multi task (secondary medium).

In development communication, especially community development, the impact of radio programmes has been massive as a catalyst of social change (Conrad, 2014). Development experts have used radio as an agent of diffusion of innovation and technology geared towards community progress. For example a participant from the Focus Group Discussion affirmed that;

*People say the luhya community love carrying radios, but I tell you, in my home, we have three radios. I have one which I carry everywhere I go; I have bought another one for my wife and children who become so excited when they hear me talking on radio. Another one is permanently situated in our living room for the other people.*

(Respondent 5, FGD 1)

Listenership through mobile phones is not popular because it has to be charged quite often and many houses have neither a solar panel nor electricity but there was a different opinion from the focus discussion group 3 which had the youths, the
participants preferred the using the phone because of its portability. A respondent said that;

*I use mobile phone myself and I prefer it because it is portable and uses head phones so you can listen to yourself as you talk on radio, more so, you just put it in your pocket and plug in the headphones, and you don’t disturb any one even at work.* (Respondent 7, FGD 3)

Figure 4.7 shows the device audience use to listen to Kitwek FM as explained above.

**Figure 4.7: Device used to listen to Kitwek FM**

![Device used to listen to Kitwek FM](image)

4.3.3 Listenership of Ongengalal talk show

Respondents were required to state whether they listened to the political talk show Ongengalal aired in Kitwek Fm. Table 4.6 shows the findings.

**Table 4.8 Listenership of Ongengalal talk show.**

<table>
<thead>
<tr>
<th>Responses</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>58</td>
<td>74.4</td>
</tr>
<tr>
<td>No</td>
<td>20</td>
<td>25.6</td>
</tr>
<tr>
<td>Total</td>
<td>78</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.8 shows that majority of respondents as shown by 74.4% indicated that they listened to Ongengalal talk show in Kitwek FM. However, 25.6% indicated that they did not listen to Ongengalal in Kitwek FM. This shows that majority of the people in Sigowet-Soin Sub County listen to political shows which discusses issues that interest
them including those about the political situation in their County and the country at large. This is supported by the findings by the focus group discussions where a participant indicated that they listened to Ongengalal show in Kitwek FM.

*I listen to Ongengalal and it is a very informative programme. The interviews done with the guests especially the political analysts have helped me learn so much about my County and it gives me an opportunity to learn what happens in other counties.* (Respondent 2, FGD 1;)

As Blumler and Katz’s in the uses and gratification theory posits, a media user seeks out a media source that best fulfils the needs of the user. Kitwek FM has a four main discussion shows including Ongengalal, sports arena, drive time and evening talk. The breakfast show starts at 5am to 10am daily from Monday to Friday. There are four interactive segments in this show starting with what the audience are waking up to (Wakeup call), activities in different Counties, (County Edition) current affairs (what’s new today), and Ongengalal show that comes on air between 8am to 10 am. The issues discussed include politics on leadership, development, legislation, devolution among others. The findings in this study showed that Ongengalal show was listened to the most. Synovate which does research on audience listenership and gives quarterly reports, shows that breakfast shows which are aired between 5am-10am, drive which are aired between 4-8pm and evening shows which are aired between 8-10pm are very popular because it is high peak for radio consumption. This is because the people are at home or on the way to and from work for the urban dwellers.

Kitwek FM is a regional station and thus most of the listeners are in the rural areas. From the findings, Ongengalal is best preferred because of the diversity of issues discussed which affect people on a day to day life. More so, the timings are favourable since in the rural areas, people wake up as early as five and depending on the gender, the women go to the kitchen to prepare breakfast mostly for the children going to school before they start their daily routines of household chores like milking and cleaning before going to the farms or other places. The men on the other hand will mostly sit and listen to the radio while having breakfast before going to do the day’s activities in the farm or other places. This makes the people listen to the show and hence the program has a high level of listenership.
The show is hosted by two presenters, a male and a female; this gives both the men and the ladies a sense of belonging as they have one of their own in the show. The show runs for five hours but Ongengalal comes on air for two hours which is a reasonable time, they can have enough time to interact with each other as they give their opinions and not get bored. The show focuses on people between 25-40 years who like political shows and whose political decisions can be guided by the views aired in the show. The strong focus on this age is because they are active in politics as this is what affects all aspects of life. This age is also interested in what affects them now and in future. Peer pressure is also a factor that contributes to many people listening to the programme. This helps them to get informed and educated on issues and the latest news in the political arena so as to be able to contribute in political debates that people have while passing time especially during afternoon gatherings at the shopping centre which are very common in the area. One of the participant affirmed that;

_Most afternoons we meet there, (pointing at one of the hotels in the shopping centre near where we are meeting), as a way of passing time, we discuss the current issues affecting us and the politics of our region and the Country, I enjoy these sessions so much because am able to give facts and good suggestions because of listening and participating in Ongengalal show._ (Respondent 5, FGD 1)
4.3.4 Frequency of listening to Ongengalal show

The respondents were asked to indicate how often they listened to Ongengalal show. The findings are shown by Table 4.9.

Table 4.9: Frequency of listening to Ongengalal show

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>39</td>
</tr>
<tr>
<td>Weekly</td>
<td>10</td>
</tr>
<tr>
<td>Rarely</td>
<td>4</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>58</strong></td>
</tr>
</tbody>
</table>

Table 4.9 shows that two thirds of the respondents at 67.2% indicated that they listened to Ongengalal show daily, 17.2% indicated that they listened to the show weekly whereas 6.9% indicated that they listened to Ongengalal show rarely. A further 5.2% indicated that they didn’t know how often they listened to the show. This shows that the people of Sigowet-Soin Sub County listened to Ongengalal show daily as they went on with their daily activities. This is because politics drive people’s lives and many people like to listen to political shows in order to understand the political situation of the county and country. This is done on a daily basis and that consistency forms a habit.
According to Stafford & Stafford, 2016, audience do use a particular channel as a way to pass time, as a habit they have adopted, for companionship when feeling lonely, for excitement to feel happy, for relaxing after a hard day’s work, as an escape or diversion, for entertainment, as a social interaction, for information, news or current affairs, and for specific content such as personal relationships.

The show is aired daily which makes it well-known and popular. The content is also formatted in that every day of the week has a specific issue to be discussed and this consistency creates a routine which keeps people expectant and excited to know what is in store for them. The audience always wait eagerly for the next day. The findings from the questionnaires and the Focus Group Discussions showed that majority of the people listened to the show daily. The show is done through guest talk shows, interviews and discussions. For example a respondent from the Focus Group Discussion affirmed that;

‘I listen to the station every Monday to Friday, they discuss different things every day so when you miss one day, you miss a lot, I feel very bad when I miss any day. (Respondent 3, FGD 2)

4.3.5 Audience Participation in Ongengalal show

The respondents were asked to indicate whether they participated in Ongengalal show. The findings are shown by Table 4.10.
Table 4.10: Participation in Ongengalal show

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>41</td>
<td>70.7</td>
</tr>
<tr>
<td>No</td>
<td>17</td>
<td>29.3</td>
</tr>
<tr>
<td>Total</td>
<td>58</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.10 shows that 70.7% of the respondents indicated that they participated in Ongengalal show. However, 29.3% of the respondents indicated that they didn’t participate in the show. This shows that majority of the rural people in Sigowet-Soin Sub County participate in the political shows. This is attributed to the issues discussed in the show which interest and connect with the audience. The shows interactive nature which gives them an opportunity to give their views and opinions as well as participate in decision making is already a strategy to stir participation. The station also gives an equal chance to whoever is willing to participate and has various platforms for participation ranging from calling the station, SMS or using social media.

The findings confirm that they value the opportunity given by the station to give their opinions and views. (Lukens, 2015) argues that Public participation implies that the public contributions influence decision making and in turn the actions taken. Public participation may be regarded as a way of empowerment and as vital part of democratic governance. Public participation requires that people be at the centre of decision-making processes. (Kanyinga, 2010) argues that public participation is an important component of democracy. Participants from the Focus Group Discussion agreed to this and a respondent said that:

“I rather sleep hungry but I must call the Kitwek FM every day. When my phone does not go through, I ensure that I write a message, I feel good when I contribute to such discussions especially those that impact my life positively. You see some leaders especially our MCAs should know which development activities we want, if we participate in deciding what needs to be done and they do it, I feel valued and appreciated” (Respondent 3, FGD 3)
4.3.6 Medium used by the respondents

The study sought to investigate the medium that the respondents used to participate in Ongengalal show. The findings are shown by Table 4.10.

Table 4.11: Participation medium

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of respondents</th>
<th>Percentage of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMS</td>
<td>6</td>
<td>10.3</td>
</tr>
<tr>
<td>Calling</td>
<td>37</td>
<td>63.8</td>
</tr>
<tr>
<td>Social media</td>
<td>13</td>
<td>22.4</td>
</tr>
<tr>
<td>Never</td>
<td>2</td>
<td>3.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>58</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table 4.10 shows that about two thirds of the respondents at 63.8% indicated that they participated in political shows through calling directly to the talk shows and giving their opinions, 22.4% indicated that they used social media whereas 10.3% indicated that they used SMS while 3.4% indicated that they never participated. This shows that in the rural areas majority of the audience participate in political shows through calling as they can directly give opinions and views without any fear or
embarrassments of being belittled. Hearing their voices on radio as they call the station makes them feel good and many take pride in it when other people comment on what they said on radio. This makes them famous among the residents and their peers.

This is supported by the findings from the questionnaires where it was indicated that the listeners communicated with the hosts of the show mostly through calling followed by social media and least by SMS. This is basically because most of the people there have a problem accessing the internet and even affording data bundles for browsing are hard. More so, they say that writing a lengthy conversations is impossible more so in mother tongue. This was echoed in the findings from the focus group discussions where the participants gave the same opinions as most of them said that calling was much better than writing Short messages or using social media which they say is tiring and time consuming. This response was supported by the participants from the Focus Group Discussion where one participant affirmed that;

*I don’t have time to write short messages or chats on social media, I don’t even have a Facebook or twitter account. The only means I participate in the show is by calling.* (Respondent 8, FGD 1)

This can also be attributed to the age factor which showed that 55% of the participants are above the age of 40 years and many of them may not be well conversant with social media. Figure 4.11 represents the same.

**Figure 4.11: Medium Used by the Respondents**
4.3.7 Motivation to Participate in Ongengalal Show

The respondents were asked to indicate what motivated them to participate in the political talk show Ongengalal. The respondents indicated that they participated in the programme because of the issues discussed. The issues are on the political happenings of the county and the nation at large, corruption, the economic challenges and peace and cohesion. The show also gave them an opportunity to discuss their views with other participants who gave them a sense of belonging and appreciation. They also indicated that sometimes when they had issues that needed to be addressed, they asked the presenter’s to invite the relevant guests who could address the issues they had and gave them an opportunity to ask questions and seek clarification.

Participation in the programme gave them an opportunity to ask questions directly to the guest who answered immediately. The local language radio has been shaping opinion on transparency and accountability of public finance by providing space for audiences to discuss such matters on radio and expressing their opinions about government undertakings and state of the economy. (Lindberg, S.I. 2010) In very mature economies, local language radio has been very significant in the political process through gathering opinion polls over key issues of national importance.

The participants in the focus group discussions also indicated that they felt very happy and excited when they participated and were heard on radio. Through the show, they are able to question their leader’s leadership and correct where necessary and upheld where necessary. One participant from the Focus Group Discussion supported that;

*The first time I spoke to my governor was when he was invited to Kitwek FM, I informed him that our local nursery school had no teacher employed by the county government and also that he needed to update the citizens on the services provided by the county government in the sports, culture and social services department. I am an artist and I wanted to know how the county could help me. The following week, we had the CEC for that department in the station, I was so excited.* (Respondent 4, FGD 3).

4.3.8 Ongengalal Show and Political Awareness

The study sought to investigate whether the respondents thought Ongengalal show created political awareness among the participants. The results are presented by Table 4.12.
Table 4.12: Ongengalal Show and Political Awareness

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>48</td>
<td>82.8</td>
</tr>
<tr>
<td>No</td>
<td>10</td>
<td>17.2</td>
</tr>
<tr>
<td>Total</td>
<td>58</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.12 shows that majority of the respondents who listened to Ongengalal considered that the show created political awareness as shown by 82.8% of the respondents. However, 17.2% were of the contrary opinion. This shows that majority of the residents of Sigowet-Soin Sub County who participate in Ongengalal show feel politically enlightened. This is attributed to the fact that the show discusses various political issues affecting the people and on many occasions, the presenters invite experts on different lines of work to educate the audience on various issues. Every Wednesday during their political interview, they invite layers and political analysts to give expertise opinions and answer the audience’s questions.

The focus group findings agreed with the questionnaires findings that majority of the participants feel that during the last political election, majority of the voters knew their rights and what was expected of them. They even had an opportunity to scrutinise the aspirants. This response was reinforced by a participant from the youth focus group discussion who said that;

*I have learnt a lot from Kitwek FM, I know the qualities of good leaders and responsibilities of all the elected leaders. During the last election, I voted wisely.*

(Respondent 6, FGD 2)
4.3.9 Education of respondents on Social and Political rights on Ongengalal show

The respondents were asked whether they thought people knew about their social and political rights through Ongengalal show. The study findings are as shown by table 4.13.

Table 4.13: Education of respondents on Social and Political rights on Ongengalal show

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>40</td>
<td>69.0</td>
</tr>
<tr>
<td>No</td>
<td>18</td>
<td>31.0</td>
</tr>
<tr>
<td>Total</td>
<td>58</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.13 shows that 69% of the respondents indicated that people knew about their social and political rights through Ongengalal show. The other 31% indicated that people did not know about their social and political rights through Ongengalal show. Most political shows give political advise to the listeners which include devolution and County Governments, rural developments and the role played by counties in meeting the needs of their residents, their human rights according to the constitution...
of Kenya. This is supported by the role played by Kitwek FM as a public broadcaster whose mission is to educate, inform and entertain the public through high quality produced programmes (KBC act, Constitution of Kenya). A participant from the Focus Group Discussion agreed that indeed they are well informed of their rights. One participant said that;

*I have not read the constitution, in fact I have never set my eyes on the document itself but through the programme, I know my rights as a citizen and also know what I should do in case someone infringes my rights*. (Respondent 7, FGD 2)

**Figure 4.13: Education of respondents on Social and Political rights on Ongengalal show**

![Pie chart showing education of respondents on Social and Political rights](image)

**4.3.10 Preference of Ongengalal show**

The study sought to investigate why they preferred Ongengalal show to other shows. The station has four major discussion segments in each weekday. They have the Ongengalal show which is in the breakfast among others. There is also the sports arena which comes on air during the midmorning show, the drive show and the evening talk which comes on air every evening between 8-10pm. From the findings, they indicated that they preferred the show due to the political enlightenment they got from the station and the information on what is going on in their County and the Rift Valley region as a whole which is of interest to them. The show discusses pertinent issues that affect them on a daily basis like agriculture, health, education, corruption, developments peace and cohesion. They prefer the show also because they get a
chance to contribute to the debates in the studio and discuss issues they are well conversant with.

4.4 Influence of Ongengalal talk show on civil participation
The study sought to investigate the impact of Ongengalal talk show on civil participation in Sigowet-Soin Sub County.

4.4.1 Influence of Ongengalal talk show on audience Political Decisions
The respondents were asked whether the show influenced their political decisions. The findings are shown by Table 4.14.

Table 4.14: Influence of Ongengalal talk show on audience Political Decisions

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>38</td>
<td>65.5</td>
</tr>
<tr>
<td>No</td>
<td>20</td>
<td>34.5</td>
</tr>
<tr>
<td>Total</td>
<td>58</td>
<td>0.0</td>
</tr>
</tbody>
</table>

The findings in Table 4.14 and Figure 4.14 show that majority of the respondents as shown by 65.5% indicated that the topics addressed in the programs influenced their political decisions. However, 34.5% were of the contrary opinion. This is an indication that the topics addressed in the programs influenced their political decisions. Following Lippmann, in 1963, Bernard Cohen observed that “The press is significantly more than a source of information and opinion. It may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its audience what to think about.

Generally, news media provide a host of cues about the salience of the topics in the daily news—the lead story on page one of a newspaper, large headlines, the opening story on the newscast, length of a story devoted to the story in the electronic media among others. (Sundar & Limperos, 2013). The topics in political shows are mainly political in nature which in turn would affect the political views of the listeners. Furthermore, the people in the rural areas rely on radio to make political decisions. This finding agrees with the agenda setting theory that states that media plays a
crucial role in setting the agenda for the people to follow. The focus group discussions
gave the same opinions that to an extent, the programme influenced their political
decisions. For example one participant said that:

*Every Monday to Friday, the station does interviews with guests some of
whom are politicians either pre-recorded, live or through the phone, before
election, we had aspirants and different organisations coming to the show
almost every day to sell their manifesto and campaign, in fact, I am sure
many people voted on the basis of what they heard on the show.* (Respondent
1, FGD 3)

**Figure 4.14: Influence of Ongengalal talk show on audience Political Decisions**

Figure 4.14 represents the influence of Ongengalal show on political participation

![Figure 4.14: Influence of Ongengalal talk show on audience Political Decisions](image)

### 4.4.2 Utilisation of what is heard in the Programme

The respondents were asked whether they had been able to practice what they heard in
the programme. The findings are shown by Table 4.15

**Table 4.15: Utilisation of what is heard in the Programme**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>41</td>
<td>70.7</td>
</tr>
<tr>
<td>No</td>
<td>17</td>
<td>29.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>58</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

From Table 4.15, 70.7% indicated that they had practiced what they heard in the
programme. However, 29.3% indicated that they had not practiced what they heard in
the programme. This implies that majority of the audience of Ongengalal talk show in Sigowet-Soin Sub County practice what they hear in the show. This can be credited to the fact that people in the rural areas take what they hear in radio seriously and believe that radio is the main source of information and advise. In a study by Mano in 2014, it was concluded that the ability accorded to listeners by local languages to participate in social settings has decreased the significance of physical presence in the experience of people and events. This means that people have continued relying on local language media stations as a source of advise, arbiter of social morality and a source of explanations concerning social-economic and political issues in their areas of jurisdictions.

This makes them believe in what they hear in radio and practice it as the naked truth. This finding concurs with the agenda setting theory that states that media tells people what to think about and later, the people will do what they have been thinking about. This was supported by a participant from the Focus Group Discussion who said that;

*Radio is our teacher; it educates and informs us on many issues. For so many years, our borders especially with Kisumu, Nyamira and Homa Bay Counties were a big problem. We used to fight almost monthly. Through that, we lost so many properties, livestock and even people. Nowadays, this has greatly reduced due to the peace and integration programmes brought on air every Friday. (Respondent 2, FGD1)*

**Figure 4.15: Utilisation of the information discussed in the political program**

Figure 4.15 further shows the findings of how the audience utilised the information got in the show.
4.4.3 Importance of the Programme in Making Political Decisions

The respondents were asked if what they heard in the programme influenced their decision making. The respondents indicated that the programme helped them understand the political issues in their region. They said the show opened their minds and helped them view their lives in a different perspective. They are able to compare their county and other counties through the county edition segment and see where they need to change. The findings from the questionnaires showed that the political show affected the lives of the people positively. This is because it helped them understand how politics affect them in their day to day affairs in terms of development, corruption and provision of services like health, education and security matters. They also mentioned the opportunity to air their grievances to their leaders directly through the show which they say helped a lot in shaping the leadership of the county. Participants from the Focus Group Discussion agreed to this where one respondent said that:

Along time ago, we used to vote in a three piece suit, then it became a six piece suit but nowadays, we vote in a leader not the political party. This has really helped us in keeping the greedy hyenas out of leadership. (Respondent 7, FGD 1)

Lammers (2012), further asserts that participation is not an end in itself; as a procedural right, it represents the means through which citizens may take part in and influence processes, decisions and activities. The audience believe that, through the programme, they are able to elect good leaders with good quality leadership skills and the audience can start the process of shaping the counties leadership.

4.4.4 Influence of Ongengalal show on the political scene in Kericho County

The respondents were asked whether they thought that Ongengalal show had an influence in the political scene of the Kalenjin Community. The findings are shown by Table 4.16.
Table 4.16: Influence of Ongengalal show on the political scene in Kericho County

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>37</td>
<td>63.8</td>
</tr>
<tr>
<td>No</td>
<td>21</td>
<td>36.2</td>
</tr>
<tr>
<td>Total</td>
<td>58</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.16 and Figure 4.16 shows that about two thirds of the respondents as shown by 63.8% indicated that they considered Ongengalal show to have an influence in the political scene of the Kalenjin Community. The other 36.2% were of the contrary opinion. This is because of the discussions in the show which included discussing the political leaders, their life, work, strengths and weaknesses especially issues of corruption, nepotism, laziness and other vices. Such may not be important but will always come out somehow in the discussions. This makes the leaders self-conscious and creates a sense of responsibility since they know that the audience question their leadership and seek to get answers. One participant emphasised that;

*Ongengalal show has humbled politicians, before, we used to see them only on TV, read about them on newspapers or hear about them, with this show, we talk on radio and at times, organise events where they attend and we mingle together.* (Respondent 2, FGD 3)

Kitwek FM has influenced the political scene of Kericho County by creating awareness through informing and educating its audience on how to improve their lives economically, socially and politically through electing development oriented leaders. The station has also given them an opportunity to participate in decision making and articulation of issues that community development problems ranging from cultural challenges to rural development, peace and cohesion, agriculture and local governance. This agrees with the Public participation Act of 2018 which is an act of Parliament to provide a general framework for effective public participation; to give effect to the constitutional principles of democracy and participation of the people

Kitwek FM has participated in various corporate social activities within the area. Thorough their programmes on environment management, the station has created awareness on soil conservation and partnered with Kericho County in planting trees in several schools and also within the catchment areas. During elections, the station
usually invites experts on the constitution to shed light on the various parts of the constitution that touch on elections so as to educate the audience so they could exercise their right of voting and also encourage them vie for political positions. The station also empower the audience economically by inviting experts on agriculture which is the main economic activity practised by the audience so they can teach them on effective and modern farming method. They have also assisted them to come up with small groups and through the same programme, organise field days for the expert’s visits and also provide publicity for already existing organisations like Maendeleo Ya Wanawake which have been overshadowed by the new comers who form groups sponsored by government organisation like the youth fund, affirmative action and the rest.

**Figure 4.16: Influence of Ongengalal show on the political scene in Kericho County**

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**4.4.5 Impact of Ongengalal show to audience in Soin Sigowet Sub County**

From the study, respondents in the study indicated that the show has impacted their lives in different ways politically, economically and socially. Ongengalal creates awareness on various issues that affect the people and seeks to find solutions to the issues facing the audience. The residents of Kericho County are mainly farmers who practice mixed farming for home consumption and for sale to meet their needs. Through the segment, *talk to your leader (ngololchi kandoindengung)* and the county edition segment, they indicated that direct interactions with the experts and leaders invited to the show has helped them learn better ways of marketing their products locally and internationally and also championed for good infrastructure. Currently,
there are inter-County regional trade blocks that organise trade fairs and invite people to display their products. Some of these products range from artistic items made by the residents to what they produce in their farms. Through such interaction, they have been able to network for better markets and negotiate for better prices. Those who love politics indicated that the programme is part and parcel of their lives since most of the issues that affect them in the long run have some political attachments. They also use the programme as a forum to seek votes during elections and the vocal and regular participants always have an easy time during the campaigns. The show also participate in corporate social responsibilities’ where the participants identify a need and together they contribute funds or move in to help in any way they can. A participant from the Focus Group Discussion acknowledged being assisted through the show, he said that;

One day when the Member of local assembly representing the minority group was in the studio, I was able to talk to him and through him and the other fans; they raised money and bought me an electronic wheel chair. This has enabled me move easily and am intending to use the station to rally for votes in the next election so I could represent the PLWD in the county assembly. (Respondent 4, FGD 1)

The programme has also educated the audience on the constitution of Kenya, the National and County governments and on devolution through a segment called Tetutikab County (County and devolution) that is aired every Thursday which from the study is very popular with the audience. The segment discusses issues on County projects, responsibilities’, activities and much more. The presenters invite experts who breakdown difficult information to what the audience can understand. This was reinforced by a participant who said that;

The show has also helped me understand and differentiate the responsibilities of the local and national government as well as my rights in the constitution. I even help other women to understand the constitution and their rights so they are not taken advantage of by others. (Respondent 4, FGD 2)

The findings of this objective were mainly from the qualitative data. Inspite of the findings showing active participation, the results cannot be attributed to Ongengalal show in Kitwek FM alone. This is because there are other vernacular stations like
Kass FM, Chamgei FM, Emoo FM, and Taach FM among others who also have political shows.

4.5 Strategies to Encourage Political Participation by Audience in Ongengalal show

The study sought to evaluate the strategies that Kitwek FM utilises to encourage political participation among Kalenjin audience.

From the findings, the station has provided a variety of platforms that the audience can choose from in order to participate. The platforms include calling the station directly which is the most preferred by the audience at 68%, followed by social media at 22% and SMS at 10%. This shows that people choose a specific medium that satisfies them and the station has put that into consideration. The station also selects topics on issues that interest the audience thus prompting them to give their stand points and contribute in the decision making. These Topics include: corruption, poor roads, poor performance in public schools and poor state of health facilities. Ethnic clashes, bad leadership and county developments are pertinent issues to the people and. Listeners enjoy participating on discussions of issues about their community. The issues are handled inviting guests who are relevant to the issues at hand and can address the issues and answer the questions from the listeners directly. This makes the people feel valued and appreciated. According to (Moseti, 2010), participation serves as an instrument for closing the gap between local government, civil society, private sector and the general community by developing a common understanding about local situation, priorities and programmes. Public participation to promote shared understanding, transparency and accountability in governance and create ownership of development decisions, programmes and projects. Participants from the Focus Group Discussion agreed to this for example a participant who said that;

*In the month of August last year (2017), there were very heavy rains which made one bridge in our area impassable, children stopped going to school and the farmers could not take their products to the market. We kept calling and texting the studio about the issue and eventually, the county officials came to inspect the bridge and built another one. This is what makes me like the show* (Respondent 8, FGD 2)
Another strategy they use is rewarding the most vocal and regular participants with prizes and awards. The audience is awarded prizes like branded t-shirts, caps, aprons, reflectors and other products all branded. Kitwek FM also participate in CSR activities like one where they planted trees and cleaned Kericho town. This is done on special occasions especially during major holidays like Easter, Christmas and when they are celebrating their anniversary; this makes them feel recognised and appreciated. The station also on ground activities like outside broadcasts where they do the talk show from the county and have live audience who interact face to face with the audience, guests and presenters. Other on ground activities include mashabik days where the fans organise meetings and invite the presenters to attend. In these events, they critic the show amidst other fun activities like goat eating and entertainment provided by local bands from the area. The station recognises that participating in the audience activities and allowing the audience to become part of programming through various interactive platforms such as social media and phone calls, the audience feel a sense of ownership (Fedorov & Levitskaya, 2012). It is through this interaction that the radio plays the major function of creating an opportunity for public participation through programmes that open avenues for political participation. A participant from the Focus Group Discussion acknowledged that;

*Kitwek thinks about us all the time. They talk about our issues like we stay together. They also love us; they give us presents and come to visit us some times. They also bring for us good things from Nairobi, I have a t-shirt and cap that I got when they came to celebrate their anniversary with us.* (Respondent 6, FGD 2)

### 4.5.1 Changes to be done to the Show

The study found out that there are some aspects of Ongengalal show that the audience thought should be changed. One of the things was a suggestion for segments of the show to be repeated in the evening for the benefit of those who are not able to listen the morning. The show comes on air at 8am-10am in the morning. The audience on some occasions may miss the show and this repeat will help them catch up.
Some audience thought that Ongengalal show should start at exactly 6am to 10am so that they could discuss many issues. They felt that two hours is not enough to discuss issues pertaining the entire Kalenjin community. A respondent asserted that;

> We are so many and cover over 10 counties, two hours is not enough, our issues are also so different, here in kericho we worry about poor tea prices, those in Nandi, Uasin Gishu and Trans-Nzoia worry about poor maize prices, those in pokot worry about insecurity. All this are directly affected by politics and that’s what we discuss (Respondent 2, FGD 3)

The study also investigated that the audiences wanted to get guests from other counties outside the Rift valley who will share their experiences and maybe the audience could learn something new from them. Other respondents suggested that the station should introduce the call delay system so as to avoid direct calls to the studio to guard against direct messages. For example one respondent said that;

> Being a political show, the station sometimes invites political leaders. It’s obvious to have those who are for and against certain political leaders and during such discussions, some people may call and bad mouth the leaders or guests out of malice. (Respondent 5, FGD 2)

### 4.5.2 Challenges faced during participation in the show

The study found out that there are some challenges faced by the audience during participation. The biggest challenge raised by many respondents was that the phone charges were too expensive and that at times, they were willing to participate but the lack of airtime hindered their participation. The participants indicated that sometimes the studio lines were very busy and those who don’t use alternative ways like SMS and social media said they missed a chance to participate in the discussions. Others said that the SMS line took very few words and thus they need to use a lot of money to write a message.

### 4.6 Summary

This chapter has given the findings of the study in form of tables, charts and narratives. The findings however cannot be attributed to participation in Kitwek FM alone because there are other vernacular stations that have political shows and broadcast to Soin Sigowet audience.
CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Overview
This study was done to find out how audiences participate in political talk shows using a case study of Kitwek FM that mainly serves Kalenjin audiences. This chapter presents a summary of the findings in relation to the objectives of the study. Further on, the study gives the conclusions, recommendations and other studies that can be done in future.

5.2 Summary of Findings
This presents a summary of the results that were obtained in the study. They are arranged as per objectives under the headings: political participation activities, strategies to promote political participation and impact of political show on civil participation.

5.2.2 Political participation activities
The study found out that the main political activities the audience involved themselves in to participate in the show are mainly through calling at 63.8%, those that use social media are 22.4% whereas those that use SMS are 10.3% and 3.4% said they don’t participate in the show at all. The study found out that 86.6% of the respondents indicated that they listened to Kitwek FM as compared to 16% who said that they did not listen. Out of this number, 74% said they listened to Ongengalal talk show against 26% who said that they did not listen. The show runs for five hours (5am-10am). Between 6am-10am and this is when Ongengalal show come on air. The findings from the study showed that the majority of the audience who listened to Kitwek FM are between 41-50 years of age at 43% and the least was those below 20 years of age at 9%. Listened to Kitwek FM. The respondents in the study showed that the show mostly attracts people below 45 years who like politics and whose political decisions can be guided by the views aired in the show. The show is hosted by two presenters who balance the show in terms of having different voices, views, perspectives and at times different opinions in regard to the topic of discussion. The talk show comes on air between 8-10am, these are only two hours. Even if some
The respondents are motivated to participate in the show mainly because of the issues discussed in the show because they affect them directly. They also said that they participated because it gave them an opportunity to discuss their views with other participants which gives them a sense of belonging. They also indicated that the guests invited to the show motivate them to participate especially if the issues they are discussing are hot and they need to ask questions or give their opinions. They asked direct questions to the guest who answered immediately and this is very reassuring.

The study investigated that 67% of the respondents participated in the talk show on a daily basis while 17% participated on a weekly basis. The others participated rarely. The study found that, 83% of the respondents used radio to listen to the station and 16% used their mobile phones. The programme has been on air for more than 7 years which makes it famous among the people of Sigowet-Soin Sub County and Kericho County at Large. However most of the respondents have been participating for less than five years.

5.2.4 Strategies to Encourage Political Participation

The station provides a variety of platforms that the audience can choose from in order to participate. The platforms include calling the station directly which is the most preferred by the audience at 68%, followed by social media at 22% and SMS at 10%. This gives the audience an opportunity to choose a specific medium that satisfies them and the station has put that into consideration.

Another strategy the station uses is awarding winners with air time, t-shirts and other merchandise branded Kitwek FM which makes them feel recognised and appreciated. The station also discusses issues that connect with the audience directly like County and National politics, poor leadership, corruption, infrastructure, agriculture, education, health among others. This study found out that another strategy used by the station to encourage participation by the audience is to include the issues fronted by the audience as part of the topics for discussion and also take up responsibilities of the
audience requests who at times request the presenters to invite certain guests who are of interest to them. The presenters invite the guests who respond directly and immediately to the issues raised by the listeners.

The topics are selected based on the questions asked by the audience in the previous political show with regard to the issues aired by the residents. This is because they are the target population and their needs have to be met. The hosts ensure that the issues raised by the audiences are attended to by ensuring that the shows are planned based on the key issues. The talk shows are also based on the issues with the hosts asked to strictly focus on the key issues.

The study further found out that the station invites community leaders, experts and high profile guests to the show to encourage participation by the audience through calling, texting or use of social media to ask questions and seek clarification on certain issues. The participants indicated that they liked the guests who were invited to the shows like the times they had the deputy president and their Governor. They also participate more when there are experts who come to the show to clarify issues and educate them on how to improve their lives economically, politically and socially.

5.2.3 Impact of Political Show on Civil Participation

The study found out that 69% of the respondents have known about their social rights from the topics discussed in the show whereas 31% said that they have not. From the study, 82% of the respondents said that they were aware of their political rights through the show whereas 18% said they were not. The presenters in the show usually invite experts on various subjects like lawyers to the show to elucidate hard topics like exploration of certain chapters of the constitution. This show airs every Wednesday where the audience are informed and educated on their rights and responsibilities’ as citizens of Kenya. From the findings, 71% of the respondents indicated that they had practiced what they heard in the programme whereas 29% said that they had not. These findings showed that people in the rural areas take what they hear in radio seriously and act upon as it is the main source of political information and advise.

The study further investigated that 63% of the respondents agreed that Ongengalal show has changed the political scene of the Kalenjin Community by influencing their
civil participation activities like voting for general elections and referendums. This has been seen by the acceptance of voting in women into leadership. Previously, we had only two women MCAs in Kericho County but now we have five. This according to the findings from the study is because of the vigorous campaigns done before the last general election by NGEC who used the station to campaign for the election of women.

5.3 Conclusions
It is difficult to attribute the participation of the audience in Kitwek FM’s Ongengalal only to the findings of this study considering that the audience also participate in other talk shows.

The study concludes that residents of Sigowet-Soin Sub County mainly listen to Ongengalal talk show in Kitwek FM for more than 2 hours daily mainly using radio sets. The show airs daily from Monday to Friday from 5am to 10 am. The residents of Sigowet-Soin Sub County participate in the political show (Ongengalal) mostly by calling, followed by social media and least by texting the radio station. The issues discussed in the programme are mainly politics and how it affects the audience economically, socially and morally. Others are corruption and peaceful coexistence. Ongengalal show creates political awareness among the residents of Sigowet-Soin Sub County hence influencing their political decisions. This show drives the politics of the Kalenjin community.

The study further concludes that the residents of Ongengalal talk show in Sigowet-Soin Sub County practice what they hear from the show. Ongengalal show has influence in the political scene of the Kalenjin Community. This is due to the political nature of the show which invites political leaders in the region to share their plans for the electorates and also champion for the election of the marginalised that includes the women, PLWD and the youth. This gives the people an upper hand in making political decisions which determine the political scene of the region.

The study confirms that the issues discussed are relevant and address the audience concerns since through participation, the audience bring out the issues affecting them and what they feel should be addressed by the show. The hosts of the station know what is happening on the ground through the questions and issues raised by the
audience. They address the issues by inviting experts and relevant sources who address the issues by educating and informing the audience on various ways resolving the political issues like corruption, political instability, poor infrastructure and ethnic clashes brought about by political disagreements. There is also a weekly segment on know your politician which campaigns to help the bridge the gap between leaders and the community.

On the strategies the station uses to attract audience to participate in the political show, the study concludes that the station discusses issues that affect the audience, invites guests who relevant and are of interests to the audience, they also do on ground activities like attending their club meetings commonly known as mashabik days and road shows. On air that the activations done in the studio entices them a lot especially when they are awarded with air time and other branded items from the station.

5.4 Recommendations of the Study
Based on the findings, this study recommends that;

Vernacular Radio stations should get toll free lines where the listeners can call as some may be willing to call but may not have the money to call. This is because from the study, over 80% of the audience prefer calling to other mediums. The numbers of words one can send through the SMS system should also be increased considering that in mother tongue, most words do not have one word but an explanation. This would increase audience participation of the political show and the radio in general.

The study also recommends that other vernacular stations introduce such political talk shows in their programming. This is due to the high response of people who listen to Ongengalal talk show. The stations should have backup guests or pre-recorded interviews which can be used if the guests don’t turn up or cancel show at the last minute. This would ensure that the questions asked by the listeners are answered as indicated by the presenters. In the eventuality that both the main and the backup guests turn up, they can do a joint discussion which would make the show entertaining and give the issue at hand in depth coverage.
Radio stations should introduce the call delay system or pre-record calls before they go on air so as to guard against inappropriate direct messages.

5.5 Recommendations for Further Studies

1. This study can be done in other vernacular radio stations so as to compare the findings.
2. There is need for strategies to encourage active participation by social groups among Kalenjin audiences so that their ideas can add value to research already done on political participation. A study should be done on influence of social groups in political participation among Kalenjin audience.
REFERENCES


Kenya Audience Research Foundation (Quarter 2)


The Public Participation Bill, 2018.


APPENDICES

Appendix I: Questionnaire

Dear Respondent,

My name is Joan Chepchirchir Bett, a postgraduate student in the school of Journalism at The University Of Nairobi pursuing Master of arts in Development Communication.I am currently carrying out a research on Political Participation Among the Kalenjin Audience, A Case Study Of Kitwek Fm.

In this study, I want find out insights into role played by Kitwek Fm in influencing political participation among the kalenjin audiences.

Instructions: Place a tick (✓) in the bracket in front of the most appropriate response. Where explanation is required, use the space provided. DO NOT WRITE YOUR NAMES ANYWHERE IN THIS DOCUMENT

SECTION A-GENERAL INFORMATION

Kindly Tick (v) appropriate answer

1. Gender
   Male ( )   Female ( )

2. Age bracket
   Less than 20 years ( )   20-30 years ( )   31-40 years ( )
   41-50 years ( )   51-60 years ( )   More than 60 years ( )

3. What is your academic level?
   Primary ( )   Secondary ( )   Tertiary ( )
   University ( )   Never been to school ( )
4. What is your marital status?

Married ( ) Single ( ) Separated ( ) Widowed ( )
Divorced ( )

5. What is your Occupation/Source of income?

Employed ( ) Farming ( ) Teaching ( ) Trading ( )
Health worker ( ) Others ..........................

SECTION B: POLITICAL PARTICIPATION

6. (a) Do you listen to Kitwek FM radio? Yes ( ) NO ( )
   
   (b) if yes, Which device do you mostly use to listen to the station?
   
   Radio set ( ) Mobile phone ( ) Set top Box ( )

7. (a) Do you participate in talk shows in the station? Yes ( ) NO ( )
   
   (b) If yes, which is your favourite talk show?
   
   County edition ( ) Ongengalal ( ) sports arena ( ) Ongengalal

8. (a) Do you listen to Ongengalal political talk show? YES ( ) NO ( )
   
   (b) If yes, how often do you listen to the political talk show?
   
   Daily ( ) Weekly ( ) rarely ( ) Don’t know ( )

9. (a) Do you participate in the political talk show Ongengalal? Yes ( ) NO ( )
   
   (b) How do you participate in the talk show?
   
   SMS ( ) Calling ( ) Social media ( ) Never ( )

10. What motivates you to participate in the talk show?
11. Do you think this talk show creates political awareness among the participants?
   Yes ( )   NO ( )

12. Do you think people know about their social and political rights through Ongengalal show?
   Yes ( )   NO ( )

13. Why do you prefer Ongengalal show to other political programmes?
   ……………………………………………………………………………………………
   …………………………………………………………………………………

SECTION C: Impact of Ongengalal talk show program to participants

14. Do you think the topics discussed in the talk show address issues that affect you?
   Yes ( )   NO ( )

15. Do the topics addressed in the programs influence your political decisions?
   Yes ( )   NO ( )

16. Do you practice what you heard in the programme?
   Yes ( )   NO ( )

17. Did the show influence your political decisions?
   Yes ( )   NO ( )

18. Do you think that Ongengalal show has an influence in the political scene of the Kalenjin Community?
   Yes ( )   NO ( )
19. Do you think Ongengalal show influence the political scene of the Kalenjin Community?

Yes ( ) NO ( )

20. Are there aspects of Ongengalal show that you would you like to be changed?

Yes ( ) NO ( )

Thank you for your participation
Appendix II: Focus Group Discussion Guide for Political Participation

1. Do you listen to Kitwek FM?
2. For how long have you been listening to the station?
3. Do you participate in any of the talk shows in the station?
4. Which talk show do you participate in?
5. Do you listen to Ongengalal talk show?
6. What time does the talk show come on air?
7. How do you participate in the talk show?
8. What motivates you to participate in the talk shows?
9. How often do participate in this talk show?
10. Do you face any challenges during participation?
11. What are the issues discussed in the talk show?
12. How has the program impacted your life?
13. What do you think should be changed in the program?
Appendix 111: Field Work Certificate

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

REF: CERTIFICATE OF FIELDWORK

This is to certify that all corrections proposed at the Board of Examiners meeting held on 28/6/2018 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: KPS/87843/2016
Name: JOAN CHEPCHIRCHR BETT
Title: MEDIA AND POLITICAL PARTICIPATION: A CASE STUDY OF KIWEK FM.

PROF. HEARD MOCAMBI
SUPERVISOR

Dr. Samuel Siringa
ASSOCIATE DIRECTOR

Dr. Nbot Njet
DIRECTOR

SIGNATURE
DATE 29.06.18

SIGNATURE
DATE

SIGNATURE/STAMP
DATE 31.08.2018
Appendix IV: Certificate of Originality

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**MEDIA AND POLITICAL PARTICIPATION AMONG KALEN... By Joan Chepchirchir**

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

REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 2/11/2018 in respect of M.A./Ph.D. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: KES7843/2016
Name: JOAN CHEPCHIRCHIR BEIT
Title: MEDIA AND POLITICAL PARTICIPATION AMONG KALENJIN AUDIENCES: A STUDY OF KITWEK FM.

PROF. HERRON MGAMBHI
SUPERVISOR

DR. SAMUEL SYOKA
ASSOCIATE DIRECTOR

DR. NELSON NDKA
DIRECTOR

SIGNATURE

DATE

13 DEC 2018
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Table 4.1: Ongandal talk show clock
Figure 4.20 Sigowet Soin constituencies
Figure 4.21 Kericho County.