

**ROLE OF THE MEDIA IN CURBING DOPING AMONG MIDDLE
AND LONG-DISTANCE RUNNERS IN KENYA**

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DECLARATION

This project is my original work and to the best of my knowledge has not been presented for the award of a degree in any other university. No part of this project may be reproduced without prior permission of the author.

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Declaration by Supervisor

This research project has been presented for examination for the award of a master's degree in Communication Studies-Public Relations, to the University of Nairobi with my approval as the University supervisor

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DEDICATION

I dedicate this research project to my beloved, late mother Janet Mueni, my sister Martina Mulimi, wife Caroline Wairimu and daughter Erykah Mueni Mwangi. All of you have been my pillar and support through my Diploma, Undergraduate and this Post-graduate phase of study. Your love, compassion and prayers have held me together as I struggled through a tough job, a hectic work schedule, a change of jobs and this research project. I appreciate you and dedicate this academic work to you.

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LIST OF ABBREVIATIONS AND ACRONYMS

A.D	:	Ano Domino
ADAK	:	Anti-Doping Agency of Kenya
ADRVs	:	Anti-Doping Rule Violations
AK	:	Athletics Kenya
IAAF	:	International Association of Athletics Federations
IOC	:	International Olympic Committee
NADO	:	National Anti-Doping Organization
NOCK	:	National Olympics Committee of Kenya
RADO	:	Regional Anti-Doping Organization
SDT	:	Sports Disputes Tribunal
SPSS	:	Statistical Package for Social Sciences
UNESCO	:	United Nations Educational Scientific and Cultural Organization
WADA	:	World Anti – Doping Agency

ABSTRACT

This study sought to investigate the media's contribution to the fight against doping among middle and long-distance runners in Kenya. The objectives of the study were; to find out if sports journalists in Kenya are adequately sensitised on anti-doping; to investigate the most preferred medium of receiving anti-doping messages by Kenyan athletes; to investigate the type of anti-doping media messages received by middle and long-distance runners in Kenya; to examine the suitability of anti-doping messages by the media on practices by middle and long-distance runners in Kenya and; to investigate factors informing the framing of stories on doping cases by sports journalists in Kenya. The study utilised mixed method approach. Two theories were used for this study: The theory of Reasoned Action and the Framing Theory of the Media. The population for long and middle-distance runners in Kenya stands at over 4,000 and the sample size for this project is 404 middle and long-distance runners. The study interviewed four sports journalists from various media houses reporting in print, broadcast and online as Key Informants. The total sample size was 408 respondents. The study was conducted across eight counties of Bomet, Elgeyo Marakwet, Kericho, Uasin Gishu, Nairobi, Nakuru, Laikipia and Nandi that are the main counties where middle and long-distance runners are concentrated. The data collected from the athletes was analysed using descriptive statistics and presented in tables, graphs, histograms and pie charts. A qualitative analysis was also conducted thematically and presented in narrative form. The study found out that sports journalists in Kenya have not been adequately exposed to workshops, trainings or sensitisation forums on matters related to doping in sport and this has affected their reporting of such cases. It revealed that most media houses in Kenya lack staff training policies and this has contributed to the lack of exposure to anti-doping issues among sports journalists. The study further found out that the complexity of the doping phenomena has affected the manner in which sports journalists in Kenya frame their stories on doping cases among athletes. Broadcast media and the internet were found to be the most preferred mediums of receiving anti-doping messages by athletes. The sampled athletes also revealed that the Kenyan media messages against doping influence their practices during competitions and when they are also not competing. The study recommends that the Government ensures all media houses in Kenya establish staff training policies. It further recommends that anti-doping behaviour change communicators should utilise vernacular radio stations and the internet in their dissemination of messages about anti-doping to athletes. The study further recommends that World Anti-Doping Agency and other relevant bodies fund research in the area of anti-doping communication.

CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter provides a background of the genesis of doping in general to the point where it was introduced into competitive sport. It gives the definition of the term in the context of the sports sector and delves into scholarly work that has been carried out in relation to doping in sport. The chapter further examines the role of sports journalism in curbing the vice. It similarly highlights the background of the doping menace in sports, clearly outlines the problem statement; brings out the specific research objectives and the questions that the study seeks to respond to. This chapter also provides the justification of the study and its scope and limitations

1.1 Background to the Study

Kenya is re-known globally for its runners especially those in track and field events. Ever since the 1960s, the country is documented as having produced more distinguished athletes, Olympic Medallists and world record holders in long distance running globally. This exemplary performance, however, has lately been threatened by increased cases of high-level Kenyan athletes failing doping tests and subsequently being sanctioned for the failures.

The NOCK was established in 1955 to open the door for the country's involvement in the 1956 Olympic Games and in readiness for the Olympic Games in 1960 and 1964 and the All Africa Games in 1965. On the other hand, the KNSC was inaugurated in 1966 to synchronize the activities of Kenya's Sports Federations as well as support the preparation of national teams for the 1968 Olympic Games (Wabuyabo et al 2017).

The country has taken part in the Commonwealth games from 1954. It has also participated in the Olympics from 1964 and the All African Games beginning from 1965 and finally the World championship since 1983. The country has won almost 100 medals at Olympics competitions. Out of these medals 56 are in middle and long-distance races. The country also boasts of over 100 medals which have been accumulated during exploits in World Championships. The running practice began

with Kenya's Wilson Kiprugut Chuma winning the first Olympic bronze medal in the 800 meters the 1964 Tokyo Olympic Games (ibid).

During the Olympics of 1968 which was held in Mexico, Naphatali Temu was the country's first Olympic gold medallist after he won the 10,000m. However, Kenya's poster athlete, Kipchoge Keino, is best remembered for his heroic achievement when he decided to compete in the Olympics in contradiction of his physician's advice. Keino had been diagnosed as suffering from gallstones and finished second in the 5,000 meters race only for him to collapse in the 10,000 meters with only a few laps remaining. He consequently decided to forego the 1500 meters final, which was taking place the next day. Ironically, he had a change of mind a short while prior the beginning of the race. Kipchoge then decided to jog from the hotel where he was staying and arrived at the stadium just in time to make it to the race's start list. He won the race ahead of his competitors finishing 20 meters ahead of them. Kipchoge has also gone down in history as the only Kenyan sportsman to ever feature as the cover model of a popular sports magazine referred to as '*Sports Illustrated*' on December 21st, 1987.

Middle distance running is defined as any race at the track that is between eight hundred meters and one thousand five hundred metres. Middle distance is also described as the overlap between sprinting and running. Long-distance running, on the other hand, is a form of incessant running over distances of at least eight kilometres. This type of race is largely aerobic in nature and requires stamina as well as mental strength (Boyle, 1974).

Even though most athletes admit that doping is deceitful, injurious to health and risky because of punishments, the efficacy of this vice is also extensively acknowledged. There is widespread acceptance about the ineffectuality of anti-doping strategies and athletes criticise the way the doping control process is carried out. Studies have shown that some athletes consider the harshness of penalty as being suitable or not severe enough do deter the vice (Finley, 2016).

The world Anti-Doping Code is a guideline developed by WADA together with stakeholders and it is the over-all documentation guiding the world's anti-doping activity. The aim of the anti-doping code is to accelerate anti-doping interventions by

way of synchronisation of fundamental elements of anti-doping (World Anti-Doping Code, 2015).

Doping is generally referred to as the use of banned substances and methods with a view to improve sporting performances. There are many explanations as to the origin of the word 'dope' and most scholars have traced it to an ancient South African alcoholic beverage which was used as an energizer during ceremonial dances. The term was then gradually adapted to its current use (Journal of Sports Sciences, 2008).

There are two important reasons why WADA urges countries to support the fight against doping: 1) the potential harmful effects of banned substances on athletes and 2) the promotion of the spirit of fair play in sport across the globe. With establishment of strategies to counter the doping menace by the global regulator and signatories to the code it was expected that, with anti-doping educational and sensitisation programs, testing of athletes, supportive medical treatment and penalties to perpetrators, this prohibited substance-abusing behaviour would decline. Regrettably, this has not happened as envisaged as new, advanced and untraceable doping methods and substances are nowadays employed by elite athletes, while at the same time sophisticated distribution networks have developed (Gold, 2006).

The United Nations Educational Scientific and Cultural Organization (UNESCO) defines doping as referring to an athlete's use of prohibited drugs or methods to improve training and sporting results.

In classical Greece, experts were known for subscribing athletes to nutritional ingredients to boost their physical performance. This was viewed as being important and the experts may be likened with modern-day sports medicine specialists. Additionally, athletes were reported trying to increase their bodily stamina through consuming dissimilar types of meat prior to the games.

The media has been cited for inadvertently promoting doping among athletes in various sports disciplines the world over due to glorification of winners. A review of the history of sports reveals that media holds enormous sway in opinions of the public with regards to individual players, teams and specific games (Flynn, 2014).

This is essentially the glorification of the player who from discovery is portrayed as a saviour of the sports disciplines that they are participating. This is done in a bid to put them above anyone else in the world and keep them in the public eye. Elite athletes are looked at as nearer to demi-gods rather than humans from the amount of media attention given. The media deliberately inserts the words such as ‘king’, ‘world’s best’, in their messages glorifying the athletes with a view to getting the public to construct an idea of what type of character the player is (ibid).

According to Crosling (2013), the media interpretation of doping scandals has principally focused on specific athletes and disregarded the structures and surroundings in which they train and compete. He cites the Lance Armstrong case as a classic example with enormous criticism against Armstrong who had earlier been billed as one of the greatest athletes of this time by the same media. Cries of “liar” and “cheat” repeatedly came from the same people who nurtured his yearning for success by earlier lionizing his achievements.

The commercialization of sport has led to the replacement of ethical principles with what social commentators in sports matters refer to as ‘dollar values’. The strengthening of sporting schedules to feed this ‘sport-as-entertainment’ businesses has contributed to an insatiable need among athletes; both elite and upcoming for performance-enhancing and recovery substances. There is also a robust self-enhancement emphasis in areas such as ornamental surgery, body image and perceptive performance all with a view to attaining a certain image of the perfect athlete created by the media (Møller, 2009).

This commercialization is manifest in the universality of trademarks on athletes’ clothing, merchandise and sporting venues. Besides the wide-ranging proof of ill-health and social affliction resulting from alcohol and gambling, sporting events are drenched with alcohol and betting advertising.

A study that was conducted in Kenya and which interviewed 327 elite middle and long-distance runners found out that the commonest source of doping material consumed by athletes in Kenya was established to be AK followed by the IAAF. The study recommended the need to enhance doping education to improve on knowledge

of doping issues and to establish proper structures and policies of doping control to comprehensively curb the problem of doping. (Chebet, et al 2014).

Throughout the Olympic Games in the 3rd Century B.C. sportspersons were trying to improve their act using mushrooms (Baron et al, 2007). According to the study doctors were considerably, actively engaged in athletes' preparation for the games and cooks baked bread with pain-relieving ingredients.

In the 1st century A.D., it was also recounted that Greek runners consumed herbal drinks to give them the extra boost and be capable of performing for long periods. Additional literature about that time are difficult to find since the “doping knowledge” was concealed well by the priests.

Horses belonging to chariot racers were fed with substances such as hydromel (this is an alcoholic beverage made from honey) to increase their speed while swordfighters drank hallucinogens and stimulants such as strychnine to fight off exhaustion and injury to eventually improve the intensity of their contests (ibid).

While anti-doping regulations have been established by WADA, cases of illegal substances and methods continued to be reported. Kenyan athletes implicated in doping have claimed lack of knowledge or awareness on the illegal substances (Sports Disputes Tribunal, Reasoned Decisions, 2017). Since its establishment through the Anti-Doping Act, 2016 ADAK has not conducted vigorous awareness campaigns through the media. The Agency has not fully utilised various media channels and strategies in a bid to increase awareness and ultimately eradicate doping among athletes in Kenya. According to the Agency most of the athletes sanctioned for ADRVs are sportspeople in athletics sports discipline. The most notable of these is Jemimah Sumgong who won the London 2016 marathon. Another Kenyan Olympic medallist athlete sanctioned by the IAAF is Asbel Kiprop, a middle-distance runner, who specialises in the 1500 metres

A number of sports are played in Kenya today and they include motor sports, cricket, association football, athletics (track & field and other running events), basketball, diving, volleyball, handball, rugby, swimming and netball among others. Majority of contemporary sports in Kenya owe acknowledgement to the British colonization. Colonial Asians and British contractors are credited with, as far back

as 1922 before the formation of recognized schools, introducing the concept of formation of professional clubs. Consequently, a decade later in 1935 sports were formally introduced in schools through physical training (extracurricular activity) which was a taught subject. Athletics (track and field) and Football were the first sporting activities to be organized professionally (Wabuyabo et al 2017).

1.2 Problem Statement

Studies conducted in the area of anti-doping have overlooked how the media is used as a behaviour change agent among athletes. Literature reviewed so far does not point to any scientific inquiry into the interface between the media and anti-doping among athletes, especially middle and long-distance runners in Kenya. Specifically, the literature has not pointed to an informed approach by communication experts in anti-doping using the media to deal with the problem of doping despite the country being home to some of the world's best sportspeople particularly in athletics. Most studies have focused on levels of knowledge, impact of using prohibited substances on athletes and the attitudes. Some have gone further and probed athletes' sources of information about doping, but none has conducted a thorough review of the role of the media in curbing the vice.

Literature reviewed so far also points to the need to evaluate the role of the media, especially sports journalism, in dissemination of messages that will promote practices that will lead to the eradication of doping among athletes.

Sensitisation levels among Kenyan sports journalists on anti-doping have not been documented thus there is no record as to how well they frame such issues given that this is a new phenomenon in the sports sector and more so in Kenya. So as to properly understand the manner in which the media can effectively be used to contribute to the fight against doping in sport, there is also a need to evaluate the factors that inform how sports journalists frame stories related to doping so as to identify with the communication strategies and interventions employed by different sports newsrooms.

Understanding the sports journalists' level of exposure to anti-doping information will provide a basis for appreciating their reaction to doping cases which will be manifested in the frames they choose when filing stories.

Studies have suggested that a wide-ranging anti-doping approach at primary, secondary schools and tertiary learning institutions be implemented where education on anti-doping can be taught beyond classrooms (Kamenju et al 2016). In addition, others have recommended the need to enhance education touching on anti-doping information sharing to improve on knowledge of doping issues and to establish proper structures and policies of doping control to comprehensively curb the problem of doping among athletes.

The media plays a major function in shaping people's behaviour. This study investigates the impact of that responsibility in relation to the promotion of anti-doping practices in Kenya especially among middle and long-distance runners. This study will explore whether the media, through its messages against doping, has had any effect towards enhancing anti-doping practices among that group of athletes in Kenya. In addition, it examines the messengers' (sports journalists) understanding of anti-doping issues to investigate how they craft messages touching on the same among athletes.

1.3 Research Objectives

- i. To find out if sports journalists in Kenya are adequately sensitised about anti-doping
- ii. To investigate the most preferred medium of receiving anti-doping messages by Kenyan middle and long-distance runners
- iii. To investigate the type of anti-doping media messages received by middle and long-distance runners in Kenya
- iv. To examine the suitability of the anti-doping media messages among middle and long-distance runners
- v. To investigate factors informing the framing of stories on doping cases by sports journalists in Kenya

1.4 Research Questions

- i. Are Kenyan sports journalists adequately sensitised on anti-doping matters?
- ii. Which is the most preferred medium through which middle and long-distance runners in Kenya prefer to receive messages aimed at curbing doping?
- iii. Which type of anti-doping media messages are received by middle and long-distance runners in Kenya?
- iv. How suitable are anti-doping messages by the Kenyan media on practices by middle and long-distance runners?
- v. What factors inform how sports journalists in Kenya frame stories on doping cases by athletes?

1.5 Justification of the Study

The study has established the knowledge levels on anti-doping issues among sports journalists in Kenya through an assessment of the adequacy of their sensitisation. It further reveals the factors that inform the framing of stories on doping cases by the journalists which in turn affect the type of messages against doping to athletes relayed by the media in this country. The study examines the factors that inform the way sports journalists in Kenya report on doping cases. In addition, it discloses the most preferred medium by athletes of receiving messages that contribute to the promotion of practices against doping. This study provides a basis for communication experts and media houses to further interrogate the interplay between media and anti-doping in Kenya.

Establishing the factors that inform the reporting of doping cases by sports journalists will allow behaviour change communication experts better sensitise the media personnel through structured engagements. Previous research has established that athletes, especially elite athletes, have basic knowledge of anti-doping issues and this study builds on that finding and provides a forum for behaviour change communication experts and anti-doping or sports regulatory agencies to better understand how well to contribute to the fight against doping in Kenya by crafting messages that are more responsive and how well to use the media in this endeavour.

Sports journalists in Kenya, after establishing their knowledge gaps through the study, will also benefit from sensitisation on anti-doping issues by the relevant bodies involved in the fight against doping. This is besides the fact that they will also acquire valuable information that will enable them better report on anti-doping cases. The findings will similarly add to the body of knowledge on anti-doping issues as has been discovered by other scholars studying the same subject and may also form a basis for further scientific inquiry especially in the area of anti-doping communication.

1.6 Significance of the study

It contributes to, deepens understanding and further builds theory on how anti-doping communication through the media can be better conducted to positively impact athlete behaviour and choices.

It reveals the levels of sensitisation on anti-doping issues among Kenyan sports journalists and this provides a background on which players within the sector can implement capacity building initiatives for sports journalists in Kenya. It reveals that most media houses lack staff training policies and this gives the government an opportunity to enforce labor laws relating to provision of training opportunities for staff working in media houses.

The study reveals the type anti-doping media messages received by middle and long-distance runners in Kenya and what mediums the athletes prefer to receive information on anti-doping. This finding is important to behavior change communication experts in the anti-doping field as it will help them better understand their audiences and craft suitable messages for eradication of the vice. It also gives them an indication of the most effective mediums to achieve their communication goals especially when carrying out anti-doping media campaigns.

The study finds out that media messages on anti-doping affect the choices made by athletes during competitions and when they are similarly not taking part in any competition. This provides a platform for stakeholders in the anti-doping sector an opportunity to effectively structure the contents of their messages to achieve specific communication objectives and eventual behavior change.

The findings of this study provide regional and international anti-doping bodies the basis for reviewing their media engagement strategies. This is because they highlight

the factors informing crafting of the messages, their suitability and the most effective medium of their dissemination. They also act as a pointer to the factors informing how journalists frame their stories on doping cases and this information is useful to regulators in the sector. It gives them an opportunity to better understand how Kenyan sports journalists report on doping and thus eventually modify their communication objectives to appreciate the context within which the Kenyan sports journalists operate.

Researchers and academicians will use these findings to further interrogate how the media can be effectively used as a tool for promoting anti-doping among other sports disciplines. They also provide a basis for investigation of the consumption of anti-doping media messages by athletes participating in other sports disciplines.

1.7 Rationale

Doping in sport, especially in Kenya, threatened Kenya's participation to the Olympics held in Brazil in 2016 after WADA declared the country non-compliant to the World Anti-Doping Code. Kenya is renowned for its sporting prowess especially in athletics and records from ADAK indicate that since 2014 forty-three Kenyan athletes have been sanctioned for various ADRVs. These cases threaten to affect Kenya's image on the global arena as the indisputable home to record breaking runners. The judgements and court proceedings from the SDT in Kenya indicate that most of those sanctioned blame lack of knowledge and information on anti-doping practices as the main reason for their engaging in the vice. The findings provide the government, especially regulatory bodies such as ADAK, with information that will assist in coming up with targeted media campaigns aimed at enhancing awareness among athletes in general. Behavior change experts, which includes sports journalists, will also use the findings as a basis on how best to craft anti-doping messages, as well as, how best to structure anti-doping media campaigns. Athletes will be able to flag those messages that promote anti-doping practices from the media and respond to them appropriately. Media houses will also use the findings of this study to come up with interventions that will enhance their sports journalists' knowledge levels on anti-doping issues. Communication experts, especially those dealing with image management, will benefit from this study by way of coming up with better strategies to manage the country's reputation in the event of negative publicity emanating from

media coverage of sanctioning of athletes who have doped. Scholars in the Sports Science discipline will find the study enriching to their existing knowledge on other pertinent and contemporary issues, such as the media, that play a pivotal role in the fight against doping.

1.8 Scope and Limitation

The study targeted Kenyan runners competing in athletics in the middle and long-distance categories in eight Counties: Nairobi, Elgeyo Marakwet, Uasin Gishu, Kericho, Bomet, Nakuru, Nandi and Nairobi. This is because most of the Kenyan middle and long-distance runners originate from the Kalenjin community whose members are mainly distributed in the eight counties (Wabuyabo et al *ibid*). It was conducted in 16 training camps spread across the 8 counties. The target group had basic and secondary education and they ranged between ages 18 and 40 and the athletes had competed nationally and internationally. The study also targeted sports journalists in various media houses in Kenya as they are the ones who report on cases of doping among athletes. It sought to investigate their knowledge levels on anti-doping issues through finding out the adequacy of their sensitisation and the factors informing their framing of stories about doping by athletes in Kenya. The main limitation to the study was the financial and time resources required to investigate athletes from all sports disciplines in Kenya. Similarly, the limitations also affected the ability to conduct structured interviews with all sports journalists in the country. This was also exacerbated by the distance to be covered to reach all athletes and sports journalists in the country as they are in different locations engaging in different activities. Some athletes, as well as sports journalists, did not want to participate in this study for their personal reasons. This slightly decreases the generalizability of findings of this study and thus it is not generalizable to all areas of sports in Kenya but presents findings that are representative of the athletics discipline. The findings on the knowledge levels and factors influencing framing of stories on doping by Kenyan sports journalists are also not a representation of all the journalists in Kenya.

1.9 Operational Definition of terms

Doping: refers to a sportsperson's usage of banned substances or means to enhance exercise and sporting results (UNESCO)

Anti-Doping: contrasting or barring use of prohibited substances (such as blood doping or the use of anabolic steroids or growth hormones) to augment athletic performance (Andersen et al, 2000)

Elite athlete: a sportsperson with probability to compete in the Olympics or as an expert athlete (Segen's Medical Dictionary, 2012).

Middle distance runner: an athlete who runs between 800 and the 1500 metres

Long-distance runner: an athlete who runs 3,000 metres and above (Fairfax University, 2018)

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

This chapter highlights the analytical framework of the problem and gives a theoretical underpinning of the theory of Reasoned Action and the Framing theory of the media. The first part looks at the studies that have been conducted in relation to the work of sports journalists as well as the importance of the media in the world of anti-doping across other countries and the globe. The analytical framework analyses the role of a sports journalist in the newsroom and looks at how sports news is viewed from the media's perspective. It highlights WADA's view of communication in the promotion of clean sport. This chapter also reviews the two theories and their importance to this study through their concepts. The theory of Reasoned Action postulates that behavioural intent is shaped or triggered by two factors: our attitudes and our subjective norms (Fishbein et al 1975). The media plays a key role in shaping of athletes' attitudes towards doping through their messages. Framing is defined as a process where some reality characteristics are delicately selected, accorded greater prominence, in a way such that the problem is accurate, its causes are identified, ethical judgments suggested, suitable ways out and activities are suggested (Entman, 1993). The basis of framing theory is that the media places attention on particular events and then puts the same occurrences within a field of meaning. This is the case when media highlights doping cases among athletes allowing the public to pass judgements over such issues.

2.1 Analytical Framework

Journalists routinely find themselves in the difficult situation of not knowing as much about the topic in question than the newsmakers they are covering. This is usually seen as a setback to the archetypal situation, where the specialised expert is more knowledgeable. To be indisputable, reporters gain proficiency as a result of being on regular news beats for long periods, but this form of knowledge does not match with that of most professionals or many newsmakers. Sports experts, for instance, and other professionals such as Engineers, Doctors and Lawyers are gurus of their own professions in a way that reporters are not (Hopkins University Press, 1999).

In a Freedom Forum study, journalist Robert Haiman (2003) established that, although the public “respects the professional and technical skills of journalists,” it feels that journalists “don’t have an authoritative understanding of the complicated world they have to explain to the public.” This points to the public’s lack of confidence in the matter and content of news stories especially on matters that the public finds too complex. The general assumption is that the journalists just regurgitate the easier part of issues and leave out the complex ones thus greatly eroding their credibility and believability.

Doping is a relatively new phenomenon in Africa and most stakeholders, sports journalists included, are still trying to understand the concept. Doping in sport is an occurrence that has been studied largely from a biomedical approach. This phenomenon has developed significantly in contemporary ages, and enhanced understanding of it is essential for developing proficient deterrence programmes (Sanchez et al 2013).

While sport has been referred to as the ‘toy department’ in most newsrooms, some media houses are dedicated wholly to sports reporting. Newspapers and magazines such as *L’Equipe* in France, *La Gazzetta dello Sport* in Italy, *Marca* in Spain, and America’s *Sports Illustrated* and *Sporting News* are some of the examples of publications that exist specifically to provide information about sports. Television networks specifically dedicated to sports also exist. They include channels such as *Eurosport*, *Fox Sports* and *ESPN*. Radio stations that air sports related content only include; *BBC Radio 5 Live*, *ESPN Radio*, *Fox Sports Radio* and *TSN Radio*. On the internet there exists websites such as ESPN.com, Foxsports.com, and Yahoo! Sports.

Starting from the 1990s, the increasing significance of sport, its influence as universally, commercially viable and the enormous financial logistics required in organization of high-profile events such as the football World Cups and Olympic Games, has attracted the attention of journalists who engage in investigative work. The delicate type of associations amongst journalists covering sporting activities and their subjects, along with decreasing budgets experienced by most newspapers by way of advertising, has created a situation where such long-term projects habitually originate from television documentary creators. Such was the case with the expose on doping in high altitude camps in Kenya’s Iten area by a combined effort by journalists

from the Sunday Times in London and ARD (a German media house). Although the report was roundly criticized by stakeholders in the sports sector in Kenya, it presents a classic example of the interplay between journalism and doping in sport.

In March 2015 stakeholders in an Anti-Doping forum from across the globe discussed the role of the media in the promotion of clean sport during the annual WADA symposium. The then WADA Senior Manager, Media Relations and Communications, Ben Nichols, observed that there was remarkable progress in terms of close working relationships between sports journalists and the anti-doping community. Following the unilateral acceptance by the panellists in Switzerland, there is currently ample comprehension of the guidelines and procedures. Nichols further observed that if government, athletes and sport are perceived as the three domains central to promotion of clean sport, then media counts as the fourth estate (Nichols, 2015).

Without functional understanding of the topic under discussion, reporters are also susceptible to the hidden agenda by professionals from whom they seek material, evidence and leads for stories. Many specialists are detached in their quest for knowledge, but others have been known to have an agenda. Sometimes it originates from a fundamental personal or political conviction. In other cases, the agenda is that of a benefactor, as in the case of some medical researchers who consent to financing from pharmaceutical firms (Giles, 2001).

According to Nichols (2015) the media has an influence on how anti-doping establishments work. Traditionally, and as current events manifest, the media continues to play a major role not just through enlightening the public on the effects of doping, but correspondingly, unearthing doping scandals and bringing them out to the public's attention. Just as it is with any other public issue, the anti-doping fraternity requires the media to highlight doping scandals time and again as a way of bringing to the open on the problematic areas. Undercover reporting is credited for ensuring that doping scandals in sports are visible.

Effectively, the media has performed two roles in the promotion of anti-doping practices across the world: exposure of sports cheats thus creating an environment of

deterrence; and providing a platform through which messages of clean sport are shared with athletes and other concerned parties.

Sports journalists, therefore, need to be knowledgeable in such matters so that they can effectively pass knowledge on issues which they understand. Sports journalism varies across various platforms, content, roles and media. Similarly, jobs in the sports journalism sector differ in line with the aforementioned factors. Some of the journalists remain with their initial establishment, which means a singular form of media, while others are unaffiliated, which means they cover numerous sports activities, while at the same time writing and reporting for online, broadcast and or print environments.

Academic investigation has examined the media as an influential aspect that influences the contemporary world because it is capable of presenting selective material to the public. This means that, the media can choose which material is newsworthy and which is to be concealed. By doing so, the media's asymmetric illustration of certain events can generate incorrect impressions for the public (Cohen, 1972).

The role of sports journalists in the anti-doping world cannot be underscored. In early May this year a famous German sports journalist who works for ARD (A German media house), Hajo Seppelt, and who specializes in investigating doping was denied accreditation to the World Cup in Russia by the authorities.

The reason given was that he is categorized as 'unwanted persons' by the Russian government. The journalist was behind the investigations that revealed the alleged state-sponsored doping scam in the country. This is clear testament that sports journalists play an important role in the world of anti-doping and their knowledge on issues surrounding the phenomenon is crucial to how they frame their stories.

One of media's main aims, from the business point of view, is to be able to be sold to their audience, for revenue or profit and continued existence. It has been contended that doping is a characteristically sensational subject and journalists who file stories about the menace use doping as a means to grab the audience attention (Sefiha, 2010).

Adam Masters (2015) argues that the level of corruption in sports journalism has significantly contributed to the prevalence of doping among athletes. He contends that the amplified demand for prohibited remedies by athletes can be expounded by some crucial tendencies in sports and the larger society sometimes dating back to the 19th century:

1. The “de-amateurisation” of sports, with growing importance being placed on winning, predominantly with greater inter-area sporting competitions.
2. The medicalisation of sports and the advancement of sports medicine.
3. The politicisation of sport – demonstrated by the Cold War contentions of the West and Soviet bloc as played out in the scope of global sporting competition.
4. The commercialisation of sport to an international audience targeted by promoters through radio, TV and Internet.

The scholar concludes that the regulation of doping in the US through the media has been hindered by main sports wanting to steer away from scandals or damage to their brands and the massive revenue losses. It is only after the scandals developed past the control of bodies charged with governing sports (the leagues and the players associations) that more vigorous testing and control structures were employed. While there is little evidence to support the claim, Adam’s research points to the growing level of influence that the media, especially sports journalism, has on the anti-doping realm.

A weighty theme in the current media research on doping is the importance of national identity vis a vis the ‘cheater’ athlete. Denham (1999), when investigating the media’s rejoinder to the American athlete, Flo Jo’s death, the researcher established that there was a departure of the line of reporting chosen by the U.S. media on the one hand and the global media on the other. This points to sports journalists’ attitudes towards doping cases especially in respect to the context.

A study conducted in Sweden in 2009 analysed how the country’s press covered stories associated with use of performance enhancing substances and contraventions of the rules against such use in international expert sports in the years between 1996

and 2004 in the country. The study relied on empirical material which consisted of articles on 19 doping cases reported between 1996 and 2004. An analysis of 969 articles was also employed to study coverage of the subject by media during the first 14 days after every case about doping was brought to the public.

The study found out that the daily press in Sweden chiefly wrote about doping transgressions on the sports pages. The implication therefore was that these transgressions are chiefly handled as incidences within the sports domain and thus lacked the essential publicity to achieve the much-intended deterrence.

The study further found that in the Swedish media doping was described as duplicitous, as something disgraceful and as something that destroys the offender's career and reputation. Doping was viewed as an issue that is upsetting to sports in various ways. Doping was also treated as an undesirable but sensible part of professional sports at that time. The doper was occasionally labelled a fallen star and the whole item was from time to time analysed and described as a "good story". The audience was mainly depicted as deceived by the transgressor. Doping was from time to time seen as an assertion of sections of society that are liberal on drugs and as an expression of a sports culture in certain countries. It is uncommon to describe doping as a threat to human distinctiveness (Hamqvist et al 2009).

All the cases cited above show the powerful role of the media in the promotion of anti-doping practices or its role in promoting the vice, albeit unintentionally, and driven chiefly by commercial interests.

The illustration of the role model sports icon is an asset for governing bodies, the professional world of sport and the media as it embodies dissimilar agenda that are invested in sport: the sport person as a disciplined hardworking citizen, sport as commodity, sport as a great spectacle, sport as a healthy activity (Wagner, 2009).

While addressing sports journalists from the over 30 countries at the AIPS Congress in Nairobi in December 2017, the NOCK President Paul Tergat recognized the important role sports journalists play to promote, publicize and preserve the sanctity of sport. He urged the media to play an active role in the promotion of clean sport. The former marathoner used himself as an example of a brand that has been

built by the media and asked the sports journalists body to promote the inviolability of sports throughout the continent.

In February 2018 the world was treated to a spectacle when 169 Russian athletes were forced to participate in the Pyeongchang Winter games under the banner of Olympic Athlete from Russia (OAR). This was arrived at as a punishment for the Russian government's alleged state sponsored doping program which also saw the country's Minister for Sport, Vitaly Leontiyevich Mutko, banned from participating in the administration of future Olympic Games by the International Olympic Committee (IOC) in December 2017.

Sports journalism has played an important role in line with the cardinal responsibilities of the media to society (information, education and entertainment) but it is till referred to as the 'toy department of the news media' (Rowe 2006). This means that while other hard news is given a preference by editorial managers in the newsrooms sports news is normally relegated to the back and not much attention is given to it. It has been found out that one of the main reasons for this is the necessity for a sense of balance between inflexible and meticulous reporting, and the fervent dimension associated with sports reporting. This is one of the key challenges that sports journalists face daily (Marica et al 2014).

The media has been cited for fuelling the use of performance enhancing substances among upcoming athletes over its fascination with stardom, wealth and winning at whatever costs. The factors have inadvertently fashioned a growing need for upcoming athletes to use prohibited substances to attain the status as highlighted by the media. In addition, these prohibited substances are nowadays being abused by masculine and feminine youths for beauty enhancing reasons with a view to achieving the "cut" and sexy look endorsed by press.

Weekend athletes are also using the drugs with the thinking that by the time they engage in competitive sport the effects will have worn off their bodies and thus will not be detected.

At one time, sports coverage was quite purely the scores, standings, and star performances. However, the growing admiration and amplified complexity of the

sports landscape (which is accentuated by the dynamic mix of demands by fans) require that the reporters have a background on other intervening issues which may be significant than mere knowledge of the sport. The doping phenomena, equally, requires that journalists have a thorough understanding of the various facets of the practice.

Many seasoned journalists put in a lot of effort when covering sports activities. At times the journalists also engage in misstatements of facts, improbable assumptions and other times they display evidence of a lack of understanding of subject matters.

An assessment of doping practice, knowledge and attitudes among Kenyan elite athletes which was a study conducted jointly between Kenyatta University and the University of Stirling, UK, for WADA revealed that 85 out of 327 sampled elite athletes cited the media as their main source of anti-doping information (Dimeo et al 2014)

In the same study 247 elite athletes revealed that they felt that doping is a complication in their sport and that it has a negative effect to those who engage in it. When asked how they would wish to be notified about news on doping-free sport, 41.9% of respondents indicated their 'coach' while 23% said via 'email', 16.5% indicated 'SMS', 8.6% said by 'telephone', 5% indicated via 'post', and finally 4.3% listed their 'agent'. Interestingly the media does not feature prominently among the most preferred methods through which elite athletes would like to receive information on doping. This, therefore, points to the importance of the investigation of the impact of the Kenyan media to the fight against this vice in Kenya.

The results of the same study also indicate that majority of Kenyan athletes don't view doping as a way through which they can attain excellent performance on the track. Similarly, other studies conducted outside the Kenyan borders show almost identical results. A good example is a study) which revealed that 90% of elite athletes from Finland held that it is practicable to achieve the best sports outcome without necessarily consuming performance enhancing drugs Alaranta et al (2006).

Scholars have conducted studies that suggest that sources of information on doping for athletes are inadequate. Earlier studies have also revealed partial familiarity among athletes with doping issues. For example, Otieno et al (2013) revealed that only 11% of athletes had interacted with their country's regulation on anti-doping

either through the media or through other sources. They also contend that with lack of access to anti-doping information, athletes find out about drugs mostly through their trainers, the media and friends.

WADA has recommended social media use as a new frontier by which information about doping can be shared with key stakeholders. In guidelines developed for NADOs and RADOs, together with other interested parties, the global regulator proposes that social media marketing is an extra tool to be employed in tackling the doping menace. The regulator also pints out that social media should be adopted as a complementary channel for educational outreach methods and not a replacement for long-established ones. NADOs looking to employ the use of social media ought to see to it that social media marketing is embedded within the frameworks of prevailing activities. For youthful athletes the main purpose of any action is to diminish occurrences of doping, and an alternate goal is to strengthen their sensibility to personal and moral responsibility for their decisions (WADA, 2014).

2.2 Theoretical Framework

In the developing world, the mass media plays a fundamental role in the development of sports. Since Kenya participated in the 1956 Olympics, both the print and broadcast media has mainly been used as a tool for passing information, creating of heroes through highlighting the winners' exploits and bringing talent into the limelight. In Kenya the media sets the agenda for the country especially on matters that affect it.

When Kenya was declared non-compliant to the world Anti-Doping code the Kenyan media publicized the event through glaring headlines and created scenarios of what would happen to the country if its athletes were prevented from participating in the global event. What followed was a flurry of activities that included members of parliament being recalled from recess to enact the Anti- Doping Act, 2016 which ultimately saw the establishment of ADAK. Appearance in the mass media affords individuals, ideas and calls to action credibility. It acts as a stimulus for believability depending on how well it is packaged and delivered and more so in behaviour change communication.

Kenyan sportspersons have been the world's main attraction, especially those participating in athletics, whenever global championships take place. This is because

the country has produced athletes who have set records and broken the same records in the same or subsequent events.

With the sanctioning of Jemimah Sumgong, the winner of the gold medal in the 2016 London marathon and Kenya's first woman to win an Olympic gold medal in the marathon, brought to the fore the effects of doping among middle and long-distance runners in this country.

The media, both local and international, gave the sanction very wide coverage. This was attributed to the stature of the athlete being sanctioned together with the need for Jemimah's case to serve as deterrence to upcoming athletes. In view of the foregoing, therefore, the media performs a decisive function towards promotion of anti-doping practices in Kenya. This role weaves seamlessly into the factors that affect how athletes make decisions, effectively influencing their beliefs, intentions and eventually behaviours.

2.2.1 Framing Theory of the Media

Framing theory has undergone quick growth since the mid-1960s, when it was used in the field of sociology. Framing is a versatile model that permits the all-inclusive study of media effects on audiences and individuals. Different from being wholly positioned in the source of information, framing is premised on the four pillars of the process of communication: sender, (informative) message, receiver and culture.

Framing, thus, can be looked at as an activity where some features of the real world are carefully chosen and accorded prominence, in such a way that a problem is determined, its causes identified, ethical judgments suggested, and suitable resolutions and actions proposed (Entman, 1993).

Communication professionals and journalists have an obligation tell a story within specific time and space limitations and make it available to a comprehensive and often varied public. The only way to do this is by arranging the information, creating an analytical context that allows the discernment of the message. In the making of texts, journalists use frames to give elucidation to and make simpler reality, in some way, and to sustain the interest of the public (Valkenburg et al 1999).

The foundation of framing theory is that the press ensures unfettered attention on some activities (in this case sports) and then puts them within a background where meaning is construed. The theory proposes that the way in which something is presented to the audience (called “the frame”) influences the choices they make with regards to how to process the information presented. Frames are concepts that work to organize or structure meaning of message.

Framing theory clarifies that the press generates this border by introducing news items with premeditated and thin contextualization. Frames can be used to improve understanding of the subject matter or they are sometimes used as intellectual alternative routes to link media stories to the predominant idea. The frequently employed narrative frame is what is referred to as the inverted pyramid (straight news account). These are news stories in which no specific narrative element dominates the other beyond presenting the who, what, when, where, why and how. This is a fact-based approach to presenting the news, systematized only in some random downward assessment of importance.

The media plays a significant role in the framing of anti-doping issues as they broadcast them to their diverse audiences. In some instances, the broadcasts are such that the athletes caught in the scam is given more prominence owing to their standing in the athletics field. For instance, when Kenya’s Jemimah Sumgong tested positive for a performance enhancing substance and her subsequent sanction, some sections of the media gave more prominence to her status as Kenya's first female Olympic marathon champion as opposed to the intrigues surrounding her four-year ban. The fact that she had gone down history as having brought Kenya the first Olympic gold medal in the women’s category was enough to give her ban wide coverage that focused mainly on her stature.

In some cases, frames are used to give more life to the stories to give readers more material through which to put it into context. For instance, when a sanction against an athlete is issued by a regulator, the media may go beyond just reporting about the sanction and provide a background on some of the roles of the regulator in relation to the matter under discussion. An example is for instance when ADAK sanctioned Jemimah Sumgong, the media went further to provide a background of what the

Agency does and what its role is in such matters involving athletes who are cited for doping.

Doping has been described as a moral issue and that is why athletes sanctioned for ADRVs are often projected as cheats. By doing so, the media frames the doping issue in such a manner that seeks to place blame on an individual or system in cases where the system has been found out to be creating avenues for athletes to cheat. In addition, the media provides an opportunity for emotional appeal among its audiences in such situations through projecting the doping athlete as one who cares less about the hard work and dedication put in by the clean athlete and thus uses crooked means to beat his worthy and deserving opponent. The emotional appeal draws feelings of resentment towards the doping athlete from the audience and this is exacerbated when the media continues painting them negatively during the publishing of the story.

Given the stature of the athletes involved and the fact the media has created a celebrity look among them, stories touching on athletes doping and being sanctioned are mainly human-interest stories as the media gives them a human face through the athlete in question.

Framing places interest on some features of the proceedings in a story's background and diminishes others, regularly with the significance of supporting a certain way of looking at the world. This is realized through the choice of words (e.g. using language of "cheating" rather than "doping" to describe the occurrence after an athlete's sample has returned an adverse analytical finding) and by source selection (e.g. quoting more anti-doping activists than Doping Control Officers).

Members of the press are undoubtedly crucial players in the process of framing: They produce the frames, they are facilitators, and transmitters, connecting social structure and the consumer of their message. Content for news is not just amalgamations of words and statements; it carries entrenched social connotation and replicates the predominant establishing ideologies in society through journalists' selection of news sources, words and metaphors. This process sets the boundary of a subject, lessens a composite state to an uncomplicated issue, and influences people's interpretations by ensuring noticeability of some elements while disregarding others (Baresch, Hsu and Reese, 2011).

There is a case of Marion Jones, one the most distinguished track athletes and her husband C.J. Hunter, who was a shot-put world champion sanctioned for an ADRV. The media portrayed Jones and the husband as the Svengali and his victim or Beauty and the Beast, using a well-known fairy tale and a renowned novel to grab audience's attention, tag the characters and relay their understanding of the story as well as their anti-doping messages. Their stories focused on a relationship that also addressed questions about power together with issues around gender and race. Beast was a substitute for Hunter, but it could also be used as a metaphor for doping that was framed exclusively in an ethical discourse and regarded as a shame, a disgrace and a transmissible individual failure.

Research shows that the media stresses on individual perception of people in a group when there is an important news events. This makes the group labour in a bid to make their most visible members popular with members of the public or to disgrace the outstanding ones if they pose a risk to their authority. This section of scholarly work is applicable to this study as the people within the organization, in this case the athletes, are at the centre of public scrutiny when caught in a doping scandal.

In sports writing, research on framing is not elaborate. However, Fortunato (2004) has conducted some research in the field and observed that portrayal and exposure are the two levels in which framing occurs. He further explains that in exposure framing the choices made in the newsroom included selection of the stories got aired or printed in the papers. It went further to include choices on which stories would reach the public together with other gatekeeping issues such as the amount of time and space committed to a specific subject, placement and frequency. The scholar indicates portrayal framing deals with coming up and disseminating storylines that generate interest from the audience.

Framing research in the media, and specifically sports, is not restricted to coverage of sports events only, but also comprises reporting of scandals, an appropriate constituent in this study that focuses on doping among athletes. Denham (1996) examined how *Sports Illustrated* employed the use of unfavourable frames during its coverage of steroid use in the 1980s in athletics at all levels. Through comparative examination of frames coming out of testimony in Congress and following a scrutiny

of Sports Illustrated articles, the researcher established how the publication supported in structuring the law-making process on anti-steroids abuse policy agenda.

It is revealed that how people view themselves in society, the way in which they are looked at and even treated by other people, is dependent majorly on how the media represents them (Bernstein, 2002) since the way media depict an individual or subject tend to inform people's opinions and perceptions towards the subject. Consequently, the study on how the stories on doping among athletes are framed by the media does not only reveal about ideals held by journalists, practices and choices but it also indicates the effects of such actions which are connected to the meaning derived by the audience from the coverage of the event in the news (Zaharopoulos, 2007).

2.2.2 Theory of Reasoned Action

The Theory of Reasoned Action (Ajzen and Fishbein, 1975) postulates that behavioral intent is shaped or triggered by two factors: attitudes and subjective norms. According to this model, an individual's behavior is determined by their behavioral intention to perform it. This intention is itself determined by the person's attitudes and his subjective norms towards the behavior. Fishbein and Ajzen (ibid) define the subjective norms as "the person's perception that most people who are important to him think he should or should not perform the behavior in question".

Having highlighted several other cases of athletes who have been sanctioned for doping, the media actively participates in influencing behavioral intentions among upcoming ones or those still engaged in competitive sport. The media, acting as external stimuli, can greatly influence the attitudes of athletes towards doping and thus ultimately modify the structure of their beliefs allowing them to embrace messages that promote anti-doping practices. The packaging of messages promoting anti-doping practices and the mode of delivery would be instrumental in influencing the behavior of athletes. According to TRA, the attitude of an individual to a behavior is influenced by their beliefs on the outcome of this behavior, multiplied by his assessment of these consequences. Beliefs are characterized by the person's subjective probability that performing a behavior will produce specific results. This model thus proposes that external stimuli impact attitudes by modifying the structure of the person's beliefs.

According to Fishbein and Azjen attitudes have two components; evaluation and strength of a belief. The second factor which influences behavioral intent, subjective norms, also has two components: normative beliefs (what I think others would want or expect me to do) and motivation to comply (how important it is to me to do what I think others expect). The media, in its role of providing information to the public, also reinforces beliefs that are held within society. In the case of doping in sport the media presents those caught and sanctioned for the offence as cheats. This then builds into normative beliefs among athletes and ultimately affects their motivation to perform specific activities in relation to doping.

The official stance by global sport organizations, together with, renowned literature suggests that attitudes by athletes are the main reason for the practice of doping. The Theory of Reasoned Action establishes a linear sequence of cognition (beliefs), affects (attitude), conation (behavioral intention) and behavior.

Later, the model was criticized for the postulation of complete behavioral control, which was later incorporated, and the model became the Theory of Planned Behavior (TPB).

These two theories are critical to this study in the sense that the framing theory of the media provides a roadmap through which sports journalists promote the anti-doping effort through their messages. This may not necessarily be intentional but in the process of framing their stories on cases of doping among athletes the journalists unknowingly create a perception towards their subject, the athlete, and this influences how the public view the athlete. This leads to sometimes feelings of resentment against the cheating athlete(s) or the system aiding the vice through projecting the clean athlete(s) as the victim. This theory has enabled the study to examine the factors that inform the way in which sports journalists in Kenya frame their stories on doping cases among athletes. It further allowed the study to probe any other factors which are unrelated to the newsroom and their overall effect on the coverage of the cases by sports journalists.

The Theory of Reasoned Action provides the framework that explains athletes' attitudes with regards to their being pre-disposed to doping and the thought process put into the activity which finally manifests itself in the action. This theory was

critical to this study as it provided a basis upon which the media's influence on their choices with respect to doping are concerned. It further allowed the assessment of the suitability of the messages about cases of doping with a view to understand their influence on the athletes' thought process and the ultimate decision they take.

The two theories have allowed the study to better understand the responses from both the athletes and sports journalists and place them within the context of the subject they address.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Overview

This chapter outlines the enquiry approaches employed to carry out the study. It explains how the essential data and material to address the research objectives and questions was collected, presented and analysed. Explanations and reasons for the research design, instruments, data sources, collection methods, presentation formats and analytical techniques used are also provided.

3.1 Study Site

This study was conducted in eight counties in Kenya: Nairobi, Uasin Gishu, Elgeyo Marakwet, Nandi, Bomet, Nakuru, Laikipia and Kericho. These counties were selected because they produce the bulk of Kenya's middle and long-distance runners (Burnett, 2012). It was carried out over a period of two months. The study was carried out in 16 athletics training camps spread within the 8 counties.

The counties have also produced some of the renowned world record beaters such as former world's 800 meters champion Janet Jepkosgei and Olympic Champion Kipchoge Keino. Others are renowned World Athletics champions Paul Tergat, Wilson Kipketer and Wilfred Bungei.

3.2 Study Design

The study employed a mix of descriptive and exploratory research designs. The two designs were 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 middle and long-distance athletes and qualitative data collected through key informant interview guides with sports journalists was well represented. It characterises more of an approach to investigating a research problem than investigating a methodology. This design is considered by a focus on research problems that require; an investigation of real-life contextual understandings, multi-level perspectives, and cultural influences (in this case the study will focus on understanding the suitability of media messages promoting anti-doping practices on middle and long distance runners in Kenya); a deliberate application of meticulous quantitative research evaluating scale and

frequency of constructs and rigorous qualitative research analysing the connotation and understanding of the constructs; and an objective of drawing on the strong points of quantitative and qualitative data gathering techniques to formulate a holistic interpretive framework for generating possible solutions or new understandings of the problem. This design allowed the study to evaluate knowledge gaps on anti-doping issues among sports journalists in Kenya. This provided quantitative data generated from the athletes which was analysed together with other qualitative data which was produced from the question on the factors that inform how the sports journalists frame doping stories.

3.3 Research Approach

Mixed methods research approach was deployed in this study and it included collecting, analysing and integrating quantitative (survey targeting middle and long-distance athletes) and qualitative (key informant interviews for journalists) research. This approach was used as this integration provided a better understanding of the research problem than either of each alone. This goes together with the philosophical stance that valid information can be attained by use of realistic or practical approaches (Creswell, 2003). The key informant interviews provided qualitative data such as the factors informing framing of stories on doping cases by athletes while questionnaires produced quantitative data such as the number of athletes who have heard about doping from different media outlets. The mixed method approach enabled the researcher a broader perspective of the overall research problem.

3.4 Research Method

The study employed two data collection methods. In the case of middle and long-distance runners the study adopted a survey research method which encompassed administering questionnaires to a sample group of 404 consisting of national and international runners in the middle and long-distance category. The questionnaires used to collect quantitative data were administered through the Open Data Kit (ODK). Six Research Assistants were engaged to ensure that all respondents were reached. The study also employed the structured interview data collection method where adequacy of sensitisation on anti-doping issues among sports journalists in the country was ascertained, as well as, the factors informing their reporting on doping

cases. This method was ideal because it allowed the researcher direct contact with four sports journalists on a one-to-one basis. This also ensured that the researcher developed a key informant interview guide which was used as the data collection tool for this category of respondents.

3.5 Data Needs, Types and Sources

The study collected data from both primary and secondary sources. Primary sources of data for the study included: middle and long-distance runners and sports journalists in Kenya. This data was collected through designing questionnaires and collection to fit the need of the research questions. Structured interviews were also used to collect qualitative data from sports journalists in the country. Secondary sources of data included: judgments delivered by the Sports Disputes Tribunal in Kenya, records from ADAK, resource books from WADA, newspapers and research work conducted on the field by other scholars.

3.6 Population, Sampling Procedure and Data Collection

3.6.1 Population

In some studies, the target population could be sufficiently small to permit the presence of all the subjects in the study. However, this study involves a huge population which cannot be studied in its entirety. A sample in this study is, therefore, a lesser cluster of elements drawn using a definite procedure from a reachable population. The target population points to the precise group appropriate to a study. Mugenda and Mugenda (2003) explain that a population is a group of individuals or objects that have the same form of characteristics. They are the “totality of cases that conform to certain specifications, which defines the elements that are included or excluded in the target group”.

Records from AK and athletics training camps indicate that the country has 4000 elite runners divided into various categories: sprints, middle and long-distance.

Statistics from the Sports Journalists Association of Kenya (SJAK) indicate that there are 120 sports journalists operating in various parts of the country.

The study thus has a target population of 4,120.

3.6.2 Sampling Procedure

A sample is a smaller number or the population that is used to make conclusions regarding the whole population. Its purpose is to estimate unknown characteristics of the population. Sampling therefore is the systematic process of selecting a few individuals for a study to represent the larger group from which they were selected (Marshall & Rossman, 1999). According to Mugenda and Mugenda (2013), when the study population is less than 10,000 a sample size of between 10% and 30% is a good representation of the target population and hence 10% is adequate for analysis. This, therefore, means that for 4000 athletes is (4000×0.1) which gives a total of 400 athletes. As for the sports journalists the researcher used purposive sampling where 4 journalists who were the key informants were interviewed.

The 400 athletes were stratified into two strata which were: category (long and middle-distance) and level (national or international). Two strata would each contain an equal number of athletes of 200 and they were later subjected to the simple random sampling procedure to acquire the exact figures of the sample size per stratum. This technique was employed to ensure proportionate representation of the variables for the study.

As for the 4 sports journalists who were the key informants in the study the purposive sampling procedure was employed. A purposive sample is a non-probability sample that is selected based on characteristics of a population and the objective of the study. Purposive sampling is also known as subjective, selective or judgmental sampling (Crossman 2018). This type of sampling was identified and used because of the homogeneity of the target population (120 sports journalists) and thus the researcher purposely picked them according to their areas of specialisation (radio, TV, print and online).

3.6.3 Sampling Frame

This is a set of information used to categorize a sample population for statistical treatment. The study targeted 400 middle and long-distance runners (sample size) who are a representation of the 4000 runners. The researcher requested for the list of athletes in the category from AK, trainees in each training camp from the Camp Manager.

A membership list from SJAK provided the frame for sports journalists who were then purposively picked according to their areas of specialisation (TV, Radio, Print and online).

3.6.4 Instrument for Data Collection

a) Questionnaire

A questionnaire was employed in the data collection process for middle and long-distance runners during the study. The content of the instrument was based on the research objectives, as well as, on the information from the literature reviewed.

A questionnaire is a research instrument consisting of a sequence of questions and other inquiries for the purpose of gathering information from respondents (Mugenda and Mugenda, 2013). This tool was used so as to attain unbiased, homogenous information. Respondents would take minimal time in answering the questionnaire as the questions were direct and this saved the data collection process time. The respondents were allowed sufficient periods to fill and return the iPads containing the questionnaire in soft copy. Immediately they finished filling the questionnaire the data was immediately uploaded to the ODK central server. The questions were also closed and open ended.

The questionnaire was semi-structured and contained five sections: A, B, C, D and E: section “A”, was on personal data of the respondents; section “B”, was on the level and category of athletics engaged in; section “C” contained questions on the media and messages against doping.

Section “D”, on the other hand was on the suitability of messages from the media on doping to middle and long-distance athletes. Finally, section “E”, was on the recommendations from the respondents on strategies that could be adopted for improved reporting of doping issues by the media.

Some sections of the instrument were structured in the modified Likert fashion, on a 5 – point scale, ranging from “strongly agree” (SA), through “agree” (A), “disagree” (D), “strongly disagree” (SD) and “don’t know” (DK). Respondents were then instructed to respond to their degree of agreement with the statements contained in the instrument.

b) Key Informant Interview Guide

This qualitative data collection instrument was used to collect data from sports journalists. An interview schedule is a set of questions together with their responses which is asked and filled in by the interviewer in a face to face meeting with interviewee (Rowley, 2012). It collected data on whether sports journalists in Kenya were adequately sensitised on anti-doping issues, as well as, factors that inform their framing of stories on doping cases among athletes. The interview questions were structured to have two components where the first set were asked exactly as they had been prepared and the second set were exploratory. In this type of interview, the respondent may answer as they please without any limits (Rowley, 2012). The instrument was also designed to find out whether media houses offer staff training opportunities to their journalists. Related to that factor is that the tool also examined whether the respondents have benefitted from an opportunity within the year to enhance their knowledge on anti-doping issues. This tool allowed the researcher establish rapport with the respondents which made them feel more comfortable and at-ease, and this assisted in the generation of more insightful responses especially regarding sensitive topics such as the existence of training policies in media houses.

3.6.5 Data Collection

After the pilot testing and all necessary modifications, the data collection tools were being administered directly to the identified sample for the study. The researcher uploaded 450 copies of the questionnaires to the iPads being used in the data collection exercise. This was preceded by the recruitment of 6 Research Assistants from Kenyatta University (Faculty of Sports) who were trained on the use of the gadgets. They were each allocated three gadgets and later assigned the counties from which to collect data while the researcher served as the overall coordinator and Team Leader moving throughout the eight counties collecting data and supervising the exercise. Once the soft copy form was filled it was uploaded to a central server from where data for analysis was accessed. As pertains structured interviews for the media, the researcher personally conducted structured interviews with sports journalists in Nairobi and Uasin Gishu Counties. This data collection exercise lasted two months (from mid-June to mid-August 2018) and this was occasioned by the vastness of the regions targeted, limited financial resources involved and the wide distribution of

athletics training camps within these regions. In total 16 training camps were visited across the counties mentioned.

3.7 Validity

Validity refers to the accuracy and meaningfulness of inferences, which are based on the research results. According to Mugenda and Mugenda (1999), the usual procedure in assessing the content validity of a measure is to use a professional or expert in a field which helps in discovering question content, correction in the wording and the sequencing.

For purposes of this study the questionnaire designed for athletes, together with the key informant interview guide, were both subjected to a validation process for face and content validity. Face and content validity have been defined by McBurney (1994:123) as the following:

- Face validity is the idea that a test should appear superficially to test what it is supposed to test; and
- Content validity is the notion that a test should sample the range of behavior represented by the theoretical concept being tested.

In the validation process of this study, copies of the questionnaire, the key informant interview guide and copies of the research questions were given to the supervisor.

The expert went through the research questions and the data collection tools carefully to ascertain the appropriateness and adequacy. Any changes and recommendations from the supervisor were factored and included in the instruments to make them more responsive to the requirements of the study.

3.7.1 Reliability

Reliability of the data collection instrument is the consistency of measurement and frequently assessed using a test– retest reliability method (Mugenda and Mugenda, 2003). Reliability enables the researcher to identify the ambiguities and inadequate items in the research instrument; where the instrument reliability is the dependability, consistency or trustworthiness of a test.

After validation of the instruments, a pilot testing was carried out on the tools using 30 athletes for the questionnaire and 2 sports journalists for the key informant interview guide. This was carried out in Nairobi and it was done to find out:

- in what way the respondents will reply to the questions in the tool;
- if the tools are clear enough and effortlessly understood;
- if there may be a requirement to add more queries in certain sections;
- whether there are some questions to which they would not like or are uncomfortable to respond;

This was also done to determine the suitability of the anticipated technique of data analysis for the study.

3.8 Data Analysis and Presentation

This process encompasses reviewing collected data and inferring meaning in a methodical and structural method. It includes looking at what has been gathered and making meaning out of it (Mugenda and Mugenda, 2010). The data collected from the athletes was coded, evaluated and examined quantitatively. The data was assessed through SPSS and presented as tables, graphs and pie charts.

Data which was collected from sports journalists, who were the key informants, was first transcribed into textual form. The data was then organized according to the objectives before being coded descriptively where it was organized according to the central themes. The data was finally analysed deductively where the research questions were used as a guide for grouping and analysis.

3.9 Ethics

The goal of ethics is to ensure that the factors that would put the findings of this study into disrepute are mitigated and that the study does not in the long run harm anyone. Given the normally sensitive relationships between researcher and respondents, the researcher finds it appropriate to put in place reasonable safeguards grounded on moral contemplations and necessities. Subsequently, the data received by the researcher during the study period, as is indicated in the data collection tools, will be treated in confidence and will be used purely for academic purposes. Names of respondents will also not be used or mentioned in this study.

The researcher observed and adhered to all university requirements during the period of conducting this study. He was issued with a Certificate of Fieldwork (see appendix 3) before the data collection exercise. He was also issued with a certificate of corrections (appendix 4) after data collection and final defence. Finally, an anti-plagiarism report indicating originality of the work (appendix 5) was issued.

Besides the aforementioned, the researcher also finds it appropriate to disclose the following;

3.9.1 Honesty

The researcher is a Corporate Communications Officer at ADAK and benefitted from accessing information that may not be easily available to the public. However fully cognizant of the cardinal requirement of the integrity of the findings the researcher ensured that he did not use the privilege to arrive at a pre-determined outcome.

3.9.2 Objectivity

In view of the position the researcher holds was able to access information from bodies such as sports federations with ease compared to any other researcher from a different field. This is due to the benefit of professional relationships cultivated in the line of duty. The researcher also ensured that he remained objective though cross-checking facts with other relevant authorities and bodies. In addition, the researcher has wide networks within the media owing to his position as a Corporate Communications Officer at ADAK. This has, however, not been used in any way to influence the findings of this study.

3.9.3 Confidentiality

Given that this study involved review of a wide array of secondary data such as records on athletes who have been cited for ADRVs the researcher undertook to ensure that private information and any other information deemed to be sensitive was handled with the highest levels of confidentiality and will not be used for any other purpose other than informing this study. During the data collection exercise, the researcher also placed the highest premium on the confidentiality of respondents and thus has not revealed any of their identities. This is the reason that findings obtained from key informants are presented as findings from respondent 'A' to 'D'.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Overview

The chapter discusses the findings from 408 respondents which includes questionnaires completed by 404 middle and long-distance runners and the findings of interviews conducted on 4 sports journalists in Kenya. Out of the targeted 416 respondents (middle and long-distance runners) who were intended to reply during this study 12 declined to answer the questionnaire. The study had thus included an extra 16 respondents to the athletes sample size so as to deal with the challenge of non-responsive subjects.

4.1 Middle and Long-Distance Runners

Questionnaires were administered to middle and long-distance runners in Kenya whose age ranged from 16 to 40 years. The athletes are also competing at National or International level. Before filling in the questionnaire, which was administered through the Open Data Kit (ODK), the respondents were requested to consent to responding to the questionnaire through indicating their willingness to participate in the study. The data from the questionnaires were statistically analysed using SPSS version 11 program.

4.1.1 Media and Messages against Doping

a) Athlete Knowledge Levels

The study sought to find out whether the respondents had ever encountered any message on doping from the media and 96.3% of the respondents (389 athletes) had heard about doping from the media while 3.7% which represents 15 athletes had never heard about doping from the media. This means that there still exists a group of athletes who have not encountered any media message on doping.

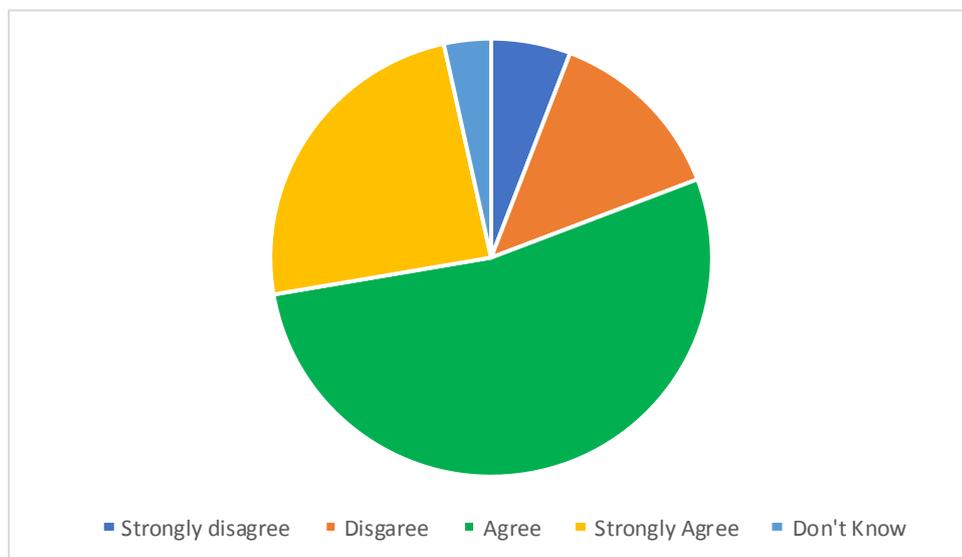
The follow up question for the 389 respondents sought to find out from which media the 96.3% respondents had heard about doping. The study found that 211 respondents (54.2%) had heard about the topic through radio, 310 respondents (79.7%) had encountered information about doping through TV, 153 (39.3%) through newspapers, 31(8%) through Twitter, 150 (38.6%) through Facebook, 50 (12.9%) through WhatsApp, 15 (3.9%) through email, 47 (12.1%) through Google, 40 (10.3%) through

YouTube and 6 (1.5%) through Telegram. This is an indication that athletes competing at this level listen more to radio than any other media. It is also a sign that media messages against doping would reach a larger audience of the athletes if disseminated through radio.

b) Reliability of Media in Creating Awareness Against Doping Among Athletes

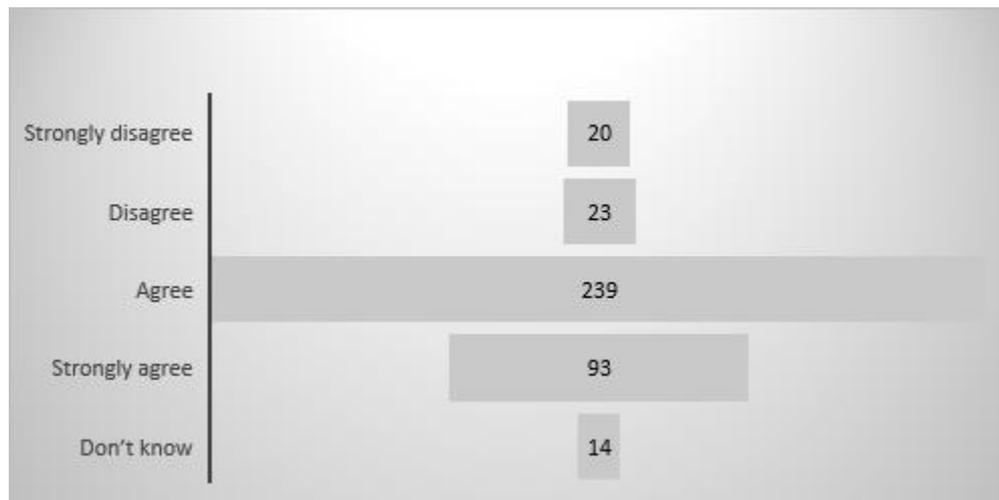
The study employed the use of a Likert scale in trying to understand the reliability of the media as a source of information on anti-doping. Five statements were put out to the respondents and their responses were classified under; Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree and Don't Know.

Figure 4.1: The media is effective in creating proper awareness on effects of doping among athletes in Kenya



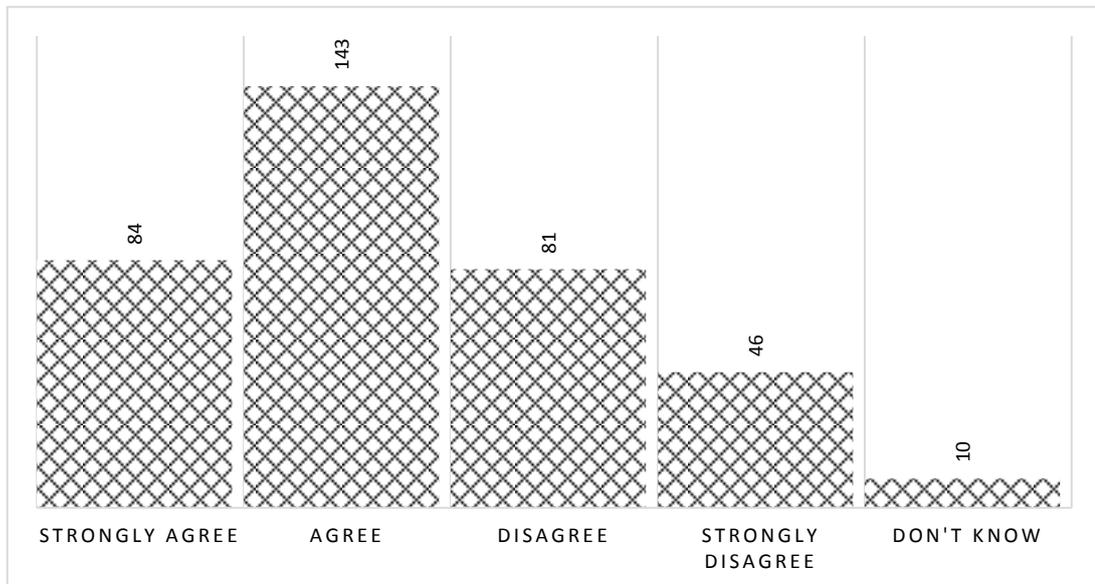
The study revealed 290 respondents (71.8%) agreed with the statement that media is effective in creating proper awareness on the effects of doping, while 72 respondents (17.8%) disagreed. 13 respondents (3.2%) did not know whether the media is effective in creating proper awareness on the effects of doping while 29 (7.2%) remained neutral. The table indicates that the media plays a significant role in enlightening athletes on the effects of doping. This means that media campaigns against doping are bound to be effective.

Figure 4.2: Awareness on doping created by the media in Kenya is helping reduce usage of banned substances by athletes



The study found out that 332 respondents (82.2%) agreed with the statement. This indicates that the Kenyan media has played a significant role in influencing the behaviour and practice of athletes with respect to the use of prohibited substances. It shows that the media in Kenya has, unintentionally or not, contributed to the fight against doping by influencing athlete behaviour. This is further reinforced by the concept of the Theory of Reasoned Action which postulates that the media acts as external stimuli influencing attitudes which ultimately has an effect on behavioural intent.

Figure 4.3: I rely on the Kenyan media as a source of information against doping in sport



The study found that while 227 respondents (56.2%) agreed with the statement above, 127 respondents (31.4%) disagreed with it. This shows that there is a huge number of athletes whose decisions and ultimately behaviours, with regard to usage of prohibited substances, are not affected by the Kenyan media.

Inversely, the study also revealed that three media houses in Kenya do not have a policy on capacity building for members of staff. The study also found out that even in the one with the policy, sports journalists only access such opportunities at the discretion of their Human Resources departments.

“We have a situation where our employer has not put in place measures to promote technical capacity development among staff because such a policy doesn’t exist. This means that for a sports journalist like myself attending an anti-doping sensitisation forum would be when I am off-duty. Likewise, it means that even if an invitation to attend such a forum came to my employer they would not action on it as there is no framework for staff to attend seminars or trainings that they have financed,” (Respondent C, 10th July 2018)

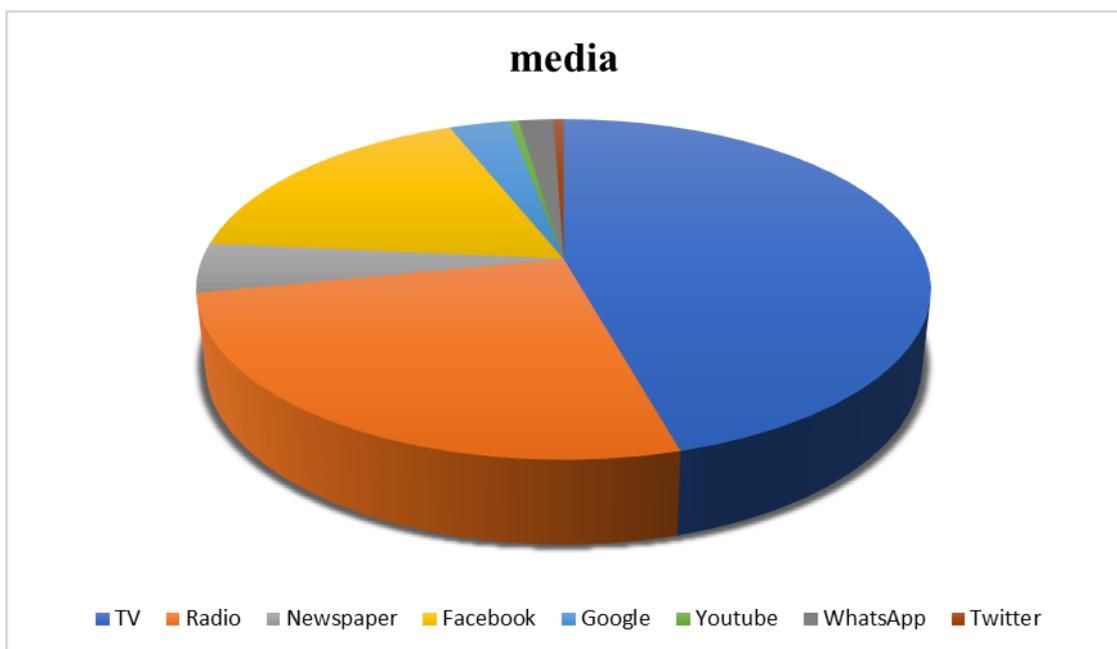
Respondent B indicated that the media house they work for has a training policy only that it has no provision for anti-doping training. This points to weakening of the media’s ability to effectively contribute to the dissemination of information about anti-doping and eventually through their education role also contribute to the

development of the sports sector. In addition, lack of this important policy leads to an unempowered media whose workforce's ability to respond to emerging issues and eventual contribution of the socio-economic well-being of the country is affected.

i. I can easily differentiate between normal sports news and messages against doping from the Kenyan media

When probed on whether they can easily differentiate between normal sports news and messages against doping from the Kenyan media 340 respondents (84.1%) agreed. This means that if well-crafted and targeted, media messages against doping can be effective in changing behaviour among athletes.

Figure 4.4: Preferred Media for Receiving Messages against Doping



The study revealed that 43.3% of the respondents (175 respondents) chose TV, 24.8% (100 respondents) chose radio, 16.6% (67 respondents) chose Facebook, 4.5% (18 respondents) chose newspapers, 3% (12 respondents) chose Google, 2% (8 respondents) chose YouTube, 1.7% (7 respondents) chose WhatsApp and 0.5% (2 respondents) chose Twitter.

The findings reveal that broadcast media is the most preferred by athletes for receiving messages against doping. This can be attributed to its visual and hearing features since it can respond to the needs of those who are visually impaired or those with hearing problems. In addition, broadcast media is widely spread across the

country especially with the advent of vernacular radio and TV stations which serve the communication interests of particular regions. Interestingly, while most of the athletes are educated, only 18 chose newspapers as a preferred mode of receiving messages against doping.

4.1.2 Suitability of Messages on Doping to Athletes

The study found out that 64.9% of the respondents which represents 262 athletes agreed that messages by the Kenyan media influence their usage of prohibited substances during competitions and when they are also not competing. It also found that 125 respondents (30.9%) indicated that the media does not influence their usage of banned substances when they are in and out of competition. This means that there is a large number of athletes in Kenya whose actions with respect to the usage of substances considered as performance enhancing is not influenced by the media. Behaviour change communication experts and regulators engaged in promoting anti-doping activities can utilize this opportunity to ensure that the remaining percentage of athletes are also covered by media messages.

Those who responded positively gave a range of explanations on how the media has influenced their usage of performance enhancing substances with 37.4% (98 respondents) indicating that the media has influenced them through providing information on the consequences of doping, 20.6% (54 respondents) indicated that through the media they had gained knowledge of banned substances, 17.9% (47 respondents) revealed that they have been affected by the media through creation of awareness on the effects of doping, 16.8% (44 respondents) said the media had cautioned them on the dangers of doping while 7.3% (19 respondents) said the media had influenced their usage of performance enhancing substances through creating awareness on over the counter drugs. However, 154 respondents did not indicate how the media influences them. This is a big group of athletes who communication strategists in the anti-doping field need to address to ensure that their messages are effective.

The study further examined the respondents' attitudes towards the media and reporters covering doping stories among athletes. A Likert scale was used to collect data on athlete responses to the following questions:

i. The media in Kenya provides accurate coverage on doping issues all the time

The study found that 113 respondents (28%) disagreed that the media in Kenya provides accurate coverage on doping issues all the time while 236 respondents (56.7%) agreed with the statement, 13 respondents (3.2%) did not know while 42 respondents (10.4%) were neutral. While more than half the respondents agree with the statement, there is also a significant percentage of those who disagree with it and this is an indication of the level of confidence that athletes have in the Kenyan media.

This is supported by the statement by the then WADA Senior Manager, Media Relations, Ben Nichols (2015) on the understanding by media on the important role of their contribution to the anti-doping realm which ultimately leads to improved understanding of the guidelines and procedures that organizations in the anti-doping sector work with. It is also an indicator of the importance that sports journalists in Kenya have placed on the need to understand this area as it has a direct impact on how they carry out their duties of reporting on anti-doping.

The study further interrogated key informants on whether they believed that lack of knowledge on anti-doping affects how they report on doping cases among athletes. All respondents indicated that lack of knowledge leads to inaccurate reporting due to misrepresentation of facts. Respondent A indicated that it would lead to breaking of the law especially when a journalist unknowingly reports on matters that are actively before court.

“Most of us are not aware of the requirements by the new anti-doping laws in Kenya. This means that we may end up revealing the names of athletes who have active matters before court in our endeavor to inform the public but find ourselves on the wrong side of the law.” (Respondent A, 15th July 2018)

Respondent B revealed that lack of knowledge would result to lack of capacity by the journalists to simplify tough scientific terminologies associated with the area of anti-doping while respondent C indicated that lack of knowledge leads to publication of imbalanced stories. Respondent D revealed that lack of the knowledge leads to ignorance on the part of the journalist in relation to the list of prohibited substances and this makes their stories incomplete. The respondent added that without an understanding of this list a journalist reporting on a doping case may not effectively tell the audience the effects of the substance in the athlete’s body. This leads to

exhibition of lack of knowledge to a more experienced audience especially those handling anti-doping related responsibilities.

ii. I am satisfied with the level of coverage on doping issues among athletes by the Kenyan media

The findings were that 120 respondents (28.8%) were not satisfied with the amount of coverage of doping issues among athletes by the Kenyan media while 243 respondents (58.4%) were satisfied. In addition, 12 respondents (3%) did not know while 27 respondents (6.7%) were neutral. While the largest percentage of the respondents are satisfied with the amount of coverage there is also a significant majority that feels otherwise. This means that there is still a lot of information on anti-doping that athletes are yearning for.

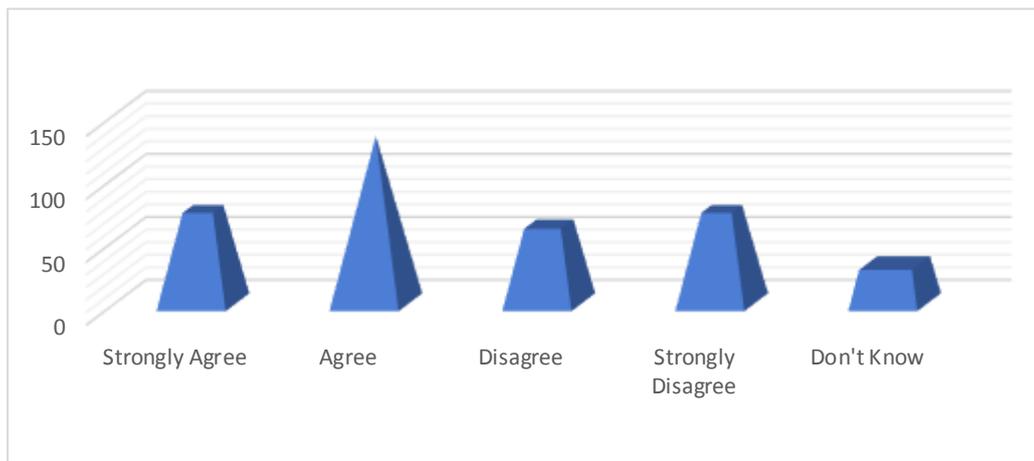
4.1.3 Views to the Media from Athletes

The study found that 23.6% of the respondents (95 athletes) said the media should conduct further research on cases involving doping by athletes before reporting while 19.9% (80 respondents) said that the media should educate athletes more on doping. Another 11.2% (45 athletes) said that the media should engage in persistent and accurate reporting while 13.23% (53 respondents) suggested that the media should give accurate information, 29.8% (120) athletes recommended to the media to improve their channels of communication of anti-doping issues to include radio, TV, Facebook and even use vernacular and lastly 2.5% (10 respondents) did not give a comment.

4.2 Anti-Doping Sensitisation for Sports Journalists

The finding on whether Kenya's middle and long-distance runners think that sports journalists in Kenya are well trained in the coverage of doping cases as illustrated in Figure 4.5 was as follows;

Figure 4.5: The Kenyan Media Has Well Trained Reporters Who Simplify Complex Issues When Covering Doping Cases



The study found out that 206 respondents (49.5%) agreed while 119 of them (28.6%) disagreed with the statement. It further revealed that 31 respondents (7.7%) did not know while 48 (11.9%) were neutral. While the greatest number of respondents agreed with the statement, a significant majority also felt otherwise. This ties to the findings by Haiman et al (2003) that although the public compliments the expert and specialized skills of journalists it feels that journalists lack a reliable understanding of the complex world they have to expound to the public.

This ties to the finding that out of the four key informants three had attended a sensitisation on anti-doping within the past year. Those who had attended the sensitisation were probed on how it assisted their reporting of doping cases among athletes in Kenya.

The three revealed that they had acquired a deeper understanding of issues surrounding doping among athletes and thus were able to better report on doping cases without jeopardizing ongoing investigations or active court cases. Respondent A indicated that the sensitisation had assisted them acquire knowledge on how to better approach athletes that have been sanctioned to get their side of the story without whipping up emotions. Another respondent revealed that they acquired knowledge on terminology used in the anti-doping world and this has enhanced their reporting on the issues. Another respondent gained a better understanding of the prohibited substances and this has helped them authoritatively report on doping cases among athletes in Kenya. This data points to the ability for sports journalists in Kenya to

break down the messages associated with anti-doping despite their being looked at as complex matters. This finding corresponds to a recommendation by Zabala et al (2013) on the importance of proper understanding of doping which has been largely studied from a biomedical point of view. Giles (2001) underscores the importance of journalists being well grounded on their respective areas of interest. He argues that this is best way through which journalists can escape the pitfall of being misled by sources of their stories (in this case it could be medical doctors and researchers, coaches, athletes and even sports federations).

The study sought to find out the effect of not attending an anti-doping sensitisation seminar, workshop, training or technical assistance session organized or sponsored by their employer on the respondents' work. This question also sought to investigate if media houses have positioned themselves to carry out capacity building for their sports journalists with a view to prepare them adequately for the new anti-doping phenomenon. Only one of the respondents had been sponsored by their organization within the past year to attend a sensitisation forum organized by ADAK in Mombasa County in February 2018. Respondent B revealed that they had attended the seminar without any form of support from their employer and that they had done so through their personal interest in the anti-doping sector given that they report on athletics.

“I attended an anti-doping workshop organized by ADAK out of my own initiative as my employer has no policy on sponsoring staff for such activities. As an athletics reporter I felt it is important for me to be sensitised on anti-doping as this is a new field and it has a direct impact on my area of specialisation. Unfortunately, in the absence of my employer's support this may be difficult as getting time off frequently for such might be a challenge.” (Respondent B, 24th August 2018)

The respondent further pointed out that not attending such a forum would greatly affect their confidence when reporting on a doping case especially one touching on an elite athlete. When probed on how lack of exposure to knowledge on anti-doping issues affects their framing of stories about doping among athletes in Kenya, respondents A, B and C revealed that they end up misleading their audiences, frame the stories improperly thus filing low quality news items and that they are forced to conduct deeper research and in the process lose valuable time which results in news reports that are said to be stale.

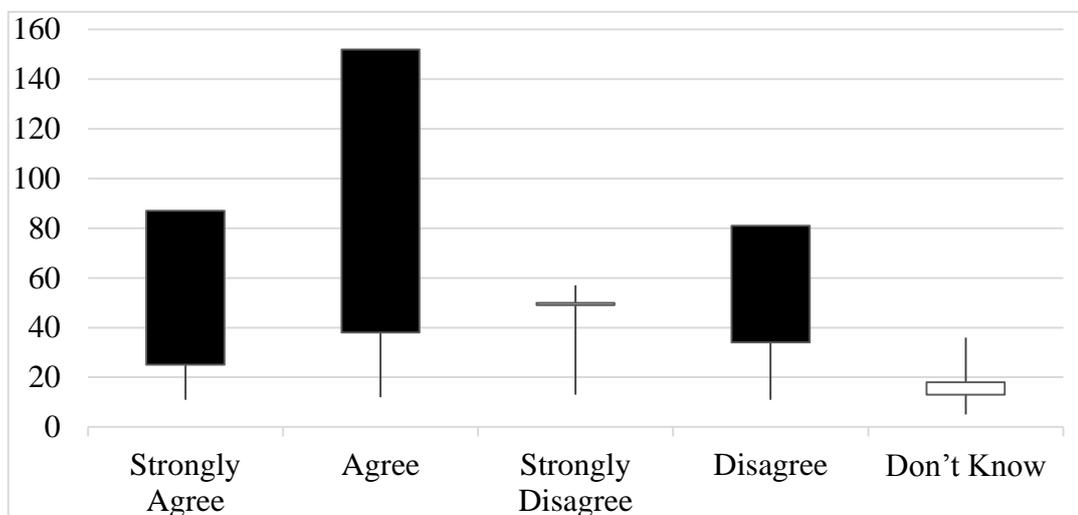
Specifically, respondent A revealed that lack of the exposure leads to the stories on doping among athletes in the country lacking the relevant prominence associated with such hard news stories since editors also lose confidence on the writer’s ability to comprehend issues surrounding anti-doping.

“If you are not well grounded on anti-doping issues as a sports journalist you run the risk of having your story being used as a filler despite confirmed reports of doping on, for instance, a high-profile athlete. This is because when you lack the proper technical understanding of these issues the editor loses confidence in your ability to comprehend and break down the issues to the public. To also avoid legal pitfalls, the editor will trim the story to safe levels and in the process, it loses the prominence it may have had.” (Respondent A 15th July 2018)

Robert Haiman (2003) established that although the public respects the professional and technical skills of journalists it (the public) lacks confidence in the ability of the same journalists to authoritatively report on those matters the public feels are too complex. This greatly waters down their dependability and believability.

This finding is in line with the one in which the respondents agree that the Kenyan media is concerned with the well-being of athletes in their coverage of anti-doping cases as illustrated in figure 4.6.

Figure 4.6: The Kenyan Media is Concerned with the Well-Being of Athletes in its Coverage of Doping Cases



When asked whether they felt that the Kenyan media is concerned with the well-being of athletes in its coverage of doping cases 239 respondents (59.1%) agreed while 130 (31.3%) disagreed. The remaining 13 (3.2%) did not know while 22 (5.4%) were neutral. This is a clear indication that the media messaging has been highlighting content surrounding the dangerous and/or harmful nature of performance enhancing substances.

Media houses in Kenya have not fully utilized and exploited the opportunity that anti-doping has brought with it to ensure proper training of sports journalists in this area. What this has resulted in is the media's treatment of a sanction as the biggest news coming out of anti-doping while ignoring the other important issues surrounding the area such as the role of a NADO, the policy framework guiding anti-doping and the key stakeholder role in the anti-doping process.

The study revealed that all media houses sampled have an editorial policy. The respondents also revealed that the policy does not hinder their coverage and reporting on doping related cases so long as they have observed the basic rules of journalism and that they have not offended the requirements of the policy.

“My media house has a general editorial policy that guides the operations of all journalists within our organization. It does not have anything specific on anti-doping. But as a sports journalist I feel that since cases of doping among athletes fall within the same framework of reporting as other news, we need not necessarily have a specific clause covering the issue in the editorial policy as the principles of news still don't change,” (respondent D, 26th August 2018)

4.3 Framing of Stories on Doping Cases

Frames can be defined as organising ideas or themes, ways of linking together stories historically, building up a narrative over time and across political space (Arowolo et al 2017).

To be able to identify framing in the news, (Entman, 1991) identifies five popular ways for framing news stories:

- Conflict – clashes between parties can be given priority, as opposed to the definite decision made.
- Human Interest/Personalisation – presenting a story with human face, personality is promoted over more important aspects.

- Consequence – repercussion can be wide ranging. Pursuing a policy may be imprudent in terms of the status of a nation internationally.
- Morality – media coverage can often moralise, sometimes due to the errors of actors; or other, policies can be seen as ethically doubtful.
- Responsibility – attributing obligation, either for a cause or a solution.

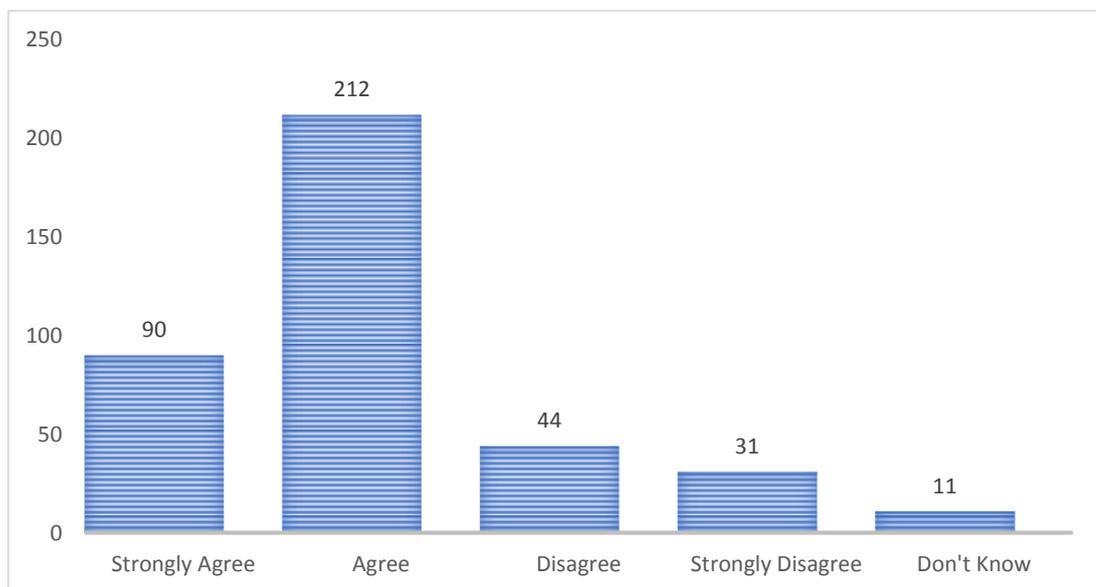
The study found out that the main factors informing the framing of doping stories by Kenyan athletes among sports journalists are; the complexity of the issues surrounding doping due to its technical nature; the stature of the athlete in question since stories involving international level athletes will attract more attention than those involving national level athletes; legal requirements prohibiting publishing of an athlete's name without the case having gone to full hearing, judgment delivered and appeal channels exhausted which makes the story stale; education role of the media where journalists are supposed to ensure that they simplify the complex issues to their audiences without influencing their understanding; and confirmation of such cases by authorities concerned such as ADAK and WADA to ensure fairness in reporting.

“Before I write a story about a doping case involving an athlete in Kenya I have to ensure that I have first read about the prohibited substance that they are accused of having used. This is because my story would be incomplete without information regarding the effects of that substance and the methods through which it can find its way into an athlete's body. Also, I do not want a story that will leave the viewer more confused about the subject matter, so I have to be careful not to come up with an opinion piece in the name of a news story.”
(Respondent A, 15th July 2018)

This points to the media's role in shaping perceptions among their audiences and the public. With respect to the Framing Theory of the Media the aforementioned factors act as the interpretive framework utilized by the Kenyan sports media in their quest to ensure that their story is accessible to a broad and heterogenous public for comprehension of the message. The frames within which doping cases among athletes are presented to the public are chiefly informed by the ability of the reporters to interpret issues while also ensuring that they do not add their opinion to the product which is the news story.

This is further supported by the finding in which the respondents agree that stories appearing in the media in Kenya about doping among athletes are on subjects that they (athletes) care about. The framing theory of the media is seen as being effectively applied in the way in which sports journalists place their stories on doping among athletes which is manifested in the finding as illustrated in figure 3 which shows how the different frames affect audiences.

Figure 4.7: Stories In The Kenyan Media On Doping Among Athletes Are On Subjects That I Care About



The study revealed that 75 respondents (18.6%) disagreed while 302 respondents (74.8%) agreed, 11 respondents (2.7%) did not know while 16 respondents (4%) were neutral. This indicates that the athletes have been keen on media content relating to matters related to anti-doping.

One of the issues identified as informing the framing of stories on doping cases by sports journalists is the complexity of the anti-doping realm. This also ties with the theory of Reasoned Action's concept of external stimuli influencing a person's attitudes which eventually determines their behavioral intent.

The way in which media stories touching on doping are packaged by sports journalists is greatly dependent on their understanding of the issues. Generally, the media is a transmitter of culture through language and messages. Since athletes are part of society, their subjective norms will be reinforced by the media's activity of

information dissemination. Presentation of doping athletes as ‘cheats’ instead of using words such as ‘dopers’ would significantly affect the athletes’ subjective norms. Baresch et al (2011) view the media’s messages as carriers of social meaning and as a reflection of society’s predominant uniting values. Selection of words used in media stories touching on doping cases among athletes is one of the determinants of the effect the stories have on their audiences as journalists reduce complex situations to simple themes effectively shaping interpretations.

i. I can select messages against doping from the media in Kenya and they influence my practices as an athlete

The study found out that 338 respondents representing 83.6% agreed with the statement. While only 40 respondents disagreed, the finding relates to the education levels among the respondents which showed that only two out of the 404 respondents had not completed primary education. This therefore means that the respondents are able to decode and understand anti-doping messages from the media without being distracted by other media stories. This finding also points to the effectiveness of the frames used by media in the dissemination of their messages.

Other factors mentioned by the respondents include; the realization that doping has brought national shame to a country that is renowned for its track and field prowess and the call of national duty to help alleviate the menace; having prior knowledge on the circumstances under which some athletes are sanctioned and the need to reveal this to the public; leaked information about an impending sanction which is not being confirmed or denied by authorities mandated to handle anti-doping issues either locally or internationally; and the right of reply on the part of the accused athlete. These responses affirm the fact that being part of a social setting, journalists must ensure that they always abide by strict principles of journalism and report events as they happen. One of the factors identified as informing the framing of stories on doping among athletes in Kenya is the journalist’s prior knowledge of the factors that pre-disposed the athlete in question to doping. Scandal coverage is an important component of framing and it guides how frames (whether negative or positive) are developed. Denham (1996) examined negative frames as constructed by the media in their coverage of the use of steroids in athletics across all levels and how it eventually led to the enactment of anti-steroid law.

CHAPTER FIVE
SUMMARY OF THE FINDINGS, DISCUSSION CONCLUSION AND
RECOMMENDATIONS

5.0 Summary of Findings

This study investigated how the media plays the role of eliminating the doping menace among athletes taking part in Kenya's most famous sport: athletics. From the data analysis conducted on the responses by 404 middle and long-distance runners it is clear that the media plays a pivotal role in influencing their activities in so far as their behaviours and choices on doping is concerned. In addition, the study has also found out that education levels among the athletes have far-reaching impacts on how they select and respond to specific media messages about doping and this has effectively influenced their choices.

a) To find out if sports journalists in Kenya are adequately sensitised about anti-doping

Similar to the findings of the study by Baltimore and Maryland on the mastery of content of areas of reporting by journalists, this study found out that sports journalists in Kenya lack proper awareness on anti-doping matters and this affects the manner in which they frame their stories. Given the fact that this phenomenon is studied mainly from a biomedical approach as indicated by Sanchez and Zabala (2013) Kenyan sports journalists, as the study found, do not have the technical grounding in the area of expert training on anti-doping.

This lack of knowledge on the matters could lead to sports journalists falling victims to specialists in the field who will provide them with the information but with a certain agenda. For instance, medical doctors handling different teams would provide a sports journalist with information regarding usage of performance enhancing drugs by a rival athlete with the view to ensure that their candidate clinches a coveted slot for an upcoming national team championship. The interpretation of the circumstances under which the substance is found in the athlete's body could be misrepresented to look like intentional doping while there could be other factors which may have led to the substances being found in the athletes body. A good example could be medication prescribed by a physician which was ingested by an athlete.

b) To investigate the most preferred medium of receiving ant-doping messages by Kenyan middle and long-distance runners

Out of the 404 respondents sampled in the study 107 were middle distance runners while 207 were long-distance runners. Out of these respondents 74.3% athletes have completed secondary school and above while 25.7% have completed primary school and below. The study revealed that the internet (Twitter, Facebook, Email, Google, YouTube and Telegram) is the greatest source of information on doping among the runners in Kenya with 84.2% of those who have gone beyond secondary school indicating so while 86.8% of those who have attained primary school education also heard about doping from the internet. This is a clear indication that the penetration of internet has greatly assisted and enhanced access to information about doping and that athletes have also taken advantage of this technological development.

c) To investigate the type of anti-doping media messages received by middle and long-distance runners in Kenya

The study established that athletes receive varied anti-doping messages from the media and they are able to differentiate them from normal sports news. It found that 180 athletes, representing 44.6%, revealed that they had received information on the consequences of anti-doping from the media. The other 29.7% representing 120 athletes revealed that they had received messages about banned substances while 25.7%, which represents 104 athletes, said they received messages about the danger of using over-the-counter drugs. This shows that there are different types of messages on anti-doping disseminated by the media (internet, broadcast, print) and that athletes are keen to decode the meanings. This finding supports the one on athletes being able to differentiate between normal sports news and anti-doping messages. It also supports the finding on media messages against doping affecting the choices made by athletes when competing or out of competition. The Theory of Reasoned Action (Ajzen and Fishbein, 1975) establishes a linear sequence of cognition (beliefs), affects (attitude), conation (behavioral intention) and behavior. The media reinforces dominant beliefs as held by society. In the case of doping the media presents varied information on the dangers and prohibited substances. It affects the athletes beliefs and eventual behavior.

d) To examine the suitability of the anti-doping media messages among middle and long-distance runners in Kenya

The study found out that a significant number of runners do not rely on the Kenyan media as a source of information against doping in sport. Similarly, the study found out that the media messages against doping influence the practices by athletes and ultimately affect the decisions they make.

The study sampled 106 female athletes competing in the middle and long-distance categories. Gender has been seen to also influence the responses to media messages by the athletes. The study found out that out of the total number of female respondents only 41 have heard about doping through print media. On the other hand, 112 male athletes have heard about doping through print media. The study found out that all female respondents have heard about doping through broadcast media and the internet.

With almost equal representation of the athletes engaging in national (203 respondents) and international (201) athletics the study found that 23.1% of the national level runners do not think the media is effective in creating proper awareness concerning effects of doping substances among athletes in Kenya. On the other hand, almost all international level runners (98%) agree that the media is effective in creating proper awareness concerning effects of doping substances among athletes in Kenya.

From the study both categories of athletes (national and international level) agree by over 80% that awareness on doping created by the media in Kenya is helping reduce usage of banned substances by athletes.

The study also revealed that 83.1% of middle-distance runners can easily differentiate messages against doping from normal sports news by the Kenyan media. It was also found out that 95.6% of long-distance runners can easily make the difference between the two media messages.

e) To investigate factors informing the framing of stories on doping cases by sports journalists in Kenya

This study found that there are various factors informing framing of stories on doping by sports journalists in Kenya. The most outstanding was lack of professional training

which will enable the journalists understand the complex nature of the anti-doping phenomenon. This, the study established, is affected by lack of proper professional development mechanisms within media houses where opportunities for training especially for sports journalists are limited. This is further compounded by the fact that some media houses lack capacity building policies for their members of staff. This ultimately affects the quality of stories by sports journalists.

In line with the study by Cohen (1972) this study also finds that lack of proper understanding of the subject matter; doping, by sports journalists in Kenya means that the media can easily end up creating false impressions through their selective presentation to the public as they choose what is newsworthy and what is to be concealed. This asymmetric illustration of events will in the long run affect how the public, and specifically athletes, end up viewing matters surrounding doping. In addition, this would greatly impact on the type of frames adopted by sports journalists.

The finding above can also be related to the conclusion that sports journalists in this country believe that lack of knowledge on anti-doping affects how they report on doping cases. This is further buttressed by the realization that some media houses in Kenya lack a capacity building policy which would provide some of the reporters with the necessary skills to effectively cover doping cases among athletes.

5.1 Conclusion

While a few Kenyan sports journalists have attended seminars or workshops on anti-doping and are aware of the social, economic and legal issues surrounding reporting on doping cases among athletes in Kenya, most of them lack the information on how to report on such cases due to the complex nature of the phenomenon and this affects the way they report.

The main factor affecting how sports journalists in Kenya report on doping cases among athletes is the technical nature of the subject. Those who have not been sensitised or attended workshops on how to report about doping cases encounter difficulties when framing such stories and either end up misrepresenting facts or filing stories that would expose them to litigation either from the athletes or authorities legally mandated to handle doping cases.

The quality of reporting by Kenya's sports journalists, due to the lack of proper skills exposure to anti-doping issues, affects their role as society's watchdog against social ills such as doping among athletes. This leads to their ineffectiveness to properly conduct exposés that would assist stakeholders deal with the menace.

Athletes, who are the target audience in messages aimed at combating doping, recommend that the media needs to improve its use of vernacular to relay messages against doping. While the study has revealed that Kenyan sports journalists have not been sufficiently capacity built on anti-doping issues, ensuring that their messages against doping are translated to vernacular languages for better effectiveness is a challenge.

Kenya's middle and long-distance runners are educated and can clearly understand media messages against doping. The media, specifically the internet (Facebook, Twitter, Email, Google, YouTube and Telegram) is the most effective in dissemination of messages against doping to all middle and long-distance runners despite their education levels.

The media in Kenya influences the choices made by the country's middle and long-distance runners in relation to the use of performance enhancing substances. Broadcast (radio and TV) are the most influential in encouraging the athletes not to use performance enhancing drugs which means that messages relayed by the Kenyan media are suitable in impacting behavior by athletes.

5.2 Recommendations

Based on the findings of this study recommendations were made as follows:

5.2.1 WADA

The study found that awareness levels on anti-doping issues among athletes is low. This means that their capacity to effectively report on and ultimately influence behavior among the target audience is greatly hampered. This study recommends that WADA should explore ways of enhancing capacity building opportunities for sports journalists in Kenya.

5.2.2 Government of Kenya

The study has established that ADAK has conducted less than three sensitisation forums for sports journalists since inception. It therefore recommends that the ministry avails more resources to the Agency to ensure that there are more sensitisation forums conducted by the Agency to build capacity among the journalists.

Since most media houses in Kenya have no policies on training of staff the study recommends enactment of strict legislation requiring all employers in the country to invest in professional development of their members of staff.

5.2.3 Media

All media houses should develop and implement a capacity building policy that ensures sports reporters are exposed to anti-doping seminars and workshops at least once each year. In addition, the government should ensure that all media houses have a capacity building policy for their reporters.

The media in Kenya should invest in the use of the internet and vernacular channels in its efforts to relay messages aimed at curbing doping among athletes. This is because with the expansion of internet services, the study found out, most athletes prefer getting messages on anti-doping through the internet and through their vernacular radio stations.

Further research should be conducted on how the media can be incorporated in strategic campaigns aimed at curbing doping among athletes with a specific interest on the interface between the freedom of expression and the right to access information. This is because the anti-doping world is heavily regulated especially when it comes to disclosure of some information touching on athletes.

Regular research on athletes' changing preferences concerning the media channels through which they want to receive messages aimed at curbing doping should be conducted to ensure that communication and behavior change specialists develop messages which respond to the prevailing communication needs.

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SECTION B

1. Which level of athletics do you engage in?

National International

2. Which category of athletics are you competing in?

Middle distance(400m-1500m)
Long-distance (3000m and above)

SECTION C

3. Have you ever heard about doping from the media?

Yes No

If Yes, through which medium?

Radio	TV	Newspaper	Twitter	Facebook
WhatsApp				
<input type="checkbox"/>				

Google	YouTube	Telegram	Email
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. To What extent do you agree with the Following Statements?

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a. The media is effective in creating proper awareness concerning effects of doping substances among athletes in Kenya					
b. Awareness on doping created by the media in Kenya is helping reduce usage of banned substances by athletes					
c. I can pick out messages against doping from the media in Kenya and they influence my practices as an athlete					
d. I rely on the Kenyan media as a source of information against doping in sport					
e. I can easily differentiate between normal sports news and messages against doping from the Kenyan media					

5. What type of messages against doping have you identified from the media?

6. Has the media in Kenya influenced your usage of banned substances in and out of competition?

Yes

No

I don't Know

If 'Yes' Explain _____

7. Out of the following options, which one do you prefer the most in encouraging you not to use performance-enhancing drugs? (please tick one only)

Radio	<input type="checkbox"/>	Newspapers	<input type="checkbox"/>
TV	<input type="checkbox"/>	Magazines and newsletters	<input type="checkbox"/>
	<input type="checkbox"/>		

Facebook

YouTube

Twitter

WhatsApp

Google

SECTION D

Please tick where appropriate

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. The media in Kenya provides accurate coverage on doping issues all the time					
2. Stories in the Kenyan media on doping among athletes are on subjects that I care about					
3. I am satisfied with the level of coverage of doping issues among athletes by the Kenyan media					
4. The Kenyan media is concerned with the well-being of athletes in its coverage of doping cases					
5. The Kenyan media has well trained reporters who simplify complex issues when covering doping					

cases

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SECTION E

8. What would you recommend to the media to improve their reporting on doping issues?

Thank you for responding!!

ANNEX 2

**A RESEARCH PROJECT ON THE ROLE OF THE MEDIA IN CURBING
DOPING AMONG MIDDLE AND LONG-DISTANCE RUNNERS IN KENYA**

MEDIA Key Informant Interview Guide

Thank you for taking time to participate in this interview. Any information received during this exercise shall be treated with confidentiality and shall only be used for this study only.

SECTION A

Respondent Title _____

Age _____

Media House _____

County _____

Highest level of education attained _____

SECTION B

1. Have you ever attended any sensitisation forum on Anti-Doping?

Yes ()

No ()

(IF YES, please explain:) How has this sensitisation assisted in your reporting of doping cases among athletes in Kenya?

2. Do you believe that lack of knowledge on Anti-Doping affects how sports journalists in Kenya report on doping cases among athletes?

Yes ()

No ()

(IF YES,) Why do you say that?

3. In the last year, have you attended or participated in or been the recipient of any learning, training or technical assistance activities on Anti-Doping sponsored by your employer?

Yes ()

No ()

(IF NO,) How does lack of this exposure affect your framing of doping stories among athletes in Kenya?

4. Does your organization have a policy on capacity building of members of staff?

Yes ()

No ()

(IF YES,) How often do you access capacity building opportunities?

5. Do you have editorial policy in your organization?

Yes ()

No ()

(IF YES,) Why do you think the policy makes it easy for you to report on doping cases among athletes in Kenya?

SECTION C

6. As a sports journalist is there any key factor that influences your framing of stories on doping cases among athletes in Kenya?

Yes ()

No ()

(IF YES,) Which is this factor and how does it influence how you frame the story?

7. Are there factors that influence the way you frame stories on doping cases among athletes in Kenya?

Yes ()

No ()

(IF YES,) What are these factors (please list or explain them)?

THANK YOU for taking the time to participate in this interview. I appreciate your help in this process.

Annex 3: Certificate of Field Work



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Annex 4: Certificate of Correction



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