

**BETWEEN MESSAGING AND ACTION: AN ASSESSMENT OF ANIMAL
FREEDOMS INFORMATION UPTAKE AMONG DOG OWNERS IN
NAIROBI COUNTY**

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STUDENT'S DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any university for academic credit

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DEDICATION

I dedicate this research project to my mother Ms. Anne Kariuki for her emotional support and encouragement in my life and my siblings Vanessa Nyakio and Victor Rumu for moral guidance and their continued prayers towards successful completion of this course.

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I appreciate the intellectual guidance of my supervisor Dr. Elias Mokuu. I also acknowledge the support of Nairobi County Government Inspectorate Office staff for provision of animal welfare information in Nairobi and Kenya in general. I also thank all the staff of University of Nairobi library and my fellow students' class of 2016 for their valuable support. Lastly, I thank the Almighty God for strength, health and protection that has seen me through with this research study. I also appreciate warm support of my friends and work mates.

ABSTRACT

The study's main objective was to assess animal freedoms information uptake among dog owners in Nairobi County. It was guided by these objectives; to explore the attitudes of dog owners towards the dogs they keep in Nairobi County; to investigate the levels of animal freedoms awareness among dog owners in Nairobi County; to examine the types and nature of information dog owners seek most in Nairobi County; to study the extent to which household income impacts on animal freedoms among dog owners in Nairobi County. This study is anchored on the information diffusion theory which explains how communication is used to influence the adoption of new ideas and processes. The study adopted explanatory research design and used qualitative research approach to examine views, opinions and actions of animal owners participating in this study. This study adopted purposive sampling to select ten dog owners in case study areas of Kibera, Lang'ata and Kitengela. The study also purposively carried out interviews with 2 vets, 2 Non-Governmental Organizations and 1 government official. The qualitative data was analyzed using the classical content analysis method. From the study findings, low income dog owners wish they could give their dogs good care, however they have low dog freedoms and rights awareness due to limited information access. Further low-income dog owners would like to give more to their dogs; however, their financial circumstances limit them from giving beyond their financial limits. In addition, dog care information accessed by Nairobi dog owners was mostly foreign and lacked contextualized solutions. Locally available information on the other hand is not credible and reliable. Based on study findings, this study recommends that Government of Kenya in collaboration with dog welfare groups should focus their dogs' freedom awareness campaigns to low income dog owners together and their families. Finally, this study suggests that more studies on dogs' welfare should be done in Kenya with focus on quantitative approach.

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ABBREVIATIONS/ACRONYMS

AFMA	-	Americans for Medical Advancement
ALF	-	Animal Justice Project, Animal Liberation Front
AVC	-	Anti-vivisection Coalition
CDC	-	Center for Disease Control
CFI	-	Cruelty Free International
EHA	-	Eleventh Hour for Animals
FLOE	-	For Life on Earth
HSUS	-	Humane Society of the United States
KSPCA	-	Kenya Society for Protection and Care of Animals
OIE	-	Organisation for Animal Health
UDAW	-	Universal Declaration on Animal Welfare
UK	-	United Kingdom
UNCAHP	-	UN Convention on Animal Health and Protection
USA	-	United States of America
WSPA	-	World Society for the Protection of Animals
WAP	-	World Animal Protection

CHAPTER ONE: INTRODUCTION

1.0 Overview

This chapter gives brief background information to the study and a description of the problem statement to highlight the need for this study. It also outlines the objectives of the study and the research questions. It provides justification and scope of the study as well as study limitation.

1.1 Background of the Study

Animal keeping or animal husbandry is controlled cultivation, management, and production of domestic animals, including improvement of the qualities considered desirable by humans by means of breeding (Al-Fayez *et al*, 2019). The history of animal keeping started in the Neolithic revolution when animals were first domesticated, from around 13,000 BC onwards, antedating farming of the first crops. At the time of early civilisations such as ancient Egypt, cattle, sheep, goats, and pigs were being raised on farms (Allen, 2019). Today, animal keeping has evolved and domesticated animals includes but not limited to dogs, cats, horse, Arabian camel, Bactrian camel, llama and alpaca, donkey, reindeer, water buffalo, yak, Bali cattle, and Mithan (American Veterinary Medical Association, 2018).

The gradual development of animal keeping has given way to awareness about animal rights and freedoms all over the world. Today, in the 21st century, the issue of animal rights and freedoms has gained prominence than last decades. According to Archer (2018), in this era of modern world, animals have rights and freedoms such as freedom from pain , freedom from injury and disease through early diagnosis and treatment, freedom to express natural behaviour by providing ample living space and

suitable company with their own kind, freedom from fear and distress, by ensuring protection from conditions that may cause animal suffering Archer (2018).

As Becker (2019) explains, the establishment of animal rights and freedoms globally has been necessitated with the fact that certain things are wrong as a matter of principle, and that there are some things that are morally wrong to do to animals. Bentley *et al*, (2019) further adds, “There are things human beings must not do to animals no matter what the cost is to humanity of not doing them. Human beings must not do those things, even if they do them in a humane way” (p. 91).

It is the growing voice for practice of moral actions and protection of animals’ rights and freedoms across the globe that has prompted many animals’ rights crusaders and organizations to device messages that could reach and create awareness among animal keepers on the need to observe animals’ dignity, rights and freedoms whether they keep them for farming or out of enthusiasm (Berger *et al*, 2018). In Bradshaw (2019) explanation, increased animals freedoms information messaging on digital and analogue platforms globally is meant to address long term acts of cruelty to animals, animal abuse, animal neglect and infliction by acts of omission or commission by humans or by non-human nature.

According to Beetz (2018), there has been 51 percent and 42 percent global increase of animals’ rights and freedoms messaging in digital platforms and analogue platforms respectively compared to the last decade. Several animals’ rights organizations have also been established contributing to animals’ welfare promotion in both digital and analogue platforms such as Americans for Medical Advancement (AFMA), Animal Justice Project, Animal Liberation Front (ALF), Anti-vivisection Coalition (AVC), Cruelty Free International (CFI), Eleventh Hour for Animals, For

Life on Earth (FLOE), and The Humane Society of the United States (HSUS) among others (Center for Disease Control., 2018).

However, Coppinger and Coppinger (2019) opine that while animals' rights and freedoms messaging in digital and analogue platforms globally have increased considerably, there are still significant reported cases of animals malicious physical injury, starvation, confinement, manhandling, overcrowding, overloading, overworking, inhumane treatment at slaughter/slaughter facilities; inhumane treatment during capture; branding and; inappropriate working tools, among others. According to Epley, Waytz and Cacioppo (2019), around 1 million animals are abused each year because of domestic violence, 32 percent of which are committed by immediate owners of the animals.

As Erikson (2018) further adds, each year, more than 100 million animals—including mice, rats, frogs, dogs, cats, rabbits, hamsters, guinea pigs, monkeys, fish, and birds—are killed in world laboratories for biology lessons, medical training, curiosity-driven experimentation, and chemical, drug, food, and cosmetics testing. It was from this background that this study set to investigate the link between messaging and action and the role it plays in animal freedoms information uptake among dog owners in Nairobi County.

1.1.1 Animal Rights and Freedoms Information

Globally, animal rights and freedoms are protected by the Universal Declaration on Animal Welfare (UDAW) established in the year 2018. UDAW is an inter-governmental agreement that recognises that animals are sentient, prevent cruelty and reduce suffering, and promote standards on the welfare of animals such as farm animals, companion animals, animals in scientific research, draught animals, wildlife and animals in recreation (Nelson, & Fijn, 2019).

Animal rights and freedoms are also regulated by UN Convention on Animal Health and Protection (UNCAHP) 2018. The purpose of this Convention is to safeguard animals, their welfare, and their health. UNCAHP recognize five freedoms for animals kept under human responsibility. According to Organisation for Animal Health (OIE) standards, the internationally recognized 'five freedoms'. The first is freedom from hunger, thirst and malnutrition. Second, freedom from fear and distress. Third freedom from physical and thermal discomfort. Fourth freedom from pain, injury and disease. Finally, freedom to express normal patterns of behaviour provide valuable guidance for animal welfare (Serpell, & Paul, 2018).

The laws that govern animal rights and freedoms vary from nations to nations. Australia uses Federal Act on the Protection of Animals; Brazil adopted Federal Decree on Anti-Cruelty; New Zealand is guided by Animal Welfare Act of 1999; Canada uses Criminal Code §446 Cruelty to Animals; and Norway adopted Animal Welfare Act. In Africa, South Africa uses Animal Protection Act; Uganda adopted Animals (Prevention of Cruelty) Act; Togo is guided by Pounds and Animals Act as Zambia use Prevention of Cruelty to Animals Act (Wells, 2018).

Kenya's Constitution covers animal rights for animals kept at for domestic purposes and those found in the wild. Chapter 5, Part 2 which covers Environment and Natural Resources), the Kenyan constitution obligates the state to protect biodiversity. The 4th schedule explains the roles the two levels of government have in promoting animal welfare. The national government is responsible for the protection of wild animals in conservation areas while the county governments are mandated to oversee the welfare of domestic animals, which includes livestock and pets. The law protecting domestic animals in Kenya is the Prevention of Cruelty to Animals, CAP 360 which is based entirely on the U.K. Animal Protection Act. The legislation does

not formally recognize animal sentience but recognizes the ability of animals to suffer and aims to prevent, not just punish, conducts by which this could be undermined (Al-Fayez *et al*, 2019). It is significant to note that while the provisions of these animal rights and freedoms laws and conventions were first documented in paper form, they are now digitized and digitalized in the internet plus formats as promoted by animal welfare advocates, protectionists and crusaders. This study assesses how animal rights and freedoms information, impacts uptake by dog owners in Kenya.

1.1.2 Animal Information Uptake

In the 21st century, there has been proliferation of internet and other electronic recording materials such as videos, and audios. The internet and electronic recording materials has enabled digitalization of information in different areas animal rights and freedoms being one of them (American Veterinary Medical Association, 2018). The digitalization of animal rights and freedoms information continues to influence awareness on animal rights and freedoms among animal owners globally (Allen, 2019). As Archer (2018) reports the advancement of new technologies is transforming animal welfare globally by ensuring that animals live more comfortably.

According to Archer (2018), globally, Sweden, United Kingdom, and Australia have 89 percent, 74 percent, and 69 percent ratings respectively in uptake of animal rights and freedoms information which has consequently improved their animals welfare standards, not only for the benefit of animals, but also to reduce the risk to public health. According to Becker (2019), Sweden, United Kingdom, and Australia high uptake scores are tied in the countries improved dissemination and sensitization systems of animal rights and freedoms messaging through internet, videos, audios, and broadcasts that targets animal owners. Bentley *et al*, (2019) explains that countries such as Brazil, Canada, Chile, Argentina and Columbia also

rank high in uptake of animal rights and freedoms information due to high governments efforts in sensitizing animal owners of the existence of such digital information.

In Africa, Animal Protection Index (2018) reports that South Africa, Algeria, Morocco, Ethiopia, Kenya, Niger, and Egypt leads in digital animal rights and freedoms information uptake. According to Bradshaw (2019), these countries have high internet proliferation and connectivity that has contributed to access to digital animal rights and freedoms information. Berger *et al*, (2018) adds that Kenya's internet low cost and high connectivity is the reason there is high access to digital information in animal welfare.

Beetz (2018) reports that Sweden, United Kingdom, Australia are also the leading countries in animal protection in the scores of 73 percent, 69 percent, 67 percent, and 66 percent respectively. Canada, Chile, Argentina also scores high at the rate of 65 percent, 61 percent and 58 percent respectively. This means that countries with high digital animal rights and freedoms information uptake performs better in animal protection and welfare than nations with poor uptake of digital animal rights and freedoms information.

1.1.3 Evolution of Pet Keeping

Coppinger and Coppinger (2019) explain that, animals have played a major contribution to human life. Human beings depend on animals for different needs such as food, clothing and event transport. In other cultures, throughout history, animals were even a symbol of worship. Although animals maintain some of these roles, with modernisation a lot has significantly changed. In the last hundreds of years, animals have been kept majorly for companionship and affection.

During prehistoric times, the relationship between man and the animals they kept was that of hunter and prey. Animals were viewed as a source of food and clothing from their skin. The first animal to be domesticated was the wolf which is believed to be the ancestor of all modern-day dogs. This happened between 12000 - 14000 years ago where it was discovered that young wolf cubs remained subordinate and hence could be trained (Epley, Waytz & Cacioppo, 2019).

In the early days, dogs were kept because they could hunt, guard and herd. However, there's also proof that shows they were also domesticated in small numbers 12000 years ago. In Northern Israel, a Neolithic tomb was found with a man buried with his dog. His hand was set in a way that it rested on the animal's shoulder. This was thought to emphasize a deep connection between them (Erikson, 2018).

Keeping pets by the noble class has a long history dating as far as Egyptian times. This is evident from murals that depict pharaohs keeping companion animals. In addition, generations of Chinese emperors kept dogs. When puppies, they would be suckled by human wet nurses and when they grew, they would be taken care of by their servants. The Greek and Roman nobility also actively kept pets (Nelson & Fijn, 2019).

With the emergence of civilisations, human - animal relationships became symbolic and less central in the life of human beings. With this change came the understanding that humans have dominion over animals. However, though animals lost their religious and cultural importance, some animals still remained close to people as companions (Serpell, & Pau, 2018).

As Wells (2018) puts it, today dogs have more functional roles such as status symbol, companions and helpers. They can also act as a channel for human personality expression, there're people who keep dogs based on their personality. For

instance, rare dog breeds are kept as status symbol whereas guide dogs are kept to support people with disabilities, hence considered helpers. However, most Western societies keep dogs for companionship. In recent years, there's been an increasing awareness on the benefits to human health by virtue of keeping pets. In Kenya, Thomas (2019) explains that dog keeping began in early 19th century but the culture has been growing due to growth of young generations' middle class.

1.1.4 Background of Dog Keeping in Kenya

According to Watanabe (2019), dog keeping culture in Kenya began in early 19th century in the ancient era where early man domesticated the animal for company, hunting, and security purposes. Originally in the last decades, dogs were kept and bred in rural homes in Kenya. However, due to the growth of middle class in Kenya, dog ownership has increased in modern towns such as Nairobi, Mombasa, Nakuru, Kisumu and other urban settlements (Thomas, 2019).

Nairobi being Kenya's capital, has highest number of middle class. As a result, many people living in Nairobi own dogs as pets and for security purposes. According to Nelson and Fijn (2019), majority of dogs in Nairobi County is owned by individuals, dog sellers, and security firms that uses them for protection. Apart from Government of Kenya as dog owner in Nairobi County, the other firms that own dogs in the county are Acacia Pedigree Blueline Kennels, Savannah Kennels Wildfire Rhodesian Ridgebacks, and Imani Kennels among others.

According to Thomas (2019), the common breed of dogs owned by individuals, firms and government in Nairobi County German Shepherd, Labrador Retriever, English Springer Spaniel, and Rottweiler are top Kenyan dog breeds. Nevertheless, dog breeders in Nairobi County have reported an increase in the demand of other variety dog breeds such as the Chihuahua, Pomeranian, and Maltese.

Dog breeders in Nairobi County import different breeds from countries such as Germany and Czech Republic. Importation costs influence the final selling price.

1.2 Statement of the Problem

Over the last 10000 years, dogs have played critical roles to people's lives and continue to do so. This entails service and therapy dogs to beloved family pets, dogs hold a special place in our hearts (Allen, 2019). However, according to Service Dog Central (2019), while dogs are important in human life, they are often abused, and their rights not protected by their owners. Service Dog Central 2019 Report indicate that globally, four in every ten dogs across the world go through physical, emotional, and psychological abuse every day.

It is from the above forms of animal cruelty that international authorities, the Government of Kenya, and other animal crusaders came with the idea of digitalizing animal rights and freedoms information. The aim is to enable more animal (dog) owners have access to information help them know how to handle and treat animals (dogs) they keep or own. With today's proliferation of the internet, all major universal, regional, and local laws and conventions in animal rights and freedoms are posted online.

However, despite the proliferation of analogue and digitalization of animals' rights and freedoms, in Kenya, Mwangi and Njiru (2019) reports that 89 percent of all dogs owned in Kenya still undergo some forms of cruelty or torture. This brings the question whether proliferation of animals' rights and freedoms information in Kenya has some impacts on the awareness and sensitization of animal (dog) owners in the country. It was from this background that this study assessed animal freedoms information uptake among dog owners in Nairobi County. The study investigated the

link between animal rights and freedoms messaging and action and the role it plays in animal freedoms information uptake among dog owners in Nairobi County.

1.3 Aim of the Study

The study's aim was to assess animal freedoms information uptake among dog owners in Nairobi County. This investigated the link between messaging and action and the role it plays in animal freedoms information uptake among dog owners in Nairobi County.

1.4 Objectives of the Study

The following research objectives guided the study:

- i. To explore the attitudes of dog owners towards the dogs they keep in Nairobi County.
- ii. To investigate the levels of animal freedoms awareness among dog owners in Nairobi County.
- iii. To examine the types and nature of information dog owners seek most in Nairobi County.
- iv. To study the extent to which household income impacts on animal freedoms among dog owners in Nairobi County.

1.5 Research Questions

The following were the research questions that this study addressed:

- i. What is the attitude of dog owners towards the dogs they keep in Nairobi County?
- ii. What is the level of animal freedoms awareness among dog owners in Nairobi County?

- iii. What are the types and nature of information dog owners seek most in Nairobi County?
- iv. What is the extent to which household income impacts on animal freedoms among dog owners in Nairobi County?

1.6 Justification of the Study

Animal welfare is a growing new concept in Kenya. However, this area has not been fully explored by academicians and scholars alike to identify the challenges facing this sector and how they can be addressed. This study was therefore being undertaken to increase knowledge in this field because not too many scholars have researched in this area. It was postulated this would improve animal welfare in Kenya.

1.7 Scope and Limitation of the Study

This study was limited to assessment of animal freedoms information uptake among dog owners in Nairobi County. This study specifically investigated the link between messaging and action and the role it plays in animal freedoms information uptake among dog owners in Nairobi County. In terms of research objectives, this study sought to; explore the attitudes of dog owners towards the care they provide to their dogs in Nairobi County; investigate the levels of animal freedoms awareness among dog owners in Nairobi County; examine the types and nature of information dog owners seek most in Nairobi County; and study the extent to which household income impacts on animal freedoms among dog owners in Nairobi County. This study focussed on dog owners in Kibera, Lang'ata and Kitengela as the target population.

The target population also comprised of dog experts', representatives from Non-Governmental Organizations, Government of Kenya, and independent veterinary services consultants operating in Nairobi County. The study was undertaken from

April 2020 to September 2020. This study would have used a quantitative approach. However, this study was exploratory in nature. As a result, qualitative approach was adopted that helped to understand in-depth insights about dog welfare globally and locally.

1.8 Operational Definition of Key Terms

Animal Freedoms Awareness - This is the level of animal welfare skills knowledge a pet owner or animal owner has towards animal(s) that determines how he or she handles the animal (Bentley *et al*, 2019)

Animal Freedoms Information - These are pieces of messages concerning animals' freedoms to ensure that animal owners meet the physical and mental needs of the animals we keep such as Freedom from hunger by providing a balanced diet to maintain health and vigour and thirst by providing fresh water. Freedom to express normal behaviour by providing enough space, proper facilities, and company of the animal's own kind (Becker, 2019)

Animal Information Uptake - This is an act or instance of absorbing and incorporating animals' freedoms information by pet owner of animal owner (Thomas, 2019).

Animal Keeping - Animal keeping, or animal husbandry is controlled cultivation, management, and production of domestic animals, including improvement of the qualities considered desirable by humans by means of breeding (Al-Fayez *et al*, 2019).

Animal or Pet Owners - A person who keeps pet or animal. Pets are animals kept for companionship or entertainment rather than as a working animal, livestock or a laboratory animal (Allen, 2019).

Animal Rights and Freedoms - The Five Freedoms are internationally accepted standards of care that affirm every living being's right to humane treatment. The Five Freedoms ensure that we meet all the needs of the animals we keep: Freedom from hunger and thirst by access to fresh water and diet to maintain health and vigour (Bentley *et al*, 2019)

Animal Welfare - Includes three elements: an animal's biological function, its emotional state and its ability to express normal behaviour. Biological function consists of good health, emotional state entails being happy and pain free and expressing normal behaviour means being natural itself (Nelson & Fijn, 2019).

Dog Owners - A person who keeps dog as a pet or for commercial or for security purposes (Mwangi & Njiru, 2019).

Pet - A pet, or companion animal, is an animal kept providing company, affection and as opposed to being kept as a working animal, livestock, or a laboratory animal (Allen, 2019).

CHAPTER TWO: LITERATURE REVIEW

2.0 Overview

This chapter discusses theoretical framework. This study used attachment theory, information diffusion theory, and egalitarianism theory to support the study. This section also empirically reviewed on the following: Dog owner attitudes towards the dogs they keep; animal rights and freedoms awareness; types and nature of information animal keepers seek; and how household income impacts on animal freedoms. This chapter further covered research gaps, summary, and conceptual framework.

2.1 Empirical Review

Empirical review is concerned with the study of past literature or researches that have been done in the same subject area another study are focusing on (Babbie& Mouton, 2016). This section also empirically reviewed attitudes towards animals and care; animal rights and freedoms awareness; types and nature of information animal keepers seek; and how household income impacts on animal freedoms.

2.1.1 *The Rationale for Animal Welfare*

Shaddow (2018) views protection of animal rights and freedom in biblical and spiritual perspective. According to Shaddow, the bible states that animal cruelty is forbidden and mercy for animals is demanded by God to Man. In later rabbinic literature, great prominence is given to demonstrating God's mercy to animals, and to the importance of not causing them pain. Shaddow therefore urges people should take care of their animals as it is a commandment from God as prescribed in Genesis 1:26 and Proverbs 12:10. However, Asare *et al* (2017) view the rationale for protection of animals' welfare in scientific way and not biblical perspective. According to the

scholar, animals' anatomies are like human biology and therefore require protection from infections and diseases. The scholar further adds that animals suffer from hunger, diseases, and harsh weather conditions just like human species and therefore requires protection.

Assembly (2018) gives another angle why we should protect animals' rights and freedom; it is written in international laws and local laws. According to this scholar, international laws such as Universal Declaration on Animal Welfare (UDAW) and UN Convention on Animal Health and Protection (UNCAHP) condemn cruelty against animals and provide mandatory role for animal owners to protect animals' welfare and health. However, while Assembly view animal protection as legal and a must, Serpell & Pau (2018) argue protection of animal rights and freedom is rather ethical. Serpell & Pau explain that people should treat animals humanely since animals are living organisms and go through pain, hunger, and thirst just like any biological living creature.

In World Organization for Animal Health (2017) perspective, protection of animal rights and freedom emanate from the need to make them productive and beneficial to the keeper. According to World Organization for Animal Health, monitoring animal health and preventing animal disease outbreaks is vital to the economy and safety of the country's food supply. Production of healthy livestock helps to ensure a safe food supply and keep consumer prices stable. African Regional Animal Welfare Strategy (2016) however views safeguarding animals' rights for trading purposes. According to African Regional Animal Welfare Strategy, compliance with animal welfare standards is now becoming more and more often included in trade agreements. People or nations that want to trade in animals must therefore protect their rights and freedoms.

2.1.2 Attitudes of Dog Owners towards and Care

Nelson and Fijn (2019) define attitude as the way “you feel and think about something or someone; a way of thinking or feeling that affects a person’s behaviour; or way of thinking and behaving that people regard as unfriendly, rude or friendly and polite” (p. 123). However, Archer (2018) views attitude to manner, disposition, feeling, position, with regard to a person or thing and is a tendency or orientation especially of the mind” (p. 49). Bentley *et al* (2019) explains that human attitude affects the likeness or dislikeness towards other people, animals, or objects.

Regarding types of behaviour problems, Allen (2019) points there is evidence of an association between dominance aggression in pet and the anthropomorphic involvement of the owner; also, between over-excitement and displacement activities in pet and anxiety in the owner. However, Becker (2019) opine owner anxiety is not associated with a higher incidence of phobias in pet; a pet’s phobia, however, does tend to cause greater distress to a more anxious owner.

Globally, Bradshaw (2019) reports that over 115 million animals such as mice, rats, dogs, cats, rabbits, monkeys, birds, among others – are tortured and killed for leisure, experiments, food, and cosmetics testing because people perceive right to life of animals as not equal to right to life of human beings. They therefore serve to be degraded, misused, and even subjected to torture and death (Bradshaw, 2019). However, Al-Fayez *et al*,(2019) objects and explains that it is not that people perceive right to life of animals as insignificant or inconsequential but scholars should recognize and appreciate the role animals’ must play in human life and development as prescribed in God’s creation.

A study carried out in United Kingdom postulates animal cruelty to predicted low compassion and low reported humane behaviour towards animals (Beetz, 2018).

The study further asserts animal cruelty is predicted by negative attitudes towards animals, lower beliefs in animal minds and low attachment to pets, signifying the importance of targeting such variables in future prevention programmes. However, in Canada, Erikson (2018) observes that animal cruelty is not necessarily associated with negative attitudes towards animals but lack of individual awareness about that animal's right or welfare.

In Northern Nigeria, Epley, Waytz & Cacioppo (2019) study about donkeys' welfare, associate's donkeys' exploitation to some form of peoples' sense of entitlement toward animals. The scholar's reports, "These people believe that we have the right to use donkeys in any way we wish, usually for monetary gain. After all donkeys are not humans to be treated equally" (p.89). The scholars further explain that exploiting donkeys' is a form of animal cruelty undertaken because donkeys are perceived to be inferior to humans and their rights should be disregarded. However, Coppinger and Coppinger (2019) in South Africa view it differently. The scholar opine that donkeys are mistreated not because of attitude but relaxed implementation of regulations covering donkey's welfare in most parts of Africa that has seen donkeys number dwindle due to premature deaths.

In Kenya, Wells (2018) reports that people and to some extent particular communities have some reservations for some animals which dictate their treatment towards such animals. Wells explains that small animals such as snakes, rats, dogs, cats, monkeys, birds and even bigger animals such as elephants, hippos, and wild beast are often beaten and even killed without valid reason or being a threat to human life. Wells relates such animal cruelty to a feeling of superior powers over animals. However, Thomas (2019) point that source of most animal killings is not influenced

by Kenyans attitude but encroachment of human territory by such animals e.g. snakes, elephants, hippos, lions, and wild beast.

2.1.3 *Animal Rights and Freedoms Awareness*

Coppinger and Coppinger (2019) argue that developed world has high prevalence of animal rights awareness in comparison to the developing world such as Africa. The scholars opine that most developed nations have ‘adequate resources’ and therefore have invested strongly on animal rights safeguards and awareness compared to the least developed world. However, Epley, Waytz & Cacioppo (2019) argue that it is not true that developed world has adequate resources but the reason why animal rights awareness is higher in developed countries is because they have strong animal rights policies and regulations put in place. Epley, Waytz & Cacioppo further argue that most African countries for instance Ethiopia has not formulated ways to create animal welfare awareness to the public and communities have not endorsed the minimum animal welfare standards.

Behrens (2018) gives credence to search for information and being aware of animal rights to individual economic empowerment and the urge or love to keep pets. For instance, Behrens posit that in Africa, there is intensive consistent search for information on general rules for feeding cats and dogs, horses and donkeys; balanced formula for cat, dogs and horses food; correct feeding for pets; pets’ diseases prevention and cure; pets well-being and check-up; diseases incubation in pets; diseases transmission from pets to human beings among others. Behrens relates all these to the emergence of middle-income class that are educated and wants to be aware of animals’ rights. However, Kimwele *et al*,(2019) do not view it as the emergence of educated middle income class but rather because of regulation of pet

industry that requires animal owners to be aware of the welfare of the animals they keep.

Again, different scholars argue on the role of digitalization of animal rights information on animal owners' awareness. Nelson & Fijn (2019) argue that digitalization and digitization of animal welfare rights has contributed to increased level of animal rights protection awareness witnessed globally. Nelson & Fijn explains that the internet contains an endless supply of knowledge and information that allows animal owners to learn about almost any topic concerning animal upkeep and protection. The scholars add that using a search engine like Google, animal owners can virtually pose any question and find content on different web pages with information on animal rights protection. In Nelson & Fijn view, this has therefore improved animal rights awareness among the owners. However, Wells (2018) noted different findings. The scholar observed that while a lot of information advocating for animal welfare are online, only countries with proliferation of internet and cheap cost of maintenance had higher animal rights awareness. This therefore indicates that animal owners who are still not able to access internet have low level of awareness to animal rights protection.

Thomas (2019) even argue that improved animal rights protection awareness is not attached to the internet itself or its proliferation or cheapness thereof but as a result of increased advocacy of animal rights by animal protectionists in the society. Thomas opine animal protectionists have often sensitized animal owners that if indeed animals have rights, human beings should not violate them by doing certain things, because doing them would violate the animal's rights. To a larger extent, the scholar believes this has contributed to increased animal rights protection awareness in the modern world today.

Allen (2019) however argues animal welfare education is the key to awareness. Allen expands that animal welfare education promotes knowledge, understanding, skills, attitudes and values related to human involvement in the lives of animals. It includes the effects on animals' abilities to satisfy their needs, and human responsibilities as a result. The scholar opines animal welfare education determines the level of animal owners' awareness on how to protect their animals. But Allen's proposition is contrasted by scholars Mellor & Webster (2018) that explains that it is only enforcement of animal laws and punishment of animal rights violators that guarantee the urge for people to know how to protect and take care of their animals. Mellor & Webster argues that when people feel they would be punished or fined by the regulator, they want to know more what animal rights of the pets they keep are and not to violate the law.

AsCox & Lennkh (2016) argue that experience about a given animal also influences owners' level of awareness. In AsCox & Lennkh study, involvement in any kind of animal-related activity (including consumptive ones) was associated with higher knowledge scores, especially if these activities were recreational (e.g. birdwatching, hunting, fishing, etc.) rather than occupational (e.g. farming). However, Fijn (2019), opine that greater knowledge isn't necessarily always associated with more positive attitudes towards the animals. This therefore means that animal owner rights awareness about certain pets or animals does not necessarily translate into protecting the rights of such pets or apply the knowledge gained.

2.1.4 Types and Nature of Information Animal Owners Seek

In most developed nations such as United States of America (USA) and other European countries such as France, Britain, Canada, Finland, Germany, Sweden,

Switzerland, Holland, Italy and others, it has been established that many people seek information about pets. Scholars Twala & Hlalele (2017) argues that in the developed world, citizens are economically empowered and therefore have extra shillings to spend in pets care and treatment hence search for information on pets' welfare. However, Wemelsfelder *et al* (2017) observes that the perception that citizens of developed world have luxuries to spend on animals is not true but should be assessed based on the level of exposure to animals' rights. Wemelsfelder *et al* argue that most western countries have developed strong animal welfare protection policies and sensitize their citizens hence the genesis why their citizens seek for pets' rights information than in most developing countries.

In another point, there has also been surge of people looking for information concerning pets that suit their personalities. World Organization for Animal Health (2017) puts this into perspective of an attempt of people who have realized that not all pets are good for them and therefore choose to search for information that will empower them to make the right decision about which pet to keep. As Assembly (2018) further explains, not all pets fit one individual. Some like dogs while other don't. Others prefers cats to dogs while others love parrots rather than dogs or cats. Shaddow (2018) however views the craze to match pet owner personality with animal traits that suit their characters in other lenses. Shaddow opines that keeping pets that match with the owner personality is as a result of millennial and Generation Z consumers that have come into adulthood. In scholar's assertion, these generations have embraced the pet-owning and pet-loving lifestyles to a far greater extent as their elders.

In addition, Bradshaw (2019) observe that in the 21st century, people preparing or already keeping pets have also been found to search more information on how to

choose the right pet, pets care and maintenance, pets check-ups, preventive care, pets vaccines, finding the right match, pets and time management, easy to keep pets, pets lifetime, credible pet resources, signs of pets good health, adoption contract, and pet veterinary exams. Bradshaw pin this to high regulation of animal rights and attempt by animal owners to evade practices that might land them in jail. Bentley *et al*, (2019) however views search for the aforementioned information to increased sensitization by animal protectionists and governments' role of advocacy in animal rights.

In another angle, Meyer *et al*, (2016) explains that many animal owners or potential keepers are increasingly sensitive to the costs of keeping pets and search for information that would help them to reduce animal expenditures. Meyer *et al* view search for costs of keeping animals as efforts of individuals that seeks to be financially prudent in management of their animals' welfare in order to save cost. However according to Behrens (2018), search for costs of keeping animals is related to commercialization of animals and the need for animal keepers to reduce the cost of operations and still earn a profit.

According to Beetz (2018), animal owners have been in the lookout for information touching on the use of antimicrobials in animals. Beetz study found that there are trends where animal owners search for how antimicrobials are used in the food of producing animals to treat and control bacterial infections in the case of a disease outbreak and for disease prevention and growth promotion in the absence of disease. Beetz relates this trend to a situation where animal keepers seek advisories that enable them to maintain animal health against diseases and improve production. However, Wemelsfelder *et al* (2017) explains that some animal keepers seek information on how to use of antimicrobials in order to self-treat their pets or animals. Wemelsfelder *et al* explains that there is a growing trend all over the world especially

in Kenya where people not qualified as veterinary experts self-medicate their animals to reduce costs which is harmful to the animals and should be avoided or discouraged.

2.1.5 Household Income and Impacts on Animal Freedoms

Allen (2019) defines household income as the gross income of everyone in a household while a household is people living together, who are 15 years or older. The scholar explains household income determines the economic capacity of an area. It also compares the living conditions of different geographical locations. Generally, it is less than the median family. Nelson and Fijn (2019) however describe household income as a flow that enables consumption and contributes to changes in household wealth or net worth. According to Wells (2018), household income influences who keeps the animal and how such an animal is kept. This is also supported by Thomas (2019) that opines that income of individual determines how their pets or livestock are maintained and whether their welfare or rights are important to the owner.

Scholars undertaking a study in Australia researched why people dispose their pets. (Wemelsfelder *et al.*, 2017) explains economic hardships make people unable to the rights or welfare of their pets, hence disposing them to avoid legal consequences. The scholars' reports "There are all kinds of people who give up their pet to a shelter: They got tired of the dog cats or donkey due to their constant demand for supply of food and owner dwindling sources of income" (p.116). However, Meyer *et al.* (2016) contradict people dispose their pets because they got tired of their pets. "People get tired of the dog after it isn't a cute puppy anymore or can't be bothered to cut the cat's nails so it will not scratch the furniture or needed a new designer mix to match their handbag. The reality is quite different but not because of bad economy or income shortfalls" (p.39).

Epley, Waytz and Cacioppo (2019) opine that Africans do not keep pets because most households are still poor and struggling financially. The scholar explains that pets cost a lot in terms of treatment, feeding, shelter and other maintenance factors. Epley, Waytz and Cacioppo further adds that in US alone, spending on pets according to a survey by the American Pet Products Association, USA pet owners spent US\$69.51 billion on pet products in 2017. Bentley *et al*, (2019) also supports the scholars' assertion and goes ahead to explain that people from stable income households have highest likelihood of owning a pet than citizens with poor household income.

However, Coppinger and Coppinger (2019) disagrees interject assertion that Africans do not keep pets because they are poor. The scholar explains that many Africans still don't accept or believe in Western way or culture of worshiping and of keeping animals. According to the scholar, many Africans see people advocating for animal rights or welfare as those trying to impress with their acquired behaviour - or want to buy social acceptance (if they are outside Africa).

In Kenya, Erikson (2018) explains that many people still view pets as luxuries and certainly no more than anything else they might consider "essential" to their quality of life. According to Erikson, many Kenyan households are poor and even though dogs or cats are in their homes, they don't care how such animals live, eat, shelter or when they are sick. Erikson further opine that Kenyans just believe keeping these pets is morally good since this is the natural way for these animals to live. However, they cannot maintain their welfare as Western nations does. However, in Mwangi and Njiru (2019) proposition, animal suffer neglects in Kenyans hands not because they cannot afford to maintain them but due to low awareness of animals' rights and I don't care attitude or syndrome.

2.1.6 Dogs Rights and Freedoms in Kenya

Globally, all dogs' rights and freedoms are protected by policies such as 'One Welfare', the Universal Declaration on Animal Welfare (UDAW) and UN Convention on Animal Health and Protection UNCAHP 2018. In Africa, dogs' rights and freedoms are protected by African States adopted World Organisation for Animal Health (OIE) Policy, and Animal Welfare Strategy in Africa (Thomas, 2019).

In Kenya, dogs' rights and freedoms are protected by Kenya's Constitution 2010 that covers animal rights for animals kept for domestic use and those living in the wild. Chapter 5 of Part 2 (Environment and Natural Resources), the Kenyan constitution obligates the state to protect biodiversity. The 4th schedule explains the roles the two levels of government have in promoting animal welfare. The national government is responsible for the protection of wild animals in conservation areas while the county governments are mandated to oversee the welfare of domestic animals, which includes livestock and pets (Allen, 2019).

The law protecting dog animals in Kenya is the Prevention of Cruelty to Animals, CAP 360 which is based entirely on the U.K. Animal Protection Act. The legislation does not formally recognize animal sentience but recognizes the ability of animals to suffer and aims to prevent, not just punish, conducts by which this could be undermined (Al-Fayez *et al*, 2019). In 2012, the Kenyan parliament passed the Prevention of Cruelty to Animals Act. It was a revised version of the earlier law passed in 1963. The new law is broader and aims to control the treatment of animals including their use in experiments. The law states that cruelty towards an animal is prohibited. These include committing violence on the animal, overworking it while unwell, starvation and denial of water, abandonment, poisoning, careless surgery

procedures, hunting and killing in a cruel manner, and prolonging the life of an animal in great pain (Nelson & Fijn, 2019).

However, despite existence of laws governing dogs globally and in Kenya, there is increased abuse of dogs. According to Service Dog Central (2019), six in every ten dogs have faced some form of abuse globally. Service Dog Central 2019 Report indicate that globally, four in every ten dogs in across the world go through physical, emotional, and psychological abuse every day.

In Kenya, Thomas (2019) reports that 89 percent of all dogs owned in Kenya have gone through some forms of cruelty or torture. According to Allen (2019), some forms of cruelties dogs go through in Kenya involves malicious physical injury, starvation, confinement, manhandling, overcrowding, inhumane treatment during capture, and other forms of malpractices. Mwangi and Njiru (2019) further add that most dogs in Kenya are not treated and survive on their own.

In Nairobi County for instance, the Dog Control and Welfare Act of 2016 was gazetted. It stipulates that dogs in Nairobi should be licensed and receive anti - rabies vaccination. Consequently, dogs that are rounded up to be takes to the Nairobi Dog Pound should be vaccinated against rabies be well taken care of. However, this does not happen. According to Sunday Standard, these dogs are hardly fed or vaccinated, hence beating the purpose of why they even rounded up in the first place. (Mwangi & Njiru, 2019).

However, while dogs' rights and freedoms are highly regulated and best practices put in place all over the world and in Kenya, scholars still disagree on why such canines go through torture, pain, and hunger. In Mwangi and Njiru (2019) proposition, most Kenya dog owners do not know what to do to protect their dogs or rather to improve their dogs' welfare. However, Allen (2019) interject that while

several dog owners in Kenya are aware of their dogs' rights, they do not apply the best practices since they consider it not all beneficial. In another perspective, Nelson & Fijn (2019) opine that failure to improve dogs' lives in Kenya is not due to lack of knowledge about their rights but rather impunity since most animal owners know the government does not take seriously enforcement of animal rights policies within the country.

2.2 Theoretical Review

Theoretical frameworks provide a particular perspective, or lens, through which to examine a topic (Peil, 2016). In Kothari (2014) view, a theoretical framework is a collection of interrelated concepts, like a theory but not necessarily so well worked-out. This study was supported by information diffusion theory and reinforced with attachment theory and egalitarianism theory as explained underneath.

The *Diffusion of Innovation* theory was brought up by Everett M. Rodgers in 1962 as the Diffusion of Innovations (DOI) model. It explains, how communication can be used to influence adoption of new ideas, innovations, technologies and processes. Rogers' explanation states that Diffusion of Innovation is a process in which concepts, ideas, products and technologies are shared through communication channels over the course of a certain period (Taringa 2017).

Diffusion is communication form that puts focus on relaying information about new concepts, products, ideas and technologies (Masiga & Munyua, 2017). As Taringa (2017) further explains, diffusion is important as it promotes social progress where adoption of new issues and ideas is required. With this, it gets to reduce uncertainty on difficult subjects, hence achieving set goals (Thorpe, 2017).

Taringa (2017) explains that the diffusion of new ideas is really important in modern day society especially with new scientific innovations and discoveries. The

elevates sectors such as health and government operations. It therefore becomes important to figure out how the public gets informed of such developments for social progress. Numerous researches have been conducted over the last five decades to unpack Diffusion of Innovation theory.

This model further explains that people's level of exposure to information influences the rate at which they adopt new ideas, product and behaviours. It also suggests that people adopt new behaviours based upon their favourable analysis of the information communicated to them by people whom they consider trustworthy and respect (Thorpe, 2017). The DOI model has been widely adopted and has generated widespread research and applications in different fields. In this study, diffusion theory was adopted to help explain process under which animal keepers receive animal rights information and whether they perceive such information as beneficial and adopt them or not.

However, information diffusion theory alone does not influence adoption and assimilation of animal rights and freedom information by animal keepers. The bond between animal owners and their animals determine the level they seek knowledge and information to safeguard their animals' welfare. This is explained by the attachment theory. Attachment theory was developed by a Psychologist Hon Bowlby in his *Attachment and Loss* of 1969. The theory assumes that individuals have mental working models of both themselves and others. Aklilu *et al.*, (2018) identified two dimensions to explain the Attachment theory. One dealing with the inner working of oneself which is considered anxiety and the other dealing with the inner working of others which is considered avoidance.

It's been assumed that there's a connection between human - animal bonds and human interpersonal relationships. Aleri *et al.*, (2018) study showed that the

human-pet relationship can be simple and safe, with minimal risk. (Cox & Lennkh, 2016). A pet can be accepting, openly affectionate, honest, loyal, and consistent, which are all qualities that can satisfy a person's basic need to be loved and feel self-worth (Farm Animal Welfare Council, 2018).

Grandin (2018) pet attachment survey found higher intimacy between dog owners and cat owners and their pets. This study that covered veterinary hospital clients also reported significantly higher scores among dog owners on the relationship maintenance subscale than cat owners. This study observed that human – pet relationship maintenance was defined by various types of physical and interactive behaviours such as training, grooming, and obedience of the animal, while intimacy was defined through attitudes and feelings such as regarding the pet as a family member, enjoying physical closeness, and seeking comfort in the animal. In the study of Leonard *et al* (2017) women reported higher attachment levels to pets than men. Kimwele et al, (2019) also found higher pet attachment levels in girls (based on a study on a population of primary school students from Zagreb).

From the above explanations, it therefore follows that the level of attachment or bond that exists between animal owners and their pets determines the level of maintenance, care, and intimacy a pet gets. It can be therefore explained that before an animal owner assimilate or apply any particular type of animal rights and freedom information in taking care of their pets, the animal owner must first love his or her pet or at least have some bonds, relationships or intimacy with it.

But animal owners taking care of their pets are not only pegged on bonds, relationships or intimacy alone. There is ethical duty to do so. This is where egalitarianism comes in. Egalitarianism theory is associated with the British philosopher John Stuart Mill (1806- 1873) who developed the theory from a plain

hedonistic version put forward by his mentor Jeremy Bentham (1748- 1832) (Meyer *et al*, 2016). Egalitarianism is an ethical theory. It defends that the happiness present should be distributed equally and with those who suffer most. . According to some egalitarians such as Twala & Hlalele (2017), equality is good because inequality is bad unjust and unfair. According to others, equality is the best thing for everyone, and it should be extended to those who direly need it (Behrens, 2018; Wemelsfelder *et al*, 2017).

So, according to egalitarianism, everyone should be equally happy and not have some who enjoy high happiness levels while other are suffering. As Wemelsfelder *et al* (2017) explains, that the happiness present should enjoyed by as many as possible, meaning suffering should be least experienced

Behrens (2018) opine that since egalitarianism is concerned with equality, any view on discrimination is highly opposed. This theory therefore entails that animals should be considered as authors such as Ingmar Persson, Peter Vallentyne, Nils Holtug, and before them the 19th century pioneer Lewis Gompertz have pointed out. Shaddow (2018) further explains that egalitarianism has a significant impact to animals as billions of them are subjected to cruelty and suffering meaning they are in a worse off state compared to human beings.

Egalitarianism defends that animals should be protected from suffering and offered help when they need it. Thus, Twala & Hlalele (2017) opines we have additional reasons to care for the interests of animals. This is becuase human beings enjoy more happiness than animals. To be sure, Wemelsfelder *et al* (2017) explains some humans suffer terribly. However, if we consider majorities, the situation of nonhuman animals is clearly worse than that of humans. Those who are used as resources by humans suffer terrible fates (Meyer *et al*, 2016). Mutangi (2017) observe

that billions of animals are exploited on farms in which they suffer terribly their whole lives. Plus, their lives are very short. They are killed at the earliest profitable opportunity so they can be eaten and used for other purposes. If we consider the lives of animals living in the wild, the picture is also very far from being idyllic. They suffer significantly and, in many ways, and their lives normally end abruptly soon after they are born (Meyer *et al*, 2016).

The above defences of egalitarianism suggest that not only should we consider or defend nonhuman animals, but we should make defending them our main concern. Because their situation is far worse than ours, egalitarianism implies that the satisfaction of nonhuman interests should become a priority Shaddow (2018). Egalitarianism theory therefore was adopted in this study to expand that assimilation and application of animal rights and freedoms is obligatory rather than optional.

2.3 Conceptual Framework

Conceptual framework shows the relationship between variables in a study Cresswell (2018). The conceptual framework in this study covers three major variables, animal freedom factors, animal freedoms controls, and welfare of dog in Nairobi County. These variables were selected because they form a complete system for dogs' freedom regulation and implementation.

Independent Variables

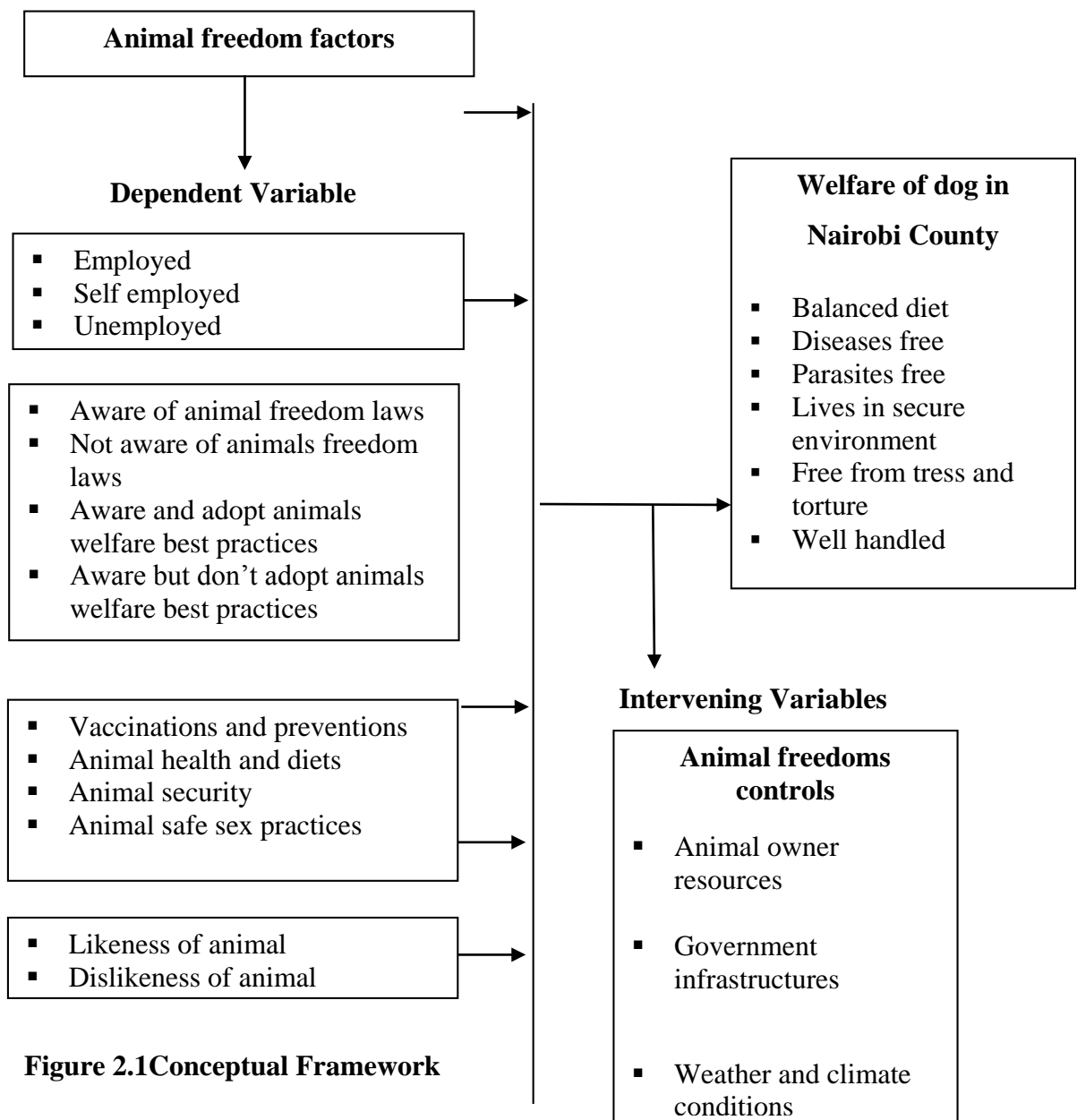


Figure 2.1 Conceptual Framework

Source: Author (2020)

The conceptual framework above shows the relationship between attitudes towards the animals they keep, levels of animal freedoms awareness, types and nature of animal freedoms information, household income impacts on animal freedoms and welfare of dogs in Nairobi County. This also depends on intervening factors such as animal owner resources, government infrastructures, and weather and climate conditions.

2.4 Research Gaps

The above empirical reviews indicate that there are international and local laws and policies governing dogs' rights and freedoms globally and in Kenya. However, despite the existence of such laws safeguarding dogs' welfare globally and in Kenya, there is still high level of dogs' abuse and torture at international level and in Kenya. It was for this reason that this study examined the level of animal freedoms information uptake among dog owners in Nairobi County. This study investigated the link between messaging and action and the role it plays in animal freedoms information uptake among dog owners in Nairobi County.

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Overview

This chapter covers introduction, research design, target population, sampling size and sampling procedure, research instruments and methods of data collection.

3.1 Study Design

Research design is defined as plan, strategy or a guideline that a research study adopts (Marshall & Rossman, 2011). This study adopted explanatory research design. Elmusharaf (2016) explains that explanatory research is conducted for a problem that was not well researched before, demands priorities, generates operational definitions, and provides a better-researched model. As Patton (2018) further elaborate, explanatory research is conducted in order to help us find the problem that was not studied before in-depth. According to Greeff (2016), explanatory research is not used to give us some conclusive evidence but helps us in understanding the problem more efficiently.

In Kenya, the field of animal welfare and the emerging trend to regulate, provide animal freedoms information, and sensitize the public about animal protection has been going on extensively in the last decade. However, few scholars have researched on the link between messaging and the role it plays in animal freedoms information uptake among animal owners in Kenya. This study adopted explanatory research design to explain in a detailed manner whether provision of animal freedoms information to animal owners determine if they apply such knowledge or practices and if this means they treat their animals better.

3.2 Research Approach

This study was guided by qualitative research approach. Qualitative research approach entails collection and interpretation of empirical information that depicts or describes daily life, routine or problems an individual or object ascribes to (Elmusharaf, 2016). By adopting qualitative approach in this study, the researcher was able to with in-depth assess and examine views, opinions and actions of animal owners participating in this study. Through qualitative approach, the researcher was also able to listen and understand animal owners' sentiments rather just focusing on statistics. The qualitative approach also helped researcher to express participants' complexity, connections, motivations and feelings, which are subjective in nature and not possible to express through quantitative calculations.

Further, the necessity to adopt qualitative approach in this study was also motivated by this research orientation and main objective. This study sought to understand whether animal freedoms information messages influence how animal owners in Kenya change or respond to the way they are treating their animals. This required explicit, vivid, and critical thematic contents analysis rather than just mere statistics. The qualitative approach enabled researcher to capture what animal owners express in their own words. The qualitative approach also enabled detailed descriptions, content analysis, direct quotations, about participants or animal owners' thoughts, ideas, expressions, opinions or views. In summary, qualitative research sought to understand not just to give numbers. This understanding was very critical for this research study as it would set future trends and models for future studies.

3.3 Population, Target Population

A study population is defined as a complete collection of elements with similar observable characteristics and they are from a certain unit that is of research interest to the researcher (Denzin & Lincoln, 2018). This study whole population was dog owners in Nairobi County. Dog owners in Kibera, Lang'ata and Kitengela were selected as the target population since they were in different settings, had different environmental, geographical and economic backgrounds that could affect dog's welfare and the care offered by dog owners. The target population also comprised of dog experts' representatives from Non-Governmental Organizations, Government of Kenya, and independent veterinary services consultants operating in Nairobi County.

3.5 Sample Size and Sampling Procedure

This study adopted purposive sampling to select ten animal enthusiasts in case study areas of Kibera, Lang'ata and Kitengela. The study also purposively interviewed 2 vets, 2 Non-Governmental Organization, and 1 government official. In summary, a total of 15 people were interviewed. These 15 people owned a dog for at least 2 years, had sought animal freedoms information and were voluntarily willing to participate in this study.

3.6 Research Instruments

The key informant interview guide was adopted. The interview guide contained an outlined script and a list of open-ended questions relevant to the topic of discussion. It began with the most factual and easy-to-answer questions followed by opinions and attitudes and lastly their recommendations. For this to be successful, this study used research assistants to help interpret for dog owners' areas that they did not understand or need clarification from.

3.7 Validity and Reliability of Research Instruments

This study used qualitative approach. Validity in qualitative research was checked by a technique known as respondent validation. This technique involves testing initial results with participants to see if they still ring true. Reliability was upheld by using only credible sources for secondary data such as published thesis, Science Direct journals and academic books with authority.

3.8 Data Analysis and Presentation

The qualitative data was analyzed using the classical content analysis method. This included creating smaller chunks (themes, categories) of the data and then placing a code with each chunk (Delpont & Fouche, 2017). The themes were based on the objectives of the study. Further, the data collected from key informants was transcribed then the main themes/ ideas identified. The main themes were reviewed to identify ideas which occur again and again. This required a lot of critical thinking. Finally, the themes were used to explain the “why” behind the themes. The data collected in this manner was presented in thematic forms and using narratives. The qualitative analysis involved allocating a pseudo name to each respondent such as RR1, RR2,RR3...

3.9 Ethical Considerations

Due care was given to strict adherence of research procedures particularly those involving human subjects. Since the study involved human participants, care was taken to ensure that they were not affected negatively in any way by the questions asked in the interviews guide. There was also due acknowledgement of authors and research assistants whose information and ideas were borrowed. Respondents consent was sought before the research begins and confidentiality was withheld by not sharing

data provided by the participant. The participation in this study was voluntary and any participant not willing was not issued with key informant interview guide.

CHAPTER FOUR: ANALYSIS, PRESENTATION, AND DISCUSSIONS

4.1 Overview

In this chapter, data collected from the field was analysed and presented based on the study-specific objectives. The researcher based the field analysis data on the following study four key objectives: To explore the attitudes of dog owners towards the dogs they keep in Nairobi County. To investigate the level of animal freedom awareness among dog owners in Nairobi County. To examine the types and nature of information, dog owners seek most in Nairobi County. To study the extent to which household income impacts on animal freedoms among dog owners in Nairobi County. The field data were collected using an informant interview guide and qualitative approach used to analyse data as guided by the methodology. The analysis was organized in thematic contents under the study objectives.

4.2 Response Rate

This study was successful in undertaking a total of ten interviews from dog owners in case study areas of Kibera, Lang'ata and Kitengela. This study also carried out five interviews from dog experts working in non-governmental organizations (NGOs), Government of Kenya and practising as independent veterinary officers. In specific, the researcher carried out five interviews from 2 vets, 2 NGOs dog experts, and 1 expert from the Government of Kenya. In total, fifteen interviews with dog owners and experts were carried out as per the sample size. This was 100 percent response based on the study selected sample size.

4.3 Attitude of dog owners and care they provide to their dogs in Nairobi County

This section discussed dog owners' characteristics, how dog owners developed a passion for dogs and how has their love for dogs influenced how they cared for their dogs

4.3.1 Dog owners' characteristics

This analysis covered views of dog owners from the targeted areas of Kibera, Lang'ata and Kitengela. From the field data analysis, the dog owners had between one to four dogs with two being the most owned number of dogs by the majority of dog owners in Kibera, Lang'ata and Kitengela. Most dog owners in all the targeted locations have kept dogs for four years with some having lived with dogs at their homes since they were children. The dog owners had different levels of education from graduates, 'O' level of education, while some only had no education at all. The study established types of breeds of dogs owned in Kibera, Lang'ata and Kitengela were the German Shepherd, Labrador Retriever, English Springer Spaniel, Rottweiler, Chihuahua, Pomeranian, and Maltese with German Shepherd, and Chihuahua the tamest. Kennedy's, (not his real name) views were captured below:

My name is Kennedy, 24 years old. I live in Kibera Nairobi, Kianda village. I have three dogs now. I have kept dogs on an off my entire life. I've kept my current dogs for 5 months now. When I was young, I tried to keep dogs at my mother's place. However, living in these environments at times, space is a problem. Besides, you can imagine maybe she was weighing between feeding the dogs I was keeping and me. She, therefore, decided to throw them away when I was a teenager. (Kennedy)

4.3.2 How did you develop a passion for dogs?

When asked how their love for dogs came to be, some of the interviewees stated they got the passion from their parents and close family members that kept dogs. A respondent answered, "*My dad always brought animals at home, so I grew into it.*" Some interviewees explained that they drew their love for dogs from the friendship and kindness expressed by their dog - keeping friends. They stated dogs are natural human friends. Excerpts of Anne, Peter, and Dan (pseudo names) were captured below:

I started loving dogs when I was a kid. I would see somebody, walk his dog around and it would excite me hence I aspired for that. I also watched a lot of

dog movies when I was young, which also contributed to the affection I developed for dogs. (Anne)

The love I have for dogs came from living with them and learning that they are gentle and kind. It was also from how I saw my parents treating them. (Peter)

So, for example, human beings, we treat each other poorly, but dogs don't do that. I remember the day I once slept on the floor with a dog when I was feeling sad, and the dog was always just present. They're always in a good mood, you know, they're faithful and predictable. A dog will respond to your affection and your attention and are quite reliable. (Dan)

The above findings corroborated with interview information from dog experts that mentioned that to have qualities of a good dog owner, a person must be friendly, kind, caring, affectionate, and nurturing towards animals. According to independent vets, dog owner's need to be friendly since when people see other people with dogs, they want to stop them and talk about their dogs. The NGO dog experts stated that dogs are, by nature, affectionate creatures. They love and like to share this feeling. They like to make sure that their owners know that they love them, and want the same feeling reciprocated to them. In government expert's opinion:

Dog owners have to be caring. Dogs are loving, and they are often want affection. They need someone to care, love and be there for them. That means you need to have a nurturing and compassionate spirit; otherwise you'll make a poor dog owner. (Government Expert)

4.3.3 How has your love for dogs influenced how you care for them?

The study established a connection between love for dogs and the care they receive. All the dog owners interviewed said they loved their dogs and therefore treated them well by vaccinating them, and providing food, shelter, and medical treatment for them whenever they felt sick. A respondent view below captured the spirit these dog enthusiasts had for their dogs:

I go an extra mile for my dog. I ensure they are always fed, groomed, treated, put flea drops on their fur, make sure they have a place to sleep and when I don't have the information I need, I actively seek it to ensure I give the best

care. I feed my dogs raw nuts, some sweet potatoes, some vegetables and supplements. (R1)

About half of the interviewees explained that their dogs were like their children and motivated and inspired them to work hard and provide for them. They explained that they find life quite hard, but it was their dogs that were their best friends and encouraged them to go out and hustle. Respondents 'X' and 'Y' captured the spirit below:

Okay. The love that I have for dogs is a source of encouragement because life can be quite hard at the ghetto. I currently don't have a job; hence I've been working odd jobs to make ends meet. In addition, I have lived with my big brother for the longest time, and recently I moved to my place so that it encourages me to work hard and provide for myself and the dogs that I keep. The love I have for my dogs, therefore motivates me to work hard so that I can provide for their needs. (X)

First, I ensure my dogs have good food. I recently also reached out to the Kenya Society for the Protection of Animals, and they provided vaccination for one of my dogs. I have also ensured the dogs have a shelter which I have built just outside my house. (Y)

The study also found dog owners feed their dogs' different types of foods. The study found that the dog owners' economic or social life status influenced the kind of food they gave to their dogs. For instance, dog owners with no stable finance fed their dogs with ugali and milk, while dog owners with financial stability bought dog feeds from supermarkets. Onyango, (not his real name) explained his situation below:

I have dog food that was given to me by a friend from the dog lovers group on Facebook. I also recently got chicken feed from yet another friend from the dog lovers' group on Facebook. On regular days, I cook Ugali and milk, which I get from a local shop in Kibera. Recently I got some good money from a renovation project I did, and this has enabled me to pay for 40 days of milk supply at a local shop. (Onyango)

The above findings also aligned with dog experts' interview data that revealed that people who love animals would most likely treat and care for their animals in the best way they can. For instance, the government expert stated that people who love

their dogs spare time to play with their dogs, teach them good behaviour traits and develop coded language with their dogs. The NGO dog experts said dog lovers not only groom their dogs but show affection to them by gazing into their eyes, rubbing their ears, leaning on them, have fun together and snuggle. The independent vets stated people who love their dogs express it in a balanced diet feeding, exercising them, playing with them, and providing best medical care and shelter for their dogs.

This research established that studied Nairobi dog owners were between the ages of 24 years old to 65 years old. This finding contradicts Thomas (2019) study that pinned that dog keeping began in the early 19th century, but the culture has been growing in Kenya due to the growth of young generations' middle class. This finding demystifies more initial study assumption that dog ownership was 'a new generation thing', but rather enthusiasm for dog cut across generations.

This study also established that dog owners under this study were from both affluent and low-income class such as Lang'ata and Kitengela as well as Kibera slums. This finding disputes Erikson (2018) finding that in Kenya, many people still view pets as luxuries and certainly no more than anything else they might consider "essential" to their quality of life. This study even also found that among the ten dog owners studied, four were graduates, three had 'O' level of education while three had no education at all. The further contradicts Erikson (2018) study that dog keeping is for affluent people and only okay to do in the society keep them for luxuries.

The study revealed that interviewed dog owners had developed likeness and passion for dogs from youthhood because their parents kept dogs or they grew in families with dogs since their childhood. They stated their closeness and affection for dogs made them treat dogs better as they viewed dogs as their friends. This finding was in line with Bentley *et al.* (2019) proposition that human attitude affects the

likeness or dislikeness towards other people, animals, or objects. The finding further supports Beetz(2018) study that postulated animal cruelty to predicted low compassion and low reported humane behaviour towards animals and vice versa care and pampered for high compassion and high reported humane behaviour.

The study further established that interviewed dog owners love, passion, and likeness for their dogs motivated them to wake up and work hard every day to fend for their pets. This dispels Wells (2018) position that household income influences who keeps the animal and how such animal is kept. It was evident from this study finding that regardless of difficulty, hardship, or economic challenges some of the interviewed dog owners went through in the phase of coronavirus, they were still determined to keep, feed, and care for their dogs. This finding further put doubts in Wemelsfelder *et al.*, (2017) study when it explained that economic hardships make people unable to maintain their pets, hence disposing them.

4.4 The level of animal freedom awareness among dog owners in Nairobi County

This section discussed how animal freedom information had helped dog owners care for their dogs. This section also analyses dog owners' knowledge and awareness about dogs' rights and welfare. Further, this section investigated whether dog owners' exposure to animal freedom information had improved their care for their dogs.

4.4.1 Have you heard of animal freedoms before?

About animal freedom, some respondents interviewed stated they have had about animal freedom, animal welfare or animal rights through local media, local animal ambassadors, and in online media. Some of the respondents were not aware of animal freedoms and had not heard about it. From the respondents that stated they

have heard about animal freedoms, animal welfare, or animal rights, some were from the middle class of Lang'ata, and Kitengela estates and others were from Kibera slum. From respondents that have not heard about dogs' freedom, welfare, or rights, all were also from Kibera slum. A response from an interviewee that had heard about dogs' freedom and another that had not heard about dogs' freedom was captured below:

Yes. I have accessed dog care related information from the dog lovers group and the Kenya Society for the Protection and Care of Animals through their Facebook page. The rest of the information I have come across randomly on the internet, and most of it was foreign. (R2)

I have not heard or read about dogs' rights or freedoms. I care for my dogs in the best way I know-how. Sometimes I share with my friends who keep dogs about the challenges we go through. But I have never been trained or approached by any dogs' right groups, associations, organizations or government. I will be pleased if I'm helped to understand what dogs' rights and freedoms are. (R3)

4.4.2 What kind of animal freedom information have you heard and are aware of?

About animal freedom, some respondents interviewed stated they have had about animal freedoms, animal welfare or animal rights through local media, local animal ambassadors, and in online media. For instance, some respondents quoted they know animals have five freedoms according to information they read on online platforms. These are right from pain, right to food, right to shelter, right to proper medical care, and right to live in a conducive environment away from harsh weather conditions. The other respondents stated they knew dogs should be free from beatings and cruelty. Some of the respondents were not aware of animal freedoms and had not heard about it. 'N' and 'Z' views were expressed below:

So what I remember is that animals have a right to be who they are. Animals have a right to not be in pain, animals, have a right to proper nutrition and clean water, and they have a right to a conducive environment. (N)

We should not be harsh and beat our dogs. If you hit him, he will probably forgive you, but he won't forget. He will also probably think that he did

something wrong. A dog may also learn that he should fear you after you hit him. (Z)

However, the above findings contradicted with dog experts' interview information that indicated the level of dog freedoms awareness among Kenyans was still low. For instance, the government dog expert stated that so many Kenyans still don't know how to care for dogs. The NGOs dog experts added that a high population of Kenyans do not know about dogs' rights and freedoms. The independent vets, however, stated dogs' freedoms awareness among Kenyans varies from region to region. According to the vets, residents of cosmopolitan or urban centres such as Nairobi City have high knowledge about dogs' rights since they can access such data online or in organizations dealing with dogs unlike in rural areas where these services are limited. According to vets, however, many Kenyans still were not aware of the following animal rights:

No experiments on animals. No breeding and killing animals for clothes or medicine. No use of animals for hard tasks such as carrying extremely heavy luggage. No selective breeding for reason that manipulate the animal. No hunting in the name of hobbies. No using of animals in entertainment industry such as the use of wildlife in circus. (Vets)

4.4.3 How has animal freedom information helped you care for your dog(s)?

Some interviewees stated their knowledge about dogs' freedom had enabled them to provide adequate food, shelter, and security for their dogs. They also explained that they don't hit their dogs. When they make a mistake but rather instruct them through commands that they come to respect and follow. The other interviewees said in addition to the usual animal freedoms and rights; they learnt through Dogs Lovers Facebook Group and KSPCA that spaying and neutering control dog population and helps dogs live a long and healthy life. They, therefore, facilitated their dogs to have spaying and neutering surgeries. Some of the excerpts were captured below:

Yes. I am more conscious of the care I give to the dogs, for example, just letting them exude their natural behaviour, eat clean food and water, and offer a conducive environment. (R3)

The first piece of information I have received is on spaying and neutering. I have always been afraid of my dogs multiplying in number and me not being able to take care of them. A friend from the dog lovers group Facebook page has offered to pay for this service which I'll be accessing next week. I'm very grateful for this. (R5)

The information I have accessed on the dog lovers Facebook Group and KSPCA has encouraged me to let my dogs be, by allowing them to exude their natural behaviour. I have also learnt about feeding and controlling populations by spaying and neutering. (R6)

The above findings agreed with dog experts' interview information that explained, people who were aware of their dogs' freedoms treated and cared for their dogs well than those who did not know about such rights. All the vets, NGOs dog experts, and government dog expert explained that dog owners are aware of the five freedoms of animals, such as; freedom from pain, hunger, sickness, torture, and harsh weather. Also, providing nutritious food for their animals, better shelter, medication, vaccination and protected their dogs from physical harm.

NGOs dog experts, however, stated there was a high level of dogs' cruelty in Kenya since many Kenya still did not know that dogs had rights to be protected from pain, hunger, sickness, torture, and living in a harsh environment. A government dog expert explained:

A person who dislikes animals is uncaring. They lack empathy for them and can inflict cruelty to them. These types of people are usually narcissistic egomaniacs who only care about themselves. They are also very likely to be sociopaths or even psychopaths. (Government Expert)

This study recorded an above-average awareness of animal freedoms. The findings contradict Coppinger and Coppinger (2019) study that argued that only the developed world had a high prevalence of animal rights awareness in comparison to the developing world such as Africa. The scholars opined that most developed nations

have ‘adequate resources’ and therefore have invested strongly on animal rights safeguards and awareness compared to the least developed world.

Further, the study revealed out of the dog owners that stated they have heard about animal freedoms, some were from the middle class of Lang’ata, and Kitengela estates while others were from low-income Kibera slums. As a result, the study observed that dog owners from the middle class were more exposed or aware of dogs’ rights than their counterparts from slums. This variance in dogs’ rights awareness could be tied to the economic advantage in which middle-class dog owners had better phones than dog owners in slum areas. For instance, by use of observation method, this researcher noted that the interviewees from Kibera slum had no smartphones but used analogue phones that had no access to the internet. Perhaps this contributes to the dog owners’ inability to be aware of the dogs’ rights and freedoms since they were not able to browse about how to take care of their dogs. Perhaps this economic theory supports Coppinger and Coppinger (2019) argument that ‘adequate resources’ influences investment in animal rights.

This finding could further be attributed to the dog owners’ level of education. From the results, out of the ten dogs’ owners, four were graduates, three had ‘O’ level of education while three had no education at all. This could perhaps mean three dog owners that had no education at all could not read and write and therefore not be able to gather knowledge or exposure about animal freedoms.

This study found dog owners sourced for animal freedoms from local media, Google, and social media. For instance, some dog owners were aware of five freedoms such as; right to food, right to shelter, right to proper medical care, and right to live in accepted environmental conditions away from harsh weather. Other dog owners stated they knew dogs should be free from beatings and cruelty. The finding

aligned with Behrens (2018) position that there was emergence of middle-income class that was educated and wanted to be aware of their animals' or pets' rights.

The interviewees stated their knowledge about dogs' freedoms has enabled them to provide adequate food, shelter, and security for their dogs. They also explained that they don't hit their dogs. When they make a mistake but rather instruct them through commands that they come to respect and follow. This finding matched with Allen (2019) finding that animal welfare education determines the level of animal owners' awareness and how to protect their animals. Thomas (2019) believes that animal owners' awareness contributed to increased animal rights protection in the modern world today.

However, interestingly, the study found dog owners that stated they were not aware of dogs' freedoms but took care of their dogs well and never abused their animals. They said they religiously fed their dogs, gave them food, water, and made sure they slept in better places. They added they never beat their dogs even when a dog had messed up. This finding conflicts with Mwangi and Njiru (2019) proposition that most Kenya dog owners do not know what to do to protect their dogs or rather to improve their dogs' welfare. These dog owners were not aware of their dogs' rights but instead still treated their dogs based on what they knew was humanely right. To some extent, this finding supports Fijn (2019) position that failure to improve dog lives in Kenya is not because of lack of knowledge about dogs' rights by animal owners. Instead, it is impunity since most animal owners know the government does not take enforcement of animal rights policies within the country seriously.

4.5 Types and nature of information dog owners seek most in Nairobi County and why.

This section analyses and interprets nature of information dogs owners seek and why they sought such information. This section also evaluates whether the

information dogs' owners sought was beneficial to them and whether they applied such expert advice in taking care of their dogs.

4.5.1 *Have you ever tried to look for information on how dogs should be taken care of before?*

All the interviewees except few answered they had sought information on how they should take care of their dogs. The majority respondents stated they sought for the information on Facebook, YouTube, and Google, while others sought advice from local professional friends and relatives or vets' institutions such as Kabete School of Veterinary. In the quote of a respondent,

I have attempted to talk to vets in Kenya. Sometimes we have spoken with Kabete School of Veterinary studies. Another dog owner stated; Yes. Keeping dogs has made me actively search for information to ensure I'm giving the best care. This was mostly on Google and now recently, the dog lovers' group. (R4)

The above finding matched with dog experts' interview that revealed animal and pet owners, searched for information to support their animal or pet care on online platforms such as Facebook, Twitter, YouTube and Google. The dog experts also agreed that some animal and pet owners search for information from local veterinary services, government agriculture departments, County Council of Nairobi pets' section and local animal NGOs focusing on the promotion of animal rights. The government dog expert, however, mentioned that most online sites or information was neither trustworthy nor reliable to be trusted. The government dog expert added perhaps such sites airing animal rights contents need to be regulated.

4.5.2 *What nature of information do you seek for your dogs?*

The interviewed dog owners stated the urge to care for their dogs made them seek different information about dogs' welfare. They explained that they sought information on how to communicate with dogs and develop a lasting relationship;

how to provide a protected and clean living environment for dogs; feeding a quality diet and prevent obesity in dogs; dogs' examination and vaccination; and the right shelter as well as the surrounding environment for dogs. The dog owners also explained the health conditions of their dogs motivated them to seek information online and locally to care for their dogs' health. For instance, some respondents described the nature of the information they sought for their dogs in the excerpts below:

For instance, I lost a puppy about a year ago to Pavo. It was weak and would diarrhoea a lot. During this period, I actively sourced for information online and what I could do and some of that is what I'm using to date. Most of the information was from foreign sites. (DO1)

Mostly, what I look for is the stuff that will enhance their health. Usually, things to do with nutrition and supplementation. Sometimes I look for information on environmental things like walking in the rain, you know, is it safe? Is there something that the dog can wear? You know, those kinds of things, but mostly it's on nutrition and supplementation, and it's because of their health. What I look for most is for their health. (DO2)

The above findings were in line with collective interview information from vets, NGOs dog experts, and government dog expert that established most dog owners seek for information about vaccination, types of foods to offer dogs, right nutrients for dogs, how to prepare kennels for dogs, how to wash dogs, the right room temperature for dogs, dog supplements, dogs' diseases, spaying and neutering, stunning among others. The government dog expert precisely said lately; most dog owners had been seeking information in his office asking the best procedure to wash their dogs. The expert used this interview to explain the professional way to wash dogs. He explained:

Lather with an appropriate shampoo for your dog, taking care to rub-down the hind and buttocks. Avoid the eye area or getting it near the mouth, making sure that they don't ingest any of the shampoo. Wash the body of the dog first and lastly the head because this makes them shake. (Government Expert)

4.5.3 *Did the information you sought was of benefit to you?*

The study established that while some pieces of information dog owners sought were of benefit to them, some dog owners were not satisfied with the nature of the information they received from local dog professionals and online sites. Some dog owners were pleased with the advice they got from local vet clinics, and other few dog owners were content with Dr Karen Becker' educative tutorials and videos they received online. Some dog owners explained their levels of satisfaction and why they adopt such information to care for their dogs in the excerpts captured below:

Yes. When I took Caddy to a vet clinic to get vaccinated against rabies, the veterinary doctors on site offered a few tips on dog care that I'm currently using. One of them is that I should vaccinate my dog at least yearly and I should feed her at minimum, once a day. (DO3)

I mostly get dog care information through Google. Dr. Karen Becker influences me. She's a vet in the U S. There was actually, a series of videos that she did with a guy called Rodney Habib. And it was about dog cancer. It was free for a while, and I managed to watch those videos. And there are so many holistic online vets, so many experts that I follow to receive dog care information which I actively use. (DO4)

However, other dog owners were not satisfied with the nature of the information they received from local vets or on social media. For instance, a dog owner stated the dog feeding information he sourced from Facebook was not helpful since it was incomplete and lacked procedure on how to implement it. Another dog owner complained about the advice she received from a particular vet clinic in Nairobi County. She never used or adopted this advice because she felt the information was misleading and could be dangerous to the health of her dog if applied. The dog owner views were captured hereunder:

I have found that there are vets who are more knowledgeable than others, but overall, I would say that it's not satisfactory. I don't think there's sufficient effort put into acquiring the best knowledge on animal care locally. So for example, if you look at spaying and neutering, you don't need to remove a dog's balls. You can do it by vasectomy. When you remove the balls, you affect a dog's hormones for the rest of his life. That is why we sometimes have dogs that bark for hours on end. So, when you take them out, you're wrecking that dog's health. There's one vet in Kenya who I

found, and he was like, yeah, I can even do a vasectomy, but most often you'll find that they'll take off the balls. (DO5)

With my current dog, the vet I used took out the ovaries because I didn't know better. The vet at that time said, you know, some people like to leave some of the things, but you know what let's remove everything. I was like, okay, fine. I now firmly believe that's why she has some personality issues. (DO6)

I've also lost a dog in the hands of a Kenyan vet from something that could have easily been solved if they had the right knowledge and expertise. The dog required calcium due to imbalance of minerals in the body. (DO7)

One of the local vets who runs a clinic told me to get over the death of my last dog and simply get another one. The problem begins when they explicitly give you treatment options to save on money rather than giving you the best options to save the life of the animals. For example, you shouldn't waste your money on getting tests. (DO8)

I'm big on tests because that is the only way you can know the best treatment options. With the dog I lost, we wasted time treating it for things that we were unsure about and eventually, it died. (DO3)

The above interviewee frustration in the hands of a vet was corroborated by experts that explained, some people pretending to be animal professionals were quacks. According to independent vets, dog owners when seeking information should check for the Ministry of Health and Ministry of Agriculture approved veterinary services. According to NGOs dog experts and government dog expert, while care for animals in Kenya was gradually being regulated, some unqualified people still operate in the market that swindles Kenyans and offers drugs or services that harm their animals. The government dog expert added that some of the information disseminated by unqualified dog experts was incomplete and therefore, could not be well implemented by dog owners. The experts suggested such people should be reported to the authorities to take legal action against them. The NGOs dog experts explained to dog owners how to identify and a report a quack:

Quacks make pet owners incur lots of unnecessary expense; worst they can kill your animal. Quacks are misusing veterinary antibiotics through improper use, and this is resulting in resistance to antibiotics. Veterinary practice, unlike human medicine, mostly happens on farms and quacks have taken this advantage to fleece farmers under the pretext of treating animals. (DE1)

The 'quack vets' don't leave any records. A trained animal health professional will always leave behind a documented history which details his tentative or

confirmed diagnosis and the medications. This is important because in the event the animal owner wishes to change to another vet, the new one can follow up the treatment process from an informed point of view. Quacks, in most cases, will not leave records because they know they are committing a legal offence. (DE2)

According to the findings, all the interviewees, except some answered that they have sought for information on how they should take care of their dogs. The majority sought for the information on Facebook, Youtube, and Google while others sought advice from local professional friends and relatives or vets institutions such as Kabete School of Veterinary. This finding contradicts Twala & Hlalele (2017) study that opined that in most developed nations such as United States of America (USA) and other European countries such as France, Britain, Canada, Finland, Germany, Sweden, Switzerland, Holland, Italy and others, many people seek information about pets than in developing nations such as Kenya.

From the finding, the interviewed dog owners stated the urge to care for their dogs well made them seek different information about dogs' welfare. They explained they sought information on how to communicate with dogs and develop a lasting relationship; how to provide a protected and clean living environment for dogs; feeding a quality diet and prevent obesity in dogs; dogs' examination and vaccination; and the right shelter as well as the surrounding environment for dogs. The dog owners also explained the health conditions of their dogs motivated them to seek information online and locally to care for their dogs' health.

This finding was in agreement with Bradshaw (2019) study that observed that people preparing or already keeping pets, search more information on how to choose the right pet, how to take care of their pets, pet check-ups, preventive care, pet vaccines, finding the right match, pets and time management, easy to keep pets, pets lifetime, credible pet resources, signs of pets good health, adoption contract, and pet

veterinary exams. However, the same finding contradicts Meyer *et al.*, (2016) study that tie search for animal information to the management of costs of caring for the pets alone. Meyer *et al.*, explains that many animal owners or potential would be keepers are increasingly sensitive to the costs of keeping pets and search for information that would help them to reduce animal expenditures.

4.6 The extent to which household income impacts animal freedoms among dog owners in Nairobi County.

This section analyses and interprets the relationship between dog owners' income and access to veterinary services; the relationship between dog owners' income and their dogs' foods; the relationship between dog owners' income and their dogs' houses; and how having a stable income affects the care dog owners give to their dogs.

4.6.1 How does not having a stable income affect the care you give to your dog?

All the interviewees agreed that personal finance or income of dog owners affect how they address dog welfare. However, they added that despite the difficulty, they still found a way to feed their dogs. Some dog owners except few that were not financially stable or had their source of income affected by the coronavirus pandemic said this has adversely affected how they feed their dogs, respond to their medications and the general wellbeing of the pets. A dog owner explained:

Not being financially stable has affected how I take care of my dogs. I'm not able to feed them daily, access veterinary services, proper grooming, and even being able to build a proper doghouse. That I'm in financial difficulty, does not mean my dogs cannot eat. I make sure they eat even if I lack. (DO4)

4.6.2 The relationship between dog owners' income and their dogs' houses

Some dog owners' financial elements were reflected in their dogs' houses as the dog owners used sub-standard material such as scraps metals from the workshop to set up kennels for their dogs. A dog owner stated:

There's also a financial element because as you can see, much of this was built using free scraps from a workshop. (DO6)

Another dog owner explained the struggle to put up a doghouse in the excerpt below.

I have a friend within Kibera who builds furniture, so I requested him to make a doghouse for me. In terms of measurements, I honestly didn't know there's a required size for a doghouse. Much of it was driven by instinct. I would, however, want to see how a proper dog structure is done. (DO5)

4.6.3 The relationship between dog owners' income and their dogs' foods

In terms of nutrition, almost all dog owners explained that their purchasing power had been affected by income decline due to adverse effect of coronavirus pandemic on economic activities. As a result, the dog owners stated they were struggling to feed their dogs, thus giving their dogs any form of local foods, they came across. A respondent said:

I feed my dogs with what I can easily afford, such as milk, ugali, bones, water, and vegetables. (R8)

However, the study established that few dog owners whose income had not been severely affected by the pandemic fed their dogs foods with nutrients as required. For instance, a dog owner responded:

I give my dogs raw meat, sometimes chicken and sweet potato, sometimes other vegetables. I also put in supplements such as calcium and cod liver. (R7)

4.6.4 The relationship between dog owners' income and access to veterinary services

All the dog owners interviewed stated lack of money inhibited them from affording veterinary care services for their dogs. They explained financial constraints made them bypass, forgo, or ignore some of their dogs' health challenges as they hustled to put food on the table. Some dog owners even related worst cases that happened to their dogs, such as death due to lack of money as reflected below.

I think part of why I lost my dogs is I didn't have the money to get them the best care. Also, food like meat is not so cheap. It is expensive. It's a devastating feeling to have a dog, and due to finances, you can't give the best. (DO3)

Veterinary care is also one of the things I struggle with; a CT scan is about Ksh 10,000 an MRI is Ksh 25,000. One of the things I'm hoping to do is to sort myself out financially. Cause I would like to take in more animals. (DO4)

Veterinary services are not the most accessible. Apart from cost, the clinics are not well equipped, and so there is so much that they can't do because they don't have the equipment. There's also the question of expertise. Many people claim to be vets, and they are paraprofessional who shouldn't carry out things like surgery. They can also be far by proximity and so if you have an emergency, unfortunately, your pet can just pass on. Finally, it's also not easy to know who is reputable in the industry and who genuinely cares about animals. (DO5)

All the dog experts interviewed agreed that indeed finance or personal income affects dogs' upkeep. They explained that when a dog owner has no or little income, they tend to concentrate on human needs rather than dog needs. This leaves dogs to suffer as their basic needs such as; foods, vaccination and medications were overlooked. One NGO dog expert explained how low-income years back made his dog die:

A few years ago, my playful and happy dog named Oreo – went to the veterinary doctor for bleeding in the mouth. Issues involving blood are always a concern, but Oreo was only eight, and in otherwise good health, so it wasn't very shocking. I thought, she had eaten something that irritated her digestive system, I had assumed. (DE3)

However, things got worse, and like most low-income and working-class people, I lived paycheck to paycheck. At that time, my wife had been recently forced to leave her job as a cashier due to breathing difficulties. Oreo's health deteriorated and died. (DE4)

All the interviewees agreed that personal finance or income of dog owners affect how they address dog welfare. However, they added that despite the difficulty, they still struggled by all means and fed their dogs even in the phase of coronavirus pandemic. To some extent, this finding further reinforced Wells (2018) position that household income influences which keep the animal and how such animal is kept. However, to another extent, this finding contradicted Wemelsfelder *et al.*, (2017) study that economic hardships make people unable to maintain their pets hence disposing of them.

This study further study finding revealed some dog owners' financial elements were specifically reflected in their dogs' houses as the dog owners used sub-standard material such as scraps metals from the workshop to set up kennels for their dogs. In terms of foods, almost all dog owners explained that their purchasing power had been affected by income decline due to adverse effect of coronavirus pandemic on economic activities, and this affected how they feed their dogs. Further, the dog owners lack money inhibited them from affording veterinary care services for their dogs. These findings reinforced Wells (2018) proposition that household income influences how an animal is kept. The findings further supported Thomas (2019) view that the income of individual determines how their pets or livestock are maintained and whether their welfare or rights are essential to the owner. Further, the findings were in line with Epley, Waytz and Cacioppo (2019) propositions that Africans do not keep pets because most households were still poor and struggling financially. The scholar explains that pets cost a lot in terms of treatment, feeding, shelter and other maintenance factors.

4.7 The relationship of the findings with the study theories

This study was supported by information diffusion theory and reinforced with attachment theory and egalitarianism theory. The study established dog owners' behaviour patterns and uptake of information followed information diffusion theory, attachment theory and egalitarianism theory principles. For instance, the study found that some pieces of information dog owners sought were of benefit to them, some dog owners were not satisfied with the nature of the information they received from local dog professionals and online sites. Five dog owners were pleased with the advice they got from local vet clinics, and other two dog owners were content with Dr. Karen Becker' educative tutorials and videos they received online. However, three dog owners were not satisfied with the nature of the information they received from local vets or on social media. This followed information diffusion theory that suggests that people are most likely to adopt new ideas, products, or behaviours based upon their favourable evaluations of the ideas as communicated to them by individuals whom they trust and respect (Thorpe, 2017). In the diffusion principle, this explains the process under which animal keepers receive animal rights information and whether they perceive such information as beneficial and adopt them or not.

Further, the study has revealed that some dog owners from some parts of the society were more exposed than dog owners from other parts of society. For instance, middle-class dog owners from Kitengela and Lang'ata were more aware of dog freedoms than dog owners in Kibera slums. This also follows information diffusion model where Rogers (1962) explain diffusion is the process through which new ideas, technologies, products, or processes are spread through communication among members of a social system via communication channels over time. The model explains that people's exposure to information about new ideas, typically through

communication across social networks or via different media channels, often has a profound influence on the rate at which they adopt new beliefs, products, or behaviours. It seems Kitengela and Lang'ata dog owners were more aware of dogs' freedoms due to their high level of education, economic advantage and owning smartphones that Kibera slums dog owners did not possess.

This study also revealed that interviewed dog owners had likeness and passion for their dogs, and this likeness and love for dogs made them treat their dogs better as they viewed dogs as their friends. This finding follows an attachment theory principle in which Grandin's (2018) pet attachment survey found higher intimacy between dog owners and cat owners and their pets. Aleri *et al.* (2018) study also showed that humans and pets could be significant attachment figures for one another. A pet can be accepted, openly affectionate, honest, loyal, and consistent, which are all qualities that can satisfy a person's basic need to be loved and feel self-worth (Farm Animal Welfare Council, 2018).

Lastly, the study found all the interviewed dog owners treated their dogs with care, humanely, friendly, and never beat, hit, or abused their dogs even when the dogs had made mistakes. This conformed to egalitarianism principle. Egalitarianism theory defends that a situation is best if the happiness present in that situation is distributed as equally as possible. According to some egalitarians such as Twala & Hlalele (2017), equality is good because inequality is bad in itself or because it's unfair. According to others, equality is good, and inequality is wrong because we should give priority to the interests of those who fare worst off (Behrens, 2018; Wemelsfelder *et al.*, 2017). Due to this, the interviewed dog owners treated their dogs humanely and with respect as their partners or fellow human beings.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Overview

This chapter focuses on a summary of the study. This involves a brief analysis of the preceding chapter findings. This section also develops a conclusion which was presented thematically as per the study objectives and research questions. Finally, based on findings, this study provides recommendations and suggestions for further studies.

5.2 Summary

This section summarizes general information, animal freedoms awareness, types and nature of information dog owners seek, why they seek this information and impact of dog owners' household income on animal freedoms.

5.2.1 General information

This study received responses from 15 interviews conducted. A majority of sampled participants' views were incorporated in the analysis that was significant to depict the issues relating to animal freedoms information uptake among dog owners in Nairobi County.

5.2.2 Attitude of dog owners and care for dogs

This research established that studied Nairobi dog owners were between the ages of 24 years old to 65 years old with the majority below 35 years of age. This study also established that dog owners under this study were from both affluent and low-income class such as Lang'ata and Kitengela as well as Kibera slums.

Most dog owners had an average of two dogs with most dog owners having kept dogs for four years with some having lived with dogs at their homes since they were children. Out of all the dogs' owners, four were graduates; three had 'O' level of education while three had no education at all. The study established types of breeds

kept by Kibera, Lang'ata and Kitengela dog owners were the German Shepherd, Labrador Retriever, English Springer Spaniel, Rottweiler, Chihuahua, Pomeranian, and Maltese with German Shepherd, and Chihuahua the most domesticated.

The study revealed that interviewed dog owners had developed likeness and passion for dogs from youthhood because their parents kept dogs or they grew in families with dogs since their childhood. They stated their closeness and affection for dogs made them treat dogs better as they viewed dogs as their friends. The study further established that interviewed dog owners love, passion, and likeness for their dogs motivated them to wake up and work hard every day to fend for their pets.

5.2.3 Animal Freedoms Awareness

This study recorded above-average awareness for animal freedom. Further, the study revealed dog owners have heard about animal freedoms. Most were from the middle class of Lang'ata and Kitengela estates while others were from low-income Kibera slums. As a result, the study observed that dog owners from the middle class were more exposed or aware of dogs' rights than their counterparts from slums.

The study also found dog owners sourced for animal freedoms information from local media stations, from vets, and animal protection organizations such as World Animal Protection, Kabete School of Veterinary, and Kenya Society for the Protection and Care of Animals (KSPCA). The dog owners also sourced for information in online media such as Facebook and Twitter dog lovers' groups, YouTube, and from Google.

The dog owners were aware of the following animal rights and freedoms; freedom from pain, right to food, right to shelter, right to proper medical care, and right to live in accepted environmental conditions away from harsh weather. The others were freedom from beatings and cruelty. The interviewees stated their

knowledge about dogs' freedom has enabled them to provide adequate food, shelter, and security for their dogs. However, interestingly, the study found some dog owners that stated they were not aware of dogs' freedoms but took care of their dogs well and never abused them.

However, interviewed dogs' experts pointed out that a large population of Kenyans do not know about dogs' rights and freedoms. They also stated dogs' freedoms awareness among Kenyans varies from region to region. Nairobi County residents have the most awareness about dogs' freedoms since they access such data online and dog protection organizations, as opposed to people in rural settings that did not have such services.

The dogs' experts also observed that many Kenyans were still not aware of the following animal rights: no animals' experiments, no breeding and killing animals for food or clothes or medicine, no use of animals for hard labour, no selective breeding for any reason other than the benefit of the animal, no hunting, no zoos or use of animals in entertainment.

5.2.4 Types and Nature of Information Dog Owners Seek and Why

According to the findings, all the interviewees except a few answered that they have sought for information on how they should take care of their dogs. The majority sought for the information on Facebook, Youtube, and Google, while others sought advice from local professional friends and relatives or vets institutions such as Kabete School of Veterinary.

The study also established nature of the information sought by dog owners were about how to communicate with dogs, how to develop a lasting relationship with dogs, how to provide a protected and clean living environment for dogs; quality diet

for dogs, how to prevent obesity in dogs, spaying and neutering, dogs' examination and vaccination, the right shelter and environment for dogs.

The above findings agreed with collective information from dog experts that stated most dog owners seek for information about vaccination, types of foods to offer dogs, right nutrients for dogs, how to wash dogs, the right room temperature for dogs, dog supplements, dogs' diseases, spaying and neutering, stunning. Of late, government dog expert said most dog owners had been seeking information in his office asking how they can access vaccination services.

The study established that while some pieces of information dog owners sought were of benefit to them, some dog owners were not satisfied with the nature information they received online or in local sources since they were incomplete, lacked procedure or they were just pieces of bad advice. The study further found this determined whether dog owners consumed such information in keeping their dogs. While some dog owners were satisfied with the advice they got from local vet clinics and Dr. Karen Becker' educative online tutorials and videos, others had bad experiences with local vets.

The interviewed experts corroborated that there were animal expert quacks. The experts advised dog owners seeking information about their animals to always check for the Ministry of Health and Ministry of Agriculture approval of the veterinary services they receive. The study established that while care for animals in Kenya was gradually being regulated, some unqualified people still operate in the market that swindles Kenyans and offer drugs or services that harm their animals. The dog experts added that some of the information disseminated by unqualified dog experts was incomplete, lacked procedure and therefore could not be well implemented by dog owners. The experts suggested such people should be reported to

the authority for legal action. The experts advised that a trained animal health professional or expert should be registered by the Kenya Veterinary Board, leave behind a documented record which details his tentative or confirmed diagnosis and the medications given to animals and if no record left then the person is a quack.

5.2.5 Impact of Dog Owners' Household Income on Animal Freedoms

All the interviewed dog owners and dog experts agreed that personal finance or income of dog owners affected how they care for dogs' welfare. The study established coronavirus pandemic negatively affected most dog owners' sources of income, thus advancing poor care for dogs by their owners.

The study established financial instability of dog owners led to poor dogs dieting, low housing, and limited medical services and vaccinations for dogs. The study found dog owners whose income were affected by the coronavirus pandemic fed their dogs milk, ugali, bones, water, and vegetables. This is contrary to financial stable dog owners that provided nutritious, balanced diet such as raw meat, chicken, sweet potato, vegetables, calcium supplements, cod liver oil and phosphorous. Financially unstable dog owners also built their dogs kennel using sub-standard scraps metals. One dog owner connected her dog's death to lack of money. Dog owners explained financial constraints made them bypass, forgo, or ignore some of their dogs' health challenges as they hustled to put food on the table. The dog experts also explained that when a dog owner has no or little income, they tend to concentrate on human needs and ignore dog needs.

5.2.6 Relationships between findings and study theories

The study established dog owners' behaviour patterns and uptake of information followed information diffusion theory, attachment theory and

egalitarianism theory principles. For instance, the study found that some pieces of information dog owners sought were of benefit to them, some dog owners were not satisfied with the nature of the information they received from local dog professionals and online sites. This followed information diffusion theory that suggests that people are most likely to adopt new ideas, products, or behaviours based upon their favourable evaluations of the ideas as communicated to them by individuals whom they trust and respect (Thorpe, 2017).

Further, the study revealed that middle-class dog owners from Kitengela and Lang'ata were more aware of dog freedoms than dog owners in Kibera slums. This also follows information diffusion model where Rogers (1962) explain diffusion is the process through which new ideas, technologies, products, or processes are spread through communication among members of a social system via communication channels over time. It appears Kitengela and Lang'ata dog owners were more aware of dogs' freedoms due to their high level of education, economic advantage and owning smartphones that Kibera slums dog owners did not possess.

This study also revealed that interviewed dog owners had likeness and passion for their dogs, and this likeness and love for dogs made them treat their dogs better as they viewed dogs as their friends. This finding follows an attachment theory principle in which Grandin's (2018) pet attachment survey found higher intimacy between dog owners and cat owners and their pets. Aleri *et al.*, (2018) study also showed that humans and pets could be significant attachment figures for one another.

Lastly, the study found all the interviewed dog owners treated their dogs with care, humanely, friendly, and never beat, hit, or abused their dogs even when the dogs had made mistakes. This conformed to egalitarianism principle. Egalitarianism theory defends that a situation is best if the happiness present in that situation is distributed

as equally as possible. According to some egalitarians such as Twala & Hlalele (2017), equality is good because inequality is bad in itself or because it's unfair. According to others, equality is good, and inequality is wrong because we should give priority to the interests of those who fare worst off (Behrens, 2018; Wemelsfelder *et al.*, 2017).

5.3 Conclusions

Based on study findings, the following conclusions were made: How a person loves his or her dog determines how they treat it, and dog owners should be encouraged to have compassion for their dogs. The middle-class dog owners were more aware of their dogs' rights than low-income dog owners. Dog owners with a high level of animal freedoms awareness information treat their dogs better than dog owners that did not know of animal freedoms. Therefore, there is need for more sensitization about dogs' freedoms to low-income dog owners such as Kibera slums than the middle-class dog owners in Kitengela and Lang'ata.

Some information obtained by dog owners about dogs' care and freedoms in online sites or from local vets was distorted and unreliable to be trusted to promote dogs' wellbeing. Consequently, there is a need for more stringent regulations on experts offering veterinary services in Kenya or online sites providing animal welfare information to weed out quacks. Lastly, the income of dog owners directly affects the care and health of their dogs, and the benefits dogs receive from the owners. As a result, the Government of Kenya and all concerned stakeholders should set up a policy that vets people who are suitable to own dogs to ensure dogs do not suffer in the hands of their owners.

Perhaps information diffusion theory, attachment theory and egalitarianism theory principles should be adopted in creating awareness among dog owners and the

public. The study established dog owners' behaviour patterns and uptake of information followed information diffusion theory, attachment theory and egalitarianism theory principles.

5.4 Recommendations

Based on the findings, this study recommends the following to improve dogs' welfare in Kenya and general animal freedoms awareness:

- i. All stakeholders; the practising dog experts in Kenya, Government of Kenya, Ministry of Agriculture, Ministry of Health, animal protection or advocate bodies in Kenya and other relevant agencies should make an effort to vet and encourage existing and potential to have compassion towards their dogs.
- ii. Further, all the state and non-state agencies or stakeholders mentioned in the first recommendations should sensitize dog owners and the general Kenyan population about dogs' freedoms and rights to improve how they were treated or care for. There is need for more sensitization about dogs' freedoms to low-income dog owners such as Kibera slums than the middle-class dog owners in Kitengela and Lang'ata as low-income households had low awareness levels compared to middle-class income.
- iii. To stop and prevent further distortion of dogs' care and freedoms information obtained by dog owners in Kenya, the state and non-state agencies or stakeholders mentioned in the first recommendations should develop more stringent regulations or policies on veterinary services offered to Kenyans as well as animal welfare information provided by online sites to weed out quacks and misleading information.
- iv. Lastly, since the income of dog owners directly determines the care and the benefits dogs receive from the owners, all the state and none State agencies or

stakeholders mentioned in the first recommendations should set up a policy that vets people who are suitable to own dogs to ensure dogs do not suffer in the hands of their owners.

- v. This study strongly recommends information diffusion theory, attachment theory and egalitarianism theory principles should be adopted in creating awareness among dog owners and the public as the study established dog owners' behaviour patterns and uptake of information followed information diffusion theory, attachment theory and egalitarianism theory principles.

5.5 Recommendations for Further Research

This study was exploratory and adopted a qualitative approach in the analysis due to limitations presented by the emergence of coronavirus pandemic that could not allow other useful data collection tools such as focused groups' discussions. This study, therefore, suggests that further studies be done on dogs' welfare in Kenya with a focus on a quantitative approach.

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APPENDICES

APPENDIX I: CONSENT NOTE

Dear Sir/ Madam,

RE: DATA COLLECTION

I am a final year student undertaking Master of Arts in Communication Studies (School of Journalism and Mass Communication) at the University of Nairobi.

I am carrying out a research on “*An assessment of animal freedoms information uptake among dog owners in Nairobi County*”.

This is to kindly request you to voluntarily give consent to participate in this study and be issued with the key informant interview guide. Should you willing wish not to participate in this study then tick the box below. The information you provide will be used solely for academic purposes and will be treated with utmost confidentiality. Your assistance will be highly appreciated.

I wish not to participate in this study.

Yours truly,
Mureithi Beth Njeri
K50/88062/2016

Student/Researcher

Dr. Elias Mokuu
University of Nairobi

Supervisor

APPENDIX II: KEY INFORMANT INTERVIEW GUIDE FOR DOG OWNERS'

1. As a person do you like dogs? If yes, how does this influences how you care for your dog? (Please give full list of things you do for your dog because you like it).
2. If no, how does this influences how you care for your dog? (Please give full list of things you restrain or skip doing for your dog because you don't like it presence or it being around you).
3. As a dog owner, are you aware of the rights and freedoms a dog has? If yes, briefly list the forms of rights and freedoms you know. If you don't know, explain why you think you are not aware of such information.
4. Do you practice or implement the dogs' rights and freedoms you know to your dog(s)? If yes, briefly explain how you do it. If no, briefly explain why you don't implement such freedoms to your dog.
5. Have you ever sought any form of information relating to your dog from World Animal Protection Nairobi Office or any other professional dogs or animal bodies? If yes briefly describe the nature of the information you sought and why.
6. In relations to question 5, did the nature of message or professional advice you got helped you and are you using it? If yes briefly explain how you use such professional advice to care or improve your dog's wellbeing or welfare. If no briefly explain why you are not adopting a professional advice to care or improve your dog's wellbeing or welfare.
7. Are you employed, self employed or not employed? How does this affect your dog's food supply, shelter, and medical treatment? Is there something you would want to do for your dog but unable because of your personal financial challenge?

Thank you for your contributions and cooperation.

APPENDIX III: KEY INFORMANT INTERVIEW GUIDE FOR VETS, NON-GOVERNMENTAL ORGANIZATION, AND GOVERNMENT OFFICIAL

1. What characteristics should dog owners have?
2. Based on your expertise and experience, how does passion or lack of passion affect people who keep dogs?
3. What would you say of the level of dog freedoms awareness among Kenyans?
4. Based on your expertise and experience, how does such level of dogs' freedoms awareness affect how dogs are cared for by Kenyans?
5. What are other places people who keep dogs seek information or advice from and from your expertise, are they reliable?
6. Based on your expertise and experience, what nature of information people who keep dogs seek from you?
7. Do you think they use or apply such information, if not why?
8. Based on expert opinion, how would low income of a dog owner affect how they care for their pet?

Thank you for your contributions and cooperation.