

AN INVESTIGATION INTO THE ROLE OF RADIO
BROADCAST IN USING BEHAVIOR CHANGE
COMMUNICATION TO DEAL WITH HATE SPEECH
IN KENYA; THE CASE OF NATION MEDIA GROUP

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A Research Project submitted in partial fulfillment of Masters of
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and Mass Communication- University of Nairobi

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Declaration

This is my original work and has not been presented for any of the study programme in any learning institution.

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Dedication

This project research is dedicated to my sweetheart wife, Elizabeth Watetu Kamau and to my parents Daniel Gikonyo and Zipporah Wanjiru, as well as my Brothers and Sisters for their love, support, encouragement and patience throughout the study.

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Abbreviation and Acronyms

AIDS Acquired Immune Deficiency Syndrome

BCC Behaviour Change Communication

CCK Communication Commission of Kenya

FM Frequency Modulation

HIV Human Immunodeficiency Virus

IEC Information, Education and Communication

MPs Members of Parliament

NCIA National Cohesion and Integration Act

NCIC National Cohesion and Integration Commission

NMG Nation Media Group

NTIA National Telecommunications and Information Administration

PEV Post Election Violence

SMSs Short Message Services

SOCO Single Overriding Communication Objective Approach

SRS Stratified Random Sampling

SRT Social Responsibility Theory

TPB Theory of Planned Behaviour

ICC International Criminal Court

KNCHR Kenya National Commission on Human Rights

MCK Media Council of Kenya

MTPs Medium-term plans

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Abstract

In partial fulfillment of a coursework in M.A Degree in Communication Studies at the University of Nairobi, I come up with the idea of tackling Hate Speech. Thus hatched a topic entitled. *An investigation into the role of radio broadcast in using Behavior Change Communication to deal with hate speech in Kenya; the case of Nation Media Group.*

The study was worth doing as problems related to hate speech have continued to increase since postcolonial era. The emerging results have been harsh, as witnessed during the Post Election Violence (PEV) after the disputed 2007 General Elections (Waki Report; 2008).

During PEV after PEV the economic growth rate in Kenya dropped, coupled with lose of lives and properties, as well denting the Kenyan image internationally.

Behavior change Communication (BCC) is one of the most essential components of solving problems related to humanity. When planned well, BCC can be a very effective intervention to bring appropriate changes in behavior, especially among populations with high risk behavior. The research used secondary analysis and key respondent research to collect the data for the study.

Thus this research project aimed at achieving the following objectives; assess the root causes of hate speech in Kenya, explore ways radio broadcast media can use BCC to eradicate hate speech in Kenya and establish the role of radio broadcast media in dealing with Hate Speech.

The study found that Negative Ethnicity is one of the key causes of hate speech in Kenya, as well as politicians, journalists and ordinary Kenyans. Social-cultural aspects and legal features can be very crucial in enhancing behaviour change in regard to hate speech. Radio broadcast can play key role in handling hate speech in Kenya through its role of mobilization, entertainment and information.

The results of the study will be used to engage the broadcast media in enhancing proper speech in Kenya, by involving all stakeholders notably the radio audiences, Non Governmental Organisations, international community, Kenyan government, media owners, foreigners, journalists and policymakers.

CHAPTER ONE: INTRODUCTION

1.0 Introduction

1.1 Background to the problem

Broadcast media world over play a key role in enhancing international cohesion. Thus the media in general through research has shown that it has enormous effect to influence human kind aspects such as cognitive aspects, affective aspects and behavioral sphere

In Africa, media have been noted for its both positive and negative effect. For instance the Rwandan genocide is arguably to have been fuelled by radio broadcast. For instance, the 1994 genocide in Rwanda was to a degree attributed to the incitement of an FM radio station that generated information demonizing the minority Tutsi. Kigali's Radio-*Television Libre des Mille Collines* referred to the Tutsis as "cockroaches" that needed to be eliminated in order to sanitize Rwanda.

Worth noting, media was likewise blamed in the mass killings in Bosnia. These are some examples of how media freedom can be abused by media houses, leading to calamitous results (Knegler Report).

Hate speech such as ethnic hatred has detrimentally affected Kenya's political, social-economic and related development since colonial period. The impact of hate speech have made Kenya witness inter-community wars, destruction of property, loss of life, corruption, nepotism, unequal allocation of resources and collapse of national projects

Locally, according to Waki Report media contributed to PEV violence. According to the witness, many of them recalled with horror, fear, and disgust the negative and inflammatory role of vernacular radio stations in their testimony and statements to the Commission. In particular, they singled out a certain radio FMs as having contributed to a climate of hate, negative ethnicity, and having incited violence in the Rift Valley. These included the vernacular music and negative ethnicity allegedly coming from other radio stations. This was mentioned critically in various sections of Exhibit no. 125, of the KNCHR's report on Kenya's post 2007 election violence. (Waki Report. 295)

1.2 Statement of the problem

This study, therefore, sought to establish the role of radio broadcast in using Behavior Change Communication to deal with hate speech in Kenya, the case of Nation Media Group. According to KNHRC (2008), Kenya's experiences of political campaigns during the 2005 Constitutional Referendum and the 2007 General Elections indicate forms of hate speech. Notably, concur that politicians have a penchant for speechifying in a manner designed to incite the public; or that politicians have an almost instinctive predilection for inciting the public.

Negative effects of hate speech were witnessed in their worst in 1994, following progressive hate propaganda carried out by politicians and national media, the Rwanda genocide took place

Mbeki (2010) posits that Kenyan media have a reputation of being a key defender of good governance and democracy. Main stream private media provide a platform for opposition and civil society to champion democracy since 1992, the media have been exposing corruption and other vices, despite mobilization of voters as noted in the 2007 general election.

Media may have failed to denounce negative ethnicity and hold politicians responsible for fanning ethnic hatred and animosity, through their chauvinistic utterances and actions. PEV indicated that free and plural media were much an answer to Kenya's democratic deficits as they are a problem. Thus media as social institution was involved in the deconstruction of the Kenya society (P. 3-4).

KNHCR reiterated that media uncritical, unchecked reproduction and dissemination of careless statements by politicians may have reinforced the perceptions that political problems are community problems.

Nevertheless, FM radio stations offered a positive contribution but some propagated hatred, disseminating dangerous propaganda which eventually led to PEV in the 2007 general elections. This was mainly noted in some FM station live talk shows and call-in sessions (KNHCR Report, 2008).

Thus, to avoid recurrence of effects of hate speech all stakeholders ought to forge ahead in tackling the issue of hate speech, before greater tragedies are witnessed

1.3 The Purpose of the study

The purpose of this study was to explore ways radio broadcast can use BCC to deal with hate speech in Kenya.

1.4 The objectives of this study

Thus this research project aimed at achieving the following objectives;

- i) Assess the root causes of hate speech in Kenya.
- ii) Explore ways radio broadcast media can use BCC to eradicate hate speech in Kenya.
- iii) Establish the role of radio broadcast media in dealing with Hate Speech.

1.5 Research questions

- i) What are the causes of hate speech in Kenya?
- ii) How can radio broadcast use BCC to intervene in dealing with hate speech in Kenya?
- iii) What is the role of media in handling hate speech?

1.6 Rationale or justification and significance of the study

The study addressed knowledge gaps in the use of BCC by broadcast media in handling hate speech in Kenya.

The study was important because the results will be used to engage the broadcast media in enhancing proper speech in Kenya, by involving all stakeholders including the target audiences, locals, government and Non Governmental Organization (NGO)

The results of the study will benefit all stakeholders including international community, Kenyan government, media owners, Kenyans, foreigners, journalists and policymakers

The expected end product was that the study would come up with ways radio broadcast media can use BCC to promote proper speech in Kenya, for a unified and cohesive united Kenya.

The study was worth doing as national unity is paramount in Kenya and its importance cannot be ignored as witnessed since the beginning of multiparty democracies in early 1990s. These have led to the negative effects such as 2007 PEV in Kenya. The economic growth rate in Kenya dropped, coupled with loss of lives and properties, as well as denting the Kenyan image internationally.

The study refined, revised and extended existing knowledge in the area under investigation. The suggestions for later research that arose from the findings are offered

1.7 Delimitations of the study

The independent Variable in this case was role of broadcast media, dependent variable was Hate Speech and intervening one was BCC.

Population, the research focused on NMG due to a number of factors. The place is home to several media institutions, more specifically three radio stations. In addition it has been operational for several decades in Kenya. Also, the sample organization comprises of diverse channels of communication and the findings will be representative sample of the Hate Speech in Kenya. The study focused only on NMG and not all media houses in Kenya. The research restricted itself to responses given by audiences.

1.8 Limitations of the study

The factors that presented challenges in the study included uncooperative respondents, an extra increase in the allocated budget, the sample did not include all regions of Kenya, as well as inadequate literature about BCC and Hate Speech in Kenya, which is not a more developed concept, more specifically, inadequacy in secondary sources such as books and journals regarding the Kenyan situation

The above challenges were overcome by encouraging respondents to freely cooperate through properly constructed questionnaires. Due to inadequacy in secondary sources online material were used as well as books touching on the topic of this research and reports of various commissions, notably Waki Report.

1.9 Assumptions of the study

The most obvious assumptions included: the sample represented the population, the data collection instrument had validity and measured the desired constructs, the respondents answered questions correctly and truthfully

1.10 Definition of significant terms

Different scholars offer different meanings to different terms. Griffin (2009) argues that media is a generic term for all human-invented technology that extends the range, speed, or channels of communication (p.312).

Behaviour change communication (BCC) is defined by International Federation of Red Cross and Red Crescent Societies as a concept that means working with individuals and their communities to:¹

- i) promote positive behaviours that fit their circumstances
- ii) provide a supportive environment which will enable people to initiate and sustain positive behaviours.

Behaviour is 'the way that somebody behaves, especially towards other people.' (*Oxfords advanced Learners Dictionary-7th Edition*).

Halmos (1969) as cited in Mcquail (1990) argues that the term mass communicator has been used since 1969 to refer in general to those who work in media and the notion of a typical role characterizing those who control or occupy the channels of mass communication

In 1993 the National Telecommunications and Information Administration (NTIA) released a report entitled "*The Role of Telecommunications in Hate Crimes*" This report gave one of the first definitions by government on hate speech. According to NTIA hate speech is:

- i) Speech that advocates or encourages violent acts or crimes of hate
- ii) Speech that creates a climate of hate or prejudice, which may in turn foster the commission of hate crimes.

¹[http:// www.ifrc.org](http://www.ifrc.org), accessed 22.05/2011

Conservapedia defines Hate Speech as provocative speech used to denigrate a legally protected class or group of citizens defined by legislation. These protected groups can include gender, race, ethnicity, religious affiliation, sexual orientation, disability, and sometimes age²

According to the National Cohesion and Integration Act 2008, hate speech includes:

- a) Using threatening, abusive and insulting words or behavior or displays any written material
- b) Publishing or distributes written material.
- c) Presenting or directing the performance of a performance of a play
- d) Distributing, showing a play or recording of visual images.
- e) Producing or directing a programme which is threatening abusive or insulting that intended to stir up ethnic hatred.
- f) Offenders of hate speech will face a fine not exceeding 1 million or 3 years in prison or both

An anonymous³ defines hate speech as a communication that carries no meaning other than the expression of hatred for some group, especially in circumstances in which the communication is likely to provoke violence. Further posits that it is an incitement to hatred, primarily against a group of persons defined in terms of race, ethnicity, national origin, gender, religion, sexual orientation, and the like.

Likewise, KNCHR in its report of 2008, defines Hate speech as the Utterances or remarks that stoked hatred and disdain against others. Thus, KNCHR describe hate speech as any form of speech that degrades others and promotes hatred and encourages violence against a group on the basis of a criteria including religion, race, colour or ethnicity. This the commission says it includes speech, publication or broadcast that represents as inherently inferior, or degrades, dehumanizes and demeans a group on the basis of the above criteria.

² http://www.conservapedia.com/Hate_speech, accessed 22/05/2011

³ <http://definitions.usigai.com/h.hate-speech/> accessed 22/05/2011

Mass media are generally defined as those channels of communication which are capable of reaching heterogeneous audiences simultaneously with uniform messages. These include radio, television, the press and cinema. Notwithstanding the overwhelming evidence of mass media effectiveness in raising awareness, increasing knowledge and changing attitudes and behaviour, doubts still remain among non specialists and some media critics. These may be due to a failure to realize that there are two distinctive ways of media utilization;

The first being the usual media coverage of news events, regular programmes and entertainment material, and the second is the use of the media in the context of a planned and systematic process for the clear purpose of influencing attitudes and behaviour (Farag 1996 449-458).

1.11 Organization of the Study

The first chapter of this study comprises of the introduction, background to the study, statement of the problem, purpose of the study, objectives of the study, research questions and significance of the study, limitations of the study, delimitations of the study, assumptions of the study and definitions of significant terms

Chapter Two consists of review of literature related to the study. The review is organised thematically. This section deals with the conceptual and theoretical framework. Expounds on the three key theoretical frameworks. Elaborates the three main sections so as to capture the three objectives. These are BCC, Hate Speech and radio broadcast. The chapter finally gives a summary of the literature review.

Chapter three comprises of the research methodology, target population, sample and sampling procedures, research instruments, piloting, validity and reliability, data collection procedures and data analysis procedures.

Chapter four deals with analysis of the data obtained and chapter five contains summary of the findings, conclusion and recommendations of the study.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

Literature review is important because it help in identifying gaps, review of past literature and look into the way forward. This chapter looks at the review of literature related to the study. The chapter delves into a brief history of NMG, BCC, Hate Speech and radio broadcast and related segments.

2.1 A Brief history of Nation Media Group

According to NMG's website (June, 2011), The Nation Media Group (NMG) was established by His Highness the Aga Khan in 1959. It has become the largest independent media house in East and Central Africa. It is the leading multi-media house in the East African region with print as well as electronic media and the Internet which attracts a regular readership quite unparalleled in the region.

Among its operational companies, is The Monitor Publications Limited (Uganda). The Monitor newspaper was started in 1992. Besides the Daily and Sunday Monitor papers, Monitor Publications Ltd. It runs an FM radio station, 93.3 KFM which have attained market leadership in Uganda competitive market.

NMG have also a control in a subsidiary company in Tanzania known as Mwananchi Ltd-Tanzania. The Nation Media Group has controlling shareholding in Mwananchi Communications Limited (MCL) of Tanzania. MCL publishes Kiswahili papers *Mwananchi Daily* and *Mwana Spoti* a weekly all-sports newspaper. In September 2004, MCL launched an English daily, *The Citizen* which has taken competition by storm.

Broadcasting wise, Nation Broadcasting Division is quite notable, NMG broadcasting division comprising NTV and Easy FM were launched in 1999. Besides giving accurate and informative news which shape the opinions of the general public, the electronic division now entertains with music, movies, comedies and talk shows. In 2003, licenses and frequencies were allocated to the Group and television and radio services were rolled out to most of the major towns around the country. The expansion plan is on course in line with NMG's vision "To be the Media of Africa for Africa."

Besides these, NMG also have Nation Carriers Division which runs its own transport company, The Nation Carriers Limited which has a well-maintained fleet to distribute its products around the country.

In addition, NMG have Nation Marketing and Publishing Ltd (NM&P) which distributes various international titles such as *The Economist*, *Times*, *Newsweek* and *Fortune* magazines. It also produces a local free sheet, by the name *The Weekly Advertiser*.

Furthermore, according to the NMG, the group has Nation Newspapers Division. It puts forward that, *The Nation* took its place on the newsstands on October 3, 1960.

2.2 Hate speech

Kenya has experienced negative actions which have had negative consequences. According to KNCHR (2007) the commission organized a visit to Rwanda for a number of MPs. Thereafter the commission in collaboration with other stakeholders developed a draft bill on hate speech. Furthermore it monitored and documented the 2007 General Elections campaigns for incidents of hate speech and negative ethnicity.

Worth noting, in its two reports *Behaving Badly* and *Still Behaving Badly* it documented and named individual politicians who were employing hate speech and irresponsible language in political campaigns. It also documented various Short Messages Services (SMS) and emails circulated prior to the elections that were based on negative ethnicity. The KNCHR concur that failure by Kenyans to address the concerns raised by the National commission through such initiatives partially contributed to the post election violence (KNCHR, 2007).

Kenya has experienced ethnicity time immemorial. For instance, since the early 1990's the country has experienced building of ethnic tension. Ethnic conflicts led to loss of life as well as loss of property. Instead of the leaders responding to such cases in a sober and mature manner, leaders of the affected ethnic communities exhibit political exchange. They behaved as if they were unaware of the blood-letting that was visited on thousands of innocent Kenyans as a result of incitement by self-seeking leaders.

For its part, the Government's security machinery has, as was the case in the days of ethnic clashes, failed to respond to these incidents with alacrity.⁴

Prof. Makau Mutua in a letter from New York⁵ dismisses the issue of tribe as retardant of the democratic project. It's a killer of the 'idea' of Kenya and nation-building. Kenya did not exist as a political society until the British imperialists made it up. Concur, that we must become Kenyans first, and whatever else second. Ethnic demagoguery, what others term 'negative ethnicity' has no place in the new constitution or a democratic Kenya. Also Kenyans ought to give up some British fictions in order to advance. Such as 'Kalenjin tribe' which was coined by the British in the 1940's whereas they have little in common. Such fictions were used by British to entrench colonial rule. Kenyans, as well ought to free themselves from political rulers.

In his Madaraka Day speech (2010) at the Nyayo National Stadium the President of Kenya directed the National Integration and Cohesion Commission and all security agencies to take firm and decisive action against those who may engage in acts of violence, hate speech or other forms of lawlessness regardless of their status in society.

In his address the President urged the media to expose politicians and other interest groups out to fan hate speech as campaigns for or against the proposed constitution continued, more so calling upon the media and civil society to play their role of promoting the public interest playing an objective watchdog role by naming and shaming those people who may engage in hate speech, lies and negative ethnic persuasion.⁶ This shows the importance of the media in dealing with this menace of Hate Speech.

⁴ <http://www.hartford-hwp.com/archives/36/230.html>. Avert Rising Threat of Ethnic Conflict Editorial, *The Nation* (Nairobi), 13 May 2001, accessed 22/05/2011

⁵ SundayNation.pg19.Sunday 13th.February,2010

⁶ <http://inwent-iiij-lab.org/Weblog/2010/06/02/referendum-kenya-leader-orders-clamp-on-hate-speech>, accessed on 22/05/2011

For the distinction between what could be termed insults and hate speech to be certain one ought to keep in mind the restriction that for words to amount to hate speech, they must adhere to the following two determinants,

i) First, they must 'maintain a sphere of process that is not restricted to the moment of the utterance itself', that is the said words must express or imply a built-in call to action. For example, the simile 'Hitler-like' has similar intentions, as does the Kiswahili phrase 'tuondoe madoadoa' which, in respect of other communities, anticipated that the Kalenjin community would clean itself of 'spots' or 'stains'. Some of these sentiments were used prior and during the 2007 General Elections.

ii) Second, and arising from the first dynamic, hate speech is constructed in the context of inter-group relations. A statement which would otherwise be totally harmless in a mono-ethnic situation may turn into hate speech when used in an inter-ethnic setting.

2.3 Fines for Hate Speech

According to Section 13 of the National Cohesion and Integration Act 2008, a person is liable to be charged with hate speech when he or she uses threatening, abusive or insulting words or behaviour or displays any written material. And anyone who commits an offence under this section shall be liable to a fine not more than one million shillings or to locking up for a term not exceeding three years or to both. The government has by now put in place strict laws to punish those involved in hate speech. Those found guilty of *chaming in the vice* risk being jailed for a minimum of three years, a fine of Sh1 million or both. The rules also make it illegal to use threats against opponents.

According to NTLA 1993 Report, study findings revealed only a few instances during the past decade in which broadcast facilities were used to spread messages of hate and bigotry. In two such instances, radio broadcasts arguably urged an audience to commit hate-motivated crimes. In other instances, radio broadcast licensees' aired programming that evidenced prejudice.

2.6 Theoretical framework

This entails the structure of concepts that exists (tested) and is a ready-made map for a study, operationalised through a conceptual framework. Three theories were used they included:

2.4 The social responsibility theory (SRT)

Kumar (1993:141-142) argue that the theory was first articulated in 1947 by the Hutchins Commission Report on a free and responsible press in America. He gives a picture of a number of characteristics features of the social responsibility theory. They are:

- i) Extension of libertarianism and seeks to protect free expression.
- ii) It is closely related to libertarian press system but goes beyond free press theory.
- iii) Places many moral and ethical restrictions on press.
- iv) Stresses on the 'responsibility' to society instead of emphasizing on 'freedom'
- v) Invites the government to take responsibility on the media if not taken voluntarily.

Kumar further agree that SRT has some obligations which are,

- i) Media must perform a public service to warrant their existence
- ii) Government must define or decide what is socially responsible
- iii) Government supervision is needed to make the press more responsible to the society.
- iv) The amount of sensational material should be controlled or eliminated altogether.
- v) There should be less hard news (such as crime, wreck, disaster) and more news of arts, exhibits, speeches by government, personnel and national progress should be covered most extensively
- vi) There should be stress on the positive and negative side should be eliminated or minimized.
- vii) Mass media should adequately represent all hues of the social spectrum

- viii) Should be responsible for the quality of their offerings
- ix) Media should inject truth in advertising and improve credibility
- x) Media should develop and enforce the ethics in the public interest.

Nevertheless, SRT faces criticism, whereby its critics postulate the view that many authoritarian practices remain below surface in the name of social responsibility. Government interference and future control destroy media, total freedom and that self legislation to forestall government legislation is also a form of state control. The following summarized table adopted from Kumar (1993: 142) compares the SRT with other related theories, mostly associated with control of media system.

Table 1 : A comparison of SRT and related theories

Mass Communication theories	Who decides what the media should do?	Who decides what the media should not do?	Who enforces decision?
Authoritarian	The media	The state	The state
Soviet Communist	The state	The state	The state
Libertarian	The media	The media	The media
Social Responsibility	The experts	The experts	Ideally the media; if necessary the state

Mcquail (1990:116-118) postulate that social responsibility theory has a wide range of application, since it covers several kinds of private, print media and public institutions of broadcasting, which are answerable through various kinds of democratic procedure to society. It has to reconcile independence with obligation to society.

Its main foundations are: an assumption that the media do serve essential functions in society, notably in relation to democratic politics, a view that the media should accept an obligation to fulfill these functions-mainly in the sphere of information and the provision of a platform for

diverse views, but also in matter of culture, an emphasis on maximum independence of media, consistent with their obligations in society

Thus the theory has to reconcile somewhat divergent principles of individual freedom and choice, of media freedom and of media obligation to society

There cannot be a single way of resolving the potential inconsistency but the theory has favored two main kinds of solution. First, development of public but independent institutions for the management of broadcasting. Secondly, further development of professionals as means of achieving higher standards of performance, while maintaining self-regulation

Thus main principles of SRT are,

- i) Media should accept and discharge certain obligations to society; by setting high **professional standards of informativeness, truth, accuracy, objectivity and balance.**
- ii) In accepting and applying these obligations, media should be **self-regulating** within the framework of law and established institutions.
- iii) The media should **avoid whatever might lead to crime, violence or civil disorder or give offence to minority groups.**
- iv) The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and to **rights of reply.**
- v) Society and the republic, following the first named principle have a right to expect **high standards of performance** and intervention can be justified to secure the or a public good.
- vi) **Journalists and media should be accountable** to society as well as to employers and the market.

2.8 The Theory of Planned Behaviour

What is the difference between the theory of reasoned action and the theory of planned behavior? The theory of reasoned action (TRA) is a special case of the theory of planned behavior (TPB). The only difference between the two theories is that the TPB includes perceived

behavioral control as an additional determinant of intentions and behavior. In the development of the TRA it was assumed that people have volitional control over the behavior of interest (and that they realize that they are capable of performing the behavior if they so desire) Under these conditions, perceived behavioral control becomes irrelevant and the theory of planned behavior reduces to the theory of reasoned action.⁷

The Theory of Planned Behaviour (TPB)⁸ is a well-known model that has been fairly and widely used in the past, in part due to its relative straightforwardness and ease of apply. According to the model, the main factors influencing behavioural intention are

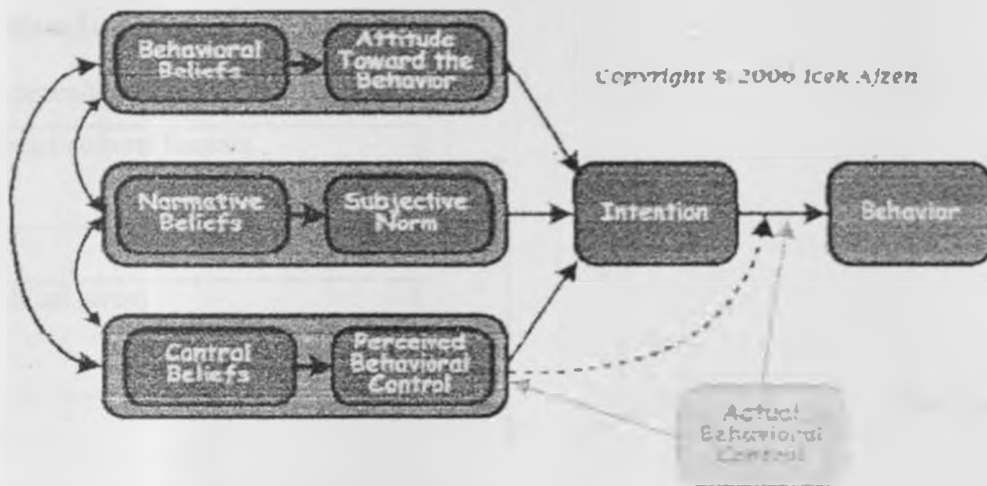
- i) Attitudes towards the behaviour.
- ii) Subjective norms.
- iii) Perceived behavioural control or agency.

The TPB is an 'adjusted expectancy value model'. Whereas an 'expectancy value' model is based solely on attitude, the TPB also recognizes the influence of the 'subjective norm' (that is, how socially acceptable an individual believes their behaviour to be). It also includes 'perceived behavioural control', defined in this case as the ease (or otherwise) of performing the behaviour in question.

Icek Ajzen elaborates the following model of TPB;

⁷ <http://people.umass.edu/ajzen/faq.html>, accessed on 23/05/2011

⁸ Damton A (2008), *GSR Behaviour Change Knowledge Review. Reference Report. An overview of behaviour change models and their uses*, HMT Publishing Unit, London



For these reasons, the model is seen as providing a more accurate prediction of behaviours than models based solely on attitude. Nevertheless, the TPB remains an intention-based model. Given that behaviour is driven by many factors other than intention, the model may be more effective at predicting intention than actual behaviour.

2.9 Social Learning Theory

Formulated by Albert Bandura at Stanford University, this specifies that mass-media messages give audience members an opportunity to identify with attractive characters that demonstrate behavior, engage emotions, and allow mental rehearsal and modeling of new behavior. Social learning theory views the individual as an active participant in his or her behaviour, interpreting events and selecting courses of action based on past experience. Social learning theory is similar to learning and behaviour theories in that it focuses on specific, measurable aspects of behaviour.

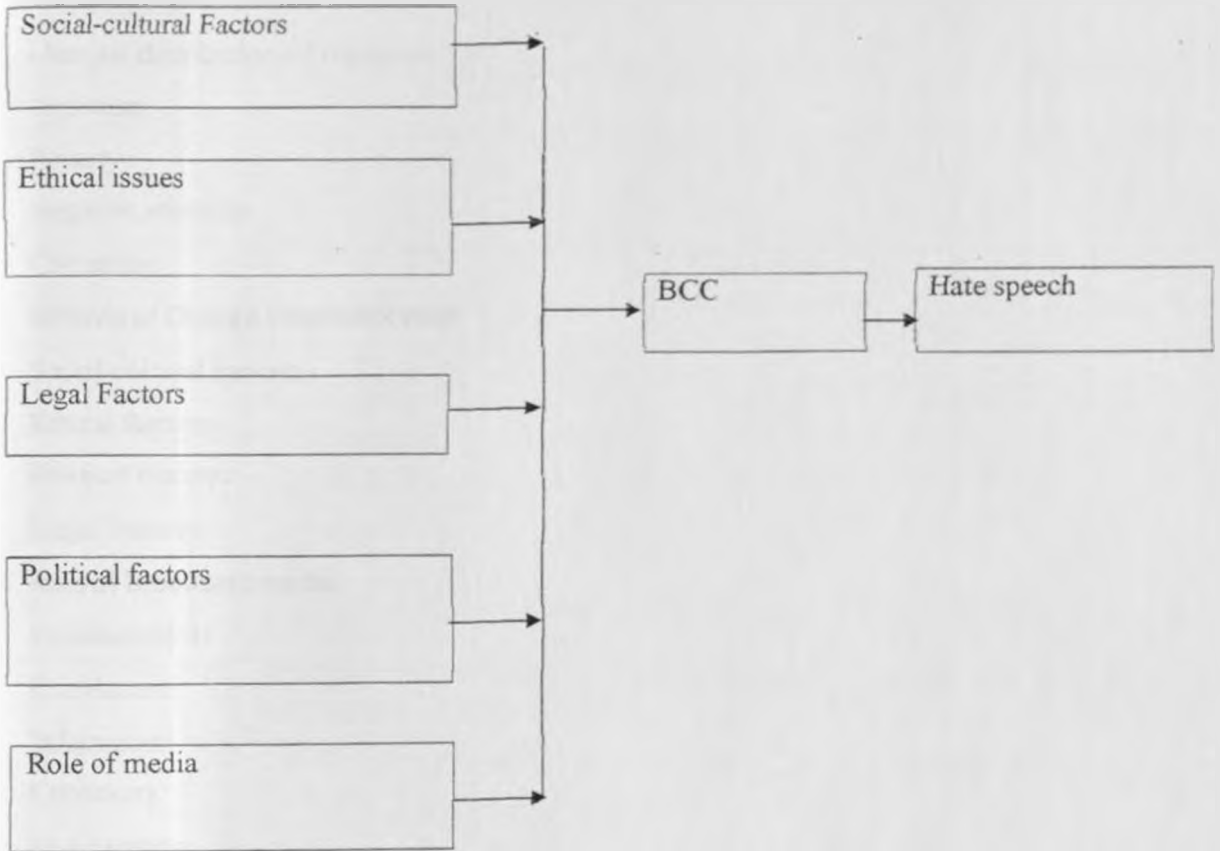
2.10 Conceptual framework

It consists of concepts pulled together as a map for study. This is a brief explanation of the relationships between the variables identified for study in the statement of the problem, objectives and research questions. It is always depicted diagrammatically showing the relationships between the independent and dependent variables.

A variable is a property that takes on different values. Putting it redundantly, a variable is something that varies (Kumar: 2005:56). The intervening variable links the independent variable and dependent variable.

Figure 1: Conceptual Framework

Independent variables



Dependent variable(Y) is hate speech

Independent variables(X_1, \dots, X_N), include;

X_1 : Social-cultural factors

X_2 : Ethical features

X_3 : Political factors

X_4 : legal features

X_5 : role of media while intervening variable- BCC

Operational Definitions

Causes of hate speech

Unequal distribution of resources

Nepotism

Poverty

Negative ethnicity

Corruption

Behaviour Change Communication

Social-cultural factors

Ethical features

Political features

Legal features

Role of broadcast media

Entertainments

Correlation

Information

Continuity

Mobilization

2.11 Behaviour Change Communication

Mefalopulos (2011:116-7) highlights the core elements in designing a strategy. The type of method or approach to be used in designing a communication strategy depends largely on the complexity of objectives. Radio is one of the key channels and media used in development. The specific channel or media mix to use depends on the following factors among others;

- i) Objectives of the communication intervention, such as awareness, advocacy and mobilization
- ii) Characteristics of the audiences such as literacy rates and preferred information sources
- iii) The social environment, such as available media and cultural content
- iv) Available resources.

The main thing to note is the pros and cons of each medium. For instance television(TV) is known for its high appeal for entertainment and awareness raising on specific issues, however it is not equally effective in changing audience attitudes and behaviours unless used in conjunction with other channels. Often radio is the preferred medium in rural settings, though it has similar limitations to TV.

The role of stakeholders should be a proactive one and the term 'audience' would not reflect that connotation. The communication specialist needs to know the norms, values, reference, actions and aspirations of the audience so as to select the most appropriate media and to design the strategy effectively.

Mefalopoulos further delves into levels of change. Concerning the communication objectives, the first the *monologic mode* imply a level of change that usually falls within one of the following categories; Awareness, Knowledge, Attitudes and Behaviours (or practices), abbreviated as AKAB

On the other hand: dialogic mode, change can be addressing broader issues at social levels, such as mobilization, collaboration and (conflict) mediation or resolution (p 119).

2.12 Behavioural effect of media on individuals

Dey Kumar p (1993) says that behaviour is overt, that is observable aspect of personality and is largely influenced by individual's attitude, beliefs, values and affective states. Thus any observable effect on individual's behaviour has its roots down in his cognitive and emotional levels. Kumar (1993:112) outlines cognitive effect of media on individuals. They are;

- i. Resolves ambiguity
- ii. Attitude formation
- iii. Agenda setting
- iv. Enlargement of belief system
- v. Alterations of values

Further, claim that media have affective effects on individuals. Such as,

- i. Desensitization.
- ii. fear and anxiety,
- iii. Morale and alienation-where mass media plays central communication role in communication, the nature of media information has substantial effects on people's morale and level of alienation. Communicating positive information about the groups and social categories to which people belong, step up the pride or sense of belongingness, eventually promoting morale and combat alienation
- iv. Leads to activation, this are instances in which audiences members do something that they would not have otherwise done as consequences of receiving the media message
- v. Deactivation effect; which is the behavioural act that people would have otherwise done but which they don't as a consequent of media message.

Kumar (1993:113-122), concur that mass media have effects on society. Communication plays a vital duty in group solidanty and group stability. In this regard, mass media:

- i. Directs interpersonal discussion within society
- ii. Change the lifestyle and taste
- iii. Confers status
- iv. Influence to react to media
- v. Influence forum activities
- vi. Help iaunch campaign or mass persuasion
- vii. Effects on political decision making
- viii. Effects on innovation-decision
- ix. Effect on government decision making
- x. Create massness effect

- xi. Provide material for fantasy escape
- xii. Effect of media communication on values and behaviour
- xiii. Effect on knowledge base
- xiv. Initiate distant learning on professional activity
- xv. More related to behaviour, mass media provide model behaviour, performer and personality. One of the most striking effects of mass media is the ability to focus attention of the mass on certain individuals and by doing so creates personalities and model behaviour.

Nancy Gakahu concur that Communication has a big role to play in efforts to curb the spread of HIV/AIDS menace. It has the ability to provide information, knowledge, attitude and skills that will inform and lead to positive moral behaviour. In Kenya, broadcast media (radio and television) have been used extensively to educate the masses about HIV and AIDS. Specifically, the local music industry has been used to sensitize the youth about the need for behavior change⁹

Similarly, radio when properly used can help curb hate speech in Kenya, by ensuring that media inculcate positive attitudes and behaviour on the audience through its various roles. A good example is the *Acha Mpango wa Kando* Campaign, which discourages sexual immoralities

Prochaska et al (1992) suggests that behaviour change can only take place in the context of an enabling environment. The model has received considerable support in the research arena. Their model has had relevance for understanding, among other things, patterns of physical activity participation and adherence and would have relevance in bringing about change in travel behaviours.

Farag (1996: 449-458) put forward that all planned mass media and entertainment efforts succeed in achieving their objectives, not by any means. Concur that in the United Kingdom, for instance, injecting drug users, the intended target of a campaign using posters and television spots, did not even perceive that the messages were aimed at them. Likewise the slogan "zero

⁹ Journal Media and Communication Studies Vol. 2(7), pp. 154-158, August 2010

grazing", which was used in the Ugandan campaign to mean "stay with one partner", was not even understood by the target audience, and another frequently repeated spot, using drum beats to spread a sense of fear, did not appeal to young people who interpreted the drums as an appeal for abstinence.

Argue that what is needed, therefore, is not just planned campaigns, as opposed to regular media programming, but *well planned campaigns* which utilize the full potential of mass media and entertainment. The "technology" and methodology for planning and implementing such campaigns do exist. Research has established that mass media are most likely to change behaviour when the information is targeted at specific audiences, comes from a credible source, and provides a personally relevant and engaging message. Effective use of mass media requires careful planning, audience research, message development, pre-testing, dissemination strategy, evaluation, coordination with existing services, and linking mass media with interpersonal communication.

2.13 Environment conducive for BCC

Prochaska et al (1992) postulate that an environment conducive for BCC include:

- i. **Social features**, entails issues such as nature of personal relationships; expectations of class, position, age, gender; access to knowledge, information.
- ii. **Cultural features**: key issues include the behaviours and attitudes considered acceptable in given contexts - e.g. relating to sex, gender, drugs, leisure, participation.
- iii. **Ethical & spiritual features**; influence of personal and shared values and discussion about moral systems from which those are derived – can include rituals, religion and rites of passage.
- iv. **Legal features**, comprise of laws determining what people can do and activities to encourage observance of those laws.
- v. **Political features**, that are a systems of governance in which change will have to take place - can, for example, limit access to information and involvement in social action.

- vi. **Resource features**, what affect what is required to make things happen - envelops human, financial and material resources, community knowledge and skills, and items for exchange

2.14 Challenges facing BCC

BCC experiences obstacles in achieving intended objectives, like any other communication strategy. For instance, application of BCC in AIDS prevention has encountered obstacles. Farag (1996: 449-458) highlight three challenges; lack of political commitment is a key obstacle. Policy-makers have generally been reluctant to air prevention messages on the mass media, which constitutes a major obstacle. Carefully designed materials have not been released because of opposition from politicians, broadcasters, or other gatekeepers afraid of arousing religious or other resistance. An evaluation of 21 public service announcements about AIDS from public health departments in Canada, Denmark, Norway, Sweden, the United Kingdom and the USA, revealed that three of the five spots considered most effective by 56 knowledgeable reviewers had been rejected for general broadcast.

Also, High start-up costs affect BCC targeting AIDS. When given the choice, many policy-makers tend to hesitate in choosing well planned media campaigns because of their initial high start-up costs, despite the fact that mass media may be the cheapest approach to use, on the basis of per capita cost.

However, using mass media effectively requires more investment at the beginning than other approaches, which may discourage many countries from effective use of mass media opportunities available to them. Mass media effort is therefore more cost-effective than other approaches, such as group talks or printed materials. A meeting in WHO on effective approaches to AIDS prevention concluded that even though mass media education is often expensive, it may be cost-effective in terms of costs per person reached and that certain measures to reduce mass media costs, such as the provision of free air time on radio and television for AIDS prevention campaigns

Thirdly, lack of sufficient technical expertise. an in-depth analysis of the mass communication component of medium-term plans (MTPs) of national AIDS programmes of a sample of seven

countries revealed that the plans lacked definitions of appropriate "media-mix" or audience segmentation.

These are only a few of the basic components of a good AIDS prevention communication plan which are often neglected, despite their extreme importance. For example, the media-mix selected for a specific campaign should be closely linked to specific audience segments which may require tailored messages, such as women, unmarried youth and people who practice high-risk behaviour or are likely to be in more high-risk situations. Each one of those segments may have different preferences and media habits and thus requires a different approach. Furthermore, when the audience is segmented, it becomes possible both to involve each segment in the design of messages which are intended for it, and engage them in the pre-test of those messages in order to ensure better impact.

2.15 Working with the News Media

Lievrouw and Livingston (2009:6-7) argued that two consequences of ICTs are ubiquity and interactivity. Ubiquity in the view that new media technologies affect everyone in the societies where they are employed, even if not all in the societies use them. Posit that model of access most often invoked with regard to ICTs is that of voice telephony. Where telephony service is seen as a basic necessity found on universal access. Contrary, the ubiquity of mass media or lack thereof was not generally framed this way. Argue that no literature sprang up to document and criticize television or radio 'divides' when they were introduced.

Lievrouw et al put forward that the second consequence that distinguishes new media from earlier mass media channels and content is the pervasive sense of interactivity, as there are immediacy, responsiveness and social presence of interaction.

Mediated communication today, and then differs from mass media 'processes and effects' in that it is recombinant, networked, ubiquitous and interactive.

According to John Hopkins's Info Reports¹⁰ highlight five stages that can help program managers work with the news media to reach the public. Argue that news coverage is often

¹⁰ <http://www.infoforhealth.org/inforeports>, accessed 22/05/2011

people's first source of information. It increases the reach and credibility of a BCC program at minimal program cost. News coverage also influences opinion leaders and policy makers. Working with the news media works best when it is based on a strategy and follows a process. The steps include:

i) Conduct a Quick Assessment

One has to monitor coverage, establish a systematic and continual means of monitoring news coverage, identify media outlets that cover the issue at hand, how, where, when, and, particularly, what generates coverage, identify gaps in information that offer opportunities to help the media and inform the public. One should develop a media list; develop and keep current a list of contacts in the news media. Identify reporters who cover issues.

Assess media needs and constraints; understand what news media want from a story and become known as a good source among reporters.

ii) Develop a Strategy

Develop goals and media communication objectives.

- Establish what the goal and objectives are: For example in this case, the goal to establish causes of Hate Speech and how BCC can be used to avert this phenomenon

Develop a written media communication plan

- Include goals, staff roles, clear policies and procedures for interacting with the news media, the intended audience(s) and preferred media channels, available resources including budget and logistical support, timing of events, and contacts.
- Evaluate, revise, and update this plan regularly

iii) Identify and Train the Media Communication Team

Establish the media communication team. Designate and train staff members to represent the program to the media, and the media to the program.

- Choose spokespersons that are at ease speaking with the media; knowledgeable about the issue, resourceful, and perceived as authoritative and credible by the media, stakeholders, and the public.

iv) Prepare and Deliver Messages

Use the SOCO (single overriding communication objective) approach.

- State the SOCO, that is, the essence of the message that needs to be conveyed, clearly and simply. The SOCO should reflect what the team would like to see as the lead paragraph in a news report and the message that the audience should take away.

Match the medium to the message.

- Choose a format for contact with the news media that best fits the program message and audience. Examples include interviews, press releases, briefing, public service announcements, and letters to the editor.

Pretest messages whenever possible.

- Review materials with experienced people to ensure that proposed formats, writing style, and tone are effective and that the content is newsworthy.

Deliver the message strategically.

- Capitalize on breaking news that is related to your issue, to get your program message out.
- Proactively engage the media to head off controversy, but also plan for negative publicity.
- Keep to your message. Decide whether or not it is strategic to respond to the news media's point of view.
- Involve the media as a partner from the start by, for example, including them in program stakeholder meetings.

v) Evaluate Messages and Performance

Monitor implementation of the media communication plan.

- Periodically review time schedules, expenditures, work performed, and outputs.
- Adjust the activities and schedule as necessary to meet goals and objectives.

Evaluate outcomes of media relations activities.

- Evaluate media coverage, using the monitoring system

(Step 1: Conduct a Quick Assessment).

- Track numbers of inquiries from the public
- Compare accomplishments with objectives.

Provide continuity.

- Maintain frequent contact with journalists and other news media personnel. Thank those who provide good coverage.
- Foster a future generation of media partners by offering internships in your organization for journalism students.

2.15 Radio broadcast

Tan (1985:1-6) concur that Mass Communication is a relatively young discipline compared to other behavioral sciences such as sociology and economics. Puts forward that communication scholars are interested in how the mass media are affecting societies and also how social institutions are affecting the mass media, as well as the concern on the level of analysis at which communication is studied.

The media sector is characterized by serious and chronic system-wide challenges that require effective, coordinated and systematic approaches. The model of support should be based on the aim of nurturing a free, independent and professional media that would effectively respond to national aspirations and challenges (Mbeke, 2010:102)

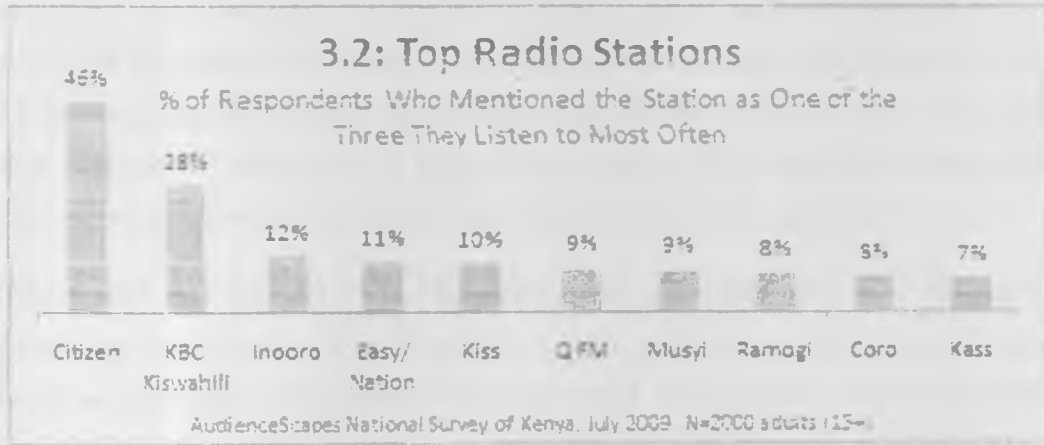
Griffin notes that McLuhan insisted that electronic media are retribalizing the human race. Reiterated that instant communication has returned us to pre-alphabetic oral tradition where sound and touch are more important than sight. Argued that people are now in the global village—where the term is expounded as a worldwide electronic community where everyone knows everyone's business and all are somewhat testy (p.317)

More than half of radio listeners surveyed in 2009 considered radio to be a very important source of information for every topic included in the national survey. The news and information provided by radio were also deemed reliable by more than 95 percent of all respondents. In Kenya radio are highly trusted by most Kenyans¹¹

In the same survey of 2009, Listeners were also asked an open-ended question to list the top three stations they use for news and information and the findings are summarized in the t Chart that follow. These overall ratings masquerades remarkable differences by demographic group, for the top five stations. For example, *Easy Nation* (a private English-language station run by the Nation Media Group) was mentioned more often than *Inooro* by men, but *Inooro* (private media group Royal Media Services' Kikuyu-language FM station) was more popular than *Easy Nation*.

¹¹<http://www.audiencescapes.org/country-profiles/kenya/media-and-communication-overview/radio/radio-323>.accessed on 23/05/2011

Table 2 Top Radios in Kenya



'Note' AudienceScapes National Survey of Kenya, July 2009.

2.14 Conduct of media in 2007 General Elections

According to Kriegler report, media made a commendable work in voter education and civic awareness. Voter turnout was high in elections history in Kenya. The European Union Observer Report noted that vernacular radio stations coverage shown a tendency to offer parties and candidates with close links to the tribal and political affiliations of their listeners.

Similar sentiments were echoed by the MCK which noted the challenges of partisan vernacular FM stations, bias, factual in correctness as well as propagation of hate campaigns and messages (Kriegler report)

During the PEV radio and broadcast media in general was alleged to have contributed to ethnic tension as well as violence. Among the Ocampo six suspects of 2007/08 PEV was Joshua Arap Sang who is a presenter with Kass FM, who is accused of having urged his listeners to take action, using expressions such as 'vita vimetokea' i.e the war has begun and 'what are you waiting for?' soon after president election results were announced ¹²

¹² Saturday Nation, *Radio host warms up to new role of newsmaker*, pg 3, 19th March, 2011, By

Jacob Ng'etich

Koigi Wamwere warns politicians of plunging this country into scenano such as the Rwandan genocide.¹³ Postulate that the six ICC suspects alleged to have contributed to PEV have succeeded to portray The Hague trial not as prosecution against individuals, but Kikuyu and Kalenjin communities through the so- called leaders, whereby their burdens are perceived to be their communities' problems. To adopt survival tactics, Koigi argues that the leaders now urge their communities to unite, have one leader and unexceptionally speak in one voice.

Hate speech was eminent in the triggering of the Rwandan genocide. Whereby, the ethnic dictatorship cooperated with state dictators to wipe nearly one million Tutsis who were branded as cockroaches and 50,000 Hutu nationalists called traitors. Thus he concur that this seeds of ethnic discord are being planted. Warns that if Kenyan follow Ruto and Uhuru blindly to save themselves, Kenya may be set aflame with the fuel of negative ethnicity and go the Somalia and Yugoslavian way, as the leaders pursue personal interests.

¹³ Saturday Nation, March 12, 2011, pg10-11, by Koigi Wa Wamwere

CHAPTER THREE: METHODOLOGY

3.1 Introduction

This chapter presents the research methodology of the study. That is, research design, location of the study, target population, sampling techniques, sample size, research instruments, pilot study, data collection and analysis procedure.

3.2 Research design

Design is 'the general arrangement of the different parts of something that is made, such as a building, book, machine, etc.' *Oxford Dictionary 7th Edition*. Research design according to Kumar (2005) is a plan, structure and strategy of investigation so conceived as to obtain answers to research questions or problems. Coopers and Schinder (2007) say that, research design specifies the methods and procedures for the collection, measurement and analysis of data.

This research adopted a descriptive survey design where it systematically collected and analyzed data to address the specific objective and answer the research questions of the study. Descriptive survey was chosen as it seemed attractive for this study because it spreads the research widely and enabled variations among elements, events or people who were investigated, thus offered the prospect of allowing the researcher to make generalizations. It also generates detailed information regarding the key aspects of the study in order to develop a profile of those aspects.

3.3 Location of the study

The study was done in the expansive Nairobi County. The county is home to diverse audience from all walks of life. The county is host one of the leading media house in Eastern and Central Africa known as Nation Media Group (NMG). NMG targets radio audiences through its three radio stations, namely; Easy FM, Q FM and K FM.

3.4 Target population

The research participants included audiences from diverse social, economic, political, religious, technological and other spheres of life, as well as government officers in government and NGOs, as well as the local residents of Kenya.

Target population denotes all members of a real or hypothetical group of people, events or objects to which a researcher wishes to generalize the results of the study. The target population should have one or more characteristics in common that are of interest to the researcher.

The target population for this study was radio audiences who targeted by any of the three radio stations of the leading media group, NMG in the whole country, while the accessible population was the audiences in the larger Nairobi County.

3.5 Sampling size and procedure

According to Cooper and Schindler (2006), a sample is defined as a part of the target population, carefully selected to represent that population. A well selected sample should enable a researcher estimate one or more population values or test one or more statistical hypotheses. The act of drawing a sample (subset) from the population is called sampling. Apart from the saving in cost and time, the use of a sample enables more elaborate information to be sought and more care taken to minimize non-response.

Kumar (2005: 174-6), elaborates types of sampling. The research focused on Stratified Random Sampling (SRS). If heterogeneity in the population can be reduced by some means for a given sample size one can achieve greater accuracy in his/her estimate. SRS is subdivided into main types; proportionate stratified random sampling and disproportionate random sampling. For this case disproportionate stratified random sampling was used. Under it, consideration is not given to size.

The procedure for selecting a stratified sample is as follows,

Table 3: Procedure for Selecting Stratified Sample

Step 1: identify all elements or sampling units in the sampling population	
Step 2; decide upon the different strata (K) into which one want to stratify the population.	
Step 3: place each element into the appropriate stratum.	
Step 4: number every element in each stratum separately	
Step 5: decide the total sample size (n)	
Step 6: Decide whether you want to select proportionate or disproportionate stratified random sampling and follow the steps below;	
Disproportionate stratified random sampling	Proportionate random sampling
Step 7: Determine the number of elements to be selected from each stratum =sample size(n)/No. of strata (K)	Step 7 determine the proportion of each stratum in the study of population(p) = elements(no) in each stratum/ total population size
Step 8: Select the required no of elements from each stratum with SRS technique	Step 8: determine the no of elements to be selected from each stratum=(sample size multiplied with p
	Step 9: select the required no of elements from each stratum with SRS
As the method does not take the size of the stratum into consideration in the selection of the sample, thus its name	As the sample selected is in proportion to the size of each stratum in the population thus it name

Table 4, Sample size

		Sample size
Audience	Q fm/Easv fm/K fm	50
Total		50

Thus under disproportionate stratified random sampling the research will had the above sample size;

3.6 Research Instrument

According to Mugenda and Mugenda (2003), the quality of research study depends to a large extent on the accuracy of the data collection procedures. That is, the instrument or tools used to collect the data must yield the type of data the researcher can use to accurately answer his or her questions. The apparatus used were questionnaires. There are two main categories of questions that were used in the questionnaire.

- a) Structured or close-ended questions
- b) Unstructured or open-ended.

The study used mainly close ended questions since they are easier to analyze in their immediate form, easier to administer as each item is followed by alternative answers and economical to use in terms of time and money (Mugenda et al, 2003:71). However Mugenda further postulate that they are difficult to construct because categories must be well thought out and responses are limited.

The likert type of scale was used as the rating scale. The numerical scale helps to minimize the subjectivity and makes it possible to use quantitative analysis. There are two commonly used, numerical rating scales and fully anchored rating scales (mostly, the latter will be mainly used 4-5, point rating scale)

1.....Strongly Agree, 2.....Agree, 3.....Neutral, 4.....Disagree
5.....Strongly Disagree

Also, the following scale was used: 1.....Very Important 2... Important
3.....Neutral 4.....Unimportant 5.....Very Unimportant

The questionnaire consisted of five sections: section A sought demographic information, section B was on radio broadcast, section C was on BCC, section D was on Hate Speech and section E was on Recommendations.

3.7 Pilot Study

The items in a questionnaire were logically arranged so that respondents could find their way with ease. The questionnaires were pretested after they were finalized, to a selected sample which was similar to the actual sample which the research used in the study. Pretest sample ranged from 1%-10%. Respondents were expected to give feedback on instructions, clarity of questions and their relevance.

The pilot study was done to determine the weaknesses and differences with the view to correct them, detect on questions which are ambiguous and vague. Where the questions were misfit, they were reframed or rephrased to convey the same and right meaning to all respondents, hence enhance the validity of the instrument. The accessible population covered in the piloting study was excluded from the actual data collection.

3.7.1 Validity

The oxford Dictionary 7th Edition defines validity as the state of being logical and true. According to Kumar (2005), it is the ability of an instrument to measure what it is designed to measure. To test this, a preliminary pilot study was carried out on a small scale size of the accessible population in the proposed study. The aim was to determine the accuracy, clarity and suitability of the instrument.

3.7.1 Reliability

Reliability is elaborated as what is likely to be correct or true (*The oxford Dictionary 7th Edition*) whereas Mugenda et al (1999) define it as a measure of the degree to which a research instrument yields consistent results or data after repeated trials. Reliability was important for it helped the researcher to identify ambiguities and inadequacy in the research instrument and made all necessary adjustment. This was done after the pilot study.

The research therefore adopted a split-half procedure in testing the reliability of the instrument used. According to Ranjit Kumar (2005), the split-half technique is designed to correlate half of the items with the other half. The questions or statements are divided in half in such a way that any two questions intended to measure the same aspect fall into different halves. This method tells whether the sub-groups of the items on the test yield essentially the same results. In this

case, the questionnaire were administered only once on to the item. Results were then divided into two halves, the even and odd scores. The reason for administering the questionnaires once was to ensure that other factors did not influence the retest scores in case of another one

The two scores for the respondents were then correlated using the Pearson product movement correlation co-efficiency. Pearson r formula was used to calculate the correlation between the even and odd numbered scores. Under this procedure, when a researcher collects the same set of information more than once using the same instrument under similar or same conditions and yields the same results, then the instrument is said to be reliable. Reliability thus was established

3.8 Operational Definition of Variables

Table 5: Operational Definition of Variables

Objectives	Variables Independent	Dependent	Indicators	Measuring scale	Data. Tool	Type of analysis
Assess the root causes of hate speech in Kenya.		Unequal distribution of resources Nepotism Poverty Negative ethnicity Corruption	- Commentaries -News	Nominal	Questionnaire	Descriptive
Explore ways radio broadcast media can use BCC to eradicate hate speech ethnicity.	Social-cultural factors Ethical features Political features Legal features		-Code of ethics -Acts -Sentiments	Nominal	Questionnaire	Descriptive
Establish the role of broadcast media in dealing with Hate Speech.	Entertainments Correlation Information Continuity Mobilization		-News -programs -commentaries	Nominal	Questionnaire	Descriptive

3.9 Data Collection

The questionnaires were mainly administered by using two methods; self administered (for the literate) and researcher administered questionnaires mainly be for subjects who did not have the ability to easily interpret the questions probably because of their education level. The letter of transmittal/cover letter accompanied every questionnaire. Response rate was done, of the questionnaires given 42(84%) got a positive response.

3.9.1 Methods of Data Analysis

Data are facts or information, especially when examined and used to find out things that make decisions. *Oxford Dictionary 7th Edition*. Method of analysis chosen depends on the type of research, the objectives and hypothesis to be tested. Descriptive statistic is used to summarize data and describe sample, whereas inferential statistics help infer sample results to population

Pre-analysis of data

After the questionnaires were administered the mass of raw data was collected and systematically organized to ease analysis. The responses in the questionnaires were assigned numbers. The data was coded and extended straight into a computer from the questionnaire

Quantitative Analysis

The purpose is to enable the researcher to meaningfully describe a distribution of scores or measurements using a few indices or statistics.

SPSS

The data analysis was done using SPSS software. Its output includes descriptive statistic such as mean, mode, median, percentages and frequency. Tables were used as per APA referencing to illustrate the distribution of variables.

3.9.2 Summary

The chapter has successively shown the research design, location of the study, target population, how sampling was done, research instruments used, piloting of the study, how data was collected and how it is analysed. Thus chapter four delves into the interpretation of the data (Data analysis).

CHAPTER FOUR: DATA ANALYSIS

Section A: Demographic Information

Table 6: Table on Gender of respondents

		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	Male	19	45.2	45.2	45.2
	female	23	54.8	54.8	100.0
	Total	42	100.0	100.0	

It was found that 19(45.2%) of the respondents were male, while 23(54.8%) were female

Table 7: Table on age of respondents

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	0-19	14	33.3	33.3	33.3
	20-30	15	35.7	35.7	69.0
	31-40	5	11.9	11.9	81.0
	>40	8	19.0	19.0	100.0
	Total	42	100.0	100.0	

Of the respondents involved 14(33.3%) of the respondents were aged 19 years and below, respondents aged within the age bracket of 20-30 years were 15(35.7%), respondents aged between 30-40 years were 5(11.9%) whereas those aged 40 years and above were 8(19.0 %). Cumulatively, 69.0% of the respondents were aged 30 years and below while those aged 40 years and below represented 81% of the respondents involved.

Table 8: Table on employment status of the respondents

		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	Self	14	33.3	33.3	33.3
	Employed	15	35.7	35.7	69.0
	Any other	13	31.0	31.0	100.0
	Total	42	100.0	100.0	

It was recognized that 14(33.3%) of the respondents were self employed. Those who are employed were 15(35.7%) whereas 13(31%) were found to be in other status. Cumulatively, 69.0% were established to be employment and in self employment.

Table 9: Table on Economic status of respondents

		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	UPPER	12	28.6	28.6	28.6
	MIDDLE	23	54.8	54.8	83.3
	POOR	7	16.7	16.7	100.0
	Total	42	100.0	100.0	

Of the respondents involved, 12(28.6%) were in the upper class of the society. Those found to be in the middle class were 23(54.8%) while those in poor economic status were 7(16.7%).

Table 10: Table showing duration when the respondents first heard of NMG

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	1Year	4	9.5	9.5	9.5
	2 Years	7	16.7	16.7	26.2
	3 Years	4	9.5	9.5	35.7
	4Years	2	4.8	4.8	40.5
	5Years	6	14.3	14.3	54.8
	Over 6 Years	19	45.2	45.2	100.0
	Total	42	100.0	100.0	

Among the respondents involved 4(9.5%) heard of the Nation Media Group (NMG) company in the past one year, 7(16.7%) heard of NMG in the past two years, 4(16.7%) in the past three years, 2(4.8%) in the past four years, 6(14.3%) in the past five years and 19(45.2%) heard of NMG over six years ago. Cumulatively, 26.2% of the respondents heard of NMG in the past two years, 35.7% heard of NMG in the past three years, 40.5% heard of NMG in the past four years ago, 54.8% heard of NMG in the past five years whereas 42(100%) of the respondent have heard of NMG.

Table 11: Table showing highest level of education of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CERT	11	26.2	26.2	26.2
	DIP	3	7.1	7.1	33.3
	HIGH DIP	2	4.8	4.8	38.1
	PGD	3	7.1	7.1	45.2
	DEGREE	8	19.0	19.0	64.3
	MASTER	6	14.3	14.3	78.6
	OTHERS	9	21.4	21.4	100.0
	Total	42	100.0	100.0	

Of the respondents involved, it was noted that 11(26.2%) of them had certificate level of education, 7.1(33.3%) had Diploma education, 2(4.8%) had Higher National Diploma, 3(7.1%) had Post Graduate Diploma, 8(19.0%) had Degree education, 6(14.3%) had the highest level of education as a Master Degree while 9(21.4%) were in other levels of education.

Section B: Radio Broadcast

Table 12: Table portraying respondents who listen to radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	33	78.6	78.6	78.6
	NO	9	21.4	21.4	100.0
	Total	42	100.0	100.0	

It was established that 33(78.6%) of the respondents listen to radio while 9(21.4%) do not listen to radio

Table 13: Table denoting frequency of radio listenership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DAILY	36	85.7	85.7	85.7
	WEEKLY	5	11.9	11.9	97.6
	OTHER	1	2.4	2.4	100.0
	Total	42	100.0	100.0	

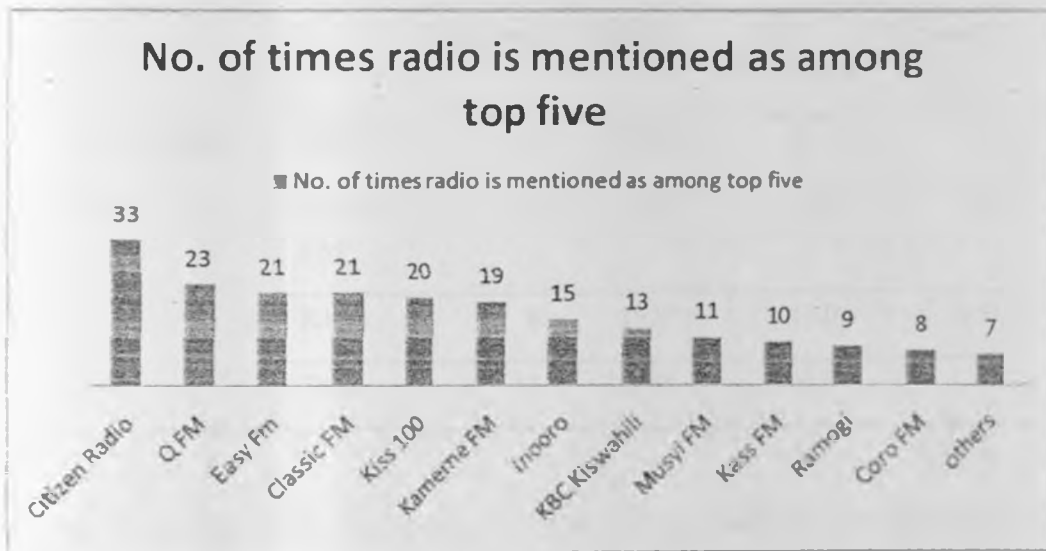
It was established that 36(85.7%) of the respondents listen to radio on daily basis. Those who listen to radio on weekly basis constituted 5(11.9%) whereas the remaining fragment was 1(2.4%).

Table 14: Table demonstrating preferred language by radio listeners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ENGLISH	29	69.0	69.0	69.0
	KISWAHILI	2	4.8	4.8	73.8
	VERNACULAR	10	23.8	23.8	97.6
	OTHERS	1	2.4	2.4	100.0
	Total	42	100.0	100.0	

It was found that 29(69.0%) of the respondents prefer listening in English. Those who prefer Kiswahili comprised 2(4.8%). Those who prefer vernacular were 10(23.8%) while the one who prefer other languages was one, constituting 2.4%.

Figure 2: Bar Chart depicting radio mentioned as among top five respondents listen to



The respondents were to list their five favorite radio stations in Kenya, in order of preference. Radio Citizen was top followed by Q FM.

Table 15: Table depicting audience who listen to any radio station affiliated to NMG

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	32	76.2	76.2	76.2
	NO	10	23.8	23.8	100.0
Total		42	100.0	100.0	

The respondents who listen to any radio stations affiliated to Nation Media Group (NMG) were 32(76.2%) whereas those who don't listen to any were 10(23.8%)

Table 16: Table showing listenership of NMG Radios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	QFM	24	57.1	57.1	57.1
	EASY FM	10	23.8	23.8	81.0
	KFM	8	19.0	19.0	100.0
	Total	42	100.0	100.0	

It was found that 24(57.1%) listen to Q FM. The respondents who listen to Easy FM were 10(23.8%) and the one who listen to K FM were 8(19.0%).

Table 17: Table depicting audience's favorite programme

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COMM	16	38.1	38.1	38.1
	NEWS	7	16.7	16.7	54.8
	MUSIC	18	42.9	42.9	97.6
	CALL IN	1	2.4	2.4	100.0
	Total	42	100.0	100.0	

Of the respondent, 16(38.1%) shown that their favorite radio programme was commercial, 7(16.7%) favored news programme, 18(42.9%) preferred music while call-in-sessions were preferred by one respondent representing 2.4%.

Table 18: Table depicting how the respondents rate the speech of radio broadcasters

		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	BEST	9	21.4	21.4	21.4
	GOOD	17	40.5	40.5	61.9
	AVERAGE	15	35.7	35.7	97.6
	BELOW AVERAGE	1	2.4	2.4	100.0
	Total	42	100.0	100.0	

Of the respondents involved, 9(21.4%) rate the language as best of the radio broadcaster they listen to, 17(40.5%) rate the language of their broadcaster as good, 15(35.7%) viewed the language of broadcaster as average and one(2.4%) rated the language of broadcaster as being below average.

Table 19: Table denoting time radio audiences mostly listen to radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MORNING	4	9.5	9.5	9.5
	LUNCH TIME	4	9.5	9.5	19.0
	EVENING	17	40.5	40.5	59.5
	LATE NIGHT	2	4.8	4.8	64.3
	ALL DAY	6	14.3	14.3	78.6
	ALL NIGHT	4	9.5	9.5	88.1
	24HOURS	1	2.4	2.4	90.5
	OTHERS	4	9.5	9.5	100.0
	Total	42	100.0	100.0	

Among the respondents 4(9.5%) mostly listen to radio in the morning same as those who tune in radio during lunchtime. Those who listen in the evening were 17(40.5%), 2(4.8%) listen mostly late night, 6(14.3%) listen mostly all day, 4(9.5% listen all night), one (2.4%) listen 24hours and the others were 4(9.5%).

Table 20: Table showing programme the respondents long most

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	SOCIAL	11	26.2	26.2	26.2
	ECON	9	21.4	21.4	47.6
	POLITICAL	4	9.5	9.5	57.1
	SPIRITUAL	11	26.2	26.2	83.3
	ENTERTAI NMENT	7	16.7	16.7	100.0
	Total	42	100.0	100.0	

Social programme is longed most by 11(26.2%) Economic programme was longed most by 9(21.4%), political programme longed most by 4(9.5%), spiritual programme longed most by 11(26.2%) and entertainment was longed by 7(16.7%).

Table 21: Table showing response on unequal distribution as a cause of hate speech in Kenya

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	8	19.0	19.0	19.0
	Agree	13	31.0	31.0	50.0
	neutral	11	26.2	26.2	76.2
	disagree	3	7.1	7.1	83.3
	strongly disagree	7	16.7	16.7	100.0
	Total	42	100.0	100.0	

Of the respondents involved 8(19.0%) strongly agree that unequal distribution of resources causes hate speech in Kenya, 13(31.0%) agree that unequal distribution of resources causes hate speech in Kenya, 11(26.2%) were neutral on the matter, 3(7.1%) disagree and 7(16.7%) strongly disagree on unequal distribution of resources as a cause of hate speech in Kenya.

Table 22: Table showing response on nepotism as a cause of hate speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	13	31.0	31.0	31.0
	agree	17	40.5	40.5	71.4
	neutral	8	19.0	19.0	90.5
	disagree	3	7.1	7.1	97.6
	strongly disagree	1	2.4	2.4	100.0
	Total	42	100.0	100.0	

Nepotism was strongly agreed as a cause of hate speech in Kenya by 13(31.0%) respondents, 17(40.5%) agree that it is a cause while 8(19.0%) were neutral on the same. Those who disagreed were 3(7.1%) whereas those who strongly disagreed were 1(2.4%).

Table 23: Table presenting poverty as a cause of hate speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	14	33.3	33.3	33.3
	agree	10	23.8	23.8	57.1
	neutral	9	21.4	21.4	78.6
	disagree	7	16.7	16.7	95.2
	strongly disagree	2	4.8	4.8	100.0
	Total	42	100.0	100.0	

Of the respondents involved 14(33.3%) strongly agree that poverty leads to hate speech in Kenya, 10(23.8%) agree that poverty causes hate speech in Kenya, 9(21.4%) were neutral on the matter, 7(16.7%) disagree and 2(4.8%) strongly disagreed that poverty was a cause of hate speech in Kenya.

Table 24: Table showing response on negative ethnicity as a cause of hate speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	23	54.8	54.8	54.8
	agree	11	26.2	26.2	81.0
	neutral	5	11.9	11.9	92.9
	disagree	2	4.8	4.8	97.6
	strongly disagree	1	2.4	2.4	100.0
	Total	42	100.0	100.0	

Negative ethnicity was strongly agreed as a cause of hate speech in Kenya by 23(54.8%) respondents, 11(26.2%) agree that it is a cause while 5(11.9%) were neutral on the same. Those who disagreed were 2(4.8%) whereas those who strongly disagreed were 1(2.4%)

Table 25: Table presenting corruption as a cause of hate speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	18	42.9	42.9	42.9
	agree	13	31.0	31.0	73.8
	neutral	6	14.3	14.3	88.1
	disagree	4	9.5	9.5	97.6
	strongly disagree	1	2.4	2.4	100.0
	Total	42	100.0	100.0	

Of the respondents involved 18(42.9%) strongly agreed that corruption causes hate speech in Kenya, 13(31.0%) agreed that corruption causes hate speech in Kenya, 6(14.3%) were neutral on the matter, 4(9.5%) disagreed and 1(2.4%) strongly disagreed that corruption causes of hate speech in Kenya.

Table 26: Table depicting role entertainment can play in dealing with hate speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly important	27	64.3	64.3	64.3
	important	12	28.6	28.6	92.9
	unimportant	3	7.1	7.1	100.0
	Total	42	100.0	100.0	

Role of entertainment was seen as strongly important by 27(64.3%) respondents in dealing with hate speech in Kenya, 12(28.6%) examined it as important and those who saw it as unimportant were 3(7.1%). Cumulatively, those who viewed it as important were 92.9%

Table 27: Table depicting role correlation can play in dealing with hate speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly important	10	23.8	24.4	24.4
	important	16	38.1	39.0	63.4
	neutral	14	33.3	34.1	97.6
	strongly unimportant	1	2.4	2.4	100.0
	Total	41	97.6	100.0	
Missing	System	1	2.4		
Total		42	100.0		

Role of correlation was viewed as strongly important by 10(23.8%) respondents in dealing with hate speech in Kenya, 16(38.1%) scrutinized it as important and 14(33.3%) saw it neutral. It was looked as strongly unimportant by 1(2.4%) respondent. Cumulatively, those who viewed it as important were 63.4%. One of the respondents left the question open-thus missing system.

Table 28: Table depicting role information can play in dealing with hate speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly important	27	64.3	65.9	65.9
	important	8	19.0	19.5	85.4
	neutral	3	7.1	7.3	92.7
	unimportant	1	2.4	2.4	95.1
	strongly unimportant	2	4.8	4.9	100.0
	Total	41	97.6	100.0	
Missing	System	1	2.4		
Total		42	100.0		

Of the respondents involved 27(64.3%) viewed role of information as strongly important in dealing with hate in Kenya. Those who saw it as important were 8(19.0%) and those who looked it neutral were 3(7.1%). One (2.4%) found the role as unimportant while 2(4.8%) looked at it as strongly unimportant.

Table 29: Table depicting role continuity can play in dealing with hate speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly important	10	23.8	24.4	24.4
	Important	18	42.9	43.9	68.3
	Neutral	9	21.4	22.0	90.2
	Unimportant	3	7.1	7.3	97.6
	strongly unimportant	1	2.4	2.4	100.0
	Total	41	97.6	100.0	
Missing	System	1	2.4		
Total		42	100.0		

One of the respondents left the question open-thus missing system. Role of continuity was viewed as strongly important by 10(23.8%) respondents in dealing with hate speech in Kenya. 18(42.9%) scrutinized it as important and 9(21.4%) saw it neutral. It was looked as strongly unimportant by 3(2.4%) respondent. Cumulatively, those who viewed it as important were 68.3%.

Table 30: Table depicting role, mobilization can play in dealing with hate speech in Kenya

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly important	31	73.8	73.8	73.8
Important	2	4.8	4.8	78.6
Neutral	2	4.8	4.8	83.3
Unimportant	3	7.1	7.1	90.5
strongly unimportant	4	9.5	9.5	100.0
Total	42	100.0	100.0	

Of the respondents involved 31(73.8%) viewed role of mobilization as strongly important in dealing with hate in Kenya. Those who saw it as important were 2(4.8%) and those who looked it neutral were 2(4.8%). This role was found unimportant by 3(7.1%) respondent, while 4(9.5%) saw it strongly unimportant.

Section C: Behavior Change Communication

Table 31: Table showing those who have heard of behaviour change over the radio

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	28	66.7	69.0	69.0
no	13	31.0	31.0	100.0
Total	42	97.6	100.0	
Missing	1	2.4		
Total	42	100.0		

Those who have heard of Behaviour Change Communication (BCC) over the radio were 28(66.7%) while those who have never heard of behaviour change were 13(31.0%) One of the respondents left the question open-thus missing system.

Table 32: Table denoting whether broadcaster tell their audience to change behaviour

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	30	71.4	71.4	71.4
	no	11	26.2	26.2	97.6
	missing	1	2.4	2.4	100.0
	Total	42	100.0	100.0	

Those who had heard radio broadcaster inform audience to change behaviour were 30(71.4%) while those who had never heard broadcaster say so were 11(26.2%). One of the respondents left the question open-thus missing system.

Table 33: Table on the kind of behaviour radio broadcasters inform audience to change

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	social	16	38.1	41.0	41.0
	economic	8	19.0	20.5	61.5
	political	8	19.0	20.5	82.1
	technological	4	9.5	10.3	92.3
	spiritual	2	4.8	5.1	97.4
	environmental	1	2.4	2.6	100.0
	Total	39	92.9	100.0	
Missing	System	3	7.1		
Total		42	100.0		

Three of the respondents left this question open-thus missing system. Among the kind of behaviours the audience are supposed to change, 16(41.0%) of the respondents were urged to change social behaviours, 8(20.5%) were urged to change economic behaviours, 8(20.5%) were urged to change political behaviours, 4(10.3%) were urged to change technological behaviours, 2(5.1%) were told to change their spiritual behaviour and one (2.6%) was to change environmental behaviours.

Table 34: Table depicting necessity of social cultural factors in enhancing behaviour change in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	31	73.8	73.8	73.8
	agree	5	11.9	11.9	85.7
	neutral	6	14.3	14.3	100.0
	Total	42	100.0	100.0	

Social cultural aspect was strongly agreed as necessary in enhancing behaviour change in Kenya by 31(73.8%) respondents. Those who agreed were 5(11.9%) and 6(14.3%) were neutral

Table 35: Table showing necessity of ethical features in enhancing behaviour change in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	14	33.3	33.3	33.3
	agree	24	57.1	57.1	90.5
	neutral	4	9.5	9.5	100.0
	Total	42	100.0	100.0	

Ethical features were strongly agreed as necessary in enhancing behaviour change in Kenya by 14(33.3%) respondents. Those who agreed were 24(57.1%) and 4 (9.5%) were neutral

Table 36: Table showing necessity of political features in enhancing behaviour change in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	19	45.2	45.2	45.2
	agree	15	35.7	35.7	81.0
	neutral	4	9.5	9.5	90.5
	disagree	1	2.4	2.4	92.9
	strongly disagree	3	7.1	7.1	100.0
	Total	42	100.0	100.0	

Political features were strongly agreed as necessary in enhancing behaviour change in Kenya by 19(45.2%) respondents. Those who agreed were 15(35.7%) and 4(9.5%) were neutral on these features. The respondent who disagreed was one (2.4%) while those who strongly disagreed were 3(7.1%).

Table 37: Table depicting necessity of legal features in enhancing behaviour change in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	31	73.8	73.8	73.8
	agree	3	7.1	7.1	81.0
	neutral	3	7.1	7.1	88.1
	disagree	3	7.1	7.1	95.2
	strongly disagree	2	4.8	4.8	100.0
	Total	42	100.0	100.0	

Legal features were strongly agreed as necessary in enhancing behaviour change in Kenya by 31(73.8%) respondents. Those who agreed were 3(7.1%) and 3(7.1%) were neutral on these

features. The respondents who disagreed were 3 (7.1%) while those who strongly disagreed were 2(4.8%).

Section D: Hate Speech

Table 38: Table denoting respondents who understand the term hate speech

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	37	88.1	88.1	88.1
	no	5	11.9	11.9	100.0
Total		42	100.0	100.0	

The respondents who said that they understand the meaning of the term 'hate speech' were 37(88.1%) and those who said that they don't understand were 5(11.9%).

Table 39: Table showing those who have heard of Hate Speech over the radio Heard

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	25	59.5	59.5	59.5
	no	16	38.1	38.1	97.6
	4 00	1	2.4	2.4	100.0
Total		42	100.0	100.0	

Those who have heard of Hate Speech over the radio were 25(59.5%) while those who have never heard of the term were 16(38.1%).

Table 40: Table showing daily frequency of use of Hate Speech over the radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	once	21	50.0	50.0	50.0
	twice	7	16.7	16.7	66.7
	thrice	4	9.5	9.5	76.2
	more	10	23.8	23.8	100.0
	Total	42	100.0	100.0	

Of the respondents involved 21(50.0%) hear of the use of hate speech over the radio once on daily basis. The one who hear twice were 7(16.7%), those who hear the term thrice were 4(9.5%) and those who hear it more than thrice per day were 10(23.8%).

Table 41: Table denoting the category of people viewed as the main cause of Hate Speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	politicians	24	57.1	57.1	57.1
	Journalist	7	16.7	16.7	73.8
	Ordinary Kenyans	7	16.7	16.7	90.5
	civil servants	4	9.5	9.5	100.0
	Total	42	100.0	100.0	

The respondents were required to identify the main people they view as the main cause of speech in Kenya. Politicians were ticked by 24(57.1%), journalists and ordinary Kenyans each by 7(16.7%) and civil servant by 4(9.5%).

Section E: Recommendations

Table 42: Table showing recommendation on use of constitution by radio broadcast in enhancing proper speech in Kenya.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	30	71.4	71.4	71.4
agree	10	23.8	23.8	95.2
neutral	1	2.4	2.4	97.6
Strongly disagree	1	2.4	2.4	100.0
Total	42	100.0	100.0	

Use of constitution by radio broadcast in enhancing proper speech in Kenya was recommended by 30(71.4%) respondents who strongly agreed. Those who agreed on the same were 10(23.8%), one (2.4%) was neutral and one strongly disagreed on the recommendation.

Table 43: Table showing recommendation on use of code of ethics in enhancing proper speech in Kenya

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	26	61.9	61.9	61.9
agree	3	7.1	7.1	69.0
neutral	8	19.0	19.0	88.1
disagree	5	11.9	11.9	100.0
Total	42	100.0	100.0	

Use of code of ethics in enhancing proper speech in Kenya was recommended by 26(61.9%) respondents who strongly agreed. Those who agreed on the same were 3(7.1%), eight (19.0%) were neutral and five (11.9%) strongly disagreed on the recommendation.

Table 44: Table showing recommendation on use of politicians in enhancing proper speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	9	21.4	21.4	21.4
	agree	14	33.3	33.3	54.8
	neutral	9	21.4	21.4	76.2
	disagree	3	7.1	7.1	83.3
	Strongly disagree	7	16.7	16.7	100.0
	Total	42	100.0	100.0	

Use of politicians in enhancing proper speech in Kenya was recommended by 9(21.4%) respondents who strongly agreed. Those who agreed on the same were 14(33.3%), nine (21.4%) were neutral, three (7.1%) disagreed and 7(16.7%) strongly disagreed on the recommendation.

Table 45: Table showing recommendation on use of mass media in enhancing proper speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	34	81.0	81.0	81.0
	agree	5	11.9	11.9	92.9
	neutral	3	7.1	7.1	100.0
	Total	42	100.0	100.0	

Use of mass media in enhancing proper speech in Kenya was recommended by 34(81.0%) respondents who strongly agreed. Those who agreed on the same were 5(11.9%) and those who were neutral were three (7.1%).

Table 46: Table showing recommendation on use of games in enhancing proper speech in Kenya

Table showing recommendation on use of games in enhancing proper speech in Kenya					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	10	23.8	23.8	23.8
	agree	19	45.2	45.2	69.0
	neutral	11	26.2	26.2	95.2
	Strongly disagree	2	4.8	4.8	100.0
	Total	42	100.0	100.0	

Use of games in enhancing proper speech in Kenya was recommended by 10(23.8%) respondents who strongly agreed. Those who agreed on the same were 19(45.2%), 11(26.2%) were neutral and two (4.8%) strongly disagreed on the recommendation

Table 47: Table denoting recommendation on use of religion in enhancing proper speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	15	35.7	35.7	35.7
	agree	12	28.6	28.6	64.3
	neutral	14	33.3	33.3	97.6
	Strongly disagree	1	2.4	2.4	100.0
	Total	42	100.0	100.0	

Use of religion in enhancing proper speech in Kenya was recommended by 15(35.7%) respondents who strongly agreed. Those who agreed on the same were 12(28.6%), those neutral were 14(33.3%) and one (2.4%) strongly disagreed on the recommendation.

Table 48: Table showing recommendation on use of music in enhancing proper speech in Kenya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	22	52.4	52.4	52.4
	agree	16	38.1	38.1	90.5
	neutral	2	4.8	4.8	95.2
	Strongly disagree	2	4.8	4.8	100.0
	Total	42	100.0	100.0	

Use of music in enhancing proper speech in Kenya was recommended by 22(52.4%) respondents who strongly agreed. Those who agreed on the same were 16(38.1%), those neutral were two (4.8%) and two (4.8%) strongly disagreed on the recommendation

Table 49: Table depicting recommendation on use of drama in enhancing proper speech in Kenya

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	12	28.6	28.6	28.6
agree	21	50.0	50.0	78.6
neutral	7	16.7	16.7	95.2
Strongly disagree	2	4.8	4.8	100.0
Total	42	100.0	100.0	

Use of drama in enhancing proper speech in Kenya was recommended by 12(28.6%) respondents who strongly agreed. Those who agreed on the same were 21(50%), those neutral were seven (16.7%) and two (4.8%) strongly disagreed on the recommendation.

CHAPTER FIVE: SUMMARY OF FINDINGS, DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of findings and discussion as per the responses from the respondents. This is in relation to the objectives of the study. The chapter also looks into the conclusions and recommendations as deduced from the study findings. Finally the chapter points out the areas the researcher thought would require further research in related fields.

5.2 Summary of Findings

Thus this research project aimed at achieving the following objectives;

- i) Assess the root causes of hate speech in Kenya.
- ii) Explore ways radio broadcast media can use BCC to eradicate hate speech in Kenya.
- iii) Establish the role of radio broadcast media in dealing with Hate Speech.

This study set out to find answer to the following questions?

- i) What are the causes of hate speech in Kenya?
- ii) How can radio broadcast use BCC to intervene in dealing with hate speech in Kenya?
- iii) What is the role of media in handling hate speech?

Results arising from this study suggest that:

Table 50: Summary of Findings

Objective	Findings	Remarks
Assess the root causes of hate speech in Kenya	<p>The following were strongly agreed as causes; Negative ethnicity by 54.8% respondents, corruption by 42.9%, poverty by 33.3%, nepotism by 31.0% and unequal distribution of resources by 19.0%.</p> <p>The respondents identified the following as the main cause of hate speech in Kenya: politicians by 57.1%, journalists and ordinary Kenyans each by 7(16.7%) and civil servants by 4(9.5%) of the respondents.</p>	<p>Negative ethnicity is one of the key causes of hate speech in Kenya.</p> <p>More attention should be focused on politicians are the main cause of Hate Speech in Kenya, followed by journalists and ordinary Kenyans respondents.</p>
Explore ways radio broadcast media can use BCC to eradicate hate speech ethnicity in Kenya	<p>The following were strongly agreed as necessary in enhancing BCC in Kenya; legal features by 73.8%, political features 45.2%, social cultural aspects by 73.8% and ethical features by 33.3% of the respondents.</p> <p>Those who had heard radio broadcaster inform audience to change behaviour were 71.4%.</p> <p>41.0% of the respondents were urged to change social behaviours</p>	<p>Social-cultural aspects and legal features can be very crucial in enhancing behaviour change in regard to hate speech</p>
Establish the role of radio broadcast media in dealing with Hate Speech.	<p>The following roles of radio broadcast were seen as strongly important; mobilization by 73.8%, entertainment by 64.3%. Correlation by 23.8%, information by 64.3% and continuity by 23.8% of the respondents.</p>	<p>Radio broadcast can play key role in handling hate speech in Kenya through its role of mobilization, entertainment and information.</p>

5.2.1 Demographic information

Most of the respondents were female 54.8%.

Of the respondents involved 14(33.3%) of the respondents were aged 19 years and below, Cumulatively, 69.0% of the respondents were aged 30 years and below while those aged 40 years and below represented 81% of the respondents involved.

It was recognized that 69.0% of the respondents were either employed or in self employment. Of the respondents involved, 71.4% were in both the middle and poor economic status.

Cumulatively, 59.5% of the respondents had heard of NMG for over five years whereas 42(100%) of the respondent had heard of NMG.

5.2.2 Radio Broadcast

It was established that 78.6% of the respondents listen to radio while 21.4% do not listen to radio. The following roles of radio broadcast were seen as strongly important; mobilization by 73.8%, entertainment by 64.3%, information by 64.3% and continuity by 23.8% of the respondents and Correlation by 23.8% respectively.

It was established that 36(85.7%) of the respondents listen to radio on daily basis. English is the most preferred language by 69.0% of the respondents.

Majority of the respondents listen to any radio stations affiliated to NMG at 76.2% whereas the rest do not listen to any of the group.

Among NMG's radio Q FM appeared to be more popular followed by Easy FM and K FM respectively.

The most favorite radio programme was music at 42.9%, followed by commercial, news and call-in-sessions respectively.

Most of the respondents rated the language of radio broadcasters as average and above at 97.6%. Radio was mostly listened to in the evening at by 40.5% of the respondents.

The programmes most longed for by the audience are social and spiritual most, followed by economic, entertainment and political respectively in that order.

5.2.3 Behaviour Change Communication (BCC)

Majority of the people have heard of BCC over the radio at 66.7% while the rest had never heard of the concept.

Most of the respondent had heard radio broadcaster inform them to change a given type of behaviour whereas the rest had never heard so.

The audiences were mostly told to change their social, economic and political behaviour at 82.1% while the rest were supposed to change their technological behaviours, spiritual behaviours and environmental behaviours.

The following were strongly agreed as necessary in enhancing BCC in Kenya; legal features by 73.8%, social cultural aspects by 73.8% , political features 45.2%and ethical features by 33.3% of the respondents in that order. Most journalists informed their audiences to change behaviour were 71.4%.

5.2.4 Hate Speech

The largest part of the respondents said that they understand the meaning of the term 'hate speech' at 88.1% and those who do not were 11.9%.

A good number had heard of Hate Speech over the radio at 59.5% while the rest had not heard of the term.

Half of the respondents involved had the use of hate speech over the radio once on a daily basis.

The following were strongly agreed as causes: Negative ethnicity by 54.8% respondents, corruption by 42.9%, poverty by 33.3% and unequal distribution of resources by 19.0%.

The respondents identified the following as the main cause of hate speech in Kenya; politicians by 57.1%, journalists and ordinary Kenyans each by 16.7% and civil servants by 9.5% of the respondents.

5.2.5 Respondents Recommendations

The respondents strongly agreed and recommended the following factors that would be used in enhancing proper speech in Kenya; use of constitution by 71.4% respondents, code of ethics by

61.9%, politicians 21.4%, mass media by 81.0%, games by 23.8%, religion 35.7%, music 52.4% and drama 28.6% of the respondents.

5.4 Shortfalls of the study

There was difficult in reviewing literature on hate speech in Kenya, more so secondary sources which were difficult to get. Nevertheless the problem was overcome by looking at other sources, more so online to fill the deficit.

5.5 Conclusion

As the campaign on Hate Speech and the concept become familiar with many Kenyans, a lot has to be done to educate the people about the meaning of the term, importance of proper speech and the consequences of breaching laws on Hate Speech. More education should also be done to entrench and use the aspects of BCC in dealing with hate speech. More Kenyans ought to be informed on the use BCC and importance of refraining from irresponsible utterances, notably hate speech.

5.3 Researchers' Recommendations

Based on the findings of the study the following recommendations were made:

- i) More effort should be done to reach and enhance accessibility of radio to segment that does not have. Radio should be made more affordable to more people to augment access.
- ii) All stakeholders, more so radio broadcasters should enhance use of media to deal with social menaces notably hate speech by emphasizing more on radio's roles of mobilization, entertainment, information, continuity and correlation in that order respectively
- iii) NMG should put more effort to reach the segment that does not listen to any of its radios. This can be through means such as increased advertising, road shows and awarding listeners through promotions.
- iv) More music should be programmed and that can be used to tackle social ills such as Hate Speech, since music is most favored programme by many respondents.

- v) Radio is mostly listened to in the evening and thus targeted audience can be reached more at this time to achieve the given objectives.
- vi) The programmes most longed for by the audience are social and spiritual, followed by economic, entertainment and political one, respectively in that order. Thus more should be given to fill the deficit. This can be done by airing more programmes that carry the necessary message, in this case Hate Speech.
- vii) The concept and entities of BCC should be spread to reach the unreached and *Journalists should continue informing their audiences to change behaviours so as reach the unreached*
- viii) The following which were strongly agreed as necessary in enhancing BCC in Kenya: *legal features, social cultural aspects, political features and ethical features in that order should be given more specific and the necessary focus.*
- ix) Media house should help reduce use of hate speech over the radio by adhering to the Kenyan law and journalist code of ethics.
- x) Major causes of hate speech ought to be addressed. They include; negative ethnicity, corruption, poverty, nepotism and unequal distribution of resources.
- xi) Politicians as the main cause of hate speech in Kenya should be held responsible for their utterances by the media, relevant commissions and all other stakeholders. National Cohesion and Integration Act 2008 and other relevant laws governing speech in Kenya should be fully implemented
- xii) The following factors which were strongly agreed and recommended by the respondents should be used to boost proper speech in Kenya; use of constitution, code of ethics, politicians, mass media, games, religion, music and drama.
- xiii) Legislation and laws should be made clear or enacted in regard to media owners taking take responsibility regarding speech irregularities such as Hate Speech.

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Waki Report 2008

Appendix 1 Radio Audience Questionnaire
UNIVERSITY OF NAIROBI
SCHOOL OF JOURNALISM AND MASS COMMUNICATION
MASTER OF ARTS IN COMMUNICATION STUDIES

I am a postgraduate student of University of Nairobi doing a research project entitled: *An investigation into the role of radio broadcast in using Behavior Change Communication to deal with Hate Speech in Kenya; the case of Nation Media Group.*

Kindly fill the attached questionnaire. The purpose of this study is to explore ways in which radio broadcast can use Behaviour Change Communication (BCC) to foster positive ethnicity in Kenya. The study is important because the results will be used to engage the broadcast media in enhancing proper speech in Kenya, by involving all stakeholders including the target audience, government and Non Governmental Organisation (NGO).

The findings or results of this research will be shared when the study is completed and high confidentiality will be maintained. Kindly fill the questionnaire and give it back. Tick appropriately () where applicable.

Section A: Demographic information

1. What is your gender? Male () Female ()
2. What is your age: 0-19 () 20-30 () 31-40 () Over 41 years ()
3. What is your employment status? Self employed () employed () Any other specify.....
4. Where do you rate your economic level of living?
 - a) Upper class () b) middle class () c) poor class ()
5. When did you first hear of Nation Media Group?
 - a) 1 year ago () b) 2 years ago () c) 3 years ago ()
 - d) 4 years ago () 5 years ago () Over 6 years ago ()

- 6 What is your highest level of education? Certificate () Diploma () Higher National Diploma () Postgraduate Diploma () Undergraduate () Masters () PHD ()
Any other.....

Section B: Radio Broadcast

1. Do you listen to radio?

- a) Yes () b) No ()

2. If yes, (in 1. Above) how often do you listen to radio?

- a) Daily () b) Weekly () c) Monthly () d) Any other specify.....

3. Which language do you prefer most?

- English () Kiswahili () Vernacular () Any other specify.....

4 List your five favorite radio stations in Kenya, in order of preference;

- i)..... ii)..... iii).....
iv)..... v).....

5. Do you listen to any radio stations affiliated to Nation Media Group (NMG)?

- a) Yes () b) No ()

6. If yes in 5 above, which one? Q fm () b) Easy fm () C) K fm ()

7. Kindly list the radio stations of NMG in order of preference;.....
.....

8 Which is your favourite radio programme? Commercial () News () Music () Call-in-session () political () Any other specify.....

9. How do you rate the speech of radio presenters you listen to?

- Best () Good () Average () Bad () Below Average ()

10 Which time do you mostly listen to radio broadcast?

- a) Morning () b) Lunchtime () c) Evening () d) Late night () e) All day () All night () 24hours () others specify.....

11. Which type of programme does you long most?

Social programmes () Economic programmes () Political programmes ()

Spiritual programmes () Entertainment () Any other specify.....

12. What do you think causes Hate Speech in Kenya? Use the scale; 1... Strongly Agree

2... Agree 3... Neutral 4... Disagree 5... Strongly Disagree

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Unequal distribution of resources					
Nepotism					
Poverty					
Negative ethnicity					
Corruption					

Other causes specify

13. How do you rate the following as the necessary roles radio can play in dealing with Hate Speech in Kenya. Use the following scale; 1... Strongly Important 2... Important 3... Neutral 4..... Unimportant 5..... Strongly unimportant

	Strongly Important	Important	Neutral	Unimportant	Strongly Unimportant
Entertainments					
Correlation					
Information					
Continuity					
Mobilization					

Section C: Behaviour Change Communication (BCC)

1. Have you heard of Behaviour change over the radio?

- a) Yes () b) No ()

2. Do radio broadcasters tell their audience to change behaviours

- a) Yes () b) No ()

3. If yes in 2. above what kind of behaviour? a) Social () b) Economic () c) Political ()

- e) Technological () f) Spiritual () g) Environmental () others specify.....

4. How do you rate the following as the necessary aspects of enhancing Behaviour Change in Kenya:

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Social-cultural factors					
Ethical features					
Political features					
Legal features					

Section D: Hate Speech

- 1 Do you understand the meaning of the term 'hate speech'
 - a) Yes () b) No ()

2. Have you heard of Hate speech over the radio?
 - a) Yes () b) No ()

- 3 How often do you hear the use of Hate speech in radio in a day?
 - a) Once () b) Twice () c) Thrice () d) More than thrice ()

4. Which category of people do you view as the main cause of Hate Speech in Kenya?
 - a) Politicians () b) Journalists () c) Ordinary Kenyans () d) Civil servants ()

Any other specify

Section E: Recommendations

1. Using the rating scale below, which of the following factors would you recommend radio broadcast to use in enhancing proper speech in Kenya; 1..Strongly Agree 2...Agree 3...Neutral 4.....Disagree 5...Strongly Disagree

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Constitution					
Code of ethics					
Politicians					
Mass media					
Games					
Religion					
Music					
Drama					

2. What do you recommend to be done to improve radio broadcasting communication strategy of Nation Media group?



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Date: 29th June, 2011

TO WHOM IT MAY CONCERN

RE: GIKONYO GEOFFREY KAMAU – K50/78803/2009

The above named is our student at the School of Journalism & Mass Communication, University of Nairobi, enrolled in the Master of Arts (Communication Studies) Programme.

Mr. Gikonyo is doing research on the topic **"An investigation into the role of radio broadcast in using Behaviour change communication to deal with hate speech in Kenya: The case of Nation Media Group"**

Please accord him the necessary assistance in this regard.

Yours faithfully,


 Ms. Florence N. Murage
 For: Director
SCHOOL OF JOURNALISM & MASS COMMUNICATION

FNM/jm