

**AN ASSESSMENT OF THE COMMUNICATION STRATEGIES FOR  
LAND REFORM IN KENYA: A CASE STUDY OF  
KAJIADO NORTH DISTRICT**

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## DECLARATION

I declare that this research projects is my original work and has never been submitted to any other University for the award of a degree or other qualifications

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Lastly, special thanks go to my loving wife Margaret Korir for her encouragement and support during challenging moments and for her understanding during the period of the study.

## **DEDICATION**

This project is dedicated to my wife Margaret Korir and my daughters; Hiltrude Chemutai, Florida Chelangat and Keiler Chepkirui for their love and inspiration.

## **ABSTRACT**

This study was conducted to investigate the level of awareness of the National Land Policy among land owners and land users in Kenya. Kajiado North district was used as a case study. Random sampling method was used to select sample population. The study examined communication strategies used to disseminate information on the policy to determine the effectiveness of the channels.

The research study examined gender disparities to establish if the differences influenced awareness level and channel preference. This is because male and female have different interests and perceptions based on socialization in the society. This means disparity in interests between genders will determine their preferred channel.

The target population in the study was land holders and users in Kajiado North district. Random sampling was used to select the 105 respondents used in the study. Questionnaire was used as a tool to elicit responses.

The male respondents in the study were 59% while female respondents were 41%. The study established that 69% of the male respondents were aware of the National Land policy compared to 63% of the females.

The investigation established that most of the respondents learnt about the policy through newspapers. However, when asked about the most effective channel, most of the respondents indicated radio was most effective.

The study recommended to the government to use radio to disseminate messages on NLP because the channel was rated as the most preferred by the respondents. The study also recommended for the allocation of more resources for advocacy and the expansion of rural electrification allow radio, television and mobile phone users use the facilities obtain information on land policy.

## LIST OF ACRONYMS

<b>CLB</b>	Communal Land Boards
<b>CLO</b>	Crown Lands Ordinance
<b>FIDA</b>	Federation of Women Layers
<b>IDPs</b>	Internally Displaced Persons
<b>IFC</b>	International Finance Corporation
<b>ILO</b>	International Labour Organization
<b>ILO</b>	International Labour organization
<b>KANU</b>	Kenya African National Union
<b>KANU</b>	Kenya African National Union
<b>KLA</b>	Kenya Land Alliance
<b>LDGI</b>	Land Development and Governance Institute
<b>LTB</b>	Land Title Board
<b>NARC</b>	National Rainbow Coalition
<b>NARC</b>	National Rainbow Coalition
<b>NLC</b>	National Land Commission
<b>NLC</b>	National Land Commission
<b>NLP</b>	National Land policy
<b>SDLF</b>	Sabaot Land Defense Force
<b>UN</b>	United Nations
<b>UNICEF</b>	United Nations Children's Fund

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## CHAPTER ONE: INTRODUCTION

### 1.0 Background of the study.

Land is defined to include all physical elements of nature; such as environment, fields, forests, minerals, mountains, lakes, streams, seas and animals. It also includes anything on ground such buildings, crops, trees and water and above the ground such as air (Thomson, 2001:6).

Land policies are importance for sustainable growth. Land policies provide economic opportunities to rural and urban people. An investment climate survey conducted by the World Bank indicated that poor access to land was identified as the main obstacle to business by 25 percent of enterprises in Kenya (Deninger, 2006:214)

Kenya did not have a single and clearly defined National Land Policy (NLP) from 1963 to 2010. The existing legislations were fragmented and conflicting. There existed at least 75 pieces of legislations some of which are incompatible. This resulted in complex land management and administrative systems (Kariuki; Nzioki, 2011: 3)

The land issues manifested themselves in many ways such as fragmentation, poor land administration, disparities in land ownership and under utilization. Land degradation, emergence of squatters and landlessness and growth of urban slums are some of the issue that also indicate land problem. Other land related issues include; lack of security of tenure and conflicts.

With population growth and increasing developments, serious land use conflict between crop production and other activities such as pastoralism, forestry, wildlife and urban development has been experienced in high potential and marginal areas (Otuoma, 2004:22).The urban areas have experience population explosion and growth of unplanned settlements. Most of the settlements are characterized congestion, poverty and poor education.

Constraint on access to land for people who are politically or geographically marginalized precipitate conflict (Hugans, Clover; 2004 :) In Kenya, failure to address the historical colonial expropriations and land redistribution that had been a factor of Mau Mau freedom war was not addressed even after independence.

The unresponsive legal and institutional framework on land rights, poor land use system instituted during colonial period generated tension and conflict. The unresolved land issues partly contributed to the 1992, 1997, 2002 and the post election violence of 2007 that led to emergence of Internally Displaced Persons (Mwathane, 2010: 5).

At the coastal region, the problem of absentee land lords at the coastal region attributed to the historical 10 miles coastal strip that was under the jurisdiction of the Zanzibar Arabs has been a thorny issue. The local community was delineated by the absentee land lords and reduced them to squatters (Mghanga, 2010: 17).

The system of patriarchy which dominates many local communities has tended to discriminate and exclude women on land ownership and control (FIDA, 2008: 21). The patriarchy system confers title and inheritance rights upon male family members on belief that, women especially married ones, can only access land through their husbands or male children (Benschop, 2004:43).

It is because of the issues discussed above that made the government formulate the National Land Policy by engaging stakeholders from public and private sector and civil society groups to develop the policy through discussions, consultative workshops and written submissions.

The policy provides guidelines on land rights, administration, land use planning and restitution of historical injustices. The policy addresses environmental concern and the need to institute legal framework and information management. The policy is aimed at facilitating productive and sustainable land use to attract investment and agricultural and livestock production.

Using Kajiado North district as a case study, the research seeks to investigate the impact of communication strategies for land reform advocacy on the NLP, examine existing gaps and provide recommendations for effective implementation of the National Land Policy.

## **1.1 Statement of the Problem**

Following the development of the National Land policy that have radically restructured land use, ownership and access, there exists limited available information on existence of the National Land Policy (NLP) and its implication on land holders (Land Development Institute, 2010: 30).

Due to the limited awareness by land holders, the public and investors on existence of the NLP and its implication in land allocation, management and use has not been able to address the objective of the policy-that of equal access to land. Additionally, despite the fact that government has made attempts to resettle Internally Displaced Persons (IDPs), there are many squatters who are living under poor conditions. The resistance by communities against resettlement of IDPs resettled in Narok, Rongai and Endebes in Trans Nzoia is a pointer to lack of awareness on some provisions of the National Land Policy that guarantees Kenyans the right to own land and live anywhere in the country.

The advocacy for the newly formulated laws is necessitated by the realization that the land policy, legal and institutional frame work created in 1950s had become unresponsive to the dynamic socio-political, economic and cultural changes that have been experienced in the country over the years.

### **1.2.0 Research Objectives**

- 1.2.1 To establish the level of awareness of the National Land policy among land holders in Kajiado North District.
- 1.2.2 To identify preferred channels of communication on matters pertaining to land.
- 1.2.3 To examine effectiveness of existing channels of communication for information on land reforms.

### **1.3 Research Questions**

- 1.3.1 Are you aware about the National Land Policy?
- 1.3.2 Which channel of communication do you prefer to obtain information on land policy
- 1.3.3 How effective are the existing channels of communication for information on land reforms?
- 1.3.4 How would you rate the government's effort in communicating the national land policy

## **1.4 Hypothesis**

The study will test the following hypothesis

- 1.4.1 Underutilization of multimedia strategies in communicating the NLP has resulted in low levels of awareness among land holders and users
- 1.4.2 Low levels of awareness on land reform among members of the public contribute to low rate of implementation of land reforms.

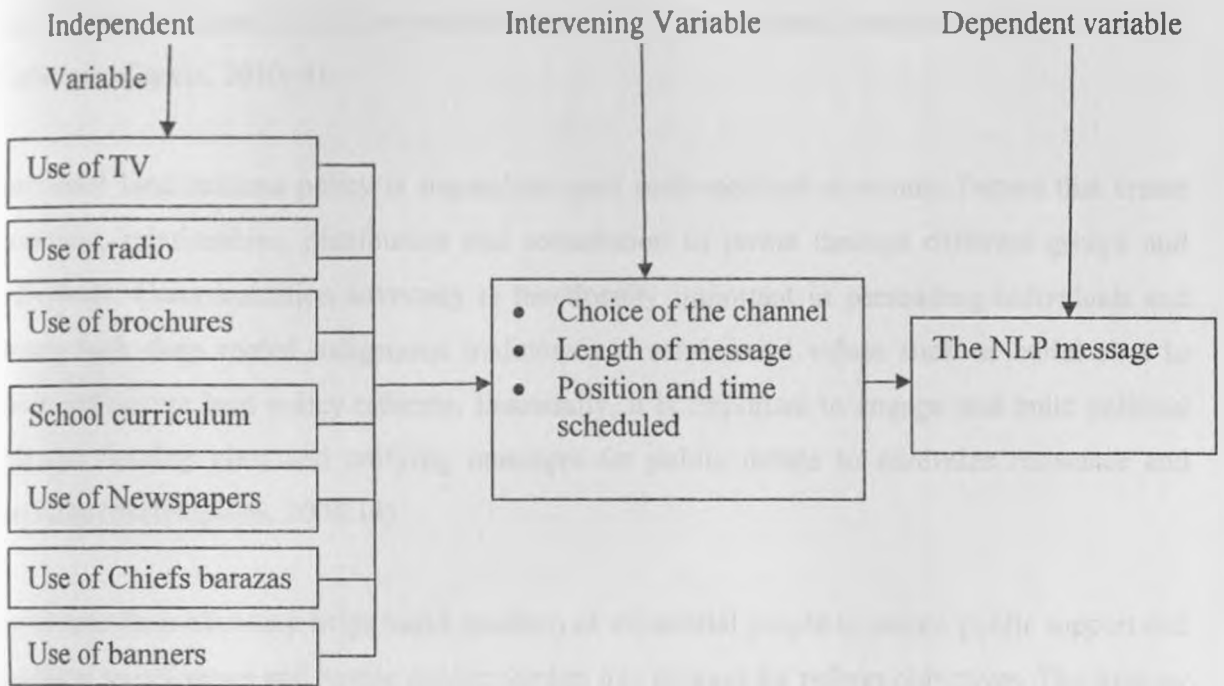
## **1.5 Conceptual Frame Work**

The conceptual framework examines the media outlets as an independent or constant variable and message as a dependent variable. The conceptual frame illustrates the interactions between the independent and dependent variables places. The independent variables in the concept are the media channels used to disseminate the message. These independent variables are: television, radio, Chief's barazas, teaching curriculum and use of newspapers. The dependent variable is the message conveyed; that is the National Land Policy.

There are three identified intervening variables that influence the efficiency of the message delivery to target audience. The first one is the choice of the channel used. The choice influences delivery of the message based on reach or circulation of the identified channel. The second identified intervening variable is the length of the message. The longer time slot or space provided for the message implies longer exposure. It means the message was given prominence. Thirdly, time schedule or position of the message is critical influencing variable. Based on the agenda setting theory, the editor decides on prominence of the story by positioning the message as a lead item or putting it in the middle of other stories or treating the story as filler.

The dependant variable is the message which serves as an indicator. The awareness level of the message will be influenced by intervening variables as described. The study therefore attempts to investigate and establish the awareness level based on the interaction between the independent and the dependent variables.

**Figure 1 Conceptual frame work**



### 1.6 Justification

In their first score card report on the performance of different stakeholders in implementation of land reforms, the *Land Governance and Development Institute* finding indicated only 15% of the respondents in the study were very aware of the contents of chapter five of the new constitution (LDGI, 2010:). Chapter 5 deals with land issues. From the findings, this therefore means there is needed to employ communication advocacy to facilitate success and sustainability in land reforms. Successful land reforms require alignment of citizens and stakeholders perspective and voices. Effective communication strategies need to be mounted in order to overcome challenges such as negative public opinion and resistant self-interest forces.

Communication advocacy helps build trust, facilitate knowledge sharing and mutual understanding and engage citizens, civil society, the media and government institutions to facilitate dialogue on land reform policy (Mefalopulos, 2008:8).

Communication advocates argue that strategic use of political communication tools and methodologies can influence the attitude, opinion and behavior change of key stake holders and



secure political will necessary for reforms to be successful (McLaughlin; Scott, 2010:5). When communication is used to involve stakeholders their motivation and commitment grow stronger. (Cabenero; Garcia, 2010: 4).

Successful land reforms policy is dependent upon socio-political economic factors that create incentives, relationships, distribution and contestation of power through different groups and individuals. Communication advocacy is functionally important in persuading individuals and society with deep rooted indigenous traditions and sentimental values such as burial sites to adopt and accept land policy reforms. Essentially, it is important to engage and build political will and develop clear and unifying messages for public debate to minimize resistance and suspicion (Mafelopulos, 2008:14).

Communication advocacy helps build coalition of influential people to secure public support and transform indifference and hostile public opinion into support for reform objectives. The strategy also ensures deliberations and public participation in decision making to increase public understanding and ownership in policy reform and implementation process. An informed public deliberation can improve civil engagement and support for reforms (IFC; 2007:5)

### **1.7 Significance Of The Study**

The research study will be significant in a number of ways:

- 1.7.1 The study will be useful in providing a valuable insight into the communication strategies in place on land reform advocacy
- 1.7.2 It will heighten awareness on the need to formulate communication strategies that are in tune with the needs of stakeholders.
- 1.7.3 The study will enhance available data on dissemination of reform communication to land holders and other stakeholders.
- 1.7.4 The study will assist communication officers in the Ministry of Lands in designing appropriate communication strategies on land reform advocacy.
- 1.7.5 The study will identify knowledge gaps among land holders on provision of NLP.
- 1.7.6 The results will help tighten loopholes existing in dissemination mechanisms on NLP

## **1.8 Scope And Limitation Of The Study**

The study was confined to the communication strategy for land reform advocacy. It analyzed knowledge on NLP among land holders and users in Kajiado North District because already some of the provisions of the policy have been implemented in the country of the study and therefore the results cannot be generalized to other areas.

While every effort will be made to institute scientific research methods to ascertain representation there may be challenges in controlling the attitudes and perceptions of the respondents during data collection.

## 1.9 Operational Definition Of Terms

**Advocacy** is a process geared towards formulating information and arguments using interpersonal and media channels aimed at influencing support and acceptance of public policy and resource allocation decisions within a socio-political and economic system for a reform program.

**Land tenure** refers to terms and condition under which rights to land and land based resources are acquired, retained, used, disposed of or transmitted. Rules of tenure define how property rights to land are to be allocated within societies. They define how access is granted to rights to use, control, and transfer land, as well as associated responsibilities and restraints.

**Land** includes other natural resources such as minerals, water and trees.

**National land policy** is a set of rule that guide decisions on land issues to achieve rational outcomes in land related matters.

**Land reforms** refer to changes in of laws and regulations or customs regarding ownership land.

**Land administration** refers to the process of determining, recording and disseminating information about ownership, value and use of land.

**Compulsory acquisition** is the power of the state to extinguish or acquire any title or other interest in land for public utility, subject to prompt payment.

**Gender** is an aspect of social identity which is constructed to give meaning to, an individual's biological sex and physical body.

## **CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

### **2.0. Introduction.**

The purpose of this chapter is to provide an insight into the importance of an effective land policy and its implication on socio-economic development. The chapter is organized in sub-topics that include introduction, government initiatives in land reform policy, role of communication strategy in the land reform process, cultural, spiritual and gender issues in land reforms and conflicts associated with land issues. The section also reviews literature on factors that facilitate land policy reforms and its benefits and challenges likely to be experienced during implementation.

### **2.1 Government Initiative at Land Reforms**

The issues of land in Kenya are traced back to the arrival of colonial settlement in Kenya that led to the alienation of land among local community. The quarter problem is as a direct consequence of colonial policy and law of 1915. This followed a decision by a Supreme Court order that declared all Africans as Tenants at Will of the Crown following the promulgation of the Crown Lands Ordinance (CLO) of 1915 (Kenya Land Alliance, 2004; 6).

Similarly the coastal community lost land when the colonial government introduced ownership system in the 10 mile coastal strip. The process gave undue advantage to a few people who were aware of the office records of tittles to the disadvantage of the local community who were ignorant of the procedure (Lumumba, 2004:7). Many people of Arab origin acquired tittles to vast parcels of land within the ten mile coastal strip while all the uninhabited land became Crown Land. This move reduced local community to squatters (Lumumba, 2004: 8).

Because of the public pressure on land issues, the government instituted a committee of inquiry to look into land law system in Kenya. The commission that was referred to as the 'Njonjo Commission' collected oral and written submissions throughout the country. The commission report published in November 2002, recommended the restructuring of land administration and management system based on a land policy framework. Though the recommendations were not implemented, they later greatly informed the formulation of Kenya national land policy (Mwathane, 2010:7)

In 2003, the National Rainbow Coalition (NARC) government appointed a Commission to inquire into irregular/illegal land allocation issued by the KANU government. The commission popularly referred to as the 'Ndung'u commission' presented its report in 2004 with an inventory of over 200,000 parcels of land allegedly irregularly/illegally allocated from public land (Mwathane,2010:7). The report recommended for the establishment of the land title tribunal to vet or revoke or rectify titles to irregular/illegal allocations, computerization of lands records, and establishment of National Land Commission to deal with land matters. The report also recommended development of an inventory of all public land and harmonization of all land legislations to prevent duplication of titles and investigation and prosecution of complicit public officials (Mwathane, 2010:7).

Like the Njonjo Report the Ndung'u Report was not been systematically implemented. However, most of the recommendations informed the content of the NLP. Following the 2002 general elections when NARC replaced KANU, the government initiated efforts to develop the National Land policy through a series of stakeholders' meeting that culminated into a draft of the National land policy. The draft was later discussed and approved by Cabinet.

## **2.2 Role Of Communication Strategy In Land Reform**

Communication is the process of transmitting information and common understanding from one person to another. The word communication is derived from the Latin word, communis, which means common. There will be no communication if there is no common understanding during the exchange of information.

Communication strategy is critical in land reform policy implementation. A communication strategy provides guideline on identifying target groups to be reached and the specific behavior and attitude that needs to be changed. The objective of communication strategy also aims at developing of audience centered messages and choosing an effective channel to be used to deliver advocacy messages based on reach, frequency and credibility.

The other critical role of communication is establishing mechanism of monitoring and evaluating the disseminated messages to determine efficacy of the message (IFC, 2007:107).

Advocacy is most successful when individuals, groups and all sectors of society are involved. It generates political commitment, for supportive for policies and heightens public interest. It also encourages formation of alliances and social support systems that legitimizes and encourages action. Advocacy equips individuals and groups with knowledge, values and skills that encourage effective participation (Servaes; Malikhao; 2004:23).

### **2.3 Land As A Cultural And Spiritual Asset**

Land is a very important component for spiritual and cultural identity. The survival and development of indigenous peoples' culture and cultural expressions have often been associated with their access and rights to their traditional lands, territories and natural resources. Indigenous peoples have a deep spiritual relationship with the land they occupy are attached to their ancestral territory. Land is where their ancestors are buried and where revered sacred places are reserved and visited to seek blessings and perform rituals. (UNICEF, 1993:53).

Land and territories are an important component for indigenous cultural identity. The survival and development of communities ways of life are dependent on land, the indigenous people have a deep spiritual attachment to land they occupy. They feel at one with their ancestral territory and feel responsible for land—its waters and soils, its plants and animals. Very often, people identify themselves by adopting the name of the place to which they come from. In Maasailand, for example, sub-groups are named after their particular area of origin. Thus the IIKaputiei are from Kaputiei and Ilpurko are from Purko, IIMatapato are from Matapato. Hence, the place is also the people (Kipuri, 2007:54).

Land as cultural and spiritual assets among a people is recognized in various documents, including ILO Convention No. 169, which all reflects the special and intimate attachment of indigenous peoples to their lands and territories and its fundamental importance for their collective physical and cultural survival as peoples (UNICEF, 1993:53). Communities regard land as a cultural and ontological resource. Land remains an important factor in the construction of social identity, the organization of religious life and the production and reproduction of culture (Verma, 2007:5). The link across generations is ultimately defined by the complement of

land resources which families, lineages and communities share and control. Indeed land is fully embodied in the very spirituality of society (AU, 2009: 22). Based on these aspects, most societies in Kenya have maintained emotional and psychological investment in land because it represents a link with their revered ancestors (Harbeson, 1973:85). These are dimensions which land policy developers must address.

Most African communities, believe that land is a gift from God and from the ancestors .In many African communities the sacredness of land linked to the fact that our ancestors are buried in it. Without land, we would not have a home for a dead body. That is why some people who want to communicate with their ancestors kneel next to the grave when we want to communicate anything to our ancestors, showing a lot of respect for the land on which they lie. In some African communities, when death strikes in a family, no one is allowed to till the land. Instead they mourn until the body is buried. In some cases even after a funeral, no one is supposed to touch the soil with a hoe or plough until after cleansing ritual is performed (Nkozi, 1999:2).

#### **2.4. Economic Significance Land**

Land, in economic sense, is defined as the entire material universe excluding people and the products of people. It includes all natural resources, materials, air, and the ground. All air, soil, minerals and water is defined as land. Land therefore is a resource that sustains many livelihoods by providing means for earning incomes, improving the wellbeing of people and enhancing food security. Land ownership confers direct economic benefits as a key input into agricultural production. Land can also generate income from rental or sale, and it can be used as collateral for credit that can be used for either investment or consumption purposes (World Bank, 2005:3).

Economically, land is a critical factor of production for agricultural purposes and alternative development such as housing, industrialization and social amenities. Households derive incomes from different uses of land (Kieya, Nyaga 2010).Agricultural families benefiting from land reforms receive high incomes that enables them to enter market place to purchase goods and services. The increased demand for the goods and service stimulates creation of non-agricultural employment (Prosterman; Hanstad, 2006:776).

Direct control of land brings economic power (Njuguna; Mbaya, 2004:2) which in turn is a basis of social and political power. Ownership, allocation and distribution and utilization sometimes generate debates and conflict. Land reform was one of the identified issues for resolution in Agenda 4 of the Kenya National Dialogue and Reconciliation agreement as key to sustainable peace and security after post election violence of 2008 (Makathimo; Ogeto, 2010:17).

Effective land institutions and markets offer economic opportunities. They enable easily transferable land titles as collateral that can help reduce the cost of acquiring credit. Land titles could be used as collaterals to secure credit thus contribute to the development of enterprises and financial system (Deninger, 2006:214).

Greater demand for land, together with public investment in roads and other infrastructure, tends to boost land values. In most developing countries, more than half the wealth of households is in land and real estate.

Land holds a unique and pivotal position in the economic theory. Individuals and institutions often derive income from payment of rates and rent on land. Rent is payment received from exclusive use of a location. (FAO, 2003:27 ).

Land is predominantly a determining factor in the progress or poverty of people within a community. Land in major cities is so costly that people are forced to move further away and travel great distances in order to get to work and social attractions. In the developed economies land rent represents more than 40% of gross annual production.

Land is an important element in the economic development of nations. From land economic activities such as generation electricity and extraction of fuel such as oil and gas, mining of minerals and agriculture production and is also used as a base for road construction that supports



transportation. Transport sector is key in movement of goods and services that boosts annual Gross Domestic Products of a country.

Tourism is an important revenue earner for many countries. The parks which are located on land act as tourist destinations and generate foreign currency that supports economic development. Land therefore is important in support national development through generation of revenue.

Land plays its primary role in the development process and more particularly in social reconstruction, poverty reduction and enhancing economic opportunities for women. Good land administration strengthens managing of the environment; promote effective conflict resolution mechanisms that in turn provide opportunities for investment (AFDB, 2010:13).

## **2.5 Gender Issues**

The way in which control over land is regulated within household or extended family affects the bargaining power and long term security of other households or family and thus the ability to manage and use resources. Studies indicated that within households and the family, greater bargaining power among women normally translates into higher spending on nutrition, education, and children's welfare. The study also found that women who know they will be allowed to inherit ownership rights over land belonging to the household upon the death of a husband are more likely to invest in labour-intensive farm practices and to engage in independent economic activity and, thus, to support their families as equals (Vema,2001:235).

It is important to note that Kenyan society is patriarchic in nature and therefore women are sometimes, are delineated from land and associated natural resources. For instance, only 5 percent of Kenyan women have land registered in their names (Verma, 2007: 21) in ancient traditional societies, there existed customary and religious mechanisms that guaranteed protection of interests of women. But changing socio-economic condition and modernization have tended to marginalize women and render them vulnerable to adversities of society. For law and policy to influence gender relations in tenure realm, there is need to deconstruct, reconstruct and re-conceptualize customary notion relating to issues of access, control and ownership of land (Kameri-Mbote, 2005:13).

Formal rights to land for women can have an impact on intra-household decision making, and overall role in the household economy. Land is a particularly critical resource for a woman when the household breaks down—that is, for instance, in the event of male migration, abandonment, divorce, polygamous relationships, or death.

Women's land rights within marriage may afford them greater claims on the disposition of assets upon divorce or death of the husband (Nyukuri, 2006:19) In addition, the direct economic benefits of land ownership may serve to empower women in their negotiations with other household members. Beyond increasing bargaining power within the household, land rights may empower individuals to participate more effectively in their immediate communities and in the larger civil and political aspects of society.

In order to enhance and guarantee women access to land and security of tenure, women should be entitled to acquire land and security of tenure not only through purchase but also through allocation. There is need for affirmative action to empower women and have them adequately represented in bodies such as Land Control Boards, land Adjudication Committees, plot allocation committee (Njuguna; Mbaya, 2000:10)

Increasingly, female headed households are faced with responsibility of food production necessary to feed growing population. In Kenya, rural women are responsible of producing between 60 and 80 percent of basic foodstuff and they are almost entirely responsible for storage, handling, stocking, marketing and processing access. Women equal rights to land among others issues are human rights recognized by various international human rights instruments (Benchop,2004:7) In 1998, the United Nations (UN) Commission on the Status of Women, noted that land rights discrimination against women was a violation of human right (Designer,2002: 4).

Therefore the national land policy in the context of land administration should promote secure access to land and other natural resources for women independent of male relatives and independent of civil status.

## 2.6 Land and Conflict

Land dispossession has often been the cause of rural resistance and insurrection. In some cases local tensions around access to and control over land have been politically manipulated to reward cronies thus generating discontent and eventual conflict (Pantuliano, 2009; 3).

In the history of Kenya, the struggle for independent was motivated by the land question among other issues. The Native Africans had been disinherited by colonial settlers who acquired fertile white highlands and pushed African to infertile native reserves. The dispossessed natives who were crowded in native reserves plagued by over cultivated and diminishing land caused by over population took up arms to reclaim there their traditional land that had been acquired by the settlers. Massive confiscation of land in central Kenya and the forced displacement of local to provide cheap labour for settler production were major factors that sparked the Mau-Mau revolt. Mau Mau leadership argued that they were fighting for land confiscated through the Crown Orders in Council of 1915. The order decreed for the eviction of natives from the Kenya Highlands (Wakhungu; Nyukuri, 2008:12).

The post election violence of 2007/2008 following disputed presidential election is one of the examples of land related conflicts. Politicians contesting for political positions peddled claims that “outsiders” had unfairly benefited from their land. This led to eviction of some of the land owners considered non- indigenous in land they had been allocated or bought and occupied for several years. Similar land related clashes had occurred in 1992 and 1997(Mwathane, 2010:1). Other land related conflicts is the Mt. Elgon perpetrated by the Sabaot Land Defense Force (SDLF) that led to the death of 150 people and displaced tens of thousands of other residents (Wakhungu; Nyukuri, 2008:2).

Within society also, competing claims for control and use of land may provoke conflicts.

Population growth and changing economic factors has the potential to increase competition for land. This conflict, for instance, is experienced among the pastoralist who engage in rustling or banditry, particularly in arid and semiarid areas of Kenya. These conflicts are often associated with land-use issues among the Turkana and Pokot, Rendille, Boran and the Samburu especially over key grazing and water resources. It could also involve conflict revolving around alienation

of land from community lands for the purposes of tourism or private ranching (Wakhungu; Nyukuri, 2008:11).

Other conflicts arise when development cause problems rather than solving the issues. For example, changes in land use for urban development impact on eco-system. Changes in land use and land cover can have wide-ranging environmental consequences. These include loss of biodiversity, changes in emission of gasses affecting climate change, and changes in hydrology and soil degradation. (Marshall; Shortle, 2001:67). The disruption and loss of ecosystem complexity result in diminished capacity of the landscape to provide environmental services.

A predominant characteristic of urban land surface cover is prevalence of impervious surfaces. This has an effect on hydrological cycle; altering volume, pattern and timing of hydrological flows at various points of cycles (Schueler 1994; 54). When urban development replace wetlands, grassland, forests, or agricultural parcels the viability of species that formally occupied the parcel adjacent may be threatened. For instance birds are excellent indicators of effects of urbanization on ecosystem because birds respond rapidly to changes in landscape configuration, composition, and function (Albenti, 2005:180). In the past most parts of Nairobi and Kisumu were wetland but have since been converted to commercial and residential areas replacing rich plants, birds and animal species.

Another major effect over land use is the human wild life conflict. Studies conducted at the Meru Conservancy area in Mt Kenya incidents of human-wildlife conflicts. Population growth has compelled agricultural households to move into Southern and Western buffer zones because the zones are wet. The zone is critical to livestock and wildlife particularly during dry seasons. This has led to decline in livestock and wildlife grazing and resource range. This has consequently sparked competition for resources between livestock, wildlife and agriculturalists (Otuoma, 2004: 22).

The farmers often experience invasion of their farmlands by animals such as elephants, buffaloes, and baboons that stray from protected areas into the neighboring communities (Otuoma, 2004:18). Similar cases are experienced in Taita Taveta and Kwale where elephants

roam the plains feeding on food crops causing heavy losses. Around the Maasai Mara and the Nairobi National park stray lions sometimes attack human population and prey on livestock which is a source of livelihood for the pastoral communities.

Other forms of conflicts arise out of boundary related rows. Studies on causes and resolution of land conflicts since from 1965 up to 2004 shows that about half of the land conflicts are boundaries related that occur with neighbors or relatives close by. Another common cause of conflicts is struggle over inheritances which exclusively occur among relatives. Land sale has also been identified as one of the causes of conflicts. An effective land policy frame should be able to provide for accessible dispute resolution mechanism to resolve and minimize land related conflicts (Yamano; Deininger, 2004: 5).

Conflicts can be minimized through provision of adequate planning and control of the changing production systems by making the choice and allocation of land use activities consistent with the principals of sustainable development (Mwasi, 2001:2).

## **2.7 Factors That Facilitate Implementation Of Land Reform Policy**

Harnessing widespread grassroots support for land-reform measures through local civil society organizations and involving community political leadership is important in influencing successful implementation of land reforms. This can be achieved through public education on social benefits of land reforms (Prosterman; Hanstad, 2006: 783).

The threat of uprising has sometimes played an important role in making land reform politically possible. Willingness to consider land reform in Kenya over the past decade seemed to have been inspired by treats of forceful take over large private farmlands by landless squatters, for instance, the invasion of former Provincial Commissioner Isaiah Cheluget's land in Narok, former Taita Taveta's MP Basil Criticos land and Ol Pajeta ranch in Laikipia. Rececent emergence of the Mombasa Republican Council at the Coastal region is also a factor in giving attention to land reforms.

The amount of compensation paid to landowners from whom land is taken is a critical variable. Adequate compensation should be made as an incentive to those whose land is acquired. Adequate compensation for private land acquired by government may motivate landowners and help legitimize reform and endorse public support (Prosterman; Hanstad, 2006: 784).

There is need for a technical support to achieve the desired land reforms. Technical advisors enlighten policymakers and the public on specific solutions to technical issues that make land reform successful. Such technical assistance can cover areas of training, monitoring, dispute resolution, and other measures (Prosterman; Hanstad, 2006: 785). This could be realized support of development partners and international financial institutions like the International Monetary Fund (IMF) and World Bank, as well as the European Union in preparation for accession.

### **2.8 Benefits of the National Land Policy**

Agricultural land constitutes the primary source of income, status, and security for over half a billion families the developing world. By securing tenure relationships land reform policies can fundamentally improve lives in various ways (Prosterman; Hanstad, 2006:212).

There is international evidence linking good land policy reforms with increased crop production. A cultivator with secure long-term ownership tenure is more likely to make long-term capital investments that improve and conserve the land compared to a cultivator with insecure tenure. Access to secure land tenure has a substantial impact on family nutrition by letting the families cultivate food crops (Prosterman; Hanstad, 2006: 775).

Broadening access to land and strengthening cultivators' land rights can generate increases in overall economic activity. Studies show agricultural families benefiting from land reform receive higher incomes; enter market to purchase goods and services. The increased demand stimulates the creation of non-farm employment. Research show that a broad based distribution of land is a foundation of sustained and inclusive economic growth (Prosterman; Hanstad, 2006:776).

Figure 2. A photograph showing an area with forest cover and agricultural land.



A good land policy provides for productive and sustainable use of land.

Historically, ownership, control, distribution and access to land have been used to either dominate or empower different members of the community. Effective implementation of land reforms policies therefore frees beneficiaries from the control and domination by landlords. Beneficiaries of land reforms also have improved incomes and become economically independent and empowered to participate in the political process. (Prosterman; Hanstad, 2006:776).

Land has economic, political, socio-cultural and spiritual dimensions and makes it a potential source of conflict (Lind; Stursman, 2002:106) Denial of, restriction on access to land constitute a grievance that could foment discontent and escalate into conflict. The internal conflict such as witnessed in Kenya in January 2008 was motivated by disputes around access to land, fairness and justice (Mwathane; 2010: 5) Therefore by developing policies and legal framework that secure the rights to own land peace and stability will be guaranteed.

## **2.9.0 Challenges to Land Policy Implementation**

The implementation of the National Land policy is a long term process consisting of a set of phases and activities. The undertaking requires long term financial and political commitment by the government and the political leaders (Mwathane, 2010: 15). However, the implementation will most likely encounter some challenges some of which are;

### **2.9.1 Institutional and political goodwill**

Land Reforms entail compromises between beneficiaries of the status quo and the rest of the citizenry. Invariably, the key beneficiaries of the status quo in Kenya are largely those who are or have been in political leadership and the executive. The details of the Ndung'u report for instance reveal the large extent to which members of the political class and the executive were involved in the irregular allocation of land. Complicit political leaders, and some in the executive, can therefore present subtle barriers to implementation. The anticipated loss of power by the Ministry of Lands could provide a serious challenge. Other potential losers are the Local authorities, and the associated Ministry of Local government who are interested in retention of land allocation and administrative function as trustees. Some rate agencies like the Ministries of Finance and Tourism are motivated by collection of tax from land and land based resources (Land Development and Governance Institute, 20120). They are reluctant to embrace reforms because that will involve sharing of resources.

### **2.9.2 Funding**

Item 271 of the Sessional paper on the land policy indicates that it is envisaged that 9.6 billion shillings will be required over the first six years for implementation of land reforms.

The activities will involve capacity gap assessment, monitoring and evaluation. This is a substantial investment. However, it is observed in Item 272 of the Sessional Paper that, effective implementation of the proposed policy could attract more than double the current sh6.0 billion annual revenue collection by the Ministry of Lands. This therefore means, there are greater gains expected if policy is effectively implemented (Mwathane, 2010: 15).



### **2.9.3 Institutional Transformation**

Transiting from the current institutional set up to the proposed where the Lands Ministry is expected to surrender its role of service delivery to the proposed National Land Commission. The Ministry will retain only the policy formulation and resource mobilization. Current officials in the Ministry of Lands will be expected to either assist or watch as their enviable statutory mandate is transferred to a different institution. The Bureaucrats are often characterized by operational conservatism and fundamentally reluctant to change and adaptation. The bureaucratic structures developed around these institutions are complex and sometimes implicated in patronage and corruption (Mwathane, 2010: 15).

### **2.9.4 Inadequate human and institutional capacity**

High level technical capacity will be required to review, harmonize and enact land legislation. The Ministry of Lands may not have enough technical personnel with capacity to design, and implement. There should be genuine concern for the human resource and logistical requirements necessary to carry out policy implementation. Preparatory arrangements such as staff capacity building and training, public information and communication must be taken into consideration (Mwathane, 2010: 15).

### **2.9.5 Defects in policy development**

The other major impediment is that the process of policy development itself has proved to be defective in some ministries. Sometimes inadequate consultation result into development of policy prescriptions that do not answer to the needs of individuals and communities who depend on land resources for their livelihoods. In Kenya, the process of policy development still proceeds primarily by way of cabinet briefs and Sessional papers rather than through public enquiry and consultation (Mwathane, 2010: 15).

### **2.9.6 Lack of baseline data**

Very often in government a number of policies have been prepared in the absence of adequate baseline data on the conditions of land as an integrated political, economic and social system. In addition, in many parts of the country land data are still manually operated and inaccurately recorded. Efforts to put together efficient land information systems have been hampered by lack

of adequate resources and modern technology. Land policies prepared in this manner may lead to prescriptions that do not adequately reflect the realities obtaining in the land sector.

The private sector could be another impediment because of their vast interest in land, development partners and religious organizations could also be a challenge. The development partners would want to protect interest of their multinationals, while for the private sector, they would want to protect their profits and retention of the property rights. The civil society and the NGOs are motivated by sustained campaigns for sustained funding. The professional in the land sector are motivated by professional fees charged for services. The converging interest of all the interest groups could conspire to delay and derail the process.

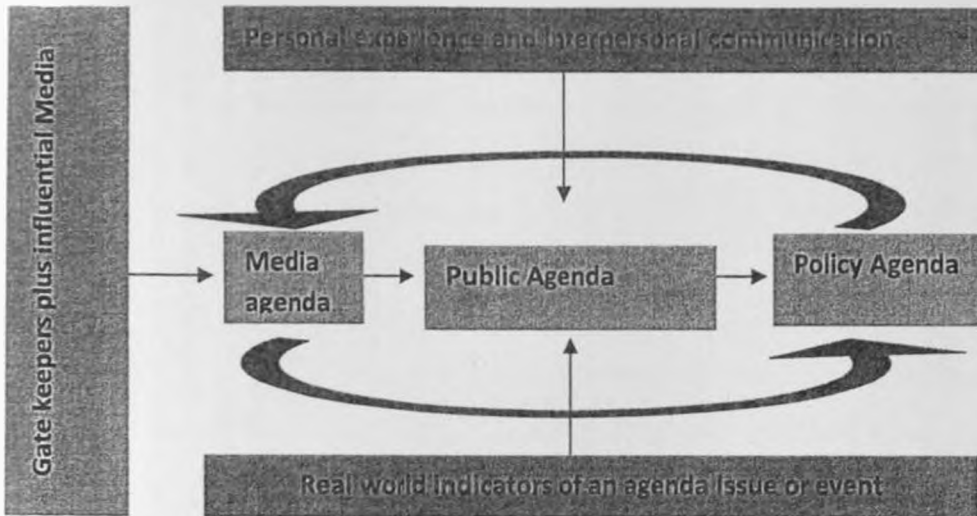
## **2.10 Theoretical Framework**

### **2.10.1 Agenda Setting Theory**

Agenda setting theory describes a very powerful influence of the media – the ability to tell us what issues are important. The theory was developed by Maxwell McCombs and Donald Shaw during the 1968 presidential elections in Chapel Hill, North Carolina. Mac Combs and Shaw predicted that when the media emphasize an event, they influence the audience to view it as important. Essentially, the theory postulates that the media tells the audience what to think about but not what to think. The theory argues that the mass media influences the salience of the topics on the public agenda. The theory postulates that the more salient a news issue is in terms of frequency and prominence of coverage –the more the audience will regard the issue to be important (Tan, 1985:24).

The theory of agenda-setting is traced to Walter Lipman in his 1922 works *Public Opinion* 1922) argues that mass media are the principal connection between events in the world and images of events in the citizens' minds. Without using the term “agenda-setting” Walter Lipmann essentially was writing about what communication researchers later came to refer to as “agenda-setting”. In 1963, Bernard Cohen, a communications researcher concluded that the audience were influenced by content of what writers and editors publish (Baran; Davis, 2007: 279).

Figure 3: An illustration of agenda setting theory



Source: McQuail & Windahl (1993).

This theory is relevant to the research work because the media could be used to highlight issues relating to land policy. The media would be able to bring the subject to the audience and allow them digest information on the policy implication. Therefore, accessibility implies that the more frequently and prominently (position and length) the news media expose the public to the issue, the more instances of that issue become accessible in the audience memories (Griffin 2006; 72). Similarly, the placement of the story on the land reforms in newspapers will be functionally important in giving prominence to the national land policy.

The second level of agenda-setting is framing. The approach was used by the media while reporting during United States Presidential campaigns. Framing describes attributes of the subject such as information that describes the characteristics of the object and affective components such as tones, whether positive or negative or neutral. Essentially, the framing level of agenda-setting deals with influence of the “attribute” whereas the first level of agenda-setting illustrates influence of issue salience (Stephene; Littlejohn, 2008:294).



The critical idea is that news framing activate certain inferences, judgments and contrasts concerning issues, politics and politicians (Campella; Jamieson, 1997:106). The framing effect that recognizes outcomes of interaction between the different kinds of actors: interested sources and media organizations, journalists (media) and audiences. There are two categories of frames: media frames and individual frames (Scheufele, 1999:70). Both the kinds of frame can be either independent (cause) or dependent (effect).

The agenda setting theory is critical in the study because it matters what the mass media brings to the fore for the public to think about. The media should be able to bring out pertinent issues to the light. The public could then pick up the issues for discussion that will allow them to make informed decision. The aspect of framing in the key agenda setting is because it psychologically impacts on the audience beliefs, perceptions and attitude. Use of words and phrases with positive tones or neutral tones in the mass media can effectively impact the adoption of the national land policy. Similarly, giving prominence to article on land and land policy by positioning the items either on front page or producing lengthy articles on land policy would allow the audience to appreciate the value and importance attached to the matter on land.

### **2.10.2 Uses and Gratifications Theory**

Uses and gratifications approach emphasizes motivations and the self-perceived needs of audience members. Blumler and Katz (1974) concluded that different people can use the same communication message for very different purposes. The same media content may gratify different needs for different individuals. This implies there are as many reasons why audiences choose to use particular media (West; Turner, 2000: 335).

Studies, into uses and gratification theory, dates back to 1940s, when communication researchers, developed interest in reasons why people viewed different radio programs, such as soap operas and quizzes as well as daily newspapers (Lazersfel; Stanton, 1944: 201). Between 1950s and 1970, Elih Katz with a team of communication scholars such as Gurevitch and Haas developed theoretical foundations of building the uses and gratification approach. In a study by Katz, Gurevitch and Haas, in their works known as the *uses and gratifications*, they concluded that people use the media to their benefit. They viewed the mass media as a means by which

individuals connect or disconnect themselves with others and found that people bend the media to their needs more readily than the media overpower them (Katz; Gurevitch; Haas, 1973:5).

Uses and gratification theory aims at explaining gratifications that attract and hold audiences to the kind of media and the type of content that satisfy their social and psychological needs. The theory provides a framework of understandings the process by which media participants seek information or content selectively, commensurate with their needs and interests (Katz et al 1974).

Unlike the hypodermic needle theory that argues audience are perceive receivers of information, and that mass media have a direct, immediate and influential effect upon audiences by ‘injecting’ information into the consciousness of the masses” (Watson, Hill 1997), uses and gratification theory regards audiences as active media users. The model is more particular with “what people do with media” but not what the mass media do with people (Katz, 1959). It allows audiences personal needs to use media and responds to the media, which is determined by their social and psychological background (Baran; Davis, 2009:239).

Fundamentally, the theory adopts audience-centered approach by emphasizing audience choice and assessing their reasons for using certain media to the disregard of others as well as various gratifications obtained from media, based on individual social and psychological requirements (Severin; Tankard, 1977: 89). The study findings suggest that peoples’ needs influence what media they would chose, how they use particular media and what gratification the media gives them (McQuail, 1987:234).

The uses and gratification model theory is relevant to study because when disseminating information on the National land policy, it is important to chose appropriate media based on target audience, circulation, medium and access. The public whose basic needs, social situation, and the individual background such as experience, interest, and education, affect people’s ideas about what they want from the media and which media best meet their needs. This means, audience members are conscious of and can state their motives and gratifications for using the media.

Different people achieve different gratification from the media such as diversion to escape routine problems, emotional release, personal relationship for companionship; social utility, personal identity for self reference, reality exploration; emotional release and value reinforcements (Stephene; Littleton, 2008: 302). Therefore in seeking to run advocacy materials on NLP, it is important that the choice of media is appropriate in order to achieve desired results. The audience interested in the policy would be gratified to receive information from a channel of choice.

### **2.10.3. Two-step flow theory of communication theory**

This theory, which is also referred to as the multi-step flow theory, was developed by a sociologist Paul Lazarsfeld and Elihu Katz. The two-step flow of communication theory postulates that ideas flow from mass media to opinion leaders and from the opinion leaders to a wider population through word of mouth (Stephene; Little, 2008: 321).

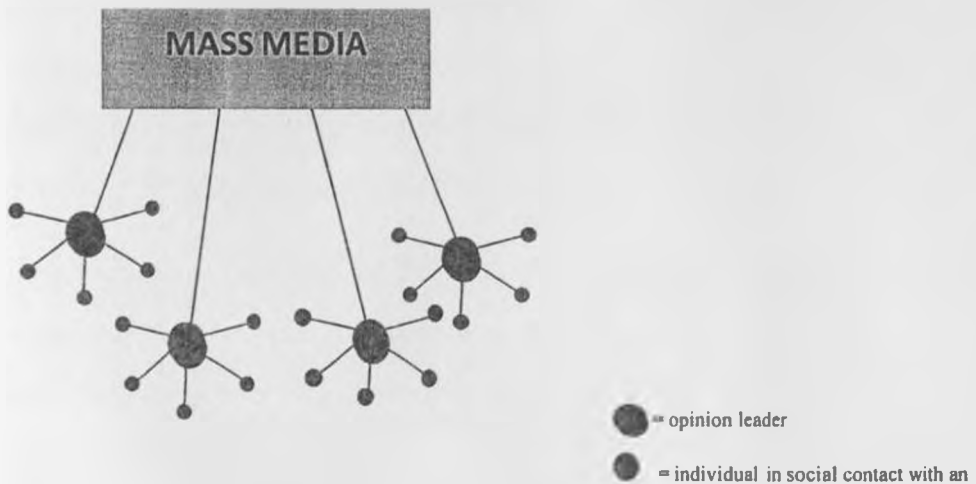
Lazarsfeld argues that, mass media information is channeled to the masses through opinion leaders. Opinion leaders are trusted leaders in the community based on their status, knowledge and experience in the society. The status is bestowed by society and is often consulted on wide range of issues. Views of opinion leaders are taken seriously this category of people often have most access to media, and media content. The opinion leaders get the message from the media and later pass or diffuse the content to others. Therefore the media reinforces a choice that had already been made (Baran; Davis, 2009:130).

Based on the two-step flow theory, the term “personal influence” came to illustrate the process intervening between the media’s direct message and the audience’s reaction to that message. Opinion leaders tend to be similar to those they influence based on personality, interests, demographics, or socio-economic factors and beliefs. The opinion leaders tend to influence their audience to change their attitudes and behaviors because the opinion leaders share similar beliefs with their audience. The two-step flow theory describes the ability to predict how media messages influence audience behavior and explains why certain media campaigns do not alter audiences’ attitudes (Baran; Davis, 2009: 137).

Lazarsfeld, in his study of the 1940 presidential election found that the psychological and social processes influence voting decisions. Lazarsfeld also discovered an influence process that he referred to as "opinion leadership." He concluded that there was a multistep flow of information from the mass media to opinion leaders who in turn pass on the information to the general public. Lazarsfeld described the communication process as the "two-step flow of communication".

Katz, a professor in the School for Communication at the University of Pennsylvania and Lazarsfeld concluded that: ... the traditional image of the mass persuasion process must make room for 'people' as intervening factors between the stimuli of the media and resultant opinions, decisions, and actions (Stephene; Little, 2008: 321).

Figure 4: An illustration of the two-step-flow theory of communication



Source: Katz & Lazarsfeld, 1955

The theory is relevant to the study because the audiences are free to relate and identify with the opinion leaders in the society because they are familiar to them. The public trust information they get from the people they are familiar as opposed to unfamiliar sources. Therefore, there is a likelihood audience adopting messages relayed by the opinion leaders. The opinion leaders are known and command respect in the community. Because of the high esteem that they enjoy from the public, their opinion is often appreciated.



The other relative advantage of the opinion leader is the face to face communication. Face to face communication which is often used by the opinion leaders is critical because non verbal communication constitute over 80 percent of human communication. The use of gesture, facial expressions and body language are crucial elements of communication that help reinforce the message to receiver and consequent adoption. The face to face experienced in the two step flow theory also give the audience an advantage to seek clarifications and express their concerns and are able to get feedback immediately.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.0 Introduction**

The chapter covers research methodology used in the study. The section examines the research design, study area, target population as well as sample design and sample size used. It also examines methods used to data and how the data was processed and analyzed.

Methodology is a systematic analysis and organization of the rational and experimental principals and process which guide scientific investigation (Runes, 1983:2012). Research methodology is important because it identifies a research problem (Kothari, 1985:39). The system enables a researcher to map out specific activities that can be conducted and brought to logical conclusion (Wiersman, 1986:83).

The research methodology process concentrates on developing information and knowledge that can provide understanding. The method is applied when conducting specific and general studies of the valuation of characteristics or attributes in entities (Ethridge, 2004:28).

### **3.1 Research Design**

Research design is an investigator's plan of action for answering questions to realize the research objectives (Kothari, 2004:1). Research design enables the researcher to make arrangement to collect and analyze data in a way that gives relevance to the cost and purpose of research program. The research design used in the study to select cases to be studied in the population is random sampling. The random sampling method gives equal opportunity to all in a population. The design also eliminates bias on the part of the researcher when picking on study population.

Random sampling technique is a sample method in which every member of the population has an equal chance of being chosen. The method involves identifying the target population and selecting the number of participants needed for the study. The selection of a sample for the research study should be done in a way that gives everyone in the population an equal chance of being selected.

The technique provides an unbiased representative sample of a target population. Another advantage of the method is that it can be used with large sample populations.

The disadvantage of the method is that it has limitations. Random sampling can be time consuming and difficult to conduct when it involves a large target population. This implies that the method can lead to poor representation of the overall population if large areas are omitted during the random selection.

Because it involves a large population, random sampling is potentially uneconomical to achieve. The technique can sometimes be disruptive especially if some members are isolated from a group. Another major limitation of the method is that the time-scale could take too long and data sample could change.

There may also be practical constraints of time. There may not be time to make adequate coverage. The lack of access to certain parts of the study area may present a challenge. This means there should be a mechanism to ensure corrective action.

The study adopted a qualitative approach based on ordinal measurements scale to test the influence of various variables.

The qualitative method is appropriate in the study because the nature of investigations being undertaken. The research attempts to source people's opinion and ideas on effects of use of identify media channels in the study to disseminate information on the land policy.

### **3.2 Population Size and Location**

The population refers to a large population from which a sample is selected, (Brinker, 1988; 122) the target population of the study was land holders and land users in Kajiado North district. Land users include those who live on rented premises because they work in the area and those who rent business premises and lease or rent land for different purposes.

Based on the 2008 population census, the population of Kajiado was 387,538. More than half the population comprised of people aged between 0 and 19 years. In order to get the target population the total population was divided by two to eliminate those between ages 0 and 19

years to arrive at 193,769. The questionnaires were then administered at the district and divisional headquarters among workers, traders and members of the public in the locality.

### **3.3 Sampling Design**

The random sampling technique was used in the study. Random sampling technique is a sampling method in which every member of the population has an equal chance of being chosen. The method involves identifying the target population and then selecting the number of participants needed for the study. The method of drawing a sample from the population for the research study should be done in a way that gives everyone in the population an equal chance of being picked.

The technique provides an unbiased representative sample of a target population. Another advantage of the method is that it can be used with large sample populations.

The disadvantage of the method is that it has limitations. Random sampling can be very time consuming and is often difficult to conduct when it involves a large target population. This implies that it can lead to poor representation of the overall population if large areas are omitted by the random selection.

Because it involves a large population it is potentially uneconomical to achieve. It can also be disruptive to isolate members from a group. Another major limitation is that the time-scale could take too long and data or sample could change.

There may also be practical constraints in terms of time available and access to certain parts of the study area.

The essential requirement of a sample is that it must be representative as much as possible from the total population from which it is drawn (Frankfort-Nachmias; Nachmias, 1996:183). Probability sampling is used to draw respondents from the universe to respond to the questions.

### 3.4 Data Collection

Primary data can be collected through face-to-face interview or through a questionnaire (Kothari, 1990; 100). The data in the study was collected using a questionnaire. The questionnaire as structured with both open and close ended questions. There were twelve question divided into four sections.

The questionnaire was administered by research assistants both through the pilot and the main study. Research assistants were sensitized on research, approaches, nature of the respondents and expectations based on best practices. The significance of the research was explained to the research assistants for purposes of eliciting cooperation and effective participation by respondents. The questionnaires were randomly administered to land owners and land users and the respondents were assured of confidentiality of information. The instruments were collected as soon as the respondents completed filling in.

The instrument was pilot tested to establish respondents' understanding of the tool. The respondents in the pilot study were excluded from the final data collection. The findings of the pilot study were used to perfect on the data collection tool and errors observed were corrected.

Use of questionnaire technique was adopted in the study because the tool elicits information on wide range of issues such as respondents' attitudes, opinion, knowledge, perceptions, problems and suggestions. The questionnaire has the advantage of collecting a lot of information within a short time and the answers provided by the respondents are not influenced by the researcher (Mugenda et al 1999; 40).

The likert scale was used in the study to capture statements expressing favourable or unfavorable positions on knowledge, attitude, and opinions. The rating scale ranged from 1-5, and five options ranging from strongly disagree, agree, moderate, strongly agree, agree used. A tick ( ) was put in the appropriate box depending on their response or degree of agreement.

### **3.5 Data Processing**

The researcher verified all the questionnaires to ascertain all the questions were correctly filled. A questionnaire was declared spoiled if 10 percent of the content were not answered. In such a case, the researcher would conduct another interview.

### **3.6 Method of Data Analysis**

Using the Statistical Package for Social Sciences (SPSS), the data was entered and coded. The captured data was cleaned to eliminate clerical mistakes before analysis. The analysis was done based on analysis variables developed from the instrument. The results were quantitative.

### **3.7 Ethical Considerations**

During the course of the study, the researcher attempted to make deliberate efforts to ensure that this research was carried out in an ethical manner and in accordance with the best practices. The researcher will seek permission of the respondents in the study to ensure informed consent.

The researcher also carried out the study without causing physical or emotional harm to interviewees. This was observed by avoiding wording and questions that could be sensitive or difficult to the interviewee (Richards; Schwartz, 2002:136).

The respondents in the study were adequately informed of the objectives of the study. (Connolly, 2003:30).The participants were also be accorded confidentiality.

During the interview, the researcher attempted to be objective. The interviewer avoided subjectivity and personal biases and opinions that were likely to prejudice the data collection.

Interview responses were not taken out of context and were not discussed in small parts of observations without putting them into the appropriate context (Richards; Schwartz, 2002:136).

Informed consent was sought from respondents in the study. It is a general rule that researchers should secure the participants' free and informed consent. The informants, however, have the right to withdraw from participation at any time, without involving in any negative consequences (Pauwels, 2007:13)

In research ethics, plagiarism involves stealing content from the works of other writers and researchers and publishing it as one's own. Stealing of others' text, material, ideas and research results is unacceptable and a gross breach of ethical standards. Extensive use of ideas concepts and interpretations without reference is plagiarism. Researchers, who borrow others' ideas from publications or research material, should cite the sources (Pauwels, 2007:25).

Researchers and research institutions should uphold scientific integrity by complying with and promoting scientific standards. Researchers must avoid scientific fraud through intentional or gross negligent breaches of standards that include the fabrication, falsification and skewed data and findings. The practice constitutes serious scientific misconduct that if researchers engage in, devastates public view of field for generations. Institutions are required to put in place measures to prevent dishonesty and promote integrity. Institutions are also required to have procedures for handling suspicions and accusations of scientific fraud (Nesh, 2008:25).

## CHAPTER FOUR: DATA ANALYSIS

### 4.0 Introduction

This chapter presents results of data collected with interpretations. It gives a detailed account of the findings in line with the objectives of the study. The study findings are descriptive. The research was carried out on a randomly selected sample of 105 people who visited the Kajiado north district officers' office between the months of September and October.

Data was collected using a questionnaire comprising mainly of four sections namely: demographic information, land ownership, communication strategies used to disseminate information on land reforms and determination of the effectiveness of communication strategies in land reform advocacy to identify the gaps.

The questionnaire contained close - ended and open-ended questions. Validation of the instrument was ascertained after conducting a pre-test on 15 people of the selected sample whose results were not included in this study. After the validity of the tool was confirmed through pre-test and the expert opinion of the supervisor, the instrument was administered to sample population.

The collected data was then processed using the Statistical Package for Social Sciences (SPSS). Descriptive statistics were obtained for different quantitative variables. Frequencies and percentages were used to present categorical variables. Further, cross tabulations were done to determine significance of the association between variables, where Chi Squared test and their respective p-values were calculated. The  $p = 0.05$  (2-tailed) was used as a cut – off point to test statistical significances between the variables compared.



#### 4.1 Demographic characteristics of the study respondents.

In the table 4.1, the respondents were classified in terms of gender. The study revealed that the overall response rate was higher among male respondents at 59% while the female respondents accounted for 41% giving a gender ratio of 1.1.4. This means that the gender representation is within the expected limits. In the age category, majority of the respondents who constituted 33% were of the ages between 36-45 years. Those in the age category between 26- 35 years were 32%. Within the observed age brackets, the males constituted the highest percentage of 57% against 43% of females while the latter registered equal distribution of 50% each respectively. The respondents aged between 46-55 years were 21%. The highest in the category were males that comprised 82% while females were 18%.

Table 4.1: Gender and age distribution crosstabulation.

Age group	Gender			$\chi^2$	df	P-Value	
	Male	Female	Total				
25 and below	Count	4	7	11 (10%)	10.34	4	0.04
	%	36	64	100			
26-35	Count	17	17	34 (32%)			
	%	50	50	100			
36-45	Count	20	15	35 (33%)			
	%	57	43	100			
46-55	Count	18	4	22 (21%)			
	%	82	18	100			
Above 55	Count	3	0	3 (4%)			
	%	100	0	100			
Total	Count	62	43	105			
	%	59	41	100			

The study established that 11% of the respondents were aged 25 years and below while 4% were those aged 55 years and above. The low response rate observed within the extreme age brackets

could be attributed to the fact that the young have no land and they could be engaged in learning in schools and colleges. The age difference between the male and female counterparts was statistically significant ( $\chi^2 = 10.34, p= 0.04$ ) Table 4.1 illustrates.

During the study the finding showed that the education levels in general were high with a big 51% of the respondents indicating that they attained tertiary level education. Those who attained university level made up 29%. Those with secondary level were 19% while only 1% had primary school education. The high level of literacy as observed could explain why many respondents were awareness of the land policy because they may have read in various publication. Comparison between the age category and the level of the education found that 55 years and above registered no respondent with university level. This confirms earlier observation that education level could explain the low response rate within the age group.

Table 4.2: Crosstabulation for the age and the education level.

		Education level				Total	x	P-Value
		Primary	Secondary	Tertiary	university			
Age group	25≤	Count	0	1	7	3	11	
		%	0	9	64	27	100	
	26-35	Count	0	4	19	11	34	
		%	0	12	56	32	100	
	36-45	Count	0	9	14	12	35	
		%	0	26	40	34	100	
	46-55	Count	1	5	12	4	22	
		%	5	23	55	18	100	
	55≥	Count	0	1	2	0	3	
		%	0	33	67	0	100	
Total		Count	1	20	54	30	105	
		%	1	19	51	29	100	

The respondents who stated they had secondary and tertiary level were 33% and 67% respectively. Majority of those aged 25 years and below had tertiary level of education. They constituted 64%. Those in the age bracket with university education were 27% and those who attained secondary level were 9% with non with primary level education. The calculated p-value indicated that there is no statistically significant difference in education level between the age groups in table 4.2.

The table 4.3 below reflects the education level between genders. The findings indicate that male exceeded female counterparts in all levels of education except primary level where there is none. Male respondents with university level of education accounted for 57% compared to 43% of females while 52% against 48% were males and females with tertiary level of education.

Table 4.3: Crosstabulation for the education level and the gender.

		Gender			Total	df	P-Value	
		Male	Female					
Education Level	Primary	Count	1	0	1	5.55	3	0.14
		%	100	0	100			
	Secondary	Count	16	4	20			
		%	80	20	100			
	Tertiary	Count	28	26	54			
		%	52	48	100			
University	Count	17	13	30				
	%	57	43	100				
Total	Count	62	43	105				
	%	59	41	100				

#### 4.2 Land ownership and holding information.

For the secondary level, there were 80% and 20% male and female respondents respectively. The observation of few female in every level of education could be attributed to traditional cultures where boy child is preferred compared to the girl child. However the difference in educational levels between gender was not statistically significant ( $\chi^2 = 5.55, p=0.14$ ).

The respondents were asked to state whether they own land or not in Kajiado north as a factor likely to be attributed to awareness of the land policy. Table 4.4 below shows that, out of 105 respondents 44% indicated that they owned land in Kajiado north, 56% said they had no land in the area. The study showed that 50% of the males own land in the district while the other 50% did not, compared to 35% of the females who own land in the area against 65% without. Generally, majority of the males own land in Kajiado north district compared to the females. This could be attributed to cultural belief in the community that deny women the right to own land. It can also be attributed to lack of resource for women to purchase land. The calculated p-value ( $\chi^2=0.12$ ) indicate there is statistically significant difference between gender in land ownership. However it does not imply failure to own means one is not aware of land policy.

Table 4.4 Crosstabulation of the gender and land ownership status.

		Ownership status			Total	df	P-Value	
		Yes	No					
Gender	Male	Count	31	31	62	2.36	1	0.12
		%	50	50	100			
	Female	Count	15	28	43			
		%	35	65	100			
Total	Count	46	59	105				
	%	44	56	100				

Table 4.5 shows the crosstabulation of land ownership in relations with age. The study established that majority of the land owners were in ages between 36-45 years. The respondents in the age category constituted 54%. This was followed by those aged between 26-35 years who

were 47% and those between 46-55 years registering 41%. Those aged 55 years and above accounted for 33%. The highest percentage of population without land are those aged 25 years and below. 91% of those in the age bracket in Kajiado north district had no land. This could be as a result of being in school and colleges and live under the care of their parents. This means they are young and have no resources to buy land.

Table 4.5: Crosstabulation for the age and the land ownership status.

		Ownership status			
		Yes	No	Total	
Age bracket	25 ≤	Count	1	10	11
		%	9	91	100
	26-35	Count	16	18	34
		%	47	53	100
	36-45	Count	19	16	35
		%	54	46	100
	46-55	Count	9	13	22
		%	41	59	100
	Above 55	Count	1	2	3
		%	33	67	100
	Total	Count	46	59	105
		%	44	56	100

Table 4.6 shows the education level which is perceived to influence land ownership. Majority of the respondents 53% with the highest level of education (university) own land while 45% with tertiary level of education own land in Kajiado north district and 39% of respondents with secondary level of education own land. The findings do not imply that owning of land is necessarily influenced by education level. However, the two factors are interrelated.

Table 4.6: Crosstabulation for the education level and land ownership status.

		Ownership status			Total	df	P-Value	
		yes	No					
Education level	Primary	Count	0	1	1	2.43	3	0.49
		%	0	100	100			
	Secondary	Count	9	11	20			
		%	45	55	100			
	Tertiary	Count	21	33	54			
		%	39	61	100			
University	Count	16	14	30				
	%	53	47	100				
Total	Count	46	59	105				
	%	44	56	100				

Table 4.7 shows that of those owning land in Kajiado north district, 78% had owned land for a period less than 1 year, 86% had owned between 7 and 9 years, 26% had owned land in the area for 4-6 year while 24% had owned the parcel between 1-3 years. Those who had owned land in the district for over 10 years accounted for 1% and constitute was the least. The study found that majority of the people who own land in Kajiado have owned it for less than one year. This could possibly be attributed to recent land demarcation that allowed land owners to subdivide and sell their parcels prompting new settlement.

Table 4.7: Crosstabulation for the period of land ownership.

		Ownership status			
		yes	No	Total	
Ownership Period	less than 1yr	Count	7	2	9
		%	78	22	100
	1-3 yrs	Count	11	0	11
		%	100	0	100
	4-6yrs	Count	16	0	16
		%	100	0	100
	7-9yrs	Count	6	1	7
		%	86	14	100
	over 10yrs	Count	3	0	3
		%	100	0	100
	N/A	Count	3	56	59
		% w	5	95	100
Total	Count	46	59	105	
	%	44	56	100	

Table 4.8 shows that 46% of the land owners were aware of the land policy while 54% without land indicated that they were aware of the policy. The respondents who owned land in Kajiado but stated that they were not aware of land policy were 40% while 60% of respondents who had no land in the district indicated that they were unaware of the policy. The finding shows that advocacy of the policy has not been adequately disseminated.

Table 4.8: Crosstabulation for the land policy awareness and ownership status.

		Ownership status			
		Yes	No	Total	
Land policy awareness	Yes	Count	32	38	70
		% within awareness of land policy	46	54	100
	No	Count	14	21	35
		% within awareness of land policy	40	60	100
Total		Count	46	59	105
		%	44	56	100

The study sought to establish whether there exist differences in land policy awareness between males and females. Table 4.9 shows that there exists no statistical significant difference between the male and female respondents on land policy awareness.

Table 4.9: Crosstabulation for Gender and land awareness policy.

		Land awareness policy			$\chi^2$	df	P-Value	
		Yes	No	Total				
Gender	Male	Count	43	19	62	0.49	1	0.48
			69	31	100			
	Female	Count	27	16	43			
		%	63	37	100			
Total		Count	70	35	105			
		%	67	33	100			



Their level of awareness of male and female were 69% and 63% respectively. Only 31% and 33% males and females respectively were not aware of the policy. Generally, 67% of the respondents were aware of the policy compared to 33% who were not aware.

Table 4.10 Crosstabulation for education and the land awareness policy

		Land awareness policy			Total	$\chi^2$	df	P-Value
		Yes	No					
Education Level	Primary	Count	0	1	1	9.51	3	0.02
		%	0	100	100			
	Secondary	Count	13	7	20			
		%	65	35	100			
	Tertiary	Count	31	23	54			
		%	57	43	100			
	University	Count	26	4	30			
		% w	87	13	100			
Total	Count	70	35	105				
	%	67	33	100				

The findings of the study show that 87% of with university level of education were aware of the policy followed by those with secondary level of education with 65% while those with tertiary level of education were 57%. This indicates that there exists significant difference in land policy awareness in relation to educational level.

#### 4.3 Communication strategies used in land reforms.

The study sought to identify the channel of communication that through which the respondents learnt about the land policy. Further the respondents were asked to give their opinion on the most effective channel of the communication. The highest number of respondents stated that they learnt about the land policy through newspapers. These respondents constituted 30%.

Television registered 17%, radio was 16%, and publications were 10% while others registered 27%. Others could be from friends, meetings and websites.

Table 4.11: Crosstabulation of the modes of communication and their effectiveness.

		Most effective mode of communication				Total	
		Radio	Tv	Publications	Newspaper		
Mode of communication	Tv	Count	8	5	3	2	18 (17%)
		%	44	28	17	11	100
	Radio	Count	13	2	1	1	17 (16%)
		%	76	12	6	6	100
	Newspaper	Count	13	7	3	9	32 (30%)
		%	41	22	9	28	100
	Publications	Count	5	1	3	1	10 (10%)
		%	50	10	30	10	100
	N/A	Count	16	7	2	3	28 (27%)
	%	57	25	7	11	100	
Total	Count	55	22	12	16	105	
	% w	52	21	11	15	100	

The awareness of the policy through newspapers could attributed to access to physical newspapers and on-line copies of respective newspapers. Secondly, the proximity of Kajiado North from the center of distribution might have enabled easy access.

When asked to state their opinion on the most effective channel of communication, radio was rated the most effective with 52% indicating they learnt about the policy through the channel.

The number represented over half of the respondents. This could be attributed to factors such as the new technology of the portable and affordable radios. It could also be explained by the ownership and use of cell phones which receive diverse FM stations that broadcast in diverse local and national languages.

Television was rated the second most effective channel with 21%. This could be associated with affordable cost of the sets in the market unlike and the increased distribution of the electricity supply in rural areas. Newspaper and the publications were rated third and fourth with 15% and 11% respectively.

The table 4.12 shows the distribution of the gender with regard to the channels of communication to establish whether there exist differences between males and females. The study found that 56% females learn about the land policy through television while 44% of male respondents learnt about the policy through the channel. The high percentage of female respondents preferring use of TV could be explained by the fact that most of female are not working females and are at home. Therefore, they have time to watch television. However, 76% of male respondents were likely to learn through the radio compared to 24% of the females. Newspaper was most preferred by male respondents at 66% against 34% females while the publications attracted 50% of each category respectively.

Table 4.12 Cross tabulation of the gender and preferred mode of the communication.

		Gender			
		Male	Female	Total	
Mode of communication	Tv	Coun	8	10	18 (17%)
		t			
		%	44	56	100
	Radio	Coun	13	4	17 (16%)
		t			
		%	76	24	100
	Newspaper	Coun	21	11	32 (30%)
		t			
		%	66	34	100
	Publications	Coun	5	5	10 (10%)
		t			
		%	50	50	100
N/A	Coun	15	13	28 (27%)	
	t				
	%	54	46	100	
Total	Coun	62	43	105	
	t				
	%	59	41	100	

Table 4.13 below shows that radio was rated as the most effective channel of communication by respondents with secondary level of education who accounted for 55% while 53% of respondents with university level of education stated the preferred the channel. Those with tertiary level of education registered 52%. Television was rated the second most preferred channel with level of education seeming to influence the preference. Most of the respondents who preferred television were those with university level of education at 27% followed by those with tertiary level of education at 22% while secondary level attained 12%.

Table 4.13 Crosstabulation of the education level and the preferred modes of communication.

		Most effective mode of communication					Total
		Radio	Tv	Publicatio n	Newspaper		
Education Level	Primary	Count	0	0	1	0	1
		%	0	0	100	0	100
	Secondary	Count	11	2	2	5	20
		%	55	10	10	25	100
	Tertiary	Count	28	12	5	9	54
		%	52	22	9	17	100
	University	Count	16	8	4	2	30
		%	53	27	13	7	100
Total		Count	55	22	12	16	105
		%	52	21	11	15	100

The third preferred channel was newspapers. The study observed that as the level of education increases the preference for the channel decreases as the majority 25% who preferred the channel attained secondary level of education. Respondents with tertiary level of education stood at 17% while those with university level registered 7%. On the publications, the preference was evenly distributed between the levels of education.

Table 4.14 shows scale of measurement used to determine the most effective channel that could be used to promote land policy awareness. It is the Likert scale measurements based on the following parameters.(1) Strongly disagree (2) Disagree (3) Moderate ( 4) Agree (5) Strongly agree.

Table 4.14: Rating of the modes of communication.

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Effective use of flyers	105	1	5	286	2.72	1.20
Effective use of brochures	105	1	5	289	2.75	1.26
Effective use of Tv	105	1	5	354	3.37	1.11
Effective use of local languages	105	1	5	365	3.48	1.53
Effective use of syllabus	105	1	5	394	3.75	1.16
Effective use barazas	105	1	5	439	4.18	1.12
Effective use of radio	105	1	5	460	4.38	0.88
Valid N (list wise)	105					

From the table the mean score shows that two channels have mean score of less than 3.0. This means the statistical difference is significant and hence not effective to be used to disseminate land policy awareness messages. The channels are flyers and brochures. Other channel attained a mean score of more than 3.0 with radio attaining the highest mean score of 4.38. This therefore radio perceived to be the most effective channel to that can be used to propagate message on the national land policy. Use of the Barazas was also rated highly with a mean score of 4.18. Respondents rated integration of the land policy in the school syllabus the third most effective channel of disseminating information on the policy with a mean score 3.75 while use of local languages and television a registered 3.48 and 3.37 respectively.

Table 4.15 shows government's efforts at communicating the existing land policy to stakeholders. Most of the respondents indicated that they were aware of the land policy. However, when asked to rate the governments' efforts in communicating the land policy, their response were varied.

Table 4.15: Crosstabulation for rating of government's effort in disseminating information on land policy awareness.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	18	17	17	17
	Fair	48	46	46	63
	Not sure	5	5	5	68
	Poor	34	32	32	100
	Total	105	100	100	

The table 15 above shows that majority of the respondents 46% rated the governments' effort as fair with 32% indicating that the efforts was poor. 14% of the respondents indicated that the efforts were good with only 5% were not sure.

## CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

### 5.0 Introduction

This chapter covers a summary of data analysis, conclusion and recommendations of that study. The recommendations would be used to facilitate identification of an effective communication strategy by the government and relevant agencies for disseminating information on the NLP to create awareness among stakeholders. The study investigated the effectiveness of the existing strategies in land reform advocacy to identify gaps for appropriate action.

### 5.1 Summary of the findings

The investigation into the awareness level of the NLP came out with finding that would help the policy implementers to review their communication strategies. The study established that majority of the male population own land compared to the females with 50% and 35% respectively. The disparity in land holding by gender could be attributed to the cultural practices that deny women the right to own land. Another factor that could explain the status is that most of the women in the society are not economically empowered and lack adequate resource to purchase land.

From the study, majority of the land owners were in ages of 36-45 years with 54% followed by those in ages of between 26-35 with 47% and 46-55 registering 41% while those in ages 55 years and above stood at 33%. The study found that 91% of respondents aged 25 years and below did not own land in Kajiado North district. This constituted the highest proportion of category of those who did not own land. The finding could be attributed to the fact that most of the respondents in the age category are in school or college and under the care of their parents and have no money to buy land. It also means majority of them have no adequate income that can enable them buy land.

In co-relations between education and land ownership, 53% of those with university education owned land and were the majority among respondents while 45% of the respondents with tertiary level of education own land. The results observed do not imply that owning of land is necessarily influenced by education level. However, the two factors are interrelated factors.



The study found that 78% of the respondents have lived in Kajiado north for less than one year. This constituted majority among the respondents. The reason could be associated with recent demarcation of land that enabled land holders to subdivide and sell some parcels to interested buyers. In this regard therefore it would be assumed that some of the buyers and sellers of land were aware of land policy.

During the study, it was established that 54% of land owners were not aware of the land policy. The study also found that 40% of respondents who own land in Kajiado north stated that they were aware of the existing land policy while 60% of who do not own land in Kajiado North said they were not aware of the land policy. The finding shows that land policy advocacy has not been adequately disseminated to the public.

The research findings indicate that 87% of respondents with university level of education were aware of the policy. They were followed by those with secondary level of education at 65%. However in contrast, the higher level of education does not influence awareness of the policy as observe from the analysis in between the secondary and tertiary levels of education.

Most of the respondents sated that they learnt about the policy through newspapers. They constituted 30%. Respondents who learnt through television, radio, publications and others were 17%, 16%, 10% and 27% respectively.

Radio was perceived to be the most effective by 52% of the respondents. This constituted more than half of the respondents. Television as mode of communication was rated second with 21% of the respondents. Newspaper and the publications were rated third and fourth most effective channels of communication with 15% and 11% respectively.

The study established that female population was highly likely to get information through television compared to their male counterparts at 56% and 44% respectively. However, the study found that 76% of males preferred use of radio as channel to disseminate information compared to 24% of female who identified radio as the most effective mode of communication. Use of newspapers was identified by 66% of male respondents as the most preferred against 34%

of females who prefer the channel while the publications attracted 50% of respondents in both categories of male and female.

Radio was as a mode of communication was perceived as the most effective channel by the 55% of respondents possessing secondary level of education, 53% of respondents with university level of education rated radio as the most effective while those with tertiary level of education registered 52%. On television channel the level of education seemingly influenced the preference. Majority of respondents who constituted 27% who perceived television as most effective were of university level of education followed by those with tertiary level of education at 22% while those with secondary level attained 12%. The third preferred channel was newspapers. It is observed that preference for the channel decreases with increase of education level. 25% who are the majority who prefer the channel possess secondary level of education with tertiary level standing at 17% and those with university education constituted only 7% of the respondents who prefer the channel.

From the mean score there is an indication that use of brochures and flyers do not meet the mean criterion of 3.0 to create a significant difference. The two channels attained a mean score of 2.75 and 2.72 respectively. This implies the channels cannot be used as an effective means in disseminating the land policy awareness messages to the public. Radio attained the highest mean score of 4.38. This therefore means it is the most preferred channel that can be used to propagate messages on the NLP. Use of the Barazas and integration of the land policy in the school syllabus were established in the study as the most effective means of passing messages to the public on the policy as the channels attained mean scores of 4.18 and 3.75 respectively while use of local languages and use of television registered 3.48 and 3.37 respectively.

Majority of the respondents at 46% rated the governments' effort as fair with 32% indicated that the efforts by government were poor. 14% stated that the efforts were good with only 5% being not sure. Generally, the findings indicate that most of the respondents were aware information on the existing land policy.

## **5.2 Conclusion**

Most of the respondents interviewed stated that they were aware of land policy. Most of them said that they learnt about the policy through various channels of communication.

From the findings, the respondents indicated that radio was the most effective channel of communication which could be used to disseminate information on the national land policy. This could be attributed to the new technology which has incorporated devices on cell phones, cars and computers and production of small portable radios that allow audiences tune to different stations. The use of chiefs' barazas was also preferred by the respondents. This could be because the administrators interact with the public and in most cases used local languages that were understood better. Although there has been concern over too many subjects in school curriculum, most of the respondents indicated that the national land policy should be integrated in the syllabus. Probably, the subject on land issues could be incorporated in an existing subject like agriculture.

In the study, most of the respondents stated that they preferred television and radio. This, therefore, means it is important to improve on new technology to facilitate reception of signals used in disseminating information.

From the findings, a null hypothesis was entered. This is because the study has established that land owners and users are aware of land policy. Additionally, the study has established that the government used multimedia strategy to disseminate information on land policy as the respondents indicated that they learnt about the policy through various channels.

## **5.3 Recommendations**

From the study, the indication of low awareness of the policy means the government should intensify information dissemination of land policy. Most of the respondents said they learnt about the policy through the various channels of communication. Therefore the government should use television, radio, and newspapers to disseminate the information. But if there is constraint in resources, the government could identify radio because of its reach. The selection of radio would also be based on the study results that indicated that radio was preferred as the most

...ive means of communication. Radio can be received by the public in motor vehicles when  
...elling and in their mobile phones and from the radio sets they own. To reinforce the  
...ampaign, the government should partner with editors, media house owners and journalists by  
...utilizing training workshops to sensitize them on the provisions of the policy. This will enable  
...ctors and reports develop interest in land matters. This will give leverage to the advocacy  
...campaigns because those involved in the process would be having adequate information that will  
...enable them to report facts accurately.

...e government should also use chiefs' barazas to educate the public on the policy because  
...most of the respondents strongly agreed with use of the forum to educate the public on the land  
...policy. The administrators should also be sensitized on land matters. This will enable them  
...to educate the public during the village meetings.

...there is need for the government to expand coverage of electricity in rural areas to enable the  
...public access power supply for use in television and radio and charge their phones that allows  
...them to obtain information from the facilities.

...for the advocacy campaigns to be successful, the government should make budgetary provision  
...to allocate resources to mount campaigns and facilitate technical personnel to sensitize the public  
...at the grass root level. The resources could be used to develop and disseminate advocacy  
...materials for the public and the stakeholders.

...in the study it was established that most women do not own land in Kajiado North. This could  
...be associated with cultural beliefs that deny women the right to own land. There is need for the  
...government to discourage cultural practices that discourage women from owning land. Instead it  
...should encourage equality as enshrined in the new constitution. The government and financial  
...institutions should also lend women money to buy land. Ownership of land by women enables  
...them to be self-sufficient in food for their families and could use titles to secure credit.

...further research studies should be conducted to determine why audiences prefer a specific  
...channel to the others. This means findings of such studies will give leverage to those developing

advocacy messages to identify effective channels through which the public could be provided with land policy messages.

The studies should also investigate and identify shifting interest of audience that influences their decision to select preferred channels. This means researchers should be able to predict changing interest of audience and therefore adopt strategies that are able to capture their attention even with transitions in changing preferences.

effective means of communication. Radio can be received by the public in motor vehicles when travelling and in their mobile phones and from the radio sets they own. To reinforce the campaign, the government should partner with editors, media house owners and journalists by organizing training workshops to sensitize them on the provisions of the policy. This will enable editors and reports develop interest in land matters. This will give leverage to the advocacy campaigns because those involved in the process would be having adequate information that will allow them to report facts accurately.

The government should also use chiefs' barazas to educate the public on the policy because most of the respondents strongly agreed with use of the forum to educate the public on the land policy. The administrators should also be sensitized on land matters. This will enable them articulate the policy during the village meetings.

There is need for the government to expand coverage of electricity in rural areas to enable the public access power supply for use in television and radio and charge their phones that allows them to obtain information from the facilities.

For the advocacy campaigns to be successful, the government should make budgetary provision to allocate resources to mount campaigns and facilitate technical personnel to sensitize the public at the grass root level. The resources could be used to develop and disseminate advocacy materials for the public and the stakeholders.

From the study it was established that most women do not own land in Kajiado North. This could be associated with cultural beliefs that deny women the right to own land. There is need for the government to discourage cultural practices that discourage women from owning land. Instead it should encourage equality as enshrined in the new constitution. The government and financial institutions should also lend women money to buy land. Ownership of land by women enables them to be self-sufficient in food for their families and could use titles to secure credit.

Further research studies should be conducted to determine why audiences prefer a specific channel to the others. This means findings of such studies will give leverage to those developing

advocacy messages to identify effective channels through which the public could be provided with land policy messages.

The studies should also investigate and identify shifting interest of audience that influences their decision to select preferred channels. This means researchers should be able to predict changing interest of audience and therefore adopt strategies that are able to capture their attention even with transitions in changing preferences.

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Cambridge, MA 02138, USA

APPENDIX 1

LETTER OF INTRODUCTION

DAVID CHERUIYOT KORIR

UNIVERSITY OF NAIROBI

P.O BOX 30197-00100

NAIROBI

Dear Sir/Madam

RE: LETTER OF INTRODUCTION

I am a student at the University of Nairobi, School of Journalism, pursuing Master of Arts in Communications studies.

I am undertaking an academic research on 'an assessment of communication strategies for land reform advocacy: A case study of Kajiado North district'.

Based on random sampling, you have been selected to provide information needed for the study. The information collected will be used for the purposes of research and will not be used for commercial interest. Your identity and the information you will provide will be treated with confidentiality.

I am therefore, requesting for your support and co-operation by responding to the questions honestly and completely.

Yours faithfull.

Korir David Cheruiyot

K50/60357/2010

APPENDIX 2:

**QUESTIONNAIRE**

I'm a final year students, at the University of Nairobi. I'm undertaking an MA degree in Communication Studies. As part of the degree, I 'am carrying out a study entitled "Assessment of the Communication Strategies for Land Reform Advocacy: A Case Study of Kajiado North District. I would be grateful if you provide me with information to assist me to fulfill the requirement of my research project. Information that you will provide will be kept confidential and will be used only for the purpose of this study.

When you are through with filling in the questionnaire kindly return or mail it back through the following email address: [korird@gmail.com](mailto:korird@gmail.com).

**Instructions:** Kindly read the instructions carefully and respond to the questions appropriately. Place a tick in the space provided where applicable.

**Section A. Demographic information**

Tick appropriately

**1. What is your Gender?**

Male  Female

**2. What is your Age Bracket?**

25 years and below  26-35 years  36-45 years  46-55 years

Above 55 years

**3. What is your highest level of education?**

Primary  Secondary  College/Tertiary  University

**Section B: Land ownership/holding information**

**4. Do you own/hold a piece of land in Kajiado North District?**

Yes  No

**5. If yes, how long have you held that parcel of land in Kajiado North District?**

Less than 1 year  1-3 Years  4-6 Years  7-9 Years

Above 10 years  N/A

**6. Are you aware of National Land Policy?**

Yes  No

**Section C. Communication Strategies used to disseminate information on land reforms**

**7. Identify the channel of communication through which you learnt about the existing Land policy**

Television  Radio  Newspaper  Publications/  
Newsletters

N/A

Others (please specify).....

**8. Which of channels is the most effective for communicating National Land Policy to the public?**

Radio  Television  Publications/Newsletters

Newspaper

Others (please specify).....

**Section D. Determine effectiveness of Communication strategies in land reform advocacy**

**9. How would you rate the choice of the channel selected above (tick where applicable)**

(a) Very effective  (b) effective  (c) fairly effective

(d) Not sure  (e) ineffective

10. Indicate your opinion on the extent to which the following strategies should be used to effectively communicate matters pertaining to land ownership in Kenya? Use the key provided below the table (Tick appropriately)

Activity	1	2	3	4	5
Use of Television					
Informing the public over the Radio					
Translating the National Land Policy document into local languages					
Use of brochures					
Integrating the document into the teaching curriculum/syllabus					
Use of banners, flyers					
Use of Chiefs' Barazas to communicate to the public					

**KEY**

1. Strongly disagree                      2. Disagree                      3. Moderate                      4. Agree  
 5. Strongly agree

11. In your opinion, what do you think the government should do in order to broaden the scope of its communication on existing land policy? .....

**Section E. To identify gaps in communication strategies for disseminating information on National Land Policy**

12. How would you rate the government's efforts at communicating the existing land policy to stakeholders (place tick in an appropriate box.)

- (a) Very good                       (b) good                       (c) fair                       (d) not sure   
 (e) Poor

Thank you