UNIVERSITY OF NAIROBI

SCHOOL OF JOURNALISM

AN ANALYSIS OF MEDIA CHANNEL CONSUMPTION PREFERENCES

AMONG RESIDENTS OF KISUMU COUNTY

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DECLARATION

This thesis is my own original work and has not been presented for the award of a Degree

in any other University or anywhere else for academic purpose.

Signed ……………………………… …………….

BRENDA ANYANGO OGUTU **DATE**

This thesis has been submitted for the award of Masters of Arts Degree in Journalism and

Mass Communication Studies with my approval as the University Supervisor.

Signature…………………………………………………..

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MR. POLYCARP OMOLO OCHILO **DATE**

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ABSTRACT

The media environment in Kenya offers users an overwhelming number of choices. For example, the typical household receives well over 100 TV channels, therefore giving the audience a wide selection of media stations to view or listen to depending on their preferences. The study set out to investigate the factors that influence consumer preference and behavior towards the media channel. The study used a number of relevant theories for the purposes of our analysis and interpretations of both field and library data respectively. The theories are; uses and gratification theory, media dependency theory and the credibility theory. The literature review was divided into three categories. First part of literature presents the central role of media from general perspective and media developments role in social, economic, and political progress. The second section gives a brief overview of the role of media in Kenya in promotion of development in counties. The third section deals with the concept of consumer preference and choice and factors that affect consumers' choice. The last section discusses the concept of broadcast programmes. The study employed both qualitative and quantitative approaches. The quantitative approach focused on obtaining numerical findings while the interview on the other hand made up the qualitative approach of the study. This focused on personal accounts, observations, descriptions and individual insights of the respondents. The research employed the combined approach so as to overcome the limitations of both approaches. The outcome of this study on media consumption preferences will generate scientific data which will be used to inform and affirm the private sector policies in the media industry, particularly with regards to program production formats and content development. The study is also significant in directing future investors in media stations in Kisumu County on what preferences the residents choose. Thus, they are able to tell what kind of media channel to invest in and how to programme their station to the popular in Kisumu County. The information generated will go a long way in enabling development implementers at Kisumu County to know which media outlets is best preferred by the publics of Kisumu County and therefore should be used most frequently for the purpose of promotion of development in Kisumu County. The study revealed that residents of Kisumu County preferred vernacular radio stations especially Ramogi and Radio Lake Victoria. The study showed that the reasons for the preference were; entertainment, information and programmes for both radio and television. From these findings, it was concluded that there is need for further study to investigate why respondents did not mention other radio and TV stations like, Radio Sayari and Lolwe TV.

Brenda Anyango Ogutu
November, 2016

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

CHAPTER ONE: MEDIA CHANNEL CONSUMPTION PREFERENCES AMONG RESIDENTS OF KISUMU TOWN AN OVERVIEW

1.0 Introduction

This chapter introduces the reader to the topic of the thesis. The background provides information relating to the history and current situation of the topic as discussed in the paper. This is followed by analysis of various media channels that various consumers access and use.

The foundation gives data identifying with the history and current circumstance of the point as talked about in the paper.

Background information

The current media environment in Kenya offers users an overwhelming number of choices. For example, the typical household receives well over 100 TV channels not to mention the options available for a number of reasons. Internet users can access content at home, work and, increasingly on the go. Media consumption seems to have become an anywhere, anytime proposition. Yet, no one person uses all these media. Instead, people cope with the abundance of choices by relying upon relatively small subsets or 'repertoires' of their preferred media. Channel repertoire is defined as the set of channels watched regularly by an individual or household. (Heeter, 1985:133). Heeter et al (1983) found that while cable household received 34 channels, on average they watched less than 10 channels a week. This subset of channels was according to Heeter (1985), a mechanism to cope with an increasingly abundant and complex media environment.

Mass communication requires a mass medium. By medium we mean a total system or institutions such as newspapers, magazines, books, radio, television, motion pictures, video, photograph, and utilizing these mechanical devices for transmission.

Since the liberalization of the media industry in 1989, Kenyans have had access to more radio and television stations. For instance there are now 11 television stations. These are; KBC Channel 1, Citizen TV, NTV, KTN, Kiss, Metro TV, K24, Kiss TV, Family TV and Good News Broadcasting Systems (GBS).

Furthermore, the liberalization of airwaves in Kenya in 1996 by the Government of Kenya led to the emerging number of television stations as listed above that are now competing for viewership. Consequently, the viewers are exposed to different stations ranging from free to air stations to Pay TV stations respectively.

There are as well a number of Daily Newspapers namely; the People daily, Daily Nation, The Standard, Business daily, Taifa Leo, The Kenya Times, The Star, The Coast weekly, The sub Saharan Informer and the East African. Besides, at the Regional County level, there are a number of FM radio stations. For example in Kisumu, there are a number of FM stations broadcasting in local languages. These are; Radio Lake Victoria, Lolwe, Sayari, Ramogi fm and Jamaa. In addition to these, we also have the social media (Twitter, facebook, instagram) which are very attractive to the youth and popular in the county as well.

According to Ang (1996) and Bird (2003) today's community is media saturated. The emergence of digital technology has widened the gap. The increasing number of channel options and content has given audiences more freedom to choose from according to the satisfaction they derive from these channels. As this is happening, the media environment offers people more diverse content.

In such a situation, "the topic of what data streams contact us and how we select from them turns out to be more –not less –urgent" (Couldry, 2002, Bird (2003) argued that, while the society might be soaked by the media, people require not be. Consistently, individuals settle on choices with respect to which data to pay consideration on, disregard and dodge. Zillmann and Bryant (1984) are of the conclusion that people give watchful thought to why they pick what they pick when they pick it. While a few people might be insightful of the explanations behind their decisions, and may even have the capacity to list the genuine purposes behind their determination of a specific program, most by far of individuals won't be deliberately mindful of their preferred determinants. Even though people pay little attention to their reasons for watching specific programs, research indicates that unambiguous forces drive program selection.

Through this background information, we now feel that under these circumstances, a study like ours on the analysis of media consumption preferences is of great significance to Kisumu County government. This is so because the study will provide scientific evidence on the media most preferred by people in order of priority which will then enable the county to invest in such media as communication tools for the promotion of development.

1.1 Statement of the Problem

Ways of consuming news have changed as a result of developments in the media environment. The developing number of TV slots, the extending availability to the Internet, and the approach of shrewd gadgets in Kenya have offered ascend to the expansion of media channels, and stages for diversion and also news content, which has encouraged specific presentation among clients (Ksiazek et al., 2010 page 25).

Currently, individuals could be classified as either print or broadcast clients, depending upon the medium they use frequently. Such a basic classification based on the most utilized medium is by all accounts troublesome as well as obsolete in the new media time. There may be clear separation between individuals who have a solid inclination for news or data and individuals who don't. At the end of the day, the individuals who nearly seek after news substance would be diligently presented to news crosswise over different sources; then again, the individuals who support non-news substance would persistently move in the opposite direction of news in their media use. Besides, evidence on the ground shows that there are varied media channels which audiences have to choose from therefore it is important that we know scientifically what will determine their preference. While total crowds are fundamentally a summation of individual viewers, the previous have exceptional behavioral examples that vary from that of the last mentioned (Webster, 2008b).

1.2 General objective of the study

The General objective of the study is to investigate media channel consumption preferences among the residents of Kisumu County.

1.3 Specific objectives of the study. These are:

1. To determine the factors that influence media channel preferences by the media consumers in Kisumu County.

2. To determine the factors that influence consumer behavior towards media channels.

3. To determine the factors that influence channel programmes genre choices.

1.4 Research questions

1. What factors influence consumer preferences of media channels?

2. What factors influence consumer behaviour towards media channels?

3. What factors influence choices of programmes genre of media channels?

1.5 Justifications of the study

There seems to be void in the past and current studies on the audience channels preference and content choices in Kenya. Our proposal therefore seeks to generate new empirical data in this area given that there is a big knowledge gap between the past few studies and the present time hence augmenting the previous knowledge generated in that area.

Through the study I will generate scientific information and knowledge that shall be useful to public policy formulation and improvement of such policies in the area of media channel preferences particularly in Kisumu County. However such data will also have relevance on public policy nationally and the rest of the international community.

Our proposal will generate scientific data which will be used to inform and affirm the private sector policies in the media industry, particularly with regards to professional changes and management which may be created to influence program production formats and content development.
Similarly such data will also be useful in the determination of content of print media particularly to Kisumu County but applicable nationally.

By undertaking the study on media consumption preferences, I will be able to generate information which will benefit the professional media practioners particularly in Kisumu county so that they are able to understand which media channels are best preferred by their consumers hence pay attention to them.

The information generated will therefore go a long way in enabling development implementers at Kisumu County to know which media outlets is best preferred by the publics of Kisumu County and therefore should be used most frequently for the purpose of promotion of development in Kisumu County.

Besides, such evidence will also enable the general media industry know the possible media reach effectiveness and become more knowledgeable about what actually attract audiences to drive advertising revenue hence value for money.

Our proposal will be important in the field of development communication. It will help in proposing better strategies and perspectives that can contribute in enhancing cognizance of citizenry responsibilities, rights and privileges that are envisaged in the Constitution of Kenya 2010 on matters relating to the devolved system of government- devolution.

1.6 Theoretical Framework

Introduction

We shall use a number of relevant theories in this study for the purposes of our analysis and interpretations of both the field and library data respectively. The theories are; Uses and Gratification theory, media dependency theory and Credibility theory.

1.6.1 Uses and Gratifications Theory

The mass media uses and gratifications model is an alternative to persuasion model in communication research.

The main question in the uses and gratifications research is not how the media are changing out attitudes but how the media are meeting our social and individual needs.

As early as 1940s and 1950s researchers were investigating why individuals occupied with different sorts of mass correspondence conduct, for example, listening to radio quiz programs and daytime serials, perusing comic books and perusing the daily paper. The

researchers' intentions were to try and measure the kinds of uses and gratifications people derived from the readings of these papers.

Media use is goal oriented. We utilize mass media to satisfy particular needs. Audiences select the types of media and media contents to fulfill their needs.

There are other sources of need satisfaction and the mass media must compete with them. The audience is aware of its needs and can report them when asked.

The actual needs satisfied by the media are referred to as media gratifications or functions. These include surveillance, diversion or escape and the development of personal identity and social relationships.

Kats, Gurevitch and Haas (1973) found in Israel sample that media related needs are related to education and age. Younger people attributed greater importance to needs associated aesthetic and emotional release. Third, the media are vehicles for personal reference reality exploration and value reinforcement (personal identity).

Fourth, the media provides us with substitute companionship and with information that could be used in our social relationships. It is therefore obvious that much more has to be done in the area of Media uses and gratifications. More studies are needed so that we can determine the influence of culture on media uses and gratifications.

1.6.2 Media Dependency Theory

The other theory that we used in this study to support the uses and gratifications theory is the Media reliance theory. This is significant given the fact that uses and gratification is seen to be insufficient in explaining why different people may prefer one type of news source from another. For example, it tends to stress too much the circumstantial and weak motivations and therefore, fails to provide much successful predictions or casual explanations of media channel choices and uses. (Mc Quail 2005:423).

Ball-Rokeach and DeFleur (1976) characterize reliance as a relationship in which the fulfillment of requirements by one gathering is dependent upon the resources of another gathering" (Ball-Rokeach 1976, Page. 106). For this circumstance, it especially implies that according to the general slant of audience needs or the achievement of their targets that is needy upon the information resources of the mass media. The need to comprehend the world, the need to act truly and enough in that world, and the longing to escape from the strains and weights of the reality of the situation are the essential needs that strengthen our dependence on the media.

Nonetheless, there are two key complexities between these two theoretical structures. While media reliance takes a quick look at audience objectives as the birthplace of the reliance, uses and satisfactions puts accentuation on audience's needs, a large portion of which are eccentric. Second, in reliance hypothesis, the interrelationships between audience, media, and society are the point of analysis.

To fill this research gap, Ball-Rokeach in (1985) distinguished three general classes: those with verifiable/basic causes, singular inceptions, and social/natural roots.

1.6.3 Credibility Theory

Mass media audiences have their own interpretations about what is news and how it should be viewed. (Yang, 2006, page 6-7) describe Credibility as an extent to which the news delivered by mass media matches real world facts meaning that news accuracy depends on objectivity.

In mass communication, credibility was studied as audience attitudes and perception towards the sources of information in the mass media.

For example Hovland, Janis & Kelley, 1953). Gunther (1992, Page 152) argues that it is the audience's perception of the source that matters rather than the source itself.

Bracken (2006, Page 323) suggests that source credibility is "the amount of believability attributed to a source of information (either a medium or an individual) by the receivers.

Gaziano and McGrath (1987), who built up a 12-thing news believability record (dependability, predisposition, precision, reasonableness, and group relations, later found that validity had more to do with saw decency, absence of inclination, and great confidence as opposed to saw exactness or unwavering quality of the data itself.

According to McQuail (2005, Page 509) trust is essential for a news source to be effective, although there is plenty of evidence that people do habitually pay attention to media sources that they do not trust. Trustworthiness is believed to be an important factor

when selecting an information source (Chen & Hernon, 1982; Hertzum, Andersen, Andersen, & Hensen, 2002.

Without a doubt, news media are ordinarily assessed by pundits regarding "how successful the writings of news stories are at passing on data about the world to perusers and viewers" (Bird, 2003, Page 222). On the off chance that this supposition is valid, given that natives customarily have little chance to confirm media reports with free data, they will look for media sources which they accept to be solid.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

In this chapter we critically review the relevant literature of the works of a number of scholars who have written in the areas relevant to our topic Writing audit tries to look at in detail the accessible writing and studies that have as of now been led and which are straightforwardly identified with the point under study.

Thus for the purpose of our study the literature review is divided into three broad sections. These are: First part of literature presents Media developments role in social, economic and political progress. The second section gives a brief overview of the role of the media in Kenya in promotion of development in Counties. The third section deals with the concept of consumer preference and choice and factors that affect consumers' choice. The last section discusses the concept of broadcast programmes.

2.2 Media development's role in social, economic, and political progress

More recently, the UN recognized the important role of independent media in bringing about good governance — something increasingly demanded by citizens across the globe. People want "their voices to be heard and they want institutions that are transparent, responsive, capable and accountable" (UN, 2015). Kenya is not an exception as it is an emerging democracy, as well as a developing country.

The media in Kenya plays a major role in enlightening, apprising and entertaining the citizens. In educating the public, the Kenyan media (exclusively the private media) has been efficient in educating the Kenyan public about the new constitution dispensation and other gray areas such as the devolution (Sihanya, 2012). A plural, free media assumes a crucial part in conveying the data individuals need to take an interest in the verbal confrontations and choices that shape their lives.

In spite of a general concession to the significance of media advancement in more extensive social, financial and political advance, the worldwide group—governments, improvement organizations, benefactors—to a great extent sees the advancement of a free media part as an auxiliary goal rather than a matter of basic significance. Thus global contributors distribute under 1% of universal guide spending plans to media improvement (Park, 2014).

Governance Impact: Media enhances administration by observing the activities of people with significant influence and alarming general society to abuse of trust. A solid, free, and autonomous media division prompts to lower corruption levels. Besides, Access to information helps citizens hold their governments accountable. Various studies demonstrate a robust connection between a free, solid, and autonomous press and lessened corruption. A free press uncovered private and open segment corruption. It screens government authorities and expands voters' information, permitting voters to consider degenerate legislators responsible amid decisions, making lawmakers diminish defilement (Gupta et al., 2002).

Economic Impact: Media improves the efficiency of the economy by providing actors more and better information with which to make decisions and improving stability. Media enhances political coordination in the development of sound economic policy.

Social Impact: With the goal for advancement to be just and economical, natives should gainfully take an interest in the choices that shape their lives. Interest requires an educated citizenry. A free media supply convenient and important data to publics permitting them to change their own conduct and to request higher social principles for society. In this way a plural media enhances government responsiveness by giving a voice to the helpless (Reinikka and Svensson, 2004). Media catalyzes positive changes in the public arena by giving the information that impacts general conclusion. Media prompts to increments in mindfulness and changes in conduct crosswise over social issues. The impacts can be seen crosswise over social issues, for example, general wellbeing (Daniel. 2011) including maternal wellbeing and youngster conduct (Richard, et al., 1977: 19-22); and climate change (Yuki and Aoyagi-Usui, 2009: 203-212)

2.3 The role of the media in Kenya in promotion of development in the counties

The Kenyan constitution promulgated in August 2010 has met quite a number of expectations of many Kenyans, mainly with regard to devolution of power and resources to counties and the participatory rights of women and marginalized groups (commission for the Implementation of the constitution, 2012). Citizens must be politically conscious, and have access to information in order for devolution to consider a success. They must not only be aware of their rights and responsibilities but also know the channels via which they can exercise them (Omolo, 2010). Ensuring that devolution works as

envisaged in the constitution requires that information and education on the roles and functions of the devolved system of governance be easily accessed. Empirical evidence suggests that communication activities if skillfully implemented reform objectives could then be translated into actual results on the ground (Reinikka & Svenson, 2005).

The current constitutional dispensation no doubt has been sustained probably because certain institutions were carefully put in place (Commission of Implementation of the Constitution, 2012). From the field of Mass Communication, the media educates, informs the public and sets the agenda. This makes mass media audience consider virtually every issue which the media concentrates on as important (McCombs and Weaver, 1985). The current constitutional dispensation no doubt has been sustained probably because certain institutions were carefully put in place (Commission of Implementation of the Constitution, 2012).

The County Government Act No. 17 of 2012 necessitates the county governments to use any form of mass media they are predisposed to create awareness on devolution and governance (The Kenyan Constitution, 2010). The mass media especially the newspaper has become the most effective tool to distribute information to the public. Consequently, the mass media ought to play a significant role in educating and informing the public on the pertinent issues that are otherwise encrypted in legal language. Ghai (2011) adds that the complexity of the language used in the constitution makes it virtually impossible for the average citizen to comprehend every aspect.

The media, at this point, becomes a very important tool for the average citizen especially in the aspect of devolution (Ghai, 2011). This study argues that the media has the potential to maximize opportunities critical for County Government to reflect and rationally deliberate on inclusive participation of citizens in local governance issues.

The media's role as the watchdog: As guard dogs, the news media has a duty to protect the open enthusiasm, guaranteeing the responsibility of intense chiefs by highlighting instances of impropriety, misadministration and corruption, along these lines fortifying the straight forwardness and viability of administration (Lasswell, 1948; Wright, 1960).

The Agenda Setting Role: Under this concept, the media is expected to function with the purpose of raising awareness to social problems, while at the same time informing leaders about public concerns and their needs (McCombs and Weaver, 1985).

The media as the Gate Keeper: Under the gate keeper role, it is espoused that citizens could be more empowered and informed about their County Governments if the media can be able to sermon and bring together a plurality of diverse interests, voices and viewpoints to debate issues of public concern at sub-county and county levels.

2.4 The concept of consumer preference

Consumer inclinations are characterized as the subjective (singular) tastes, as measured by utility, of different groups of merchandise. They allow the customer to rank these

packs of merchandise as indicated by the levels of utility they give the customer (Sharma, 2012).

All the more for the most part, it can be viewed as a wellspring of inspiration. In psychological cognitive sciences, individual preferences enable choice of objectives/goals (Shendge, 2012). Blackwell et al. (2006) states that preferences represent an attitude towards one object in relation to another. This definition brings out the idea that a preference is a precursor to a decision from two or a variety of choices

There is implicit assumption that media channel and program choice is a function of individual preferences. It has been observed that media use is deliberate, or ""balanced,"" as in it serves an individual's needs and inclinations.

Some methodologies likewise perceive social components as molding preferences, albeit conventional financial models commonly overlook the social environment as a force in molding behavior (Webster 2009; Yuan, 2006). Past an individual client's inclinations and propensities are a firmly related set of interpersonal impacts. These incorporate the since a long time ago settled part of opinion leaders in guiding gathering individuals' regard for a few things and not others (e.g., Katz & Lazarsfeld, 1955), different social elements of media utilization including its utility as a "coin-of-trade" (e.g., Levy and Windahl, 1984), and later work on the effect of interpersonal organizations in deciding TV program choices (e.g., Friemel, 2008).

2.5 Concept of consumer choice

The question to be answered is how did the consumer come to the decision of settling on one particular station from the myriad of choices?

Consumer decision making is a step by step process that guides an individual through the choices (Kotler et al. 2009). Expanded decision is synonymous with expanded self-sufficiency, control, and self-assurance (Schwartz, 2004).

2.6 Factors affecting consumer choice

2.6.1 Credibility factor

Credibility plays a critical role in establishing any brand of media vehicles. Credibility relating to media can be divided into three broad sections; Medium credibility which can be radio, TV, newspaper or internet; Media channel credibility which refers to believability of the news channel; and Source credibility which refers to the trustworthiness of the communicator.

2.7 The concept of broadcast programmes

The production of a good programme will cause audience preference drive (Station Loyalty) which will bring about advertisement. Advertisement is the major source of revenue for broadcast stations (Nwanze, 2003)

2.7.1 Consumption satisfaction

Look into audience responses to media content has over and over appeared that there are pertinent irregularities between the span of the gathering of people of channel programs

and their gratefulness (Gunter and Wober 1992, Gunter, 2000) and between saw quality and appreciation.

Research on audience reactions to media content has repeatedly shown that there are relevant inconsistencies between the size of the audience of channel programs and their appreciation (Gunter and Wober 1992 p.58, Gunter, 2000) and between perceived quality and appreciation.

Ang (1985), for instance, contends that individuals have a tendency to condemn channel programs, and to impart their sentiments to others since this gives them with a social bond. McQuail (1997, 58) proposes another conceivable clarification: quality measures can without much of a stretch fluctuate, freely of evaluations, since channel programs expected for a minority taste can be seen by an expansive group of onlookers that has improper desires and along these lines will be especially disillusioned. These clarifications stay inside a structure of a "sane group of audience": they all accept that "when all is said and done individuals watch what they like on TV and like what they watch.

These explanations remain within a framework of a "rational audience": they all assume that "in general people watch what they like on television and like what they watch" and also apply to radio listening (McQuail (1997, 58).

In this point of view, the audience would dependably have the capacity to decide for their best, so that the irregularities between survey decisions also, gratefulness would get either from an issue in measuring thankfulness or from viable restrictions in review

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

Research methodology is described by Ogolo (1966) as a procedure followed in realizing the goals and objectives of a research.

3.1 Research Design

In this chapter, therefore, we discuss specifically the research processes that we shall use in sourcing all the relevant primary and secondary data for our research.

The research project adopted a mixed method research design combining both the qualitative and quantitative approaches. This study employed the combine approach so as to overcome the limitations of both approaches.

The quantitative approach focused on obtaining numerical findings used in the survey method whereas interviews on the other hand will make up the qualitative approach of the study as this is focused on personal accounts, observations, descriptions and individual insights of the respondents. Mugenda & Mugenda (2003, Page 165) further state that survey research "seeks to obtain information that describes existing phenomena by asking individuals about their perceptions, attitudes, behaviours or values."

Purposive sampling technique was used in the collection of data from our sample audience in Kisumu County. Purposive sampling means sampling with a purpose in mind-that the group targeted have the capacity to respond adequately and provide

answers to the questions put to them. This enabled the lead researcher to ask probing questions and record them as appropriate.

Purposive sampling was used after verifying that the respondents met the criteria of being in the sample. Purposive sampling was also useful and relevant to our study because the targeted sample could be reached easily in Kisumu County; given that the population of Kisumu town has a collection of all the characteristics of people who tend to use the media a lot, than those who leave in the other counties around.

We administered field questionnaires to our respondents for the purpose of generating primary field data. This was to be done by the principal researcher in the field with the assistance of research assistants who have basic training in data collection methods.

Apart from the field data, we shall also generate additional secondary data through reading and review of a number of relevant past and contemporary works of communication scholars who have written in the areas of communication. Such data will be generated from books, journals, newspapers, magazines, published policy government documents in the area of communication, published UN and its specialized agents document such as those produced by UNESCO with regards to media channels preference in the world generally but with particular reference and interest to third world countries; more so Kenya.

Besides, as part of methodological approach, we generated additional data by conducting key informant interviews with some purposively selected key policy makers in the media industry such as media owners, county government officials and media managers in Kisumu County. From the media owners we seek information relating to how different media channels cater for national issues and in particular regional matters of development. Such information will be important for our study as a way of generating relevant media information, content treatment by media owners and policies used in such decisions. For example, details of program scheduling and the types of the programs which may be used by County Governments in the promotion of development agenda.

3.2 Site of the study

The study was conducted in Kisumu County with a focus in Kisumu town. Kisumu County is one of the new devolved counties of Kenya. Its borders follow those of the original Kisumu District, one of the former administrative districts of the former Nyanza Province in western Kenya. Its headquarters is Kisumu City. Kisumu County is moderately thickly populated contrasted and whatever remains of Kenya. The 2009 evaluation demonstrated that the district had a populace of 968,909. Kisumu County totals 2085.9 km².

3.3 Research Population

For this research, the target population refers to the 11.6million of Kenyans with access to the media channels as stipulated in the Communication Authority of Kenya 2012/2013 report while the accessible population is the 320 respondents purposively chosen to

administer questionnaire. This figure is statistically significant with the capacity to provide us with the desired scientific answers.

Out of the total population, of our study seeks to purposively administer questionnaire to a total of 320 respondents. This figure is statistically significant with the capacity to to provide us with the desired scientific answers.

3.4 Data Collection methods

Data collection methods included administered questionnaires, in depth interview and observation. Questionnaires were used to gather quantitative data while observation and in depth interviews were conducted to gather qualitative data. Questionnaires were distributed by email to identified respondents and also administered in person. The surveys were tried before real data collection to decide their unwavering quality.

3.5 Data Analysis

Data analysis is key for our study. The process helps describe facts, detection of patterns and development of proper explanations. It is also used as a way of finding averages and differences among averages.

Our collected data was therefore be coded, that is, numbers were assigned to responses to put them in a limited number of classes appropriate to the research problem. For example, the research used the manual coding where each questionnaire was assigned a number and entered in rows while the questions were entered into columns. The coded answers were entered to correspond with the code sheet and question number. The data was

classified and common characteristics placed in one class; thus all the data will fall into particular groups and classes.

The data was then analyzed using statistical methods SPSS (Statistical Package for Social Sciences) resulting in the generation of frequency distribution, percentage distribution and cross tabulations. From the above, we shall then be able to develop tables, graphs and pie charts for our analysis, interpretations and inferences of our field findings.

3.6 Limitations of the study

One of the main limitations was time constraints given that while undertaking the study. Balancing at new place of work in Kisumu and coming to Nairobi to meet my supervisor was a bit hectic.

Cost implication was another aspect we had to face. Inadequacy of money that is readily available for paying the research assistants and the tools they needed.

Apparent empathy among respondents who complained that there are many questions they have been asked to fill. This requires longer time, persuasion and convincing them to do the same.

An uncompleted questionnaire was another challenge faced. This is because out of the 350 questionnaires distributed, only 325 were returned and out of that 5 were not complete and discarded making only 320 valid questionnaires to be analyzed.

Cancelled interviews were another challenge faced. This is because some of the key informants being politicians, they were too busy to find time to allocate for the interview. On several occasions, the interviewers let the interviewer at the reception for hours for without any formal communication. The interviews were later cancelled.

Unwillingness to participate in the interview was another challenge. Some of the initial interviews who we termed as key informants refused to schedule meetings for the interviews. They did so by ignoring our email request to sit down for the interview. The respondents that finally confirmed for the interview were however sufficient to continue the study.

3.7 Research Ethics

Permission was sought from the University of Nairobi, School of Journalism to allow the researcher proceed with the study in Kisumu County before embarking on a field study (*see appendix 2, Certificate of Fieldwork*). The potential respondents were informed about the nature of the study and its purpose.

Upon successfully going through the defense, the certificate of corrections was awarded *(see appendix 3).*

The project was then checked for plagiarism which scored 9% plagiarism level below the 15% required and a certificate of plagiarism report was issued *(see appendix 4).* In line with the research guidelines of the University of Nairobi the declaration of originality form was duly filled, signed and attached on the project *(see appendix 5).*

CHAPTER FOUR: THE FINDINGS OF THE STUDY

4.0 Introduction

This chapter presents the results of the study after exploring how respondents reacted to questions on media channel consumption preferences among the residents of Kisumu County and the role it plays in development. The objective was to determine the factors that influenced their preference of the media channels. The overview questionnaires incorporates both different decision and open finished inquiries Respondents were educated that they may evade certain things to which they feel uncomfortable responding. A whole of 325 surveys were returned. Of these, five were deficient and were discarded. A total of 320 valid questionnaires were analyzed using quantitative methods.

4.1: Demographic Characteristics of Respondents (N= 320)

4.1.1: Distribution of respondents in relation to gender

The study wanted to identify the gender of the respondents in the study to determine the composition of the male and female in the county. Gender is an important variable in a given social situation. This was intended for making comparison between the genders, as a way of knowing differences in their responses as detailed in the figure 4.1.1 below.

Table 4. 1.1: Distribution of respondents in relation to gender

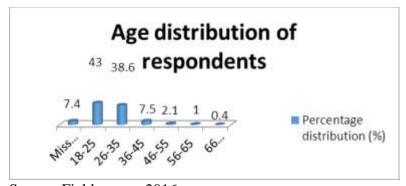| Gender		
	Frequency	**%**
Male	207	64.8
Female	113	35.2
Total	**320**	**100**

Source: Field Survey 2016

In reference to table 4.1.1 above, out of our total sample of the study in Kisumu County, 207 were male and 113 were female. Out of this total, 64.8% were male who responded to our questionnaire and 35.2% were female who responded to our questionnaire respectively.

The significance of the data above indicates that more male readily responded to our data with a higher margin. This indicates that more men tend to listen to listen to programs in the county as opposed to women where only 35.2% were able to listen to the programs. The implication therefore is that this has an impact in promotion of development, since most females did not listen to the programs.

4.1.2: Distribution of respondents in relation to age

The study wanted to identify the age of the respondents as a variable. This was to determine: The level of gratification in tuning or accessing the program in relation to age; whether there is dissatisfaction in level of gratification in watching the program in relation to age as well as to know the implication of that.

Figure 4.1.2: Distribution of respondents in relation to age

Source: Field survey 2016

Out of a total sample of 320, 43% belong in the age group category between 18-25 years. On the other hand, a total of 38.6% belong to the age group 26-35 years, whereas 7.5% belong to the age group of 36-45 years respectively. The remaining number of between the ages 44-55 years and 56-65 years amounted to 2.1% and 1% respectively.

While a significant 7.4% were undecided or did not take part in the study at all. This may be explained by the fact that they never listened to the programs or they were all together uninterested.

The younger group were actually seen to be more interested in listening to programs hence reach of development programs is made easier. The older they become, the less interested they are in the programs hence we need to get a motivational factor to make them listen e.g. making face to face engagements with them, involve them through participatory communication, encourage them and make them feel part of the development agenda, many old people have wisdom which is required by opinion leaders in the community, they are well educated hence influential hence must be part and parcel of promoting development agenda.

4.1.3: Distribution of respondents in relation to level of education attained

Education is one of the most important characteristics that might affect the person's attitude and way of looking and understanding any particular social phenomena. The response of an individual is likely to be determined by his educational status and therefore it becomes imperative to know the education background of the respondents. This would help in understanding the level of influence they have in development agenda

being promoted by the programs and what they do with the information they get from the programs as shown below.

Figure 4.1.3: Distribution of respondents in relation to level of education attained

Source: Field survey 2016

Out of our total sample of 320 on levels of education, a significant number totaling to 202 have college education whereas 44 have primary levels; and 34 have high school levels of education. The 3 categories combined totals to over 292 of our respondents as having gone through primary, high school, college and post graduate level of education. This is a significant number of educated people in Kisumu county ;which by virtue of their levels of education, experience gained elsewhere and position that they may be holding now makes them a very critical group to participate and promote development in Kisumu County.

This is not withstanding that 8.9% did not specify their level of education while an insignificant number of 0.1% were undecided.

4.2 Channel Media Exposure

Income plays an important role in shaping the economic conditions of an individual which in turn is likely to have bearing on the responses about a problem posed to him. We therefore in this study attempted to investigate the income as a variable and the data related to income of respondents as presented in below.

Table 4.2.1: Distribution of respondents in relation to income

Income (median=Ksh.26,000-30, 000)	Frequency	Percentage distribution%
0-15, 000	104	32.5
16,000-20,000	20	6.7
21,000-25,000	90	28.2
26,000-30,000	83	25.9
31,000-35,000	17	5.2
36,000-above	6	2

Source: Field survey 2016

Out of our aggregate sample of 320 respondents, 32.5% of the respondents earned salary under Ksh.15, 000 in 2016, with 28.2% winning a normal of Ksh. 21,000-25,000 every

month. Those who earned Ksh. 36,000 and above had the lowest respondents. This could be attributed to the fact that some respondents' were unwilling to disclose their salaries.

4.2.2 Distribution of respondents in relation to residential area

The type of estate in which a person lives and socializes is likely to have an impact on his belief system and in moulding his own personality. Where one lives is a status symbol in our society. This is likely to boost confidence of a person in understanding and handling a situation or problem. This will have an immense value in giving a response to a problem faced by him hence the estate where one lives was investigated as shown below.
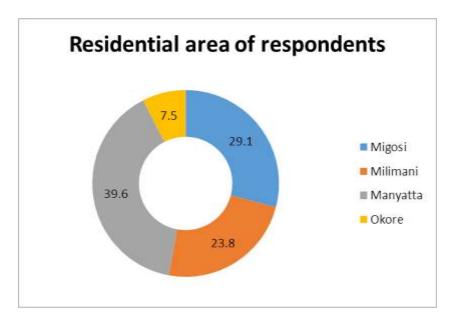
Figure 4.2.2 Distribution of respondents in relation to residential area

Source: Field survey 2016

In reference to table 4.4 above, upto 39.6%, of the respondents live in Manyatta estate, 29.2% live in Migosi, 23.8% live in Milimani, while 7.5% of the respondents live in

Okore estate respectively. It can therefore be concluded that because of economic growth and lack of materialistic resources, Manyatta Estate had large number of respondents.

4.2.3 Media preferences (the channel watched the most) (N=320)

The study sought to find out which media channel was preferred by residents of Kisumu County to access information. This would help in knowing where to air the development programmes, what kind of programs attract Kisumu residents and the channel viewed a lot by them as presented in the pie chart below
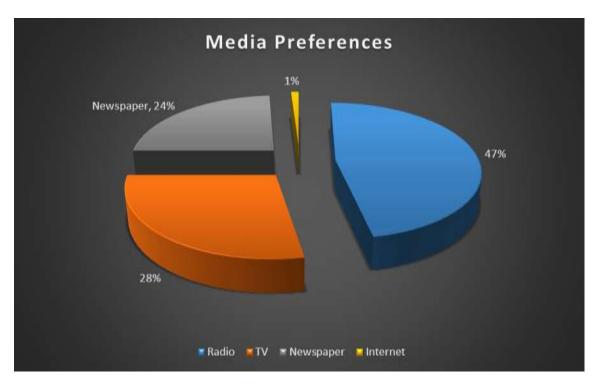
Figure 4.2.3 Media Preferences

Source: Field survey 2016

Out of our total sample of 320 respondents, 46.6% preferred radio, 28.0% said they preferred TV, 24% mentioned Newspaper, while only 1.4% preferred the Internet. These findings indicate that radio broadcasts is still the most preferred source of media for Kisumu County audiences. This is because radio is readily accessible. TV and Newspapers, however, are proving to be strong competitors. This shows that most respondents were satisfied with all aspects of radio and TV.

Table 4.2.3 (a) Radio Preferences

It was key to find out the various radio station that was listened to by the residents of Kisumu County. This would help in getting the satisfactions they derive from their preferences as presented in the table below

Table 4.2.3(a) Radio preferences

STATION	Frequency
Ramogi	55
Lake Victoria	44
Nam Lolwe	34
Kiss FM	6

Source: Field survey 2016

Out of our total 139 radio listeners, 55 tuned to Ramogi fm, 44 lake Victoria, 34 Nam lolwe and 6 listened to Kiss fm. The results on preference clearly indicate that the vernacular stations had a total viewership of 133 out the total sample of 139.

Table 4.2.3 (b): Reasons for Radio Preferences

Radio being the most preferred channel media, we therefore sought to know the reasons why Kisumu residents chose it as presented in the graph below. The reason for preference could be used by development policy makers to promote their agenda during such programs.
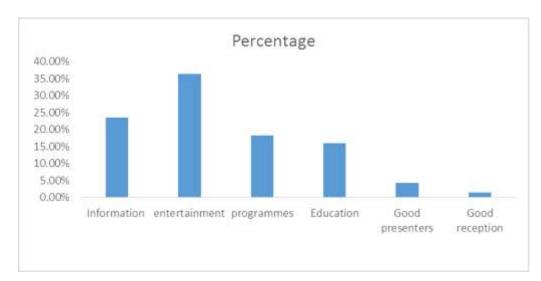
Figure 4.2.3(b) Reasons for radio preference

Source: Field survey 2016

From the results above it is evident that radio offered entertainment, information and programmes offered are the main reason for its preference. In entertainment the programmes most preferred for Radio are rhumba, radio drama, and discussions touching on development record of their county.

The study found that most of the radio listening was at home (65%), while 35% listen to radio in vehicles.

The most popular programme for radio listeners in the municipality are given in the table below,

Table 4.2.3(c): Popularity of Radio Programmes

Programmes	station	Frequency
News	Ramogi	45
Morning show	Lake victoria	56
Entertainment	Nam Lolwe	35
Secular Music	Kiss fm	3

Source: Field Survey 2016

This confirms the earlier findings that Ramogi and Lake Victoria are the most popular in the municipality, followed closely by Nam lolwe which most residents attributed to poor signal when it rains in the county. This indicates bias in Kisumu county residents as they are more incline to radio stations aired in dholuo.

4.2.4: Cross-tabulation of city estates with channel choice

Cross tabulations were drawn to look at the media channel inclination for a specific channel with neighborhoods. This was to determine whether different estates differ in their channel choice. Residents of different estates have different gratification they derive from their channel choice as shown in the graph below.
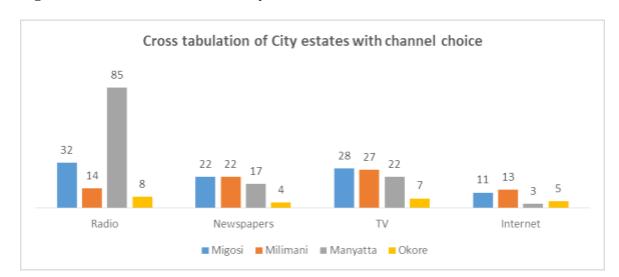
Figure 4.2.4 Cross-tabulation of city estates with channel choice

Source: Field survey 2016

The results, suggest that 85 of the respondents who preferred radio were residents of Manyatta estate. This may be due to affordability and accessibility of radio. Those who preferred TV and newspapers were from Migosi and Milimani estates respectively. The findings also indicate that 13 Milimani respondents selected the internet as compared to only 3 from Manyatta estates. This could be attributed to Milimani residents' accessibility to high tech phones and ownership of laptops where they log into the internet to seek for news.

4.3 Channel Preference and Perceived Credibility

Table 4.3.1: Perceived credibility of preferred media program

Perceived credibility is the extent to which audiences find their preferred media channel and programs reporting credible and trustworthy.

The study sought to find out whether viewers choose media channel they perceive as more credible

4.3.1 Preference for Television

Television being the second most preferred media channel, the study therefore sought to find out why despite the upgrade in its programmes, radio still won majority of the residents hearts. This would ensure that residents who preferred television also spread the development agenda.

Table 4.3.1(a) Preference for Television

STATION	Frequency
Nation	39
KBC	7
KTN	16
CITIZEN	38

Source: Field survey 2016

Out of the total sample of 100 TV viewers. Nation TV was viewed by 39 of the total sample, followed closely by Citizen TV at 38.KBC had the lowest viewership of 7 as a result of poor signal in the county. The study discovered that 61% of the respondents watch television at home with 10% doing so at the place of work. The respondents preferred TV because it tells the whole Cross tabulations were drawn to compare the media channel preference for a particular channel story and the credibility aspect of same. Further they noted that they preferred Nation TV because of its good signal in the area. The reason cited by residents who did not choose KBC is because its media programs are too political.

4.4 Reasons for Television Preference

The study sought to find out about gratifications Kisumu County audiences derive from watching their preferred TV channels. This would help in knowing the kind of program liked by the TV viewers hence determining the programs timing which in turn will help practioners know the time to air development programs.
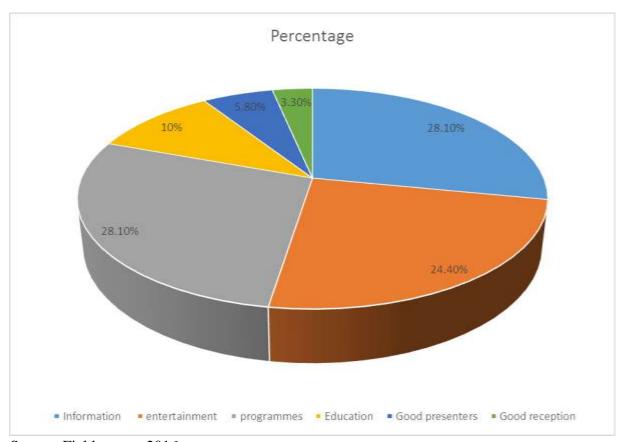
Figure 4.4 Reasons for Television preference

Source: Field survey 2016

From the results above, it is evident that for television, information and programme offered are the main reasons for its competition with radio viewers.

In television, programmes most preferred are television drama, news and gospel music.

4.5 Demographic Influences on Channel Preferences, Gratifications Sought and Media Dependency

The study also sought to find out whether channel preference; gratifications derived; and media dependency may be subject to gender, age, income, and educational status of the respondents.

4.5.1 Gender

A cross-classification was done to figure out if males and females vary in their favored media channel and program.
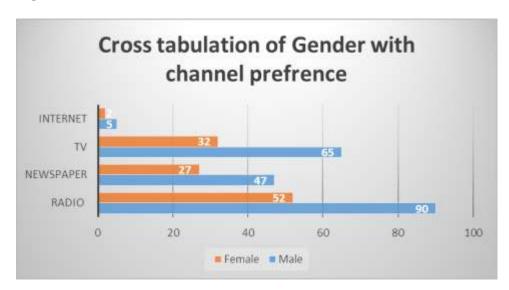
Figure 4.5.1 Gender

Source: Field survey 2016

In reference to figure 4.5.1 above, the finding shows that 90 of the male respondents preferred radio, 65 preferred TV, while 47preferred Newspapers respectively. On the other hand, of the female respondents, 52 preferred radio, 32 and 27 preferred TV

and newspapers, respectively. These discoveries propose that females in Kisumu County have a more grounded inclination for radio than guys. On the other hand guys have a more grounded inclination for TV and daily papers

4.5.2 Income

To determine whether people with varying income levels differ in their preferred TV media program, a cross-tabulation was drawn.

4.5.2(a) Cross-tabulation of income and news channel preference

Income is an indicator of media channel preferences and gratifications sought. People of different income levels obtain different gratifications when they tune on their preferred media channel as indicated in figure 4.5.2(a) below.
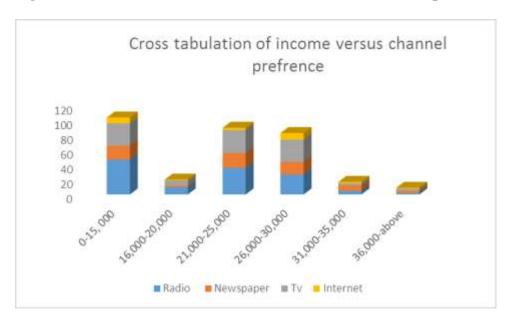
Figure 4.5.2(a) Cross-tabulation of income and news channel preference

Source: Field survey 2016

Out of our total sample of 320, 127 preferred radio, 68 newspapers, 104 TV and 24 the internet. Results indicate that as pay builds, the quantity of radio audience members diminishes, while the individuals who lean toward findings suggest that females in Kisumu County have a stronger preference for radio than males. Conversely males have a stronger preference for TV increases. There is no undeniable pattern among audience who lean toward daily papers

4.5.3 Education level

People with varying education levels differ in the channel preferences. This is so because respondents with post college degree will seek different gratification from the media. Level of education will determine how one analyses or interprets the information being sgared or discussed in the media.

A cross-tabulation was drawn to determine whether people with varying education levels differ in their preferred media program as shown below

Table 4.5.3: Education level Versus Media program

Level of education	channel				Total
	Radio	Newspapers	TV	Internet	
Primary	25	2	15	2	44
High school	15	5	13	1	34
College	103	32	57	10	202
Post college	2	1	7	1	11
Others	15	2	10	1	28
Total					320

Source: Field survey 2016

From the above results, obviously there is a huge contrast in the favored media programs as indicated by the distinctive education levels. The outcomes recommend that audience who like to tune on radio as an inclination have school and post-higher educations. The individuals who got professional preparing tended to read daily papers. The vast majority of the respondents with post-advanced educations watch at the TV media since they need to talk about the issues of the day with others, to fulfill their interest, to be engaged, or to excite their adoration for country.

CHAPTER FIVE: SUMMARY, POLICY IMPLICATIONS CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

The motivation behind the study was to determine Kisumu County audience favored media channels, how they assess their validity; the fulfillment they get from media channel; the degree to which they see themselves as reliant on the specific media channels and their programs; and the apparent roots of this media. The study additionally analyzed the part, impact, and place of demographic factors, for example, age, sex, training and salary on channel inclinations, the delights they acquire from specific media channel, their apparent reliance on these channels, and the causes of that reliance.

5.1 Summary

To accomplish the objectives, it became necessary to reach some prerequisite goals. The research sought to establish the factors that influence media preferences by the media consumers in Kisumu County; determine the factors that influence consumer behavior towards media channels and to determine the factors that influence channel programme genre choices. This chapter reports the conclusions and recommendations that resulted from the study.

To better understand media consumption preferences, the study reviewed three communication theories; Uses and Gratification, Media dependency and credibility theory. The research adopted a mixed method research design. The research engaged in quantitative research whereby the researcher distributed 320 questionnaires.

5.3 Conclusion

The study achieved the objectives thus stated earlier as the study established that indeed Kisumu county residents have preferred media channels.

In spite of media diversity and popularity, radio remains a dominant medium for Kisumu county residents. Albeit radio remains the most powerful, the outcomes recommend that TV is beginning to win more steadfast audience, particularly among the individuals who live in high society local locations .This has challenged TV to overhaul its execution. Accordingly, when individuals return home from work or school, TV media is viewed as a standard partner.

The study found that Ramogi Fm and Lake Victoria were the most preferred while Nation and Citizen are the most popular in Kisumu County. Perhaps investors and development implementers should take advantage of these findings to channel their advertisement through these stations to boost their regional outreach.

Inhabitants of Kisumu County incline toward the media program of the radio channel nearest to them and air in the neighborhood vernacular dialect. Alongside radio, TV channels and daily papers have also been built up and are ceaselessly reinforcing their crowd base. Some television slots create more than one media program, which means more decisions for the media and other data concerning Kisumu audiences.

The programmes, entertainment, information, education, good presenters and good reception are the main reasons for preferred channel preferences by residents of Kisumu County.

31% of the respondents were satisfied with all the aspects of electronic media in Kisumu County. Residents requested for improved network and reception within the county and improvement of programmes in terms of content and presentation. 7% agreed that the programmes aired are informative while 5% urged the stations to stop airing indecent programmes.

5.4 Recommendations

At the end of this study, a number of critical issues have emerged to form part of our recommendations. This study found that radio and TV were the most popular in the country. Perhaps investors should take advantage of these findings to channel their advertisements through these media channels to boost their regional outreach.

Local programmes are popular therefore stations should look into airing more local programmes especially drama. This could be useful in educating the people on issues like HIV/ AIDS and ART (Anti- Retroviral Therapy), environmental conservation and National Heritage.

Due to family values and role modelling of the youth, the study recommends that Television stations, mostly should be more stringent on indecent programmes. This is further worsened by the fact that in most households, there is usually one set which every member watches irrespective of age.

There was a feeling among respondents that advertisers are dishonest so the media stations should vet the advertisement they air to avoid mistrust.

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ANNEXES

Appendix 1: Survey Questionnaire

Thank you for agreeing to participate in this survey of the media channel preferences in Kisumu County in Kenya. This study seeks to examine why audiences choose certain media channels for their information needs. We seek your voluntary participation in this study. Would you please take the time to complete the online questionnaire that follows? You may skip questions or items to which you may feel uncomfortable responding to. You must be 18 years or older to participate in this study.

Please take 10 minutes to complete this survey questionnaire. It includes items that seek general demographic information and your media choice viewing preferences and habits.

If you decide to participate in this study, there may be no direct benefits to you. The findings are expected to enhance scholars' and citizens understanding of contemporary media culture, specifically the antecedents of channel preference and choice behaviors.

There are no foreseeable risks from participating in this study. You will incur no cost from participating in this study.

Your participation in this study should be completely voluntary. You may refuse to participate or leave the survey at any time without penalty or any negative consequences.

Your responses will be kept confidential. No comments will be attributed to you or any respondent in any reports produced by the study.

Survey Questionnaire

1. Channel Preferences and Habits

How often do you access the following source(s) of information (Please tick appropriately)

Media Source	1 Often	2 Once	3 Sometimes	4 Not at all
Radio				
TV				
Internet				
Newspapers				

What programs genre/ information/media do you like? (Please tick appropriately)

Types of media programmes do you like	1	2	3	4	5	6
TV Mean=3.07 Std Dev.=1.062	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Missing
Social issues like Politics, crime, terrorism and insecurity						

Development issues like agricultural and business						
Relationship and family discussions/ issues.						
Education,						
Environment						
Religion						
Sport						
Radio	1	2	3	4	5	
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
social issues like crime, terrorism and insecurity						
Development issues like agricultural and business						
Relationship and family discussions/ issues.						
Education,						

environment						
Religion						
Sport						
Internet	**1**	**2**	**3**	**4**	**5**	
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
social issues like crime, terrorism and insecurity						
Development issues like agricultural and business						
Relationship and family discussions/ issues.						
Education,						
environment						
Religion						
Sport						
Media paper	**1**	**2**	**3**	**4**	**5**	
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
social issues like						

crime, terrorism and insecurity					
Development issues like agricultural and business					
Relationship and family discussions/ issues.					
Education,					
environment					
Religion					
Sport					

Others issues (Please specify) _____

2. PERCEIVED CREDIBILITY OF CHANNEL MEDIA PROGRAMS

The following are statements people have made about the characteristics of information/media programs. Considering the information/media program you watch the most, to what extent do you agree with each of these statements? For each of the following items, please choose only one answer (Please tick appropriately)

Radio	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. It is fair					
2. It is unbiased.					
3. It tells the whole story.					
4. It is accurate					
5. It reflects reality.					
TV	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. It is fair					
2. It is unbiased.					
3. It tells the whole story.					
4. It is accurate					

5. It reflects reality.					
Internet	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. It is fair					
2. It is unbiased.					
3. It tells the whole story.					
4. It is accurate					
5. It reflects reality.					
Newspapers	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. It is fair					
2. It is unbiased.					
3. It tells the whole story.					
4. It is accurate					
5. It reflects reality.					

3. GRATIFICATIONS SOUGHT

The following are statements people have made about the reasons why they prefer particular media channel. To what extent do you agree with each of these statements? For each of the following items, please choose only one answer.

I watch this TV media program because	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I generally watch TV media as part of my daily routine.					
2. It helps me keep up with the world					
3. It informs me about what our political leaders are doing.					
4. I can find information that is important to me.					
5. I like to be knowledgeable about TV media broadcasting.					
6. I want to learn more about important issues.					
7. It helps me to think deeply about some issues.					
8.I have fun / I am entertained					
9.I like the host					

10.I agree with the hosts' opinions & views					
I this listen to radio media program because	**1**	**2**	**3**	**4**	**5**
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I generally this listen to radio media program as part of my daily routine.					
2. It helps me keep up with the world					
3. It informs me about what our political leaders are doing.					
4. I can find information that is important to me.					
5. I like to be knowledgeable about radio media broadcasting.					
6. I want to learn more about important issues.					
7. It helps me to think deeply about some issues.					
8.I have fun / I am entertained					
9.I like the host					

10.I agree with the hosts' opinions & views					
I access the Internet because	**1**	**2**	**3**	**4**	**5**
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I generally access the Internet as part of my daily routine.					
2. It helps me keep up with the world					
3. It informs me about what our political leaders are doing.					
4. I can find information that is important to me.					
5. I like to be knowledgeable about Internet media broadcasting.					
6. I want to learn more about important issues.					
7. It helps me to think deeply about some issues.					
8.I have fun / I am entertained					
9.I like the host					
10.I agree with the hosts' opinions & views					

I read media paper because	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I generally read Newspapers as part of my daily routine.					
2. It helps me keep up with the world					
3. It informs me about what our political leaders are doing.					
4. I can find information that is important to me.					
5. I like to be knowledgeable about media paper media.					
6. I want to learn more about important issues.					
7. It helps me to think deeply about some issues.					
8.I have fun / I am entertained					
9.I like the host					
10.I agree with the hosts' opinions & views					

4. CHANNEL DEPENDENCY

1. When talking to your friends, acquaintances and family members regarding media received from source which media channel comes to your mind first?(Rank in order please)

TV Stations	Reasons
1.	
2.	
3.	
4.	
5.	
Newspapers	
1.	
2.	
3.	
4.	
5.	
Radio station	
1.	
2	
3	
4	
5	
Internet (	

Which channel do you most rely on for media, especially about issues you consider important?

(Please give the channel name_____

The following are statements people sometimes make about a channel and its media program. To what extent do you agree with each of these statements? For each of the following items, please choose only one answer.

TV: I have chosen the channel I specified in the previous question because	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I practically grew up with this channel.					
2. My family influenced my media channel choice					
3. My job requires me to keep an eye on some particular media items or information from this channel.					
4. My interaction with people with media experiences and knowledge influenced my opinion about the					

channel and its media program.				
5. Comments from friends and family influenced my perspectives about the channel and its media program.				
6. Some of my personal experiences influenced my opinion and assessments of this channel and its media program.				
7. Media aired/broadcast through this channel supplies me with the information I need to understand what is going on in my immediate community.				
8. The way this channel presents the media informs me about developments in Kenya society				
9. I feel I can trust this channel to accurately present the most important events going on throughout the world and their impact on Kenyan society				
10. Other reasons (Please specify)				

Radio ; I have chosen the channel I specified in the previous question because	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I practically grew up with this channel.					
2. My family influenced my media channel choice					
3. My job requires me to keep an eye on some particular media items or information from this channel.					
4. My interaction with people with media experiences and knowledge influenced my opinion about the channel and its media program.					
5. Comments from friends and family influenced my perspectives about the channel and its media program.					
6. Some of my personal experiences influenced my opinion and assessments of this channel					

	1	2	3	4	5
and its media program.					
7. Media aired/broadcast through this channel supplies me with the information I need to understand what is going on in my immediate community.					
8. The way this channel presents the media informs me about developments in Kenya society					
9. I feel I can trust this channel to accurately present the most important events going on throughout the world and their impact on Kenyan society					
10. Other reasons (Please specify)					
Internet : I have chosen the channel I specified in the previous question because	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I practically grew up with this					

channel.				
2. My family influenced my media channel choice				
3. My job requires me to keep an eye on some particular media items or information from this channel.				
4. My interaction with people with media experiences and knowledge influenced my opinion about the channel and its media program.				
5. Comments from friends and family influenced my perspectives about the channel and its media program.				
6. Some of my personal experiences influenced my opinion and assessments of this channel and its media program.				
7. Media aired/broadcast through this channel supplies me with the information I need to understand what is going on in my immediate				

community.					
8. The way this channel presents the media informs me about developments in Kenya society					
9. I feel I can trust this channel to accurately present the most important events going on throughout the world and their impact on Kenyan society					
10. Other reasons (Please specify)					
Newspaper: I have chosen the channel I specified in the previous question because	**1**	**2**	**3**	**4**	**5**
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I practically grew up with this channel.					
2. My family influenced my media channel choice					
3. My job requires me to keep an eye on some particular media items					

or information from this channel.					
4. My interaction with people with media experiences and knowledge influenced my opinion about the channel and its media program.					
5. Comments from friends and family influenced my perspectives about the channel and its media program.					
6. Some of my personal experiences influenced my opinion and assessments of this channel and its media program.					
7. Media aired/broadcast through this channel supplies me with the information I need to understand what is going on in my immediate community.					
8. The way this channel presents the media informs me about developments in Kenya society					
9. I feel I can trust this channel to accurately present the most					

important events going on throughout the world and their impact on Kenyan society				
10. Other reasons (Please specify)				

Demographic information

1. What was your age on your last birthday? _____ Years

2. What is your gender?

a. Male

b. Female

3. What is the highest educational level you have attained?

a. Primary Level

b. High school Level

c. College graduate

d. Post- graduate training

e. Vocational training, stand-alone school or others

4. What is your Level of income after taxes in 2015? _____

5. In what estate do you currently reside? (Please name the estate).

_____

6. Do you have any suggestion for how to improve media channels? In which channel and what are you suggestions? (Please give the name)

_____

Appendix 2: Certificate of fieldwork

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

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-3318062, Ext. 28089, 28061
Director's Office: 254-02-2314201 (Direct Line)
Telex: 22095 Fax: 254-02-245586
Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: **CERTIFICATE OF FIELD WORK**

This is to certify that all corrections proposed at the Board of Examiners' meeting held on _30/6/2016_ in respect of M.A./Ph.D final Project/Thesis defence have been effected to my/our satisfaction and the student can be allowed to proceed for field work.

Reg. No: _K50/70463/2013_

Name: _BRENDA ANYANGO OGUTU_

Title: _AN ANALYSIS OF MEDIA CHANNEL CONSUMPTION_

PREFERENCES AMONG RESIDENTS OF KISUMU COUNTY.

POLYCARP OMOLO OCHILO   9th Nov. 2016
SUPERVISOR   SIGNATURE   DATE

Dr Samuel Siringi   9-11-2016
ASSOCIATE DIRECTOR   SIGNATURE   DATE

Dr. Ndeti Ndati   11-11-2016
DIRECTOR   SIGNATURE/STAMP   DATE

Appendix 3: Certificate of corrections

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

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-3318252 Ext. 2800C, 28061
Director's Office: 254-02-2314201 (Direct Line)
Telex: 22036 Fax: 264-02-245566
Email: directorso@uonb1ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 31|10|2016 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can now be prepared for binding.

Reg. No: K50/70463/2013

Name: BRENDA ANYANGO OGUTU

Title: AN ANALYSIS OF MEDIA CHANNEL CONSUMPTION PREFERENCES AMONG RESIDENTS OF KISUMU COUNTY

POLYCARP OMOLO OCHILO   9th NOV. 2016
SUPERVISOR   SIGNATURE   DATE

DR Samuel Siringi   9-11-2016
ASSOCIATE DIRECTOR   SIGNATURE   DATE

Dr. Ndeti Ndati   11-11-2016
DIRECTOR   SIGNATURE/STAMP   DATE

11 NOV 2016

75

Appendix 4: Originality Report

Turnitin Originality Report

AN ANALYSIS OF MEDIA CHANNEL CONSUMPTION PREFERENCES AMONG RESIDENTS OF KISUMU COUNTY   by Brenda Ogutu K50/70463/2013

From Project Final & Corrections (MA Commrinication theory)

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Appendix 5: Declaration of originality form

UNIVERSITY OF NAIROBI

Declaration of Originality Form

This form must be completed and signed for all works submitted to the University for examination.

Name of Student _BRENDA   ANYANGO   OGUTU_

Registration Number _K50/70463/2013_

College _HUMANITIES   AND   SOCIAL   SCIENCES_

Faculty/School/Institute _JOURNALISM   AND   MASS   COMMUNICATION_

Department _SCHOOL   OF   JOURNALISM_

Course Name _MASTER   OF   ARTS   IN   COMMUNICATION   STUDIES._

Title of the work _AN   ANALYSIS   OF   MEDIA   CHANNEL   CONSUMPTION_
PREFERENCES   AMONG   RESIDENTS   OF   KISUMU   COUNTY
DECLARATION

1. I understand what Plagiarism is and I am aware of the University's policy in this regard

2. I declare that this _____ (Thesis, project, essay, assignment, paper, report, etc) is my original work and has not been submitted elsewhere for examination, award of a degree or publication. Where other people's work, or my own work has been used, this has properly been acknowledged and referenced in accordance with the University of Nairobi's requirements.

3. I have not sought or used the services of any professional agencies to produce this work

4. I have not allowed, and shall not allow anyone to copy my work with the intention of passing it off as his/her own work

5. I understand that any false claim in respect of this work shall result in disciplinary action, in accordance with University Plagiarism Policy.

Signature _____

Date _11/11/2016_

77