

**INFLUENCE OF MAINSTREAM MEDIA IN EFFORTS TO ERADICATE
GENDER STEREOTYPE AMONG THE YOUTH IN RIRUTA LOCATION,
NAIROBI CITY COUNTY**

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DECLARATION

This project paper is my original work and has not been presented for a degree in any other University.

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This project paper has been submitted for examination with my approval as University Supervisor.

Signature.....

Date

PROF. WILFRED SUBBO

DEDICATION

I dedicate this project to my late mother, Mary Boke Mahanga, and all the women who encourage fellow women.

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First and foremost I wish to acknowledge my dear husband, Nicholas Gitau, for having paid my school fees and believed in me. I do not take that for granted.

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ABSTRACT

The study examined the influence of mainstream media in efforts to eradicate gender stereotypes among the youth in Riruta location, Nairobi City County. Field work was conducted in the same place, Riruta. The motivation of the study was the general observation of the amount of time that the youth in Riruta, and indeed other towns in Kenya, spend interacting with media of one kind or the other.

The study was conducted qualitatively. The major source of information was the use of questionnaires. Participants were chosen according to their level of education, that is, post-secondary education. In addition, more males were interviewed than females, that is, 52% and 48% respectively.

The main reason for gender stereotyping as agreed by majority of the informants was seen to be advertising. It was found that there is a common expectation that there should be certain portrayals of the gender roles for the media to command viewership.

The recommendations suggest that the media is a powerful tool that can be used to eradicate gender stereotypes.

CHAPTER ONE

BACKGROUND OF THE STUDY

1.1 Introduction

Media as one of the cardinal pillars of democracy has colossal clout to act as an overseer in the society. It is the mirror that reflects all the occurrences in the society today. The ability of the media to sway the masses affirms the assertion that the media is a very important tool in influencing opinions, ideas, and even choices in the society today.. Television, considered one of the most prominent forms of media consumed today, is on the forefront as a critical tool in influencing the thought patterns in the society today. In Kenya, just like many other nations in the world, television has since become one of the most essential media of mass communication. Mass consciousness by means of the media on various topical issues of economical, political, and social significance is the single most hallmark of modern democracy (Gauntlett, 2008). In-fact, as Aalberg & Jenseen (2007) disclose, the media has greatly contributed to the development of the society today through its influence on the governance strategies today. More often than not, it has been observed that information on political and economic issues eclipse the social issues. The social issues in the society are not accorded the kind of significance of communiqué that they merit. Social issues such as those of violence against women and the various forms of gender disparities essentially stalk from variation both in terms physical and economic ability between women and men are infrequently given the significance that they deserve (Aalberg & Jenseen, 2007)

The role of the media in the development of the society today cannot be overemphasized. The media is responsible for reporting on both the historical and current events in the society, equally, the media is responsible for mobilizing the populace on various topical issues (Carter & Steiner, 2004). Based on this assertion, it is logical to deduce that the media is a critical factor in the endorsement of gender equality, a social phenomenon which is prevalent in the society today. As discussed by the Global Media Monitoring Project, women, as compared to men, are more likely to be featured as victims in news stories and to be identified according to family status. In addition, the feminine gender is also less likely,

in comparison to the males, to be featured in the headlines of major world news, and to be considered ‘experts’.

Stereotyping is equally ubiquitous in the media today. The feminine gender is often depicted exclusively as “homemakers” and “caretakers” of the family. Further, the women are shown to be almost totally dependent on their male counterparts, or as substances of attracting the attention of the males. According to Benshoff & Griffin (2004), the stories that are done by the female reporters have a higher probability of challenging stereotypes as compared to those done by the male reporters. Notably, there is plenty of evidence to admit that there is a link between the involvement of women in the media and major improvements noticed in the presentation of women in the media today. Occasionally, men have equally been subjected to negative stereotyping by the media today. They are characteristically depicted as commanding and overriding. This essentially means that there is very little room for a substitute mentality in regards to masculinity. The media tends to debase men who are engaged in the domestic roles which are considered spheres of women. Such portrayals have the ability to sway perceptions of the society regarding their expectations of men and women in the society.

Based on the assertions of Southard (2008), individuals conceive their gender identity as early as two years in their age.. As children develop, they progressively achieve a sense of their gender identity and consequently associate various activities and objects with the identity of their gender. Toddlers can turn down participation in an activity since he or she has learnt to associate the activity with the opposite gender (Sigelman & Ryder, 2006). As further noted by Morris (2006) adolescent boys are continuously harassed for involvement in activities that are considered feminine in nature (McClure, 1999). Based on the findings of Taylor (2003), the society influences deeds and shapes the lives of the individual members of the community. Taylor lays emphasis on the fact that behavior is as a result of both nature and one’s “nurture.”

To display the disparity in gender in the globe today, a research carried out by the UN in 2011 revealed that women carry out almost two-thirds of the world's labor. In contrast though, they earn only a tenth of the world's proceeds. The women are the majority of the illiterates in the world as well showing the extent to which the discrimination against the feminine gender has been entrenched in the society today. Gender roles, as often portrayed in the media, depict women as gentle, cosmetic, cooperative, and emotionally sensitive. Conversely, the men are shown to be logical, aggressive, autonomous, assertive, and financial providers,(Wood & Reich, 2006). Rouner et al., (2003) further notes that the men are viewed as dominant over women in many aspects (Morris, 2006). It is agreeable that the media present the female gender in a negative manner as compared to the men. While the males are professed as industrious and aggressive, the feminine are considered submissive and very fragile (Aubrey & Harrison, 2004). Ellis & Armstrong (1989) further notes that Women, as compared to men, are more likely to exhibit empathic emotions .

One of the most controversial issues in the media today involves the depiction of women as objects of sex (Morris, 2006). By having adolescents appraise adverts based on gender, Rouner et al. (2003) discovered that there were frequent cases where the females displayed their body unnecessarily. The adverts were full of sexual connotations and majorly used women to achieve such ends. Video games, continues Glascock (2001) have furthered this unfortunate perception by females in a manner that potrays women as objects of sex. The pressure that the society continuously exert on the women to pursue external beauty and remain attractive is entirely based on the need to make men appreciate the women. This essentially lowers the status of the women in the society and makes them play a second fiddle to their male counterparts in the society today Compared to the males, the media has conventionally portrayed women as dressed inappropriately and sexually provocatively (Glascock, 2001; Signorielli & McLead, 1994). Further, the teenage girls captured in the media today have constantly displayed passiveness and obsession with shallow issues such as relationships and shopping and consequently casting away serious issues such as academics and personal growth and development (Morris, 2006).

1.1.1 Kenyan Media Use

Print media

Kenyan print media readership is relatively small; approximately 37 percent of Kenyans surveyed said they had not read a newspaper in more than a year (Ashong and Batta, 2011). Readership trends are higher in more urban areas. Those print media with the highest readership include, hierarchically, the Daily Nation, the East African Standard, and Taifo Leo, with the latter enjoying more popularity in different regions of the country (Ashong and Batta, 2011). According to the audience research company Synovate, every quarter newspapers lose one percent of their readership, who are migrating either to radios or are receiving content in other ways (likely the internet and SMS breaking-news alerts issued by the same newspapers).

Radio

Nearly all Kenyans are radio listeners and use the radio as a source of news and information rather than for mere entertainment (Ashong and Batta, 2011). A recent survey found 89 percent of Kenyan adults get their news and information via radio at least once a week, and many of the listeners report trusting the broadcasts that they choose to listen to. The most prevalent method of listening to radio broadcasts is FM radio; AM waveband is a popular second. Shortwave and mobile phone listening are also alternative listening methods used on a consistent basis. However, internet and satellite radio listening lags far behind other media (Ashong and Batta, 2011). The number of private radio stations continues to grow. Among the most trusted and favored stations are Radio Citizen, the state-run KBC Kiswahili, Inooro and Easy/Nation. Radio Citizen and Easy/Nation broadcast in English only, while Inooro bills itself as the only “pure Kikuyu station,” Inooro broadcasts in the tribal language but provides entertainment in various vernaculars. KBC Kiswahili broadcasts programs in both English, regional, and vernacular dialects.

Television

The four most popular television stations are Citizen TV, KBC, Kenya Television Network and Nation TV. As illustrated in the section below, media ownership is an issue of concern. The major broadcast corporations control several media platforms, including radio,

television, and print (Ashong and Batta, 2011). The radio market seems to be over-saturated and does not offer many opportunities for new development or investment, while television lacks adequate local content and focuses on general issues. More investment is moving towards new platforms based on mobile phone technologies and the internet, with the expectation that the data mobile market will increase in the years ahead.

Average, urban television viewers watch 5 different television stations every week. This is in comparison to their rural counterparts who watch an average of two channels every week (Gluscock, 2001). This is a sign that the level and extent of penetration of the media in the urban centers is deeper as compared to the penetration level in the rural centers.. In terms of duration of watching television, the urban viewers spend an average of 10.6 hours watching television on a weekly basis compared to their rural counterparts who spend 6.6 hours a day; a difference of 4 hours. This disclosure of trends of television viewing indicates that viewing of tvs is at its peak during prime time which is between 7:00 pm to 9:30 pm in Kenya.

Mobile Phones and Internet

The mobile phone industry has made significant gains in the Kenyan market and thus influencing, albeit in the positive, the internet connectivity in Kenya.. Remote regions have witnessed massive exposure due to the advent of the use of mobile telephony in Kenya. In fact, a survey undertaken in 2009 by KNBS indicates that close to, 90 percent of the Kenyan adult population are using mobile phones to communicate today (Ashong and Batta, 2011). Based on the findings of ITU, the mobile telephony subscriptions hit 72% of the Kenyan population in the year 2011. This was a significant improvement from the 58% registered in the year 2010 (ITU, 2010). The most popular aspect of communication through the mobile telephony, says the reports, was attributed to the SMS or the short message services. In addition, the advent of the mobile money transfer services further improved the use of mobile telephony services in the country today (Ashong and Batta, 2011).

Regardless of the widespread access to phones and the associated services, Audiencescapes.org (2010) has since discovered that other innovative uses of mobile phones have been ignored by majority of the Kenyan population. Based on the 2009 communication

survey in Kenya, it was noted that not many people subscribe to the SMS news reception system where individuals receive updates on various topical issues in the society (Audiencescapes.org, 2010).

In general, newspapers and magazines remain largely for educated urban dwellers. There are several hindrances to wide circulation of newspapers, including the logistical challenge of distribution to rural communities, literacy limitations and high purchase prices forced by constrained advertising environments (Ossome, 2011).

1.2 Statement of the Problem

Media's responsibility in any democratic system is to help create mass consciousness on various political and socio-economic issues. As mentioned earlier, the media channels in the society today have given a lot of preference to the economic and political news over the social aspects of life. This has advertently led to the gender issues being ignored in the society today. The media has systematically failed to portray women as equal, albeit in a unique manner, to their male counterparts.. It has since been observed that the women should be emphasized further in the current media in a more responsible manner. The media, being a mirror in the society, is obliged to highlight social issues in the society such as gender based violence in the contemporary society today, the declining sex ratio, sexual harassment and domestic violence molestation. Comprehensive empowerment of the women can only be successful if the political, cultural and social together with other dimensions of human life are considered. This is only possible if development entails the participation of women in the development agenda. Notably, the electronic media has become one of the most dominant media of mass communication. The depiction of women as subservient to their male counterparts is a very "disturbing trend," notes Audiencescapes.org (2010). Most disconcerting, however, is the lopsided coverage of sensationalized sadism in the media. As noted by Ossome (2011), sexual animalization of the feminine gender women has remained an exceedingly marketable commodity in the society today and the mass media is keen to exploit it to the fullest regardless of the manner in which it degrades women in the society today. "Commoditization" of women as "objects of sex" in all the advert in the media should be regulated and ultimately stopped. The Media

can either be an accessory to gender based bigotry or it can confront the gender biasness through the provision of balanced coverage.

As disclosed earlier in this discourse, the mass media plays a critical role in influencing the populace. Specifically, the younger generation has been largely influenced by the media today. When exposed to numerous gender messages, children or the younger generation for that matter, are more likely to sanction the typecast. These stereotypes can harmfully influence and limit opportunities for the feminine gender by lowering the dignity and self esteem (Eisend, 2010). It is possible that media only reinforces gendered-attitudes regarding male and female behaviors; thus deepening society's embedded cultural values and interpretations of gender. Shrum (1999) studied the relation between television viewing and attitude strength, concluding that television can certainly reinforce viewers' attitudes. Consistent messages not only reinforce existing beliefs, but may generate new attitudes and a resistance to counter information. Thus, more exposure leads to higher likelihood of TV-cultivated attitudes and judgments.

. It is important to study how media influences gender stereotype because it is an issue that affects society. Gender stereotype affects the individual, family and society psychologically, physically and financially (Krug *et al*, 2002). Media roles involve informing and educating people, thereby setting an agenda. How media reports on gender may influence how society views and treats different genders. In some cases, the information may change mindset and even educate leaders to take steps towards rectifying a wrong or improving positive aspects by coming up with relevant policies and solutions.

1.3 Scope of the study

Media has increasingly become a powerful tool both in educating the masses and for entertainment purposes. The ability of the media to reach a huge number of individual has made a preferred tool to influence the masses and even to advance ideologies. As mentioned by Eisend (2010), the continued influence of the media especially in today's generation has enabled the issues of sexuality and gender to be addressed through it. In this research study, the manner in which the mainstream media has been used to eliminate stereotyping amongst

individuals in the society has been explored. This research investigation investigated the a variety of mainstream media and their responsibilities in informing the society about gender stereotyping and how these stereotypes can be eliminated. To develop a strategy through which the media can be incorporated in solving gender stereotyping, this research study has identified some of the forms of gender stereotyping that are present in the society today and how the current generation has progressively propagated these stereotypes. The focus of the study is amongst the youth who are considered as very active consumers of both the erstwhile and the emerging forms of media in the society.

1.4 Research Questions

1. What types of stereotypes are available in mainstream media that have an influence on the youth in Riruta Sub County; Nairobi County?
2. What are some of the forms of mainstream media that have been employed in the society today to eradicate gender stereotyping among the youth in Riruta sub county; Nairobi County?
3. What are some of the strategies that the mainstream media has employed to help in the eradication of gender stereotyping amongst the youth in Riruta Sub County; Nairobi County?

1.5 Broad objective

The focus of this study is to inspect the influence of mainstream media in efforts to eradicate gender stereotype among the youth in Riruta sub county; Nairobi County.

1.5.1 Specific Objectives

1. To examine the types of stereotypes in the mainstream media that have an influence on the youth in Riruta sub county; Nairobi County
2. To identify the forms of mainstream media that are playing a significant role in eradicating gender stereotyping To among the youth in Riruta sub county; Nairobi County

3. To examine the strategies employed by the mainstream media in eradicating gender stereotyping in Riruta sub county; Nairobi County

1.6 Justification of the Study

This study is likely to benefit the following ministries: The Ministry of Devolution and Planning, the Ministry of Gender, Children and Social Services and the Ministry of Information, Communications and Technology. The research provides recommendations, which can be incorporated into various policies, especially concerning how media reports on gender stereotype. Through the findings and recommendations of this study, the government can come up with good policies for directing society's attitude and behavior change for the purpose of generating and attaining desired social outcomes.

The study may be useful to the media fraternity in Kenya. The study highlights how media reports on violence and its recommendations may shape how the media frames stories on gender stereotype in future. Public benefit organizations (PBO) and other related organizations involved with gender violence crises or media may use information in this study to enrich their work.

The scholars will also get the fundamental information for supplementary studies along the equivalent line to bridge any knowledge gap. It provides the participation to the academicians in developing suitable course outline and content for the students of the media and other interested parties. This study could add value to the existing body of knowledge and may be constructive to researchers and academicians.

1.7 Assumption of the Study

1. This research investigation is founded on the assumption that the media has a very central role in influencing the dispositional beliefs in the society. Based on the theoretical concepts of "mediated culture," this research inquiry notes that the media is significantly involved in the development of culture and thoughts in the society today. This work is equally anchored on the premise of culturist theory which asserts that individuals are

capable of interacting with the media and subsequently create meanings out of the content that they watch or see in the media (Eisend, 2010).

2. Further, this study assumes that the youth, who are the targeted study population, are the main consumers of the current mainstream media are the youths.
3. The paper assumes that the effects of the mainstream media on the perceptions of the youths are eminent. In the data collection process, this study assumes that all the respondents will give responses to the questions asked and thus the final data will consist of all responses of the sampled population, this is in addition to the fact that the sampling strategy that has been used has “included” all the respondents in the study population. This is to mean that the work assumes the sampled population is indeed a true reflection of the target population

1.8 Study Limitations

This research is confined to understanding the effects of the mainstream media in the eradication of gender stereotyping in youths in Riruta Sub County; Nairobi County. While the general focus of the study is to develop a deeper understanding of how the media has been used to eradicate gender stereotyping in the society today, time and resource limitations confined the researcher to do the study within Riruta and extrapolate the findings to the wider society. Essentially, limited resources (time and money) were at interplay in limiting the researcher to within Riruta sub-county and later extrapolate the findings of the study. The researcher also noted that there are not very many reference materials on the media and the society in Kenya especially academic publications. The few reference materials present were a little old and did not have the current expositions on the manner in which media has been used in Kenya, Nairobi to eradicate gender stereotyping.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This segment of the study is characterized by review of related literature. The section contains: introduction, literature review related to the factors in consideration. The theoretical framework will also be included and a conceptual framework drawn up.

2.2 Types of Stereotypes in Mass Media

Preceding literature has productively probed gender roles in numerous categories of media in the society like television adverts (Eisend, 2010), prime-time television movies; music television videos (MTV), and children programs (Taylor, 2003),

Occupational condition between men and women in the media shows a lot of variance. The males are conventionally portrayed as ranking very highly especially in their careers as compared to the women (Eisend, 2010). Further, the men are also portrayed as having a high standing in the social strata (Glascock, 2001). Morris (2006) observed that men, relative to the females were most likely to be depicted in a career scenery in popular magazines in the society while the women on the other hand, were portrayed in more or less vague, familial, and ornamental scenes which are not considered pertinent issues that the society is dealing with currently. likewise, women in prime-time TV shows are conventionally depicted to be concerned with marital roles even as the men were engaged in more productive occupational roles in the society (Lauzen et al., 2008).

Women who are single are inclined to have professional careers as compared to those women who are married (Elasmar et al., 1999). There is a possibility that these changes are pegged on the fact that more women are currently pursuing superior education and securing jobs (white collar jobs) than ever (Glascock, 2003). It is also imperative to note that the marital standing of women is more widely known, relative to the men and further, the parental responsibilities in families are reserved for the women (Glascock, 2001). As main characters, women are likely to be involved in a romance or family, or are shown as young, single, independent, and free of work and family issues (Elasmar et al., 1999).

An observation by Knill, Pesch, Pursey, Gilpin & Perloff, (1981) deduced that women were offered authority as merchandise representatives. Nonetheless, these products were utilised in bathrooms and the kitchens. All the previous stereotypes, entailing women largely depicted as mothers and housewives were still in existence (Knill, et al., 1981).

In their studies on television commercials, Allan and Coltrane (1996) riveted their focus on gender exhibition of key characters and the conditions in which it mottled. Their outcome suggested that there has been a shift in the images of women in the society and not any iota of change in the masculine gender. Allan and Coltrane (1996) noted this change by taking into consideration categories such as the voiceovers were still mostly by males, thus no change was recorded. Further, the men are still preferred as essential players in most adverts. Conversely, Allan and Coltrane (1996) found out that the women are the central figures in adverts and were likely to be shown displaying the traits of masculinity.

While these changes in perception may point towards a trend, Allan and Coltrane (1996) observed that these changes were not very momentous. Various studies indicated that the women are not only portrayed as housewives but equally in business settings (Ferrante, Haynes & Kingsley, 1988; Lysonski, 1985;). Venkatesan and Losco (1975) found evidence of a descending trend between the years 1961 and 1975 in the depiction of women as objects of sex in magazine adverts. Lysonski (1983) presents proof of a decline in the portrayal of women as reliant on men in magazine adverts between the years 1974 to 1980.

Investigations on modern-day Hollywood films indicate that political messages and ideologies are predominant in films, representing the thoughts and antagonism of the social scheme in effect at the moment (Ryan & Kellner 1990). Particularly, throughout the time phase when the second wave of feminism revolution was underway, Hollywood was still establishing the same brand of movies, depicting men and women in a traditional way. The movies disregard the ideas linked to the feminist movement that was occurring or elevating ideas contrasting the feminist ideologies (Benshoff & Griffin 2004). Moreover, Hollywood still seem to symbolize gender in such a way that still preserves a “patriarchal advantage” (Benshoff & Griffin 2004).

Depiction of some characters is able to work towards giving explanations to the socio-political scenery at a time, relating to opinions of political activities, for instance the feminist activities in opposition to patriarchic domination of women, or the black rights movements focused on emancipating the blacks in societies where white supremacy thrived. (Ryan & Kellner 1990).

There are numerous inquiries relating to feminism which focus on one of the most popular television shows *Sex and the city*. (Akass & McCabe 2004), Arthurs 2003, Southard 2008). The study made by Stillion in regard to the television show, *Sex and the city* pointed out that the cast within the show have some distinctive features. Most of the characters in the show, as observed by the viewers, are predominantly white in colour and most notably, females in term of their gender. These white females, as he show indicates, are better educated and have a strong economic background. According to Ryan & Kellner (1990) this show was based on the post-feministic era when the female gender was positively portrayed in the media. Although, there are diverse opinions regarding this assertion,, some concur that feminism is constantly changing and there several diverse ways of studying this within the contextual framework of the show, *Sex and the City*.

Based on the studies of Stillion Southard (2008), the show, *Sex and the City* pushes the boundaries of gender and interrogates the present social standards within the show in several diverse ways.

In many of the Kenyan communities, there is a strong conviction that once an individual is married, the females become an integral part of another different family. This, tied with the question of bride payment have persistently influenced the manner in which parents present their assistance in educating their children. As already known, parents favor the education of their male children as opposed to those of their female children because of the perceived “economic returns” they are likely to get from their sons (Odaga & Heneveld, 1995). Rathus and Jeffrey (1992) avow that stereotyping has traditionally worked to the shortcoming of women. Chege and Sifuna (2006) disclose that women’s contribution to formal education is subjective to the cultural expectations and values that one subscribes to

in the society. These effects, continues Chege and Sifuna (2006), are even felt in regions where the significance of women education is esteemed.

Wortman, Loftus & Marshal, (1992) assent that gender responsibility prospect of the children are still intact regardless of the very many changes that have been witnessed in the society today. Cultural beliefs can influence the educational consequences of both the males and the females. Based on the assertions of several cognitive psychologists, once customary stereotypes of ‘things that belong to boys’ and ‘things that belong to girls’ are resolutely recognized within the mind of the child, they tend to influence what the child can perceive and recall (Wortman, Loftus & Marshal, 1992). Siann and Ugweubu (1980) notes that the incapability of girls to achieve well in secondary school and at the university can be attributed to the expectation that men are the chief providers in any marriage setup. This anticipation is predominant in numerous cultures and can be unfavorable to gender involvement in a range of actions. In some communities in Kenya, the dominance of the gender is buoyed by culture and it trickles down to the school and further influence one’s participation in school.

Kamuyu (2001) asserts that the schools in the rural areas were influenced by the cultural practice of the surrounding community – in this case, the Nandi culture which is highly patriarchal. These established circumstances restrain the girls in such a way that they are not capable of participating entirely in mixed sex deliberations.

Lindgren (1980) notes that sex-role stereotypes do not allow individuals to determine their destiny nor develop their personality. Hetherington, Locke and Parke (1999), propose that dependency is negatively related to intellectual achievement whereas sovereignty, brazenness and eccentricity are more likely to lead to thinking creatively and solving problems. Meighan (1986) proposes that girls who diverge from the anticipation of conventionality peril acquiring the label of ‘dominating’, ‘talkative’ or ‘intellectual’ while those who kowtow develop a self-concept that allow for their silence and their passive role. According to Lahey (1995), those who fail to conform to the expectations made for them are viewed as abnormal and are often objects of anger and ridicule. According to Kandaswamy

(2005), few women still pursue careers in science and technology because parents set limits for their children. In India even though roughly 45 per cent of students in engineering colleges are women and many graduate with honors, less than 10 per cent go on and pursue a full time career as an engineer. Within the Indian middle class society, degrees in engineering and medicine are used as a status symbol for girls to land a husband. Children, especially boys, are still raised to believe that they are the prime wage earners while women's is just additional.

2.3 Effects of Stereo-types on Gender Feminism

The image that the media has created of women also reflect stereotypes of cultural nature that depart markedly from reality girls and women are dramatically underrepresented. In prime-time television in 1987, majority of the speakers were men and not the women

The desire of youthfulness and beauty in women even control news shows, since female newscasters are anticipated to be younger and physically striking, and less candid than males (Craft, 1988; Sanders 6, Rock, 1988).

The media has shaped two descriptions of women: good and bad. These opposites are used to dramatize variances in the cost that transpire to the good and bad women. Good women, according to the media, are usually depicted as pretty, respectful, and focused on home and family. Further, they are considered subordinate to the men.

The other reflection of women the media suggested to us is the evil one. For instance, Alex in *Fatal Attraction*, is a quintessential depiction of this imagery

In the prime-time television schedules, pretty women are portrayed favorably characters such as Claire Huxtable on "*The Cosby Show*," is a perfect exemplum of this imagery. She is depicted as an attorney with a flourishing career.

Stereotypes converse to stigmatized persons the accusations that specifically diminish their group's social personality. "African Americans, for instance, are likely to be knowledgeable that they are considered intellectually inferior and violent; The women are labeled as emotional and poor in judgement (Crocker, Major, & Steele, 1998). One aspect that may take part in the perpetuation of these stereotypes is commercials on the TV. The ceaseless broadcasting of stereotypic images helps in affirming these thoughts within the audiences.

Although the unambiguous messages are intended to sell products, the unspoken stereotyping enclosed in TV commercials could have additional global influence on the perception of the viewers. Very few people would challenge the idea that the mass media continue to transmit stereotypic descriptions; conversely, the dispute gets affirms that these commercials play a significant part in imparting cultural perceptions on the mind of the viewers. According to Bretl & Cantor (2008), the typical American spends over 35 hours of TV in one week. This translates into slightly more than 39,000 commercials that are consumed by individuals every year. Surely this means that a cultural imprint is left on the viewers that would be critical in the manner in which these viewers perceive and or judge issues

Psychological studies have articulated apprehension over the implications of widespread contact to gender-stereotypic media images. Lovdal (2009) argued that recurrent viewing of TV commercials is able to strengthen sex-role stereotypes in the society today. Likewise, Lavine, Sweeney, and Wagner (1999) recommended that commercials are a exceedingly invasive medium where gender stereotypes can be shaped and activated.

Drawing from hegemonic theories of Gramsci and Althusser,(2012) research demonstrates how media texts act as the locale of the assembly, contestation and struggle over larger cultural understanding of issues like gender-based violence, and how the media let down gender bias and stereotypes in Africa. Her work continues to be widely cited in research on press coverage of gender. Gadzekpo (2009), for instance, draws on some of the framing techniques discussed in Steeves' (1997) research in her qualitative content analysis of how the press in Ghana authenticate or annul certain discourse surrounding domestic violence. Similarly, Worthington's (2011) investigation on how the *Sowetan Online* (the online version of South Africa's popular newspaper, *Sowetan*), framed rape stories is based on Steeves (1997) conjectural perspectives.

Kenyan women had contributed extremely to what is known as the family unit as they specialized in maintaining their households, rearing children and emotionally supporting their respective husbands. Regardless of the adversity and scale of poverty that continue to

devastate the country; women have persistently contributed to the economic development of the country. The media domination continues to control the media enterprise as men uphold their dominance and assert their control on the industry, thus creating an ambiance of total dominance of the occupation and continue to set 'limits and the extent' to which women are concerned in the decision making process. In general, women are portrayed disapprovingly in Kenyan media. One assertion is that very few women are part of the representation of the Kenyan media. The other assertion is that the misrepresentation of women is due to men dominating media stratum with no appreciation for women's role in the sustainable development of media. According to Amina (2002), the progressively more global and commercial structures of media institutions do not sit easily with the adoption of gender-sensitive measures. Kimani (2001) indicts the Kenyan media on their politics of exclusion, noting that the Kenyan media is guilty of stereotyping and is caught in this web of inharmonious culture that continues to exclude women. She contends that leaders in the media industry continue to give women little voice, demean them through various forms of stereotypes, and increase their susceptibility, all of which now contributes to trapping women in the vicious circle of poverty

Any relation between gender pigeonholing and the gender divide in achievement-related choices is in all probability, determined by many factors. This is reflected in the complexity of the templates that have proposed that there are inviolable links between the two concepts (Eccles, 1994). When negative stereotypes targeting a social identity provide an outline for interpreting deeds in a given sphere, the peril of being adjudicated in terms of, those negative stereotypes can suggest an unsettling situation amongst stigmatized individuals. This situational dilemma, as explored by Kimani (2001) is called *stereotype threat*. Stereotype threat has a capability of undermining the performance capacity of the stigmatized individual (Davies, Spencer, Quinn, & Gerhardtstein, 2002). Susceptibility to stereotype peril calls for individuals to understand the stereotypes that are associated to their stigmatized social identities (Steele et al., 2002). Since all people have varied social identities that are stigmatized in one way or the other, placed in the right social context, the peril of stereotype threat has a potential of undermining the performance of an individual in the society. For instance, men are exposed to stereotype threat in social loci that involve

emotional warmth (Leyens, De'sert, Croizet, & Darcis, 2000). In contrast, women are susceptible to stereotype threat in customarily manly domains that claim a sex-based incapacity (Davies et al., 2002).

One of the most imperative types of schemes employed for orientation in the social setting in Kenya, entail the stereotypes that correspond to the notions amongst the members of a certain group concerning the other groups.. For the reason that many simplifications and generalizations that they fabricate, stereotypes create imperfect, subjective and sometimes phony image of certainty. They are time and again based on beliefs and are defiant to any form of amendment. Even though both of them can have both positive and negative tinges, the latter is more widespread.

2.4 Effect of Stereotypes on Gender Relations

According to Sen, (2001), Budlender, (2004) and Nordic Consulting Group (2004), the concept of gender is built into social structures and institutions, and helps to shape people's behaviors and interpersonal relationships. Literature on gender relations (Chant, et al 1997; March, et al 1999; Budlender, D. 2004; MoGLSD, 2005 and UNICEF, 2006) reveal the social relations between men and women and girls and boys ascribed to them by society. The literature points out the attributes of masculinity and femininity that are acquired during socialization as a member of a given community. Chant, et al (1997) reports that rigid socialization of children confines their capacity to accomplish their full ability and more often than not, girls grow up to replicate the subsidiary roles into which they are accustomed to in the society. Boys, on the other hand, are restricted by expectations of manliness and they are habitually raised to think that they are better than girls and thus the girls should play a second fiddle to them. According to March, et al (1999), this socialization obviously leads to the relegation of women in the society. In fact, according to Budlender, (2004), this is perhaps the origin of domestic violence and disengagement of males from issues of family life. While major strides have been made in entrenching women empowerment in the social fabric today, the slow pace of these reforms is notable. For instance, gender discrimination remains permanent in almost all spheres of the society, millions of women all over the world remain helpless amidst the threats that

By the perpetuation of the rights of women's rights, the society is capable of protecting the female gender. From evidence, it has since been noted that women whose rights are satisfied are more likely to guarantee that girls freely access adequate nutrition, education, health care and protection from any form of harm in the society. A UNICEF inspection of selected developing observed that, averagely, children whose mothers are not well educated have a higher probability of staying out of school. This is in comparison to those whose mothers had the privilege of attending schools (UNICEF, 2007). Since gender associations are an elemental component of life since they are profoundly rooted in societies irrespective of where one hails from. It is vital to establish their control on recognition of child rights. Cultural customs can be responsible for inequality and prejudice as gender stereotypes stay customary and uncontested

Following in the wake of the political liberalization, women's advocacy organizations created a potential new space that didn't previously exist under the one-party system. These organizations spearheaded the struggle for women's liberation, which can be seen as the beginning of a women's faction. The significance of a women's interest group is seen in terms of a cognitive space filled with the interaction between different groups, organizations, and institutions (Eyerman and Jamison 1991). This position falls into a broader category of recent research on culture and social movements influenced by post-structuralism and postmodernism, which extends the perspective of movement culture as a process in interaction with other institutions. It focuses on the new symbolic codes created by groups that challenge the status quo and are expressed through different forms of public discourse (Taylor and Whittier 1995). The mass media is only one dome for public communication; nevertheless it is the most vital one for social activities since it is the only site that offers a potentially collective public dialogue (Gamson 1995; 85). The mass media plays a critical task for the wider dissemination of ideas and issues, since it permits novel ideas and issues to be discussed as part of the public agenda, as opposed to in more closed circles. In this way, the media helps redefine collective identities.

Increased television viewing, according to Allan & Scott (1996), is linked to more stereotypical views, particularly the issues of gender. Gerbner, Gross, Morgan and Signorieli (1980) disclosed that for those who spend a lot of time on TV have narrow perceptions of the world based on what they watch on TV. These heavy viewers, furthers Gerbner, Gross, Morgan and Signorieli (1980) make out the world based on what they view on their television screens (Gerbner, et al., 1980). Based on the assertions of Gerbner, it is arguable that if on average a single American spends close to six hour of television, then this would lead to grave indoctrination of television stereotypes. Majority of the American populace will view the world based on the formed opinions that they pick up from the TVs.

Gender relations and the status of women in Kenyan society are molded by a set of factors related to tradition, legislation and culture. Kenya is a country with great local variations and ethnic differences, and female-male relations are therefore likely to differ considerably from one area to another. Class and age are also factors which influence women's position in society. Thus Kenyan women are not a homogeneous group (GoK, 2010). In general, women in Kenya have a subordinate position to men. This is in particularly the case with reference to the marriage institution, where the power of the man in his role as a husband and father is virtually indisputable (GoK, 2010). The male prerogative within the family is regarded as a natural privilege, which Kenyan men of all categories are reluctant to relinquish voluntarily. This attitude is not least pronounced among the male elite.

In Kenya, in spite of the extensive and continuing prejudice against the feminine gender, the government has performed dismally to prioritize the abolition of such favoritism. While the government is cognizant and recognizes the insufficiency of the existing legislative agenda to ensure conformity with the principle, it has not done much to push any form of legislative reform. This is according to Majanja & Kiplang'at (2003). A stride in an effort to transform socio-cultural models of conduct to get rid of prejudices against women has been the reforms in the Kenyan school curriculum. The erstwhile 7-4-2-3 educational system, according to Majanja & Kiplang'at (2003), encouraged gender stereotypes by depicting women in their traditional responsibilities (as mothers and housekeepers). The new system

however, has now been altered and women are currently portrayed as engaged in nation building in all sectors of the economy and not prevalently as “home-makers.”

2.5 Effect of stereotypes on triple roles

In most low income households especially in the developing world economies, the women conventionally have a triple role. Their work stretches from the spheres of reproduction and child bearing, but they are also required to participate in the provision of labour force (Moser, 1993). Several issues related to gender are common to all sectors of the social-economic and political fabric. These issues include rights of access to education, wealth ownership; together with institutional restrictions entrenched in policies, indicating a strong need to mainstream gender issues.

Gender aspects have a propensity to comprise different domestic errands as women; in comparison to their male counterparts tend to balance house responsibilities with their income generating obligations. These tasks may limit significantly, the time that women have in order to hunt for other opportunities in life. They also sway what women call opportunities for local investments, for instance, women are able to put access to clean water instead of constructing a road (Rathgeber, 1996). A common attribute is that these gender roles are unequal meaning that more often than not, the men (or the male gender for that matter) have superior management over decision making as compared to the female gender. This has obviously widened the inequality gap between the two genders. Trebilcot, J. (1984), Donchin, A. (1986) and Snyder, et al (1995) argue that gender roles are entailed in the domestic philosophy that lays emphasis on typecasting of women as home makers. Where girls and boys do totally different types of work, families have diverse hope regarding their future. Girl’s roles and responsibilities are usually associated with their future role as wives and mothers. These roles relate to carrying out domestic activities, child bearing and rearing and caring for adults. Boys on the other hand, are brought up as the bread winners of the family. This has been found to reinforce the recognition of the domestic globe and the household as the ‘woman’s sphere’ and the public as ‘man’s place’.

Estimates demonstrate that women and girls contribute just about 80% of the labor force for food production, 60%, 70% and 90% for planting, weeding, and harvesting respectively. The women's and girls' labor efforts are mainly concentrated on the subsistence food crop in contrast though the males are engaged in the production of cash crops. This essentially puts men in a pole responsibility of controlling the various important stages of production.

The proponents of gender equality, on realizing that gender roles are not congenital but learned, challenged stereotypes and insidious prejudice that kept women socially and economically deprived. Regardless of the calls for gender impartiality and the proof that as societies undergo economic transformation, partition of labor in the households also shifts tremendously. Shifts in gender roles and associations often meet opposition, in particular from tradition.

In Kenya, the work of women' has frequently been viewed simply as "homemaking." in most low-income households, the women, in addition to their roles of housekeeping, are engaged in performing reproductive work (Moser 2008). This "triple role" of women is enormously essential to identify based on the fact that such a small proportion of this work is remunerated and thus often imperceptible to development policy makers. The general health and customary of living of a community is reliant upon the roles that the women within it perform. As mothers and the primary caretakers of children, women have a substantial commitment in their productive work. The prescribed returns that a woman earns have a greater consequence on the dietetic status of her children and other members of her household than does a man's. A mounting number of studies have shown that there is a greater commitment of a women's income than a man's to everyday subsistence and nutrition (Dwyer and Bruce 2005). This actuality is magnified in the case of women-headed households.

It is women who, as a consequence of their economic and household roles, have mobilized for the formation and success of local protest groups. Within their gender-ascribed role of mothers and wives the women struggle to manage their neighborhoods (Moser 2008).

The "triple role" of women, including reproductive, productive and community functions, is a singular role. As demonstrated above, each part is completely contingent upon the others. The failure to investigate and develop plans accountable to this role of women has caused and continues to cause major problems in development schemes.

2.6 Theoretical Framework

According to Trochim (2006), a theoretical framework guides research by determining the types of variables and statistical relationships in the study. Mugenda and Mugenda (2003) posit, "A theory is a set of concepts or constructs and the interrelations that are assumed to exist among those concepts". They argue that it provides the basis for the variables to be tested in a study. The study is guided by Cultivation Theory.

2.6.1 Cultivation Theory

According to Gerbner et al (1993), the cultivation analysis theory gives a deeper understanding of how one's exposure to the mainstream media influences his or her perception of the society as a whole. Gerbner, Gross, Morgan and Signorielli (1993) stated that in the society, that which is most accepted or popular for that matter, tends to promote overriding cultural ideologies in the society. While studying the consequences of protracted contact with television, researchers have since observed that long-term contact with the media has certain implications on the overall thought blueprint and assumptions made by individuals in the society. In return, this is what leads to the development of biases in the society. In affirming the relevance of this theory, Gerbner et al. (1993) discovered that the television, for instance, has become a principal regular basis of socialization and daily information, typically in the form of amusement, which in turn has develop into part of a communal countrywide culture. To this upshot, they stress that "the experience to the total blueprint rather than only to precise genres or programs is what accounts for the traditionally new and separate consequences of living with television: the nurturing of communal conceptions of actuality among diverse publics Gerbner et al (1993). According to Gebner, this is the quintessential illustration of how the cultivation theory develops.

Just like the TV sets,, newspapers equally play a crucial task of disseminating information and molding the attitude of the audience, their thought processes, particularly in regards to the individuals who are recurrently exposed to them. For instance, it is not exceptional to come across certain biases extant in the society and definite to certain persons which may vary from those individuals who are not exposed to a specific type or form of media. Political biases for instance, which could be of great concern to those who frequently read newspapers and consequently are more inclined to develop certain ideas because of them being exposed to some news in the papers. This explains the manner in which newspapers may contribute to the cultivation theory a posited by Gerbner.

Arendt (2010) sought to study the reality of the effects of cultivation that do arise from being exposed to newspapers in terms of the perceptions of the readers' social constructs and opinions in the context of Gerbner's theory of cultivation. In his discourse, he validates the study by enlightening on the other related studies that have largely borrowed the cultivation theory in analyzing the manner in which newspapers, just like other forms of media, help in the formation of human perception. Essentially, this affirms that the media is very pertinent in the formation of one's thought process. One will most definitely perceive the society through the prism of what one constantly reads through the media. In Kenya today, issues such as relationships, careers and careers have constantly found their way in the newspapers. It has since been found out that the presence, and constant discussions of these issues in the print media today has greatly influenced the thoughts of many young people. Many teenagers, for instance, are basing their career choices on what they read on the newspapers. In addition, many teenagers subscribe to the philosophies of relationships that they get from the newspapers as well. Their world view is essentially limited to or defined by the type of media that they interact with mostly

2.7 Conceptual Frameworks

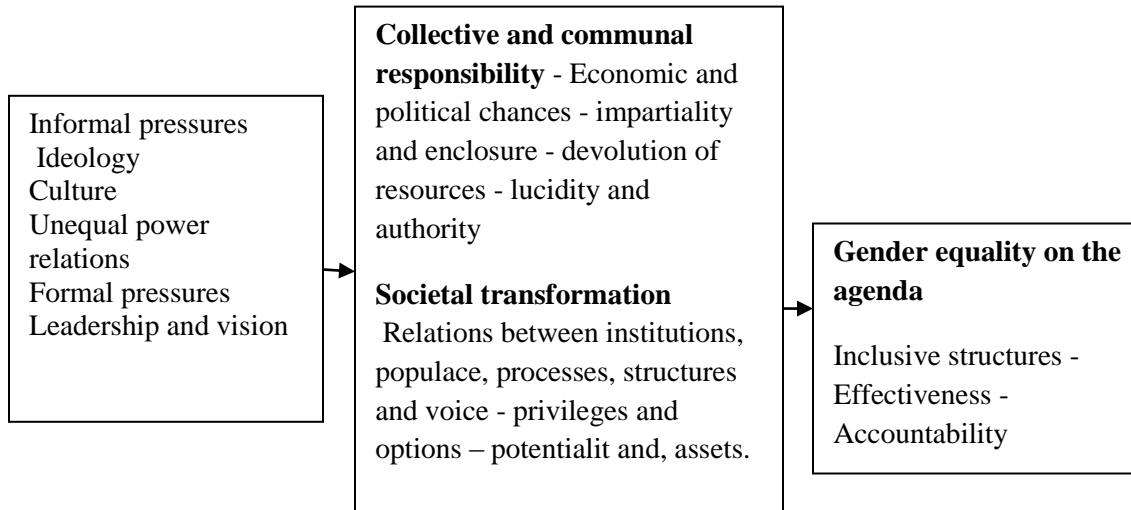


Figure 2.1 Conceptual Framework

Moreover, gender mainstreaming is also defined by DFID as a twin-track approach whereby the integration of both sexes’ concerns into the development process is regarded as one component and specific activities targeted at women’s empowerment as the other. The eventual outcomes of this strategy are increased equality and empowerment (Moser, 2005). This strategy is better demonstrated in the following figure:

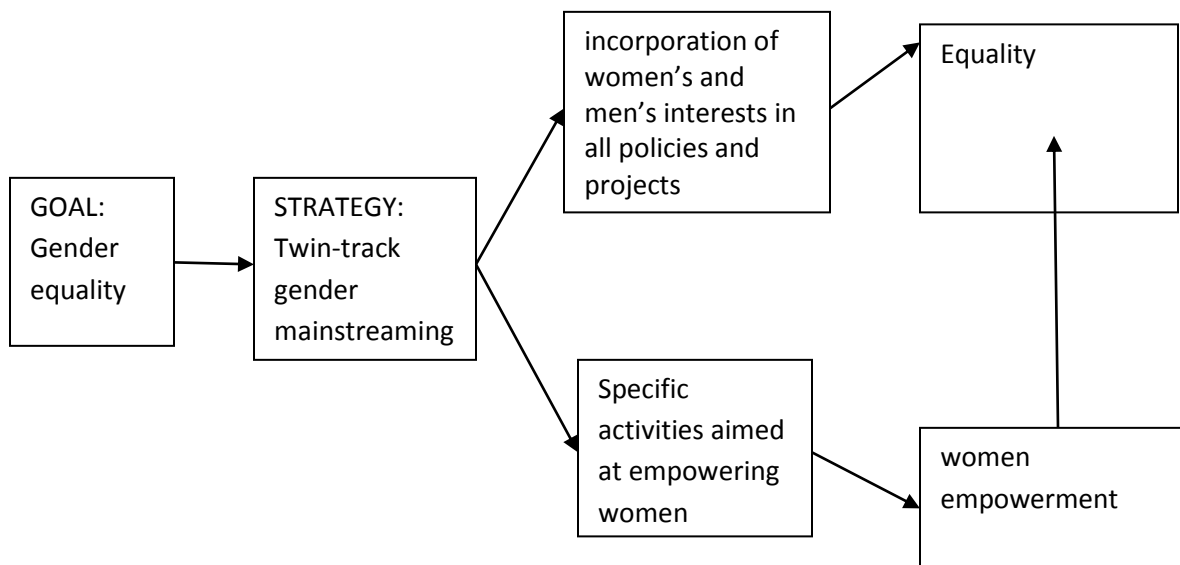


Figure 2.2: DFID gender mainstreaming strategy (C. Moser, 2005, p. 582)

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This section will discuss the research design, target population, data collection methods, procedures and instruments used in data collection as well as analysis and presentation of the collected data. It will also outline the ethical issues. In addition, this section will discuss the philosophical disposition that the researcher adopted to help establish responses to the research questions in the study. Based on the assertions of Kothari (2004), research methodology is the systematic way of solving the research problem.

3.2 Research Philosophy

As disclosed by Eisend (2010), research philosophy is the belief regarding the methodological approaches that should be used in the study. It defines the manner in which the researcher will gather the relevant study data, analyze the specific data and later make the relevant inferences from the results of the analysis. This research investigation has adopted both the positivism and interpretivism research philosophies. Essentially, this means that the researcher used the pragmatism or the post positivism research philosophy.

The researcher intends to generate subjective responses from the sampled population through questionnaires. This affirms that interpretivism research philosophy which lays emphasis on the fact that subjective assertions of the respondents have poignant implications on discussing specific phenomena under study. In this regard, the respondents were asked on their feelings regarding the role of the mainstream media on gender stereotyping in Riruta area in Nairobi country. In addition to the subjective assertions based on interpretivism, this study used logical and objective discussions to help understand how media helps in influencing perceptions regarding gender stereotyping. Through the literature review undertaken in this research investigation, the writer intends to develop objective responses to the research questions (positivism philosophy). Pragmatic research philosophy is achieved through this approach where the researcher combines both the interpretivism and positivism philosophical dispositions.

3.3 Research Design

This study was based on a descriptive study primarily using quantitative analysis to examine the influence of mainstream media on gender stereotype among the youth in Riruta location; Nairobi County the responses to the identified research questions. As a subset of descriptive research plan, the researcher will use several survey methods to help in meeting the objectives of the investigations. In addition to the descriptive approach, the investigation will employ, to an extent, a systematic review of literature as a way of developing a deeper understanding of the theoretical constructs of the research study. As discussed by Eisend (2010) the combination of these two research designs is meant to enhance the depth of the study. The advantage of using descriptive studies is that it's a quick and inexpensive method of study and the researcher will have control over selection of subjects. Notably, this project paper is based on the quantitative study where the researcher will be involved in the collection of statistical data, manipulation of the same and making relevant inferences from the analyzed data.

3.4 Target Population

As disclosed by Eisend (2010) the target population in any research process is the “cosmos” from where the sample to be used in the study is selected. In this study, the targets population is based in Riruta Sub County and consists majorly of youths. According to estimates from the Kenya bureau of statistics, there are close to 26, 500 youths in the targeted study area. The researcher therefore picked her study sample from a population of 26, 500 through a systematic sampling approach.

3.5 Sample Design

Sampling technique provides a range of methods which enables reduction of data to be gathered, by focusing on information from a smaller group instead of all the cases (Mugenda and Mugenda, 2003). The sampling design used is a probabilistic sampling methodology. The choice of the probabilistic sampling methodology, as discussed by Eisend (2010) is because it gives an equal chance or probability of selection of the respondents in the study population. The use of this technique in this research investigation will give a fair chance to all the 26,500 youths in Riruta of being selected in as a sample population in the study. The

researcher employed systematic random sampling, a type of probabilistic sampling strategy which entails the selection of the respondents from what Eisend (2010) refers to as an “ordered sampling frame.”

3.6 Sample Size and sampling procedure

A sample is a part of the populace that is selected in such a way that their distinctiveness are reflective of those of the main cluster from which they were chosen (Henn, Weinstein & Ford, 2010). The sample was taken from individuals who are less than 35 year old and are actively involved in social networks and other forms of media. In this study, the researcher intends to interview 50 youths from Riruta. As mentioned earlier in the study, systematic random sampling methodology will be used. Sample size intended to be interviewed is 50 youths.

3.7 Data Collection Instruments

This study will employ both Primary Data as well as Secondary Data to help in establishing the responses to the drafted research questions.

3.7.1 Primary Data Collection

The primary data collection strategy that will be employed in this study will be the use of questionnaires. The questionnaires consisted of both structured and semi-structured questions that will be administered to the sample population. The researcher engaged the sampled respondents on a brief discussion to get their consent before administering the questionnaires. The researcher asked the respondents the contents of the questionnaires and collect the responses herself from the respondents. This was to ensure that all the responses from the sampled population were collected, collated, sorted and the responses analyzed. Before the research tool is administered to participants, pre-testing was carried out to ensure that the questions were relevant and, clearly understandable. This pre-testing involved three households two weeks prior to the study. The responses that were collected from the respondents during the testing session were included in the final analysis. The relevance of this pre testing, according to Eisend (2010) was to enhance the validity (content) of the study. In addition, the research intended to incorporate expert opinion on the

representativeness and suitability of questions in the questionnaire as a way of improving further the content soundness and dependability of the data that will be collected.

3.7.2 Secondary Data Collection

The researcher undertook an elaborate literature review in the study to help develop further the theoretical framework of the study. Through this, publications such as journals, books, and online references were used in the investigation to help build on the theoretical precepts of the study and give objective conclusions in the research. The research inquiry intended to combine both the primary and secondary data collection strategies to ensure that the conclusions made in the discussion are based on both firm theoretical principles and even subjective foundations which cannot be totally eliminated in any quantitative survey research.

3.8 Data Analysis and Reporting

The data collected will be analyzed quantitatively and qualitatively using the Statistical Package for Social Science (SPSS) Version 32. The computed data will be analyzed using descriptive statistics including frequencies, means, and percentages. Interpretation of the data will be done within the frame of reference of the research problem. Qualitatively analysis will involve sorting the data into themes, categories and patterns. This will enable the researcher to make general statements in terms of the observed attributes hence conceptualization.

3.9 Ethical Issues

The researcher will be keen not to include the names of the respondents in the questionnaire; rather, a code necessary for identification of the respondent will be used. This will not be geared toward preserving the identity of the respondent, but rather, for the sake of data organization. The researcher is cognisant of the desire by the respondents to remain anonymous in the study. As a way of further enhancing the ethical institutes of the research investigation, the study, intended to have a consensual agreement with the respondents in the study sample. This will be achieved through the signing of a consensual agreement in the questionnaire by the respondents committing that indeed he agrees to be subjected to the

interview session. The survey will only proceed after the respondent appends his signature on the questionnaire. As will be indicated in the questionnaires, the study will be used in academic and not for any other purpose. This will be clearly communicated to the respondents in the study.

CHAPTER FOUR

RESULTS

4.0 Introduction

This section gives the results of the quantitative analysis undertaken by the researcher to establish and understand the concept of gender stereotyping in the media within Riruta today. The section gives a summary of the reliability tests undertaken by the researcher to establish the relationship between various variables relevant in answering the research questions. Further, this section gives the descriptive of the respondents who were interviewed in the study

4.1 Reliability Tests

As a measure of reliability of the responses on the Likert scale, a Cronbach's Alpha test was performed. The test was meant to measure the internal consistency of the questionnaire – Likert items. As illustrated in the output table below, the first computation of Cronbach's Alpha revealed that the level of internal consistency was very low (*0.331*). This meant that the questionnaire was not a reliable one in its current state. However, a further analysis expressed in Appendix 1 revealed that the reliability of the questionnaire would be improved if the first item on the Likert tale would be removed. The item, *Gender roles are represented in many popular forms of media* was then removed from the questionnaire and the Cronbach's alpha significantly improved (*0.87*). This is indicated in Table 4.1 Cronbach's Alpha in the presence of all the items in the questionnaire.

Table 4.1 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.331	.389	9

Cronbach's Alpha after standardization

After standardization, the analysis revealed a high level of reliability courtesy of the omission of one item from the Likert items. Evidently, this is a further proof that the analysis taken in this study meets the foundational requirement of reliability in terms of answering the proposed research question. The table below discloses the Cronbach’s Alpha after the omission of one item (described earlier) in the Likert scale.

Table 4.2: Descriptive Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.087	.155	8

4.2 Descriptive Statistics

In this section of the study, the basic characteristics of the respondents will be discussed. This section will give a consummate assessment of some of the basic features of the data as received from the field. The relevance of descriptive statistics is to be able to give the summary about the samples interviewed. These features include the age of the respondents, the gender of the respondents, and other features of the respondents deemed relevant in the data analysis process.

4.2.1 Gender of the Respondents

The study interviewed more males as compared to females. From the summary output table below, 26 (52%) of the respondents subjected to this interview were males; this is in comparison to the 24 (48%) of the respondents who represented the female gender. As mentioned earlier in the study, a total of fifty respondents were subjected to this interview.

Table 4.3: Gender of the respondents

		Frequency	Percent
Valid	Male	26	52.0
	Female	24	48.0
	Total	50	100.0

4.2.2 Age of the Respondents

Majority of the respondents interviewed in the study were younger (between 18 and 25 years). This group was established to have taken (60%) of the total respondents who were subjected to the study. Further, it was noted that the age group between 26-30 accounted for (24%) of the total number of respondents interviewed. They were the highest in number to be interviewed. (16%) of those who were interviewed were those who were aged between 31 years to 35 years

Table 4.4: Age of the Respondents

		Frequency	Percent
Valid	18-25	30	60.0
	26-30	12	24.0
	31-35	8	16.0
	Total	50	100.0

4.2.3 Academic Background of the Respondents

The study sought to establish the academic background of the respondents who were subjected to the interview. From the results, it emerged that the majority of those who were interviewed 24 (48%) had diploma level certificates. In addition, the undergraduates, who comprised of 15 (30%) of the total population of the respondents who were interviewed, formed the second highest majority to be interviewed in the research study. The certificate level had a (20%) representation in the study while holders of post graduate certificates were

represented by (2%) of the respondents interviewed. Summary Table 4.5 gives a summary output of the representation of the respondents in terms of their academic qualifications

Table 4.5: Academic Background of the Respondents

		Frequenc	
		y	Percent
Valid	Certificate	10	20.0
	Diploma	24	48.0
	Undergraduat e	15	30.0
	Postgraduate	1	2.0
	Total	50	100.0

4.2.4 Current Occupation

The study established that quite a majority of the respondents in the study were employed. From the results, (48%) are employed while (24%) are in some sort of business engagements. Meanwhile, (14%) of those interviewed in the study represented the non-employed and those who are engaged in farming activities respectively. Table 4.6 below indicates the summary of the responses from the field.

Table 4.6: Current Occupation

		Frequency	Percent
Valid	Business	12	24.0
	Employed	24	48.0
	Non-employed	7	14.0
	Farming	7	14.0
	Total	50	100.0

4.3 Media and Perceptions

The study discovered that majority of the respondents who were engaged in the study were mostly exposed to the internet media (40%) as compared to the minority of the respondents who were mostly engaged with the television or the digital media (38%). Further, the responses established that the respondents who were mostly exposed to the print media accounted for only (10%) of those respondents who were subjected to this interview. Meanwhile, the rest of the respondents, (2%) admitted that they were mainly exposed to “other” forms of media which was mainly represented by the radio. The summary output table below (Table 4.7) gives the percentage composition of the respondents in terms of the form of media that they are mostly exposed to in the society today.

Table 4.7: Media and Perceptions

		Frequency	Percent
Valid	Print	10	20.0
	Television	19	38.0
	internet	20	40.0
	other	1	2.0
	Total	50	100.0

4.3.1 Does the Media Influence your Society Perception

According to the results in the summary table below (Table 4.8), the media does have an influence on the perception of the society on various topical issues. This is represented by the majority of the respondents (72%) as opposed by the minority (28%) who admitted that they think the media does not really have any significant influence on the perception of the society.

Table 4.8: Media Influence on Society Perception

		Frequency	Percent
Valid	Yes	36	72.0
	No	14	28.0
	Total	50	100.0

4.3.2 Can the Media be used to Understand Gender Roles?

Through the study, the concept of gender roles was discovered to be an important component of the media information. The study sought to understand whether the gender roles can be understood through the use of the media. From the results in the table below (Table 9), (74%) of the interviewees opined that the media can be effectively used in understanding gender roles. In contrast, (26%) of those who were subjected to the interview disclosed that the media cannot be used to understand gender roles in the society.

Table 9: Understanding of Media on Gender Roles

		Frequency	Percent
Valid	Yes	37	74.0
	No	13	26.0
	Total	50	100.0

4.4 Stereotypes in the Mainstream Media

4.4.1 Why Gender Stereotyping is common in media today

The study endeavoured to give a reason as why gender stereotyping is predominantly witnessed in the media today. From the results, outlined in Table 4.10 below, (52%) which is the majority of the respondents, did agree that the reason as to why gender stereotyping is common in the media today is because of adverts. Majority of both the print and the digital media get their revenue through adverts and so they are willing to compromise on many issues including gender stereotyping. (28%) disclosed that marketing is the biggest issue in

gender stereotyping in the media today. Meanwhile, (20%) of the respondents admitted that the reason why gender stereotyping in the media is common today is for the generation of humour. Table 10 gives a complete insight into these responses.

Table 10: Stereotypes in the Mainstream Media

		Frequency	Percent
Valid	Humour	10	20.0
	Marketing	14	28.0
	Advertising	26	52.0
	Total	50	100.0

4.4.2 How Mainstream Media Advance Gender Stereotyping in the Society

The study sought to establish some of the modalities by which the mainstream media has advanced the problem of gender stereotyping in the society today. In the responses, (44%) disclosed that men are considered strong and brave in the media today. In contrast, 4% disclosed that women are considered helpless and childish in their dealings. (8%) of those who were interviewed further disclosed that the mainstream media paint men as logical while women are considered as very emotional according to the (44%) of the respondents who were interviewed in the research study. Table 11 below gives the summary output table.

Table 11: How Mainstream Media Advance Gender Stereotyping in the Society

		Frequency	Percent
Valid	Men are considered strong and brave	22	44.0
	Men are logical	4	8.0
	Women are helpless and childish	2	4.0
	Women are emotional	22	44.0
	Total	50	100.0

4.4.3 Forms of Gender Stereotyping is being advanced by the media today

What are some of the forms of gender stereotypes that have been advanced by the mainstream media today? In response to this question, the research study discovered that the majority of those who were interviewed admitted that domestic behaviours were the main form of gender stereotypes being advanced in the media today. This was represented by (40%) of the respondents. Meanwhile, (38%) of those who were interviewed mentioned that occupation is a form of gender stereotype as compared to the (16%) who disclose that personality traits is a major form of gender stereotyping being advanced in the media today. Physical appearance was represented by (6%) of the respondents today. Table 12 gives the summary of the results.

Table 4.12 Forms of gender stereotyping is being advanced by the media today

		Frequency	Percent
Valid	Personality traits	8	16.0
	Domestic behaviours	20	40.0
	Occupation	19	38.0
	Physical appearance	3	6.0
	Total	50	100.0

4.4.4 Most stereotyped gender by media today

From the responses of the interviewees, it is evident that the female gender is the most stereotyped in the media today. Majority of the respondents admitted to this assertion. (64%) of the respondents mentioned that the females experienced a lot of stereotyping as compared to the males (36%). Table 13 below gives the summary output pertaining to the issue of the most stereotyped gender in the media today.

Table 4.13: Most stereotyped gender by media today

		Frequency	Percent
Valid	Males	18	36.0
	Females	32	64.0
Total		50	100.0

4.5 Gender stereotyping in the media today

Are gender roles represented in many popular forms of media today? Based on the responses from the respondents, majority (42%) strongly agreed that in the popular media today, gender roles are always represented. This is in comparison to the (32%) of the respondents who “agreed” that gender roles are represented in many popular forms of the media today. Further, (12%) disagreed to the assertion that gender roles are represented in the media today. Meanwhile, (8%) and (6%) remained neutral and “strongly agreed” that gender roles are represented in many popular forms of media today.

Table 4.14: Gender stereotyping in the media today

		Frequency	Percent
Valid	Strongly disagree	3	6.0
	Disagree	6	12.0
	Neutral	4	8.0
	Agree	16	32.0
	Strongly agree	21	42.0
	Total	50	100.0

4.5.1 Gender stereotypes are found in children’s television programming

Are there any forms of gender stereotyped programs in the television programs meant for children in the society today? Majority of the respondents agreed that children programs are not spared the concept of gender stereotyping. Their programs, according to (46%) of the respondents, have gender stereotypes. Meanwhile, (32%) of the respondents “strongly

agreed” that the children programs have episodes of gender stereotyping in them. (10%) remained neutral even as 6% either disagreed or strongly disagreed that gender stereotypes are found in children’s television programming. Table 15 below gives the summary output.

Table 4.15: Gender stereotypes found in children’s television programming

		Frequency	Percent
Valid	Strongly disagree	3	6.0
	Disagree	3	6.0
	Neutral	5	10.0
	Agree	23	46.0
	Strongly agree	16	32.0
	Total	50	100.0

4.5.2 Gender stereotypes are found in prime-time television

Most programs with gender stereotypes are found during prime time in television. This was affirmed by (44%) of the respondents who “strongly agreed” that gender stereotypes are found in prime time television. Moreover, (40%) of the respondents “agreed” to the same as compared to the (10%) of the respondents who remained non-committed to the assertion that gender stereotypes are found in prime-time television. The respondents who “disagreed” and “strongly disagreed” that gender stereotypes are found in prime-time television were represented by (4%) and (2%) respectively. This is illustrated in Table 16 below.

Table 4.16: Gender stereotypes found in prime-time television

		Frequency	Percent
Valid	Strongly disagree	1	2.0
	Disagree	2	4.0
	Neutral	5	10.0
	Agree	20	40.0
	Strongly agree	22	44.0
	Total	50	100.0

4.5.3 Gender stereotypes are found in radio advertisements

In radio advertisements and programs, (38%) of the respondents “strongly agreed” that gender stereotypes are present. This is comparable to (40%) who “agreed” that they have witnessed gender stereotypes in the radio programs. Meanwhile, (14%) of those interviewed remained neutral to the assertion that gender stereotypes are present even in radio programs. (6%) of the respondents disagreed even as 25 strongly disagreed that gender stereotypes are present in radio advertisements and programs.

Table 4.17: Gender stereotypes found in radio advertisements

		Frequency	Percent
Valid	Strongly disagree	1	2.0
	Disagree	3	6.0
	Neutral	7	14.0
	Agree	20	40.0
	Strongly agree	19	38.0
	Total	50	100.0

4.6 Strategies used by the media to eradicate gender stereotyping

Is the media keen on giving solutions to the problem of gender stereotyping that is predominantly witnessed in its operations? What are the strategies that the media is using to address these issues of gender stereotyping in its operations? This research study, other than finding out the extent and the modes of gender stereotyping in the media, sought to discover if the media is making any effort to solve the problem. This section gives the responses of the interviewees in regards to their opinions about the strategies that the media is implanting to help sort the problem of gender stereotyping in its operations.

4.6.1 Mainstream media promoting non-stereotyped image of men/women

Majority of the interviewees opine that the media is not currently promoting a non-stereotyped image of women and men. In fact, from the responses, (52%) disagreed that the media is not promoting non stereotyped image of both men and women. This is comparable to the (22%) who “strongly disagreed” on the same. Meanwhile, only (12%) agreed that the media is involved in the promotion of the non-stereotyped image of either the men or the women. (10%) remained non-committed to the question.

Table 4.18: mainstream media promoting non-stereotyped image of men/women

		Frequency	Percent
Valid	Strongly disagree	11	22.0
	Disagree	26	52.0
	Neutral	5	10.0
	Agree	6	12.0
	Strongly agree	2	4.0
	Total	50	100.0

4.6.2 Media practitioners are reconciling media freedom and promotion of gender equality

The study noted that media practitioners are not reconciling media freedom and the promotion of gender equality in the media. This was affirmed by (18%) and (42%) who strongly disagreed and disagreed respectively. Meanwhile, (12%) agreed that the

practitioners are reconciling media freedom to gender issues. (20%) of the respondents remained non-committed to the question. This is illustrated in Table 19 below.

Table 4.19: Media practitioners are reconciling media freedom and promotion of gender equality

		Frequency	Percent
Valid	Strongly disagree	9	18.0
	Disagree	21	42.0
	Neutral	10	20.0
	Agree	6	12.0
	Strongly agree	4	8.0
	Total	50	100.0

4.6.3 Media vets all programs that they remit to the consumers

In its endeavour to eradicate all forms of gender stereotype in its operations, do the media vet its programs? From the responses received, majority think otherwise. In fact (22%) strongly disagree that the media vets all its programs to rid them of these gender stereotyped programs even as (52%) disagreed to the same. Meanwhile, the respondents that agreed to the assertion were represented by (12%) even as (14%) of the interviewees remained neutral. Table 20 below gives further illustrations on the responses received

Table 4.20: media vets all programs that they remit to the consumers

		Frequency	Percent
Valid	Strongly disagree	11	22.0
	Disagree	26	52.0
	Neutral	7	14.0
	Agree	6	12.0
	Total	50	100.0

4.6.4 The media is using education to eliminate gender stereotyping

Education is not used by the media in its desire to eliminate gender stereotyping. This is affirmed by the emphatic acknowledgement by the respondents who strongly agreed that education has not been used by the media to eradicate gender stereotyping (34%). Meanwhile, (66%) of those interviewed “disagreed” that the media is using education to eliminate gender stereotyping. Table 21 further gives an insight into these responses.

Table 4.21: media using education to eliminate gender stereotyping

		Frequency	Percent
Valid	Strongly disagree	17	34.0
	Disagree	33	66.0
	Total	50	100.0

4.6.5 Extent to which strategies used by the media to eradicate gender stereotyping are working

The work sought to give an assessment on the success of the strategies used by the media to eradicate gender stereotyping. Based on the results of the interview, it is evident that majority of the strategies that the media is using to eradicate gender stereotyping are not satisfactory. From the responses, (22%) noted that these strategies used by the media are working, but to “a very small extent.” (40%) however disclosed that these strategies have worked “to a small extent” even as (22%) admitted that they have moderately worked. Meanwhile, those who aver that these strategies have worked “to a large” extent and “to a very large extent” are represented by (6%) and (10%) respectively. This is shown in Table 22 below.

Table 422: Extent to which strategies used by the media to eradicate gender stereotyping are working

		Frequency	Percent
Valid	To a very small extent	11	22.0
	To a small extent	20	40.0
	Moderate extent	11	22.0
	To a large extent	3	6.0
	To a very large extent	5	10.0
	Total	50	100.0

CHAPTER FIVE

DISCUSSION

5.0 Introduction

This section will give a detailed discussion on the findings of data analysis in the previous chapter. Its focus will be to understand the descriptive attributes of the data, give a theoretical concept regarding the correlations findings in the previous chapter. Essentially, this section will try to give the meanings of the statistical results undertaken in the previous chapter and relate it to the theoretical construct earlier drafted

5.1 Gender, Age, Academic Background and Occupation of the Respondents

The study reveals that majority of the respondents who were subjected to the interview session were males as compared to the females. Since probabilistic sampling models were used, it is notable that the gender of the respondents in this study have not much information other than the fact that it gives an overview of the effectiveness of the sampling process used. The research interviewed only two males more than the females indicating that the sampling method used gave an almost equal chance for the two genders to be included in the study.

In terms of age, it is notable that this study was focused on engaging the youths around Riruta, Nairobi. Therefore, the sampling model used was slightly biased to ensure that majority of the respondents captured in the study were younger in terms of their age. Based on the findings of the paper, majority of the respondents netted were between 18 years to 26 years. This affirmed that the objective of the study of engaging more of the younger generation was somewhat met. Further, the research notes that the majority of the respondents were in employment. Further probe revealed that they were mostly in their first time employment, internships or voluntary programs. This was a further vote of confidence that the majority of those in this study were younger people. Based on the employment metrics of this country, younger people between the ages of 18 to 26 are either fresh graduate who have just landed their first jobs, or students who are still in school but rather, engaged in some sort of employment to support themselves. Majority of them, as noted in

chapter four, held Diploma certificates as compared to the minority who were noted to be possessing papers with post graduate qualifications. The holders of post graduate qualifications, as few as they are, were noted to be slightly older and above the age bracket of youths.

As discussed earlier, these descriptive attributes of the respondents do not disclose much regarding the research topic other than the fact they give us demographic attributes of the respondents. The focus of the study was more inclined to the responses that they give as compared to their own attributes. Nevertheless, these attributes gave the researcher a very important reference to the type of audience that they were dealing with in the study.

5.2 Media and Perceptions

The media is a very powerful tool in influencing perceptions in the society today. In fact, Lange-Faria & Elliot (2012) confirm this in the work, *Understanding the role of social media in destination marketing*. He notes that the potent of the media in the formation of perceptions cannot be overemphasised. The main function of the media in adverts for instance, is to help influence the perceptions of the buyers to be able to purchase from oneself. In the context of gender stereotyping and gender roles, one is able to believe, and ingrain within oneself, those things that are seen and heard of in the media.

Suda (2002) corroborates this assertion by disclosing that the influential nature of the media is borrowed from the fact that media is ubiquitous. At every place and at every moment, one interacts with some form of the media (Fischer, & Manstead, 2000). The media has become a very critical part of daily life today. The presence of the tool in our daily lives today has made it a strong tool to influence the perceptions of the people today. People look at the media as a very critical component of life and therefore whatever the media contains is acceptable by all means. Perhaps Eisend (2010) echoes the assertions of Mannathoko (1999), who notes that being that one interacts with the media on a daily basis; it makes the media and the individual almost a single item. This is enabling many youths to get ideas, advices and opinions from the media and further affirming how important the media is in decision making.

Younger people who are constantly viewing various aspects of gender stereotype in the media are fundamentally ingraining it either consciously or sub consciously within themselves the message that they receive from the media. Therefore, if the media portrays men as aggressive and physical in their dealings, a child who constantly watches that develops within himself or herself that in order to be a man, such attributes must be developed within oneself.

This has been further witnessed within the females. In a study commissioned by Von Bülow (1999), the conclusion was that children or younger people in general, will take in 98% of the events, issues and opinions that they use on the media to be absolutely true. Of more astonishing is the fact that 90% of the younger people are likely to base their decisions after viewing something on the internet, listening to the radio and even reading about it on the print media. This means that the media is a very central aspect of development of perceptions that cannot be ignored. It informs our decisions, it describes our experiences, the media practically engages us in all our faculties making it a central pillar of the human-society interaction (Fischer, & Manstead, 2000).

As evidenced in the research study, the media plays a central role in defining our thoughts. It is a fundamental tool in the development of individual constructs, formulation of ideas and opinions as well. As discussed by Mannathoko (1999), the formation of principles is equally defined by the media. In this regard, it is conclusive to admit that the media is a very important tool in advancing gender stereotyping in the globe today. Based on the fact that the formation of perceptions is highly influenced by the media, it can thus be deduced that it has a central role in propagating gender stereotyping. Conversely, due to its huge influence on perceptions, the media is equally very important in eradicating gender stereotyping (Fischer, & Manstead, 2000).

5.3 Forms of Media

The digital media seems to be the most visible of all the forms of media. Moreover, the digital media appears to be the most “guilty” in spreading gender stereotyping (Eisend,

2010). Based on the response in the fourth chapter, majority of the respondents admits that they interact more with the television and the internet in their daily lives. This means that the television and the internet has become the nerve of gender stereotyping as advanced by the respondents in this work. Through televisions, major programs that demean women and elevate the men are being aired. In Kenya, the advent of the digital content has compounded the narration with the population being exposed to a variety of stations and programs that cannot be regulated by the Kenyan authorities. These programs (some of them) have been found to be very unsafe as they advance the various forms of gender stereotyping.

But while the TV appears to be the biggest form of media that the youths interact with, the advent of the internet and the subsequent emergence of social media has revolutionised communication and entertainment in equal measure. Through the social media, majority of the youth not only in Riruta, but in Kenya and the world as a whole, meet various contents that are retrogressive in terms of gender stereotyping. The internet, social media to be specific has been labelled as an unrestrained platform where the feminine gender has been disgraced to say the least. Through various adverts for instance, the indecent adornment of the women has been noted to be advancing gender stereotyping in the society today (Buchmann, 2002).

5.4 Types of Stereotypes in the Media

For a very long time now, the feminine gender has been the biggest victim of negative stereotype in the media today (Eisend, 2010). Women, for a long time, and even currently, are synonymous with sex. Through the media, the notion that women are merely object of pleasure has been propagated. This is coupled with the perception that women are weak and emotional. In fact majority of the adverts today in the media advance the perception that women are object of sex and pleasure. This, according to Luke (2005), is a very common type of stereotype advanced in the society today through the media. The emotional aspect of women has been equally entrenched in the mind of the society today. A critical evaluation of majority of television programs today including the soap operas reveal that the women are weak either emotionally, physically and even in terms of their intellectual aptitude. This constantly leaves them at the mercy of their male counterparts.

But while women are considered weak and “emotional,” the media is equally advancing the perception that the male gender is physically strong, intelligent, mature and the “protector” of women.

Eisend (2010) agrees that while majority of the communities in the globe subscribe to the philosophy that women are physically weak and require the protection of man, this has been distorted to make men appear as “more evolved” than the woman. The media agrees Francis (1995) has been on the frontlines in placing man slightly higher in the evolutionary scale as compared to women. This is why adverts would portray men as physically dominating, intellectually towering, and even successful materially as opposed to the women. The media, further, Buchmann (2002), has effectively imbued this philosophy into the minds of the masses.

5.5 Media and Gender Roles

It is admissible that majority of the gender roles that are being advanced in the society today are due to the media. The media has been a central player in defining gender roles in the society today. In his analysis of the influence of the cinema on the youths, Onsongo (2006) maintains that the society today has learnt more from the media than from anywhere else. This therefore means that the media today has played a very critical role in defining the roles of the various genders in the society today (Fischer, & Manstead, 2000).

Lassen (2011) looks at the role of media and gender roles from a more sociological view. In his work, *living with patriarchy: discursive constructions of gendered subjects across cultures*, he mentions that the current generation has been under the control of the media to a very large extent. While this is largely debateable, it raises fundamental issues about the role of the media in defining gender roles. Francis (1995) continues that the current parentage practice has effectively been replaced by the media in the society. Younger people interact with the media more than they interact with their parents and this effectively defines their perceptions about gender and their roles. The level of interaction between the

current generation and the media has obviously influenced their judgement about gender roles.

Onsongo (2006) gives an example of the manner in which feminism movements have been influenced by the media and the implications on the African setup. The African society, notes Mensch & Lloyd (2008) is highly patriarchal. The male dominance in the setup has been the norm for a very long time, no doubt. However, the media is gradually changing this perception of gender roles in the African society today (Buchmann, 2002). Through the media, the Western idea of gender roles is being propagated in the African society. This is obviously redefining the concept of gender roles in the society today.

5.6 Why Gender Stereotyping is common in media today?

A critical examination of gender stereotyping in media reveal that marketing and advertisements are the primary culprits in the propagation of the vice. Lassen (2011) affirms that through adverts, women are constantly portrayed as sexual objects while men are portrayed differently. As observed in this study, the female gender is more exposed to gender stereotyping as compared to their male counterparts. But coming back to the propagators of gender stereotyping in the media today, Luke (2005) affirms that indeed marketing and adverts have played a central role in the same. Adverts advance sexism, they assign women as tools for entainment and unfortunately, this is a sure way of appealing to various market segments in the society today. In contrast, adverts have effectively assigned men different attribute of being brave and strong physically (Buchmann, 2000). Eventually, these attributes are propagated to different societies through the media.

5.7 Strategies used by the media to curb gender stereotyping: are they working?

While all the respondents in the interview agree that the mainstream media has been performing extremely well in spreading gender stereotype in Nairobi and the Kenyan society as well, the question thus is what strategies are being put place by the media to help in the eradication of these stereotypes? If at all the media is keen on solving the problem of gender stereotyping in the society, how effective are the programs it has established in solving these problems? Are these programs working well?

Education

Buchmann (2000) notes that through education; gender stereotype can be effectively dealt with. In fact, according to him, this is the best avenue of eradicating the problem in the society. The society, according to Luke (2005), should be educated on the need to develop a different mindset regarding gender roles in the society today. Looking at the performance of the media in Nairobi country, it is evident that education has not been used in their bid to fight the problem of gender mainstreaming in the society. This is based on the observation of the respondents interviewed who unanimously asserted that the media in the sub county (Riruta) is not using education to teach the masses regarding gender stereotypes. This can only be explained on two fronts, that the media fraternity within the study area have not noticed the extent to which their programs and services have entrenched gender stereotype in the society or the media fraternity has effectively ignored the need to educate the society about gender stereotyping in the society today. While education remains the key to unlocking the problem, it seems that it is not a preferred remedy to the problem in Riruta sub county in Nairobi. It is expected that with the magnitude of the problem of gender stereotyping in the country and in the globe today, the media will play a leading role through education to counter the wave of negative stereotyping that is experience dint he society today.

Vetting

Has the media played a leading role in vetting all its programs before airing them to the public? Based on the findings of the study, the media has been able to do a little vetting on their programs before airing them. Despite all these efforts, majority of those who were interviewed disclosed that this was very insufficient. A further probe by the researcher revealed that the vetting admission may not be true if the programs viewed today in the digital media are to be considered. The digital media, notes Lassen (2011), is still awash with sexist remarks aimed at women and indecent exposure of women in the adverts. As earlier discovered, this further affirms the argument that it is marketing and adverts that propagate gender stereotyping in women.

How successful has the media been in eradicating gender stereotyping?

This report emphatically notes that the media in Nairobi and Kenya by extension has performed dismally in trying to seek for remedies to the problem of gender stereotyping. Majority of the respondents disclosed that they have not witnessed any cogent strategy that these media houses are using in combating the problem. The extent to which these media practitioners have tried to eradicate the problem is unsatisfactory. However, it is notable, based on the responses by some of the respondents that certain efforts have been made to help in the elimination of the problem in the society today.

5.8 Conclusion

The mainstream media has a very significant influence in the society today especially amongst the youths. As affirmed in this study, this influence can be harnessed to counter to the gender stereotyping that is predominant in the media today. This study has affirmed that the huge influence of the mainstream media on the society today has been used to advance several aspects of gender stereotyping. Further, various forms of gender stereotyping have been discovered to be in use by the current forms of media. Ranging from sports programs to prime time televisions programs, advertisements, and children programs, many forms of gender stereotyping programs exist today in the mainstream media.

The media has been found to be the most notable agent of advancing feminist ideologies in the society. This is a very salient conclusion made in this study. The mainstream media is advancing various perceptions that are influencing the society's construct about the male and the female gender as well. As disclosed in this discussion, the media's representation of women and men is directly influencing the manner in which the gender roles are perceived in the society today. In this regard, the feminine gender has been labelled with several unsuitable attributes in the society especially the depiction that females are weak and subservient to their male counterparts. But while gender stereotyping is rife in the society today, the mainstream media is currently using its influence in the society today to break the barriers of gender stereotyping in the society today. This study emphatically notes that the strategies that are being implemented by the mainstream media today in alleviating the various forms of gender mainstreaming in the society today. The mainstream media in the

society today, is counting on its huge influence amongst the youth to advance various strategies that can be used to eliminate gender stereotyping in the society today especially amongst the youth today who are considered as amongst the biggest consumers of the products of the mainstream media today.

5.9 Recommendations

It is evident from this study that the mainstream media has a very big influence amongst the youth in the society today. With this popularity amongst the youth, the mainstream media thus acts as a very important tool to be used in addressing the issues of gender stereotyping in the industry today. In this regard, it is important to pursue the following:

- i. Establish the relevant programs in the mainstream media to be used to advance positive messages that change the perception of the youth regarding the roles, responsibility and the attributes of the two genders in the society.
- ii. Vetting of programs that are aired in the mainstream media is relevant in addressing the problem of gender stereotyping in the society today. This is based on the finding in this study that certain programs being aired in the mainstream media today are not really quality programs that meet the, social obligations of the media. In this regard, it is important if these programs are subjected to intense vetting and their effects on the society is considered before being allowed in the media.
- iii. Civic education is a critical component of alleviating gender stereotyping in the society today. The masses in the society require intensive education on the various gender roles in the society today. These programs could include interactive sessions with the viewers or users in the mainstream media to help educate the society on gender roles.
- iv. Resource mobilisation: the mainstream media should focus on mobilising significant resources to be able to mount a substantial fight against gender stereotyping. These resources are significant in the implementation of the various strategies to be implemented in the fight against gender stereotype.

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Hallo, my name is Lydia Robi Mahanga, a Masters student at the University of Nairobi. Am carrying out a research study on the influence of mainstream media in efforts to eradicate gender stereotype among the youth within Riruta location, Nairobi City County. I would like to ask you a few questions to help me in my study. The question session will take approximately 25 minutes of your time. I kindly ask you to give me your time

APPENDIX I: QUESTIONNAIRE

QUESTIONNAIRE

INSTRUCTIONS

- i. Answer all the questions by making a small legible tick (✓) in the appropriate boxes.*
- ii. Do not write your name in this questionnaire. Responses shall be treated with utmost confidence.*
- iii. All the responses in this questionnaires are strictly for academic purposes only*

SECTION B: PERSONAL INFORMATION

- i. What is your gender?**
 Male Female
- ii. What is your age?**
 18 - 25 26 - 30 31 - 35 above 35
- iii. What is your academic background?**
 Certificate Diploma Undergraduate Postgraduate
- iv. What is your current occupation?**
 Business Employed Non –employed Farming

SECTION B: MEDIA AND PERCEPTIONS

- i. Which form of media are you mostly exposed to?**
 Print media (magazines, newspapers, etc)
 Television
 Internet (social media, websites, blogs etc)
 Other.....

ii. Does the media have an influence on how you perceive the society?

Yes

No

iii. According to you, can the media be used as a tool to understand gender roles in the society?

Yes

No

iv. Do you find the media as a useful tool in understanding gender roles?

Yes

No

SECTION C: STEREOTYPES IN THE MAINSTREAM MEDIA

i. In your thinking, for what reason is gender stereotyping common in the mainstream media today?

Humor

Marketing

Advertising

Any other.....

ii. How does the mainstream media advance gender stereotyping in the society today?

Men are considered strong and brave

Men are insensitive

Men are logical

Women are intuitive

Women are helpless and childish

Women are emotional

iii. What forms of gender stereotyping is being advanced by the media today?

Personality traits

Domestic behaviors

Occupations

Physical appearance

iv. Between male and female stereotyping, which one is mostly advanced by the media today?

Male stereotyping

female stereotyping

Indicate your level of agreement to the statement below relating to forms of gender stereotyping amongst the youth today. Use a scale of 1-5, where 1- strongly disagree, 2- disagree, 3- neutral, 4- agree, 5- strongly agree

	1	2	3	4	5
Gender roles are represented in many popular forms of media					
Gender stereotypes are found in children's television programming					
Gender stereotypes are found in prime-time television					
Gender stereotypes are found in radio advertisements					

SECTION D: STRATEGIES USED BY THE MEDIA TO ERADICATE GENDER STEREOTYPING

	1	2	3	4	5
The mainstream media is currently promoting a non stereotyped image of men and women					
Media practitioners are reconciling media freedom and promotion of gender quality					
The media vets all programs that they remit to the consumers and disregard the ones with gender stereotypes					
The media is using education through airing such issues like gender based violence to eradicate gender stereotyping					

In your own assessment, to what extent has the strategies employed by the media in eradicating gender stereotyping worked?

- To a very small extent
- To a small extent
- Moderate extent
- To a large extent
- To a very large extent

Thank you for agreeing to participate in the survey