

UNIVERSITY OF NAIROBI

School of Journalism and Mass Communication

**The Impact of Behaviour Change Communication in Reduction of
Corruption in the Public Service in Kenya: A Knowledge, Attitudes
and Practices (KAP) Survey**

By

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**UNIVERSITY OF NAIROBI
EAST AFRICANA COLLECTION**

**A Research Project Submitted to the School of Journalism, University of
Nairobi, in Partial Fulfilment of the Requirement for the Award of the
Masters of Arts Degree in Communication Studies**

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Declaration

This research study is my original work and has not been presented in this form or any other, for an award in any other university.

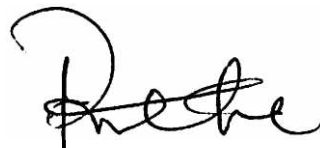
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Date 05/12/2008

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Any remaining mistakes in the study are entirely my own.

Dedication

This piece of work is dedicated to my father, the Late Jotham Namusyule Katila, who passed on during the period I was conducting the study.

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Acronyms

ACECA	- The Anti-Corruption and Economics Crimes Act
BCC	- Behaviour Change Communication
IEC	- Information, Education and Communication
KACA	- Kenya Anti-Corruption Authority
KACC	- Kenya Anti-Corruption Commission
KANU	- Kenya African National Union
KAP	- Knowledge, Attitude and Practices
NACCSC	- National Anti-Corruption Campaign Steering Committee
NAB	- National Accountability Bureau - Pakistan
NGOs	- Non Governmental Organizations
PAC	- Public Accounts Committee,
PCOA	- Prevention of Corruption Ordinance Act
PIC	- Public Investments Committee
POEA	- The Public Officer Ethics Act
SPSS	- The Statistical Package for the Social Sciences
TI	- Transparency International
PSIP	- Public Service Integrity Programme
CDC	- Centers for Disease Control and Prevention (in USA)
SEC	- Strategic Extension Campaign
ICAC	- Independent Commission against Corruption (Hong Kong)
FGM/C	- Female Genital Mutilation/Cutting
CBOs	- Community Based Organizations
CCP	- Center for Communication Programmes
GOK	- Government of Kenya
TAMWA	- Tanzania Media Women's Association
SMART	- Specific, Measurable, Achievable, Realistic and Time bound
FAO	- Food and Agricultural Organization
MYWO	- Maendeleo ya Wanawake Organization
VCT	- Voluntary Counselling and Testing

Definition of Concepts

Anti-Corruption Efforts/Initiatives: Any initiatives geared towards fighting corruption

Behaviour Change Communication: The process through which behaviour is altered by the process of communication

Channel: The mode through which information passes from the source to the receiver

Communication: This implies an interactive transactional process which not only involves verbal language but also gestures, facial expressions, paintings, pictures, the arts, and technology.

Corruption:- Deflem (1995: 248) defines corruption as a type of strategic action in which two or more actors undertake an exchange relation by way of a successful transfer of steering media (money or power) which side-steps the legally prescribed procedure to regulate the relation.

Diffusion: Rogers (1995: 131) defined diffusion in a way that identified the major related concepts. He defined it as the process by which an innovation is communicated through certain channels over time among the members of a social system.

Innovation: Rogers defines an innovation as, "an idea, practice or object that is perceived as new by an individual or other unit of adoption."

Receiver: The individual whom the message is intended for

Income: Total earnings by any individual for work performed.

Opinion leaders: Informed people in the society, they seek information all the time and pass it to others

Peers: Close friends we socialise with.

Dissemination of information: Distribution of information.

Messages: Information.

Informative: Availing new messages or facts

Educative: Has to do with learning something from the process.

Integrity: Espousing good values and norms.

BCC Models: Theories upon which behaviour Change is anchored.

Message nature: Qualities and characteristics of a Message.

Public servants: Workers employed by central government, parastatals, Councils and any government body.

ABSTRACT

This study was conducted to examine the impact of Behaviour Change Communication (BCC) initiatives in reduction of corruption in the public sector in Kenya. The study hence investigated the current communication situation in respect to reduction of corruption in view of determining the impact of anti-corruption communication efforts on behaviour among civil servants.

The study particularly sought to examine the nature of BCC messages used in the anti-corruption campaigns, communication habits, media access, media channels and information needs related to corruption among public servants. The study basically endeavoured to determine the impact of the content of anti-corruption messages on civil servants.

Fundamentally, the following constitute the key research questions that the study seeks to address: What constitutes the nature of anti-corruption messages in use in the anti-corruption communication initiatives among public servants? What are the information gaps that are discernible in the anti-corruption communication strategies? What are the communication habits prevalent among civil servants? What media do they prefer and use most and to what extent are they accessible these media? What are the information needs of the public servants?

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Other critical research questions addressed by study include; does the content of messages meet the needs of the audience? What impact does anti-corruption BCC initiatives have on the knowledge, attitude and practice levels among civil servants? What is the most appropriate way to reach these audiences and how can they be persuaded through communication to change attitudes and practices in respect to corruption?

The study was conducted through the survey research design using self-administered questionnaires targeting a sample of 350 officers selected from a study population of 4,000 civil servants working within the capital city - Nairobi. The data was analysed using quantitative methods where the SPSS, a statistical software package was a vital tool in the analysis.

The study established that there is still marked over-reliance on mass media as far as anti-corruption communication campaigns are concerned. This is responsible for the significant levels of awareness on the subject of corruption. Thus whereas the current anti-corruption information sources are relatively effective in increasing knowledge levels among civil servants the channels

are rarely effective in increasing intolerant feelings towards corruption and reducing corrupt practices in their daily routine. Hence despite the fact that communication campaigns have been underway, a majority of officers would still get involved in corruption.

The study also established that more and more people are accessing the Internet to seek information, as evident in the increasing preference and use of the facility. However anti-corruption crusaders have not effectively harnessed this facility to disseminated information on corruption. Hence the Internet was definitely not the source of anti-corruption information reaching the officers and neither were interpersonal channels which are critical at practice-change stage in the diffusion process.

The study concludes that though communication efforts were in place, they are largely ineffective hence a need to revise them in order to have more strategic communication. Accessibility to such messages is minimal implying that exposure is rather inadequate and neither do they seem to be well positioned and targeted in line with the information needs of the various social classes in the civil service.

Again, the choice of channels is poorly done as such channels end up raising knowledge without triggering behaviour change among the officers. The messages are not appropriately grounded in theories of behaviour change.

The study recommends a review of communication methodologies and strategies in order to have appropriate strategies in the fight against corruption. There is need to revise the current media-mix, methods of segmentation of civil servants, communication objectives and message design for effective communication that targets behaviour change. Designing of messages is rather critical to the communication process in order to have messages that are clear, are interesting enough to command attention, create trust and uniquely presented. These are critical issues in the process of behaviour change.

CHAPTER ONE

1.1.0 Introduction

Definitions of the term *communication* are as varied as the scholars from different disciplines attempt, to explore the perspectives of the field. Communication (Schramm, 1985) involves the sharing of information, an idea, or an attitude.¹ Communication from Schramm's perspective therefore requires three elements; *the source, the message and the destination*.

Cooley, Shannon and Weaver have defined communication as having to do with all forms of human interaction or behaviour that can affect another person, intentionally or unintentionally. It therefore includes not only communication using verbal language but also gestures, facial expressions, paintings, pictures, the arts, and technology. On the other hand, Lasswell (1985: 54) contends that a convenient way to describe an act of communication is to answer the following questions; "*Who says what, in which channel, to whom and with what effects*"²

Though the definitions vary, they all share the concern with effect or response, thus communication occurs only if the organisms react to the message or stimulus in some way. To Schramm therefore communication is perceived as the sharing of information, while Lasswell identifies the necessary components in communication as source, message, channel, receiver and effect.

Basically, communication is intrinsically purposive or goal-directed, both from the point of view of the sender of the message and the receiver. The sender has definite objectives in initiating the communicative act, that is, to persuade by influencing knowledge, attitudes, beliefs, opinions, values and practices. On the other hand, the receiver participates in the communicative act by being receptive to the message to the extent that doing so will fulfil certain goals. Hence, communication is transactional. Thus, both the sender and receiver participate in the transaction expecting a return for their efforts.

Thus communication can induce people to change their values, attitudes, and ultimately their behaviour when given relevant information. Rice and Atkins (1989: 219), for instance, contend that this happens if one is prodded by a "Socratic question" to confront themselves about possible contradictions that they discover in their value-attitude systems.³ Thus, when confronted by

discrepancies between their behaviour and their values, people can be persuaded to change their behaviours.

In essence, the principal objective of communication is to persuade in which case persuasion is a special instance of social influence in which a person or group attempts to change another person or group by communicating information supporting the desired change. In persuasion, unlike other social influence situations, the key induction for change is a message.

Persuasion relies on the power of verbal and nonverbal symbols to relay message. Hence, being persuaded implies a situation where behaviour has been modified by symbolic transactions (messages) which are sometimes, but not always linked to coercive force and which appeal to the reason and emotions of the person being persuaded.

Persuasion is thus a response-shaping, a response-reinforcing, or a response-changing process. In persuasion therefore, it is the attitude that is shaped, reinforced or changed. The ultimate aim is to influence behaviour. Here, change in communication is defined as involving attention to the message, understanding the message, yielding to or acceptance of the message, retention and finally action.

1.1.1 Different Perspectives of Behaviour Change Communication

Despite the terminological mix-up in the naming of communication approaches, countries and agencies keen on making use of communication approaches in problem-solving, in their wisdom baptised the programmes each giving it a unique brand. The preference in the naming has depended on the agency, the country, or the problem they are attempting to solve. For instance, Behaviour Change Communication (BCC) is a term often used with reference to Health Communication in developing countries while social marketing is most used in the context of developed countries.

The commonly used concepts of BCC, which include Information, Education and Information (IEC), Social Change Communication (SCC), Population Communication, Strategic Communication, Health Communication, Public Communication Campaigns and Strategic Extension Campaign (SEC), are some of the brand names that have been used to identify communication approaches.

As developed and used in reproductive health and family planning, IEC encompasses all communication activities aimed at demand creation, and targeted at both service providers and users of family planning services. Understandably, the initial purpose of IEC was to narrow the gap between the relatively high levels of knowledge of family planning and the comparatively low level of practice, or to encourage the use of the existing services. Cohen (1993: 14) argues that this was to be achieved through a combination of *information* (knowledge-based activities), *communication* (motivation-based activities) and *education*,⁴ all geared towards behaviour change.⁵

BCC is perceived by Family Health International Institute for HIV/AIDS (2002: 325) as an interactive process with communities to develop messages and approaches using a variety of communication channels to develop positive behaviours; promote and sustain individual, community and societal behaviour change; and maintain appropriate behaviour.⁶ Those who distinguish IEC from BCC argue that whereas BCC provides information and the supportive environment, IEC provides information to promote behaviour change without providing the supportive environment required to achieve the behaviour change.

Social Marketing is the most commonly used framework for BCC delivery to communities and populations. It is described by Andreasen (1995: 2) as the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programmes designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of the society”.⁷

Relatedly, Kotler *et al* (1998: 4) define social marketing as the design, implementation, and control of programmes calculated to influence the acceptability of social ideas by involving considerations of product planning, pricing, communication, distribution and marketing research.⁸

Within the social marketing strategies, practitioners work with a mix of marketing's 4 Ps' (*Product, Price, place and promotion*), applying them to a socially desirable outcome. In this context, **Product** refers to tangible products, services, social message, attitudes, or behaviour. **Place**, involves a selection of effective opinion leaders, media, and decisions regarding how the message is to be delivered. **Price** refers to reward while **promotion** is the communication element of the social marketing programme. The role of promotion is to inform, remind and persuade.

Social marketing attempts to change the perception, attitudes, opinions, or behaviours that underlie an identified target group's behaviour or lifestyle habits. A social marketing plan product usually translates to an idea, belief, or intervention. However social marketing does not only target the behaviour change of individuals but also the environmental and social factors that facilitate or impede individuals reaching their potential.

The USA Centers for Disease Control and Prevention (CDC), which use the term health marketing, defines it as "creating, communicating, and delivering health information and interventions using customer-centred and science-based strategies to protect and promote the health of diverse populations."⁹ On the other hand, Strategic Communication is a term used by the Center for Communication Programmes (CCP), John Hopkins Bloomberg School of Public Health, to describe communication which aims to achieve their organizational aim of improving global public health.

Public Health Communication focuses more on the health of communities and populations and is inherently interventionist, seeking to promote and protect health through change at all levels of influence. Elsewhere, in Africa, the Near East, Asia and Latin America, BCC takes the form of Strategic Extension Campaigns (SEC). This is a methodology developed by Food and Agricultural Organization (FAO) that emphasises the importance of people's participation in strategic planning, systematic management, and field implementation of extension and training programmes.

SEC has been defined by Adhikarya (1994:15) as a strategic, planned, problem-solving and participatory-oriented extension programme, conducted in a relatively short time period, aimed at increasing knowledge level of an identified target beneficiaries, and altering their attitudes and/or behaviour towards favourable adoption of a given idea or technology, using specifically designed and pre-tested messages and cost-effective multimedia materials to support its information, education/training, and communication intervention activities.¹⁰

However, as much as the strategies differ in emphasis and focus, the baseline is that the basic principles and practice of successful BCC are the same all over the world. Whatever words are used and models are drawn, the different behaviour change models say very much the same thing.

Evidently, anti-corruption campaigns have relied on various communication approaches. However, only research determines whether within these efforts, the BCC principles were adhered to. Yet to say that such efforts incorporated relevant theories is only an assumption that ought to be subjected to scientific inquiry.

1.1.2 Definitional Perspectives to Corruption

Most definitions trace the origin of a corrupt activity to a wrongful exercise of authority by the holder of a public office. They put emphasis on the public office with little or no reference being made to the public interest. This leaves most definitions narrowly conceived and barely able to capture what is entailed in the practice.

For instance, the legal definitions of the concept of corruption apart from being narrow, that is, mainly targeting bribery in public office, do not emphasize public interest aspect. The concept of public interest is useful and necessary to illustrate the essential characteristics of corruption.

The World Bank definition, conceives corruption as the use of public resources for private gain. The definition creates an impression of corruption, as a preserve of the public sector and that it is only a public official with his or clients that perpetuate the vice in the society. Nevertheless, Heidenheimer (1996: 28) observes that a majority of social science writers base their definitions of corruption on concepts relating to the public office or public interest while a another group develops definitions mainly related to demand and supply arguments derived from classical economic theory.¹¹ However, Bailey (2000) argues that corruption requires complicity between at least two parties: the corrupter and the corruptee, including, frequently, their agents.¹²

A number of definitions hence portray corruption from the public office point of view while others incorporate the element of public interest, whereas other definitions view the concept from a market-centred or economic-theory-type perspective. To illustrate these perspectives, worth citing are the perspectives by Joseph S. Nye, whose definition is public-office centred, Carl Friedrich, who seeks to include the concept of public interest in his definition, while Jacob van Klaveren's definition illustrates the market-centred perspective of the concept.

Nye (2006: 3) perceives corruption as "that behaviour which deviates from the formal duties of a public role because of private regarding (personal, close family, private clique) pecuniary or status

gain; or violates rules against the exercise of certain types of private regarding influence. This includes such behaviour as bribery, nepotism and misappropriation."¹³

Friedrich (1996: 28) on his part contends that the pattern of corruption can be said to exist, whenever a power-holder who is charged with doing certain things, that is, who is a responsible functionary or office holder, is by monetary or other rewards not legally provided for induced to take actions which favour whoever provides the rewards and thereby does damage to the public and its interest.¹⁴

Klaveren (1996: 29) says: "We will conceive of corruption in terms of a civil servant who regards his public office as a business, the income of which he will, in the extreme case, seek to maximize. The office then becomes a maximizing unit. The size of his income does not depend on an ethical evaluation of his usefulness for the common good but precisely upon the market situation and his talents for finding the point of maximal gain on the public demand curve."¹⁵

Okech-Owiti *et al* (1996: 34) define corruption as an act or omission perpetrated by an individual or group of individuals and which goes against the legitimate expectations hence the interests of society.¹⁶ In this regard, corrupt practices are not confined to the holders of public office. Thus, the vice takes place in all spheres of human endeavour; in government offices, corporate bodies, and private institutions.

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Alatas while exploring the definition of corruption identifies characteristics of corrupt acts as involving:

- a) A betrayal of trust;
- b) Deception of a public body or a private institution or society at large;
- c) Deliberate subordination of common interests for specific interests;
- d) Secrecy of execution except in situations which allow powerful individuals or those under their protection to dispense with it;
- e) Involvement of more than one person or party;
- f) The presence of mutual obligations and benefits in pecuniary or other forms;
- g) The focusing of action on those who want definite decisions and those who can influence them;
- h) The attempt to camouflage the corrupt act by some form of lawful justification; and
- i) The expression of contradictory dual function by those committing the act¹⁷

Corruption, however, can be understood in the context of the economic, financial, political and historical context of the power relationships of a society. We can perceive of a corrupt act as engaging in, accepting, inducing, misappropriation in which the medium is resources or other favours, in the event abusing authority and injuring public or private interest. Examples of corruption include bribery, kickbacks, nepotism, collusion, influence-peddling, fraud, and embezzlement.

1.1.3 Categorizations of Corruption

The phenomenon of corruption has been perceived as of two types; the monetary and bureaucratic corruption. The former (Deflem, 1995: 248-249), refers to a type of corruption in which the exchange is carried out by way of a successful transfer of a steering medium of money, in particular, a transfer of a sum of money in return for a service or commodity which bypasses the legal procedure to acquire that service or commodity. The latter refers to the type in which the exchange relation is carried out by way of a successful transfer of the steering medium of power in particular a transfer of a position of power (an office) in return for power-supportive behaviour (loyalty) which bypasses the legal procedure to acquire the position.¹⁸

More so, corruption has been classified by other researchers as consisting of three categories; corruption as a result of the voluntary collaboration between two or more actors; corruption voluntarily initiated by one or more corruptors to which one or more *corruptees* are involuntarily subjected; and corruption as the result of institutionally determined pressures and opportunities. Corruption has also been categorized as political, institutional and bureaucratic, or as administrative, state capture and corruption for the acceleration of processes. Elsewhere, corruption has been viewed as petty and grand, depending on its magnitude.

Chweya (2005:3-5) views the phenomenon in two forms; *inducement* and *fraud*. The former is often a reward that is irregularly offered to a public servant to attract the officer to perform an irregular act of commission or omission for the benefit of the client. While fraud, unlike inducement, is a high-value transaction in money, assets or services.¹⁹ There are (Alatas, 1990:33) seven types of corruption;²⁰ Transactive, Extortive, Defensive, Nepotistic, Autogenic, Investive and Supportive.²¹

1.1.4 Consequences of Corruption

No matter the different perspectives on definitions and forms, the consequences of corruption have similar effects the world over. In terms of development, the phenomenon is largely responsible for occasioning slow or a negative economic growth and diverting investment meant for developing infrastructure.

In business, it increases the cost of goods and services, and discourages and frustrates both local and foreign investors. It affects management of time, resulting in wastage of man-hours and in turn impacting negatively on the efficiency and effectiveness of countries or organizations. Tanzi (2005: 6) contends that senior managers in countries with widespread corruption spend about 20 percent of their working time negotiating corruption and enforcing corruption contracts.²²

The rule of law is a prerequisite for the survival of the market economy yet when violated or in its absence, private property rights are not protected and neither is contract enforcement realised. Hence, besides basic legal violations and high transaction costs, corruption undermines a healthy free-market system by eliminating protection of private property rights, deterring potential investors and driving entrepreneurial energy towards redistributive activities.

In cases of widespread corruption, thus if the highest possible returns are in the area of corruption, entrepreneurs instead of focusing on productive wealth creating activities will focus on corruption. In the long run new methods of corruption will be introduced instead of new products and methods of production, further entrenching the practice.

In terms of socio-economic and political perspectives, corruption fosters an undemocratic environment characterised by uncertainty, unpredictability, decay in moral values and disrespect for public property. It leads to wasteful spending, bigger budgetary deficits, greater economic inequality, and unorthodox trading practices. It equally undermines good governance and distorts public policy, leading to the misallocation of resources.

Shaukat (2004) argues that corruption acts as an arbitrary tax which increases costs and disrupts an efficient allocation of resources and fair distribution of income leading to increase in income inequalities and poverty. Corruption revenues are collected by the minority, who become disproportionately richer, whereas vulnerable populations lack purchasing power to pay bribes.²³

In delivery of services, corruption leads to deepening poverty as the poor who lack the resources to compete with those willing to pay bribes suffer the consequences. It is a key obstacle in the effective delivery of public services. It dilutes the integrity of public officer and of institutions. It erodes public officials' trustworthiness, their authority and ability to govern for the common good. It undermines the delivery of social services while eating into the moral fabric and human enterprise in the society.

1.1.5 Nature and Causes

Corruption is the greatest challenge developing countries are facing given their weak economies and the development stage there are in. According to Amaro-Reyes (1983: 13), corruption in Asia, Africa and Latin America is pervasive throughout all levels of public bureaucracies and government.²⁴ Its causes and consequences have for a long time remained the critical concerns transcending borders. Due to this pervasive and deeply entrenched vice, Africa alone is paying dearly to the tune of US\$140 billion a year.

The war against corruption has largely been ineffective. Available data suggests that corruption is "sticky" making it difficult to achieve results within short-term initiatives. Fritz (2006:3) contends that donors now agree that anti-corruption efforts need to be comprehensive and sustained over a considerable time-period.²⁵ The vice is still widespread in most societies in the world.

According to McCusker (2006:6), the 2005 Transparency International's Global corruption barometer leaves little room to doubt the wide ranging influence of corruption within and upon a number of sectors and institutions,²⁶ as shown in the figure below. Political parties were perceived as the most corrupt followed by the legislature, police, and legal system in a survey that sought opinions from some 55, 000 people in 69 low, middle and high income countries on a number of issues relating to the prevalence and impact of corruption including their assessment of the levels of corruption within a number of sectors and institutions.

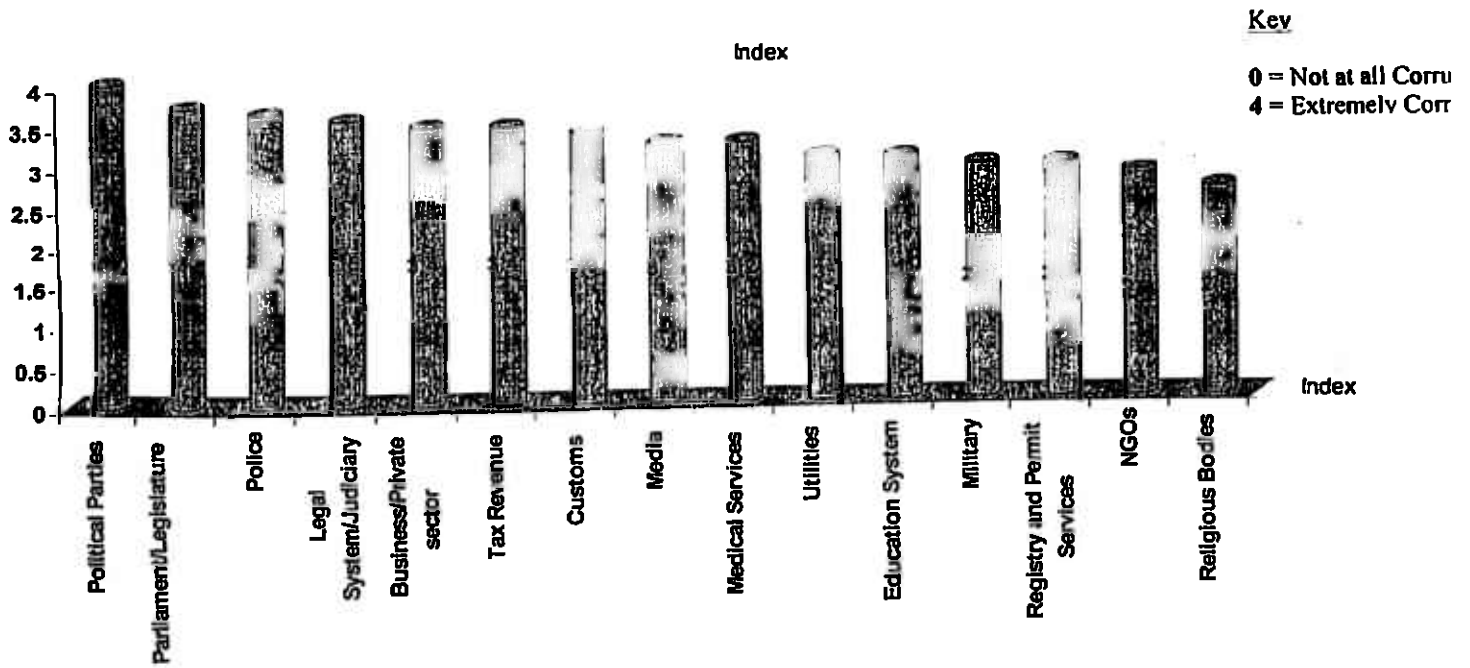


Figure 1: Global Corruption Barometer on Corruption Trends among Organizations

Source: Adapted from Transparency International

In another survey conducted by the Berlin-based organization Transparency International and released in 2007, Finland, Denmark, and New Zealand are perceived to be the world's least corrupt countries, and Somalia and Myanmar the most corrupt. Costa Rica, Croatia, Cuba, Czech Republic, Dominica, Italy, Macedonia, Namibia, Romania, Seychelles, South Africa, Suriname and Swaziland are the few countries that have significantly improved their rating since the 2006 index. However, some of the countries that have a significantly worse rating since 2006 include Austria, Bahrain, Belize, Bhutan, Jordan, Lagos Macao, Malta, Mauritius, Oman, Papua New Guinea, and Thailand.²⁷

Nevertheless, corruption is not exclusively the problem of the new states, but is as old as human society itself. It is known to exist in varying degrees and forms in all countries including developed nations. The vice is hence a universal and historical phenomenon that dates back to ancient times.

Scholars trace the roots of corruption to the development of the society as it evolved through the various stages of civilization and the subsequent spread of cultures across the borders. Thus, Alatas (1996: 38) contends that with time as Europe inherited its political and socio-economic system from ancient civilizations it also inherited ills such as corruption... and upon colonization

of Africa, corruption began to be entrenched especially in those countries where a feudal-type traditional way of life had already set up the environment for corruption or a gift giving system.²⁸

Corruption has flourished widely in the society so that it seems to constitute a normal social fact. Durkheim, while commenting on the chronic state of anomie in the world of trade and commerce, observed that the society was faced with a complete breakdown of the moral order allowing for widespread deviance and action directed solely at efficiency and success. The vice remains deeply rooted in the society's institutions as well as in individuals.

Due to definitional and conceptual variations, desperate explanations as to what causes corruption have emerged citing everything from individual behaviour to structural and procedural deficiencies in bureaucratic arrangements to political and socio-economic factors. Research, points to a combination of deep structural causes, social and economic phenomena ranging from the importance of social norms and the relative importance of corruption at certain points in history and across cultures to different socio-cultural traditions, colonial regimes types and the duration of democratic forms of rule, to per capita income levels and payment structures in the public service.

Corruption in the public service's seem to relate to the nature of African political systems and the creation of a perception and culture of public service which ignores the principles, rules regulations and procedures which form the foundation of modern bureaucracy. Wamalwa (1996: 82-83) while advancing this line of contention, argues that African political systems have provided a fertile ground and nurtured corruption in a variety of ways...The system is characterised by factions each under a leader who dishes out favours including money or other resources to individuals in return for support. Such resources are more often than not acquired by corrupt means. In many cases, the first generation of African leaders after independence laid the foundation for corruption.²⁹ Thus, the patron-client relationships upon which African politics are based provide an explanation to the causes of corruption.

Evidently, developing nations are a fertile and natural breeding ground for corruption. Were G. S. (1981:15) cites poverty, low standards of living, lack of the tradition of leadership among many of the first leaders of independent Africa, inexperience, the universal African tradition of hospitality and gift-giving, laxity, the burden of the extended family, the disappearance of the traditional values and standards and unfamiliarity with western values, as critical causes to corruption.³⁰ Thus

characteristically, developing nations are unable to escape a culture of deeply-rooted corruption which is part of a vicious circle of economic regression.

Begovic (2005:4) has argued that corruption occurs when economic agents are maximizing their individual utility, that is, personal welfare (wealth).³¹ Here, selfish interests of economic agents constitute the motives for economic transactions between them. While Fritz (2006:2) contends that corruption incidence is due to its multiple channels of expression linked to pervasive poverty and and/or inequality, the availability of *rents*³² as well as the opportunities offered by a globalizing but highly unequal world.³³

Other causes to corruption include greed and devotion in material things, erosion and distortion of values, professional ethics and standards, existence of opportunities, poor governance and poor remuneration or lack of incentives to public officials and disregard of merit in appointments, selective law enforcement or perceived impunity and lack of awareness on the evils and consequences of corruption. Corruption is also considered as being a result of lack of democracy, human rights and lack of good governance.

With particular respect to existence of opportunities, Begovic (2005:5-6) argues that the origin of rent-seeking are the "public policies" that boost government intervention and disable free market operation.³⁴ More government regulation results in fewer free-market operations and therefore more corruption. Thus, instead of enabling the free market to regulate relations and transactions among economic agents on the market, the government steps in and regulates these relations in a hands-on manner. Such public policies can deliberately be pursued specifically because they create rent.

However, in a focus on the environment that predicates fertile grounds for corruption rather than the individual, Hamir (1999: 2-3) in his analysis of the social, economic or organizational conditions argues that these factors constitute issues that provide a conducive environment for the vice to thrive. Hamir argues that corruption will survive where; leaders in key positions are not capable of inspiring and influencing conduct of the highest moral standards; religious and ethical teaching is weak; punishment is lenient; large number of people is competing for insufficient services; inequality exists in wealth distribution; salaries and wages are low as compared with the standard of living; policies and procedures are outdated or inadequate; discretion is excessive and where supervision and publicity are insufficient.³⁵

1.1.6 Anti-Corruption Communication Campaigns Worldwide

Communication is necessary to provide people with convincing information that support the abandonment of the practice. This can be done through increasing their knowledge on causes, consequences and severity of corruption to the daily life. This prepares people to abhor and report incidents of corruption. Thus as the public becomes aware of corrupt practices and then can be persuaded not to tolerate them, the more effective any effort to reduce corruption will be. In this case the key to persuasion is to provide the receiver with convincing information supporting the desired change.

Communication initiatives attempt to increase the knowledge of people on the causes and consequences of a corrupt society. The intention of behaviour change communication is to ensure that people are armed with the basic facts about corruption in a language or visual medium appropriate to them. Once the public is armed with facts on corruption, they are in a position to evaluate the corrupt acts negatively and be able to report them.

Communication in anti-corruption initiatives can be fundamental in encouraging communal and national dialogue to debate on the basic facts on corruption and the underlying factors that contribute to its prevalence. It consequently leads to discussions on how to prevent such acts in the society. Communication can stimulate a demand for information on corruption as well as improving skills and a sense of self-efficacy. Thus, communication is key in teaching and reinforcing new skills and behaviour towards maintaining better practices.

Since it is rooted in behaviour change models developed in the field of social psychology, the use of BCC approaches is significant in the fight against corruption, worldwide. Communication that is strategic and integrated into the entire programme can impact on behaviour and hence influence social change. Thus, by promoting awareness and attitudinal change, BCC has provided one fundamental approach to curb corruption.

Planned communications approaches used in the fight against corruption inculcate anti-corruption attitudes in individuals and the society. Such attitudes translate into a variety of mechanisms that reward appropriate or punish inappropriate behaviour thus reducing the level of societal acceptance to corrupt practices. Hence by addressing particular objectives related to raising awareness of the cost of corruption, mainstreaming a concern for corruption within national institutions, increasing the understanding of causal factors and influencing the behaviour of

corrupt and potentially corrupt individuals, the approaches create an atmosphere in public life that discourages fraud and corruption.

Evidence indicates that other anti-corruption measures that include reforming legislative framework, policy, system, procedure all over the world, have been possible where communication has taken precedence. Communication efforts have created an internal pressure occasioning push factors for change within individuals and the society. Social marketing strategies have, for instance, focused on generating that pressure by creating new norms and values of acceptable behaviour that seek to address the dissonance.

Notable cases where communication approaches have been employed in the fight to reduce corruption include **Honduras, Philippines, Hong Kong, Ethiopia and Pakistan**. In Honduras, communication approaches, supported by research became a fundamental aspect in combating corruption. The communications approach success is premised on research that has been fundamental in designing comprehensive strategies and quantifiable IEC objectives. This has been significant in adjusting IEC strategies hence allowing the initiatives to keep in track with new developments within the programme and the society.

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Therefore, research has played a crucial role in enhancing communication programmes and in turn enabling them to be more effective towards reducing corruption. For instance, research in Honduras played a critical role in determining appropriate channels to disseminate anti-corruption messages. Thus, research found radio to be a key source of information on corruption issues in the country, hence designating the channel to be a significant media to disseminate anti-corruption messages.

Again, anti-corruption messages through communication channels create awareness on corrupt practices persuading people not to tolerate them. This is evident in the Honduras experience, which has indicated that prior public awareness makes people become intolerant to corrupt practices, creating an environment that enables other efforts to be effective.

Elsewhere in Pakistan, anti-corruption communication approaches have targeted the youth who are viewed as a strategic group in the society to present messages to. The youth are strategic to social transformation as they constitute the future society. The basic intention in this campaign is to form

a mind-set of the youth. Communication targets their attitudes with an aim of achieving behaviour change in respect to corruption.

The Pakistan Awareness and Prevention Wing of National Accountability Bureau (NAB) created, as one of the extended range of awareness and prevention measures, the youth oriented-target programmes which include a wide range of activities such as poster/painting competition, based on anti-corruption themes. Creation of awareness has been considered to be an effective tool in facilitating the publics' endorsement of prevention and enforcement measures. This is made clear in Brig Javed, who asserts "awareness and prevention approach has been found more effective for eradication of corruption than mere enforcement."³⁶

In Hong Kong, according to Lee (2006), the Independent Commission against Corruption (ICAC) used a far-sighted, three-pronged strategy that incorporated the aspect of targeting behaviour change by imparting education that targets attitudes. The three-pronged strategy emphasised detection (deterrence), prevention (systems control), and education (attitudinal change).³⁷ This approach was central to the subsequent success in containing the problem and rallying the community behind the anti-graft battle. Hence, to battle the vice, the commission imparts education that targets attitudes of people.

In Philippines where corruption is deeply entrenched, researchers have focused on formulating a corruption prevention strategy where communication is a key element. The human factor has been accorded attention which is fundamental in effecting change. In this respect, Uhr (1998:5) has argued that in effecting behavioural change, account must be taken of the ethics held by the society. Uhr considers the ethics strategy as a means of not eliminating fraud and corruption but of reinforcing the moral centre of the vast majority of officials who can respond to messages about what constitutes proper conduct.³⁸

Also incorporating the component of communication is the Initiative Africa (IA) operating in Ethiopia. IA has sought to advance the concept of good governance and to improve the quality of life through promoting accountability systems, administrative control and transparency towards the public. Its program revolves around sharing experiences and best practices in fighting corruption within the private-private and the private-public sectors. The organization sought to accomplish this mission through education, sharing of good practices, and exploring innovative

approaches.

Communication intervention in behaviour change can be summarised as a series of stages; they usually involve raising awareness of an issue; deepening knowledge of the issue; changing attitudes through stimulating discussion about barriers to change and supporting the change (showing that it is possible, desirable and socially acceptable).

Thus, to facilitate change, communication interventions need to follow a number of essential procedures, including formative research, choosing the right channels of communication and feedback and promoting discussion with and within the audience. In addition extra effort is clearly needed when dealing with deeply entrenched social attitudes.

1.2.0 Background to the Study

High corruption costs notwithstanding, the fight against the vice in Kenya has not received the good will it deserves in the past and even now despite the crucial institutions put in place. Such institution which include KACC, NACCSC, PAC, PIC, the Banking Anti-Fraud Team and the Cabinet Committee on Anti-Corruption have more to grapple with besides fighting the vice. Nevertheless, anti-corruption efforts have focused on creating awareness, reforming policies, the legislative framework, systems, procedures and practices.

Despite the measures, research findings have indicated that the phenomenon is still pervasive in Kenya in that no sector is spared. The trend in corruption in Kenya is such that one third of the bribes reported are paid to obtain services such as education, healthcare and utility, 24 percent to comply with regulations for instance obtaining licenses, seven percent to transactions related to business and 3.6 percent had to do with employment issues such as securing jobs, promotions, or other benefits.³⁹

The Kenya Bribery Index Survey, with respect to corruption as captured by bribery experiences of the public, indicates that the situation has not changed much from the previous years. Thus despite the fact that average size of bribe declined from KSh1,700 to KSh1,236, the level of corruption as reflected by the experiences of ordinary citizens in the year 2006 remained largely unchanged compared to 2005.⁴⁰ The average number of bribes paid doubled from 1.2 to 2.5 per person, while the bribery cost burden increased from KSh2,000 to KSh3,000 signifying a 50 percent increase.

On aggregate, Kenyans pay an average of KSh1,689 as bribes annually while the annual cost of a bribe is KSh3,185 and 30.5 percent of the people who seek public service pay bribes.⁴¹ As a result of widespread corruption in the country, it is estimated that Kenya is paying as much as US\$1 billion a year in corruption costs. This amounts to nearly a quarter of the annual government spending.

Corruption in Kenya has existed long enough to be part of a culture that is now deeply embedded in all aspects of life. Okech-Owiti *et al* (1996:1) for instance contend that corruption in Kenya has grown bigger in terms of participating personalities and the amount of money involved.⁴² And attesting to this fact is the media, which since the 1960s has been inundated with sensational and unbelievable reports of corruption scandals.

The phenomenon has partly been traced to colonialism, a system of governance that was based on and sustained by authoritarianism, injustice, deceit and plunder of the country's natural resources. Arguing in this vein, Chweya (2005: 8-9) contends that, the entire colonial project in Kenya was in itself a single but comprehensive act of corruption. He contends that in the colonial set-up, Africans were disadvantaged, discriminated against, subjects in the racially stratified social order of the colonial times. ... The colonial state treated Africans with institutionalised partiality, unfairness and injustice, outcomes which are typical in a corrupt state.⁴³ This later provided a conducive environment for corruption to flourish in the post-independent state.

Elsewhere, Chweya (2005: 10) argues that the escalation of corruption can also be attributed to increased state transactions in the face of the newly introduced welfare programmes and the switch of post-independence KANU government from reliance on democratic sources of political legitimacy to reliance on the distribution of patronage besides coercive control.⁴⁴ Corruption has hence thrived in Kenya due to retrogressive politics and opportunities presented by interventionist policies through which the state seeks to manage economic life through licensing and other forms of regulation.

Again, a number of contributors trace corruption in Kenya to the systematic distortion of social-cultural values that governed the African way of life. It is argued that virtues such as reverence for elders and people in authority and the traditional African hospitality of gift or token-exchange got perverted and were transformed into outright demands for bribes before services could be rendered.

On efforts targeting the vice, scholars trace the earliest anti-corruption initiatives in Kenya to way back in the colonial era in the 1920s, which saw the enactment of the Prevention of Corruption Ordinance Act (PCOA) (Cap 65) in 1956. And though anti-corruption efforts date back to that era, it was not until 1992 that the 1956 Act was amended paving way for more reforms targeting the vice.

Hence, when the corruption worsened in the 1980s, it led to the Act's amendment in 1992 to create an Anti-Corruption Squad in the police department. The squad existed only until 1995 paving way for another amendment of the Act in 1997 to create Kenya Anti-Corruption Authority (KACA) with investigative and prosecutorial powers. However, KACA was declared unconstitutional in 2000 by the courts, a move that led to its dissolution.

Later in 1998, Parliament constituted a Parliamentary Select Committee on Corruption mandated to explore the origins, causes and effects of corruption in Kenya. Its report led to the enactment of the Anti-Corruption and Economics Crimes Bill (2000) to replace the Prevention of Corruption Act (Cap 65). The bill was fundamental as it led to the enactment of the Anti-Corruption and Economics Crimes Act (ACECA), the Public Officer Ethics Act (POEA) and the establishment of the Kenya Anti-Corruption Commission (KACC).

The two Acts of Parliament established an improved legislative platform for the fight against corruption paving way for a more profound stage to target the menace. This also saw the creation of the Ministry of Justice and Constitutional Affairs and the National Anti-Corruption Campaign Steering Committee (NACCSC) to supplement the efforts of existing organizations. Also, such initiatives have seen the media, NGOs, public and private sector institutions, civil society, religious bodies; professional bodies join the fray.

More specific measures such as the establishment of the a Commission of Inquiry chaired by Justice Samuel Bosire, to probe into the Goldenberg scandal, implementation of anti-corruption reforms in the judiciary, implementation of the Public Sector Financial Management Reforms Programme and initiation of a set of miscellaneous reforms in the different quarters of the public life marked the re-shaping of anti-corruption efforts into a more focused fight.

However, Chweya (2005) has critiqued such measures as being ineffective. He argues that the role of KACC for instance ends at the AGs office. He cites the declaration of wealth as being good, but faults its secrecy that subsequently makes it ineffective. And for the Acts that target civil servants only, such as the Public Officer Ethics Act, Public Procurement Act and the Public Financial Management Reforms Programme, he argues that they ignore the general public who are other major stakeholders.

1.2.1 The Use of Communication in the Anti-Corruption Campaigns in Kenya

In anti-corruption campaigns, communication has become a critical ingredient alongside other structural initiatives, hence constituting a critical component of the campaigns is the raising of public awareness through educating the masses, on the harm done by corrupt persons to the society and to individual.

The role of communication in a campaign is explicit in its definition. Shannon and Weaver (1949:3) have defined communication broadly to include all the procedures by which one mind may affect another. They contend that it involves not only written and oral speech but also music, the pictorial arts, the theatre, the ballet and in fact all human behaviour.⁴⁵

However, while surveys indicate that media remains the most popular source of information on corruption among Kenyans, Odhiambo *et al* (2001: 8) have argued that effective awareness-raising requires absence of media censorship and enactment of freedom of information and defamation laws which do not fetter the media.⁴⁶ Thus a media, which is gagged by inhibitive laws, silenced by censorship, and constrained by a lack of an enabling environment, cannot effectively contribute to the war against corruption.

In the Kenyan context, communication has been perceived as a critical component in supplementing anti-corruption initiatives. This component is basic in educating the people and creating awareness on the vice, its causes, consequences and the need to be intolerant to the vice. However, as much as the communication perspective was gaining significance, public awareness is still minimal among most people as demonstrated by the low but steadily willingness to report the vice. Evidence suggests that there are no clear comprehensive communication efforts and that such efforts are just developing.

“See no evil hear no evil” is an attitude, NACCSC and other anti-corruption bodies now seek to change through communication efforts. The BCC campaigns have intended to educate the public on the need to assist the government fight the vice. The role of communication in anti-corruption campaigns aims at persuading and inducing social change through altering attitudes.

Whether the current initiatives carry the right messages, that target the appropriate audience, becomes the mandate of research. Hence, research in the communication efforts against corruption provides feed-in mechanism that seeks to improve on the strategies of the campaign.

The Kenya government has since 2003 focused on targeted education and awareness campaigns intended to empower people to participate in the fight against corruption. Such communication efforts are designed to change the mindset and behaviour of Kenyans as a prerequisite for a successful fight. However, it has become increasingly necessary to investigate such

communication efforts, to determine how effectively, they are designed to target the intended audience and achieve behaviour change.

Evidently in 2004, the government mandated NACCSC to spearhead a comprehensive anti-corruption public awareness. Among several other functions the committee was mandated to: establish a framework for a nationwide campaign against corruption; effect fundamental changes in the attitudes of Kenyans towards corruption; provide a framework for raising public awareness and advocacy by key stakeholders in public and private institutions and the society in general; develop and conduct programmes creating a strong anti-corruption culture and strengthening the fight against corruption. Yet as such efforts are being implemented, a need arises to determine how the campaign is being carried out, and what its strategies embrace. The effectiveness and impact of the messages is critical in communication programmes.

According to the "Governance Strategy for Building a Prosperous Kenya" document paper GOK (2006), other communication efforts have involved the initiatives of the Directorate of Personnel Management, Office of the President teaming up with KACC to initiate anti-corruption awareness seminars in the public service under the auspices of the Public Service Integrity Programme (PSIP).

However, research is important in determining what messages are preached in the workshops and whether they are oriented to the needs of the audience. One also needs to determine the characteristics of the audiences in terms of their incomes and whether the available audience segmentation enables one to formulate messages targeted to each segment. Important also is finding out whether the existing strategies focus on an individual, or do they focus on the society, or is it leaders, institutions or simply structures. And whether such communications initiatives are society-based or individual-focused becomes the concern of research.

KACC has spearheaded communication initiatives that include various sensitization seminars on corruption and economic crimes to mid-level public officers in government departments like the police. Through education and information, the body is engaged in disseminating information by uniquely expounding on the various laws and materials related to corruption. Research into these efforts becomes basic to determine the processes of such strategies, what they are based on, their rationale, what theories and models do inform the strategies and how they intend to achieve the desired results.

It has again developed a formal curriculum targeting the incorporation of anti-corruption content in the curricula of primary and secondary schools, teacher training colleges, tertiary institutions and universities. Research is critical in studying the content and whether this content can imbue desirable ethical and moral standards in respect to discouraging corruption among the youth.

Communication approaches initiated by KACC have led to the development and dissemination of messages to the public through the print and electronic media consisting of useful and simplified anti-corruption material such as The Anti-Corruption and Economic Crimes Act (2003), The Public Officer Ethics Act (2003), and Frequently Asked Questions about the war on corruption in Kenya.

The materials are tailored to help the public understand the meaning of corruption, the evils of corruption, why it is necessary to avoid engaging in corruption and where to report cases of corruption and suspected corruption. However, besides the focus of the messages, efforts need be dedicated to making such messages simple, ensure they communicate a benefit, have a common theme discernable within the same message on various channels, they cater for emotional values and call to action.

At times messages and materials developed at one point in time become irrelevant, less effective or simply stop having the desired impact. The needs of the target population change as they confront materials that lead them to seek other information. However, to trigger any revision research becomes an inevitable initiative to identify the weaknesses, gaps and emerging information needs of the target audience in the strategy. Research results are used to provide feedback for the strategy and strengthen the initiatives and improve on them or recommend appropriate strategies depending on the findings.

Basically, as communication efforts evolve, messages and approaches often need revision during the course of the programme. Yet as they evolve, there is increasing need to subject the methods to research in order to determine the effectiveness and impact of the communication approaches.

1.3.0 Problem Statement

The application of BCC to inform, educate and influence behaviour toward reduction of corruption is an emerging trend in the Kenyan context. Yet these novel strategies, which have emerged to fight corruption, have inherent weaknesses which can only be determined through research efforts.

Despite the wider-spectrum angle that anti-corruption initiatives have taken over the years, the deeply-rooted vice remains a challenge to Kenya even as of today. The pace at which the consolidated efforts of public awareness, reforming policies, the legislative framework, systems, procedures and frameworks are achieving progress as far as behaviour change is concerned is no doubt slower than expected. The tendency to equate success with possession and ownership of material things remains in the hearts of many as corruption continues to soar up affecting millions of livelihoods in Kenya.

The use of communication, notably mass media, to fight corruption is not a new development although this was never done strategically. Nevertheless, the channels played a crucial role of highlighting the vice to the world over. Radio, television and the newspaper have over a long time worked towards creating awareness on corruption and other problems in the society.

The fact that it is the first time anti-corruption organizations are making use of such strategies, which are in their development stages, implies the need for continuous research into these methodologies and initiatives in order to improve, concretize and reshape the efforts. The fight against corruption as far as strategic communication is concerned is an emerging phenomenon that seeks to replace the old unplanned communications that put emphasis on mass media. Emphasis on mass media meant leaving out interpersonal and group communication which are critical media in behaviour change.

The current anti-corruption communication efforts are characterised by budding strategies that require re-shaping as they continue to develop within other strategies in the ongoing war against the vice. The use of these infant strategies has been prompted by calls to have tangible results in the war against corruption, hence the short-term communications solutions. The approaches which are not adequately developed have inevitably become a part of the critical strategies in the anti-corruption war leading to ad hoc communication activities.

The approaches intrinsically exhibit limitations designating them to being more functional rather than strategic. Thus, they put emphasis on internal production capacity targeting output and product while focusing on producing changes in knowledge. This internal production lacks the appropriate coordination. Attesting to this line of argument Sherman (2000: 12) contends that when every institution has their own IEC unit, duplicating the efforts becomes the norm, where materials are created with little opportunity for coordination.⁴⁷

Novel strategies are developed on weak foundations occasioned by the absence of past examples on the issue and inadequate coordination amongst the stakeholders. Besides focusing on achieving short term results, the strategies focus on the product rather than the process, on output rather than the impact and on changes in knowledge rather than in behaviour. The resulting situation is a poor audience and situation analysis, strategic design, formulation of the communication objectives, material development, monitoring and evaluation aspects.

For instance public servants in Kenya have been perceived as one homogeneous group. The workforce appears consisting of people with similarities yet they are quite different as occasioned by disparities in what they earn. Different incomes implies different socialising locations, schools for their children, shopping places and habits, use of different transport, communication and health facilities. Since these people have different lifestyles and are corrupt for different reasons, their information needs differ significantly.

In *ad hoc* communication efforts, certain key issues surrounding the incidence of corruption are left out in message-targeting while certain segments of audiences are not taken care of resulting in failure by the messages to meet the needs for this critical audience. Further, evidence to ascertain whether such efforts are effective and have achieved impact on behaviour is no doubt scanty.

Gindra and Stapenhurst (1998:13) have argued that, effective execution depend upon appropriate positioning, congruent and achievable objectives, tailored appeals, people empowerment, use of a broad promotional mix and immediate reinforcement.⁴⁸ In-depth communications research is critical in determining whether messages are appropriately positioned, they match needs of audiences or are properly tailored with the necessary appeals in order to feedback the findings into the anti-corruption communication activities.

1.4.0 Objectives of the Study

1.4.1 Overall Objective of the Study

The overall objective of this study is to examine the impact of behaviour change communication in reducing of corruption in the public service.

1.4.2 Specific Objectives

1. To examine the nature of behaviour change communication messages used in the anti-corruption campaigns.
2. To determine the communication habits, access to media, media channels and information needs related to corruption among public servants.
3. To determine the impact of the content of anti-corruption messages on the target audiences (especially on their practices) in respect to corruption.

1.5.0 Assumptions of the Study

The basic assumptions in this study include the following:

1. Human beings are rational animals and capable of choosing between wrong and right, however more often than not, they choose to be corrupt.
2. People are likely to be corrupt because they are driven by selfish interests, self-preservation and partly because of the environment. To them, it is the immediate family and the individual they care about and not the community, or the country. The communal ties and interest no longer exists. The society is more capitalistic and individualistic.
3. People can be persuaded to change their behaviour through planned communication
4. People will choose not to be corrupt if role models (leaders, seniors, teachers, etc) in the society are not corrupt.
5. Embracing the tenet of hard work, improvement in incomes and economic situation in the country is likely to reduce the vice significantly.
6. Anti-Corruption communication efforts have had impact on behaviour among public servants

1.6.0 Hypothesis

This study puts forward, the following, as the key hypothesis in regards to behaviour change in the anti-corruption fight in Kenya:

- ⊕ Current anti-corruption communication efforts have influence on the character of a majority of workers in the civil service

1.7.0 Justification of the Study

Corruption is not exclusively the problem of the developing nations but exists in varying degrees in all countries including the industrialised ones. The consequences of corruption have brought many economies to their knees and devastatingly impacted on the poor. Hence the phenomenon is a key concern that occupies the minds of those whose worry is the interest of the society.

Beyond the basic legal violations and high transaction costs, corruption undermines a healthy free-market system, hampers economic development, reduces social services, and diverts investments. And at the end of the day this consequences have ripple effects. In the words of Were (1981:19); “corruption results in men and women with proven ability, dedication and training, who are crucial in nation-building sooner or later, lose interest in their work owing to frustrations and discriminatory practices.”⁴⁹

It leads to brain drain, disregard of merit and lack of confidence in public institutions. It leads to a working force that is demoralised, de-motivated, anti-merit, increased insecurity, increased immorality and social evils. In a situation where corruption is the criteria for success in public life, public morality and national pride are often replaced by chaos and instability.

Despite of reforms that have been initiated including those that encompass awareness, new networks of corruption keep on emerging to stifle such efforts which further impacts negatively on the economy. Yet again, since a comprehensive war against the vice did not start long ago, the strategies in use are just but developing. Such strategies are new, lack the right focus, are not properly grounded in behaviour change models while messages fail to match the needs of the audiences.

A good analysis to a situation is as good as a solution to the problem that one seeks to solve. Without a definite methodological approach to determine whether the war is on the right track or not, the current efforts are a wild goose chase.

This research is particularly significant in examining the communication situation, information needs, the initiatives, programmes and communication channels in order to establish a reliable baseline data towards addressing corruption in the society. Yet again since no one is to be certain that the fight is on the right track, continuous research remains the basic monitoring and

evaluation effort to determine whether the path taken is truly, not only legitimate, but a sure means to better results.

When communication approaches in use, take the audiences to the knowledge and attitude level without yielding behaviour change, fresh research into methodologies become fundamental in determining the effectiveness of strategies. Relatedly, when key objectives are not realised and certainly when it is not clear whether the methodologies would lead to the desired outcomes research becomes a fundamental step to revise and improve on the strategies.

This research is fundamental in the monitoring and evaluation of the direction which the communication war is taking in order to recommend alternative communication strategies towards solving the problem of corruption in the society.

1.8.0 Significance of the Study

Research in BCC has taken precedence in societal problems other than corruption. A lot of literature has concentrated on examining the concept of corruption, its causes, roots, its prevalence and effects in the society with a view of finding solution to the vice. Little has been dedicated to behaviour change communication in regards to altering corrupt practices in the Kenyan situation. Hence research in behaviour change communication in relation to corruption is scanty whereas available research and literature is biased towards the non-communication angle of the subject.

Further, increasingly, anti-corruption campaigns are largely unguided due to lack of a national anti-corruption communication campaign strategy.

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This study will contribute towards concretizing literature and expanding knowledge in regards to corruption and behaviour change communication in Kenya. The effort will therefore bridge the missing link in regards to research between communication and behaviour change in respect to corruption.

The study is equally relevant in informing policy makers towards crafting and developing a national anti-corruption communication campaign strategy relevant in guiding communication activities related to reduction of corruption in the Kenyan society.

1.9.0 Scope and Limitations of the Study

The scope of this study is limited to public servants who are key as agents of change. To find the responses that are relevant to whether there has been an impact of BCC efforts in reducing the vice, the study collects data from government workers within Nairobi area.

In its endeavour to inform the study objectives, this research will equally rely on past literature on behaviour change communication specifically in relation to corruption. I expect to find this information from the Internet and from existing libraries including those belonging to key anti-corruption crusaders.

Nevertheless, anti-corruption communication campaigns are an emerging phenomenon in Kenya implying that there could be limited literature as far as this study is concerned. That aside, accessing some of the institutional libraries is likely to be problematic.

Similarly, due to the sensitivity of the subject under study and the bureaucracy in government, the collection of data is not expected to be an easy task. Further due to the criminal nature that corruption presupposes the tools are likely not to elicit 100 percent genuine answers especially on particular issues on corruption.

Again, this scope relies on the faith in the representativeness of sample selected from a population of 4,000 officers working in Nairobi yet the population of civil servants countrywide is over 600,000. However, on the basis of the accuracy in the sampling procedure, this study will make valid generalizations about the entire population.

This research is limited to public servants yet corruption is not limited to this category alone, the public constitute the other key clients who either induce or are solicited for bribes. However the research is basically focused on the nature of BCC, its impact and how best messages can be presented to civil servants so that they are not induced nor they solicit, engage in bribery, kickbacks, nepotism, collusion, fraud or embezzlement.

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CHAPTER TWO

2.1.0 Literature Review

Behaviour Change Communication has utilized social marketing strategies in increasing public support for international development and to change people's behaviour and attitudes in respect to various issues. In public health, it has been significant in discouraging smoking, alcoholism, use of drugs, and to control overeating. Also, in order to encourage physical fitness, proper nutrition, immunization, sanitation practices and safe sex, practitioners have utilised planned communication to induce behaviour change.

In environmental campaigns BCC has focused on encouraging clean air and water, conservation of energy and water, recycling and changing attitudes towards protection of plants and animals. However in education, campaigns have encompassed encouraging literacy, and encouraging culture (art, music etc). Elsewhere, communication campaigns have focused on Gun control, prison reform and abortions (pro-life and pro-choice) whereas Image campaigns through communication approaches have targeted cities, nations, fundraisers, and non-business organizations and so on.

Specific instances in which BCC has taken a leading role include the United States, where it has been significant in encouraging safe and sober driving, encouraging church attendance, and in reducing unintended pregnancies among teenagers. With respect to religion, Neff (1978: 6) attests that social marketing campaigns have had a dramatic affect on increasing attendance at churches.¹

In Canada, BCC has been fundamental in solving the problem of tobacco consumption and improving fair-play in sport. It has also been applied with success in improving traffic safety in Australia, to increase the prevalence and duration of breast feeding in Brazil, and to encourage family planning and safe sex in Vietnam.

In Egypt, the use of communication in discouraging Female Genital Mutilation/Cutting (FGM/C) has been fundamental in changing the perception of the community on practice. The extensive media campaigns of Tanzania Media Women's Association (TAMWA) use radio, television, newspaper, and other print media such as posters to defend and advocate for women and children's rights through educating, mobilising and pressuring for cultural, policy and legal changes in the society.

Thus in these instances, communication is viewed as a fundamental aspect in facilitating social change by imparting new values and norms. And within this paradigm, imparting new anti-corruption norms is a task that communication initiatives can espouse to achieve behaviour change in the society. Overall, studies indicate that the role played by planned communications in influencing behaviour is critical to social change.

For instance, HIV/AIDS, when it first emerged globally, the role of behaviour change communication has since been recognized as critical to the control of the pandemic. Arguing in this vein, Jimoht points out that in the absence of curative immunological pharmacological and related medical interventions against HIV, behavioural interventions are more critical than for many other of public health importance.² Similarly, the use of communication approaches in the fight against corruption is just as fundamental as any other preventive measure that can be used to reduce the vice in the society to a great measure.

The Ugandan experience is a case in point where anti-corruption approaches can borrow from a great deal and modify behaviour appropriately. In Uganda, evidence indicated that appropriate sexual behaviour modification can produce a positive impact equivalent to that of a vaccine with an effectiveness of 80 percent. Stoneburner and Low-Beer (2003:324-324), in reviewing the decline of HIV/AIDS in Thailand, Zambia and the gay community in the United States, argue that Uganda is not unique and that successful experiences share basic several elements – “the continuum of communication, behaviour change and care.”³

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More evidence points to the fact that considerable efforts were devoted to implementing communication programmes by educating people about HIV/AIDS transmission modes and prevention strategies. Whereas such efforts were significant in combating HIV, the programmes remain essential component and fundamental interventions in changing practices in respect to reducing corruption.

In Honduras, BCC takes precedence in disseminating information on corrupt practices hence creating awareness among people. This has created intolerance among populations to corrupt practices as well as an enabling environment in which the success of other efforts are possible. Also worth of citing is the Pakistan experience where anti-corruption messages target the youth. Focusing on the Kenyan youth and their attitudes can form a mind-set and influence their behaviour as they grow up in the society to abhor the vice.

In the Philippines where the vice is said to be deeply entrenched, anti-corruption crusaders have targeted reinforcement of the moral centre of the human aspect in order to enhance the ethical aspect of the vast majority of officials. The situation in Kenya is not different from that of the Philippines. The vice is deeply entrenched and targeting ethics in order to enhance integrity among workers is critical to anti-corruption communication initiatives.

BCC approach seeks to increase knowledge on an issue, influence the norms, values, opinions, and attitudes and initiate change in practice. Behaviour change approaches in anti-corruption increases knowledge among people by creating a need for them to change attitudes and beliefs and build their skills in maintaining ethical behaviour. Alluding to this argument Mworogo (1999) contends that BCC helps people increase their knowledge, change their attitudes and beliefs, modify their perception of risks and build their skills in adopting and maintaining healthy behaviours.⁴

Hence, BCC approaches increase knowledge on corruption by arming people with facts which in the long run lead to discouragement of the practice. Thus when communication efforts are dedicated to reducing corruption, it creates an environment intolerant to corruption, in the event, it prevents or discourages the vice.

Anti-corruption campaigns stand to gain a lot from the experiences of NGOs and CBOs involved in fighting FGC. The organizations engage in creation of awareness on harmful effects of FGC, by providing outreach materials, mobilizing and educating communities through seminars, workshops, public meetings and discussions. Researching on the methods provides insights into ways in which corruption can be tackled through BCC. Research identifies gaps in the strategy that fail to modify behaviour creating a need to look into current anti-corruption communication approaches.

BCC approaches in Honduras are grounded in research which has been fundamental in informing communication strategic designs, the choice of channels and the subsequent quantifiable IEC objectives. The Honduras experience is a significant reference point from which anti-corruption communication campaigns in Kenya can borrow from to formulate comprehensive and strategic communication initiatives by pursuing objectives that are specific measurable, achievable, realistic and time-bound. And over time, IEC strategies, while drawing from research, can be adjusted to

drive the initiatives towards keeping in track with new developments within anti-corruption programmes.

Critical in the in the anti-corruption communication campaigns is that which informs the choice of the channels. A good design, appropriate behaviour change models, and proper segmentation determine which channels would be effective in message dissemination. Similarly as in the anti-FGC programmes, anti-corruption communication campaigns can be effective when regular research is conducted to provide information to guide the design leading to formulation of effective strategies to replace old ones.

In the Navirongo FGM experiment (Feldman-Jacobs and Ryniak, 2006: 3-16), which was implemented in six villages in the Eastern Zone of the Kassena-Nankana district of Ghana where social support for the practice remains strong, the methodology took a scientific approach in planning and implementing their FGM experiment. Thus, prior to designing the different strategies, in-depth research was conducted to understand and assess FGM in the region.⁵ This is a fundamental aspect to anti-corruption approaches whose success is equally pegged on research for the sake of in-depth understanding of the problem of corruption among the Kenyan populations and the work-force.

In the experiment, information obtained from research helped researchers develop a project that is culturally sensitive, sustainable and specifically tailored to the local context in which FGM occurs. Such are lessons anti-corruption approaches cannot do without as their success depends on the sensitivities of the cultural diversities among communities some of whom do not take kindly rejection of a gift.

Feldman-Jacobs and Ryniak (2006: *ibid*) argue that a project can be successful if a multi-phased approach is adopted.⁶ For instance, a diagnostic phase to understand and assess the level of corruption and its underlying rationale, a pilot phase in which community is involved through participatory learning techniques in the planning of intervention strategies, experimental phase where interventions are introduced to randomly selected audiences over time.

In anti-corruption communication campaigns, building in a rigorous monitoring and evaluation system allow researchers to modify and adapt their approaches to achieve successful outcomes. And considering that new approaches exhibit design problems, monitoring and evaluation of anti-

corruption communication programmes is a fundamental aspect toward sustainable behaviour change.

With respect to corruption, communication initiatives need to have tailored messages designed to change peoples' way of life over long term. Clay (2006: 1-12) argues that long-term success against corruption requires fundamental changes in the country's way of life; this type of changes require broad public awareness campaigns that take time, money effort and coordination. However changing public assumptions creates expectations that require immediate follow-up.⁷ Clay believes that effective communication can decrease tolerance of corrupt behaviour and increase the demand for integrity.

As in the Ethiopian experience where the Intrahealth Project designed a programme to identify knowledge, attitudes and practices of FGC in selected sites, anti-corruption communication initiatives in Kenya need to re-evaluate its strategies by consistently seeking to put in place a system that would time and again examine into the insights of knowledge, attitudes and practices in respect to corruption.

In Senegal, the Tostan's Community Empowerment Programme developed by the NGO Tostan meaning "breakthrough" in the *Wolof* language focuses on using communication to empower villagers to take charge of their own development and to participate fully in society. Tostan developed a system whereby knowledge from its programme radiates out to encompass wider circles of people via a process called "organised diffusion."⁸

Applied to anti-corruption communication campaigns, the class participants share their new-found knowledge with others through an "adopt a learner" strategy. This can be a friend, relative, husband or village leader. The villagers and adopted learners, use theatre songs and events to share with the rest of their community the new knowledge. This new knowledge is then passed on the surrounding villages, particularly those with whom they intermarry, are close to, or share space with, such as at wells and markets.

Valuable lessons in the Tostan experience, which are similarly critical to anti-corruption communication programmes, were notable. The staff constantly revised and updated programme content and methodology based on learner feedback. They learned that a programme has to begin

with a year of consciousness-raising sessions that allow all the community to be involved in discussions and dialogue on the issue before other steps are taken.

The experience of Maendeleo ya Wanawake Organization (MYWO) in Kenya indicates that communication activities have been done within the model of behavioural change.⁹ Lessons have emerged that are equally critical to anti-corruption communication initiatives indicating that behaviour change is a process and that for it to occur individuals, families or societies need to pass through several stages before there is sustained behaviour change.

For instance, exposure to new information about the behaviour (i.e. the suffering, poor people have to endure due to unequal opportunities) can motivate individuals and families to contemplate a behaviour change. And whereas this stage leads to an intention to change the behaviour, there is normally need to ensure that decisions are supported by the society so that action can be taken to initiate change.

As in anti-FGM campaigns where a combination of intensive community sensitization about the practice and exposure to anti-FGM messages and offering an alternative rite, persistent exposure to anti-corruption messages and education towards adopting new norms is clearly fundamental attitudinal and behaviour change strategy to combat the vice.

However, whereas the underlying principle in earlier approaches was that improving people's knowledge on an issue about its consequences would lead to avoidance of the behaviour, the approaches were not implemented without shortcomings in the methodologies. Human behaviour is complex and behaviour change under any circumstances can be difficult to achieve and maintain simply by providing information.

That is, according to the IEC model, clear information presented in an appropriate format and language would persuade those for instance at risk of HIV to protect themselves from the virus. Yet provision of information alone is not enough to initiate and sustain behaviour change in individuals and communities. For instance, knowing that corrupt practices may harm the poor and the economy is usually not enough to influence corrupt individuals to change behaviour.

In this vein, Prochaska *et al* have argued that behaviour change is a process rather than a single event with relapse possible at any point in that process.¹⁰ This is also evident in the argument by

Scalway *et al* (2002: 325) who contend that surveys across African countries reveal that awareness and knowledge correlate only loosely with behaviour...¹¹ In fighting corruption the communication approaches need to take into account the complexity involved in changing behaviour. Effective communication efforts can be designed in a manner that they overcome the complexities.

Evidence indicates that ad hoc communication methods, lead to overemphasizing certain aspects while leaving out significant ones that target behaviour. It is within the shortcomings of initial efforts that the need to adjust strategies arises in order not to only influence knowledge but also behaviour. Sherman (2002: 11) has argued that skipping any one step in the BCC process jeopardises the quality and effectiveness of materials. However Sherman is quick to point out that following simply a process is not a guarantee to success, as each step can only be performed as well as the one preceding it.¹² This makes it imperative for programme planners to become familiar with the process and the underlying rationale for each step.

Strategic communication approaches in fighting corruption can achieve greater impact in terms of behaviour change. In anti-corruption communication efforts, the stepwise approach is fundamental especially for a good audience analysis, and for inclusive and focused communication objectives. A fundamental observation in most communication initiatives is that novel strategies designed to influence behaviour were themselves merely developing hence unable to create change in behaviour. A good number of approaches are often better at imparting knowledge than they are at inspiring behaviour change. Hence, the fact that every methodology at a particular time in use has weakness is evident.

It becomes increasingly essential in the anti-corruption communication campaigns to change strategy, re-focus the efforts on behaviour change that must go well beyond the basic education and materials dissemination. Onyekwere (1991: 7-9) has, for instance, argued that since research has indicated that majority of Africans have heard about family planning, are aware of it, approve of it, actual practice and behavioural change are yet to be realised.¹³ This is premised in the conceptual and methodological weaknesses inherent in campaign designs, which also serve as a critical eye-opener to anti-corruption communication initiatives in the country.

A realisation that awareness while an essential pre-requisite for changing behaviour is insufficient, is evident. This has witnessed an increasing emphasis on BCC in problem communication efforts globally, rather than IEC. In anti-corruption communication campaigns, it has meant the need to

adjust the initial methods and strategies so that they not only increase knowledge but also influence behaviour.

It is argued that since BCC is rooted in behaviour change models developed in the field of social psychology it establishes communication that is strategic and integrated into entire programmes. Thus BCC's primary goal is sustained behaviour change whereas IEC is said to largely focus on improving awareness and knowledge. In practice, IEC has often resulted merely in the production and dissemination of communication materials hence making campaigns ineffective in inducing behaviour change.

Thus, IEC is functionally product-oriented, and it is evaluated on the basis of the outputs that are generated. It tends to focus on producing changes in knowledge based on what experts decide. Production is frequently done in-house, with a lot of emphasis on developing internal production capacity leading to duplication of efforts. However IEC can play a strategic role when emphasis is placed on contracting out the production of materials to production experts, and re-orienting in-house capacity from do-it-yourself production to process management.

More often than not, new communication approaches are trapped in the functional approach of IEC, in which case they concentrate on achieving the product. They therefore ignore the process and the impact, hence yielding ineffective communication approaches. In the strategic approach there is a greater emphasis on process over product, on impact over output, and on changes in behaviour instead of knowledge.

Studies on theoretical developments and evaluations of effective campaigns show that the chances of success are increased through research, systematic planning and use of complimentary mix of the most appropriate mediated and interpersonal channels. Thus while anchored on research, anti-corruption communication campaigns efforts can influence people to yield to social change.

For this reason, it is through research that the shortcomings in methodologies in designs are exposed signalling for fresh approaches. Research is conducted continuously in order to assess the needs and identify program failures and hence provide benchmarks for revision. One needs to evaluate external factors, the messages, determine the impact of the messages, in order to systematically plan and develop informed communication strategies.

Research is capable of revealing weaknesses in the methodology designed to address corruption, for instance, a review of HIV/AIDS behaviour change communication interventions by Airhenbuwa *et al* (1999) concluded that theories and models do not provide an adequate framework for bringing about behavioural change, especially when applied to the contexts of Africa, Asia, Latin America and the Caribbean.¹⁴ Hence the choice of any models in the anti-corruption campaigns must fully be informed by a thorough situation analysis.

Studies indicate that behaviour change occurs in context, whereas approaches that focus exclusively on individual behaviour cannot have significant or sustained impact. Similarly corruption practices are rather influenced by individual, social and structural environmental factors including political, economic, historical factors at the local and national levels. The factors add up to a plethora of other variables, unique in context to every country rendering the fight a complex process.

Structural models of behaviour show that environmental forces beyond the control of the individual constrain or help the “knowledge-behaviour link”. Some structural factors include legal restrictions or guarantees, economic factors such as income, price and access to services. While it is important to educate an individual as a starting point, an exclusive focus on individual behaviour is tantamount to “blaming the victim”. Revising models becomes important to enable re-tailoring the approaches to encompass the individual, the environment or the social context.

Thus, the models have not been appropriately applied in respect to changing behaviour as far as certain problems are concerned in the African context. They especially fail to take certain aspects into consideration in respect to problems that emerge in Africa. Studies become relevant in creating a need to have appropriate models, suitable to the African context or necessitate modification of existing theories to provide a suitable framework upon which behaviour change is achievable.

Relatedly, when communication models are applied to issues such as corruption in Africa, most are being applied for the first time, research becomes inevitable to determine the context in order to tailor the models to suit the African situation. An appropriate KAP analysis conducted uniquely for a particular context becomes requisite before embarking on an anti-corruption communication initiative. The analysis enables the programme planner into an in-depth understanding of the audience’s information needs. If we do not know his information needs in relation to corruption,

we are likely to end up with messages that do not address or match the needs of the audiences we intent to change.

Therefore, every time fresh communication initiatives are launched, research is requisite to establish the current knowledge, attitude and practice level, socio-cultural, and socioeconomic environment hence their needs. Evaluation research is even more fundamental as the programme progresses to determine whether the methodologies are effective, whether the programme meets the needs of audience and how best weakness in the methodologies can be addressed.

In the same vein, the Nigerian experience in agricultural communication demonstrates that affecting attitude change in the non-literate farmer requires that communication be predicated on a thorough understanding of his information environment and his information needs as jointly determined by both the farmer and the communicator. Thus, according to Soola (1988: 77-78), the rural farmer will embrace new practices if in communicating with him attempts are made to understand him, his communication environment, his cultural, social and economic conditions and if he is an active participant in determining the schemes directed at him.¹⁵ A fully comprehensive BCC approach that does not only provide information but also creates an environment that discourages corruption is likely to lead to long term changes in behaviour.

Overall, IEC programmes in Anglophone Africa have lacked the participatory aspect by those audiences intended to benefit from the programme. Obeng-Quaidoo and Gikonyo (1995: 84) point out that there has been less involvement of beneficiaries in message and material development, whereas activities have been implemented without much knowledge of the audience they hope to reach, and there is a critical missing link between data collected from audience analysis and programme design.¹⁶ A process that is less participatory, leads to uncoordinated efforts while messages fail to match the needs of the audiences.

Research in anti-corruption initiatives is fundamental in determining what channels are appropriate in presenting the message to the target audience, yet poor choice of channels is a consequence of poor choice of behaviour-change models and audience segmentation. Most research (Obeng-Quaidoo and Gikonyo, 1995:84) hence indicates faith and reliance upon mass media and not on interpersonal channels.¹⁷ Similarly, research has shown that while people obtain information from radio and television, such information has relatively little effect on behavioural

changes. This contention is supported by Myers (2006) who notes that, generally, the media has powerful effects only indirectly by stimulating peer communication.¹⁸

In many African countries, reliance on mass media has led to high levels of awareness while practice remains low. Evidence hence indicates that mass media are effective in awareness creation while interpersonal and group communications are more effective in changing behaviour. Communication initiatives become less effective when a media mix is not employed and instead there is over-reliance on a particular category of media. With research, one can determine the appropriate channels to suit the awareness stage, those to employ at the attitude level, and then practice level in the anti-corruption communication campaigns process.

There is also misplaced emphasis in terms of expected change, that is, emphasis is directed on attaining knowledge and not practices change. Hence methodologies are likely to target levels that do not yield behaviour change. There are also discrepancies in the relationship between stated objectives and project beneficiaries such that the project objectives are not conceived to relate to the project beneficiaries. Formulating objectives is critical as it determines the focus of strategies, messages and efforts. To formulate and isolate behaviour change objectives from behaviour change communication objectives is critical in a communication strategy.

Studies in BCC in Africa indicate a glaring problem in the formulation and implementation of population IEC programmes and projects, that is, a gap between what is known in theory and what is practiced, what is known to work and what is done. Again communication initiatives exhibit rigidity, fail to utilize learned lessons from other similar programmes while ignoring the stepwise development of communication activities in a progressive manner. The programmes not only fail to utilize research from monitoring and evaluation but adopt outcomes from weak monitoring and evaluation activities.

Literature emphasises the importance of formative research that is key in understanding audience interests, attributes and needs, identifying relevant social values and potential barriers to the desired behavioural change in respect to corruption. Power (2007) has for instance pointed out the Cambodia case in which formative research by the BBC World Service Trust for an HIV/AIDS mass media intervention in Cambodia, identified the main values of the target audience as family security social mobility and hence used the resonant slogan “healthy family, bright future” for the campaign.¹⁹ Identifying the appropriate messages that target the values and goals of selected target

audiences can go a long way towards inducing behaviour change in the Kenyan context in respect to corruption.

Myers (2002) contends that in Kenya, ongoing research in HIV/AIDS allows the identification of emerging problems and fine-tuning of the interventions. For instance, the audience feedback sessions for radio drama "*Tembea na Majira*" suggested the use of "*sweet wrapper*" or "*gumboot*" instead of "condom".²⁰ This implied the adjustment of the programme accordingly. In anti-corruption communication campaigns, research helps to appropriately re-design the programmes that can facilitate adoption of new anti-corruption norms in the society.

In order to effect change (World Bank, 2004) it is necessary to understand why people do what they do and the barriers to change or adopting new practices...²¹ The idea is to build consensus through raising public understanding and generating well-informed dialogue among stakeholders as far as anti-corruption communications campaigns are concerned. Involving the stakeholders in the communication programme right from the beginning makes them agree on the communication problems and objectives and even strategies, hence endorse solution to the problem.

Therefore communication interventions rarely achieve behaviour change on their own. Desired behaviours must be facilitated by service provision on the ground – for instance, condom supplies, clinics, VCTs, in the case of HIV, whereas in corruption, there should be elimination of conditions that create fertile grounds for the practice to thrive.

Sherman has argued that current BCC initiatives call for balanced approaches to behaviour change, which should include intervention at four levels: individual, societal, infrastructure and structural/environmental.²²

2.2.0 Theoretical Framework

2.2.1 Behaviour Change Communication Models

Our minds are full of media derived information and impressions, and few of us cannot think of some personal instance of gaining significant information or forming an opinion because of media. Communication can cause intended change, unintended change, minor change, facilitate change, reinforce what already exists and even prevent change. Hence with appropriate media-mix, messages can be particularly effective in helping to create a social environment conducive to change.

Research on the influence of media marked the genesis and subsequent development of the field of communication as researchers sought to determine how information flowed and how this information influenced the audience. The Hypodermic Needle theory, the agenda-setting paradigm and the two-step-flow theory are some of the theories developed to explain how messages influenced the audiences.

Evidence indicate that communication has been used in persuasion, for instance, in the Experiment with Film on the Army by Hovland and his associates which intended to explain why America had to fight in the World War II.²³ The films sought to teach recruits factual knowledge about the war, the enemy, and the Allies, and shape interpretations and opinions in ways needed to improve acceptance of military roles and the sacrifices necessary to achieve victory. More recently, planned communication is evident in designing of various communication programmes.

There has been increasing need to improve on how best a media-mix can be used together with interpersonal and group communication in achieving lasting behaviour change. Further, the need to improve on the process by determining how best one can segment the audience depending on their information needs, design the message, besides manipulating the sources in order to create an impact on the receiver in a behaviour change theory fed process.

Within this perspective critical theories on how best to persuade or trigger change gradually emerged. This study is grounded in the fact that the use of behaviour change communication approach which makes use of a mix of various channels of communication - mass media, interpersonal communication, group communication and other printed materials has impact on the behaviour of public servants in respect to adopting new norms and values that are intolerable to corruption. However, the media mix can only be effective if deliberate attempts are made to try to understand the audience and his information environment, select suitable behaviour change models, and developed appropriate messages.

Yet again, critics point out that although attitude has been seen to follow from attainment of knowledge, doubt is evident as to whether attitudes necessarily lead to practices. Nevertheless Buhere (2007) has argued that although no clear theoretical connections can be established between mass mediated communication and attitude formation or change, the basic principle is that mass communication can and does in fact influence the thinking and the conduct of the target audience.²⁴

Thus, communication can induce people to change their values, attitudes, and ultimately their behaviour when given relevant information. Rice and Atkin (1989: 219) for instance, contend that this happens if one is prodded by a “Socratic question” to confront themselves about possible contradictions that they discover in their value-attitude systems.²⁵ Hence, when confronted by discrepancies between their behaviour and their values, people can be persuaded to change their behaviours.

Fishbein (2000: 273-278) has argued that while each behaviour is unique, only a limited number of theoretical variables serve as determinants of any given behaviour.²⁶ Appropriate use of existing behaviour change theories enables us to understand these variables and their roles in behaviour prediction and thus identify the determinants of specific behaviour.

Theories provide us with valuable tools for effective behaviour change and become pivotal in the design, implementation and evaluation of communication programmes. Thus, well-designed and targeted theory-based behaviour change intervention can succeed in achieving desired communication-related goals as far as anti-corruption campaigns are concerned.

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2.2.2 Message Learning Theory

The theory holds that persuasive contexts (sources, messages) questions a recipient's initial attitude, recommends the adoption of a new attitude, and provide incentives for attending to, understanding, yielding to, and retaining the new rather than the initial attitude. The *message learning theory* is derived from the stimulus-response model that presupposes a chain reaction in the receiver once he/she is exposed to the message (stimulus).

In this model, exposure to message triggers attention by the receiver, who then comprehends, yields to the message, retains the recommended message and finally is compelled to act. It is the way such factors interact that communication is said to be effective or not effective between the source and the audience.

Here, since persuasive contexts are crucial in determining change in behaviour, characteristics of the message such as type of appeals, type of information, organization and repetitiveness are significant. Equally those of the source such as demographics, credibility and attractiveness stand out to be important in determining whether one will attend to the message or not.

That is, the persuasive contexts should lay the bridge on which the audience will cross the river to the other side. On the one hand, the bridge is built on foundations of credibility of the source, attractiveness, similarity, familiarity and his/her ability to administer rewards or punishment. On the other hand, the bridge is supported by a message's critical characteristics; comprehensibility, number of argument, type of argument and rewards the messages offers for adoption of new norm.

2.2.3 Diffusion of Innovations Theory

The Diffusion of Innovations Theory, which is based on the Two-Step Flow concept, holds that;

1. The *diffusion* of an innovation in a social unit occurs primarily through communication and interaction between persons. In this case, it is presupposed that an *innovation* diffuses through communication channels as well as through the interaction of people in the community in which the idea spreads once it is released into a social unit.
2. Secondly, that an innovation is first adopted only by a few people, and then others follow and more and more are converted in a snowballing effect and,
3. Lastly, that, once certain sections of a social unit (innovators and part of early adopters) adopted the innovation, it spreads automatically among other members of the system as long as the diffusion process is not interrupted by intervening factors.²⁷

The theory is based on the assumptions that people are most likely to adopt a new behaviour based on favourable evaluations of the idea communicated to them by other members whom they respect. According to the theory, abandonment of corrupt practices can be initiated when enough key opinion leaders adopt and endorse behavioural changes, influence others to do the same, and eventually diffuse the new norm widely within peer networks.

This theory holds that there are four essential elements: the *innovation*, its *communication*, the *social system* and *time*. Thus, the new idea spreads in the community right from its introduction, through communication channels and time. As the ideas spread in the society, social interactions in the system become fundamental in this diffusion process. Thus, the audience is first made *aware*, he or she gains *interest*, *evaluates* the new position, *tries* the new position and finally *adopts it*.

In the first stage, the potential adopter learns of the existence of new ideas. It is at this point that the mass media and interpersonal contacts bring the relevant information to the attention of the potential user. Thus, awareness (Rogers, 1995:129) is undoubtedly related to some type of need that could be potentially be satisfied by the new product.²⁸

Once the individual is aware of the new ideas, his or her interest may be aroused. When interest has been aroused, mass communications as well as interpersonal may play a critical role. That is, interest can lead the individual to search actively in a purposive way for more information about the ideas.

Once the nature of the new ideas is understood, the individual moves to the third stage where he or she evaluates whether or not such ideas will indeed meet the need that was a necessary condition in the previous stage. This is the mental trial stage during which the person decides whether the problem-solving advantages of adopting the ideas outweigh its disadvantages (costs, risks, effort).

In the fourth stage, the new position presupposed by the new ideas is adopted but in instalments. Thus the new position is tried on a small scale or a temporal basis. The final stage is the actual adoption. Thus the individual has made the decision and the new item or behaviour is acquired.

Diffusion of a new idea or norm will depend on the on various factors. Adopter categories, that is, the innovators, these are those who pick up the idea as soon as it is introduced, and then followed by the early adopters, early majority, late majority and the laggards who are the slowest in adopting a new norm in the community.

Relative advantage, complexity, triability and observability constitute other factors determining diffusion of a new behaviour. The audience similarities or differences are also fundamental in diffusion-guided behaviour change. Also important in the diffusion process is the distribution or concentration of the opinion leaders and communication system available. The theory considers careful selection of opinion leaders who are deemed nodal in regards to their location in the society.

Basic is that people's exposure to a new idea which takes place within a social setting through media or social networks, will determine the rate at which various people adopt a new behaviour.

Important again, are the communication networks, in which case, new ideas will spread more quickly where individuals are intensively connected.

With this model, the intervention to influence behaviour starts right at the knowledge stage in order for the audience to learn about the new ideas. The messages are communicated in a way that they drive the audience towards forming favourable attitudes towards the idea. The persuasion stage is critical as it determines whether the audience develops the positive attitude or negative feeling towards the new position in order to make a decision and implement the recommendations by the communicator. Here, appropriate media, in particular interpersonal and group communication are critical.

2.2.4 Reasoned Action Theories

Another significant theory is that of *Reasoned Action* model which is also key in changing behaviour by focusing on the intentions of people and those who influence an individual's decision. The theory is based on the assumption (Ajzen, 1980) that human beings are usually rational and make systematic use of the information available to them.²⁹

Hence, people do not act mindlessly or automatically but consider the implications of their actions in a given context at a given time before they decide to engage or not engage in a given behaviour. Thus, before engaging or not engaging in an action one weighs the consequences or perceived benefits that accompany the action as well as weighing what others will think of him/her in case he or she performs the action.

The theory then holds that an individual's behaviour is determined by his/her intention to perform the behaviour in question. This implies that intention is a function of personal nature and social influence. In this case, the behavioural intention is viewed as a function of two factors:

- a) The individual's attitude towards performing the behaviour under consideration, that is, his or her positive or negative feeling toward performing the behaviour.
- b) The individual's subjective norm with respect to that behaviour, that is, his or her belief that most important others think the individual should or should not perform the behaviour.³⁰

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CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1.0 Description of Research Design

A research design (Franfort-Nachmias and Nachmias, 1996:98) is a logical model of proof that allows the researcher to draw inferences concerning causal relations among the variables under investigation.¹ This is the programme that guides the investigator in collecting, analyzing and interpreting observations.

In the collection, measurement and analysis of data **Survey Research Design** was used. This involved collection of data from selected members of a population. The basic aim was to determine the present status of a population in respect to communication habits, knowledge, attitudes and behaviour changes as far as corruption is concerned. Appropriate sampling techniques were applied in the selection of units of analysis to ensure that the findings are credible.

This research design is the most appropriate as it sought to determine a particular phenomenon by asking individuals about their feelings, perceptions, attitudes, values and behaviours by use of the popularly known Knowledge, Attitudes and Practices (KAP) survey design.

The KAP survey design was used to determine the psychographic and demographic characteristics, the social environment, the activities, or the opinions and attitudes of groups of people. It is basically a fact-collecting enquiry whose purpose is to describe or explain the relationships between a number of variables.

3.2.0 Units of Analysis

Units of analysis constitute the basic things, that is, objects or events that an investigator observes to draw deductions. This is the most elementary part of the phenomenon to be studied. Also known as the level of analysis, Franfort-Nachmias and Nachmias, (1996: 53) says it influences the research design, data collection and data analysis decisions.²

To Kaplan (1996:53), identifying the unit of analysis is basically selecting the “locus problem” which he says involves selecting the ultimate subject matter for inquiry in behavioural science, the

attribute space for its description, and the conceptual structure within which hypotheses about it are to be formulated...³

To Mugenda and Mugenda (2003:14), the statistical or unit of analysis refers to those units that we initially describe for the purpose of aggregating their characteristics in order to describe some larger group or abstract phenomenon.⁴ They are therefore individual units about which or whom descriptive or explanatory statements are to be made.

For the purpose of this study, public servants within Nairobi constituted the unit of analysis that the study focused on.

3.3.0 Research Setting

Public servants are core in the fight against corruption as they constitute the group mostly accused of as being corrupt. This study was conducted within Nairobi area. Here, this group of population is easily accessible.

3.4.0 Study Population

Franfort-Nachmias and Nachmias, (1996:179-180) define population as the aggregate of all cases that conform to some designated set of specifications. They consider population to be consisting for instance all households in a given community, all the registered voters in a particular precinct, or all books in a public library.⁵ Population refers to an (Mugenda and Mugenda, 2003:9) entire group of individuals, events or objects having a common observable characteristic.⁶ Hence the study population constitute the entire set of relevant units of analysis or data.

Whereas this study focuses on anti-corruption messages mainly targets the government workers. The study population from which the research intends to investigate on communication habits, media access and whether messages had any impact, constitutes 4,000 government workers within Nairobi area.

3.5.0 Sample Design and Sampling Techniques

Sampling has been defined as the process of selecting a number of individuals for a study in a manner that the individuals selected represent the large group from which they are selected. Sampling design and techniques involve all the methods and procedures of selecting the subjects

or cases. Thus it refers to the steps the researcher devices for carrying out sampling after determining the sample size, the who, which or what should be included in the sample.

The aim of sampling in this study was to determine precise inferences in all units (a set) based on a relatively small number of units (a subset) when the subsets accurately represent the relevant attributes of the whole set. As put by Franfort-Nachmias and Nachmias (1996:179), the basic objective of sampling theory is to provide accurate estimates of unknown values of the parameters from sample statistics that can be easily calculated.⁷

The accuracy of a sample depended on the sampling frame, or more so, on every aspect of the sample design, that is, the population covered, the stages, of sampling and the actual selection process. This study hence utilised elaborate sample designs that enabled us acquire observations that are as representative as possible.

Hence, in its procedures I utilized the Probability Sample Design, or more specifically, the Simple Random Sampling. This is a procedure that gives each of the total sampling units of the population an equal and known nonzero probability of being selected. The desired sample size for this study is 350. However to pick up the units of analysis, the Systematic Sampling which consists of selecting the Kth sampling unit was used. For this study every 11th individual ($K = 4,000/350 = 11$) was selected from the population. It was selected after the first sampling unit was selected at random from the total of sampling units.

The desired sample size when the population is more than 10,000 which is 384 and is calculated as below;

$$n = \frac{Z^2 pq}{d^2}$$

z = is the standard normal deviate at the required confidence level, this is 1.96

p = is the proportion in the target population estimated to have characteristics being measured. This is normally say 50% or 0.50 or ½ of that population

q = 1 - p, this comes to, 1 - 0.50 = 0.50

d = is the level of statistical significance, this is 0.05

$$n = \frac{(1.96)^2 (0.50) (0.50)}{(0.05)^2} = 384$$

Calculating the Desired Sample Size (n_r) for population of 4,000 workers

$$n_r = \frac{n}{1 + n/N}$$

n = this is the desired Sample Size when the population is more than 10, 000, this sample size is 384

N = this is the estimate of the population size, this population is 4000 workers

$$n_r = \frac{384}{1 + 384/4,000}$$

= 350 (Sample size for this study)

3.6.0 Definition of Variables

A variable is an empirical property that can take two or more values. A property can be regarded as variable if it can change, either in quantity or quality. There are quite a range of variables that are under investigation in this study as indicated in *appendix i*.

As much as the variables that the study measured are confined within the three key objectives: (a) To examine BCC strategies used in the anti-corruption campaigns within KACC; (b) To determine the communication habits, media access, media channels and information needs related to corruption among public servants; (c) To determine the impact of the content of anti-corruption messages among public servants in respect to corruption, specifically the following are the variables to be measured;

Gender, age, educational level, religious faith and income bracket are variables that were measured quantitatively to determine the numbers that are in each classification. However such variables provide demographic and psychographic data that is critical in segmentation of the audiences for appropriate targeting of messages. They were particularly significant in this study in exposing the behavioural pattern of different categories of public servants.

The study also sought to qualitatively measure accessibility to anti-corruption communication messages, reliability and efficiency of mass media, new media, and interpersonal channels in changing behaviour. However, the number of times the audiences accesses the various media was measured quantitatively. I also endeavoured to measure knowledge and attitudes rather qualitatively and however determine practices both qualitatively and quantitatively in terms of the percentages that are likely to embrace the new values.

The feelings about the rampancy, severity of the problem and its effects constituted other variables that the study investigated qualitatively to determine the extent of the vice in the society after application of BCC initiatives. Quantitative methods were significant to show in numbers and percentages of respondents in terms of how many harbour certain feelings.

The nature of the approaches in particular, the characteristics, the efficacy of messages and hence the impact of anti-corruption communication messages were critical variables that were measured qualitatively. The study also attempted to qualitatively examine the characteristics of the source in the communication of anti-corruption messages. At the end of the day and within the messages, the study endeavoured to unravel techniques of persuasion, style and the theories predominant or lacking in the messages.

3.7.0 Research Questions

1. What is the nature of BCC initiatives or anti-corruption messages in use in the anti-corruption communication initiatives among public servants? What are the information gaps that are discernible in the anti-corruption communication strategies?
2. What are the communication habits prevalent among civil servants?
3. What media do they prefer and use most often and to what extent are they accessible to media.
4. What are the information needs of the public servants? How do they feel about the problem of corruption?
5. Does the content of messages meet the needs of the audience?
6. What impact does anti-corruption BCC initiatives have on the knowledge, attitude and practice levels among civil servants?
7. What is the most appropriate way to reach these audiences and how can they be persuaded through communication to change attitudes and practices in respect to corruption?

3.8.0 Data Sources and Collection Procedures

Data was collected using interview schedules and questionnaires. The interview schedule was used to collect data from key informants; these are experts that are presumed to be knowledgeable on the issues under investigation. This kind of interview takes the form of open ended discussions that allow for deeper insights into the various perspectives of the subject.

The questionnaires were self-administered after being distributed to respondents by the researcher. The questions form the basic data collecting instruments on the survey. They were carefully formulated in line with the objectives of the study. The questions were basically both structured and unstructured to yield quantitative and qualitative data. The questionnaire provides fundamental tools that standardize and organize the collection and analysis of data in surveys.

In particular, a section of questions sought to examine the nature of BCC strategies used in the anti-corruption campaigns while others were fundamental in determining the communication habits, media access, media channels and information needs among civil servants.

Again, other fundamental tools sought to determine the impact of the content of anti-corruption messages on the target audiences in respect to corruption.

3.9.0 Methods of Data Analysis and Interpretation

Data collected was systematically organised in a manner that facilitated analysis. Responses obtained from open-ended questions were categorized and assigned numbers. Hence the raw mass of data was coded then analysed using the Statistical Package for Social Sciences (SPSS).

Data is presented descriptively in a summarized fashion using descriptive and inferential statistics. It appears in the form of displays (tables and graphs) which help in describing data and drawing conclusions. Overall, the data provides baseline information that is fundamental in designing a strategic communication programme towards reducing corruption among public servants in the country.

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CHAPTER FOUR

4.0 DATA ANALYSIS AND PRESENTATION OF FINDINGS

4.1.0 Introduction

This study examined the methodological approaches that underlie the behaviour change communication initiatives currently in use in the fight against corruption in the country with a view of determining the extent to which they have been useful in reducing the vice in Kenya. The research was conducted in the light of the emerging BCC strategies being employed by the government to inform, educate and influence attitude and behaviour among public servants in respect to discouraging corruption.

The emerging strategies which are a shift from over-reliance on mass media exhibit intrinsic weaknesses. They lack existing examples in the country from which they can reliably reference, they are focused on achieving short term objectives of increasing awareness and knowledge hence implemented on an ad hoc basis. In a nutshell, they are product, output and change-in-knowledge oriented rather than process, impact and change-in-behaviour oriented.

The data was collected qualitatively through key informant interview schedules and quantitatively by a self administered questionnaire. A sample of 350 officers was selected from a population of 4,000 officers within Nairobi area to whom questionnaires were distributed to. At least 270 questionnaires were obtained from the field. This constitutes 77.1% of the return rate. However, out of the 270 questionnaires, four were spoiled as most of the questions were not answered.

The responses from the remaining 266 questionnaires that were deemed useful had the responses coded and analyzed quantitatively using SPSS, a statistical software package, critical in conducting statistical analyses, manipulating data, generating tables and graphs that summarize data. The results of this study are contained in the findings below.

4.2.0 Research Findings

The study sought to establish basic data about the respondents in terms of their age category, gender, educational level, religious faith and income bracket. This data is significant in segmenting the audiences for message targeting and positioning. For instance knowing their age is

critical in determining the different information needs levels in order to designate a group as a segment.

4.2.1 Age Distribution

At least 33.5% of respondents who participated in the study are of ages 26 - 33, 29.3% were between the ages 34-41, 20.3% of ages 18 to 25 while those of ages between 50 and 57 constitute only 3.0%. The table 1 below shows the distribution of respondents by their age bracket.

Table 1: Participation in Study in Percentages and Frequency by Age

Age Bracket	Frequency	Percent
18 to 25	54	20.3
26 to 33	89	33.5
34 to 41	78	29.3
42 to 49	37	13.9
50 to 57	8	3.0
Total	266	100.0

4.2.2 Gender Distribution

The study also endeavoured to establish the distribution of respondents in respect to their gender. Findings indicated that male respondents constituted 53.1% while female respondents account for 46.9%. The figure 2 below shows the proportions of respondents by gender.

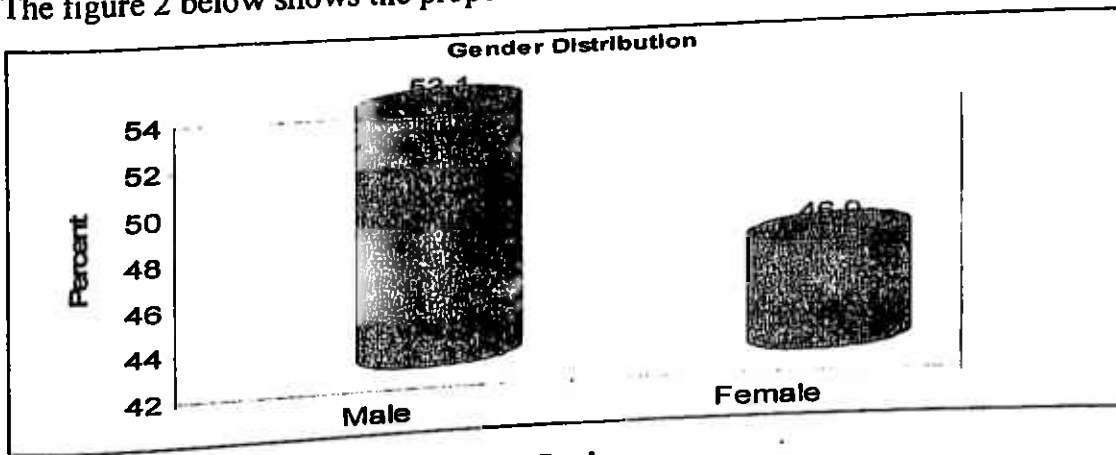


Figure 2: Gender

4.2.3 Education Levels of Workers

The study also sought to determine the level of education of the respondents which is a factor in determining the nature of the message design. At least 51.1% of respondents have college education, 42.8% possess University Degree and above, 5.7% have secondary schooling, while

0.4% are primary school graduates. The table 2 below indicates distribution of respondents by their educational levels.

Table 2: Education Level

Educational Level		Frequency	Percent	Valid Percent
	Primary School Only	1	.4	.4
	Secondary School Only	15	5.6	5.7
	College	135	50.8	51.1
	University Degree and above	113	42.5	42.8
	Total	264	99.2	100.0
Missing	NA = No Answer	2	.8	
Total		266	100.0	

4.2.4 Religious Affiliation

The study attempted to establish the religious affiliations of the respondents considering that religion is a significant factor in nurturing the values of an individual and those upheld by the society. Respondents affiliated to the Christian faith constitute the majority and hence account for 96.2% while Muslims and Traditional-Christian constitute the lowest proportions of 3.4 and 0.4 percent respectively. The table 3 below shows the distribution of respondents by their religious affiliations.

Table 3: Religious Faith

Religious Faith	Frequency	Percent
	256	96.2
Christian	9	3.4
Muslim	1	.4
Traditional-Christian		
Total	266	100.0

4.2.5 Income Bracket

The level of income determines to a larger degree the kind of social class one will belong to. It is likely to determine ones lifestyle in terms of where and how they socialize, schools in which their children get education, hospitals they visit and so on. Individuals in a particular social class are likely to be corrupt for different reasons. The different social classes form segments critical in determining what messages are appropriate to each segment due to the differing information needs.

Findings showed that the bulk of respondents who constitute 49.6% earn an income of between KSh10,000 to KSh29,999 shillings, those earning between KSh30,000 and KSh49,000 constitute 25.4%, they are followed by those who earn less than KSh9,999 shillings and account for 13.7%. Those who earn between KSh50,000-69,999, KSh70,000-89,999 and KSh90,000 and above account for 6.6%, 2% and 2.7% respectively. The figure 3 below shows distribution of income among respondents. Hence majority of civil servants earn below a salary of below KSh30,000.

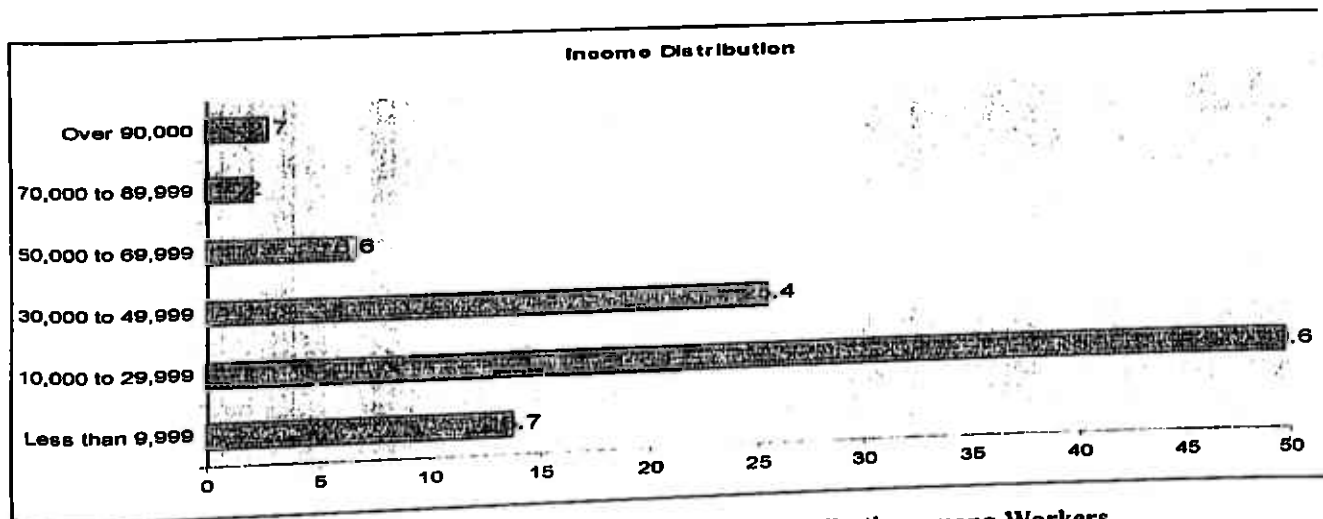


Figure 3: Income Distribution among Workers

4.3.0 Communication Habits, Media Access, Media Channels

One of the objectives of this study was to determine the communication habits, media access, media channels and information needs related to corruption among public servants. To achieve this objective, the respondents were asked to state how often they watch, listen, and read or access radio, television, newspapers, Internet, Video/DVD and Cinema.

They were also asked to state channel, medium or mode through which they got anti-corruption information or messages and how they rated the effectiveness of that medium or mode in terms of increasing their knowledge about corruption and its effects, increasing their intolerance towards the vice and reducing corrupt activities in their place of work or in their daily routine. They were also asked to indicate whether they have ever attended anti-corruption workshops, exhibitions or shows.

Relatedly, the study also sought to find out how the respondents rated friends/peers, family and close people, opinion leaders, Television, Radio, Newspapers, the Internet and other printed materials such as posters, billboards banners, pamphlets, calendars and so on in terms of

preference. This was meant to establish the most preferred media or mode and the position of others as conveyors of information to the officers.

Again to determine the information needs as required by this objective the respondent were asked to indicate what would entail a corrupt act, what they thought is the main cause to corruption, the solutions to corruption, the benefits of a corruption-free society, what entails an anti-corruption message or information, and who the originator of most anti-corruption messages was. They were also asked to describe the seriousness of the problem of corruption in the society, the extent of the vice among their peers/friends, workmates and customers, and in their neighbourhoods, workplace, in government and private organizations.

That data that was collected was analyzed under the communication habits among civil servants, media preferences and use, accessibility of such media and their information needs.

4.3.1 Media Use - Frequency

The study endeavoured to determine the number of times respondents watch television, cinema and Video/DVD, listen to radio, read newspapers and access the Internet. Most of the respondents watch Television on a daily basis, thus they account for 92.8%, while some 4.5%, watch TV more than once a week. However, 1.1% of respondents watch once in a week, while those who watch once a month and never account for 0.8% each.

For radio listenership, 76.7% listen to this medium on a daily basis, 14.1%, more than once a week, 6.1%, once in a week, 1.9% of respondents never listens to radio, while a smaller proportion of 1.1% of respondents listen to radio only once in a month. A larger proportion of respondents accounting for 80.7% read Newspapers daily followed by 9.8% who read more than once a week and 7.6% accessing the Newspapers only once a week.

As far as accessibility to Internet is concerned, the proportion in the daily category is rather lower compared to that for TV, radio and newspapers, this account for 46.5%. Some 24% of respondents access the Internet more than once in a week while 20.2% just once in a week and 5.8% once in a month. And for the DVD/Video, the proportions are even much lesser for the daily frequency and instead those who watch video more than once a week account for the lions share of 40.3% followed by 14.3% who access video once a month. However for those who access video daily and never account for 13.6% and 9.7% respectively.

Over the years, with the advent of the digital technology less and less people tend to visit cinema halls. A whopping 42.6% never watch cinema while 36.6% visit cinema halls just once in a month. The results are presented in the table of frequencies below.

Table 4: Media use Frequency Table

Medium	Daily		Once in a Week		More than Once in Week		Once a Month		Never	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
How Often do you Watch TV	245	92.8%	3	1.1%	12	4.5%	2	.8%	2	.8%
How Often do you Listen to Radio	201	76.7%	16	6.1%	37	14.1%	3	1.1%	5	1.9%
How Often do you Read the Newspapers	213	80.7%	20	7.6%	26	9.8%	3	1.1%	2	.8%
How Often do you Access the Internet	120	46.5%	52	20.2%	62	24.0%	15	5.8%	9	3.5%
How Often do you Access DVD/VCD/Video Shows	35	13.6%	57	22.1%	104	40.3%	37	14.3%	25	9.7%
How Often do you Watch Cinema	2	.8%	34	13.3%	17	6.6%	94	36.7%	109	42.6%

4.3.2 Medium/Mode Preferences

Closely related to frequency in usage of the medium, is the preference to media use. The study hence sought to establish the extent to which the respondents preferred the various modes and channels as conveyors of any information. A proportion accounting for 48.5% of respondents said they preferred family, friends, peers, neighbours as a sources of any information, 28.7% said they highly preferred them as a source, while 22.8% confirmed they least preferred such interpersonal modes as key sources of information.

Again, as far as opinion leaders are concerned in terms of preference, 41.9% said the leaders were a preferred source while 29.5% said this interpersonal mode is a least preferred to them as a conveyor of any information. Only 28.6% consider opinion leaders as their highly preferred source of information.

The proportion tends to rise in the case of TV where 60.1% said they highly preferred Television as their information source, while 37.5% said that TV was just a preferred source and only 2.4% of

respondents consider TV as their least preferred source of information. In the case of Radio 49.6% of respondents said they highly preferred radio as a key conveyor of information, 42.6% said Radio is just a preferred source while a paltry 7.8% consider the medium their least preferred source.

Some 52% of respondents said they highly preferred Newspapers as their source of information, 43.9% consider the medium a rather just preferred source while a paltry 4.1% said that Newspapers are actually their least preferred as a source for any information. For other printed materials such as pamphlets, brochures, posters, T-Shirts, Calendars and so forth, the highest proportion of respondents (40.7%) said the materials are just a preferred source while those who consider the materials as highly preferred and least preferred account for 29.7% each.

However, despite the increasing pervasiveness of the Internet, a slightly higher percentage of respondents still have not embraced the new media as a key source of information. Thus 47.5% of respondents consider internet as their least preferred source of information, 35.1% said Internet is a preferred source while 17.4% consider the media as their highly preferred source of information. These findings are shown in the table below

Table 5: Medium Preferences

Mode/Channel	Highly Preferred		Preferred		Least Preferred	
	Frequency	%	Frequency	%	Frequency	%
Rate Family, Friends, Peers, Neighbours in Terms of Preference in Source	68	28.7%	115	48.5%	54	22.8%
Rate Opinion Leaders in Terms of Preference as Source	69	28.6%	101	41.9%	71	29.5%
Rate TV in Terms of Preference as Source	152	60.1%	95	37.5%	6	2.4%
Rate Radio as Terms of Preference as Source	121	49.6%	104	42.6%	19	7.8%
Rate Newspapers in Terms of Preference as Source	127	52.0%	107	43.9%	10	4.1%
Rate Other Printed Materials Pamphlets, T-Shirts Calendars e.t.c. in Terms of Preference as Source	73	29.7%	100	40.7%	73	29.7%
Rate New Media -- Internet in Terms of Preference as Source	42	17.4%	85	35.1%	115	47.5%

4.3.3 Accesses to Anti-Corruption Messages

The study attempted to establish whether the anti-corruption messages were easily accessible to facilitate exposure to the messages. Exposure is particularly key if interest has been triggered for the audience to actively search for information. Findings revealed that 55.1% of respondents feel that

the anti-corruption messages are easily accessible while 44.9% think that information is not easily accessible. The findings are indicated in the figure below.

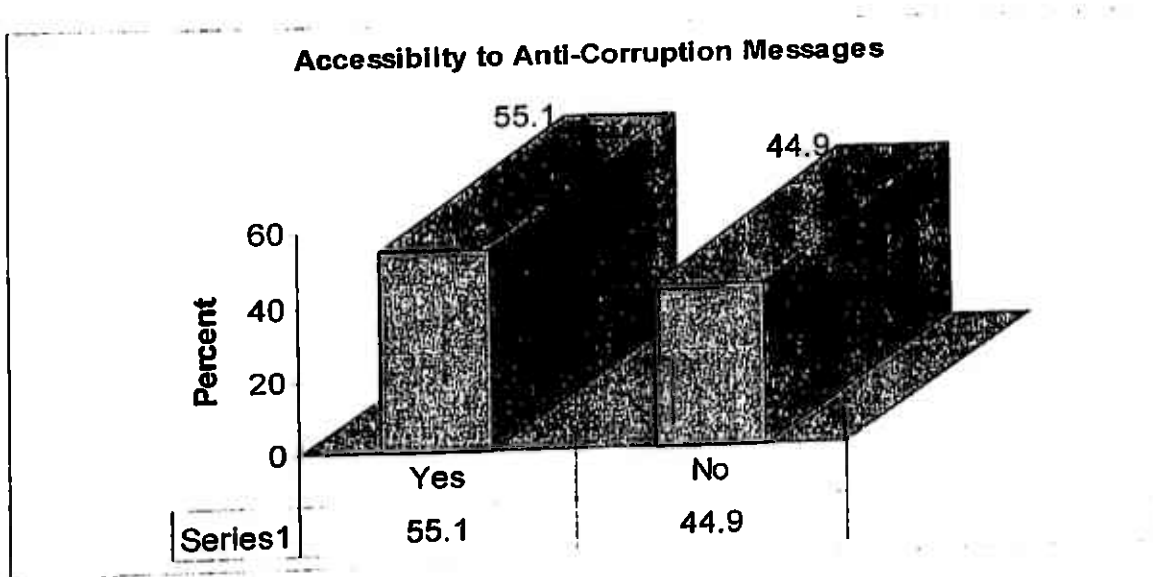


Figure 4: Accessibility to anti-Corruption Messages

4.3.4 A Case for Inaccessibility to Anti-Corruption Messages

An attempt was made to establish the reason as to why some respondents felt that anti-corruption messages were not easily accessible. The findings indicated that 41% of respondents who had indicated that the messages were not accessible think that such information had a complex language whereas the channel through which they are disseminated, time and place, were inappropriate. However 21.4% singled out the time factor as being inappropriate, while the channel and place factors were singled out by 16.2% each as being the causes to inaccessibility of anti-corruption messages. The table below shows the findings.

Table 6: Why Anti-Corruption Messages are Inaccessible

Reasons		Frequency	Valid Percent
	Language Used is Complex	6	5.1
	Channel Used is one not I Prefer	19	16.2
	Inappropriate Time of Dissemination	25	21.4
	Inappropriate Place of Dissemination	19	16.2
	All the Above	48	41.0
	Total	117	100.0
Missing	NA = No Answer	6	
	NAP = Not Applicable	143	
	Total	149	
Total		266	

4.3.5 Media/Channels of Anti-Corruption Messages

The study sought to establish the medium or mode through which the anti-corruption messages reached the respondents and the findings are presented in the table below. 54.2% of respondents accessed anti-corruption messages through electronic media (Radio and Television), while 19.7% got such information through promotional materials such as posters, pamphlets, calendars, banners, billboards and so forth.

Newspapers as a source of anti-corruption messages accounted for 14% of respondents. Interpersonal channels such as peers and opinion leaders, accounted for 7.6 and 4.2 percent respectively. However, according to respondents, the Internet has not played a significant role of availing anti-corruption messages. A paltry 0.4% of respondents cited the Internet as a source of such information. This implies that either the internet has not been fully exploited as a tool to disseminate information or most people have not embraced the technology as we saw above. Again opinion leaders and peer education have equally not played a significant role of disseminating anti-corruption messages.

Table 7: Medium through which workers Accessed Anti-Corruption Information

Medium		Frequency	Valid Percent
	Peers, Friends, Neighbours, Family	20	7.6
	Opinion Leaders	11	4.2
	Electronic Media - Radio, TV	143	54.2
	Internet	1	.4
	Print Media Newspapers	37	14.0
	Other Printed Materials(posters, banners, billboards, pamphlet)	52	19.7
	Total	264	100.0
Missing	NA	2	
Total		266	

4.3.6 Effectiveness of Medium/Modes

An attempt was made to determine the effectiveness of the channel selected by respondents in the above analysis in respect to increasing knowledge about corruption and its effects, increasing intolerant feelings towards the vice and reducing corrupt activities in workplace or in their daily routine. The findings indicated that 50.6% of respondents rated the mode or channel they chose as effective in increasing their knowledge about corruption and its effects. 30.4% feel that the channel is highly effective in this respect while 16% thought the channel or mode was partially effective in increasing their knowledge.

On intolerance towards the vice, 46.2% think that their choice is effective in increasing negative feelings towards corruption. However, 31.5% felt that their choice was partially effective, while 15.9% of respondents considered the channel or mode they chose as highly effective in increasing feelings of intolerance towards corruption.

There were also indications that 39.4% of respondents were of the view that the channel or mode was partially effective in reducing corrupt activities in their daily routine, 25.5% were of the view that their choice was just effective in this respect while 23.5% thought that their choice was rather less effective in that respect. However only 11.6% feel that the channel or mode they selected as their source of anti-corruption information was highly effective in reducing corrupt activities in their place of work or daily routine. The table below indicates how respondents felt about their choice.

Table 8: Effectiveness of Medium

Effectiveness	Highly Effective		Effective		Partially Effective		Less Effectiveness	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Rate Effectiveness of the Channel Chosen in Increasing Knowledge about Corruption	78	30.4%	130	50.6%	41	16.0%	8	3.1%
Rate Effectiveness of the Channel Chosen in Increasing Intolerance Towards Corruption	40	15.9%	116	46.2%	79	31.5%	16	6.4%
Rate Effectiveness of the Channel Chosen in Reducing Corrupt Activities in Daily Routine	29	11.6%	64	25.5%	99	39.4%	59	23.5%

4.3.7 Seminars, Similar Activities as modes for Dissemination of Information

The Study attempted to establish whether the officers have ever attended any anti-corruption workshops, exhibitions or shows. This study intended to establish whether the events are a critical medium through which the officers have accessed anti-corruption information. The findings are presented in the figure below. Results indicated that only 43% of the respondents have actually attended seminars or similar events while the rest accounting for 57% have not.

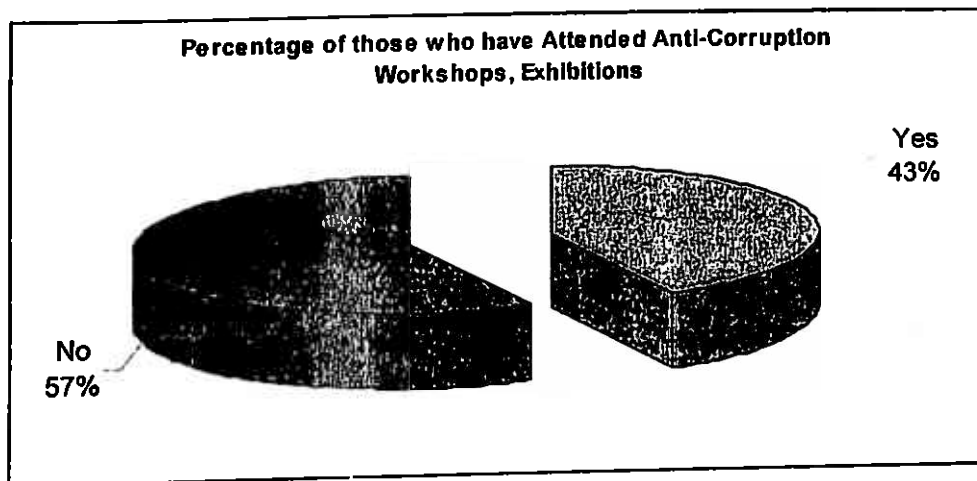


Figure 5: Attendance of Workshops and Exhibitions

4.4.0 Information Needs

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4.4.1 What Entails a Corrupt act?

In an attempt to determine the information needs of the officers the study endeavoured to find out what they considered as a corrupt act. Findings indicated that 48.8% defined a corrupt act as soliciting or giving a bribe for inducement, while 23.2% feel a corrupt act entails an illegal, unethical act that is contrary to societal norms and morals. However a portion of respondents constituting 18.4% consider a corrupt act as entailing abuse of office and other actions not in the interest of the public whereas only 9.7% thought that act is about favouritism and tribalism/nepotism. The various opinions reflect the different perspective of corruption that came out in the introduction of this study. The table below shows the views of officers in regards to the definition of the term *corruption*.

Table 9: What Entails a Corrupt Act?

Definitions	Frequency	Valid Percent
Soliciting, Giving a Bribe, Inducement to Circumvent Procedures	101	48.8
Abuse of Office, Actions not in Interest of Public	38	18.4
Illegal Unethical Behaviour contrary to Societal Morals, Norms	48	23.2
Favouritism, Seeking Favours, Nepotism/Tribalism	20	9.7

4.4.2 Causes of Corruption in Kenyan Society

Again on information needs of the officers the study sought to establish what the officers considered as the key causes to the vice that is so pervasive in the society. Findings showed that most considered low income coupled with economic inability (poverty) as a major cause to rampant corruption among the civil servants, this proportion of respondents constitutes 49.2%.

Another proportion accounting for 33.3% felt it was merely out of greed that acts of corruption can be explained while some 5.7% feel that bureaucracy, inefficiency, poor laws and systems and poor governance were responsible for rampant corruption in the society. However inadequate awareness and mistaken belief to glorify the act account for 3.7% each. Unchecked powers, demand for scarce jobs and inequitable distribution of wealth which account for 1.6%, 1.6% and 1.2% respectively were said to be other answers to widespread corruption. The table below shows the distribution of responses.

Table 10: The Causes of Corruption

Causes	Frequency	Valid Percent
Low Pay/Incomes, Poverty, Economic Inability	121	49.2
Inadequate Awareness and Education	9	3.7
Greed, Selfishness, Impatience, Weak Value System	82	33.3
Mistaken Belief to Glorify Wealth, Attitude, Lifestyle	9	3.7
Unchecked Powers, Discretion, Immense Influence	4	1.6
Demand for Scarce Jobs	4	1.6
Inequitable Wealth Distribution	3	1.2
Bureaucracy, Inefficiency, Poor Systems, Laws, Governance	14	5.7

4.4.3 Solutions to Corruption

To find out if the officers who are key stakeholders in the fight against corruption have knowledge on what could be a possible key solution to the corruption of problem in the civil service. Findings indicated that a substantial proportion constituting 25.7% feel that to reduce corruption instituting severe penalties against those involved would be significant whereas another proportion accounting for 20% feel that improving the pay of workers would work out.

And some 15.1% proportion of respondents thought that stepping up awareness for behaviour change would improve the situation. However, some respondents constituting 13.5% considered inculcating good values and norms to be more significant if the vice was to be reduced.

Table 11: View on Solutions to Corruption

Views	Frequency	Valid Percent
	49	20.0
Improve Pay, Terms and Conditions	37	15.1
Step-up Awareness to Achieve Behaviour Change	30	12.2
Create Employment, Econ Conditions, Reduce Poverty, Wealth Redistribution	5	2.0
Condemn Corruption and Report Corruption Activities	63	25.7
Institute Stiff Penalties Against those Involved	33	13.5
Inculcate Values for Attitude Change	25	10.2
Reform Laws, Institutions, Remove Bureaucracies	3	1.2
Minimize Opportunities that Allow Corruption to Flourish		

4.4.4 The Benefits of a Corruption-Free Society

The study also sought to establish the knowledge of the officers on what they deemed were benefits of a corruption-free society. Despite the fact that there can never be such a society, findings indicated that 27% of respondents thought that a corruption-free society would enable economic development, growth, prosperity, productivity and improved investments. 24.2% indicated that a corruption-free society would enable improved services, efficient systems and better facilities while 20.9% indicated that such a society would guarantee fairness, justice and social harmony. The table below shows the how the views are shared among those who responded to the question.

Table 12: Views on Benefits of a Corruption Free-Society

Benefits	Frequency	Valid Percent
	5	2.3
Improved Revenues and Resources	7	3.3
Improved Living Standards	6	2.8
Improved Trust, Social Harmony and a Happier Citizenry	45	20.9
Freedom, Fairness, Justice, Merit, Equal Opportunities	12	5.6
Morally Upright Society, Transparency, Accountability	30	14.0
Equitable Distribution of Wealth	58	27.0
Economic Development, Growth, Prosperity, Productivity, Investment	52	24.2
Improved Services and Facilities, Efficient Systems		

4.4.5 Statement that Best Describes an Anti-Corruption Message

The study sought to determine their knowledge on what entails "an anti-corruption message" for the purposes of determining their information needs. A larger proportion of the respondents feel that "an anti-corruption message" entails a persuasive information (which could be verbal, written, paintings, pictures etc) attempting to discourage corrupt behaviour. However 17.3% think that an

anti-corruption message is any information on the subject of corruption, while 7% indicated that they did know what it meant. The table below shows the distribution of respondents on how they view the meaning of the "an anti-corruption message"

Table 13: Statement that best describes anti-corruption Message

Statements	Frequency	Valid Percent
Persuasive Information Discouraging Corrupt Behaviour	198	79.8
Any Information on the Subject of Corruption	43	17.3
Do Not Know	7	2.8

4.4.6 Originator of Most Anti-Corruption Messages

An attempt was made to establish what respondents thought the originator of most anti-corruption messages was and the results are presented in the table below. At least the largest proportion of the officers accounting for 48.4% indicated KACC as the source of most anti-corruption messages while 30.5% selected NGO or Civil society as the originators. However 16% percent think such messages are simply generated by the government while 2.7% of respondents are unaware of who is responsible for such messages.

Table 14: Originator of Anti-Corruption Messages

Message Source	Frequency	Valid Percent
NGOs, Civil Society	78	30.5
Government	41	16.0
KACC	124	48.4
Do Not Know	7	2.7
Others - Media, The Public - Citizens	6	2.3
Total	256	100.0
Missing	10	
Total	266	

4.4.7 Extent of Corruption in the Society

The study equally endeavoured to establish how the officers considered the extent of the problem in the society. The findings indicated that 61% of officers who took part in the study view the problem of corruption in the society as very serious, while 34% think that it is just a serious problem. However 5% feel the problem of corruption is not serious.

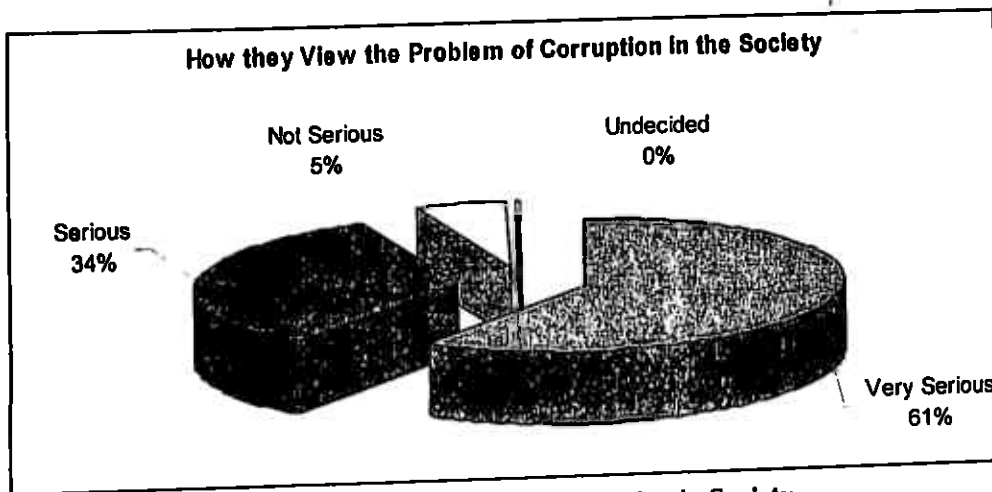


Figure 6: The Problem of Corruption in Society

4.4.8 Corruption among Groups

On how they viewed the problem of corruption among their peers, workmates, customers and leaders, the study established the following findings as shown in the table below. Respondents viewed the problem of corruption differently among their peers/friends. Some 36.3% said the problem is moderate among their peers and friends while another proportion accounting for 32.7% thought the problem is rather low among their peers and friends. 18.5% said the problem was high among their peers, 2.4% think it is in fact very high while 10.1% feel that the problem of corruption cannot be traced among his/her peers and friends.

Among their workmates, 36% think the problem of corruption is high among this group, while 29.1% think it is moderate, 22.7% feel it is low. Again, only 7.3% thought the problem is very high among their workmates while 4.9% of respondents feel that it is not traceable among their workmates.

On the side of their customers, 34.3% think that the problem of corruption is high in this group, 24.9% think it is moderate, 21.2% feel that it is indeed low. However, a small proportion of respondents feel that corruption is rather very high among their customers, they account for 10.2%. And among leaders, 65.3% of respondents think that the problem is very high within the group, whereas 27.5% said that corruption is high among the leaders.

Table 15: Corruption among Groups

Group	Very High		High		Moderate		Low		Never	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Problem of Corruption among Friends/Peers	6	2.4%	46	18.5%	90	36.3%	81	32.7%	25	10.1%
Problem of Corruption among Workmates	18	7.3%	89	36.0%	72	29.1%	56	22.7%	12	4.9%
Problem of Corruption among your Customers	25	10.2%	84	34.3%	61	24.9%	52	21.2%	23	9.4%
Problem of Corruption among Leaders	164	65.3%	69	27.5%	11	4.4%	6	2.4%	1	.4%

4.4.9 Corruption within the Officer's Environment

Again, the study sought to find out how the officers rated the problem of corruption in their neighbourhood, workplace, in government and private organizations. The results are presented in the table below. As far as their neighbourhoods are concerned 36.1% of respondents feel that corruption is low in this area, while 29.3% think that it is moderate 22.1% think that it is rather high. However 8% of respondents indicated that the problem is not traceable 'in their neighbourhoods.

However, as far as the workplace is concerned, 32.9% of the officers who participated in the study indicated that corruption is high in this area, 30.9% said it was moderate, 21.1% felt it was low while 9.8% think it is rather very high. However 5.3% of the respondents indicated that corruption is never there in the workplace.

A large proportion of the respondents who account for 53.9% indicated that the problem of corruption is very high in the government while another proportion constituting 37.8% think that the problem is rather high in that area. In the private sector 39.5% of respondents think that the problem is moderate, and another 30.8% feel it is high. However, 13.4% feel that corruption is very high in the private organizations.

Table 16: Corruption within the Workers' Environment

Place	Very High		High		Moderate		Low		Never	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Problem of Corruption in your Neighbourhood	11	4.4%	55	22.1%	73	29.3%	90	36.1%	20	8.0%
Problem of Corruption in your Workplace	24	9.8%	81	32.9%	76	30.9%	52	21.1%	13	5.3%
Problem of Corruption in Government	137	53.9%	96	37.8%	14	5.5%	5	2.0%	2	.8%
Problem of Corruption in Private Organizations	34	13.4%	78	30.8%	100	39.5%	38	15.0%	3	1.2%

4.5.0 Awareness by Officers on Corrupt People

The study attempted to determine whether the officers know of colleagues or people close to them who have engaged in the vice. The findings indicated that 74.8% of respondents at least know of colleagues or close people who have been involved in corruption whereas 25.2% (13.8+11.4) indicated that they did not know of any. The figure 7 below shows the distribution of respondents.

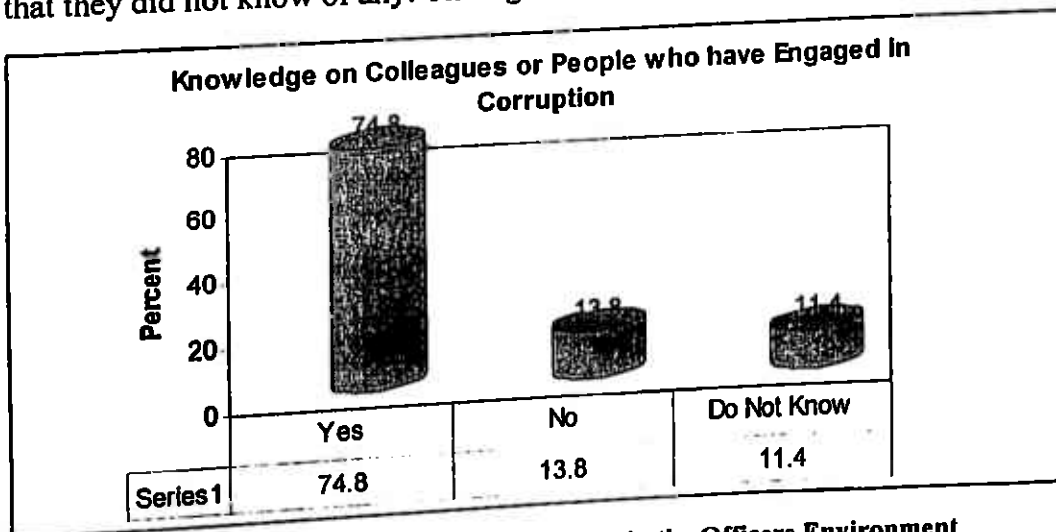


Figure 7: Knowledge on Corruption within the Officers Environment

4.5.1 Appropriate Stage in Life for Imparting Education for Sustainable Behaviour Change

In an attempt to determine views by respondents about when they thought education should be imparted for sustainable behaviour change in respect to corruption the results indicated that an early age was critical in order to achieve sustainable behaviour change. Hence 83% of the respondents feel that schooling years especially at childhood, primary, and secondary would be appropriate for lasting behaviour change, whereas 13% think that the ages 19-35 are crucial to behaviour change. The figure 8 below presents the responses.

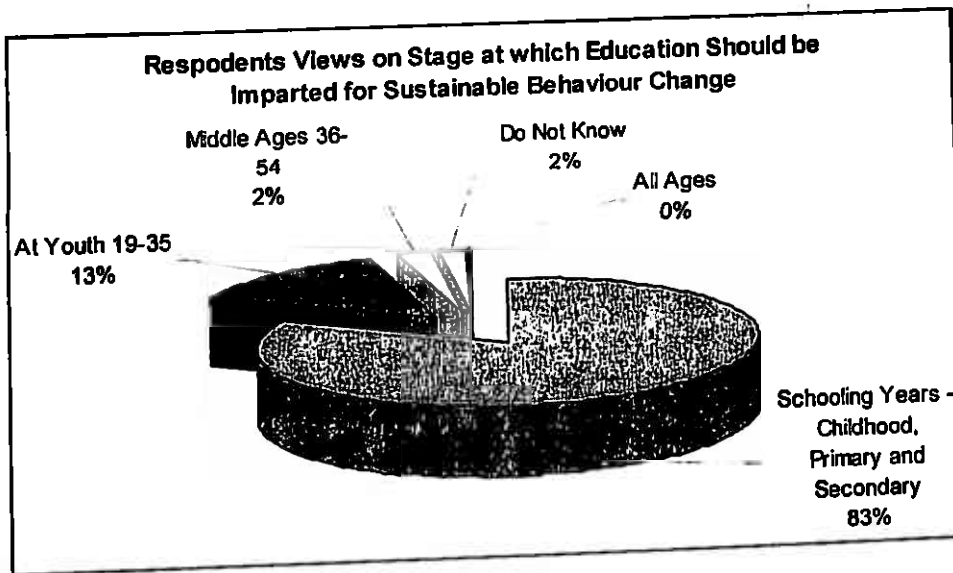


Figure 8: Suitable Stage for Behaviour Change

4.6.0 Impact of the Content of Anti-Corruption Messages on Civil Servants

The other objective of this study was to determine the impact of the content of anti-corruption messages on the target audiences in terms of attitudes and practices. To achieve this objective, the respondents were asked to indicate whether attending workshops has changed the way they view corruption, whether they would recommend others to also attend workshops.

They were also asked to state whether people close to them would approve of their behaviour if they adopted anti-corrupt values and norms, state their stand on particular pro-corruption statements, whether information presented through certain modes was effective and whether they still felt vulnerable after exposure to messages.

Data related to these tools were analyzed under such key research questions as, what impact does anti-corruption BCC initiatives have on the knowledge, attitude and practices levels among civil servants.

4.6.1 Impact of Workshops on Attitudes

The study sought to establish whether the workshops had any impact to their attitudes in respect to corruption. The findings indicated that 64% of the officers in the study who have attended seminars viewed the vice differently after attending the workshops while 24% of the respondents felt seminars had not changed the way they viewed corruption. However 12% could not tell whether the occasions had changed them or not. The figure below shows the distribution.

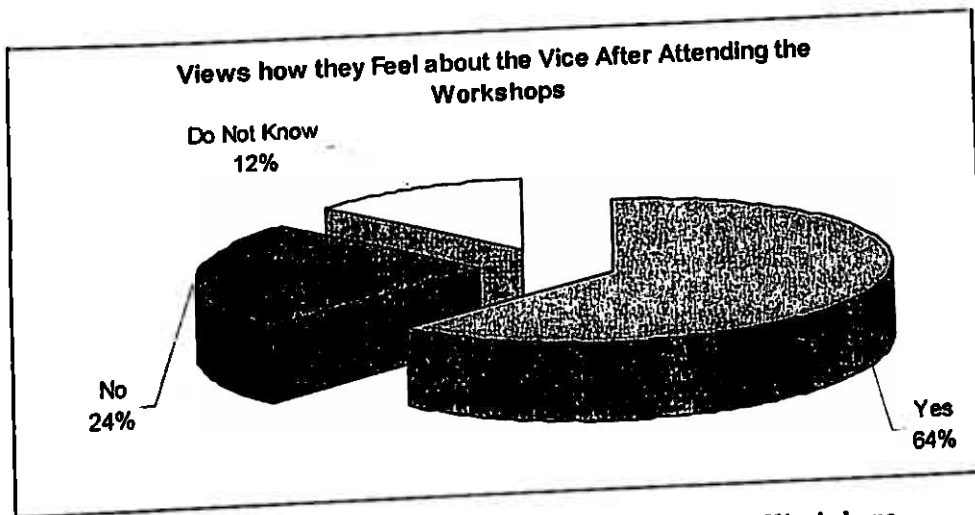


Figure 9: Feelings towards Corruption after attending Workshops

4.6.2 Whether they would recommend others

An attempt was made to establish whether positive action would be followed after one attended the workshops. In this respect the study sought to establish whether those who have attended would recommend others to do so. The findings indicated that most respondents would recommend others. They account for 79% while 13% would remain undecided as 8% chooses not to recommend at all. The figure below illustrates the distribution of responses by the officers.

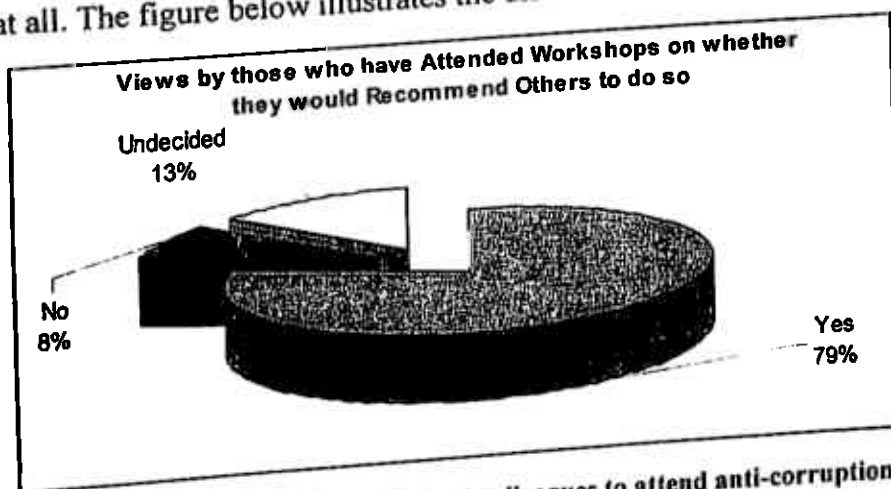


Figure 10: Whether officers would recommend colleagues to attend anti-corruption Seminars

4.6.3 Why an Officer would not Recommend Others to attend Workshops

The reason as to why they would not recommend lies in beliefs that have concretized over the years about seminars across all issues. 43.8% of the officers who took part in the study believe that like other workshops these in particular would not add value to the fight against corruption. Others constituting 37.5% believe that the solution to corruption lies elsewhere and not in workshops. 18.8% of the responds belief that the intention of the workshops is not to change behaviour but attract more funding. The table 17 below shows the findings.

Table 17: Why one would not recommend others to Attend

Beliefs	Valid Percent
A Belief that organizers are Insincere, and workshops are meant to attract funds	18.8
A Belief that Seminars Do not Add Value - a waste of Funds	43.8
A Belief that Seminars are not a Solution	37.5
Total	100.0

4.6.4 Whether Peers would Approve New Behaviour

The study also attempted find out whether peers, people who are close or friends would sanction new anti-corruption norms if one did adopt them. The findings showed that 88% of the respondents would approve while 12% would not.

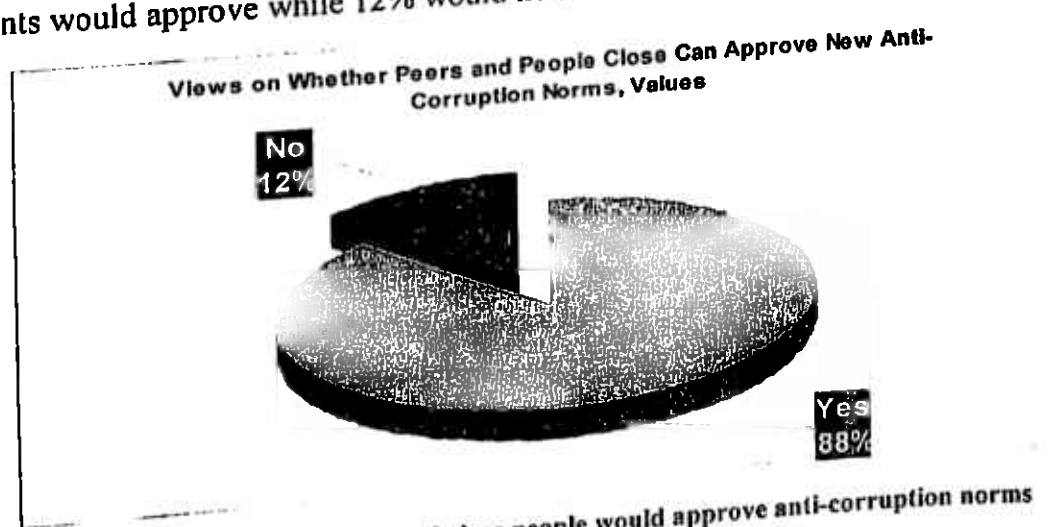


Figure 11: Whether peers and close people would approve anti-corruption norms

4.6.5 Why Peers, Friends or Close People Cannot Approve New Behaviour

The reasons as to why the 12% would not sanction anti-corruption norms are given in the table below. At least 35% of the respondents believe that the society accepted the vice as a way of life hence it is deeply entrenched. Another 30% think that they would not approve because such norms would not be consistent with those of the group. While 20% think that they would not because they deemed corruption to be beneficial to any individual and one of their own is not an exception.

Table 18: Why Peers/Friends Cannot Approve Anti-Corruption Norms

Views	Valid Percent
Society has Accepted Corruption as a Way of Life	35.0
A Corruption is a Shortcut to Riches, can't Pretend	15.0
Would not Fit in Peer Group's Expectations	30.0
They View Corruption as Beneficial	20.0
Total	100.0

4.7.0 Attitude Change

The study attempted to gauge the feelings of the respondents on various issues to establish whether those who have watched, seen, read or listened to any anti-corruption messages feel differently about the vice. The findings are presented in the table 19 below. The study revealed that 65.5% of respondents agree with the statement "one can stop being corrupt only if certain conditions were put in place". However, 32.6% disagree with this statement while 1.9% remained undecided.

And as far as the statement 'one can never stop the practice, everybody is corrupt, it is part of human nature' is concerned, 77.1% disagree with this position while only 19.5% agree. Some 3.4% of the respondents seem to be undecided on the statement.

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Again, 90.7% of respondent agree with the position that "if one stopped the practice he/she can still lead a good life". On the statement "integrity is admirable, it is good, new norms are beneficial to me and the society," 86.9% of respondents agree while only 10% disagree. And whether "a bribe is just as good as a gift," 91.2% seem to disagree with the position while only 3.8% agree.

However, the respondents seem to abandon their extreme positions when it comes to the statement, "Giving something in return is a way of appreciation." Thus 51.2% disagree while at least 28.9% of respondents agree. The proportion of those who are undecided in this case goes higher to 19.9% of the proportion of officers in the study. And on the statement, "in life, the end justifies the means" 61.1% of respondents seem to disagree, while 23.4% agree, as 15.5% remain undecided on the issue.

Table 19: Reactions on Particular attitude Statements

Reactions	Agree		Disagree		Undecided	
	Frequency	%	Frequency	%	Frequency	%
View on Whether One Can Stop Corruption as long Certain Conditions are in Place	169	65.5%	84	32.6%	5	1.9%
View on Whether One Can Never Stop the Practice, Everybody is Corrupt, Part of Human Nature	51	19.5%	202	77.1%	9	3.4%
View on Whether if One Stopped Corrupt Practices Can Still Live a Good Life	235	90.7%	13	5.0%	11	4.2%
View on Whether Integrity is Admirable, Good, New Norms are Beneficial to Individual and Society	225	86.9%	26	10.0%	8	3.1%
View on Whether a Bribe is as Good as a Gift	10	3.8%	238	91.2%	13	5.0%
View on Whether Giving Something in Return is a Way of Appreciation	74	28.9%	131	51.2%	51	19.9%
View on Whether in Life, the end Justifies the Means	59	23.4%	154	61.1%	39	15.5%

4.7.1 Effectiveness of Messages Presented through Special Modes

The study equally endeavoured to establish how effective music, poetry, drama, sports and drawings or paintings were in influencing the way officers viewed corruption. In the table 20 below, the findings indicate that 38% of respondents showed that the information presented through music or song is effective in influencing attitudes towards corruption while 31.5% proportion of respondents indicated that it is in fact very effective. However, 28% feel that such information end up being less effective in influencing attitudes and behaviour.

On messages presented through poetry, 47.5% of respondents indicated that such messages are less effective, while 34.1% think the messages are effective. For messages presented through drama, theatre or puppetry, 33.3% indicated that they are very effective, while 29.8% feel that they are just effective. However, another proportion accounting for 29.4% feel such messages are less effective.

In the case of messages presented through sports or games, 41.9% think such messages are less effective while 30.8% indicate that they have been effective. 21.3% feel that such messages have been very effective as 5.9% remain undecided. And for those presented through drawings or paintings and art, 37.4% feel they are effective but 33.5% of respondents think that they have not been effective at all.

Table 20: Views on Effectiveness of Messages Presented through various modes

Mode	Very Effective		Effective		Less Effective		Undecided	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Effectiveness of Messages Presented through Music/Songs	80	31.5%	98	38.6%	71	28.0%	5	2.0%
Effectiveness of Messages Presented through Poetry	32	12.5%	87	34.1%	121	47.5%	15	5.9%
Effectiveness of Messages Presented through Drama, Theatre, Puppetry	85	33.3%	76	29.8%	75	29.4%	19	7.5%
Effectiveness of Messages Presented through Sports/Games	54	21.3%	78	30.8%	106	41.9%	15	5.9%
Effectiveness of Messages Presented through Drawings, Paintings (Art)	63	24.8%	95	37.4%	85	33.5%	11	4.3%

4.7.2 Sharing Anti-Corruption Messages

The study sought to establish whether watching the messages, reading or hearing would be followed by intentions to take action. The officers were asked whether they would share such

information with others. Findings showed that 46.2% proportion of the respondents indicated that they would definitely share and another 41.7% would probably share the information. However, only 3% would probably not share.

Table 21: View on whether one would Share Anti-Corruption Messages

Ratings		Frequency	Valid Percent
	Definitely	122	46.2
	Probably	110	41.7
	Maybe	21	8.0
	Probably Not	8	3.0
	Not Sure	3	1.1
	Total	264	100.0
Missing	NA	2	
Total		266	

4.7.3 Views on Why Workers would not probably Share Anti-Corruption Messages

A larger proportion would not probably share. They represent 81.8% of the proportion of respondents. The officers indicate that it would not be necessary since it has little impact. The table below summarises the responses.

Table 22: Reasons for not to sharing anti-corruption information

Views	Valid Percent
No Impact, Do not Belief it Would be Necessary	81.8
Authors Do not mean What They Say	9.1
Cannot Share with People who View Corruption as way of Life	9.1

4.7.4 Vulnerability after Exposure to Messages

The study attempted to establish whether officers still feel vulnerable to corruption even after exposure to messages. Findings indicated that 55% of respondents said they felt vulnerable to corruption while only 45% did not feel vulnerable. Their responses are summarized in the figure 12 below.

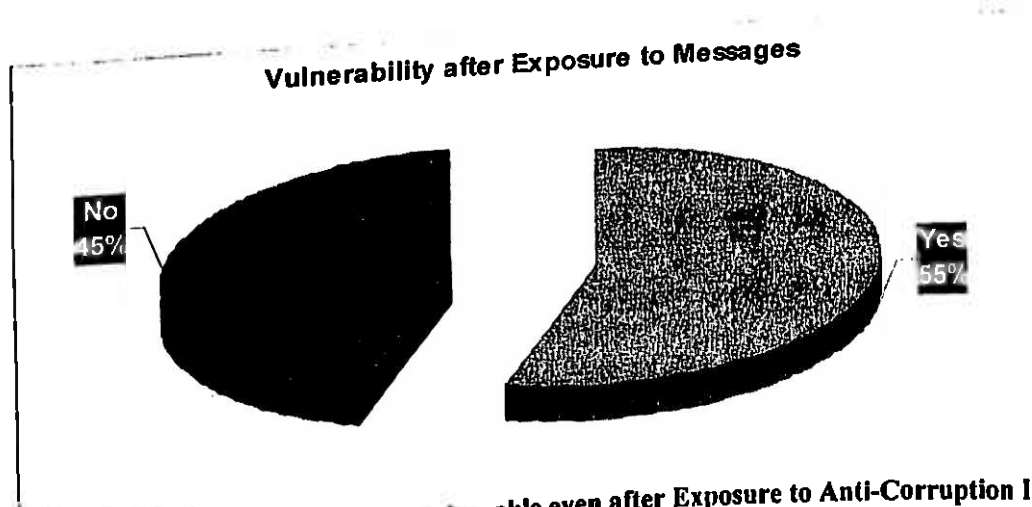


Figure 12: Whether officers would still be Vulnerable even after Exposure to Anti-Corruption Information

4.7.5 A Case for why Officers still feel Vulnerable even After Exposure to Messages

A number of respondents felt vulnerable because the practice is deeply entrenched in the society as 65.7% of respondents would attest. Thus, an individual is not isolated but lives in the society, where he is likely to be influenced into good or bad habits inherent in the society. 25% of respondents said they are vulnerable because of the circumstances and the inevitable needs. The table below shows the officer's views.

Table 23: Vulnerability after Exposure to Messages

Reasons	Valid Percent
Inevitability due to Needs, Circumstances and Conditions	25.0
Practice is Entrenched, one Still Likely to be Influenced	65.7
Not Everyone has Heard, Read or Watched the Message	9.3

4.7.6 Involvement in Corrupt Deals

To find out whether there are any changes in behaviour, the officers were asked to state whether they would get involved in corrupt deals if they had to and the findings are presented in the figure below. A large proportion accounting for 75% of respondents indicated that they would not get involved in corrupt deals if they had to while 25% said they would definitely engage in corrupt deals. The figure below shows the findings.

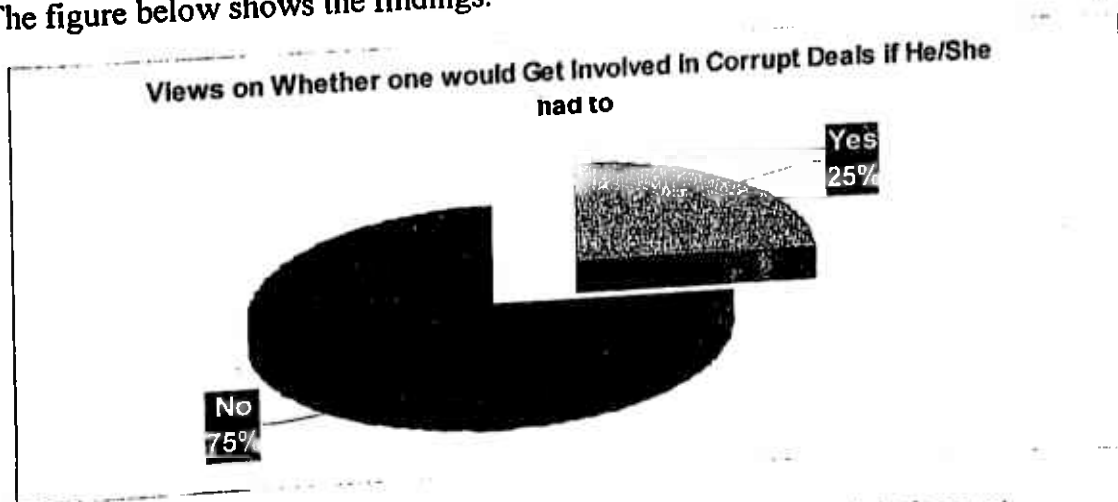


Figure 13: Whether an Officer would be involved in corrupt deals or not

4.7.7 A Case for Involvement in Corrupt Deals

Reasons advanced for the 25 percent in the above analysis are presented in the table below. 69.5% of the respondents cited external pressure, unavoidable circumstances and advantages of the practice as factors that would prompt them into the practice while 22% feel that it is difficult to go against an entrenched norm.

Table 24: Reasons for Involvement in Corrupt Deals

Reasons	Valid Percent
Pressure, Circumstances, Practice is Beneficial and Saves	69.5
One Cannot go Against an Entrenched Practice	22.0
Hard work and Honesty do not Reward in Kenya	8.5

4.7.8 Would an Officer Choose to Report Corrupt Activities?

The study attempted to determine whether those who have been exposed to messages would take a step and report the vice. The findings showed that 74% of the officers who took part in the study would go ahead to report corrupt people and activities. However 26% would not report.

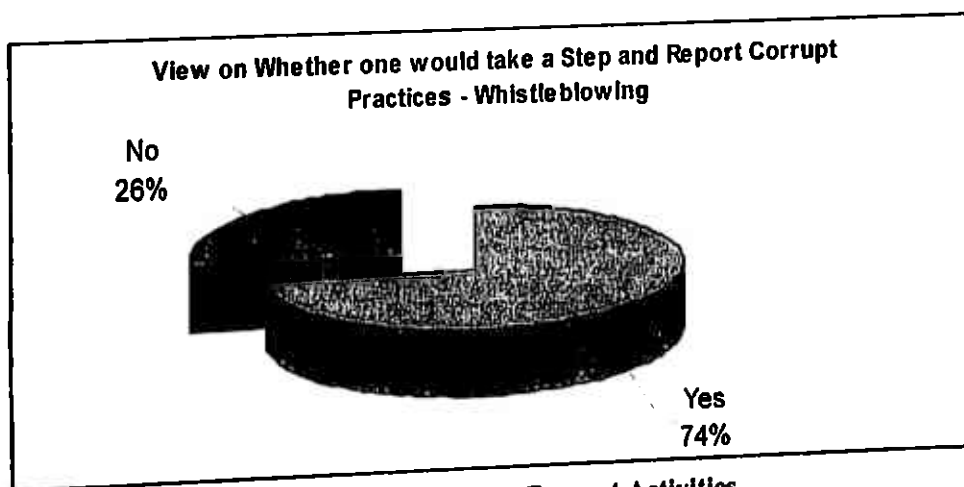


Figure 14: Reporting Corrupt Activities

4.7.9 A Case for why one would not be a Whistleblower

Some officers would dare not report because it is still risky in Kenya to do so. Thus 76% attested to this while the rest of the respondent indicated that reporting would not make a difference since no action will follow. The table below shows the distribution.

Table 25: Reasons for not choosing to be a whistleblower

Views	Percent	Valid Percent
No Difference, no Action will Follow	4.5	24.0
Would be Risky	14.3	76.0

4.8.0 Nature of Anti-Corruption Initiatives in Kenya

The other objective of this study was to examine characteristics of messages within behaviour change communication campaigns. To achieve this objective, the respondents were asked to state their feeling on how anti-corruption messages are presented by one of the leading anti-graft body –

KACC. The data collected was analysed under the question "what is the nature of anti-corruption messages in use in the anti- corruption communication campaigns among civil servants.

The study sought to establish the position of how the officers felt about the way the messages are designed in order to find out whether they possessed the relevant qualities or characteristics to influence behaviour. Findings are presented in the table below. The study established that 55.4% of respondents partially agreed that messages presented by KACC were interestingly packaged, while 28.9% disagreed that it was the case. Only 13.7% fully agreed that the information was interestingly put. On whether the messages have a striking uniqueness not equalled by other adverts, 47.5% of respondents partially agreed while 40.9% disagree that that is the case with KACC messages. Only 8.6% fully agree that the messages are unique.

On the whether the messages can easily and clearly be recalled, 45.6% partially agree while 31.3% disagree, 20.1% fully agree that indeed they can easily be recalled. For being informative and educative, 47.9% of respondents partially agree that the messages are educative and informative on causes and effects of corruption. 30.9% fully agree on this characteristic of the messages while 20.5% disagree.

And on whether the messages show the benefits of not engaging in corruption, 44.9% partially agree, 32% fully agree while 21.1% disagree. The study also sought to determine whether the messages on any medium showing within a season had resemblance in subject. Findings indicated that 47.7% of respondents said they partially agree to the statement while 36.3% fully agreed and 10.5% disagreed. However 5.5% did not know whether the messages had any resemblance across the media.

On whether those who presented the messages were credible people, 46.6% disagreed, 31.9% indicated that they partially agreed, while 15.5% have no idea about that aspect of presentation. And whether those who presented the messages are people similar to them, that is, shared many things in common such as same income, age and so forth, 40.9% disagreed while 28% partially agreed. However 18.3% have no glue on that aspect.

As to whether the messages are presented by familiar people, that is, who are easily recognizable to them, 49.2% disagreed, 30.6% partially agreed while 11.1% seemed not to know about that aspect. And whether anti-corruption messages call on them to change attitudes and behaviour

50.2% partially agreed, 39.2% indicated that they fully agreed that the message did so but 8.2% disagreed. Again, on whether anti-corruption messages informed them to report corrupt activities and practices, 65.8% fully agreed, 26.5% partially and only 5.8% showed that they disagreed on that aspect of the message.

Table 26: Feeling on the Nature of Messages

Reactions	Fully Agree		Partially Agree		Disagree		Do Not Know	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Feelings on Whether KACC Presents Messages Interestingly	34	13.7%	138	55.4%	72	28.9%	5	2.0%
Whether Messages have Striking Unequalled Uniqueness – Positioning	22	8.6%	122	47.5%	105	40.9%	8	3.1%
Whether one can Easily and Clearly Recall anti-C Messages	52	20.1%	118	45.6%	81	31.3%	8	3.1%
Whether one anti-C Messages are Educative and Informative on Causes and Effects	80	30.9%	124	47.9%	53	20.5%	2	.8%
Whether anti-C Messages Show the Benefits of not Engaging in Corruption	82	32.0%	115	44.9%	54	21.1%	5	2.0%
Whether anti-C Messages on any Medium have Resemblance in Subject Matter	93	36.3%	122	47.7%	27	10.5%	14	5.5%
Whether those who Present the Messages are Credible People - Reliable and Believable	15	6.0%	80	31.9%	117	46.6%	39	15.5%
Whether those who Present the Messages are Similar to us	33	12.8%	72	28.0%	105	40.9%	47	18.3%
Whether those who Present the Messages are Recognizable - Familiar to us	23	9.1%	77	30.6%	124	49.2%	28	11.1%
Whether anti-Corruption Messages Call on us to Change Attitudes and Behaviour - Call to Action	100	39.2%	128	50.2%	21	8.2%	6	2.4%
Whether Anti-Corruption Messages Call on us to Report - Call to Action	169	65.8%	68	26.5%	15	5.8%	5	1.9%

4.9.0 The Influence of bio-factors in Discouraging Corruption

The study sought to investigate what the officers felt about the influence of age, religion, educational level, income, gender, the laws, societal norms, values and rules, and organization's core values and rules on discouraging corrupt practices. On whether one becomes less and less corrupt with age, findings revealed that 47.6% think that age is significant in discouraging corruption, however, 32.8% think age is less significant and it does not matter in this respect. Only 19.6% thought age was a very significant factor in discouraging the practice.

Religion scores highly with 61.1% of respondents saying it is very significant in discouraging the practice among individuals, another 25.3% still support the factor arguing that it is indeed significant. However some 13.6% of respondents think that it is less significant. On importance of education level, 42.7% of respondents feel that this factor is significant with another 27.7% from those who rate it as very significant in discouraging the practice backing the position. However 29.6% have indicated that the extent of ones education is less significant when it comes to ones behaviour especially in respect to corruption.

On the significance of income in discouraging corruption among individuals, 46.9% of respondents feel that income level is a very significant factor, 35.5% edge closer to this position affirming that it is indeed significant. However only 17.6% disagree saying it is less significant. For gender, most do disagree, this accounts for a 58.7% of respondents who indicated that gender does not matter as it is less significant. Only 31% and 10.3% think that it is significant and very significant respectively. When it comes to laws, 59.8% which is backed by a 28.3% of those who indicated that the factor is indeed significant of respondents feel that laws are very significant in discouraging the practice. This implies that reforms should target laws and their implementation.

The societal norms, values and rules as a factor are rated by 52.9% of respondents as very significant and 34.5% as significant. However, at least 12.5% feel that laws are less significant. This could be due to failure by the government to implement laws effectively. On organizational core values and rules, 47.8% think that they are very significant in discouraging the practice 38% of respondents said core values are significant while 14.1% disagreed arguing that they are less significant.

Table 27: Significance of bio-factors in Discouraging Corruption

Ratings	Very Significant		Significant		Less Significant	
	Frequency	%	Frequency	%	Frequency	%
Rate Age's Significance in Discouraging Corruption in Society	49	19.6%	119	47.6%	82	32.8%
Rate Religious Faith's Significance in Discouraging Corruption in Society	157	61.1%	65	25.3%	35	13.6%
Rate Educational Level's Significance in Discouraging Corruption in Society	70	27.7%	108	42.7%	75	29.6%
Rate Income's Significance in Discouraging Corruption in Society	120	46.9%	91	35.5%	45	17.6%
Rate Gender's Significance in Discouraging Corruption in Society	26	10.3%	78	31.0%	148	58.7%
Rate Law's Significance in Discouraging Corruption in Society	152	59.8%	72	28.3%	30	11.8%
Rate Societal Norms, Values, Rules Significance in Discouraging Corruption in Society	135	52.9%	88	34.5%	32	12.5%
Rate Organization's Core Values, Rules Significance in Discouraging Corruption in Society	122	47.8%	97	38.0%	36	14.1%

CHAPTER FIVE

5.0.0 Summary, Conclusion and Recommendations of Findings

5.1.0 Discussion and Interpretation of Findings

The use of Behaviour Change Communication in addressing problems in the society is increasingly gaining support in Kenya. However, most of these communication efforts are only as good as the time they have been in existence in the fight of any particular problem in the society. A number of strategies are merely emerging as they have rarely been used in the past. The anti-corruption communication efforts are rather in their infancy stage hence inappropriately developed to be effective in the fight. However this has not hindered crusaders from applying these strategies as one can only learn from mistakes.

This study was conducted by use of survey research design where officers in the government constituted the basic unit of analysis. The intention of the study was to establish the nature of messages in use, communication habits among officers, media use, information needs and whether messages have had any impact on knowledge, attitudes and practices of the officers in respect to corruption.

The study captured a great deal of officers between the ages of 26 to 41, most of them Christians, with college or university education and earning between a salary of KSh10,000 and KSh50,000 per month.

This research established that officers were aware of the causes of corruption and the solutions to these causes. The findings revealed that low pay (49.2%), greed (33.3%) and weak systems are the leading causes to corruption and that if such causes were addressed through improving the pay, instituting severe penalties against culprits, stepping up awareness and inculcating good values and norms, the vice will drastically reduce.

However, it is not surprising that low pay was cited to be the main cause to corruption. A majority of the officers who participated in this study earn less than KSh30,000 shillings per month, an income that can hardly be adequate to sustain them and their families. This category of workers believes that it is the poor economic conditions that justify corrupt practices in their places of work. However, low pay does not necessary predispose one to engage in corruption since

corruption exists at every level, that is, it is either grand or petty depending on the deal and ones position. However, to see how the income and corruption relate, a correlation test sheds more light. The results are presented in the correlation table below.

Table 28: Correlations Test Assessing Relationship between Income and Susceptibility to Corruption

		Income Bracket Total Monthly	Whether one would still be vulnerable After Watching, Listening or Reading the Messages
Income Bracket Total Monthly	Pearson Correlation	1	.060
	Sig. (2-tailed)		.359
	N	256	237
			1
Whether one would still be Vulnerable After Watching, Listening or Reading the Messages	Pearson Correlation	.060	
	Sig. (2-tailed)	.359	
	N	237	246

Upper Format for the Correlation Test

Type of correlation test: Bivariate

r value (correlation) = 0.060

p value (sig.) = 0.359

Alpha value = 0.05

p value > alpha value, the p value is greater than the alpha value

The results of this test indicate that there is no significant linear relationship between an officer's income and his/her corrupt behaviour. At a correlation value of 0.060, a significance level of 0.359, and the alpha value of 0.05, we have to accept the fact that there is no significant relation between the two variables. In case there is a linear relation, then this relation is very weak since the correlation value ($r = 0.060$) is neither closer to -1 nor +1 but is closer to Zero.

However, this weak relationship is a positive one such that as you go higher the income brackets, vulnerability to corruption increases or as you move lower to the low incomes, susceptibility to corruption too decreases. Hence, officers who earn higher salaries are likely to be more corrupt though this kind of relation is rather very weak and insignificant.

However, despite the fact that this is the case, the belief among civil servants that their low incomes stand as major cause to corruption is in itself a stumbling block to behaviour change.

Communication efforts are not likely to succeed where the audience being targeted hold inaccurate beliefs. To alter such a belief is a key objective in the behaviour change processes.

The investigation also established that most officers have knowledge on what the benefits of a corruption-free society. The officers cited economic development, improved services and fairness in the society as key benefits of a corruption-free society. Again the study found out that officers know what is entailed by a corrupt act, while a number of them (79.8%) are quite aware of what "anti-corruption messages" are. And again 48.4% think that most of such messages are generated by KACC, while 30.5% attribute the origin to the civil society. With such knowledge on the part of officers, the architects of anti-corruption messages only need to ensure the messages embrace the 7Cs to effect behaviour change among them.

Again there is no doubt that most officers (61%) view corruption as a very serious problem in the society. The problem is severe among leaders who would otherwise be role models, among their customers, within the government and hence their workplace and workmates. However, the officers harbour negative attitudes towards workshops claiming that they are only meant to attract funding and do not add any value to the fight.

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Television, radio and newspapers tend to attract more audiences despite emergence of other competing sources of information such as the Internet. This is evident in the media use frequency. However, Internet is increasingly gaining popularity as that of cinema and video seems to be nose-diving. The internet as a source of information has become increasingly popular with the youth and the middle working class.

It is also clearly evident in the media use preference where the same mass media is highly preferred when compared to other media of communication such as interpersonal channels, promotional materials and the Internet. Yet such promotional materials are also gaining popularity as they are a relatively preferred source of information coming closely behind the mass media.

Anti-graft bodies have made use of more of electronic mass media hence tending towards over-reliance on this media which has been criticised for being effective in raising awareness and knowledge without triggering behaviour change. This fact is evident in this study. That is, according to the study, most respondents (54.2%) indicated that they got anti-corruption information through radio and TV. The reason as to why radio and TV are pervasive in the society

and used by communicators is due to reduced cost in owning a set. These electronic gadgets are becoming cheaper and smaller in size to fit in a pocket.

Also, in an attempt to establish the effectiveness of the channel chosen as the source of anti-corruption messages, the study, revealed that despite the fact that most respondents chose mass media as their source of information barely a substantial proportion rated their choice as highly effective in increasing knowledge on corruption and its effects, increasing intolerant feelings towards the vice and reducing corrupt activities in their daily routine.

However, the fact that officers access mass media on a daily basis is critical to communicators. Educators and communicators can take advantage of the popularity of radio, TV and Newspapers to enhance exposure of the audiences to anti-corruption information. Mass media are vital in bringing the information to the attention of the officers who according to the diffusion theory develops interest to actively engage in searching for more information.

According to the reasoned action theory, this information that they have developed interest in is useful as they are likely to systematically make use of it when it is available to them, to make choices. Raising awareness alone does not automatically trigger behaviour change hence the need to involve interpersonal channels to reinforce the messages. This is also evident from data obtained from the key informant interview which indicates that face to face meetings are critical in taking the audience to the practice stage. Behaviour change occurs only when interpersonal channels evaluate the information favourably to others who then considers taking action.

However, anti-corruption messages are not readily available to the officers despite the fact that anti-corruption materials are distributed by crusaders of the campaign. Thus, slightly over half of the respondents (55.1%) indicated that such information was accessible to them. The study indicated that most officers (41%) felt that such messages are disseminated through inappropriate channels, at an inappropriate time and place. Exposure to messages is key to increasing knowledge and raising awareness on the effects and causes of corruption. An informed people are likely to develop particular attitudes critical to behaviour change.

Again, for a practice that is deeply rooted in the society, attempting to inform a larger proportion of the society is mandatory to create an environment conducive to new norms and ideas. That is, if a substantial part of the community is not exposed to messages implying that they still value the

old norms, behaviour change might not be sustainable among those who are ready to embrace new norms.

The study has indicated that the nature of messages, which are mostly disseminated for by instance by KACC, call on the officers to report corrupt practices. This is evident in the findings where 65.8% of the officers who took part in the study fully agreed with the statement. Also, a substantial proportion (39.2%) fully agreed that messages call for change in attitude and behaviour, while 36.3% also fully agreed that the messages had a remarkable resemblance across the channels. Again a good proportion thought the messages were educative, informative, and showed benefits of not engaging in corruption.

Despite the impressive response on the nature of the messages, some officers did not identify any uniqueness, interesting aspect, simplicity and clarity in the messages. In any case, the sources of the messages were not credible, similar or familiar to the officers. This suggests a lack of application of relevant behaviour change models which are critical in determining the process of behaviour change within audiences. The use of appropriate models endeavours to explain why, how and in what order an individual is expected to change.

Clearly missing in the communication strategies, is the message learning theory which is critical as it spells out the importance of the characteristics of persuasive contexts (the source and messages). Thus message appeals, organization and type of information together with source characteristics such as credibility, demographics (similarity) and attractiveness compels the audience to question his initial attitude and hence opt for change.

Nevertheless, religion remains a critical aspect in inculcating the best norms among citizens. The laws, societal norms, organizational or departmental core values and better incomes are equally instrumental to behaviour change. Strengthening such aspects, improving economic status of the country and by extension that of its citizens, is a sure means of reducing the deeply rooted vice from the Kenyan society.

5.2.0 Relevance of the Findings

The relevance of this study is premised on the findings of the subject under investigation in respect to communication situation and the role it impacts on behaviour change among civil

servants. Insightfulness on the frequency of media use, preferences in media, the extent to which channels used by anti-corruption communication campaigners are effective or ineffective, the information needs of workers, the weakness of the messages that the study reveals, forms critical baseline information for a strategic communication anti-corruption campaign among civil servants.

This study will contribute towards concretizing literature and expanding knowledge in regards to corruption and behaviour change communication in Kenya. The study therefore bridges the missing link in terms of the relevant data on communication and behaviour change in regards to corruption. The study is therefore important to researchers interested in investigating the role of communication in behaviour change as regards reducing corruption practices in the society.

The study is equally relevant in informing policy makers towards crafting and developing a national anti-corruption campaign communication strategy relevant in guiding communication activities related to reduction of corruption in the Kenyan society. The findings are an impetus for communicators to re-think their communication strategies in order to re-shape them in line with informed objectives.

5.3.0 Conclusion

The study investigated the impact of behaviour change communication in reduction of corruption in the public service. It intended to come up with insights into what is happening in the communication arena as far as anti-corruption campaigns are concerned and provide a way forward for effective behaviour change by proposing a reliable and effective persuasion initiative. This is done in relation to the emerging trend where newly developed communication strategies were being applied in the fight against corruption despite there inherent weaknesses.

The study specifically sought to examine behaviour change communication strategies used in the anti-corruption campaigns, determine the communication habits, media access, media channels and information needs in respect to corruption among the workers and the impact of anti-corruption messages on the civil servants. The study established that there is still marked over-reliance on mass media in behaviour change communication campaigns as evident in the high levels of awareness among the officers on the subject of corruption.

Thus, whereas the current anti-corruption information sources are relatively effective in increasing knowledge levels among civil servants, the channels are rarely effective in increasing intolerant feelings towards corruption and reducing corrupt practices in their daily routine or in the environment within which they were working.

The study also established that more and more people are accessing the Internet to seek for information, as evident in the increasing preference and use of the facility. However, anti-corruption crusaders have not effectively harnessed this facility to disseminate information on corruption. The study established that, of the information that reached the officers, the Internet was definitely not the source and neither were interpersonal channels which are critical at the practice-change stage in the diffusion process.

The messages are not appropriately grounded in theories of behaviour change. Persuasive contexts (source and message) which are critical in the messages learning theory fail to provide incentives for attending to, understanding, yielding to and retaining the new rather than the initial attitude. These persuasive contexts are not anchored on foundations of source credibility, similarity and familiarity and neither do they command attention, or are clearly put for easy recall. Whereas the percentage of officers who are accessible is not very high as revealed by the study, exposure to messages is a key aspect in the behaviour change process. Exposure to a new idea in the social setting or through media determines the rate at which various people will adopt a new behaviour.

And while communication campaigns have been underway for some time, a majority of officers would still get involved in corruption due to circumstances beyond their control. However, the practice is so entrenched that the society views it as an acceptable norm. Thus, despite the fact that information levels on corruption are relatively high among civil servants, indication is that there is significant attitude change among the workers. However, this has not translated into behaviour change as most remain susceptible to the practice that is deeply rooted in the society.

5.4.0 Recommendations

Corruption is a deeply entrenched vice and is not likely to be reduced neither within a short-term period nor by use of communication alone. There is need to address the conditions that provide a conducive environment for the vice to thrive in the society.

However, for the practices that are deeply embedded in the social fabric, sustained behaviour change communication is necessary to enhance preventive methods. This is likely to save the country enormous resources that would have been lost during corrupt deals. Hence there is need to step up communication efforts which is critical in preparing people for sustainable change in behaviour.

Workshops are a critical component in the face-to-face education and dissemination of information yet this forum does not go down well with most officers since they have never been done for genuine intentions. As much as efforts should be made to target the negative attitudes among workers on workshops, the crusaders should make good use of workshops and not as a way of attracting funding.

The study recommends a review of communication methodologies and strategies in order to have appropriate strategies in the fight against corruption. There is need to revise the current media-mix, segmentation of civil servants, communication objectives and message design for effective communication that targets behaviour change.

It is necessary that anti-corruption norms are inculcated into audiences at an early age during schooling period for sustainable behaviour change to address the deeply rooted vice. Religion remains instrumental in discouraging the vice in the society. Communicators need to explore into ways and means of fully positioning the church and mosques at the centre of the fight in order to imbue a sense of integrity among audiences.

Again, despite the fact that looking into the remuneration of civil servants with a view of improving their salaries is critical towards reducing corruption, communication should target altering beliefs among the officers on the causes of vice. The belief that low pay is a major cause to corruption is rather a misguided conception. Communicators have a task to alter this position, for as long as officers continue to hold on this belief, integrity would forever remain elusive among lowly paid cadres.

The emerging trend in the use of the Internet facility among most civil servants is an indication of changing media-use habits among the officers. Organizations fighting corruption should explore the role of the new media and use it rather more innovatively than the way it is currently done.

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**UNIVERSITY OF NAIROBI
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Appendix i

Research Questions

Kindly respond to all questions. Choose by ticking [✓] in the appropriate space provided by[]

SECTION ONE - Background Data

1. Age Bracket

(a). 18-25 []

(c). 34-41 []

(e). 50-57 []

(b). 26-33 []

(d). 42-49 []

(f). 58+ []

2. Gender a). Male [] b). Female []

3. Educational level

a) Primary school only []

(b) Secondary school only []

(c) College []

(d) University degree and above []

4. Religious Faith

i. Christian []

ii. Muslim []

iii. Hindu []

iv. Traditional []

v. Atheist []

vi. Others (please specify) -----

5. Income Bracket (Ksh.pm) – Total Monthly

a) Less than 9,999 []

b) 10,000 - 29,999 []

c) 30,000 - 49,999 []

d) 50,000 - 69,999 []

e) 70,000 - 89,999 []

f) Over 90,000 []

SECTION TWO

6. Which of these is the most important to you as a goal in your life?

a) A prosperous life – good income and being able to afford the good things in life []

b) A family life – a life completely centred on my family []

c) An important life – a life of achievement that brings me respect and recognition []

d) A secure life – ensuring that all basic needs and expenses are provided []

7. In your view, what would entail a corrupt act? -----

8. In your view, what do you think are the causes of corruption? The most important one first

a -----

B -----

c -----

9. In your view, which of the following statements best describes “anti-corruption message?”

(a) Persuasive information (verbal, written, paintings, pictures, e.t.c) attempting to discourage corrupt behaviour []

(b) Any information on the subject of corruption []

(c) Do not know []

(d) Others (please specify) -----

10. Who do you think is the originator of most anti-corruption messages? Choose only one

a) NGOs []

b) Government []

c) Kenya Anti-Corruption Commission (KACC) []

d) Do not Know []

e) Other (please specify) -----

11. How would you rate the problem of corruption in the society in terms of seriousness?

a) Very serious [] b). Serious [] c). Not serious [] d). Undecided []

12. How would you describe the problem of corruption among the following groups? Select your responses by ticking (√) in the appropriate spaces.

	Group	Very High	High	Moderate	Low	Never
A	Your friends/peers					
B	Workmates					
C	Customers (the people you serve)					
D	Leaders					

13. How would you describe the problem of corruption in the following areas? Select your response by ticking (√) in the appropriate spaces.

	Area	Very High	High	Moderate	Low	Never
A	Your Neighbourhood					
B	Your workplace					
C	In Government					
D	Private organizations					

14. How would you rate the following factors in terms of significance in discouraging one from corrupt practices? Select your responses by ticking (√) in the appropriate spaces.

	Factor	Very Significant	Significant	Less Significant
A	Age			
B	Religious faith			
C	Education level			
D	Income			
E	Gender			
F	Country's Laws			
G	Societal norms, values and rules			
H	Organization's core values and rules			

15. Do you know of colleagues or people close to you who have engaged in corruption?

- a) Yes [] b) No [] c) Do not know []

16. At what stage in life do you think education should be imparted for sustainable anti-corrupt behaviour?

- a) Schooling years (primary & secondary) []
 b) As a youth (19-35) []
 c) Middle ages (36-54) []
 d) At 55 years plus []
 e) Do not know []

17. How often do you watch/listen/read or access the following media? Select your responses by ticking (✓) in the appropriate spaces.

	Medium	Daily	Once in a week	More than once in a week	Once a month	Never
A	Television					
B	Radio					
C	Newspapers					
D	Internet					
E	Dvd/Vcd/Video					
F	Cinema					

18. a) Do you think anti-corruption messages are easily accessible?

1. Yes [] 2. No []

b) If No, why do you think they are not accessible?

- i. Language used is complex []
 ii. The channel used is one I do not prefer []
 iii. Time information is disseminated is not appropriate in my case []
 iv. The place it is disseminated is not appropriate []
 v. All the above []

19. A). What has been your **main source** of anti-corruption information? Choose one alternative only

- (a) Peers/friends/neighbours/family []
 (b) Opinion leaders []
 (c) Electronic media - Radio, TV []
 (d) Internet []
 (e) Print Media – Newspapers []
 (f) Other printed materials (posters, banners, billboards, pamphlets) []

B). How do you rate the effectiveness of the channel/medium/mode you have selected above as your main source of information in terms of

		Highly Effective	Effective	Partially Effective	Less effective
A	Increasing your knowledge about corruption and its effects				
B	Increasing your intolerance feelings towards corruption				
C	Reducing corrupt activities in your place of work or daily routine				

20. Please rate the following modes/channels in terms of that which you prefer most as your source of information (any information). Select your responses by ticking (✓) in the appropriate spaces.

	Medium	Highly preferred	Preferred	Least preferred
A	Friends/peers, Family, Neighbours			
B	Opinion leaders			
C	Television			
D	Radio			
E	Newspapers			
F	Other printed materials (pamphlets, posters, banners, billboards, T-shirts etc)			
G	New Media –Internet			

21 (a) Have you ever attended the anti-corruption workshops/exhibitions/shows?
 (i) Yes [] (b) No []

(b) If Yes, have anti-corruption workshops/exhibitions/shows changed the way you view corruption?
 i). Yes [] ii). No [] iii). Do not know []

22. a) Would you recommend others to attend anti-corruption seminars, exhibitions or shows?
 i). Yes [] ii). No [] iii). Undecided []

b) If No, why would you not recommend, please explain? -----

23. a) Would your peers/friends and people close to you approve of your behaviour if you adopted anti-corrupt norms and values?
 i). Yes [] ii) No []

b) If No, why would they not approve, please explain? -----

24. After watching, reading anti-corruption messages, what is your feeling on the following statements? Select your responses by ticking (✓) in the appropriate spaces.

	Statements	Agree	Disagree	Undecided
A	One can stop being corrupt as long as certain conditions are in place			
B	One can never stop the practice, everybody is corrupt, it is part of human nature			
C	If one stopped corrupt practices he/she can still live a good life			
D	Integrity is admirable, it is good, new norms are beneficial to me and society			
E	A bribe is just as good as a gift			
F	Giving something in return is a way of appreciation			
G	In life, the end justifies the means			

25. How effective has information presented through the following activities changed the way you view corruption? Tick (✓) in your responses in the appropriate spaces.

	Mode	Very effective	Effective	Less effective	Undecided
A	Music/song				
B	Poetry				
C	Drama/Theatre/puppetry				
D	Sports/Games				
E	Drawings, Paintings (Art)				

26. i). Would you share with others the anti-corruption messages you see, hear or watch?

a). Definitely [] b). Probably [] c). Maybe [] d). Probably not [] e). Not sure []

ii). If probably not, why is that so? Please explain briefly -----

27. a). After reading, watching anti-corruption messages do you still feel vulnerable to corruption?

i) Yes [] ii) No []

b). If Yes, why do you still feel vulnerable? Please explain -----

28. a). Would you get involved in corrupt deals if you had to?

i). Yes [] ii). No []

b). If Yes, why? Please explain -----

29. a) Would you be a whistleblower if you had to (i.e. report corrupt practices?)

i). Yes [] ii). No []

b) If No, why? Please explain. -----

30. What do you think are the solutions to corruption? Most important one to come first.

a -----

b -----

c -----

31. In your view, what do you think are the benefits of a corruption-free society? Most important one to come first.

a -----

b -----

c -----

SECTION THREE

32. What is your feeling on the way anti-corruption information is presented by Kenya Anti-Corruption Commission? Tick (✓) in your response in the appropriate box

	Nature of anti-corruption information/messages	Fully Agree	Partially Agree	Disagree	Do not Know
A	Anti-corruption messages are interestingly presented				
B	Anti-corruption message have a striking uniqueness not equalled by other adverts				
C	One can easily and clearly recall the anti-corruption messages				
D	Anti-Corruption messages are very educative and informative on causes and effects of corruption				
E	Anti-corruption messages show the benefits of not engaging in corruption				
F	Messages on TV, Radio, pamphlets, posters have a remarkable resemblance in subject matter				
G	Those who bring the message are reliable, believable (credible) people				
H	We share many things in common with those who present the message- age, income, geographical (are similar to us)				
I	Those presenting the message are recognizable to us (familiar)				
J	Messages call on us to change attitudes and behaviour by adopting new values				
K	Anti-corruption messages tell us to report corrupt activities				

Appendix ii

Interview guide for Key Informants

1. What is the position of the committee on the use of Behaviour Change communication as one of the approaches in fighting corruption?
2. What Behaviour Change communication efforts/initiatives targeting reduction of corruption, are in place to fight the vice in Kenya?
3. Through which channels do you present the messages? Name them exhaustively
4. Can the current communication efforts against corruption be categorized as strategic, planned and theory based? Explain
5. In your view is research on the current behaviour change communication efforts relevant?
6. How can such research improve on the communication situation or strategies in the fight against corruption in Kenya?
7. Overall, comment on the nature of anti-corruption messages (i.e. what makes them effective, appropriate in the fight)
8. Have these behaviour change efforts been successful in creating an impact as far as behaviour change is concerned
9. Is there evidence to show that the communication efforts have worked or not worked?
10. Which if any is this particular evidence?
11. How do you segment your audiences for message targeting and positioning?
12. According to your research, which group of people in the civil service is most vulnerable to corrupt practices?
13. What are the key challenges you have encountered in strategy, messages development and implementation of the anti- corruption communication programmes