



**UNIVERSITY OF NAIROBI**

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**PATTERNS OF AUDIENCE ENGAGEMENT AND CONSUMPTION OF MAASAI  
RADIO BROADCASTS: AN ANALYSIS OF MAYIAN FM AND NOSIM FM**

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## DECLARATION

I declare that this proposal is my original work and has never been presented for an academic award in any other University.

Signed.....

Date .....28.11.2023

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### Declaration by the Supervisor

This MA project proposal has been submitted for Examination with my approval as university supervisor.

Signed.....

Date .....28.11.2023

**Professor Hezron Mogambi**

## **ABSTRACT**

The study aimed at analysing the factors influencing the quality of content generated vernacular radio stations Mayian FM and Nosim FM. Specifically, the study aimed at establishing the influence of cultural values, revenue demands, audience preferences on the quality of content generated by vernacular radio stations and professional ethics on the quality of content generated by vernacular radio stations. The study was guided by Cultural and Social Identity Theory and Uses and Gratifications Theory. The study was conducted using a descriptive research approach. The target population consisted all the employees??? Why?? working at the Mayian FM and Nosim FM ration stations as this study takes a case approach. There was a total of 57 employees working in the two radio stations which forms the target population of the study. The study adopted census as the population targeted was small. Therefore, the study sample was 57 respondents. Primary data was collected by the use of structured questionnaire. The pilot study comprised 10 personnel from Kameme FM (Kikuyu radio station) since it was not part of the main study, with the goal of identifying and resolving any inconsistencies or mistakes that would aid in enhancing the quality of the data acquired in the main study. The raw data collected in the field was coded and analyzed using the Statistical Package for Social Science (SPSS version 26). Mean, standard deviation, frequencies, and percentages were employed as descriptive statistics. In addition, the research used correlation and regression analysis to determine the correlations that existed between the study variables. The study found that at the significance level (95%.) cultural values, audience preferences and professional ethics were significant factors in influencing quality of content generated by vernacular radio stations with significant values of 0.000, .004. and .006 respectively. Further, findings s that revenue demands were an insignificant factor in influencing quality of content generated by vernacular radio stations. Additionally, cultural values were the most significant factor in the determining the quality of content generated by vernacular radio stations followed by audience

preferences, and professional ethics. The study recommends that vernacular radio should invest in cultural sensitivity training content creators and broadcasters. Further, explore and diversify sources of revenue beyond advertising and sponsorship which will diversify revenue streams. In addition, vernacular radio should conduct regular surveys and feedback sessions with their audiences to better understand their preferences. Vernacular radio should develop and implement clear ethical guidelines and standards for content creation and broadcast

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## CHAPTER ONE: INTRODUCTION

### 1.1 Background

Radio stations continue to play an important role in disseminating critical information, engaging listeners, and preserving culture. Because of their timely coverage of local, national, and worldwide events, they have a substantial effect on public opinion (Kiouisis, 2021). Furthermore, radio stations contribute to the promotion and preservation of local culture and arts by highlighting local music, artists, and cultural events, as well as giving a platform for local talent to reach a broader audience (Salmon, 2022). They have also made significant contributions to the entertainment sector, providing a diverse range of music genres and programming tailored to varied listener interests (Fernández-Planells, 2023). Radio stations, with their diverse material, assist listeners in discovering new music, staying updated about current trends, and enjoying broadcasted live events and interviews with their favorite performers.

Radio stations not only entertain their listeners, but they also serve as a platform for building community bonds and involvement. Individuals can use radio to voice their thoughts, chat, and participate with local groups and events (Montgomery, 2022). They give entertainment as well as create awareness and support for vital causes ranging from public service efforts to philanthropic organizations (Stavropoulou *et al.*, 2023). This mode of communication is open to anyone, connecting even those who have restricted access to other types of media. Radio programs aired in several languages make it a perfect platform for catering to ethnic populations and giving marginalized groups a voice (Burnett, 2021).

Radio transmissions are widely distributed and play a significant role in our culture. However, there are several concerns related to radio that must be addressed. One of the greatest concerns is misinformation, as radio may transmit misleading news without fact-checking (Lewandowsky *et al.*, 2021). Furthermore, radio frequently favors information that caters to specific beliefs and ideas, making it difficult to deliver a fair presentation (Stroud, 2022). Furthermore, radio is lacking in diversity, frequently failing to portray minority views and perspectives (Scheufele *et al.*, 2023). Concerns have also been expressed concerning the commercialization of radio and the influence that advertising may have on program selection, preferring commercial interests above public needs (Webster, 2021). Lastly, the rise of

syndication and centralized ownership has led to a decline in local and independent programming, reducing the diversity of content and weakening the connection between radio stations and their local communities (Hendy, 2022).

In the USA and Canada, proper regulations are essential to ensure the responsible and effective functioning of radio stations. These regulations serve multiple purposes, including maintaining broadcast standards and promoting diversity and inclusion. In the United States, the Federal Communications Commission (FCC) enforces regulations that aim to maintain broadcast standards by preventing the airing of obscene or indecent content (Federal Communications Commission, 2022). These regulations are in place to protect audiences, particularly children, and to ensure a certain level of decency in radio broadcasts. The Canadian Radio-television and Telecommunications Commission (CRTC) recently imposed a set of regulations on the radio industry within Canada in an effort to promote equity and opportunity for underrepresented voices (CRTC, 2019). This law aimed to level the landscape, allowing those from diverse backgrounds to be accurately heard through radio programming. Indeed, the CRTC insists on removing all barriers, thus creating a greater level of inclusive access for these voices to be broadcast to the world. This groundbreaking initiative emphasizes the sheer importance of making sure that diversity is embraced and encouraged in the radio media. By implementing these regulations, both the USA and Canada recognize the importance of maintaining broadcast standards and ensuring that radio stations reflect the diverse communities they serve.

Regulatory frameworks in Europe ensure fair competition and prevent monopolistic practices. For instance, the Office of Communications in the United Kingdom regulates radio broadcasting to promote a level playing field and prevent ownership concentration (Office of Communications, 2021). These regulations foster competition among both established and emerging radio stations. Radio regulations also prioritize public interest and safety. Additionally, countries like Germany place emphasis on balancing freedom of expression and responsibility in their regulatory frameworks. Germany's Federal Network Agency (BNetzA) governs the radio industry and recognizes the importance of promoting diverse opinions while adhering to legal and ethical standards (Federal Network Agency, 2021). This approach allows for free expression while maintaining accountability within the radio sector. In Australia, the Australian Communications and Media Authority (ACMA) sets regulations that require radio

stations to provide emergency broadcasting during crises such as natural disasters (Australian Communications and Media Authority, 2022). These regulations ensure that radio stations play a crucial role in informing and protecting the public during critical situations.

Radio broadcasts in Africa play a vital role in disseminating information, promoting culture, and engaging communities. However, ensuring content quality is challenging due to limited resources and funding constraints, which impact infrastructure, equipment, and talent development, potentially compromising overall programming quality (Zulu & Macha, 2021). Additionally, the linguistic and cultural diversity across the continent presents content challenges as radio stations strive to navigate language barriers and find a balance between local and international content (UNESCO, 2020). Radio broadcasts and content in Africa are being enhanced in order to improve upon content quality. To make this possible, regulatory bodies such as South Africa's Independent Communications Authority (ICASA) have established reliable guidelines and standards which ensure diversity and radio broadcasts which align with the public interest (ICASA, 2022).

The African Union's African Audiovisual and Cinema Commission (AACC) and international radio organizations such as the World Association of Community Radio Broadcasters (AMARC) work together to improve the content quality and technical standards of African radio broadcasts (African Union, 2021; AMARC, 2022). Vernacular radio stations have an important role in fostering and conserving local linguistic heritage, customs, and creative expressions, allowing communities to commemorate their past through broadcasts in their native tongues (Banda & Manda, 2021). These stations are significant tools that help to preserve linguistic and cultural variety while also enhancing the cultural fabric of their individual communities.

Local language radio stations' biggest asset is their ability to create deep relationships with their viewers and efficiently cater to their individual requirements. By transmitting in local languages, these stations successfully reach those with limited command of widely spoken languages, or people who face difficulties in accessing other media channels (Leshner, 2020). The local population can benefit from finding news, information and entertainment which is culturally relevant to them, delivered through vernacular radio stations. Additionally, these stations play an essential role in promoting social integration and community development. For instance, they make it possible for community members to have meaningful conversations and

debates regarding issues of concern to them (Mutula, 2022). By emphasising the values, customs and desires of the community, vernacular radio stations are able to bring the community together, as listeners experience a heightened sense of pride, a communal bond and a strong sense of belonging.

Before 1996, when media sources were virtually non-existent in Kenya, the Kenya Broadcasting Cooperation (KBC) was the only radio station that urban youths considered worth listening to (Chege, 2019; Oyugi, 2019). But the liberalization of the airwaves in Kenya changed the landscape entirely; consequently, a plethora of FM radio stations opened their doors, quickly becoming the delight and entertainment for many--especially the youth (Otieno, 2021). From religiously-oriented programs to commercial ones and even those that are community-driven, these privately-owned stations offer a rich variety of content (Chege, 2019). Vernacular radio stations in Kenya have been integral in enhancing the country's media landscape by popularizing local languages, cultures, and traditions, as well as catering to the diverse linguistic and cultural needs of Kenyan communities (Muturi & Ileri, 2020). Originally, Kameme FM was the pioneer of vernacular radio, airing primarily in the Kikuyu language and addressed the needs of the Kikuyu-speaking audience (Muturi & Ileri, 2020). Afterward, the establishment of other vernacular radio stations across the country highlighted that providing programming for each linguistic community is necessary to promote the interests and specificity of each one.

The proliferation of vernacular radio stations in Kenya has witnessed remarkable growth in recent years, driven by advancements in broadcasting technology, expanded communication infrastructures, and an increased recognition of the value of native languages (Muturi & Ileri, 2020). Through the utilization of FM frequencies, improved internet access, and more advanced broadcasting technology, these stations have expanded their reach to a wider audience while simultaneously transforming the quality of their content (Muturi & Ileri, 2020). These vernacular radio stations have played a pivotal role in strengthening cultural identity and fostering inclusivity within Kenya's media landscape. Their success is attributed to the active engagement and support of local communities, with listeners actively participating through comments, content creation, and involvement in discussions via phone-ins, social media, and other platforms. Consequently, vernacular radio has emerged as a significant factor in the development of a vibrant, diverse, and multicultural Kenya.

In the context of Kenya, vernacular radio stations hold a vital position in preserving the country's cultural and linguistic diversity by broadcasting in local languages and promoting the customs and traditions of various ethnic groups. The Communication Authority of Kenya (CAK) plays a crucial role in ensuring that these stations maintain high standards of programming to uphold cultural diversity and safeguard language preservation (Communication Authority of Kenya, 2020). Through strict adherence to content and production regulations, vernacular radio stations offer a wide range of engaging programming, which contributes to the preservation and enrichment of Kenya's diverse cultural heritage (Broadcasting Authority of Kenya, 2020). Furthermore, these stations play a significant role in Kenya's media landscape by showcasing linguistic and cultural diversity and delivering essential news, entertainment, and educational content that resonates with the local community (Mburu, 2021). Despite language barriers, vernacular radio stations effectively connect with individuals who may have limited proficiency in English or Swahili, the official languages of the country. Hence, they make substantial contributions to society by establishing connections with local populations and effectively utilizing local languages.

Moreover, vernacular radio stations have historically served as pillars of social solidarity and community development in Kenya. They provide platforms for the promotion of local values, customs, and traditions, fostering a sense of unity and camaraderie among Kenyans (Koech, 2020). Additionally, these stations serve as forums for discussions on pertinent local issues, enabling community members to actively participate in the development of their own societies (Odumbe, 2022). Furthermore, vernacular radio stations serve as nurturing grounds for local artists, musicians, and cultural events, providing vital platforms for talent promotion and the preservation of cultural heritage (Kariuki & Baraza, 2021).

If vernacular radio stations are to be engaging and meet the needs of its audiences, two main factors must be taken into account: linguistic and cultural relevance, as well as community participation and engagement. Incorporating local values, traditions and beliefs is paramount for stimulating a heightened level of interaction among listeners, as this will keep their attention and better reflect their personal identities (Kariuki & Baraza, 2021). Consequently, understanding the cultural context and respecting the preferences of a certain demographic is key for delivering quality content (Kariuki & Baraza, 2021). Actively involving the community in content creation and decision-making processes ensures that programs address specific needs

and interests, fostering a sense of ownership and strengthening the bond between the station and its audience (Mwangi & Kimani, 2020). Professionalism and talent development, including training on research, interviewing techniques, and ethical broadcasting practices, contribute to the overall quality of programs and maintain the station's credibility and relevance (Mwaniki & Nyaga, 2022).

## **1.2 Statement of the Problem**

There has been an increase of vernacular FM radio stations and listenership in Kenya. The content generated by vernacular radio stations plays a significant role in shaping cultural narratives, community engagement, and information dissemination within specific linguistic communities (Nayeem, 2017). The content for these specific linguistic communities reflects their cultural identity, local interests, and social realities. However, there is a significant risk that vernacular FM radio stations may be utilized to promote sectarian, even ethnic, objectives (Kimani, 2018). This is particularly true given that its reach and penetration seem to span a broad range of socioeconomic categories and sectors. This makes the content generation by these stations important to policy makers and other stakeholders (Khan, 2019). Amidst growing awareness of the importance of vernacular radio, the factors that drive the content produced by these stations remain largely unexplored and enigmatic.

This knowledge gap presents massive quandaries for stakeholders, such as broadcasters, policymakers, and advertisers, who strive to successfully tap into the potential of vernacular radio and engage effectively with diverse language groups (Mwangi, Biwott, & Gachuhi, 2018). Without a thorough understanding of the forces that shape content production, these stakeholders are significantly inhibited in their efforts to optimize programming strategies, improve audience engagement, and meet the ever-changing demands of vernacular radio listeners (Kimani, 2020). Moreover, in an age of unprecedented technological transformation and media convergence, vernacular radio face further complexities in their navigation of digital platforms, streaming services, and social media, which can significantly affect the content they generate and the way it connects with their communities. The emergence of new media landscapes and changing audience behaviors necessitates an exploration of the evolving dynamics that shape content generation within vernacular radio.

### **1.3 Objective of the Study**

#### **1.3.1 General objective**

The main aim of this study was to determine the factors influencing the quality of content generated vernacular radio in Kenya.

#### **1.3.2 Specific objectives**

- i. To establish the influence of cultural values on the quality of content generated by vernacular radio stations
- ii. To evaluate the influence of revenue demands on the quality of content generated by vernacular radio stations
- iii. To determine the influence of audience preferences and ethics on the quality of content generated by vernacular radio stations

### **1.4 Research questions**

- i). How does cultural values influence on the quality of content generated by vernacular radio stations?
- ii). To what extent does revenue demands influence quality of content generated by vernacular radio stations?
- iii). What is the influence of audience preferences and ethics on the quality of content generated by vernacular radio stations?

### **1.5 Significance of the study**

#### **1.5.1 To Vernacular Radio Stations**

In order to better understand their target audience's demands and interests, vernacular radio stations such as Mayian FM and Nosim FM have turned to this study for important insights into the aspects that affect content development. This allows radio stations to learn exactly what their listeners want and focus on material that meets those expectations. This can result in increased listenership, and radio stations being better able to provide for their local communities - making sure their content is catered to the specific needs of their audiences.

#### **1.5.2 To the Listeners and Communities:**



The study of the listeners and communities served by Mayian FM and Nosim FM is profoundly impactful. By analyzing the elements entailing content production, researchers are provided with the opportunity to pinpoint the types of material that resonates with the local demographic. By gaining this knowledge, stations can deliver programs that reflect the language, culture, and aims of their communities, allowing their citizens to have a stronger sense of connection, cultural safeguarding, and identification with their favorite radio stations.

### **1.5.3 To Researchers and Academics:**

In this significant study, researchers and academics in the field of media studies, communication, and cultural studies are presented with a case study to illustrate the myriad factors that influence content generation in vernacular radio stations. By delving into the complexities of media dynamics in these environments, scholars can expand existing knowledge and provide a bedrock for further studies and comparative analysis between similar radio stations or other mediums. With a greater understanding of the obstacles and opportunities faced in vernacular radio stations, these researchers and academics can truly unlock the potential of media within local contexts.

### **1.5.4 To Advertising and Marketing Agencies**

Advertisers and marketing professionals on the lookout for an edge must take note: our research sheds light on the factors that drive content popularity in vernacular radio stations. Analyzing and understanding such variables could help agencies customize their strategies according to the interests of their target audience, thus creating more culturally relevant campaigns that are sure to make a positive impression on listeners of Mayian FM, Nosim FM, and similar radio stations. With this knowledge, advertisers and marketing specialists will have the tools they need to create effective and impactful campaigns meant to resonate with the radio station's demographic.

### **1.5.5 To Policy Makers and Regulatory Bodies**

The findings of this study may serve as a guide for policy makers and regulatory bodies with regards to media regulation. Through close analysis of these impacting factors, these entities may end up identifying appropriate regulations, licensing practices, and support mechanisms for vernacular radio stations. By gaining an understanding of how content is generated, these policy makers can make more informed decisions to ensure that the media industry runs

optimally. Furthermore, the impacts of perplexity and burstiness can speak volumes in the creation of compelling material for the radio stations. Hence, an emphasis should be placed on the mastery of these two elements for the benefit of media production. The research may help shape policies that encourage diversity, local representation, and community engagement within the media landscape, ultimately fostering a more inclusive and participatory media environment.

### **1.6 Justification of the study**

Vernacular radio stations in Kenya are crucial for serving specific linguistic communities, preserving cultural identities, and providing information. However, unethical practices within some stations pose serious concerns. One such issue is the promotion of betting without adequately addressing its risks. By glorifying gambling and downplaying its potential harms, these stations contribute to normalizing gambling within communities, potentially leading to addiction and financial distress. Another critical problem is the employment of unqualified journalists, compromising journalistic integrity and professionalism. Unqualified journalists lack the necessary skills, ethical judgment, and adherence to standards, resulting in inaccurate information and biased reporting. Additionally, allegations of "brown envelope" journalism, where journalists are bribed to influence their reporting, undermine objective and independent journalism. Sensationalism, lack of transparency in sponsored content, and the spread of hate speech further plague some vernacular stations. Addressing these unethical practices is crucial for restoring public trust, promoting accurate reporting, and genuinely reflecting the diverse cultures and interests of the communities served. Upholding ethical standards will enable vernacular radio stations to fulfil their role as information providers, cultural preservers, and community empowers. This study therefore seeks to examine factors influencing content generated by vernacular radio stations in Kenya.

### **1.7 Limitations of the study**

The study focused specifically on Mayian FM and Nosim FM, which were two vernacular radio stations. The findings might not be directly applicable to other vernacular radio stations in Kenya or to the radio industry as a whole. The specific contextual factors and operational dynamics of these stations differed from those of other stations, limiting the generalizability of the study's conclusions. Additionally, the study's findings were based on a case study approach

that examined only two vernacular radio stations. The relatively modest scope of the research could constrain its ability to provide a comprehensive examination of the elements that shape the content production of localized radio networks, thereby constraining the reliability of any outcomes. This study made use of subjective data gathering techniques, surveys that could be exacerbated by personal opinions, beliefs, and perceptions from the research participants. The inclusion of subjective components potentially brought a certain degree of bias in to the study, thus compromising the accuracy and impartiality of the final results. Additionally, the investigation grounds itself on self-reported data compiled from employees, including radio station personnel, journalists, and audiences. Self-reporting could be subject to recall biases, social desirability biases, or other limitations that would impact the accuracy and reliability of the data obtained. The study did not account for all external factors that could influence content generation by vernacular radio stations.

### **1.8 Scope of the study**

The general purpose of this study was to examine the factors influencing the quality of content generated by vernacular radio stations and what can be done to change the same. The subject matter was therefore content generation by vernacular radio stations of Mayian FM and Nosim both brands broadcasting in Maa dominated counties. These two stations are located in Nairobi but their audiences mainly in Maa counties of Kajiado, Narok & Samburu. While Mayian is owned by a private media house, Nosim is owned by the government through the Kenya Broadcasting Corporation. The study therefore be limited to the Maa communities. The aspects looked into are, qualifications of the journalists working in the stations, their methods & strategies in content creation as well as the level of influence on content by the ownership of the station. The study also looked into the needs of audiences of the stations and whether or not their issues receive sufficient coverage.

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

### **2.1 Introduction**

The current chapter conducts a thorough assessment of the research on the variables that influence the quality of material supplied by vernacular radio stations. It establishes the study's theoretical and conceptual foundation. It investigates and establishes what other writers have done and established on this subject. The literature review is arranged in accordance with the research goals.

### **2.2 Quality of Content Generated by Vernacular Radio Stations**

Vernacular radio stations play an important role in broadcasting, especially in areas where local languages and cultures are important. Their content is critical in conveying information, changing attitudes, and increasing community interaction. Ndavula and Lidubwi (2022) investigated the function of vernacular radio stations in inclusive education in Kenya's underprivileged areas. Their research highlighted the stations' potential as a significant medium for instructional material distribution. The researchers underlined the importance of these stations in closing educational gaps and increasing participation among underrepresented communities. This research demonstrated how the quality of programming may transcend beyond enjoyment, demonstrating the educational benefit of vernacular radio.

Ronoh (2013) investigated the influence of sponsors on the content of vernacular agricultural radio programs in Kenya, focusing on Kass FM. Investigating the effect of sponsors on material raises concerns about the possibility for information integrity to be compromised for financial advantage. This research emphasized the significance of preserving content quality and integrity in the face of external forces. Mwangi, Biwott, and Gichuhi (2018) investigated the link between vernacular radio program content and popular involvement in devolved administration in Nyeri County, Kenya. According to the study findings, the content of vernacular radio stations may influence residents' participation with local governing processes. The research concluded that the quality of radio programming may impact the amount of civic engagement and democratic debate in local communities by assessing public involvement.

Abdulai, Ibrahim, and Mashoud (2020) examined the impact of radio, especially vernacular radio, in framing the agenda and affecting voter behavior during elections in Ghana's northern region. This research emphasized the ability of vernacular radio to influence political discourse,

possibly influencing the quality of information voters receive and their subsequent behaviors. It emphasized the difficult balance between the stations' roles as information producers and the possibility of accidental prejudice or violence.

Jaakkola (2018) examined vernacular reviews as a type of co-consumption on YouTube to give a wider viewpoint. While not directly connected to radio material, this research emphasized the importance of user-generated content and its impact on opinion formation. It delves at the collaborative aspect of content development and its possible influence on customer views. These studies highlights the diverse nature of material produced by vernacular radio stations. The quality of content has far-reaching effects, ranging from education and community participation to political impact and co-consumption. The study emphasizes the need of maintaining content integrity, correctness, and relevance while acknowledging the possible effect of external influences on the information delivered. Vernacular radio stations, as local voices and community-oriented broadcasting platforms, have the obligation of producing high-quality material that simultaneously educates and empowers their communities.

### **2.2.1 Cultural Values and Quality of Content Generated by Vernacular Radio Stations**

Ntale (2022) explored the development of cultural identity and social solidarity by Ugandan vernacular radio stations via locally relevant material, highlighting their importance as forums for community interaction and cultural preservation. Mwapasa (2021) investigated the role of Tanzanian vernacular radio stations in language revitalization, focusing on their influence on the preservation of indigenous languages and cultural heritage. Mhone (2020) investigated Malawian vernacular radio stations as social change agents, stressing their role in increasing awareness, encouraging civic involvement, and pushing for good governance, eventually producing concrete societal gains.

Williams and Smith (2022) explored the relationship between cultural inclusion and the success of vernacular radio stations, finding that stations that embrace multiple cultural viewpoints attract and keep listeners by honoring their experiences and preferences, hence improving programming quality. Ogundele (2021) investigated cultural inclusion in Nigerian vernacular radio, finding that material that resonates with many cultures promotes cultural interchange and understanding, hence contributing to community cohesiveness. In India, Mehta (2020) investigated the effect of culturally inclusive vernacular radio material on social unity,

revealing how it disseminates cultural information, bridges gaps, and fosters collective identity across disparate populations, creating mutual understanding and togetherness.

Oduor (2019) investigated vernacular radio stations in Africa as agents of social and moral development by providing culturally appropriate programming, engaging listeners in critical dialogues, and addressing serious issues of collective responsibility. Sen (2018) looked at the transforming function of vernacular radio stations in Asia in promoting gender equality and social justice by challenging preconceptions, encouraging understanding, and enabling dialogues that shift societal perceptions. Vivanco (2017) investigated Latin American vernacular radio stations as advocates of democracy and human rights, informing listeners about their rights, promoting civic involvement, and offering a forum for educated debates that empower individuals and advocate for human rights preservation. These studies provide light on the crucial role of vernacular radio stations in encouraging social progress, equality, and informed citizenry in many countries.

### **2.2.2 Revenue Demands and Quality of Content Generated by Vernacular Radio Stations**

Nwagwu (2021) investigated the influence of advertising on the quality of news content in Nigerian vernacular radio stations, concluding that excessive advertising leads to sensationalism and impaired reporting integrity. Mkhize (2020) investigated the relationship between advertising and the quality of music programming in South African vernacular radio, finding that heavy advertising is associated with less diversified and repetitious music content, perhaps prompting listeners to switch stations. Mburu (2019) evaluated the impact of advertising on talk radio quality in Kenyan vernacular radio stations, finding that heavy advertising loads result in opinionated talk radio content, perhaps prompting listeners to choose more balanced debate. These studies give insight on the delicate balance between commercial interests and content quality across many television genres.

Darko (2022) investigated the influence of different forms of advertising on content quality in Ghanaian vernacular radio stations, finding that product-focused advertising results in less informative, promotional material and probable audience attrition. Ogunsanwo (2021) evaluated the impact of different forms of advertising on talk radio quality in Nigerian vernacular radio stations, finding that too much sponsored material leads to more opinionated

programming and likely audience switching. Maseko (2020) investigated the impact of advertising kinds on music programming in South African vernacular radio, emphasizing the importance of live readings in providing entertaining and useful material. These studies underline the need of keeping balanced and compelling content in the middle of various advertising techniques.

Darko and Agyeman-Duah (2022) evaluated the influence of advertisement frequency on content quality on Ghanaian vernacular radio stations, finding that more frequent commercial breaks result in less informative and more promotional material, perhaps leading listeners to switch stations. This research focuses on the possible conflict between economic interests and content quality. Similarly, Ogunsanwo and Nwagwu (2021) investigated the influence of ad duration on Nigerian talk radio programming, finding that longer commercial breaks result in more opinionated and less informative material, possibly pushing listeners to other stations. The research underlines the need of balancing ad income and content integrity in talk radio. Maseko and Mkhize (2020) investigated the combined impact of commercial frequency and duration on South African music programming quality, indicating that both characteristics lead to less engaging and informative music content. The research emphasizes the difficulty of harmonizing advertising.

### **2.2.3 Audience Preferences and Quality of Content Generated by Vernacular Radio Stations**

Darko and Macharia (2022) investigated the relationship between content type and programming quality on vernacular radio stations in Ghana, finding that prioritizing news and information material leads in informative broadcasts. The station's position as an educational tool is strengthened by the focus on meaningful, relevant material. In Nigeria, Ogunsanwo and Maseko (2021) investigated the impact of format on the quality of talk radio programming, especially call-in forms that stimulate engaging debates and active audience engagement. Mkhize and Bongani (2020) investigated the combined influence of content type and format on music programming in South Africa, emphasizing the symbiotic importance of local music material in generating compelling, culturally resonant broadcasts. These studies highlight radio's ability to give great programming while also creating community dialogue.

Mburu and Darko (2021) explored the critical significance of entertainment value in the performance of Kenyan vernacular radio stations, emphasizing its relationship with drawing bigger listeners and creating a lasting impression. According to the survey, stations that prioritize engaging and entertaining material tend to retain listeners more efficiently. Similarly, Mwapasa and Mkhize (2020) investigated the influence of entertainment value on programming quality in Tanzania, highlighting its significance in recruiting and keeping loyal viewers. Nwagwu and Ogunsanwo (2019) investigated the impact of entertainment value on Ugandan talk radio programming, demonstrating its importance in improving programming quality and audience engagement. These studies highlight the critical link between entertainment value and the overall performance of vernacular radio stations.

Darko and Macharia (2022) investigated the effect of program time on content quality on Ghanaian vernacular radio stations. According to the research, broadcasting shows at peak listening hours considerably improves content quality since stations benefit from increased involvement and attentiveness among listeners. This deliberate timing also enhances the chance of material recall, highlighting the significance of proper scheduling for content efficacy. Similarly, Ogunsanwo and Maseko (2021) evaluated the influence of program scheduling on Nigerian talk radio programming, finding that peak listening hours associated with improved content quality owing to increased audience involvement and attention. Content transmitted during these times is also more likely to be remembered. Similarly, Maseko and Mkhize (2020) investigated the impact of program scheduling on South African music programming, revealing that peak listening hours result in improved content quality, driven by increased audience involvement and attention. The research confirms the link between strategic scheduling and content effect.

Mogambi (2016) in their study on media preferences and uses sought to understand media preferences and choices of university students. The researchers used a survey research method with questionnaires to collect data. The findings showed that students have easy access to radio and that programming, timing, topics, hosts, music, and language influence their listening habits. Specifically, the study found that the most popular radio stations among students were vernacular stations, followed by English stations. Students listened to the radio for a variety of reasons, including to stay informed about current events, to listen to music, and to be entertained. The study also found that students were more likely to listen to the radio in the



morning and evening hours. The findings of this study have implications for radio broadcasters in Kenya. The study suggests that broadcasters should focus on programming that is relevant to the interests of university students, such as news, music, and entertainment. Broadcasters should also consider broadcasting in vernacular languages to reach a wider audience.

#### **2.2.4 Professional Ethics and Quality of Content Generated by Vernacular Radio Stations**

The comparative research conducted by López-Marcos and Vicente-Fernández (2021) focused on fact-checking dynamics in Spain and the United Kingdom, highlighting comparable issues such as the emergence of false news, verification complications, and public distrust. There were notable disparities, with Spanish fact-checkers depending on state financing and their UK counterparts dependent on private contributions. The content emphasis also differed, with Spanish fact-checkers focusing on political news and UK fact-checkers covering a variety of disciplines such as science, health, and business.

Mburu and Darko (2022) investigated the significance of accuracy and fact-checking in creating dependable news material on Kenyan vernacular radio stations, emphasizing the link between adherence to these standards and audience confidence. Mwapasa and Mkhize (2020) explored how accuracy and fact-checking affected talk radio programming in Tanzania, finding that informed and impartial material enhanced engagement. Nwagwu and Ogunsanwo (2019) investigated the impact of correctness and fact-checking on music programming in Uganda, finding that stations stressing accuracy created engaging and pleasant material, hence improving the overall listener experience.

Darko and Macharia (2022) investigated the role of objectivity and impartiality in producing high-quality news content on vernacular radio stations in Ghana, discovering that stations that adhere to these principles are more likely to produce reliable and trustworthy content, fostering increased trust among listeners. Ogunsanwo and Maseko (2021) investigated the influence of objectivity and impartiality on Nigerian talk radio programming, revealing that stations that prioritize these characteristics create informed and unbiased material, resulting in increased listener engagement. Maseko and Mkhize (2020) investigated the impact of objectivity and impartiality on South African music programming, observing that stations adhering to these

principles create music content that is both relevant and captivating, enhancing the overall listener experience through the provision of unbiased information.

Darko and Macharia (2022) explored the impact of diversity respect in generating high-quality news content on vernacular radio stations in Ghana, finding that stations devoted to diversity provide inclusive and representational material, increasing listener trust and believe. This emphasizes the need of inclusive reporting in preserving trust. Ogunsanwo and Maseko (2021) investigated the influence of diversity on Nigerian talk radio programming, finding that diverse material connects with people from different backgrounds, increasing engagement and widening appeal. Maseko and Mkhize (2020) investigated the impact of diversity on music programming in South Africa, stressing its ability to provide relevant and pleasant material for listeners and underlining its importance in improving the entire listening experience.

## **2.3 Theoretical Review**

### **2.3.1 Cultural and Social Identity Theory**

The theory of cultural and social identity explores the relationship between intercultural competence and cultural identity. It specifically investigates how individuals employ communication to establish and navigate their group identities within particular contexts (Scheepers & Ellemers, 2019). The proposition suggests that culture constitutes merely a single facet of identity that is manifested in the context of communication, frequently discernible through the process of social comparison. Individuals assess the relative standing of their social group in relation to others, leading to the development of various cultural identities, including but not limited to nationalist, ethnic, and gender identities. The aforementioned identities, despite their diversity, exhibit differential significance within the collective as a result of contextual elements and a hierarchical structure of status (Ting-Toomey & Dorjee, 2018). While earlier iterations focused on describing the processes of cultural identity, more recent versions have taken on a more critical approach by examining the structural context, ideologies, and dynamics of status.

Within the framework of examining the caliber of content produced by vernacular radio stations, this theory functions as a theoretical perspective through which one can analyze the manner in which cultural values and social identity collaboratively shape the process of content creation and its subsequent reception. Cultural values play a fundamental role in the process of identity development, as they determine the set of beliefs, norms, and traditions that are embraced by a specific collective (Côté & Levine, 2014). Cultural values play a significant role within vernacular radio stations, exerting influence over the content's characteristics, tone, and thematic elements. These stations frequently cater to distinct cultural communities, with the objective of meeting their distinct requirements and preferences. According to Palmer (1998), Cultural Identity Theory suggests that individuals experience a sense of belonging and affirmation when they encounter content that is consistent with their cultural values. For example, Mayian FM and Nosim FM, which target different cultural communities, are expected to produce content that aligns with the particular values and norms of their respective listenerships. Content that is in line with these values has a higher likelihood of attracting attention, promoting active participation, and being perceived as pertinent and of superior quality by the audience. Hence, this theory provides support for the proposition that the

integration of cultural values augments the genuineness and impact of the material, ultimately bolstering its caliber.

The Theory posits that individuals derive a sense of pride and self-worth from their group memberships (Thompson & Carter, 2013). The production of content by vernacular radio stations that aligns with the social identities of their listeners has been found to have a positive impact on audience engagement and satisfaction. Individuals have a tendency to exhibit a more positive response towards content that aligns with their social and cultural associations, as it serves to validate their identity and enhance their feelings of inclusion. Both Mayian FM and Nosim FM have the potential to utilize this principle in order to generate content that not only demonstrates respect for cultural values, but also establishes a strong connection with the social identities of their respective audiences. By implementing this approach, these radio stations have the potential to cultivate a more robust connection between themselves and their audience, resulting in an increased perception of the quality of their content.

The theory of Cultural and Social Identity posits that when the content is in congruence with the cultural and social values of the intended audience, it enhances the perceived quality (Gay, 2018). The alignment of content in this manner cultivates a perception of familiarity, relevance, and trust, thereby enhancing its impact and longevity in the minds of the audience. The theory emphasizes that the audience's evaluation of content quality extends beyond technical production elements and is contingent upon the content's alignment with their identity and values.

### **2.3.2 Uses and Gratifications Theory**

Blumler and Katz (1994) proposed the uses and gratification theory, which is based on two fundamental principles pertaining to individuals who engage with media. Firstly, the portrayal highlights users' active agency in selecting the media they consume, underscoring their active involvement and intrinsic motivation in the decision-making process. Furthermore, individuals possess an awareness of their underlying motivations when it comes to choosing various forms of media, enabling them to make decisions that are in accordance with their distinct preferences and needs (Rubin, 2002). The research conducted on this theory has revealed a wide range of motivations behind media consumption. These motivations encompass various aspects such as habit, companionship, relaxation, escape, and information seeking. Furthermore, they extend

to more profound needs, including the pursuit of meaning and values. Numerous studies have been undertaken to explore the uses and gratifications of different media platforms, ranging from traditional radio to contemporary social media. This theory offers a thorough explanation of how people actively connect with media information to meet their psychological and social requirements. It gives insight on the elements that influence listener engagement with different kinds of material on vernacular radio stations.

The term "Uses and Gratifications" refers to a theoretical framework that investigates the reasons and goals that drive people's media consumption. Theoretical frameworks may explain how cultural values impact the quality of programming produced by vernacular radio stations. According to Macharia (2020), individuals seek out these radio stations in order to access content that is in line with their cultural values, thereby offering them validation and fostering a sense of belonging. The theory proposes that individuals engage in an active process of media source selection, choosing those that align with their cultural beliefs. This selection serves to strengthen their sense of identity and provides them with a feeling of cultural gratification. Consequently, the quality of content is enhanced when it aligns with the cultural values of the audience, thereby satisfying their desire for cultural validation.

In the context of revenue pressures impacting content quality, it is posited that vernacular radio stations may succumb to advertisers' demands in order to generate revenue. Audiences actively interact with content that is frequently influenced by the preferences and financial backing of advertisers. The term "Uses and Gratifications" refers to a theoretical framework that investigates the reasons and goals that drive people's media consumption. It investigates how people actively choose and use. According to theoretical perspectives, individuals engage with media platforms for the purposes of obtaining information, seeking entertainment, or engaging in social interactions. The pursuit of revenue can create a potential conflict between meeting financial objectives and providing content that fulfills the preferences and desires of listeners. The quality of the content may be compromised if the emphasis transitions from satisfying the audience to generating revenue.

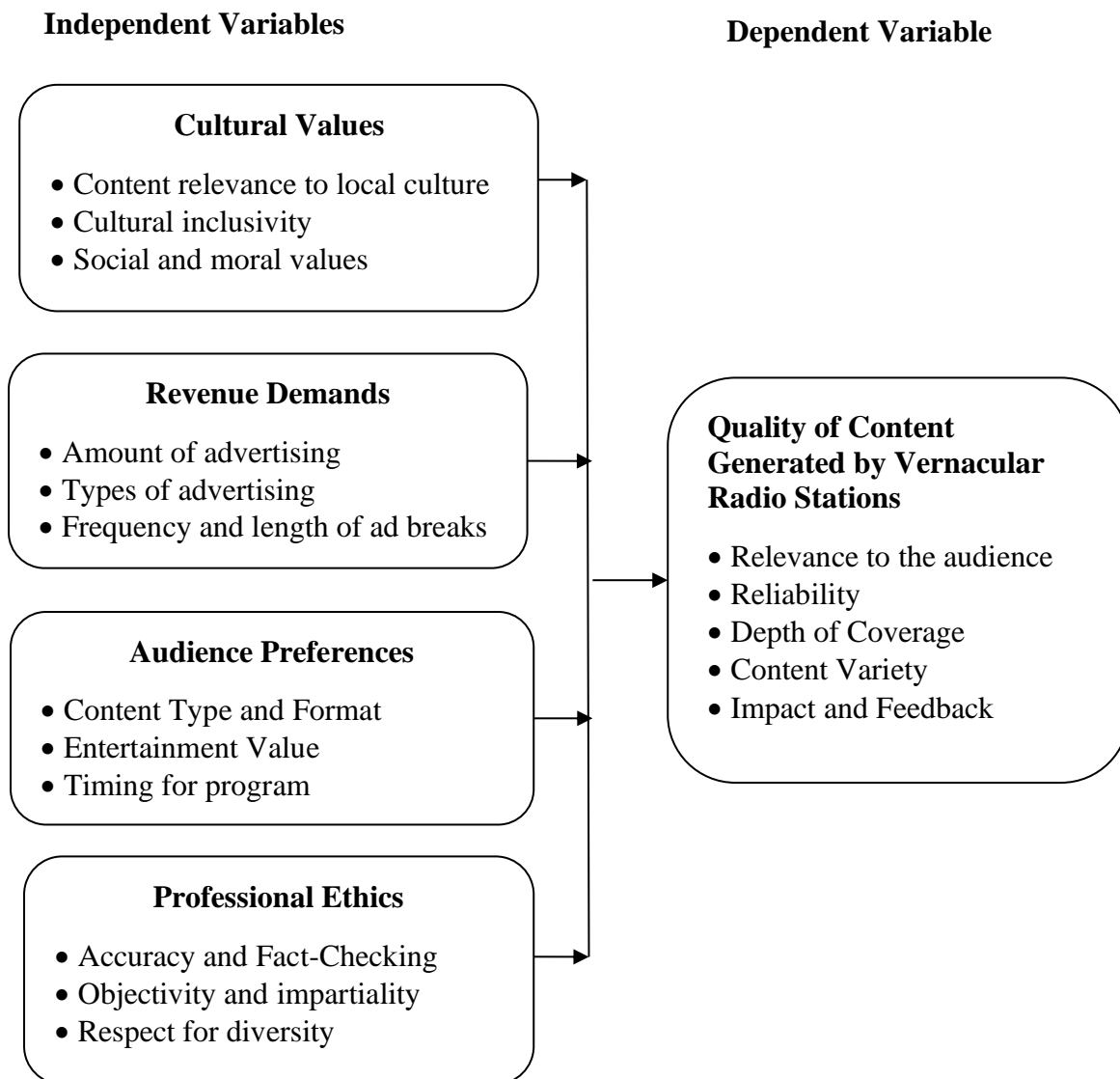
The Uses and Gratifications Theory posits that individuals actively select media content in accordance with their personal preferences and needs. In the context of vernacular radio stations, individuals actively interact with content that corresponds to their personal preferences, thereby satisfying their desire for entertainment, information, or social

engagement. According to the theory, the provision of content that aligns with listeners' preferences leads to an improvement in content quality. This is because it fulfills their need for content that is both relevant and captivating.

The theory additionally elucidates the influence of professional ethics on the quality of content. Audiences are attracted to media platforms that uphold ethical principles and deliver precise, reliable, and impartial information. The Uses and Gratifications Theory places emphasis on the notion that individuals utilize media as a means to augment their knowledge and comprehension of the world. Therefore, radio stations that prioritize professional ethics in their programming by delivering accurate and unbiased content are more likely to offer content of superior quality, as they effectively meet the listeners' demand for credible information.

## 2.4 Conceptual Framework

According to Mugenda & Mugenda (2009), a conceptual framework refers to a diagram that demonstrates the connection that exists between the study variables. It's a hypothesized model that identifies the concepts under investigation and their connections (Mugenda & Mugenda, 2009).



**Figure 2.1: Conceptual Framework**

**Source?**

## CHAPTER THREE: METHODOLOGY

### 3.1 Introduction

The chapter focuses on the procedures and tactics that were employed to achieve the study's goal. The study design, target population, sampling methodology, sample size, research tools, pretest, data collecting protocols, data analysis techniques, and ethical issues are specifically entrenched.

### 3.2 Research Design

The descriptive research method was used for the present study. The design attempts to accurately represent the study variables. Descriptive design is used in a research to collect data on a phenomena by basically asking questions geared at measuring values, attitudes, behaviours, and perceptions (Kothari & Garg, 2014). The study's approach enabled it to quickly collect the necessary data in order to identify the drivers of content quality provided by vernacular radio stations.

### 3.3 Study Population

Gupta and Gupta (2022) define population as "all the subjects, objects, events, elements, and items that share common observable characteristics and are of interest to the researchers." As this was a case study, the target demographic included all personnel at the Mayian FM and Nosim FM ration stations. There was a total of 57 employees working in the two radio stations which formed the target population of the study. The target population is presented in Table 3.1 below;

**Table 3.1: Target Population**

<b>Department</b>	<b>Frequency (N)</b>	<b>Percent (%)</b>
Mayian FM	30	53
Nosim FM	27	47
<b>TOTAL</b>	<b>57</b>	<b>100</b>

### 3.4 Sample and Sampling Technique

According to Mugenda and Mugenda (2009), constructing a research sample must choose a representative group. All of the demographic characteristics from which the sample is derived are identified in the sample design. The research used a census since the group targeted was



small (57 personnel working at Mayian and Nosim radio stations). Therefore, the study sample was 57 respondents. The Census data provides comprehensive and accurate information on population demographics and other critical factors (Cooper and Schindler, 2010).

### **3.5 Research Instruments**

A systematic questionnaire was used to obtain primary data. According to Salkind (2010), primary data is collected unprocessed and for the first time, making it original data. Questionnaires give substantial information to the research on a variety of areas. Closed-ended questions were used in the research. Closed-ended questions will be utilized to improve answer uniformity among respondents. Field (2015) states that after a set of questions, a list of all potential responses is often provided, and respondents choose the one that most accurately expresses their viewpoint. Questions will achieve certain goals in addition to providing a variety of answers. Items in each category were scored on a 5-point Likert scale, with 1 denoting strongly disagree and 5 denoting strongly agree.

### **3.6 Pilot Test**

The purpose of the pilot test is to demonstrate the validity and reliability of the research instrument (Field, 2015). Ten employees of Kameme FM, a Kikuyu language radio station that was not included in the main investigation, participated in the pilot project with the intention of finding and fixing any errors or inconsistencies to help improve the quality of the data collected for the main study. The sample size for the pilot research should be at least 10% of the sample size anticipated for the bigger parent study, according to Abbott and McKinney (2013).

#### **3.6.1 Validity of research instruments**

Cooper & Schindler (2010) state that a precise means of obtaining the data the study aims to realize is a necessary component of an effective measuring instrument in research. The researcher distributed the questionnaire to coworkers, supervisors, and other researchers in order to improve the face and content validity of the study tools.

#### **3.6.2 Reliability of research instruments**

According to Mugenda and Mugenda (2009), the dependability of a research instrument is assessed by how regularly it generates the results. The dependability was assessed by delivering

a single test to a sample of respondents and correlating results from one item with scores from other items. The dependability index was calculated using the internal consistency approach. The Cronbach alpha was employed in the research to determine the reliability of the study instrument, with a Cronbach alpha value of 0.7 and above being satisfactory.

### **3.7 Data Collection Procedure**

Prior to the data gathering, the researcher with the relevant university clearances obtained authorization from the radio station management. The researcher self-administered questionnaires to the participants during the data gathering procedure. Along with the questionnaire, the researcher gave the respondents a short summary of the study and its objective. This explanation was written in clear, concise English and got right to the point. In the study, the "drop and pick later" approach was used. A questionnaire takes around fifteen to twenty minutes to complete. Two weeks was the duration of the data collecting exercise to provide for enough data collection time.

### **3.8 Data Analysis**

Once the data collection process was over the researcher sorted, cleaned, checked for completeness of the data in preparation for coding and analysis. Data analysis comprises looking for patterns, similarities, disparities, trends, and other relationships, as well as understanding the meaning of these patterns (Gupta & Gupta, 2022). The raw data collected in the field was coded and analyzed using the Statistical Package for Social Science (SPSS version 26). Mean, standard deviation, frequencies, and percentages were employed as descriptive statistics. In addition, the research used correlation and regression analysis to determine the correlations that existed between the study variables. The regression model shown below was utilized: -

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

$Y$  = Quality of Content Generated by Vernacular Radio Stations

$X_1$  = Cultural Values

$X_2$  = revenue demands

$X_3$  = Audience Preferences

$X_4$  = Professional Ethics

While  $\beta_1$ ,  $\beta_2$ ,  $\beta_3$  and  $\beta_3$  are coefficients of determination and  $\epsilon$  is the error term.

### **3.9 Ethical considerations**

The researcher was given permission by the university. In addition, the radio stations gave the researcher permission to collect the information required for this investigation. The investigator ensured that the material obtained for scholarly objectives was disclosed in an understandable manner. In addition, every source that was used for the study was duly acknowledged and referenced. The respondents were informed that the data they submitted would be kept private. Participants might expect to remain anonymous and in secret. All information provided by survey participants was safeguarded, treated with the utmost care, and used only for the purpose of the research.

## CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

### 4.1 Introduction

This chapter includes an examination of the fieldwork findings. The findings include basic information on the respondents as well as analysis based on the four study goals. Following the fieldwork, data was sorted, edited, coded, input, and analyzed using SPSS version 26. The data was analyzed using descriptive statistics and regression in the research. Data was analyzed using frequency, percentage, mean, standard deviation, correlations, and regressions.

### 4.2 Pilot Test Results

As part of the main study, the researcher conducted a pre-test study on ten employees of the Kikuyu language radio station Kameme FM. The purpose of the pre-test study was to find and correct any errors or inconsistencies that could improve the quality of data obtained in the main study. Since Kameme FM displayed comparable characteristics to the Mayian FM and Nosim FM radio stations, where the primary study was conducted, it was chosen. The outcomes are shown in Table 4.2 below;

**Table 4.2: Cronbach's Alpha**

	<b>Cronbach's Alpha</b>	<b>N of Items</b>	<b>Conclusion</b>
Cultural Values	0.851	13	scale reliable
Revenue Demands	0.717	11	scale reliable
Audience Preferences	0.736	12	scale reliable
Professional Ethics	0.811	13	scale reliable
Quality of Content Generated by Vernacular Radio Stations	0.944	14	scale reliable
<b>Overall</b>	<b>0.812</b>	<b>63</b>	<b>Instrument reliable</b>

The five items taken as a whole had an internal consistency of greater than .70, meaning that the internal consistency of the four items under investigation was 0.812, making them deemed adequate for reporting and analysis.

### 4.3 Response Rate

52 of the 57 questionnaires that were distributed to respondents were filled out and mailed back, translating to a 91.2% response rate. Excellent reporting and analysis rates were recorded (Mugenda & Mugenda, 2009). The figure is displayed in Table 4.3;

**Table 4.3: Response Rate**

Response	Frequency (N)	Percentage (%)
Returned questionnaires	52	91.2
Unreturned questionnaires	5	8.8
<b>Total</b>	<b>57</b>	<b>100</b>

### 4.4 Demographic Information

The research sought to ascertain the respondents' background information in order to determine their eligibility to participate in this study. The fundamental information gathered included the respondents' gender, age, education level, time spent working in the media/broadcasting business, and time spent working for the present firm.

#### 4.4.1 Gender

The purpose of the study was to ascertain the respondents' gender; the results are displayed in Figure 4.2 below;



**Figure 4.2: Gender**

Figure 4.2 reveals that the majority of respondents (30(58%) were male, while 22(42%) were female. Inferring that the Mayian FM and Nosim FM radio stations have a gender balance.

Furthermore, the data indicate that male personnel at Mayian FM and Nosim FM radio stations were more responsive than female employees.

#### 4.4.2 Respondents' Age

The results about the respondents' age are shown in Table 4.4 below;

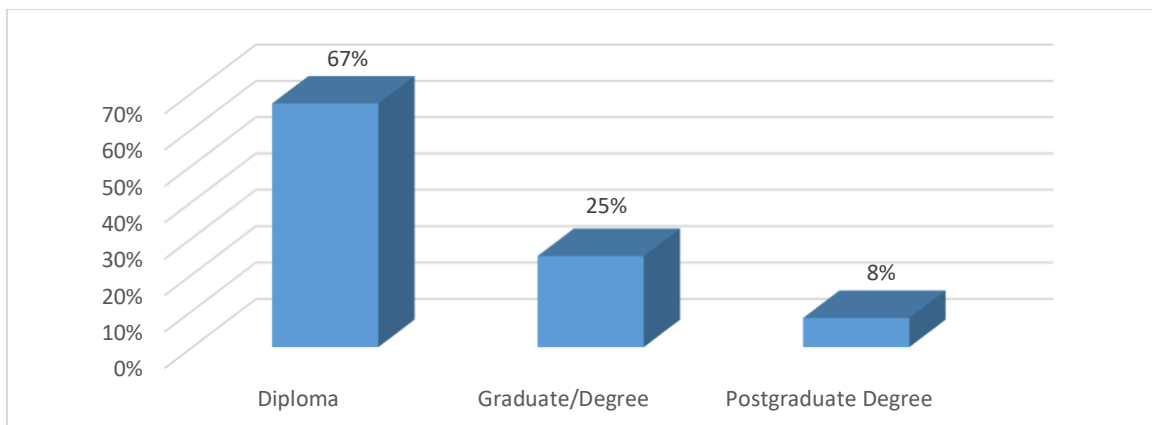
**Table 4.4: Respondents' Age**

	Frequency (N)	Percent (%)
25 years and below	14	27
26-35 years	18	34
36-45 years	16	31
above 45 years	4	8
<b>Total</b>	<b>52</b>	<b>100</b>

According to the data shown in Table 4.4 above, the majority of respondents (18(34%) were between the ages of 26 and 35, while 16(31%) were between the ages of 36 and 45. Furthermore, 14 (27% of respondents) were aged 25 and under, while 4 (8% of respondents) were over 45. The data show that the majority of radio station staff were in their prime ages for optimal productivity with the purpose of meeting personal and organizational goals.

#### 4.4.3 Level of Education

Table 4.3 below presents respondents' level of academic qualification;



**Figure 4.3: Level of Education**

The majority of respondents (35, or 67% of the sample) had a diploma level of education, followed by degrees (13, or 25% of the sample) and postgraduate degrees (8%), as shown in

Figure 4.3's results. Because of their formal education, the respondents were able to describe most of the criteria related to the caliber of the information provided and distributed.

#### 4.4.4 Duration of Working in the Media/Broadcasting Industry

The survey attempted to determine how long respondents had worked in the Media/Broadcasting Industry. Table 4.5 summarizes the findings;

**Table 4.5: Duration of Working in the Media/Broadcasting Industry**

	Frequency (N)	Percent (%)
5 years and below	15	29
6-10 years	13	25
11-20 years	24	46
<b>Total</b>	<b>52</b>	<b>100</b>

According to Table 4.5, the majority of 42(46%) of respondents had worked in the Media/Broadcasting Industry for 11-20 years, 15(29%) had worked for 5 years or less, and 13(25%) had worked in the Media/Broadcasting Industry for 11-20 years. According to the findings, the majority of respondents (37%) had worked in the Media/Broadcasting Industry for 6 years or more, indicating that they were well knowledgeable on all aspects of the material developed and disseminated to the public.

#### 4.4.5 Duration of working in the current radio station

The results of the respondents' time spent working at their current radio stations are shown in Table 4.6;

**Table 4.6: Duration of working in the current Radio Station**

	Frequency (N)	Percent (%)
5 years and below	35	67
6-10 years	17	33
<b>Total</b>	<b>52</b>	<b>100</b>

According to the data in table 4.6 above, the majority of respondents (35(67%)) had worked at the present radio station for 5 years or less, while 17(33%) had worked there for 6-10 years. The findings suggest that the respondents have worked in their present radio stations and so satisfied the basic qualification in the creation of content broadcasted to the people, guaranteeing that it safeguards the receivers' culture and values.

#### 4.4.6 Rating the Performance of the Radio Stations

Participants were requested to provide their evaluation regarding the effectiveness of their respective radio stations. The findings are displayed in Table 4.7 that follows;

**Table 4.7: Rating the Performance of the Radio Stations**

	Frequency (N)	Percent (%)
Moderately Good	7	14
Good	13	25
Very good	28	54
Excellent	4	8
<b>Total</b>	<b>52</b>	<b>100</b>

The results in Table 4.7 show that majority 28(54%) of the respondents rated the performance of the radio stations as very good; 13(25%) as good; 7(14%) as moderately good and 4(8%) as excellent. The results imply that the radio stations were performing well in their main departments. Also, the majority of the respondents in this study had a positive perception of the radio stations' performance, with over half rating it as "very good."

#### 4.5 Cultural Values

Participants were requested to indicate their level of concurrence with the cultural values statements using a five-point Likert scale: one point denoted strong disagreement and five points represented strong agreement. The outcomes are presented in Table 4.8 beneath;

**Table 4.8: Cultural values**

	Mean	Std. Deviation
Station actively engages the local community via listener feedback, call-ins and community event coverage	4.7115	.45747
The radio station contributes to preserving and promoting local cultural heritage.	4.6731	.47367
The content is delivered in the vernacular language with richness and authenticity of language use	4.5962	.63430
There is prevalence and depth of cultural themes and topics in the radio content	4.3846	.69038
Content promotes cultural identity e.g. cultural awareness, community cohesion and pride	4.3269	.90144
The content bridges the gap between tradition and modernity	4.3077	.61160
Content accurately portray the beliefs, norms, values and taboos of various cultural subgroups in the community	4.1731	.70631



Station engages cultural experts, elders, and community members in creating and sharing content	4.1154	.98327
The station actively documents and share traditional knowledge and practices	4.0577	.69771
Traditional stories, historical events, and cultural practices are prominently featured	4.0192	1.01923
The radio station collaborates with local cultural institutions, artists, musicians, and storytellers	3.8077	.74198
The station incorporates local festivals, rituals, and celebrations into the station's programming	3.7885	1.22613
The station has a track record in consistently producing culturally rich content over time	3.7500	1.35582

The findings in Table 4.8 above show that the respondents agreed that stations actively engaged the local community via listener feedback, call-ins and community event coverage (Mean=4.7115) and that the radio stations contributed to preserving and promoting local cultural heritage (Mean=4.6731). In addition, the respondents agreed that the content was delivered in the vernacular language with richness and authenticity of language use (Mean=4.5962) and that there was prevalence and depth of cultural themes and topics in the radio content (Mean=4.3846). Moreover, the respondents agreed that content promoted cultural identity e.g. cultural awareness, community cohesion and pride (Mean=4.3269) and that the content bridged the gap between tradition and modernity (Mean=4.3077). Also, the respondents agreed that content accurately portrayed the beliefs, norms, values and taboos of various cultural subgroups in the community (Mean=4.1731) and that stations engaged cultural experts, elders, and community members in creating and sharing content (Mean=4.1154). Further, the respondents agreed that, the stations actively documented and shared traditional knowledge and practices (Mean=4.0577) and that traditional stories, historical events, and cultural practices were prominently featured (Mean=4.0192). Additionally, the respondents agreed that the radio stations collaborated with local cultural institutions, artists, musicians, and storytellers (Mean=3.8077) and that the stations incorporated local festivals, rituals, and celebrations into the station's programming (Mean=3.7885). Also, the respondents agreed that the stations had a track record in consistently producing culturally rich content over time (Mean=3.7500). The findings imply that the respondents were aware of the role of cultural values in the quality of content generated by vernacular radio stations.

## 4.6 Revenue Demands

The participants were requested to rate the extent to which they agreed with the following statements regarding income demands on a five-point Likert scale: one indicated strong disagreement and five indicated strong agreement. The findings are presented in Table 4.9 that follows;

**Table 4.9: Revenue Demands**

	<b>Mean</b>	<b>Std. Deviation</b>
Revenue demands lead to an overemphasis on certain types of content e.g. sponsored programs	4.2500	.78902
Content diversity and balance is observed in the station	4.1346	.79283
Listener retention rates during ads breaks are good	4.0192	.93914
The station is able to maintain quality content over time despite revenue challenges	3.8846	1.00301
There is balance of airtime between non-commercial vs. commercial content	3.8077	.81742
Revenue demands leads to changes in audience reach and participation over time	3.6154	.95289
Revenue-driven decisions compromise the station's ability to provide culturally authentic and relevant content	3.5769	1.17734
The frequency and intrusiveness of advertisements within programming is moderated	3.4615	1.01868
Revenue pressures hinder the station's ability to interact with and respond to community needs	3.3077	1.36538
Revenue demands compromise content production quality, including scripting, editing, and technical aspects	3.0769	1.25004
Revenue pressures hinder collaborations with local cultural experts, community members who enriches the content	2.9038	1.17590

The findings in Table 4.9 above show that the respondents agreed that revenue demands led to an overemphasis on certain types of content e.g. sponsored programs (Mean=4.2500) and that content diversity and balance was observed in the station (Mean=4.1346). Further, the respondents agreed that listener retention rates during ads breaks were good (Mean=4.0192) and that the stations were able to maintain quality content over time despite revenue challenges (Mean=3.8846) and that there was balance of airtime between non-commercial vs. commercial content (Mean=3.8077). Additionally, the respondents agreed that revenue demands led to changes in audience reach and participation over time (Mean=3.6154) and that revenue-driven decisions compromised the station's ability to provide culturally authentic and relevant content (Mean=3.5769). Also, the respondents moderately agreed that the frequency and intrusiveness

of advertisements within programming was moderated (Mean=3.4615) and that revenue pressures moderately hindered the stations' ability to interact with and respond to community needs (Mean=3.3077). In addition, the respondents moderately agreed that revenue demands compromised content production quality, including scripting, editing, and technical aspects (Mean=3.0769) and that revenue pressures moderately hindered collaborations with local cultural experts, community members who enriched the content (Mean=2.9038). The findings imply that the respondents were aware of the role of revenue demands in the quality of content generated by vernacular radio stations.

#### 4.7 Audience Preferences

Participants were requested to indicate their level of concurrence with the claims regarding audience preferences using a five-point Likert scale: one point corresponded to strong disagreement and five points to strong agreement. The findings are presented in Table 4.10;

**Table 4.10: Audience Preferences**

	<b>Mean</b>	<b>Std. Deviation</b>
There is lasting popularity of specific content pieces or segments that resonate strongly with the audience	4.5769	.60541
The programs receive high number of calls, messages, or social media mentions during and after broadcasts	4.4808	.72735
Listeners tune-in during specific segments or spending more time listening due to content preferences	4.4038	.72110
The content aligns with audience preferences and elicits positive feedback	4.3077	.46604
The station frequently receives positive audience feedback	4.1731	.94394
Ratings data for specific time slots or programs show listener satisfaction	4.1346	.88625
Audience participation rates in interactive segments or contests are high	4.1154	.85529
Content Interaction rates are high e.g. sharing content, discussing it with friends, or referring to it in social situations.	4.0769	.78830
There is listener growth over time for different content types aired in the station	4.0577	.66902
The contents generate high levels of engagement and discussions on social media platforms	3.9808	.85154
The content consumption patterns are balanced for all segments e.g. frequency of access	3.4038	.91308
All the content categories are online streamed e.g., virality or sharing	2.9038	1.27202

The findings in Table 4.10 above show that the respondents agreed that there was lasting popularity of specific content pieces or segments that resonate strongly with the audience

(Mean=4.5769) and that the programs received high number of calls, messages, or social media mentions during and after broadcasts (Mean=4.4808). In addition, the respondents agreed that listeners tuned-in during specific segments or spending more time listening due to content preferences (Mean=4.4038) and that the content aligned with audience preferences and elicited positive feedback (Mean=4.3077). Further, the respondents agreed that the stations frequently received positive audience feedback (Mean=4.1731) and that ratings data for specific time slots or programs showed listener satisfaction (Mean=4.1346). Additionally, the respondents agreed that audience participation rates in interactive segments or contests were high (Mean=4.1154) and that content interaction rates were high e.g. sharing content, discussing it with friends, or referring to it in social situations (Mean=4.0769). Moreover, the respondents agreed that there was listener number growth over time for different content types aired in the stations (Mean=4.0577) and that the contents generated high levels of engagement and discussions on social media platforms (Mean=3.9808). Further, the respondents moderately agreed that the content consumption patterns were balanced for all segments e.g. frequency of access (Mean=3.4038) and that all the content categories were online streamed e.g. virality or sharing (Mean=2.9038). The findings imply that the respondents were aware of the role of audience preferences in the quality of content generated by vernacular radio stations.

#### 4.8 Professional Ethics

The participants were requested to rate the statements pertaining to professional ethics in which they believed they agreed or disagreed with them, on a scale of 1 to 5. A score of 5 indicated strong agreement. The findings are presented in Table 4.11;

**Table 4.11: Professional Ethics**

	<b>Mean</b>	<b>Std. Deviation</b>
Privacy and consent are observed while handling confidential information e.g. personal stories or detail	4.7308	.59788
The radio station has clear ethical content guidelines and policies	4.6154	.49125
The content respects cultural, social, and ethical norms, avoiding offensive or insensitive material	4.5577	.60758
The content aired is accurate, well-researched, and supported by reliable sources	4.3654	.62713
The station follows legal and regulatory guidelines related to content creation and broadcasting	4.3654	.59504
Fairness and balance of content in presenting different perspectives, opinions, and voices are observed	4.2885	.57177

Instances of content that may have been culturally insensitive are rare	4.2500	.68241
The station provides transparent information about sponsorship and partnerships that could impact content	4.2500	.58995
Complaints or feedback related to content insensitivity are professionally resolved	3.9808	.82819
The station documents procedures for fact-checking and source verification	3.9231	.88220
The station conduct surveys to gauge the audience's perception of the station's adherence to professional ethics	3.8462	1.30436
The station has a clear code of conduct and provides training to staff on ethical content creation	3.7885	1.31859
There is clear documentation of community projects or initiatives supported by the station	3.7308	1.15666

The findings in Table 4.11 above show that the respondents agreed that privacy and consent were observed while handling confidential information e.g. personal stories or detail (Mean=4.7308) and that the radio station had clear ethical content guidelines and policies (Mean=4.6154). In addition, the respondents agreed that the content respected cultural, social, and ethical norms, avoiding offensive or insensitive material (Mean=4.5577) and that the content aired was accurate, well-researched, and supported by reliable sources (Mean=4.3654). Further, the respondents agreed that the stations followed legal and regulatory guidelines related to content creation and broadcasting (Mean=4.3654) and that fairness and balance of content in presenting different perspectives, opinions, and voices were observed (Mean=4.2885). Moreover, the respondents agreed that instances of content that could have been culturally insensitive are rare (Mean=4.2500) and that the stations provided transparent information about sponsorship and partnerships that could impact content (Mean=4.2500). Also, the respondents agreed that complaints or feedback related to content insensitivity were professionally resolved (Mean=3.9808) and that the stations documents procedures for fact-checking and source verification (Mean=3.9231). Further, the respondents agreed that the stations conducted surveys to gauge the audience's perception of the station's adherence to professional ethics (Mean=3.8462) and that the station had a clear code of conduct and provided training to staff on ethical content creation (Mean=3.7885). Moreover, the respondents agreed that there was clear documentation of community projects or initiatives supported by the station (Mean=3.7308). The findings imply that the respondents were aware of the role of professional ethics in the quality of content generated by vernacular radio stations.

#### 4.9 Quality of Content Generated by Vernacular Radio Stations

The participants were requested to indicate their level of concurrence with statements pertaining to the caliber of content produced by vernacular radio stations on a five-point Likert scale: five indicates strong agreement and one indicates strong disagreement. The findings are presented in Table 4.12;

**Table 4.12: Quality of Content Generated by Vernacular Radio Stations**

	<b>Mean</b>	<b>Std. Deviation</b>
Production values e.g. audio quality, editing, and sound effects are enhanced	4.3462	.76401
The content promotes to positive social change, awareness and community empowerment	4.2885	.66676
Content relevance and cultural appropriateness is enhanced	4.2692	.66023
Frequency of culturally relevant topics and themes has progressively grown	4.2692	.68928
Information accuracy and credibility are boosted	4.1538	.77674
Station's community engagement is heightened	4.0769	1.06359
Educational Value of the content aired is boosted	4.0192	.69987
Audience feedback and ratings are enhanced	3.9423	.93753
Station's ability to adapt content to changing audience preferences and technological advancements are enhanced	3.8846	.70444
Consistency and longevity are promoted	3.8269	1.02366
Collaborations and partnerships are boosted	3.8077	.65794
Diversity of content e.g. variety of content genres and formats is enriched	3.7885	1.07259
Incorporation of local stories, traditions, and idioms has increased	3.7115	.82454
Narrative quality and storytelling are promoted	3.5385	1.07487

The findings in Table 4.12 above show that the respondents agreed that production values e.g. audio quality, editing, and sound effects were enhanced (Mean=4.3462) and that the content generated promoted positive social change, awareness and community empowerment (Mean=4.2885). Further, the respondents agreed that content relevance and cultural appropriateness was enhanced (Mean=4.2692) and that frequency of culturally relevant topics and themes had progressively grown (Mean=4.2692). Additionally, the respondents agreed that information accuracy and credibility was boosted (Mean=4.1538) and that stations' community engagement was heightened (Mean=4.0769). Further, the respondents agreed that educational value of the content aired was boosted (Mean=4.0192) and that audience feedback and ratings were enhanced (Mean=3.9423). Additionally, the respondents agreed that stations' ability to adopt content to changing audience preferences and technological advancements was enhanced

(Mean=3.8846) and that consistency and longevity were promoted (Mean=3.8269). Moreover, the respondents agreed that collaborations and partnerships were boosted (Mean=3.8077) and that diversity of content e.g. variety of content genres and formats was enriched (Mean=3.7885). Finally, the respondents agreed that incorporation of local stories, traditions, and idioms had increased (Mean=3.7115) and that narrative quality and storytelling were promoted (Mean=3.5385). The results imply that the respondents were aware of what it entails to quality of content generated by vernacular radio stations and also recognized the factors that influenced the quality of content generated by vernacular radio stations.

#### 4.10 Bivariate Analysis

Utilizing the Pearson correlation, the magnitude and direction of the association between the research variables were determined. The outcomes are presented in Table 4.13 beneath;

**Table 4.13: Bivariate Analysis**

		<b>Cultural Values</b>	<b>Revenue Demands</b>	<b>Audience Preferences</b>	<b>Professional Ethics</b>	<b>Quality of Content Generated by Vernacular Radio Stations</b>
<b>Cultural Values</b>	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	52				
<b>Revenue Demands</b>	Pearson Correlation	.477**	1			
	Sig. (2-tailed)	.000				
	N	52	52			
<b>Audience Preferences</b>	Pearson Correlation	.645**	.601**	1		
	Sig. (2-tailed)	.000	.000			
	N	52	52	52		
<b>Professional Ethics</b>	Pearson Correlation	.678**	.344*	.666**	1	
	Sig. (2-tailed)	.000	.012	.000		
	N	52	52	52	52	

<b>Quality of Content Generated by Vernacular Radio Stations</b>	Pearson Correlation	.799**	.372**	.685**	.761**	1
	Sig. (2-tailed)	.000	.007	.000	.000	
	N	52	52	52	52	52

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

According to the findings in Table 4.13, cultural values and material provided by vernacular radio stations are positively and strongly connected, with a correlation value of .799\*\*. Furthermore, with a correlation value of .372\*\*, income needs and content provided by vernacular radio stations were positively and strongly associated. Additionally, there was a significant and positive correlation of .685\*\* between audience preferences and vernacular radio station content. Similarly, professional ethics and vernacular radio station content exhibited a significant and positive correlation of .761\*\*. The results indicate that variables that exhibit a positive correlation are moving in the identical direction.

#### 4.11 Inferential statistics

In order to determine the drivers of content quality created by vernacular radio stations, the researcher used inferential statistics. In the subsequent sections, the outcomes of the Model Summary, ANOVA, and Regression coefficients are displayed. Table 4.14 presents a concise overview of the model;

**Table 4.14: Model Summary**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.864 <sup>a</sup>	.746	.725	.33348

a. Predictors: (Constant), Professional Ethics, Revenue Demands, Cultural Values, Audience Preferences

The four criteria investigated (professional ethics, income needs, cultural values, and audience preferences) explained 74.6% of the R<sup>2</sup> content quality supplied by vernacular radio stations. As a consequence, additional variables that were not examined in the present study account for 25.4% of the variance in the quality of content produced by vernacular radio stations. Consequently, additional research should be conducted to ascertain the remaining factors that influence 25.4% of the quality of content produced by vernacular radio stations.



#### 4.11.1: Analysis of Variance (ANOVA)

An analysis of variance (ANOVA) was conducted on the research model to further examine the relationship delineated in the model description. The outcomes of the ANOVA are presented in Table 4.15 below;

**Table 4.15: Analysis of Variance (ANOVA)**

<b>Model</b>		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1	Regression	15.364	4	3.841	34.538	.000 <sup>b</sup>
	Residual	5.227	47	.111		
	Total	20.590	51			

a. Dependent Variable: Quality of Content Generated by Vernacular Radio Stations

b. Predictors: (Constant), Professional Ethics, Revenue Demands, Cultural Values , Audience Preferences

The study employed an analysis of variance (ANOVA) to examine the relationship between various factors including audience preferences, cultural values, professional ethics, income requirements, and the quality of content produced by vernacular radio stations (refer to table 4.15). Based on the results presented, the p-value (sig.) was 0.000 (P0.05), indicating that with a 95% level of confidence, professional ethics, revenue requirements, cultural values, and audience preferences had a statistically significant impact on the content quality provided by vernacular radio stations. At the 5% level of significance, the F critical value was 34.538, which was greater than. Consequently, the alternative hypotheses are adopted and the null hypothesis is rejected.

#### 4.11.2 Coefficients of Determination

Multivariate regression analysis was also used to find out how independent factors affected the quality of the material on local radio stations. It's all shown below in Table 4.16;

**Table 4.16: Coefficients of Determination**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.187	.490		-2.425	.019
	Cultural Values	.608	.135	.493	4.510	.000
	Revenue Demands	-.133	.122	-.102	-1.086	.283
	Audience Preferences	.325	.178	.217	1.828	.004
	Professional Ethics	.425	.148	.318	2.862	.006

a. Dependent Variable: Quality of Content Generated by Vernacular Radio Stations

$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$  became:

$$Y = -1.187 + .608X_1 + (-.133) X_2 + .325X_3 + .425X_4 + \varepsilon$$

According to the regression equation, taking all factors (professional ethics, revenue demands, cultural values and audience preferences) to be constant at zero, the quality of content generated by vernacular radio stations would be -1.187. The data also show that for all four factors, a one-unit rise in cultural values would cause vernacular radio stations to produce better material by 0.608. If people wanted to make one more unit of money, vernacular radio stations would have to make 133 less high-quality shows. A one-unit rise in listener tastes would also cause the quality of content on vernacular radio stations to rise by .325 units, while a one-unit rise in professional ethics would cause the quality of content on vernacular radio stations to rise by .425 units.

At the significance level of 95%, cultural values, audience preferences and professional ethics were significant factors in influencing quality of content generated by vernacular radio stations with significant values of 0.000, .004. and .006 respectively. Further, revenue demands was an insignificant factor in influencing quality of content generated by vernacular radio stations with significant value of .283. Cultural values was the most significant factor in the determining the quality of content generated by vernacular radio stations followed by audience preferences, and finally the professional ethics.

## **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS**

### **5.1 Introduction**

This section contains a summary of the results, conclusions, suggestions, and potential topics for further investigation.

### **5.2 Summary of Findings**

The study focused on the determinants of content quality generated by vernacular radio stations. Specifically, the study sought to establish the effect of cultural values, revenue demands, audience preferences and professional ethics on the quality of content generated by vernacular radio stations focusing on Mayian FM and Nosim FM.

#### **5.2.1 Cultural Values**

The study found that stations actively engaged the local community via listener feedback, call-ins and community event coverage and that the radio stations contributed to preserving and promoting local cultural heritage. In addition, the study found that the content was delivered in the vernacular language with richness and authenticity of language use and that there was prevalence and depth of cultural themes and topics in content. Moreover, the study found that content promoted cultural identity e.g. cultural awareness, community cohesion and pride and that the content bridged the gap between tradition and modernity. Additionally, the study found that content accurately portrayed the beliefs, norms, values and taboos of various cultural subgroups in the community and that stations engaged cultural experts, elders, and community members in creating and sharing content. Further, the study found that the stations actively documented and shared traditional knowledge and practices and that traditional stories, historical events, and cultural practices were prominently featured. Additionally, the study found that the radio stations collaborated with local cultural institutions, artists, musicians, and storytellers and that the stations incorporated local festivals, rituals, and celebrations into the station's programming. Also, the study found that the stations had a track record in consistently producing culturally rich content over time.

### **5.2.2 Revenue Demands**

The study found that revenue demands led to an overemphasis on certain types of content e.g. sponsored programs and that content diversity and balance was observed in the station. Further, the study found that listener retention rates during ads breaks were good; the stations were able to maintain quality content over time despite revenue challenges and that there was balance of airtime between non-commercial vs. commercial content. Additionally, the study found that revenue demands led to changes in audience reach and participation over time and that revenue-driven decisions compromised the station's ability to provide culturally authentic and relevant content. The study found that the frequency and intrusiveness of advertisements within programming was moderate and that revenue pressures moderately hindered the stations' ability to interact with and respond to community needs. In addition, revenue demands moderately compromised content production quality, including scripting, editing, and technical aspects and that revenue pressures moderately hindered collaborations with local cultural experts, community members who enriched the content.

### **5.2.3 Audience Preferences**

The study found that there was lasting popularity of specific content pieces or segments that resonate strongly with the audience and that the programs received high number of calls, messages, or social media mentions during and after broadcasts. In addition, the study found that listeners tuned-in during specific segments or spending more time listening due to content preferences and that the content aligned with audience preferences and elicited positive feedback. Further, the study found that the stations frequently received positive audience feedback and that ratings data for specific time slots or programs showed listener satisfaction. Additionally, the study found that audience participation rates in interactive segments or contests were high and that content interaction rates were high e.g. sharing content, discussing it with friends, or referring to it in social situations. Moreover, the study found that there was listener number growth over time for different content types aired in the stations and that the contents generated high levels of engagement and discussions on social media platforms. Further, the study found that the content consumption patterns were moderately balanced for all segments e.g. frequency of access and that all the content categories were moderately online streamed e.g. sharing

#### **5.2.4 Professional Ethics**

The study found that privacy and consent were observed while handling confidential information e.g. personal stories or detail and that the radio station had clear ethical content guidelines and policies. In addition, the study found that the content respected cultural, social, and ethical norms, avoiding offensive or insensitive material and that the content aired was accurate, well-researched, and supported by reliable sources. Further, the study found that the stations followed legal and regulatory guidelines related to content creation and broadcasting and that fairness and balance of content in presenting different perspectives, opinions, and voices were observed. Moreover, the study found that instances of content that could have been culturally insensitive are rare and that the stations provided transparent information about sponsorship and partnerships that could impact content. Also, the study found that complaints or feedback related to content insensitivity were professionally resolved and that the stations documents procedures for fact-checking and source verification. Further, the study found that the stations conducted surveys to gauge the audience's perception of the station's adherence to professional ethics and that the station had a clear code of conduct and provided training to staff on ethical content creation. Moreover, the study found that there was clear documentation of community projects or initiatives supported by the station.

#### **5.2.5 Quality Content Generated by Vernacular Radio Stations**

The study found that production values e.g. audio quality, editing, and sound effects were enhanced and that the content generated promoted positive social change, awareness and community empowerment. Further, the study found that content relevance and cultural appropriateness was enhanced and that frequency of culturally relevant topics and themes had progressively grown. Additionally, the study found that information accuracy and credibility was boosted and that stations' community engagement was heightened. Further, the study found that educational value of the content aired was boosted and that audience feedback and ratings were enhanced. Additionally, the study found that stations' ability to adopt content to changing audience preferences and technological advancements was enhanced and that consistency and longevity were promoted. Moreover, the study found that collaborations and partnerships were boosted and that diversity of content e.g. variety of content genres and

formats was enriched. Also, the study found that incorporation of local stories, traditions, and idioms had increased and that narrative quality and storytelling were promoted.

The study's regressions showed that if all of the factors (such as professional ethics, the need to make money, cultural values, and listener tastes) stayed at zero, the quality of the material made by vernacular radio stations would be -1.187. More than that, the research showed that for every unit rise in cultural values, the level of material on vernacular radio stations would go up by .608. The study also found that vernacular radio stations' material would get -.133 times worse for every unit increase in the amount of money they need to make. The study also found that to every unit rise in audience tastes, vernacular radio stations would have to make their content 0.325 times better. More than that, the research showed that vernacular radio stations would produce better material if professional ethics went up by one unit.

At the significance level of 95%, the study found that cultural values, audience preferences and professional ethics were significant factors in influencing quality of content generated by vernacular radio stations with significant values of 0.000, .004, and .006 respectively. Further, the study found that revenue demands was an insignificant factor in influencing quality of content generated by vernacular radio stations with significant value of .283. Finally, the study found that cultural values was the most significant factor in the determining the quality of content generated by vernacular radio stations followed by audience preferences, and finally the professional ethics.

### **5.3 Conclusions**

The first objective sought to establish the influence of cultural values on the quality of content generated by vernacular radio stations. The study concludes that cultural values was a significant factor in influencing quality of content generated by vernacular radio stations with significant values of 0.000. What does this value mean? The study concludes that stations actively engaged the local community via listener feedback, call-ins and community event coverage and that the radio stations contributed to preserving and promoting local cultural heritage. In addition, the study concludes that the content was delivered in the vernacular language with richness and authenticity of language use and that there was prevalence and depth of cultural themes and topics in the radio content. Moreover, the study concludes that content promoted cultural identity e.g. cultural awareness, community cohesion and pride and

that the content bridged the gap between tradition and modernity. Also, the study concludes that content accurately portrayed the beliefs, norms, values and taboos of various cultural subgroups in the community and that stations engaged cultural experts, elders, and community members in creating and sharing content. Further, the study concludes that the stations actively documented and shared traditional knowledge and practices and that traditional stories, historical events, and cultural practices were prominently featured. Additionally, the study concludes that the radio stations collaborated with local cultural institutions, artists, musicians, and storytellers and that the stations incorporated local festivals, rituals, and celebrations into the station's programming. Also, the study concludes that the stations had a track record in consistently producing culturally rich content over time.

The second objective sought to establish the influence of revenue demands on the quality of content generated by vernacular radio stations. The study concludes that revenue demands was an insignificant factor in influencing quality of content generated by vernacular radio stations with significant value of .283. The study concludes that revenue demands led to an overemphasis on certain types of content e.g. sponsored programs and that content diversity and balance was observed in the station. Further, the study concludes that listener retention rates during ads breaks were good; the stations were able to maintain quality content over time despite revenue challenges and that there was balance of airtime between non-commercial vs. commercial content. Additionally, the study concludes that revenue demands led to changes in audience reach and participation over time and that revenue-driven decisions compromised the station's ability to provide culturally authentic and relevant content. Also, the study concludes that the frequency and intrusiveness of advertisements within programming was moderate and that revenue pressures moderately hindered the stations' ability to interact with and respond to community needs. In addition, revenue demands moderately compromised content production quality, including scripting, editing, and technical aspects and that revenue pressures moderately hindered collaborations with local cultural experts, community members who enriched the content.

The third objective sought to establish the influence of audience preferences on the quality of content generated by vernacular radio stations. The study concludes that audience preferences was an insignificant factor in influencing quality of content generated by vernacular radio stations with significant values of .004. The study concludes that there was lasting popularity

of specific content pieces or segments that resonate strongly with the audience and that the programs received high number of calls, messages, or social media mentions during and after broadcasts. In addition, the study concludes that listeners tuned-in during specific segments or spending more time listening due to content preferences and that the content aligned with audience preferences and elicited positive feedback. Further, the study concludes that the stations frequently received positive audience feedback and that ratings data for specific time slots or programs showed listener satisfaction. Additionally, the study concludes that audience participation rates in interactive segments or contests were high and that content interaction rates were high e.g. sharing content, discussing it with friends, or referring to it in social situations. Moreover, the study concludes that there was listener number growth over time for different content types aired in the stations and that the contents generated high levels of engagement and discussions on social media platforms. Further, the study concludes that the content consumption patterns were moderately balanced for all segments e.g. frequency of access and that all the content categories were moderately online streamed e.g. sharing

The fourth objective sought to establish the influence of professional ethics on the quality of content generated by vernacular radio stations. The study concludes that professional ethics was an insignificant factor in influencing quality of content generated by vernacular radio stations with significant values of .006. The study concludes that privacy and consent were observed while handling confidential information e.g. personal stories or detail and that the radio station had clear ethical content guidelines and policies. In addition, the study concludes that the content respected cultural, social, and ethical norms, avoiding offensive or insensitive material and that the content aired was accurate, well-researched, and supported by reliable sources. Further, the study concludes that the stations followed legal and regulatory guidelines related to content creation and broadcasting and that fairness and balance of content in presenting different perspectives, opinions, and voices were observed. Further, the study concludes that the stations conducted surveys to gauge the audience's perception of the station's adherence to professional ethics and that the station had a clear code of conduct and provided training to staff on ethical content creation. Moreover, the study concludes that there was clear documentation of community projects or initiatives supported by the station. Collapse the third and fourth objective as above....



At the significance level of 95%, the study concludes that cultural values, audience preferences and professional ethics were significant factors in influencing quality of content generated by vernacular radio stations with significant values of 0.000, .004. and .006 respectively. Further, the study concludes that revenue demands was an insignificant factor in influencing quality of content generated by vernacular radio stations with significant value of .283. Finally, the study concludes that cultural values was the most significant factor in the determining the quality of content generated by vernacular radio stations followed by audience preferences, and finally the professional ethics.

#### **5.4 Recommendations**

The study makes the following recommendations;

Vernacular radio stations should invest in cultural sensitivity training for their content creators and broadcasters. The training should focus on understanding and respecting the cultural values, traditions, and norms of the target audience. In doing so, radio stations will ensure that their content aligns with the cultural values of their listeners, making it more relevant and appealing.

Further, the radio stations should explore and diversify their sources of revenue beyond advertising and sponsorship which will diversify revenue streams. This could include creating subscription-based content, organizing events or community engagement activities, and seeking grants or partnerships with organizations that align with their mission(s). The diversification will reduce the pressure to prioritize revenue demands over content quality.

In addition, radio stations should conduct regular surveys and feedback sessions with their listeners to better understand their preferences. In actively seeking input from the audience, the stations could tailor their content to match the evolving tastes and interests of their listeners. This will lead to higher audience engagement and loyalty.

Finally, radio stations should develop and implement clear ethical guidelines and standards for content creation and broadcasting. These guidelines should emphasize journalistic integrity, accuracy, fairness, and a commitment to serving the public interest. Training programs and regular ethical reviews can help staff members adhere to these standards consistently.

## **5.5 Areas for Further Studies**

Other things that weren't looked at in this study account for 25.4% of the quality of the material that vernacular radio stations produce. Because of this, more study needs to be done to find the other factors that affect 25.4% of the quality of the material that vernacular radio stations produce. A study should also be done on the part that local radio plays in crisis communication, emergency reaction, and making communities stronger. It would be helpful to look into how dialect radio stations help the cultural, social, and economic growth of their areas. A study should be done on the influence of vernacular radio stations on political discourse and voter engagement at the local or regional level. In addition, a study should be done on the effectiveness of vernacular radio in disseminating health information, raising awareness about diseases, and promoting healthy behaviours in rural areas. A study to be done investigating the role vernacular radio stations address gender-related issues, promote gender equality, and empower women in their programming. Another should be done assessing the impact of vernacular radio on youth engagement, education, and empowerment in rural communities.

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## APPENDICES

### Appendix II: Questionnaire

#### SECTION A: Demographic Information

1. What gender are you?

Female [ ]      Male [ ]

2. What is your age group?

25 years and below [ ]      26-35 years [ ]

36-45 years [ ]      Above 45 years [ ]

3. What is your highest academic qualification?

Certificate [ ]      Diploma [ ]      Graduate/Degree [ ]

Postgraduate Degree [ ]      Others-specify [ ].....

4. For how long have you worked in the media/broadcasting industry?

5 years and below [ ]      6-10 years [ ]

11-20 years [ ]      Over 20 years [ ]

5. For how long have you been in this radio station?

5 years and below [ ]      6-10 years [ ]

11-20 years [ ]      Over 20 years [ ]

6. Overall how do you rate the performance of your radio station?

Very poor [ ]      Poor [ ]      Moderately Good [ ]

Good [ ]      Very good [ ]      Excellent [ ]

**Section B: Cultural Values**

7. Please indicate your degree of agreement on a scale of 1 to 5, where 1 represents "strongly disagree," 2 represents "disagree," 3 represents "moderately agree," 4 represents "agree," and 5 represents "strongly agree." Kindly use this scale to express your agreement with the following statements pertaining to cultural values.

<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
There is prevalence and depth of cultural themes and topics in the radio content					
Traditional stories, historical events, and cultural practices are prominently featured					
The content is delivered in the vernacular language with richness and authenticity of language use					
Content accurately portray the beliefs, norms, values and taboos of various cultural subgroups in the community					
The radio station contributes to preserving and promoting local cultural heritage.					
The station actively documents and share traditional knowledge and practices					
Station actively engages the local community via listener feedback, call-ins and community event coverage					
The content bridges the gap between tradition and modernity					
Station engages cultural experts, elders, and community members in creating and sharing content					
Content promotes cultural identity e.g. cultural awareness, community cohesion and pride					
The radio station collaborates with local cultural institutions, artists, musicians, and storytellers					
The station incorporates local festivals, rituals, and celebrations into the station's programming					
The station has a track record in consistently producing culturally rich content over time					

**SECTION C: Revenue Demands**

8. Please indicate your degree of agreement on a scale of 1 to 5, where 1 represents "strongly disagree," 2 represents "disagree," 3 represents "moderately agree," 4 represents "agree," and 5 represents "strongly agree." Kindly use this scale to express your agreement with the following statements pertaining to revenue demands

<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Revenue demands lead to an overemphasis on certain types of content e.g. sponsored programs					
Content diversity and balance is observed in the station					
There is balance of airtime between non-commercial vs. commercial content					
Revenue-driven decisions compromise the station's ability to provide culturally authentic and relevant content					
Revenue pressures hinder the station's ability to interact with and respond to community needs					
The frequency and intrusiveness of advertisements within programming is moderated					
Revenue demands compromise content production quality, including scripting, editing, and technical aspects					
Listener retention rates during ads breaks are good					
Revenue demands leads to changes in audience reach and participation over time					
Revenue pressures hinder collaborations with local cultural experts, community members who enriches the content					
The station is able to maintain quality content over time despite revenue challenges					

**Section E: Audience Preferences**

9. Please indicate your degree of agreement on a scale of 1 to 5, where 1 represents "strongly disagree," 2 represents "disagree," 3 represents "moderately agree," 4 represents "agree," and 5 represents "strongly agree." Kindly use this scale to express your agreement with the following statements pertaining to audience preferences

<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The content aligns with audience preferences and elicits positive feedback					
The station frequently receives positive audience feedback					
The programs receive high number of calls, messages, or social media mentions during and after broadcasts					
Audience participation rates in interactive segments or contests are high					
Ratings data for specific time slots or programs show listener satisfaction					
There is listener growth over time for different content types aired in the station					
The content consumption patterns are balanced for all segments e.g. frequency of access					
All the content categories are online streamed e.g. virality or sharing					
The contents generate high levels of engagement and discussions on social media platforms					
There is lasting popularity of specific content pieces or segments that resonate strongly with the audience					
Listeners tune-in during specific segments or spending more time listening due to content preferences					
Content Interaction rates are high e.g. sharing content, discussing it with friends, or referring to it in social situations.					

**SECTION D: Professional Ethics**

10. Please indicate your degree of agreement on a scale of 1 to 5, where 1 represents "strongly disagree," 2 represents "disagree," 3 represents "moderately agree," 4 represents "agree," and 5 represents "strongly agree." Kindly use this scale to express your agreement with the following statements pertaining to professional ethics

<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The radio station has clear ethical content guidelines and policies					
The content aired is accurate, well-researched, and supported by reliable sources					
The station documents procedures for fact-checking and source verification					
Fairness and balance of content in presenting different perspectives, opinions, and voices are observed					
The content respects cultural, social, and ethical norms, avoiding offensive or insensitive material					
Instances of content that may have been culturally insensitive are rare					
Complaints or feedback related to content insensitivity are professionally resolved					
The station provides transparent information about sponsorship and partnerships that could impact content					
Privacy and consent are observed while handling confidential information e.g. personal stories or detail					
There is clear documentation of community projects or initiatives supported by the station					
The station has a clear code of conduct and provides training to staff on ethical content creation					
The station conduct surveys to gauge the audience's perception of the station's adherence to professional ethics					
The station follows legal and regulatory guidelines related to content creation and broadcasting					

**Section E: Quality of Content Generated by Vernacular Radio Stations**

11. Please indicate your degree of agreement on a scale of 1 to 5, where 1 represents "strongly disagree," 2 represents "disagree," 3 represents "moderately agree," 4 represents "agree," and 5 represents "strongly agree." Kindly use this scale to express your agreement with the following statements pertaining to quality of content generated by vernacular radio stations

<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Content relevance and cultural appropriateness is enhanced					
Frequency of culturally relevant topics and themes has progressively grown					
Incorporation of local stories, traditions, and idioms has increased					
Information accuracy and credibility are boosted					
Narrative quality and storytelling are promoted					
Production values e.g. audio quality, editing, and sound effects are enhanced					
Diversity of content e.g. variety of content genres and formats is enriched					
Station’s community engagement is heightened					
Educational Value of the content aired is boosted					
The content promotes to positive social change, awareness and community empowerment.					
Audience feedback and ratings are enhanced					
Consistency and longevity are promoted					
Collaborations and partnerships are boosted					
Station's ability to adapt content to changing audience preferences and technological advancements are enhanced					

**THANK YOU FOR YOUR INPUT**