

UNIVERSITY OF NAIROBI

SCHOOL OF JOURNALISM

AN INVESTIGATION OF BIAS BY AUDIENCE

OF ELECTRONIC MEDIA IN

CENTRAL PROVINCE OF KENYA:

A CASE STUDY OF MURANG'A MUNICIPALITY. //

BY

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DECLARATION

This is my original work and has not been presented for any other degree in any institution.

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Declaration by the Supervisor

This research has been submitted with my approval as the university supervisor.

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DEDICATION

I dedicate this work to my son, Davis Kagunyi, who gives me enthusiasm in waking up and working every single day and my dear parents, Kung'u Waithaka and Peris Wanjuugu Kung'u for their support always.

ABSTRACT:

With the liberation of airwaves in Kenya, many electronic media stations were established, therefore giving the audience a wide selection of media stations to view or listen to depending on their preferences.

This study set out to investigate the preference of audience of radio and television stations in Murang'a Municipality, Central province.

The objective of the study was to establish whether the audiences of radio and television stations in Murang'a Municipality are biased towards Kameme, Coro and Inooro F.M. radio stations and KBC, Nation and K.T.N. Television stations.

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It also set out to identify the programmes that the audience of radio and television stations in Murang'a Municipality view or listen to.

Simple random sampling was used and a total of 240 males and females were interviewed through face-to-face interviews and the "shopping mall" technique.

The study revealed that the residents of Murang'a Municipality are biased towards Inooro F.M, Citizen Radio and Nation Radio. They were also biased towards K.B.C and Nation Television stations. The study also

showed that the reasons for the preference were entertainment, information and programmes for both radio and television.

From these findings, it was concluded that there is need for further study to investigate why the respondents did not mention other Radio and Television stations like East Africa radio, Y FM and Simba FM ; T.V Africa and East Africa T.V.

The study also revealed that the residents of Murang'a municipality have a preference for local programmes like Vitimbi and Vioja Mahakamani, the most probable reason why Citizen television was not among the most preferred television stations unlike Citizen Radio.

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The significance of the findings was that, it was established that the audience in Murang'a Municipality are biased toward Inooro and Citizen F.M. radio stations therefore confirming that language is a major reason for bias.

It was also established that the audience in the Municipality do prefer local programmes, for example, in KBC television, as opposed to foreign ones.

This was the most probable reason why Citizen Television was not as popular as Citizen Radio in the Municipality.

The study is also significant in directing future investors in radio and television stations in Murang'a Municipality on what causes their bias. Thus, they are able to tell what kind of radio or television station to invest in and how to programme their station to be popular in Murang'a Municipality.

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1.0 Introduction

Every communication medium is used in a variety of ways by the society in which it evolves. This use or function of a communication medium is the content of mass communication. Because our society uses mass media to both reinforce and change itself, a key thrust of any evaluation of mass communication must be the uses and functions mentioned below.¹

These are :- news and information, analysis and interpretation, education, persuasion and public relations, sales, advertising and entertainment.

Traditionally, certain functions have been ascribed to the media, which are to educate, to entertain and to sell, but perhaps a better way to look at media would be to view certain uses to which audience use the media for.

Media themselves are not functions; they are vessels to be put to use to serve various purposes. Other forces in society– political, economic, sociological, meteorological, personal – cause events to happen while media reacts to them (events); Thus it becomes important to see media as bodies that are used for various purposes by other forces in society.

¹ Hiebert et al
Mass media: An introduction. David McKay Company Inc., 1974.
Pg 27

The uses to which mass media are put are to provide society with information, interpretation, persuasion, education, promotion and entertainment. But why do we need news? The need for information is basic in nearly all-human groups. Even in primitive societies, someone acts as a watchman for the tribe. Information is basic to survival.

The mass media are part of a child's environment almost from the beginning of life. Until the child learns to read, the electronic media dominate. Where a television is available, a child makes considerable use of it by age two and almost all children view it by age five.² A teenager's use of the media reflects the development of new skills, the demands and uncertainties of new social roles, the broadening of knowledge and the gradual maturing of tastes and interests.

Mcquail (1987) points out that some of the possible functions of mass media for society attributable to the media in their role as mediating channels in society are activities such as connecting", pointing the way, interpreting etc.

There have been attempts to systematise the main functions beginning with Lasswell (1948) who presented a summary statement of the basic

² Schramm and Roberts
The process and effects of mass communication
University of Illinois , Urbana. 1971. pg 193.

communication functions in the form of surveillance of the environment; correlation of the parts of society in responding to its environment and the transmission of the cultural heritage. Wright (1960) added entertainment as a forth-key media function. This may be part of the transmitted culture but it has another aspect – that of providing reward.

Thirdly, modern mass communication institutions are not indigenous to most developing countries.

Fourthly, news and information media in developing countries have not enjoyed the respect and protection of their societies, as has been the case with many Western nations.

This research concentrated on electronic media namely Radio and Television since motion pictures have been insignificant in modern Kenya.

1.1 Background

Communication definitions exist, but few are totally acceptable to all scholars. Newman (Haibert, et al ,1974) states that communication is so diverse and discursive that the attempt to create a generally accepted definition becomes involved and hinders rather than helps further thought on the subject.

It is best to think of communication as a process, that is, a series of actions or operations always in motion directed towards a particular goal. Communication is a dynamic process used to transfer meaning, transmit social values and share experiences.

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

However, the situation is complicated in developing countries, which Martin and Chaudhary refer to as Third world countries (Martin et al 1983). First, the Third world is a mosaic composition of all sorts of political platforms ranging from the extreme right to the radical left.

Secondly, the economic diversity of developing countries defies any intelligent description.

Thirdly, modern mass communication institutions are not indigenous to most developing countries and fourthly, news and information media in the developing countries have not enjoyed the respect and protection of their societies, as has been the case with many western nations. Another factor is the non-existent of a single national language which is a problem shared by many developing nations.

The three kinds of national media systems currently in use in the developing countries are state controlled, government directed or sanctioned and independent media organizations.

In general, national mass media systems in Africa perform two basic functions:

- (i). They orchestrate messages of the central government and amplify national security.
- (ii). They educate and mobilize the masses for social and economic development.

This research concentrated on electronic media namely radio and television. The internet which is also part of the electronic media was not covered since it is not yet widely available to the average Kenyan.

1.2 HISTORICAL PERSPECTIVES

Radio

Between 1840 and 1919, radio developed out of scientific advances made in the fields of electricity and magnetism. The first transmission of an electromagnetic message over a wire in 1844 by Samuel F.B Morse, demonstrated the immense potential of the telegraph. By 1861, a transcontinental high-speed electric communications medium was dot-dashing messages across the United States (Hiebert et al, 1974).

The replacement of Morse corde with voice transmission began in 1876 when Alexander Graham Bell used undulations in electric current to activate oral-aural communications via wire.

During the same period that the telegraph and telephone were being demonstrated and perfected, James Clark Maxwell predicted (1864) and Heinrich Hertz demonstrated (1897) that variations in electric current produced waves that could be transmitted through space at the speed of light.

In 1901, Guglielmo Marconi transmitted wireless dot-dash transmissions across the Atlantic. The invention of audio tube by Lee De Forest in 1907

set the stage for a radio industry as high – quality wireless voice communications were carried by electromagnetic waves.

Like in most of the African countries, Kenya's communications media are largely characterized by inadequate communication structures, lack of well-trained media managers, communication researcher, high and middle level technicians, producers camera men editors, sub-editors, reporters and other media practitioners.

As a result of these deficiencies, Kenya is heavily dependent on foreign media messages and content much of which is irrelevant to the needs of the majority of the people. Furthermore the country lacks the financial resources necessary to deal with her communication problems. (Friedrich Ebert-Stiftung, 1985 pg. 117)

However, the advent of radio broadcasting required more than radio equipment as men had to change their thinking about electric communication. With less than 1,000 radio sets in the entire nation regular radio programming began with the broadcasting of Harding – Cox election returns over KDKA – Pittsburgh in 1920.

The history of radio in Kenya dates back to 1927 following an agreement between the British Colonial government and the British East African Broadcasting Company Limited to operate a radio station.

The original services were mainly aimed at benefiting settlers living in the country. In the subsequent years, the programmes that were introduced for the Africans and Asians were mainly for second world war propaganda purposes, indoctrination and for fighting against the nationalist movement. (Friedrich Ebert Stiftung 1985, pg. 117).

At Kenya's independence in 1963, the broadcasting services were nationalized and renamed Voice of Kenya (V.O.K.). It is now the Kenya Broadcasting Corporation (K.B.C).

Today, the radio broadcasting is, truly speaking, the only medium of mass communication in Kenya in that it overcomes the communication barriers of illiteracy and geographical isolation.

By 1986, it was estimated that there were 1.6 million radio sets reaching about 60 percent of the population. Currently more than 80% of the population has access to radio sets.

Radio broadcasting in Kenya today plays a very important role in communication. Being a developing country, Kenya's population suffers economically to enable it afford ample television sets the country over.

Of the 80 percent of homes in Kenya that have access to radio sets most receive Kenya Broadcasting Network signals. While a big percentage of the urban populations divides time between radio and television, newspapers and books, most of the rural folks in Kenya have only access to radio transistors and this makes radio broadcasting a very important medium of communication for the average Kenyan.

Again due to drawbacks of illiteracy, radio is preferred to television and newspapers by most rural Kenyans.

TELEVISION

Television, like radio, grew out of intense experimentation in electricity in the late nineteenth century. Basic research in electro-magnetic theory by James Clark Maxwell and Heinrich Hertz led to more practical experimentation culminating in the work of Guglielmo Marconi (Hiebert et al, 1974).

Paul Nipkow and William Jenkins experimented with a mechanical scanning- disc method of sending pictures by wire. Early experiments on television were mechanical and they slowed down with the tremendous surge of radio in the early twentieth century. (Hiebert et al, 1974)

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In 1923, Vladimir K, Zworykin patented an electronic camera tube, the iconoscope. The first real transmission of television occurred in 1925 with Jenkins mechanical method. However, Zworykin's method of electronic scanning was simpler and eventually produced a better picture. (Hiebert et al, 1974).

World war II interrupted Television's growth, delaying its national prominence for some years. Television today provides more education to Americans than elementary and high schools. It is a very strong force in shaping the attitudes and behaviour of those who watch it.

By 1974 over 66 million homes that is 95 percent of all US households were equipped with television sets. More than 60 percent of those owned two sets. Currently, almost all homes in the United States own television sets. However, the situation is different in developing countries where economic hardships hamper the purchasing power of families such that very few homes in Kenya, for example, can boast a television set.

Television was introduced to most countries of the developing world – including Kenya – more than 40 years ago but it was a long time before it could stand on its own feet in programming. It was the new information technology that gave television the chance to become a real mass medium.

Starting in the fifties, television was introduced to countries under French or British colonial rule (Berwanger, 1987, pg.33). Between 1962 and 1965 in Africa, television was introduced to Kenya, Uganda, the Congo (Brazzaville) the Sudan, the Upper Volta, Gabon, the Ivory Coast, Senegal and Ghana.

However, it was impossible to receive it outside the capital cities and even in these urban centers, it had a very small audience.

In 1960, there were 122,000 television sets in Africa and practically all were in Algeria and Egypt. Television technology needed regular

maintenance and a lot of repair work for which personnel in developing countries scarcely had sufficient training.

The stations were very dependent on foreign companies for planning and setting up their facilities. It was extremely difficult to produce television programmes under such conditions.

By 1970, the number of television sets in developing countries had increased from 3.7 million (1960) to 22 million (1970).

By mid 1980s, the absolute number of television sets in Kenya were 500,000; which showed that television had extended beyond the metropolitan areas in Kenya. (Berwanger, 1987 pg.40)

A survey of television viewing carried in 1981/2 indicated that 18% of the television audience mentioned news as their favorite programme, 15% mentioned sports, wrestling and soccer (made in Germany) and 8% movies (6 million Dollar man and Dallas). However, 22% of the viewers had no particular favorite programme.

Though television signals cannot be received in every part of the country, influence of television where transmission is received cannot be underestimated. In Kenya there are currently nine television stations and

eighteen radio stations. Some of the television stations are Nation, Citizen, Family, KBC, (Kenya Broadcasting Corporation) channel 1, Metro, E. Africa, T.V Africa, DSTV and KTN (Kenya Television Network)

Most of these Television Stations have audiences only in major cities of Kenya especially in Nairobi where most are based. They are not received in many rural towns of Kenya due to regulation of airwaves by the communications commission of Kenya (CCK and also due to the technological expense. Only KBC has a wider coverage as it is more established and had ample support from the government ever since the times of VOK (Voice of Kenya) as it was known then. It is the only television station that is state controlled and owned.

Some of the radio stations are Kameme F.M, Inooro, Coro, Ramogi F.M, Capital F.M, Nation .F.M, E. Africa radio, Radio Waumini, KBC, radio Kiss F.M, Hope F.M, Radio citizen, Metro East F.M, Iqra F.M, Classic FM, Y FM, Simba FM and Baraka F.M. Of these, Kameme F.M Inoro, Coro F.M, and Ramogi F.M broadcast in local languages that is Kikuyu and Dholuo for Ramogi F.M.

The rest broadcast their programmes in English K.B.C radio on the other hand has a diversity of channels that broadcast in ethnic languages but for a

limited period of time. The channel is known as KBC Central Station. KBC English and National Services are the mainstream radio channels of KBC. They broadcast in English and Kiswahili respectively throughout the day

Why are the audience biased?

The audiences of electronic media in Central province are mostly Kikuyu's as they are the ones who inhabit the province. They speak the Kikuyu language and therefore are biased towards the stations that broadcast in Kikuyu. For example, Kameme F.M, Inoro, F.M, Coro F.M, and KBC central station, whose language of presentation is mainly Kikuyu.

The education levels of the audiences in central province also cause bias because it determines the awareness of the programmes offered by Television stations. Also the language of presentation of Television is English and sometimes Kiswahili, which demand a higher level of education for proper understanding.

The reception of broadcast signals in central province also determines who the audiences will be. Audiences get biased towards the television station that they receive clearly. Therefore clearly received Television stations have more audiences due to reception in the Municipality.

The programmes offered by a Television or Radio station cause bias where audiences are concerned as most audiences have the programmes that they prefer. Audience use the media for entertainment , information (news) and education. Audiences, therefore, select a radio or television station depending on the programmes offered by that station. For example, audiences in Murang'a Municipality may tune to radio stations in the evening for obituaries. They therefore select Kameme, Inoro or Coro F.M radios which present the obituaries in the local languages. Others may tune to KBC Central station, which also broadcasts in Kikuyu.

As for television stations, most audiences may switch to the channel with clear signals for news at 7.00P.M and 9.00P.M.

Other audiences may select a station depending on the entertainment especially music or soap operas that have follow-ups. Others have an interest in sports, education, wrestling and others that different audiences are appealed to. This causes bias towards some stations.

1.3 PROBLEM STATEMENT

The audience of electronic media has a preference for a particular media station for various reasons. There are obvious reasons that contribute to bias, that is language, clear reception of the signals, education, income

level, religion and political affiliation. Other than these reasons, could there be any other reason that contribute to the bias by audience?

The project set out to investigate the reasons for preference of audience of electronic media in central province, a predominantly Kikuyu speaking zone. It sought to establish which radio and television stations the audience in Murang'a Municipality listen to or view and why they do so.

Since Central Province is very large, Murang'a municipality was selected in consideration of time and resources.

1.4 OBJECTIVES OF THE STUDY

- i. To establish whether the audience of electronic media in Murang'a municipality are biased towards Kameme, Inooro and Coro F.M stations, Nation, KTN, KBC and Family Television stations.
- ii. To identify the television and radio stations that the audience of Murang'a municipality are biased towards.
- iii. To determine the programmes that the audience of electronic media in Murang'a Municipality view and listen to.

1.5 SCOPE AND LIMITATION

Due to limited time and resources, the project could not tackle the whole of Central province and therefore Murang'a, Municipality was selected.

Null hypothesis

1. The audience of electronic media in Murang'a Municipality is not biased towards any media.
2. Electronic media bias is not based on programmes offered by stations.

1.6 JUSTIFICATION

Due to the liberalization of airwaves in Kenya in the mid 90s, there has been an influx of diverse media stations in Kenya in the last decade. Therefore, there is need to establish the reaction of the audience amidst the diversity and wide selection offered to them.

Many F.M. stations have been established as opposed to the monopoly that the Kenya Broadcasting Corporation had experienced for a long time. It is therefore economically viable to establish which media stations the audience in Central Province prefer from among the many choices available to them.

Murang'a municipality was selected on the basis of limited resources and time and also due to its proximity to the Capital city, Nairobi.

Again the residents of Murang'a Municipality enjoy the services of electric power and higher incomes which the rest of the residents in Murang'a County Council enjoy sparingly.

Due to limited time and resources, the study covered Murang'a Municipality.

Sampling was done randomly and 240 respondents were interviewed using Questionnaires.

2.0 CHAPTER TWO : LITERATURE REVIEW

Macquail (Macquail, 1987) looks at alternative concepts of the audience. He classifies the audiences according to four different definitions.

One is the audience as aggregate of spectators, readers, listeners and viewers.

The focus here is number – the total number of persons reached by a given unit of media content and the number of persons within this total of given demographic characteristics of interest to the sender.

Clause (1968) gives some of the complexities of distinguishing varying degrees of participation and involvement by the audiences. The first and largest audience, he says, is the population which is available to receive a given offer of communication, therefore all with television or radio sets are in some sense the television and radio audience respectively. Second, he says, is the audience that actually receives in varying degrees the media content. Thirdly, the audience that registers reception of content and lastly that part of audience that internalises³.

³ Mcquail D.
Mass Communication Theory. Sage Publications, London
1987 pg.341

The second concept of audience according to Mcquail is the audience as a mass. Here the term mass is often very large, larger than most groups, crowds or publics. It is widely aspersed and its numbers are usually unknown to each other or to whatever brought the audience into existence.

Williams (1961, p 289)⁴ disputes this concept. According to him, there are no masses, only ways of seeing people as masses.

The third concept of audience according to Mcquail is the audience as a public or social group. The key element in this version of audience is the pre-existence of an active, interactive, and largely autonomous social group which is served by particular media but does not depend on the media for its existence. Although rarely defined as such, Mcquail says that most societies have an informed public - that section of the audience which is most active in political and social life and draws on many sources of information, especially the elite, opinion forming and specialist press.

Lastly, the concept of audience as a market which was given rise to by the economic development of the last century. A media product is a commodity or service offered for sale to a given body of potential consumers in competition with other media products. Therefore this concept of audience defines audience as an aggregate of potential

⁴ Ibid,pg 219

consumers with a known social-economic profile at which a media or message is directed.

Mcquail (Ibid, pg 219) traces the origin of the various audiences to society and the media, and comes up with two sub types for each.

These sub types are.

- a) Group or public, which is concomitant with an existing social grouping. It has shared characteristic of place, social class, politics, culture, etc.
- b) Gratification set which is formed on the basis of some individual purpose or need existing independently of media.

The two subtypes above have the society as source or origin.

Fan group or taste culture, which is formed on the basis of interest in a particular type of content or attraction to a particular personality.

Audience of a medium which refers to the audience recruited to and held by habit or loyalty to a particular media source for example, a newspaper, a radio, television channel, etc.

The process and effects of mass communication must be seen today against the background concept of an intensely active audience, seeking what it want, rejecting far more content than it accepts, interacting both with the members of the groups it belongs to and with the media content it receives, and often testing the mass media message by talking it over with other persons or comparing it with other media content.

Lippmans article points out the disparities between “the world outside and the pictures in our heads” and how these disparities arise⁵. The cooper – Jahoda paper reports one of the most famous communication studies of the 1940 – how prejudiced people reinterpret ant prejudice propaganda to fit their prejudices. Freidson points out that more significant than the changing amount of use of different media by audience is the changing nature of use during the adult years. He says that as people grow older, they select more news and information programmes on television, read more public affairs content in newspapers and are more likely to seek “serious” material in magazines and movies.

That people beyond the early years of adulthood make up most of the audience of public television. The use of print media increases in general and use of television decreases with education. When allowance is made

⁵ Schramm and Roberts
The Process and Effects of Mass Communication. University of Illinois,Urbana,1971.
Pg 193

for the amount of free time available, highly educated people tend to be busy with activities other than media use.

That use of electronic as well as print media appears to also increase with education but when time is scarce, highly educated people are more likely to seek information in print than anywhere else.

According to Blumerr (Schramm and Roberts, 1971) the factors that reduce the individual to a member of the mass (audience) are such things as age, sex years of education, socioeconomic status and personality attributes that he shares with thousands who are unknown to him and who have no immediate influence on him.

Riley and Flowerman advance the opinion that “any given person in the audience reacts not merely as an isolated personality but also as a member of the various groups to which he belongs and with which he communicates. When we look at an individual member of the audience, we find that his actual experience is of a decidedly different quality than might be expected if he were a solitary member of the mass. We find that most individuals go to the movies in the company of another person and that family rather than solitary listening and watching tend to be characteristic of radio and television audiences.

The individual seems to experience those media frequently in an immediately sociable environment or setting that cannot be characterized as anonymous or heterogeneous with no interaction with other spectators and no organized relationship among them.

When we learn that the most effective mode of stimulating members of the audiences to make one selection rather than another lies in what is called word-of-mouth advertising, it seems certain that there is some lively interchange between any individual and other members of the audience. From this datum, we are able to infer among the members of an audience the existence and continuous recreation of shared understandings, common selections and concerted social activity.

Further, since we are told that such a thing as an opinion leader exists (Haundels pg 88-90) we may conclude that there is some well-developed web of organized social relationships that exist among members of the audience and that influences their behaviour.

Much audience behavior then takes place in a complex network of social activity. Certain times of day, certain days, and certain seasons are the socially appropriate times for engaging in particular activities connected with the various mass media. Lazarsfeld et al says, "Exposure is always

selective: in other words a positive relationship exists between people's opinions and what they choose to listen to or read"

Lipset et al, later said that most people expose themselves most of the time to the kind of propagandas with which they agree to begin with. Klapper says; By and large, people tend to expose themselves to those mass communications, which are in accord with their existing attitudes.

2.1 SELECTIVE EXPOSURE TO INFORMATION

The theory of cognitive dissonance tells us that we are likely to look for information that confirms rather than challenges a decision we have made.⁶

One of the most widely accepted principles in sociology and social psychology is the principle of selective exposure. Experimental psychologists and survey researchers alike agree that laboratory and field studies of mass communications often come to quite different conclusions because, in large part, of selective exposure.

Selective exposure refers to any systematic bias in audience composition. Sometimes its used to describe any bias whatever in the composition of a communication audience as long as the bias can be correlated with anything unusual in communication content.

⁶ Ibid pg 212

So for example when the audience for education broadcasts on the radio is disproportionately composed of highly educated persons, selective or "partisan" exposure is said to be present.

The same is said when broadcasts about a particular ethnic group reach more members of that group than would be expected by chance. This form of selective exposure is referred to as de facto selectivity.

As for preference for supportive rather than non-supportive information, people prefer exposure to communications that agree with their pre-existing opinions. Hence, people are thought to actively seek out material that supports their opinions and actively avoid material that challenges them. Biases in the composition of voluntary audiences to mass communications have been reported often in survey studies.

Often these biases parallel the opinion dimension emphasized by the communicators and are in the direction of unusual initial agreement between the audience and communicators. An example is the senator William Knowlands Telethon in the 1958 California Gubernatorial election.

Mass meetings also seem to attract biased audiences as well as extended propaganda campaigns.

Is there a general psychological preference for supportive information?

If a person is given a choice between supportive and non-supportive information will he prefer exposure to the former all other things being equal? Supportive information is usually defined as the communicators taking the same general position as the subject and non-supportive as his taking the opposite position.

However, there was also evidence in other studies of preference for non supportive information and so the conclusion is that the available evidence fails to indicate the presence of a general preference for supportive information. Even if there is no general preference one way or the other there must be conditions under which supportive information will be preferred. These conditions have been specified within the context of Cognitive Dissonance Theory.

Two hypotheses have been offered:

1. That selectivity increases following a decision or a commitment to do something and;
2. That selectivity increases following involuntary exposure to non-supportive information.

However, the use of dissonance theory to specify particular circumstances under which selectivity would occur has not been a great success.

The factors that affect voluntary exposure to information are

- i. Education and social class
- ii. Utility of information

The International Encyclopedia points out that although much research into media consumption has incorporated the view of audiences as many scattered individuals, an important strand of research has been concerned with the social character of audiences.

Here the focus of attention is on the degree to which audiences interact internally, share a conscious social identity, have ties of attachment or loyalty to chosen media and actively choose and use media content.

A landmark in the history of audience research was the discovery that audiences do have an internal structure and may be stratified according to interest in particular content and to status relations affecting the relay of messages and influence.

The basic methods of audience research have not changed greatly over time relying mainly on the survey of persons, the automatic recording of television reception and the keeping of media time-budget diaries.

Researchers have tried to establish the reasons for media use, the expected or obtained satisfaction and the application of what is gained from the media to other areas of social experience.

The uses and gratification research tradition has connections with content as well as effects research because it offers a way of categorizing (according to the audiences type of motive or satisfaction) and may be identifying intervening variables for studying media effects (given that certain audience motive may be a precondition of certain effects)⁷.

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In discussion relations with the audience Macquail (Mcquail, 1987) says that although the audience is by conventional wisdom and in reality the most important of the clients and influence in the environment of any media organisation most research tends to show the audience as having a low salience for many mass communicators, however closely ratings and sales figures are followed by management.

⁷ International Encyclopedia of Communications. Oxford University Press, University of Pennsylvania 1989 vol 2. page 488

But a rather interesting observation is by Atheide (1974 pg.59) who comments that the pursuit of large audiences by the television stations which he studied 'led to a cynical view of the audience as stupid , incompetent and unappreciative'. And Burns (1977) Elliot (1972) and Schlesinger (1978) found something of the same to be true of British television.

However it is possible that the hostility to the audience is somewhat exaggerated by media respondents themselves since there is contrary evidence that media people have quite a strong positive attitude to their audience in the abstract. A strong opinion comes from Andrew Sullivan (www.andrewsullivan.com) who writes a private weekly Email newsletter.

He says he is biased because he has opinions, that he has no intention of trying to persuade people to believe something in which he does not believe, and that a large part of his motive in writing at all is to promote his own view of the world, however implausible this is.

Since citizens cannot cast informed votes or make knowledgeable decisions on matters of public policy if the information on which they depend is distorted. It is vital to American democracy that television news and other media be fair and unbalanced.

In facts about television audiences a few general findings confirmed by a number of research studies in different countries show that:

- (i) In temperate countries, television audiences vary greatly between seasons. Audiences in the middle of summer are sometimes little more than half as large as mid-winter audiences – which doesn't seem to happen with radio audiences as they are much more stable throughout the year.
- (ii) The programmes with the largest audiences are not always the most highly valued by the audience.
- (iii) When a television programme is broadcast everyday of every week, people stop liking it before they stop watching it.
- (iv) The use that audience members make of a programme is often very different from the use expected by producers.
- (v) It cites an example that young children watch situational comedies – not for amusement but to see how other families (even fictional ones) relate to one another and how family roles can be used.

(vi) Audiences of news and current affairs programmes are much better informed about the presentation of these programmes than staff realize, for example, in the West viewers don't always assume that the news is true and presented fairly.

(vii) Largely, audiences are probably smaller than often thought.

Focusing on developing countries Amienyi (Osabuohien P.A., 1993) writes that while the intrinsic nature of the indigenous forms of communication endows the developing societies with "a high degree of credibility and acceptance by the people" the altitude of Third world people toward the modern mass media are not yet clear. The study addresses the adult sentiments about mass media in Nigeria and how these sentiments varied by the demographic variable of location of residence, ethnicity and gender.

3.0 CHAPTER 3: THEORETICAL FRAMEWORK

3.1 USES AND GRATIFICATION THEORY

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

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

As early as 1940s and 1950s researchers were investigating why people engaged in various kinds of mass communication behavior such as listening to radio quiz programmes and daytime serials, reading comic books and reading the newspaper. Recent uses and gratification studies are based on a common set of assumptions as below:

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

There are other sources of need satisfaction and the mass media must compete with them.

The audience is aware of its needs and can report them when asked.

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

Katz, Gurevitch and Haas (1973) found in their Israel sample that media-related needs are related to education and age. Younger people attributed greater importance to needs associated with aesthetic and emotional experience than older people. According to this typology, the mass media performs four functions.

First the media provide us with information about our environment (surveillance) second, they provide us with escape from the constraints of routine and from the burdens of problems and are vehicles for emotional release. (escape / diversion). Third, the media are vehicles for personal reference reality exploration and value reinforcement (personal identity).

Fourth, the media provides us with substitute companionships and with information that could be used in our social relationships (social integration). It is obvious however, that much more has to be done in the area of Media uses and gratifications. More comparative studies are

needed so that we can determine the influence of culture on media uses and gratifications.

3.2 THE SPIRAL OF SILENCE: OPINION FORMATION

This theory was developed by Noelle – Neumann (1974) starting from the basic assumption that most people have a natural fear of isolation and in their expression of opinion try to identify and then follow majority opinion or the consensus.

The general term “spiral of silence” has been given by Noelle – Neumann to this phenomenon because the underlying logic holds that the more a dominant version of the opinion consensus is disseminated in the society by the media the more will contrary individual voices remain silent thus accelerating media effect – hence a spiralling process.

In forming bias therefore some audience will be biased not out of their own inclination but due to the ‘spiral of silence’ phenomenon in their localities. They end up listening and viewing the electronic media that others or the majority claim to be good. The audiences have their opinions formed through the spiral of silence theory.

3.3 AGENDA SETTING THEORY

This term was coined by McCombs and Shaw (1972) to describe a phenomenon that had long been noticed and studied in the context of election campaigns. Lazarsfeld et al, (1944) referred to it as the power to “structure issues”. An example of the phenomenon would be where politicians seek to convince voters as to what, from their party stand point, are the most important issues.

As Trenaman and Mcquail (1961) pointed out, “The evidence strongly suggests that people think about what they are told, but at no level do they think what they are told.”

Although the theory was criticized by Davis and Robinson (1986), evidence shows that the media sets the agenda of the public due to their programming and gate keeping functions. In this case, bias by the audience is slowly shaped by the media through their agenda-setting function, as it is the media that forms opinions of audiences.

3.4 KNOWLEDGE GAP HYPOTHESIS

This hypothesis by Tichenor-et al (1970) focuses on the differences resulting from the inequalities of education and social position. They wrote that it does not hold that lower status population segments remain completely uninformed (or that the poorer in knowledge get poorer in an absolute sense).

Instead, the proposition is that growth of knowledge is relatively greater among the higher status segments.⁸

There is certainly a class bias in attention to information - rich sources and strong correlations are persistently found between social class, attention to these sources and being able to answer information questions on political, social or economic matters.

⁸ Mcquail Mass Communication Theory
 An Introduction
 Sage Publication, London, 1987
 Page 276

4.0 CHAPTER 4: RESEARCH METHODOLOGY.

4.1 RESEARCH METHODOLOGY

This study was done within Murang'a Municipality. A questionnaire was used to collect data on the various aspects of Electronic media. A sample of 240 respondents were selected randomly consisting of 146 males and 94 females.

The approximate population of Murang'a Municipality is 57,000.

The targeted respondents were audiences of both Television and Radio. The size of the sample was deemed to enable generalization to the entire population of Murang'a Municipality.

4.2 DATA COLLECTION

The collection of data was done over a period of six days starting from the 11th of December 2004 to 16th of December of the same year.

Two Research Assistants were deployed and carefully instructed on Data collection. 240 respondents were interviewed randomly and the data recorded in questionnaires.

A total of eighteen questions were asked during the face-to-face interviews.

Some Questionnaires were distributed randomly to respondents in shops and collected later-(self-administered).

Another method of collection that was used is the 'shopping mall' method where respondents were given Questionnaires to fill and the researchers waited for them.

Data collection took six days with two Research Assistants involved in administering the questionnaire. The questionnaire is in Appendix 1.

5.0 CHAPTER 5: DATA ANALYSIS

5.1 DATA ANALYSIS

Simple statistics (qualitative analysis) was used to validate the stated null hypotheses using the primary data obtained from the field. The questionnaires were analyzed by coding the information before using SPSS (statistical package for social sciences) Frequencies and percentages were obtained and are presented in Appendix 11

5.2 DISCUSSION OF FINDINGS

According to the results from data analysis, it is evident that there is bias in electronic media listening and viewing in Muranga Municipality.

The structure of the sample in terms of age, sex, nationality, educational level and marital status indicate that most of the residents are Kenyans with the majority lying between 20 and 35 yrs.

146 males were included in the sample versus 93 females.

42% of the respondents had tertiary education 53% were single with 43 % married. It was important to find out whether the respondents had access to Electronic Media and the study found out that 95% of the respondents had access to radios and 75% had access to Television.

Of the 95% who have access to radio only 95% listen to Radio, while of the 75% who have access to Television only 77% watch it.

It can be concluded that radio is readily accessible and the most popular in the municipality. Out of the sample used in the research, the results on preference are presented below;

TABLE 1: RADIO PREFERENCE

Station	Percentage
Inooro	24
Citizen	20
Nation	18
Kiss FM	11
Kaneme	10

These are FM stations with clear reception.

TABLE 2: REASON FOR PREFERENCE OF RADIO.

Reason	Percentage
Entertainment	36
Information	24
Programmes	18
others	22

TABLE 3: PREFERENCE FOR TELEVISION STATIONS.

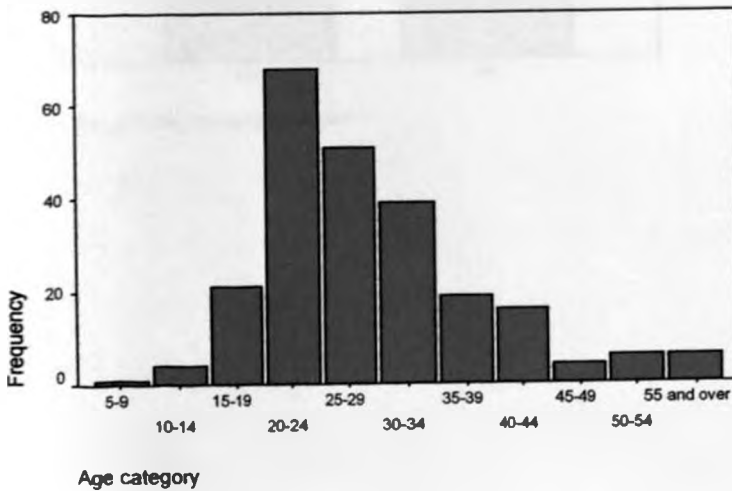
Station	Percentage
Nation	39
KBC	38
KTN	16
Others	7

TABLE 4 : REASONS FOR PREFERENCE OF TELEVISION STATION

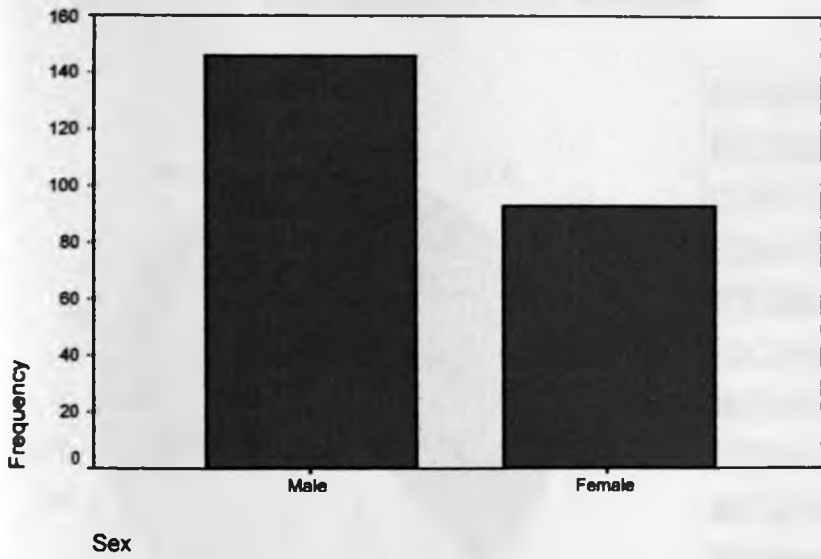
Reason	Percentage
Information	28
Programmes	28
Entertainment	24
Others	20

The same is Presented graphically below.

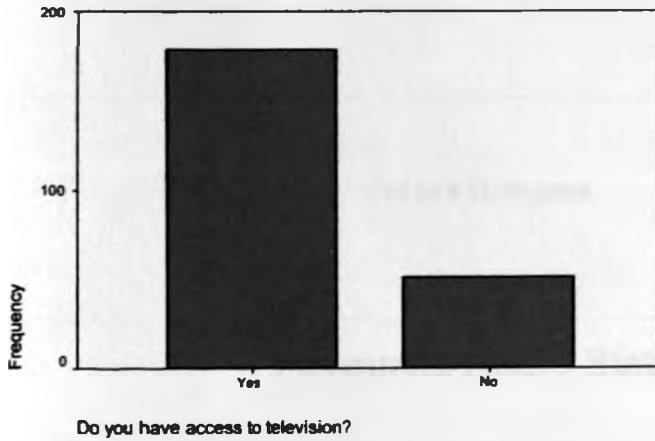
(i) Age category



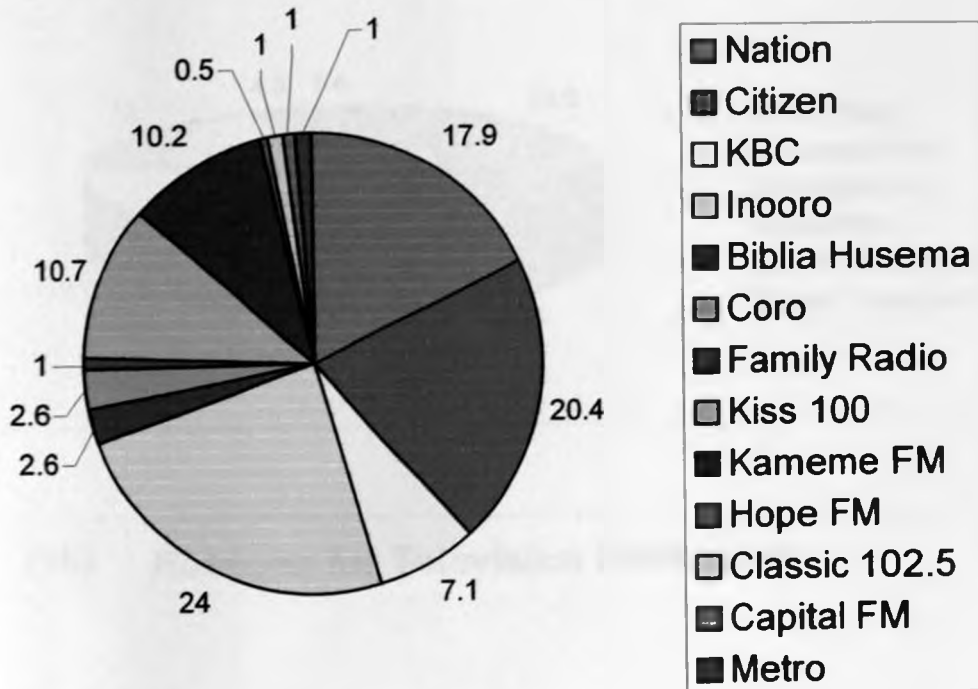
(ii) Sex



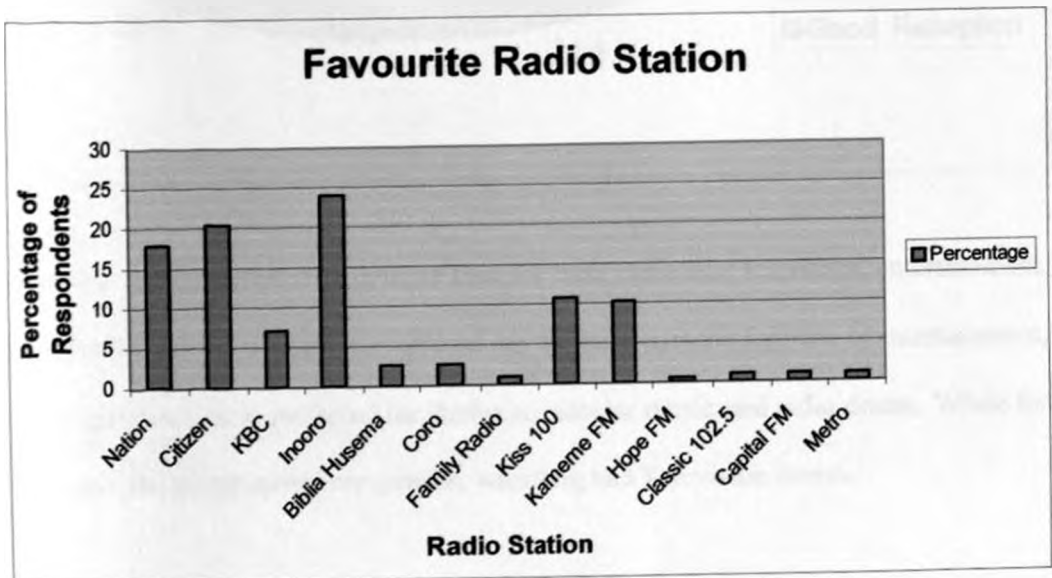
(iii) Do you have access to television?



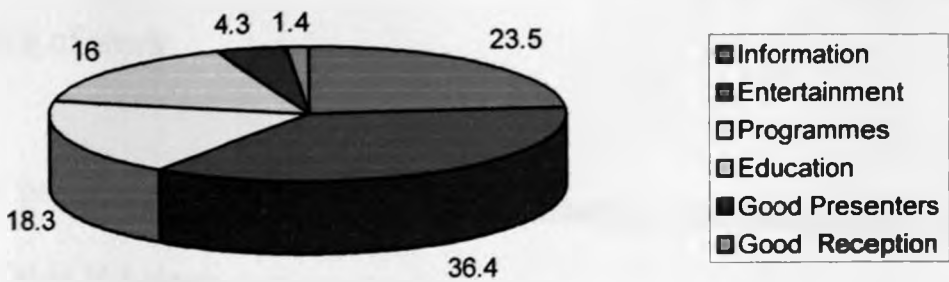
(iv) Favourite Radio Station



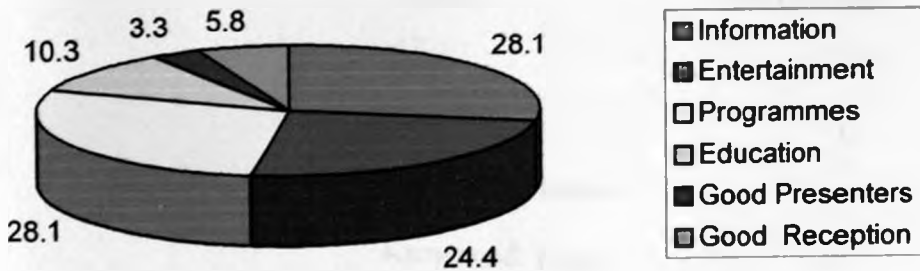
or in a Histogram



(vi) Reasons for Radio Preference



(vii) Reasons for Television Preference



From the results above it is evident that for both radio and television, entertainment, information and the programmes offered are the main reasons for bias. In entertainment, the programmes most preferred for Radio are secular music and radio drama. While for television, the programmes are movies, wrestling and Television drama.

As for information news are the most popular in all television stations.

The study found that most of the Radio listening was at home (73%), while 5% listen to Radio in vehicles. For Television, 61% watch at home with 1% at place of work.

The most popular programmes for Radio listeners in the Municipality are given in Table V below,

Table V

POPULARITY OF RADIO PROGRAMMES

<u>Programmes</u>	<u>Station</u>	<u>Percentage</u>
News	All	12
Reggae music	Kiss FM	11
Secular Music	Kameme & Inooro	9
Gospel music	Kameme & Inooro	6
Cucu Nyakairu	Inooro	8
Morning show	Kiss FM	7
Yaliyotendeka	Citizen	5
Kirimbi	Inooro	4
Wembe wa citizen	Citizen	4

This confirms the earlier findings that citizen and Inooro stations are the most popular in the municipality.

Table VI**POPULARITY OF TELEVISION PROGRAMMES**

<u>Programme</u>	<u>Station</u>	<u>Percentage</u>
News	all	18
Vitimbi	KBC	11
Wrestling	KBC	6
Vioja Mahakamani	KBC	10
The Bold and the Beautiful	KBC	4
Movies	Nation	4
The Beat	Nation	4
Le Revancha	KTN	3
The Promise	KBC	3
Wingu la Moto	Nation	3
Generations	KBC	3
Preaching	KBC & Nation	3

The results confirm earlier findings.

OPINIONS FROM RESPONDENTS ABOUT ELECTRONIC MEDIA

31% of the respondents were satisfied with all the aspects of electronic media in the Municipality. 15% requested for improved network and reception within the Municipality and 12% requested for improvement of programmes in terms of content and presentation. 7% agreed that the programmes aired are informative while 5% urged the stations to stop airing indecent programmes.

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

5.3 RECOMMENDATIONS FROM THE RESEARCH FINDINGS

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

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

This study found that Inooro FM and Citizen Radio were the most preferred while Nation and KBC channel 1 television stations are the most popular in the municipality. Perhaps investors should take advantage of these findings to channel their advertisement through these stations to boost their regional outreach.

Some stations like Y FM and Simba FM were not mentioned by any of the respondents while television stations like East Africa TV, ,TV Africa and

DSTV were blacked out. Further research therefore is recommended by this study.

5.4 CONCLUSION

From the research, it is clear that the audience of Murang'a Municipality are biased towards KBC and Nation Television.

For Radio, their bias is for Inooro, Citizen and Kameme.

The programmes, entertainment, information, education, good presenters and good reception are the main reasons for bias by the residents. The hypotheses are therefore rejected as the audience of Electronic media in Murang'a Municipality are biased towards the media mentioned above.

The study achieved the objectives thus stated earlier as the study established whether the audience of electronic media in Murang'a are biased, it identified the media stations that the audience are biased towards, and it determined the programmes that the residents of Murang'a Municipality view and listen to.

However, the researcher absolves herself from the weaknesses of the findings arising from either dishonesty by respondents, limitations of time and generalisation to the entire population.

In this case further research should be conducted on the same

DEFINITION OF TERMS

- A.M. : Amplitude Modulation or the medium wave.
- Bias : Inclination or predisposition, prejudice or influence. In this study it is used to mean predisposition.
- Data or Datum : Facts or information especially as a basis for inference.
- Data Collection : Process of gathering information or facts so as to infer.
- Developing Countries : Poor countries which are developing better economic and social conditions for example Kenya, Uganda and Tanzania.
- Electronic Media : Media stations that use electromagnetic waves in their operations as opposed to print media.
- F.M. : Frequency Modulation. The airwaves that travel in a straight line and offer very clear reception of signals.
- K.B.C. : Kenya Broadcasting Corporation.
The only state-owned media station in Kenya.
- K.T.N. : Kenya Television Network.
A privately owned media station located in Nairobi, Kenya.
- Mass Communication : The act of speaking (and listening) to a large number of people in different locations using radio waves.
- Mass Media : The channel used in communicating to a large number of people or audience in different locations.

Media Stations	:	The companies or firms that have invested in communication whether print or electronic.
Municipality	:	A town or district having local self-government. In this study, Municipality refers to town not district per se.
Population	:	The total number of inhabitants in a locality. In this study, the entire population was 57,009.
Preference	:	Liking of or for one thing better than another. In the study, preference is used with bias synonymously.
Radio	:	Transmission and reception of messages by electromagnetic waves of radio frequency without connecting wire.
Reception	:	Efficiency with which broadcast signals are received.
Sample	:	Small separated part of something illustrating the qualities of the mass. In the study, sample means the number of people identified to represent the entire population of Murang'a Municipality i.e. 300.
Sampling	:	The act of identifying a representative sample from the population.
Television	:	System for responding actual or recorded scene at a distance on a screen by radio transmission usually with appropriate sounds.
Television Stations	:	Firms or companies that are involved in reproducing actual or recorded scenes at a distance on a screen by radio transmission.

V.O.K.

: Voice of Kenya, currently the Kenya Broadcasting Corporation.

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APPENDIX 1 QUESTIONNAIRE FOR AUDIENCE OF ELECTRONIC MEDIA IN MURANG'A MUNICIPALITY

QUESTIONNAIRE

I would like to introduce myself: my name is Susan Kung'u and am undertaking a Master of Arts Degree in Communication Studies at the University of Nairobi

This study is part of my project and is meant to investigate the preference of audience of electronic media in Central province of Kenya. As one of the audience you have been selected to participate in this study. Please answer the following questions in the spaces provided.

Thank you for sparing your valuable time to facilitate the data collection.

1. Age ... Yrs
2. Sex... Male Female
3. Nationality.....
4. Place of birthprovince.
5. Educational level ... Primary Secondary Tertiary
6. Marital status... Single Married Widowed
 Divorced Separated
7. No. of children.....
8. Ages of children
9. Do you have access to radio ...? Yes / no

 Television ...? Yes / no

10. Do you listen to radio? Yes /no

And television....? Yes /no

11. Which is your favourite television station?. Nation, ... K.T.N... K.B.C.....

And radio.....

12. Why do you prefer this station?

Radio

.....

Television

.....

13. What are the most interesting programmes in this station you prefer?

- Radio

(a).....

(b).....

(c).....

(d).....

- Television

(a).....

(b).....

(c).....

(d).....

14. Why?.....

15. What times are they aired?

.....

16. Do you listen to the radio at home place of work,
driving,

17. Do you watch television at home or at work?.....

18. What are your comments about Radio and television stations in
Kenya?.....

APPENDIX 2 RESULTS IN FREQUENCIES AND PERCENTAGES.

Age category

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5-9	1	.4	.4	.4
	10-14	4	1.7	1.7	2.1
	15-19	21	8.8	8.9	11.1
	20-24	68	28.3	28.9	40.0
	25-29	51	21.3	21.7	61.7
	30-34	39	16.3	16.6	78.3
	35-39	19	7.9	8.1	86.4
	40-44	16	6.7	6.8	93.2
	45-49	4	1.7	1.7	94.9
	50-54	6	2.5	2.6	97.4
	55 and over	6	2.5	2.6	100.0
	Total	235	97.9	100.0	
Missing	System	5	2.1		
Total		240	100.0		

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	146	60.8	61.1	61.1
	Female	93	38.8	38.9	100.0
	Total	239	99.6	100.0	
Missing	System	1	.4		
Total		240	100.0		

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kenyan	230	95.8	100.0	100.0
Missing	System	10	4.2		
Total		240	100.0		

Place of Birth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Central Province	201	83.8	86.3	86.3
	Western	5	2.1	2.1	88.4
	Nyanza	6	2.5	2.6	91.0
	Eastern	8	3.3	3.4	94.4
	Coast	2	.8	.9	95.3
	Rift Vally	6	2.5	2.6	97.9
	Nairobi	5	2.1	2.1	100.0
	Total	233	97.1	100.0	
Missing	System	7	2.9		
Total		240	100.0		

Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	45	18.8	19.2	19.2
	Secondary	89	37.1	38.0	57.3
	Tertiary	100	41.7	42.7	100.0
	Total	234	97.5	100.0	
Missing	System	6	2.5		
Total		240	100.0		

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	126	52.5	53.8	53.8
	Married	102	42.5	43.6	97.4
	Widowed	1	.4	.4	97.9
	Divorced	1	.4	.4	98.3
	Seperated	4	1.7	1.7	100.0
	Total	234	97.5	100.0	
Missing	System	6	2.5		
Total		240	100.0		

No. of children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	43	17.9	39.1	39.1
	2	30	12.5	27.3	66.4
	3	13	5.4	11.8	78.2
	4	14	5.8	12.7	90.9
	5	4	1.7	3.6	94.5
	6	1	.4	.9	95.5
	8	2	.8	1.8	97.3
	9	1	.4	.9	98.2
	10	2	.8	1.8	100.0
	Total		110	45.8	100.0
Missing	System	130	54.2		
Total		240	100.0		

Do you have access to radio?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	227	94.6	95.4	95.4
	No	11	4.6	4.6	100.0
	Total	238	99.2	100.0	
Missing	System	2	.8		
Total		240	100.0		

Do you have access to television?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	179	74.6	77.8	77.8
	No	51	21.3	22.2	100.0
	Total	230	95.8	100.0	
Missing	System	10	4.2		
Total		240	100.0		

Do you listen to radio?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	226	94.2	94.6	94.6
	No	13	5.4	5.4	100.0
	Total	239	99.6	100.0	
Missing	System	1	.4		
Total		240	100.0		

Do you listen to television?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	184	76.7	80.7	80.7
	No	44	18.3	19.3	100.0
	Total	228	95.0	100.0	
Missing	System	12	5.0		
Total		240	100.0		

Which is your favourite Radio station?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nation	35	14.6	17.9	17.9
	Citizen	40	16.7	20.4	38.3
	KBC	14	5.8	7.1	45.4
	Inooro	47	19.6	24.0	69.4
	Biblia husema	5	2.1	2.6	71.9
	Coro	5	2.1	2.6	74.5
	Family	2	.8	1.0	75.5
	Kiss 100	21	8.8	10.7	86.2
	Kameme	20	8.3	10.2	96.4
	Hope FM	1	.4	.5	96.9
	Classic 105	2	.8	1.0	98.0
	Capital FM	2	.8	1.0	99.0
	Metro	2	.8	1.0	100.0
	Total	196	81.7	100.0	
	Missing	System	44	18.3	
Total		240	100.0		

Q12A Preference for Radio Station

Name	Count	Pct of	Pct of
		Responses	Cases
Information	82	23.5	39.8
Entertainment	127	36.4	61.7
Programmes: Preaching etc	64	18.3	31.1
Education	56	16.0	27.2
Good Presenters	15	4.3	7.3
Good Reception	5	1.4	2.4

Total responses	349	100.0	169.4

Which is your favourite TV station?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nation	76	31.7	39.4	39.4
	K.T.N	31	12.9	16.1	55.4
	K.B.C	74	30.8	38.3	93.8
	Citizen	9	3.8	4.7	98.4
	Family	3	1.3	1.6	100.0
	Total	193	80.4	100.0	
Missing	System	47	19.6		
Total		240	100.0		

Q12B Preference for TV station

Name	Count	Pct of	Pct of
		Responses	Cases
Information	68	28.1	43.3
Entertainment	59	24.4	37.6
Programmes	68	28.1	43.3
Education	25	10.3	15.9
Good Presenters	8	3.3	5.1
Good Reception	14	5.8	8.9

Total responses	242	100.0	154.1

Q13A Most interesting programmes in Radio

Name	Count	Pct of	Pct of
		Responses	Cases
Wembe wa Citizen	21	4.2	9.5
Preaching	5	1.0	2.3
Gospel Music/Shows	28	5.6	12.7
Other Music	45	9.0	20.4
Inero Countdown	2	.4	.9
Kiririmbi kia Inero	21	4.2	9.5
Cucu Nyakairu	38	7.6	17.2
Mixed Flavour	2	.4	.9
Worship & Praise	4	.8	1.8
Transworld	1	.2	.5
Mjogu Njoroge/Politics	2	.4	.9
News	59	11.8	26.7
Professor	2	.4	.9
Yaliotokea	24	4.8	10.9
Mutumia Ngatha	2	.4	.9
Sanjamuka-Kameme	1	.2	.5
Kamirithu	2	.4	.9
Mhiririka	2	.4	.9
Zamusi ya Changamuka	7	1.4	3.2
Debate Shows	4	.8	1.8
Family Doctor	3	.6	1.4
Morning Shows	34	6.8	15.4
Kameme-Mugithi	3	.6	1.4
Family Life-coro	1	.2	.5
Drama-coro	4	.8	1.8
Late night show	9	1.8	4.1
Politics	4	.8	1.8
Mutumia Ngatha	10	2.0	4.5
Kiririmbi	5	1.0	2.3
Yaliotendeka	3	.6	1.4
Farbo Kenya	5	1.0	2.3
Je huu ni ungwana?	7	1.4	3.2
Naweru Mburu	2	.4	.9
Kanyoni Gakwa	4	.8	1.8
Mid Morning show	11	2.2	5.0
Githingithia	2	.4	.9
Auntie Tabby	2	.4	.9

Dunia Wiki Hii	2	.4	.9
Wigagura	1	.2	.5
Chanjamuka	1	.2	.5
Ederitu Gikera	1	.2	.5
Bumuka	10	2.0	4.5
Salaams	4	.8	1.8
Chanjamuka	7	1.4	3.2
Milizopendwa	2	.4	.9
Peggae Music	53	10.6	24.0
Arahuka	8	1.6	3.6
Therera	5	1.0	2.3
Evening drive	11	2.2	5.0
Mikuyu Songs	3	.6	1.4
Mzee Kihenjo	2	.4	.9
Sports news	2	.4	.9
Githingithia	3	.6	1.4
Usalama barabarani	2	.4	.9
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Total responses	498	100.0	225.3

Q13B Most interesting programmes on TV

Name	Count	Pct of Responses	Pct of Cases
News	103	18.3	56.0
Kuna Nuru Gizani	9	1.6	4.9
Neno Evangelism	2	.4	1.1
Wingu La Moto	16	2.8	8.7
The promise	18	3.2	9.8
J.A.G	2	.4	1.1
Gospel hour	11	2.0	6.0
Wrestling	34	6.0	18.5
Vioja mahakamani	58	10.3	31.5
Vitimbi	63	11.2	34.2
Preaching	14	2.5	7.6
Camilla	8	1.4	4.3
Football	5	.9	2.7
The inside story	2	.4	1.1
The third opinion	4	.7	2.2
Friends	1	.2	.5
Neighbours	6	1.1	3.3
La revancha	18	3.2	9.8
Days of our lives	4	.7	2.2
Texas Ranger	8	1.4	4.3

Generations	18	3.2	9.8
The Bold and the Beautiful	23	4.1	12.5
The beat	20	3.6	10.9
Channel O	6	1.1	3.3
Cartoon Time	7	1.2	3.8
Good Morning Kenya	1	.2	.5
The stomp	7	1.2	3.8
African Movies	6	1.1	3.3
Lamudja	1	.2	.5
Up Close & Candid	7	1.2	3.8
Divorce Court	4	.7	2.2
Sports	6	1.1	3.3
Movies	23	4.1	12.5
Jam a Delic	1	.2	.5
Joy bringers	2	.4	1.1
Oprah	1	.2	.5
Kaya Kayaya	3	.5	1.6
African Journal	4	.7	2.2
Home & Away	5	.9	2.7
Touched by an Angel	1	.2	.5
The Sentinel	5	.9	2.7
The Mind of a married man	2	.4	1.1
Malcom	3	.5	1.6

Mizizi	2	.4	1.1
Just Shoot Me	1	.2	.5
7 th Heaven	1	.2	.5
Who's Smarter Now	3	.5	1.6
Ally Michael	1	.2	.5
Documentaries	2	.4	1.1
Comedies	3	.5	1.6
Mad about you	2	.4	1.1
WildLife	2	.4	1.1
Ripley	1	.2	.5
Mamboleo	2	.4	1.1
Talk shows	1	.2	.5

Total responses	563	100.0	306.0

Q16 Where do you listen Radio?

Name	Count	Pct of Responses	Pct of Cases
At Home	223	73.4	97.0
Place Of Work	66	21.7	28.7
Driving	15	4.9	6.5

Total responses	304	100.0	132.2

Where do you watch Television?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Home	161	67.1	91.5	91.5
Work	12	5.0	6.8	98.3
Both	3	1.3	1.7	100.0
Total	176	73.3	100.0	
Missing System	64	26.7		
Total	240	100.0		

Q18 Comments about Radio and TV stations

Name	Count	Pct of Responses	Pct of Cases
Stop Airing Indecent Programs	14	5.3	6.8
Informative	17	6.5	8.3
Bad Timing Of Programs	9	3.4	4.4
Advertisement Are Dishonest	8	3.1	3.9
Encourage African Programs/Music	11	4.2	5.3
Kikuyu Station Should Stop Criticizing	1	.4	.5
Stop Playing/Airing Immoral Music	3	1.1	1.5
Some Programs Not Educative	2	.8	1.0
They Are ok	82	31.3	39.8
Good Programs Be Given More Time	8	3.1	3.9
Improve net work/Some stations not clear	39	14.9	18.9
Government should help	1	.4	.5
Air positive Programs	3	1.1	1.5
Give More Time To Gospel	6	2.3	2.9
Too Many Stations	1	.4	.5

Set More Stations For Competition	7	2.7	3.4
Improve Programs	31	11.8	15.0
Educative	7	2.7	3.4
No time	3	1.1	1.5
They should be Open	1	.4	.5
Most stations not independent	1	.4	.5
Entertaining	4	1.5	1.9
Have improved	3	1.1	1.5
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Total responses	262	100.0	127.2