

**The Effectiveness of Participatory Communication In Solving Land Conflicts In  
Kenya: A Case Study Of The Makueni County Land Management Board (CMLBS)**

**BY**

**ELIZABETH MBOVI MULAE**

**K50/74347/2014**

**A Project Proposal Submitted in Partial Fulfillment of the Requirements for the Award  
of the Degree of Master of Arts in Communication Studies (Development  
Communication option), School of Journalism and Mass Communication**

**Declaration**

This project proposal is my original work and has not been presented anywhere to the best of my knowledge. This thesis may not be reproduced, in part or in entirety, without the prior permission of the author.

Signature.....

Date.....

**ELIZABETH MBOVI MULAE**

**REG NO: K50/74347/2014**

This project proposal has hereby been submitted with my approval as the university supervisor.

Signature.....

Date.....

**DR. ELIAS MOKUA**

## **Acknowledgements**

I am greatly indebted to the Almighty God for granting me good health and the motivation to successfully reach this far in my pursuit of achieving a MA degree in Communication Studies (Development Communication option).

Special thanks to my supervisor Dr. Elias Mokuu for his invaluable comments, guidance and encouragement.

Special dedication to my unborn baby.

More thanks to my husband Julius Caesar and my children Hellen and Heeran for their moral support.

This work would not have been complete without the support from Makueni County Land Management Board.

## Table of Contents

<b>Declaration.....</b>	<b>i</b>
<b>Acknowledgements.....</b>	<b>ii</b>
<b>Table of Contents.....</b>	<b>iii</b>
<b>Abbreviations and Acronyms.....</b>	<b>iv</b>
<b>Abstract.....</b>	<b>v</b>
<b>CHAPTER 1: INTRODUCTION AND BACKGROUND OF THE STUDY.....</b>	<b>1</b>
1.0 Introduction.....	1
1.1 Background of the study.....	1
1.2 Statement of the Problem.....	2
1.3 Objectives of the Study.....	5
1.3.1 General Objectives.....	5
1.3.2 Specific Objectives.....	5
1.3.3 Research Questions.....	6
1.4 Justification of the Study.....	6
1.5 Significance of the Study.....	7
1.6 Scope and Limitations of the Study.....	7
1.7 Operational Definition of Terms.....	7
<b>CHAPTER 2: LITERATURE REVIEW.....</b>	<b>8</b>
2.0 Introduction.....	8
2.1 Participatory Communication.....	8
2.2 Land Conflicts and Conflict Management.....	15
2.3 Participatory Communication in Land Conflict resolution.....	19
2.4 Implementation of Participatory communication strategy.....	21

<b>CHAPTER 3: RESEARCH METHODOLOGY.....</b>	<b>25</b>
3.0 Introduction.....	25
3.1 Research Design.....	25
3.2 Research Site.....	25
3.3 Population of the Study.....	25
3.4 Sampling Techniques and Sample Size.....	26
3.5 Data Collection Methods.....	27
3.6 Research Procedures.....	27
3.7 Data Analyses and Presentation.....	28
<b>CHAPTER 4: RESEARCH PRESENTATION, INTERPRETATION AND ANALYSIS.....</b>	<b>29</b>
<b>CHAPTER 5: DISCUSSION, CONCLUSION AND RECOMMENDATIONS.....</b>	<b>49</b>
<b>REFERENCES.....</b>	<b>56</b>
<b>APPENDICES.....</b>	<b>61</b>
<b>APPENDIX 1: INTRODUCTION LETTER.....</b>	<b>61</b>
<b>APPENDIX 2: QUESTIONNAIRE.....</b>	<b>62</b>
<b>APPENDIX 3: BUDGET.....</b>	<b>65</b>
<b>APPENDIX 4: WORK PLAN.....</b>	<b>66</b>
<b>APPENDIX 5: CERTIFICATE OF FIELD WORK.....</b>	<b>68</b>
<b>APPENDIX 6: CERTIFICATE OF CORRECTION.....</b>	<b>69</b>
<b>APPENDIX 7: CERTIFICATE OF PLAGIARISM.....</b>	<b>70</b>
<b>APPENDIX 8: DECLARATION OF ORIGINALITY FORM.....</b>	<b>71</b>

## **Abbreviations and Acronyms**

<b>CEC</b>	<b>County Executive Committee</b>
<b>PCT</b>	<b>Participatory Communication Theory</b>
<b>CLMBS</b>	<b>County Land Management Boards</b>

## **Abstract**

The general objective of the study was to determine the effectiveness of participatory communication in addressing land Conflicts among communities in Kenya, specifically in Makueni county. The study sought to find out if the Makueni County Management Board had adopted participatory communication as a tool for addressing land conflicts as well as to determine the extent to which participatory communication methods adopted by Makueni County land management Board were effective and responsive to managing land conflict in the county. Participatory communication is a process that involves stakeholder engagement and empowerment in owning and driving social change through participation. Descriptive survey was undertaken targeting the overall population of Makueni county and the specific stakeholders who were directly and indirectly involved in addressing land issues in the community. The study concluded that participatory communication was used to involve people in the resolution of land conflicts at the Makueni county hinging on the ability to share perceptions, views, knowledge and a common purpose within and across the community. It entailed the identification of the conflict situation, engagement of the stakeholder groups and follow-through. The study recommends that when applying participatory approach to communication in land conflict resolution, it is important to first identify the root cause of the issue being addressed, the culture of the community, the appropriate change agent, the relevant key stakeholders and their respective roles, the aim of the exercise, timelines as well as monitoring and evaluation approaches required.

## **CHAPTER ONE**

### **INTRODUCTION AND BACKGROUND OF THE STUDY**

#### **1.0 Overview**

This chapter consists of the background, statement of the problem, the objectives of the study which are distinguished by the general objectives and specific objectives, research questions derived from the research objectives, justification of the study, significance of the study, scope of the study and definition of terms.

#### **1.1 Background of the Study**

Participatory communication entails the application of the mass media and interpersonal skills to actualize ambitions and realize answers to certain challenges. Tam and Tong (2011) argue that, the strength of participatory communication lies in the ability to share perceptions, world views, knowledge and a common purpose within and across communities. Temirkulov (2014) points out that comprehensive, effective end to end participatory communication entails the identification of the societal issue, engagement of the stakeholder groups and follow-through during pre- and post-implementation of the social change initiatives. Stakeholder engagement is usually by way of empowerment, consultation, collaboration and passively through mass media. Stakeholders can include individuals, groups and institutions involved in the social change process (Mutanda, 2013; Benoliel and Somech, 2010).

According to Mutanda (2013) and Purkayastha (2005), land conflict refers to the disagreement, friction or discord within a group occasioned by differences in beliefs or actions leading to resistance to or by members of another group regarding land issues. Banner (2012) and Benoliel and Somech (2010) assert that these issues emanate from land boundaries, succession, multiple ownership, breach of sales contract, access to water and other natural resources, family feuds, land claims and many others. This is often caused by differences in opinion, disagreements between groups or individuals as well as the competition for scarce resources. Saeed and Almas (2014), Bobekova (2015) and Murti and Boydell (2008) point out that land conflict refers to debate, contest, disagreement, argument, dispute or quarrel, struggle, battle, confrontation, state of unrest, turmoil or chaos over land.



According to Edelson and Edelson (2003), groups are propelled towards land conflicts by superiority-inferiority complex, real or perceived injustice, perceived vulnerability and distrust. Land conflicts are common across Kenya regardless of the tenure system and land category. Land conflicts have negative impacts on both social and economic lives of those involved and should therefore be resolved in an efficient and effective manner (Mutanda, 2013; Purkayastha, 2005; Frahm and Brown, 2007). Vos (2006) observes that participatory communication requires changes in the thinking of 'communicators'. It requires much more imagination, preparation and hard work to have dialogical learning. Communication between people thrives on the ability to listen well.

## **1.2 Statement of the problem**

The role of land and natural resources in attracting conflict has in the recent past been on the increase and thereby attracting international attention from policy makers, scholars, researchers, governments, non-governmental organizations and analysts to the general public.. Land was increasingly becoming a source of conflicts not only in Kenya but across sub Saharan Africa as well. Land conflicts in Kenya could be traced to the colonial regime. The result of confining African communities in the reserves was massive landlessness. This aspect had remained paramount as long as agriculture had remained the country's economic mainstay. This could be evidenced by the Mau Mau uprising in Central Kenya and similar armed struggle in Upper Eastern and Rift Valley. According to the Daily Nation of 29<sup>th</sup> July 2015, for instance, at the Kihiu Mwiri Land buying company, a participatory communication strategy was put in place, being led by the President of Kenya and other senior community leaders to resolve the conflict and chart a peaceful way forward. These communities still perceived these lands as grazing rangelands in case of pastoralist communities and agricultural lands in case of agricultural communities.

This had been witnessed among the communities living in Narok, Kajiado and some parts of Meru around the Aberdares forest.

According to Kipruto (2016), the ministry of lands and settlement had, since independence, registered more than 87,422 parcels of land in Makueni County in 85 adjudication areas in addition to 81,061 parcels registered in Kibwezi. Makueni county was faced with a major issue of squatters in Mikuyuni, Nguu, Utangwa, Kiboko and Kinyambu where more than 3,192 people had been affected.

The de-gazettment process of the former Kenya Wildlife Society land in favor of the NgaiNdethya settlement scheme had taken ages whereas the allocation of former Kenya Agricultural Research Institute land to the Kiboko settlement scheme was long overdue. Further conflicts related to the pricing of the railway land had arisen due to grievances over land valuation and compensation. Other areas of conflict included sand harvesting along river banks, land ownership in coal and limestone rich areas like Mui (Mulemi, 2016). The current land tenure systems in the country may not be very well equipped to resolve such conflicts. Land is at the center of Kenya's existence and source of production to the country. Land conflicts have negative impacts on both social and economic lives of those involved and should therefore be resolved in an efficient and effective manner.

A careful analysis of all the aforementioned causes of land conflicts revealed that there was a gap in the achievement of the desired social setting due to the numerous land related conflicts. A close examination further pointed to the need for participation in driving the social change agenda through dialogue and participatory communication. There was need for a study to establish whether addressing land conflict through participatory communication is fundamental to creating sustainable peace and a lasting solution to the problem of land conflicts in Kenya. This study was done in Kenya to examine the participatory communication practices adopted in Makueni County by the Makueni County Lands Board and their impact on land conflict resolution. This study sought to fill the knowledge gap from a contextual point of view conspiring those done by Benoliel and Somech (2010), Gahr and Sarsar (2012), Tam and Tong (2011), Mutanda (2013), Purkayastha (2005) and Benoliel and Somech (2010) whose studies had been done outside Kenya and also touched on different aspects of participatory communication.

### **1.3 General objective**

To determine the effectiveness of participatory communication in addressing land Conflicts among communities in Kenya, specifically in Makueni county.

### **1.3.1 Specific Objectives**

The study was guided by the following specific objective;

- i. To find out if the Makueni County Management Board had adopted participatory communication as a tool for addressing land conflicts
- ii. To determine the extent to which participatory communication methods adopted by Makueni County land management Board were effective and responsive to managing land conflict in the county
- iii. To find out ways in which dialogue as a major participatory communication component contributed to alternative dispute resolution mechanism in land conflict management
- iv. To determine the extent to which intracommunity conflict dynamics escalated land conflict resolution in Makueni county

### **1.3.2 Research Questions**

The study aimed to answer the following research questions;

- i. To what extent have the participatory communication methods adopted by Makueni County land management Board been effective and responsive to managing land conflict in the county?
- ii. How does dialogue as a major participatory communication component contribute to alternative dispute resolution mechanism in land conflict management?
- iii. To what extent have intercommunity conflict dynamics escalated land conflict resolution in Makueni county?
- iv. How is a communication strategy for land conflict management developed?

### **1.4 Rationale and Justification of the study**

The role of land and natural resources in attracting conflict has in the recent past been on the increase and thereby attracting international attention from policy makers, scholars, researchers, governments, non-governmental organizations and analysts to the general public. Land is an important economic asset and source of livelihood. This study shall bring to light

the pivotal role the County land management Boards with other stakeholders like the National Land Commission plays in addressing land conflict issues.

This paper sought to provide perspectives, tools and experiences regarding the formulation and implementation of participatory communication strategies. It allowed practitioners to understand the various strategic options available to them, the underlying challenges and key success factors as well as how to implement effective participatory communication strategies.

It presented the practice of participatory communication as a means to sustainable social transformation, specifically in the resolution of land related conflicts. It provided sound guidelines on the formulation and implementation of participatory communication strategies in order to achieve lasting solutions to issues of land related conflicts particularly at the grassroots areas.

### **1.5 Significance of the Study**

The study is of importance to policy makers and key players in land sector because it identified the effectiveness of participatory communication in the management of land conflicts. It will be of significance to the Makueni County and other CLMBS in Kenya as it will provide a source of information on the importance of Participatory communication in the land sector. It will also provide an opportunity to the public to discuss factors affecting or influencing the use of participatory communication in tackling land conflicts. The study will be of significance to scholars and academics as it will contribute to the body of knowledge on use of participatory communication as a first step in managing land conflicts versus seeking legal action. It will also add value to researchers as it will suggest areas of further studies on the effectiveness of participatory communication in land conflicts. This study shall equip policymakers with information that will enable them to develop sound; practical, relevant and effective land policies in light of increased conflicts and stakeholder awareness.

### **1.6. Scope and Limitation of the Study**

The study was limited to Makueni County Land Management Board. The study was conducted between July –September 2016. The major limitation of the study was mainly that inherent in the use of a questionnaire as a primary tool for data collection. The interpretation of the

questionnaire questions and the perception of participatory communication may have differed from one person to another and hence result in different observations.

## **1.7 Operational Definition of terms**

**1.7.1 Prevalence-** the spread of land conflicts in Makueni County

**1.7.2 Severity-** the seriousness of land conflicts in Kenya

**1.7.3 Alternative Disputes Mechanism** – alternative methods for land conflicts

## **CHAPTER TWO**

### **LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

#### **2.0 Overview**

This chapter focuses on the available literature on participatory communication process, strategies and techniques adopted in managing and solving land conflicts in Kenya. The section also presents the theoretical framework on which the study will be premised. The chapter is organized into three sections; the first section examines in depth the concept of communication and participatory communication whereas the second section discusses conflicts as well as the nature and importance of land conflicts. The third section looks at the role of participatory communication in conflict management.

#### **2.1 Participatory Communication**

##### **2.1.1 Communication**

According to Dade and David (2013) and Dyck and Derrick (2015), communication simply refers to the act or process of conveying and getting feedback from two or more people. It entails conceptualizing an idea by the sender, translating the idea into a perceivable form, developing the message, selecting the medium, transmission of the message, receipt of the message by the receiver, interpretation of the message by the receiver and finally, feedback or response from the receiver (Banner, 2012; Carvalho and Judy, 2014).

Edelsson and Edelson (2003) argue that the message in a communication process can be oral, written, symbolic or non-verbal. The medium is the channel or means of transmitting the message to the receiver.

Jan and Thomas (1996), Barbosa (2013) and Edelsson and Edelson (2003) postulate that communication can be one-way in terms of data and information dissemination, broadcasts over the media and other similar means. Communication can also take a two-way

dimension, whereby where the process is open-ended, exploratory and not just limited to the transmission of information. One-way communication is used to inform and persuade with a purpose of creating awareness, passing knowledge and driving behavioral change or perceptions. It entails the extensive use of media, especially mass media. On the other hand, dialogic communication is used to explore and to empower.

The main purpose of dialogic communication is to assess, probe and analyze, prevent conflict, build capacity and involve stakeholders. It entails the heavy use of interpersonal methods. Categorization into monologic and dialogic is important in the determination of the specific communication strategies to adopt, the media requirements and level of stakeholder involvement to embark on. This distinction is only conceptual. In practice, these two approaches should be used concurrently and appropriately in line with the circumstances of the case and the desired outcomes of the process(Clutter buck, 2002;Gahr andSarsar, 2012).

Tam and Tong (2011) argue that, the strength of participatory communication lies in the ability to share perceptions, world views, knowledge and a common purpose within and across communities. Temirkulov (2014) points out that comprehensive, effective end to end participatory communication entails the identification of the societal issue, engagement of the stakeholder groups and follow-through during pre- and post-implementation of the social change initiatives. Stakeholder engagement is usually by way of empowerment, consultation, collaboration and passively through mass media. Stakeholders can include individuals, groups and institutions involved in the social change process (Mutanda, 2013; Benoliel and Somech, 2010).

### **2.1.2 Evolution of Participatory communication**

Heide andSimonsson (2014)andMontes and Serrano (2012) argue that two or three decades ago, strategic communication was all about persuading people to change and rallying people around desired social change objectives. As such, during this era, participatory communication had not taken shape and was therefore not practiced. The objectives were short term and the change delivered was not sustainable. By the early 1990s, this evolved with the increase in stakeholder awareness and thereby making stakeholder engagement an important part of the communication process. In this case, stakeholders would not only be informed but also consulted and let to take a front seat in driving the social change process.

### **2.1.3 Participation**

According to Yang and Cheng (2015), Nechansky (2008) and Rognes (2010), participation is the mobilization of people to eliminate unjust hierarchies of knowledge, power and economic distribution. It can also be defined as the reach and inclusion of inputs by relevant groups in the design and implementation of a social change program.

It can therefore, be construed to mean the involvement of ordinary people in a social change process. Participatory initiatives entails the engagement and involvement of stakeholders in collectively defining and identifying social issues or challenges and coming up with solutions to overcome those challenges or implement change in the society. This approach ensures that stakeholders have a chance to share knowledge, exchange ideas and knowledge, define their problems, identify the desired course of action, plan and implement lasting solutions to those problems (Hancock, 2006).

Crawford and Langston (2013) argue that participation is an effective way to achieve pre-determined goals defined by either the members of a community or by stakeholders external to the community involved. This process ensures that people are empowered to identify the challenges they face, come up with action plans for resolution, chart the desired way forward, implement and own the solutions to those problems.

The empowerment process entails the freedom for people to express their concerns, share knowledge and experience, learn new skills, come up with solutions, set goals, implement the change process, monitor progress, own the outcome of the process and share the lessons learnt. The process of participation in social change initiatives involves research around the social issue. The involvement of stakeholders through participatory communication ends up ensuring that the community owns and is committed to the change initiatives decided upon and implemented as a result of the process. It also helps to ensure that the underlying problems are not only identified and clearly defined but also that the solutions arrived at are relevant and in the interest of the community.



It has an inherent screening mechanism whereby as a result of deliberations at the community level, only the most relevant, significant and far reaching issues emerge as top priorities requiring collective efforts to work on and resolve. For a sustainable solution, the action plan, measures of success, monitoring and evaluation mechanisms are defined at the formulation stage with the involvement of all stakeholders. Empowerment is a product of all these activities coupled with the authenticity of the stakeholders and the level of participation (Dare and Ajila, 2015; Frandsen and Johansen, 2011). Participation by collaboration, on the other hand, entails the working together of all key stakeholders, their discussions, views and perspectives as well as joint efforts to come up with solutions to their problems and implement agreed action plans (Hyde, 2012; Nechansky, 2008).

Participation by collaboration is a gradual process since it is very consultative and involves the joint efforts of diverse stakeholder groups. It, therefore, does not usually translate to rapid or dramatic change. However, to be effective, it requires a high level of participation, authenticity and active involvement at every stage of the process. This process brings together all the various elements of lateral and horizontal communication and up skilling among all stakeholders.

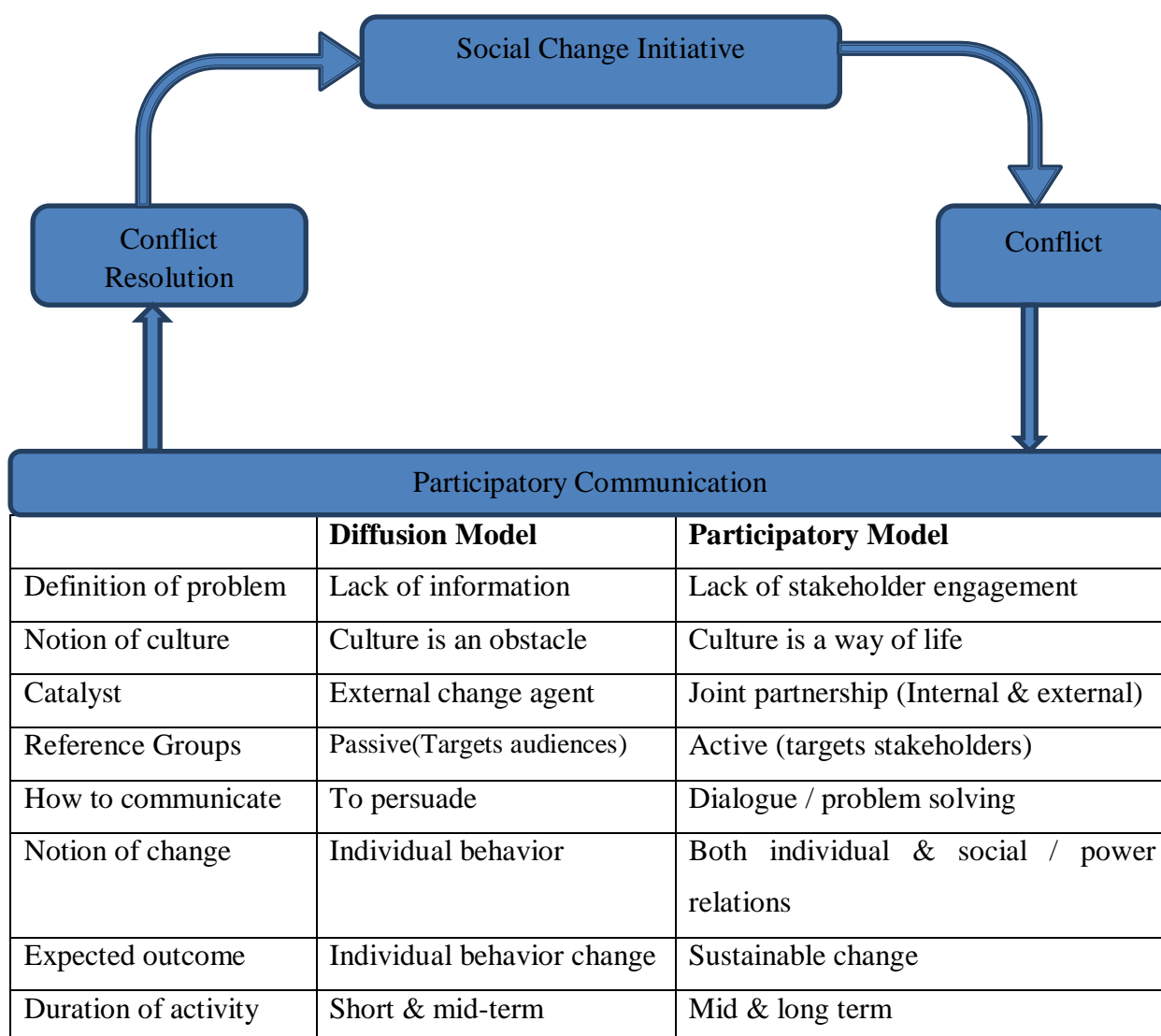
#### **2.1.4 Challenges in a Participatory Communication Model**

According to Vuuren (2008), Montes and Serrano (2012) and Frahm and Brown (2007), participatory communication is not appropriate in cases where stakeholders lack sufficient information, knowledge or expertise to tackle the problem at hand. In such cases or circumstances, the desired change or action plan is driven by agents external to the community.

Conversely, the participatory communication entails a more global view that cuts across diverse stakeholder groups, riding on stakeholder information and knowledge, empowerment and two-way communication. As such, stakeholders are empowered and are actively involved in identifying societal problems and collectively, coming up with solutions. These considerations are important while formulating the objectives and action plan for participatory communication. The participatory model is therefore, very all-encompassing and involves a great deal of active stakeholder engagement (Edelsson and Edelson, 2003).

### 2.1.5 Conceptual Framework

BenolielandSomech(2010) and Frandsen and Johansen (2011) argue that, when applying participatory approach to communication in social change initiatives, it is important to first identify the social issue being addressed, the culture of the community, the appropriate change agent, the relevant key stakeholders and their respective roles, the aim of the change, timelines as well as monitoring and evaluation approaches required. The overriding principle in participatory communication is that of free and active stakeholder engagement and empowerment. This process hinges on the ability of stakeholders to raise their concerns clearly though collective problem definition and identification (MurtiandBoydell, 2008).



### **2.1.5.1 Voice**

According to Schulz and Fernandez (2009) and Steyaert (2010), participatory communication aims at incorporating the views and desired actions of the marginalized groups. As such, this process gives the people at all levels of the society starting from the grass roots, a voice to be heard and a chance to be actively involved in defining problems, collectively coming up with solutions and sustainable action plans. The process may involve the use of interactive media sessions where marginalized groups and stakeholders in remote places can give their views and participate in driving the required change.

### **2.1.5.2 Liberating Pedagogy**

According to Nechansky (2008) and Gahr and Sarsar (2012), the need for participatory communication is usually triggered by someone or an entity that brings up the issues of concern and acts as the catalyst in calling for action. The catalyst may either be in the form of affected or concerned members of the community or external stakeholders like the civil society, civic leaders or even the media. The catalyst plays a critical role in steering the stakeholder groups to define the problem, planning and coordination of the flow of information across all stakeholder groups as well as leading the discussions for collective action planning. This whole process relies heavily on stakeholder authenticity and mutual trust. It is action-driven (Clutterbuck, 2002).

### **2.1.5.3 Action-Reflection-Action**

Frandsen and Johansen (2011) state that, participatory communication is not only about two-way communication but also about action. Empowerment, which is at the center of effective participatory communication emanates from the reflection on problems coupled with action geared towards certain collectively identified objectives.

The key outcomes of participatory communication are therefore, the creation of awareness about the societal issue or problem as well as the identification of a relevant action plan and commitment thereto. Effective leadership is necessary for the implementation of sound participatory communication strategies. This is necessitated by the need to bring together diverse stakeholder groups, collectively identify and resolve shared societal problems while at the same time empowering people to drive the change and be committed to the change (Heide and Simonsson, 2014).

### **2.1.6 The Role of the Media**

According to Montes and Serrano (2012) and Rognes (2010), media plays a key role in participatory communication both as a medium of communication and a social change agent providing a platform for stakeholder participation, a channel for passing on information to stakeholders, giving a voice to marginalized communities and mobilizing them to action. Access to media is a key success factor for effective participatory communication. Interactive media sessions that allow for two-way communication are essential for communication to be truly participatory. The media chosen can either be mass media, mobile broadcasts or simply face-to-face communication like theatre or concerts.

Temirkulov (2014) and Purkayastha (2005) argue that, the choice of media adopted reflects the culture and the values of the community. However, this choice is not cast in stone but changes from time to time depending on the circumstances of the case and may evolve from one generation to another. The most important aspect of the choice of media is the extent to which it allows for stakeholder participation (Heide and Simonsson, 2014).

According to Edelsson and Edelson (2003) and Dade and David (2013), in the course of formulating effective participatory communication strategies, consideration is made with regard to the type of media to be adopted, the levels of media to be engaged, how the media will be used, and how much it will cost compared to the desired outcomes. Other considerations include the expected degree of collaboration with the media, the effectiveness of the media in driving the visibility agenda, informing and empowering the people and whether it's going to be analogue or digital. The legal framework around the regulation of the media and access to the media should be considered beforehand (Murthi and Boydell, 2008; Steyaert, 2010).

## **2.2 Land Conflicts and Conflict Management**

### **2.2.1 The Nature and Importance of Conflicts**

According to Mutanda (2013) and Purkayastha (2005), land conflict refers to the disagreement, friction or discord within a group occasioned by differences in beliefs or actions leading to resistance to or by members of another group regarding land issues. Banner (2012) and Benoliel and Somech (2010) assert that these issues emanate from land boundaries, succession, multiple ownership, breach of sales contract, access to water and other natural resources, family feuds, land claims and many others. Murthi and Boydell (2008)

and Purkayastha (2005) assert that this is often caused by differences in opinion, disagreements between groups or individuals as well as the competition for scarce resources.

Saeed and Almas (2014), Bobekova (2015) and Murti and Boydell (2008) point out that land conflict refers to debate, contest, disagreement, argument, dispute or quarrel, struggle, battle, confrontation, state of unrest, turmoil or chaos over land. Land is increasingly becoming a source of conflicts not only in Kenya but across sub-Saharan Africa as well (Temirkulov, 2014; Banner, 2012; Frandsen and Johansen, 2011).

According to Saeed and Almas (2014) and Temirkulov (2014), the current land tenure systems in the country may not be very well equipped to resolve such conflicts. Land conflicts in Kenya are common stemming from colonial land tenure systems that also introduced conceptual, legal and sociological confusion in the traditional tenure systems then prevailing in traditional Kenyan society before the advent of colonialism (Bobekova, 2015; Mutanda, 2013).

### **2.2.2 A Brief History of Land Conflict in Kenya**

Scott (2014) and Maiese (2013) argue that the result of confining African communities in the reserves was massive landlessness. This led to poverty, discontent and eventually opened land-related conflicts. Thus, the land-related conflicts sprang due to the fact that the English Common Law failed to socially engineer an irreversible movement from communal tenure to individual tenure. As a result, wide structural inequalities between the 'land-haves' and the 'land-have-nots' became a major cause of land-related conflicts. This aspect has remained paramount as long as agriculture has remained the country's economic mainstay. Land is at the center of Kenya's survival and a major force of production to the economy. It thus sparks off sharp social, economic and political inequalities, which in turn lead to numerous land-related conflicts (Scott, 2014; Obala, 2013).

### **2.2.3 Other Causes of Land-Related Conflicts**

According to Edelson and Edelson (2003), groups are propelled towards land conflicts by superiority-inferiority complex, real or perceived injustice, perceived vulnerability and distrust. Land conflicts are common across Kenya regardless of the tenure system and land category. Land conflicts have negative impacts on both social and economic lives of those involved and should therefore be resolved in an efficient and effective manner (Mutanda, 2013; Purkayastha, 2005; Frahm and Brown, 2007). Obala (2013) and Scott (2014) assert that charging of land as security for mortgages from financial institutions leads to land-related conflicts.

Holm (2006) and Scott (2014) argue that, for an effective participatory communication strategy, stakeholders must be involved from the initial stages of problem definition and identification through every stage of the process to implementation and post implementation evaluation. Stakeholders need to have a clear understanding of the problem and the action required for effective implementation. A platform should be provided that allows for stakeholder participation, collaboration, exchange of ideas, information and knowledge as well as to harmonize and reconcile diverse stakeholder expectations. The need for change needs to be well defined and communicated in order to promote its acceptance and adoption across the board (Saeed and Almas, 2014).

## **2.3 Participatory Communication in Resolution of Land Conflicts**

### **2.3.1 Participatory Approaches**

Crawford and Langston (2013) argue that, the effectiveness of participatory communication hinges on the extent to which collective decision making and social change processes are articulated, understood and adopted by stakeholder groups or communities. Stakeholder groups can either be individual, governmental or non-governmental entities who are affected or help to drive the desired social change initiatives. These stakeholder groups share information and ideas, identify issues that affect them or the community at large, explore possible solutions, come up with an action plan, implement the plan, own the outcomes of the process and continue to monitor its effectiveness in addressing the societal issue over the long run.

According to Edelsson and Edelson (2003) and Hans (2014), for participatory communication to yield sustainable solutions, all stakeholder groups have to be involved at every stage of the process.

This ensures that all issues affecting the stakeholders are discussed in detail; every stakeholder has an opportunity to freely and openly express their views and concerns and is empowered to influence or drive the outcome of the process. The active involvement of all relevant stakeholders in defining and identifying the societal issues requiring change is a key factor in their empowerment and hence, ability to make the process work. As such, the impact of the outcomes is not limited to the particular project but cuts across a wide spectrum of social, cultural and political aspects.

Frahm and Brown (2007) and Saeed and Almas (2014) state that, in order to guarantee the success of the social change initiative, the context is as good as the proper application of all the relevant participatory communication methods and tools. Contextual considerations include the flexibility of the available timeframe, the political environment, openness and transparency of the communication, the cultural environment, and attitude of the key stakeholders. A conducive political environment, a positive attitude and open communication ensures a high level of participation and improves the likelihood of success of the social change initiative.

The level of participation mainly depends on the extent to which stakeholders, especially at the grassroots level, have been involved in setting the agenda of the social change initiative, the clarity of the issue being addressed, their level of knowledge in the area of concern and the flexibility of the entire participatory process. Therefore, participation is very low if the agenda has been set by a few individuals like technocrats, the issues are not clear or the people don't have sufficient knowledge on the issue with a rigid process that does not accommodate the diverse stakeholder requirements. According to Steyaert (2010) and Yang and Cheng (2015), participatory communication cuts across all levels of decision making, whether local, regional or international, involving diverse stakeholder groups and numerous participants. Therefore, the notion that participatory communication is limited to grassroots and local community social initiatives is not entirely correct.

### **2.3.2 Factors Affecting the Effectiveness of Participatory Communication**

Benoiel and Somech (2010) and Bobekova (2015) argue that, the extent to which the local context has been understood and factored in the participatory communication strategy planning and the level of stakeholder participation are the two main factors that affect the effectiveness of the strategy. A limited understanding of the local context and insufficient involvement of local stakeholders can lead to the failure of well-articulated strategies even if well meant for the good of the entire community. During the problem definition and identification stage, deliberations should be consultative and far-reaching, cutting across all the diverse stakeholder groups. There should be a common understanding or interpretation of the key problems in order to ensure maximum stakeholder buy-in and an effective project design.

The optimal and active engagement of all stakeholder groups from the beginning and throughout the entire process is crucial in guaranteeing the success of the initiative. Continuous monitoring and evaluation of the project coupled with timely corrective action, where need be, is key success factor in the process.

Authentic, free and genuine participation is essential for the success of the participatory communication initiative as it increases the sense of ownership and empowerment of local stakeholders and as a result enhances sustainability of the project. In practice however, the process is complex since all the diverse stakeholder interests and views have to be taken into account and reconciled through discussions, consultations and negotiations. Involvement of stakeholders from the initial problem definition stages eliminates the need to communicate the change objectives since all relevant stakeholders would be already aware of what the initiative is all about and what it endeavors to deliver.

Dyck and Derrick (2015) and Hartman (2002) explain that, a great number of stakeholders see the act of participatory communication as a right in Law and therefore, a mandatory process for driving change where some elements are of public interest. As such, participatory communication is not just about ownership and stakeholder empowerment but also a right for those affected. It plays a pivotal role in community development as it provides a voice to the poor and marginalized.

Therefore, owing to its nature, participatory communication helps alleviate poverty, promote social inclusion, reconcile diverse stakeholder interests for a common good, ensure a systematic approach to resolve societal problems such as land related conflicts and that the outcomes of the initiative have a far reaching implication (Dare and Ajila, 2015; Farkas, 2012).

#### **2.4 Implementation of an Effective Participatory Communication Strategy**

According to Heide and Simonsson (2014), the implementation of an effective participatory communication strategy involves four main stages. The assessment stage deals with the exploration of the suitable and relevant tools and methods for use in the implementation process. Participatory communication strategy design, on the other hand, explores the most effective ways to communicate the issues at hand, the action plans and the desired outcomes based on the preliminary stakeholder engagement sessions and research findings.



The actual implementation stage involves the execution of all the activities collectively identified and outlined in the action plan in line with the project objectives. The monitoring and evaluation stage is a post implementation activity that is carried out alongside the action plan execution and is geared towards ensuring that activities undertaken are in fact in line with the project objectives, that there is timely response to any changes in the environment and corrective action is promptly taken where necessary (Rognes, 2010).

According to Temirkulov (2014), Yang and Cheng (2015) and Dade and David (2013), the essence of participatory communication is dialogue and stakeholder involvement. As such, two-way communication should be a permanent feature of the end to end process from the beginning and throughout the entire process. The effectiveness of the communication strategy roll out mainly depends on how well the underlying issues were defined, identified, formulated, articulated and designed. A clearly defined communication strategy will most likely be effective since it is easy to implement, monitor, evaluate and control. The level of stakeholder involvement in the communication strategy formulation and implementation is extremely important in determining the success or otherwise of the change initiative. However, in some cases, the ideal full stakeholder participation in every step of the process may not be possible or desirable owing to the number of stakeholders involved, the technical nature of the actions required, the level of knowledge among the stakeholder groups, the available timeframe and cost implications. In other cases, if the problem is defined collectively and top priorities identified through participatory approaches, stakeholders may not be involved in making technical decisions or implementing the technical aspects of a project.

According to Murti and Boydell (2008) and Benoliel and Somech (2010), openness, transparency, accountability and good governance are essential aspects of the leadership required to deliver an effective participatory communication strategy. Effective leadership involves maintaining a delicate balance between diverse stakeholder interests, flexibility within the available timeframe; the resources available, the knowledge of the people involved in the change process while at the same time taking into account the changes in the external environment.

All key stakeholders need to be identified, made aware, trained, empowered, invited for participation, encouraged to share bring out the issues, share their knowledge and expertise and openly and freely share their views on the possible solutions to those problems. This consideration should be applied throughout the entire process in order to guarantee buy-in and long term sustainability of the solutions.

Clutterbuck (2002), and Edelsson and Edelson (2003) argue that, the effectiveness of a participatory communication strategy is determined by the degree of research, analysis, consultations, deliberation and engagement among all relevant stakeholders in the definition and identification of the problem as well as throughout the implementation, monitoring and evaluation stages. All key stakeholders need the space, time and platform to openly discuss their issues, identify solutions and come up with implementation plans. The availability of such platforms and opportunities is a major determinant of the effectiveness of participatory communication strategies. They not only enhance the chances of success but also go a long way in ensuring the long term sustainability of the project. The socio-cultural context is a very important consideration while identifying and defining the issues for discussion and resolution. It is also important to create a common space, establish dialogue and build trust among key stakeholders, assess needs, problems risks, opportunities and solutions. At the same time, it is critical to prioritize the key issues for change and reconcile different perceptions as well as validate findings and define solutions (Gahr and Sarsar, 2012).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Overview**

This chapter discusses the research design, the population, sampling techniques, research procedures, data collection and data analyses tools that were used for the purposes of the study.

#### **3.1 Research Design**

The research design was descriptive case study of the attitudes and opinions of the Makueni County land management Boards, county administration, local non-governmental organizations and land owners within Makueni county. A qualitative research approach was adopted. According to Arabu et al. (2015), descriptive research is the process of collecting data in order to test hypotheses or to answer questions concerning the current status of the subjects of the study. This research design was adopted in the quest to provide answers to the research questions because it relies on closed ended questions to define and determine the characteristics, attitudes, opinions and practices of the respondents. The use of pie charts and graphs aided in understanding the extent to which respondents thought that participatory communication practices had been adopted in Makueni county in land conflict resolution.

#### **3.2 Research Site**

The study was conducted at the Makueni County land management board offices located in Wote town, Makueni County in Kenya.

#### **3.3 Target Population**

The population of the study comprised of the overall population of Makueni county with a specific focus on those in areas where land related conflict has been witnessed as well as all stakeholders who are directly and indirectly involved in community engagement programs and addressing land issues in the community. These stakeholder groups included the management and staff of the Makueni County Lands Board, the police, the local administration, the ministry of lands, local non-governmental organizations and land owners.

### **3.4 The Sampling Technique and Sample Size**

A combination of different sampling techniques was used. Purposive sampling technique was adopted for its suitability in identifying respondents with unique characteristics such as the police, the local administration, the non-governmental organizations and the county land management board members who have expertise in and are usually directly involved in the resolution of land conflicts in the county. As such, the area Chief, County Officer, County Commissioner, Lands Registrar, Officer in Charge of Makueni area and all County Lands Management Board members were targeted. These stakeholder groups were identified and approached individually with a clear intention of collecting data from them owing to their diverse characteristics and ability to provide maximum variability in the responses obtained. These stakeholder groups and the specific individuals were introduced with the help of assistants from the county lands office.

On the other hand, stratified judgmental sampling technique was used to identify and contact people who had been affected by land conflicts or had been involved in the resolution of land conflicts in the county. First, with the help of assistants from the county lands office, the whole area was stratified into 12 zones covering the areas of Wote, Kathonzweni, Kilungu, Mbooni, Kibwezi, Tawa, Makindu, Sultan Hamud, Kambu, Kitise, Mukuyuni and Kola on the basis of the unique land related issues experienced in those areas. For instance, Wote and Kathonzweni were urban areas where issues related to urban planning were prevalent, Kibwezi, Makindu, Sultan Hamud and Kambu had issues of squatters whereas Kilungu, Mbooni, Tawa, Kitise, Mukuyuni and Kola were populous agricultural zones. This approach also ensured that all areas were covered for the purpose of this study. Samples were picked from each of these areas with judgment being applied so as not to interview children and minors. The assistants from the county lands office also helped in identifying areas where people were heavily affected by land conflicts either directly or indirectly. The sample size was determined with the help of the assistants from the county office who knew the key people who were usually actively involved in organizing, coordinating and participating in the participatory assemblies, locally referred to as 'Barazas'. This helped to shape the judgment and determination of the people contacted for the purpose of the study. A sample of two hundred and four (204) was picked. In the end, as it turned out from the fieldwork, the respondents were therefore victims, alleged perpetrators, arbitrators, village elders or participants in the resolution of land conflicts.

### **3.5 Data Collection Methods**

#### **3.5.1 Questionnaires**

The questionnaire was used as the primary tool for data collection. This tool was administered to all the targeted respondents in either or both soft copy and hard copy. The questionnaire was organized into four sections which included the respondents' background information and three other sections aligned to the research questions discussed in chapter one. The questionnaire comprised both close-ended and open-ended questions. This mix of both open and closed-ended questions provided a perfect opportunity to capture responses by respondents from all perspectives. Where necessary, the researcher used face-to-face discussions with the respondents to provide clarity and obtain additional data. This reduced the chances of misinterpretation of the questions as well as gave the respondents an opportunity to elaborate on some of their responses.

In order to get responses from the Chairman of the board, the executive committee, the local chiefs and assistants, the county commissioners and the very key stakeholders, the study also proposed to use the key informant interviews. The procedures adopted in this case were a blend of structured and unstructured interview in order to guarantee completeness of the areas covered especially issues of importance that may not have been captured clearly in the questionnaire. Key informant groups included the county commissioner of police, experts, lawyers and non-governmental organizations involved in land conflict resolution. These groups were identified with the help of assistants at the county lands office.

#### **3.5.2 Research Procedures**

Questionnaires were administered using the drop-and-pick method as well as by way of e mails. E mails were used to enhance the response rates owing to the fact that they are low-cost, easy to retrieve and make follow ups on and convenient for respondents working in offices. Follow ups were done on phone, field visits and via e mails to ensure maximum response rate as well as to offer verbal clarification of the research questions. A data request letter, duly approved by the University of Nairobi, was attached to the questionnaire, introducing the researcher, explaining the objectives of the study and guaranteeing confidentiality to the respondents. A pilot study was undertaken in order to establish whether, once fully rolled out, to test whether the questionnaire was clear, understandable and easy for respondents to interpret. The fieldwork for data collection and the subsequent preparation of summaries took a span of two months.

On the basis of the interview summary sheet, data analyses procedures that entailed sorting and computation of percentages were then undertaken in order to provide insights and therefore arrive at the conclusions of the study.

### **3.7 Data Analysis and Presentation**

The completed questionnaires were all collected and reviewed for completeness. Coding was undertaken to facilitate efficient input and analysis process. The coding process simply entailed the assignment of quantifiable values to the qualitative variables to label data and facilitate further quantitative analysis. The data gathered from the questionnaires was analyzed using the Statistical Package for Social Sciences (SPSS), a computer-aided data analysis tool. The researcher used the mean, frequencies and percentages to present the quantitative data. The qualitative data was collated and reconciled to eliminate duplication then presented in verbatim and narrative form. The quantitative data was expressed in percentages and presented in tables, charts and graphs for ease of interpretation.

### **3.8 Ethical Issues**

As a requirement of completion of the Master of Arts in Communication Studies, the researcher in this study is required to carry out a research project. Once the research topic was approved, under the guidance of the supervisor, the researcher proceeded to develop a research proposal which was successfully defended and given a go ahead to go to the field and collect data. The researcher required a Certificate of Fieldwork as seen in appendix V from the examiner to use as a basis for data collection. The certificate of Fieldwork was signed by the researcher's supervisor, school of journalism Associate Director and Director as required by the University of Nairobi research policy. Before issuing questionnaires and administering of interviews, the respondents were informed of the title and purpose of the study. The respondents were informed that the highest level of confidentiality would be adhered to due to sensitivity issues. All respondents only participated through their direct consent and the information given was used for the purposes for which it was sought.

The respondents in the recorded interview activity were informed that the conversation was to be recorded and therefore their consent was required. All the interviewees had no problem participating in the recorded interview sessions.

After the defense the Certificate of Corrections was awarded as shown in appendix VI. The project was checked for plagiarism which scored 12% plagiarism level below the 15% required as shown in appendix VII. The declaration of originality form was also attached on the project as appendix VIII in line with the research guidelines of the University of Nairobi.

## **CHAPTER FOUR**

### **RESEARCH PRESENTATION, INTERPRETATION AND ANALYSIS**

#### **4.1 Overview**

The purpose of this study was to determine the effectiveness of participatory communication in addressing land Conflicts among communities in Kenya, specifically in Makueni county. The study was guided by four specific objectives: To find out if the Makueni County Management Board had adopted participatory communication as a tool for addressing land conflicts, To determine the extent to which participatory communication methods adopted by Makueni County land management Board were effective and responsive to managing land conflict in the county, To find out ways in which dialogue as a major participatory communication component contributed to alternative dispute resolution mechanism in land conflict management and to determine the extent to which intra-community conflict dynamics escalated land conflict resolution in Makueni county This chapter outlines the findings of the study. It is organized into five sections in line with the research questions.

The response rate was 77%. Out of the two hundred and four (204) questionnaires administered, one hundred and fifty seven (157) were completed and submitted properly for the purpose of this study. The responses were collected from the management and staff of the Makueni County, the members of the county lands board, the county administration and other key stakeholders.

#### **4.2 Participatory Communication**

As illustrated in figure 4.1 on page 30, 71% of the respondents said that participatory communication at the Makueni county involved the mobilization of people to eliminate any unjust hierarchies of knowledge, power and economic distribution to a very large extent whereas 15% said that this was the case to a large extent. This revealed that massive efforts were in place to ensure that residents were enlightened and educated on the need for land conflict resolution.



There was active involvement and participation across all stakeholder groups considering that 78% of the respondents pointed out that participatory communication at the Makueni County entailed the involvement of ordinary people in the decision making and implementation processes to a very large extent whereas 11% pointed out that this was so to a large extent. This implies that issue of information asymmetry was properly addressed through grassroots mobilization and involvement.

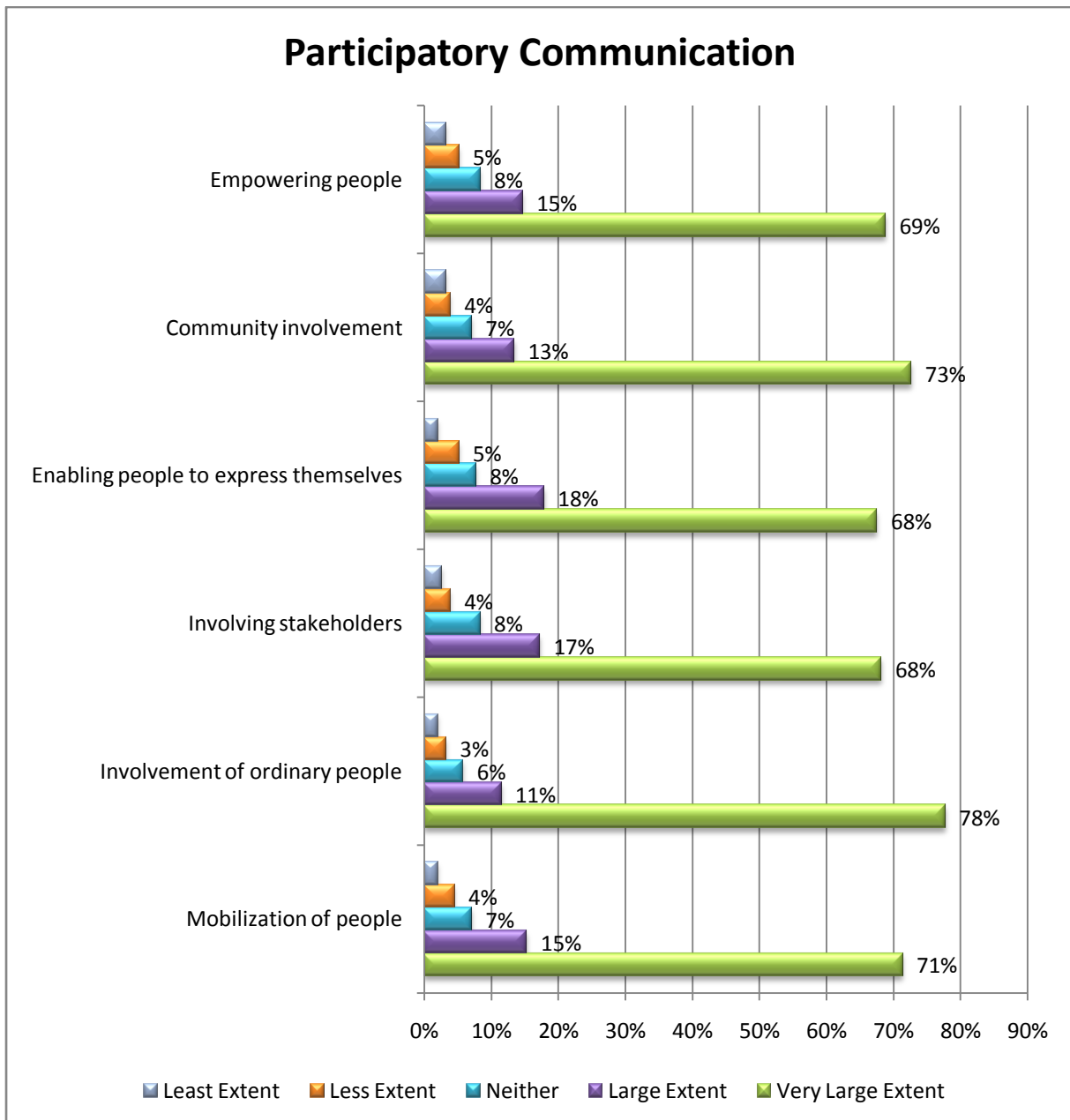
One respondent noted that

“as people of makueni county, we are very lucky to have a county lands office that is always going out of it’s way to educate and inform us about land issues and the importance of ownership documents. We are now very informed people”.

68% of the respondents observed that participatory communication at the Makueni county was a methodology involving stakeholders in the identification of core issues in land conflict management to a very large extent whereas 17% said that this was so to a large extent. 68% of the respondents said that participatory communication at the Makueni county enabled people to express their own knowledge and conduct their own analysis, assessment and action planning to a very large extent. 18% on the other hand said that this was so to a large extent. This revealed that there was two-way communication between stakeholders and the county lands management board, the process was transparent and all-encompassing while taking into account the views of everyone.

Participatory communication initiatives at the county were focused on the common good of the community owing to the fact that 73% of the respondents said that participatory communication at the Makueni county was a tool to achieve a pre-established goal to a very large extent whereas 13% said that this was so to a large extent. This implies that the process was goal oriented and geared towards the delivery of foreseeable social transformation. According to the respondents, participatory communication was a means but not an end in itself.

On the other hand, 69% of the respondents pointed out that participatory communication at the Makueni county empowered people to handle challenges and influence the direction of their own lives to a very large extent. Similarly, 15% pointed out that this was the case to a large extent. This reveals that the county residents and all stakeholders felt empowered to deal with their own land issues, identify causes of land conflict, deep-dive to their underlying factors and come up with solutions of collective social-political importance. It is interesting, however, to note that 6% of the respondents felt that involvement, empowerment and focus on the common good of the community was only to a lesser extent. This reflects room for improvement in the end to end process of participatory communication while at the same time implying a give-and-take scenario that usually plays out in virtually all people driven initiatives. This can be deemed to be a healthy score for an effective participatory communication initiative.

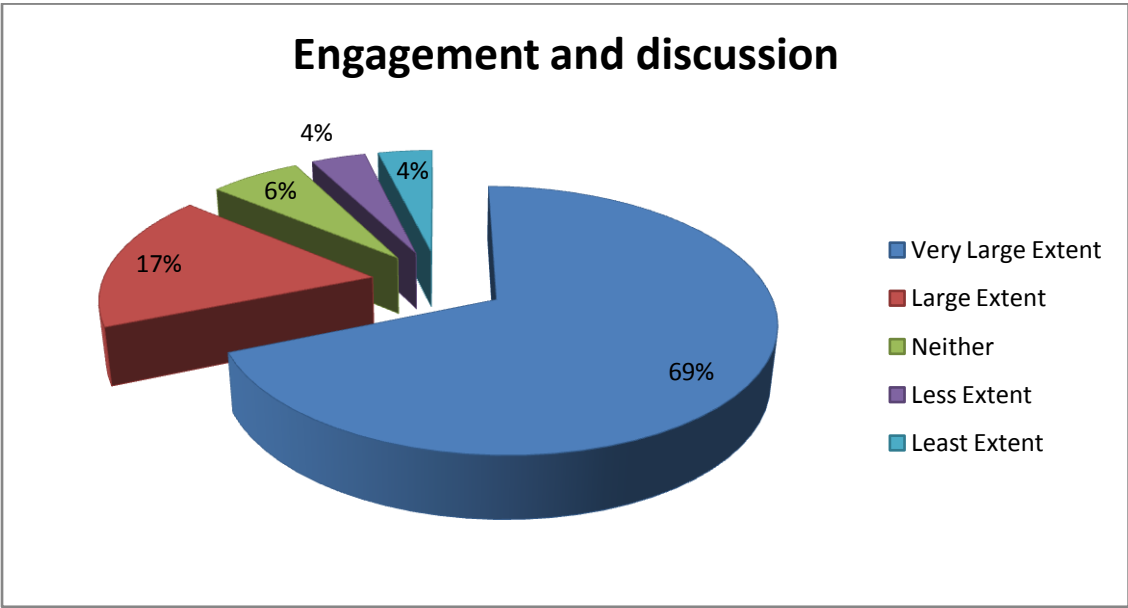


**Figure 4.1 Participatory Communication**

### 4.3 Land Conflict Conflicts and Conflict Resolution

As illustrated in figure 4.2 below, 69% the respondents said that land conflict resolution at the Makuenicountywas a process of public and private engagement and discussion to a very large extent whereas 17% said that this was the case to a large extent. This, according to the respondents, demonstrated that there was a clear appreciation of the fact that the solution to land conflict issues within the county lied not only in the hands of public sector institutions and players but also in the hands of the county residents as well.

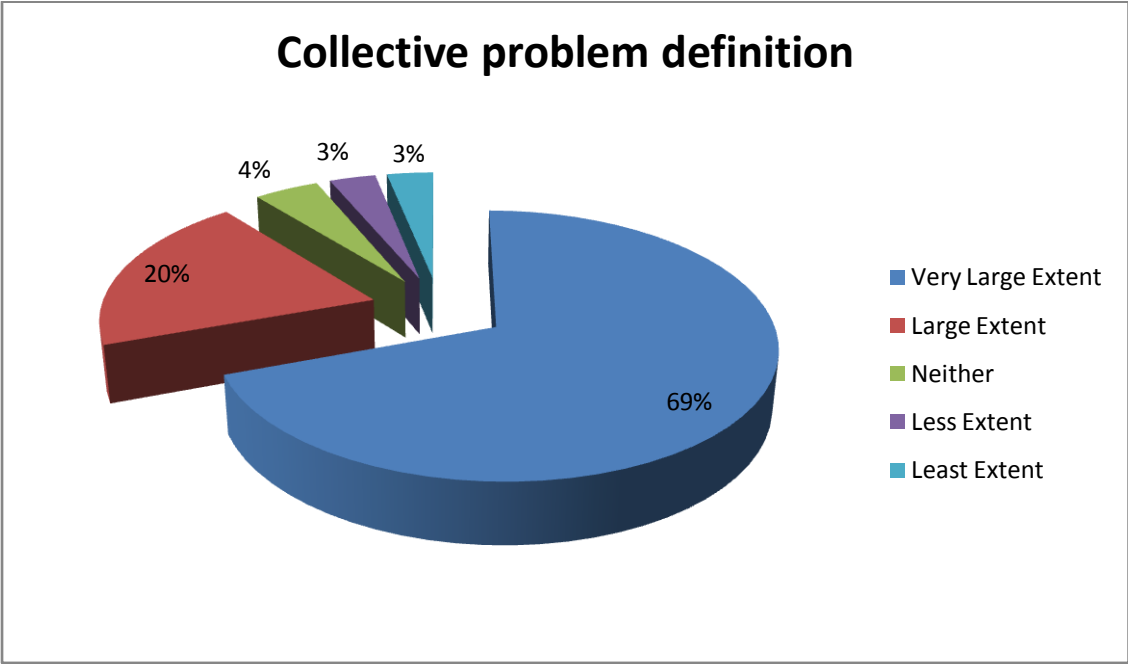
This observation goes hand-in-hand with that made on the extent of people involvement and empowerment in the land conflict resolution process by way of participatory communication. However, on the contrary, 6% of the respondents were not in agreement. This minority group needs to be managed very well as they derail or frustrate the problem definition and identification efforts outlined in figures 4.3 and 4.4 below.



**Figure 4.2 Engagement and discussion**

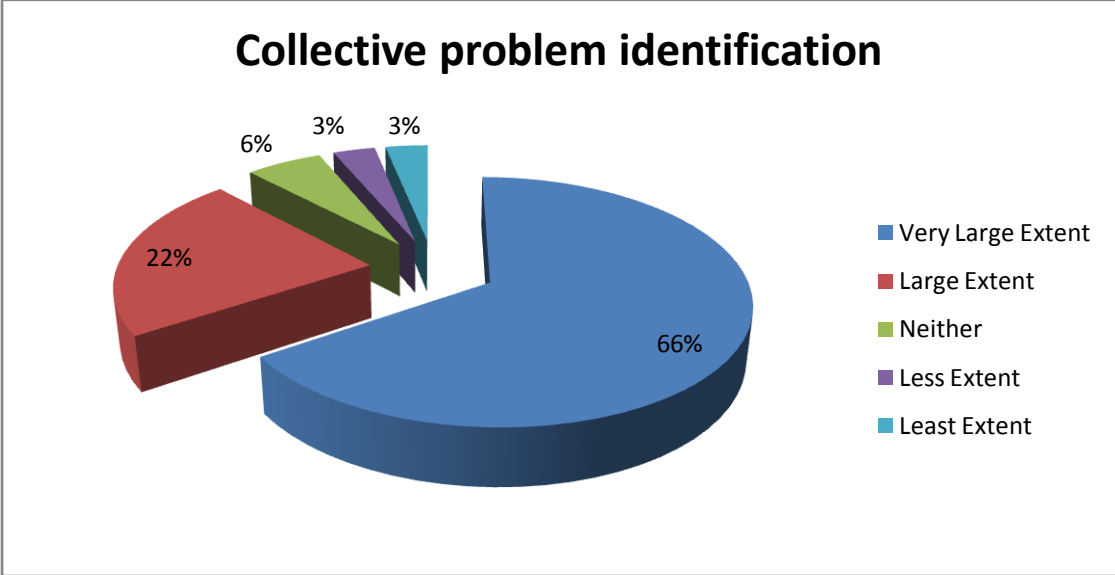
As illustrated in figure 4.3 below, 69% of the respondents said that land conflict resolution at the Makueni county led to collective problem definition and action planning to a very large extent. Similarly, 20% agreed that this was the case to a large extent. This revealed that, in Makueni county, land conflicts presented a challenge not only to individuals and groups but to the wider community at large. As such, problem definition and action planning was a collective affair among all stakeholder groups. This observation is a clear reflection of the outcomes of the people engagement and discussion sessions described in figure 4.2 above. This score on problem definition indicates that stakeholders actually take the time to engage, consult and exchange views and opinions to get to the bottom of the issues that underlie the land problem at the county.

This revelation is much clearer when we look at the observations in figure 4.4 whereby 66% of the respondents confirmed that the product of this process was the collective identification of these land related challenges. Interestingly, there is a 6% minority whose views are in contrast and this begs to more attention in the subsequent stages of stakeholder engagement, action planning and implementation.



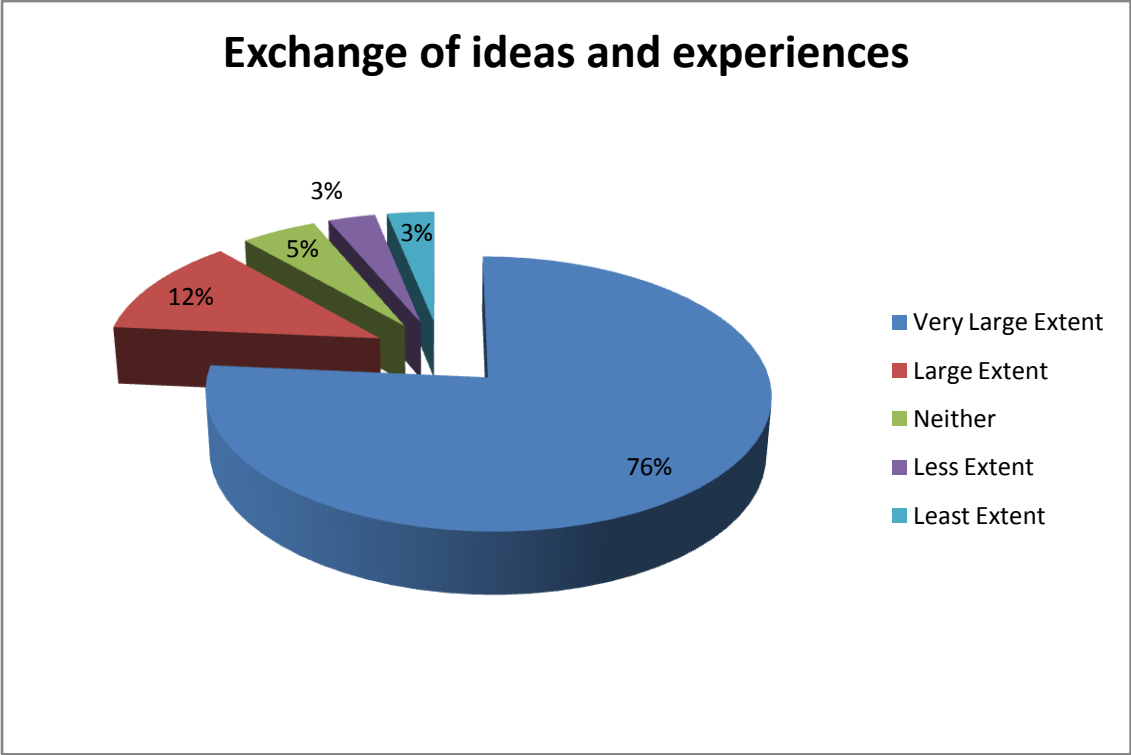
**Figure 4.3 Collective problem definition**

As illustrated in figure 4.4 below, 66% of the respondents said that land conflict resolution at the Makeni county led to collective problem identification, decision making and community-based implementation of solutions to a very large extent. 22% said that this was the case to a large extent. This observation was closely linked to that made on problem definition, whereby, action planning and implementation was handled collectively among stakeholder groups at the county level. This reveals that there is a very strong sense of the unity of purpose while looking for solutions to land conflicts at the county considering the strong corroborative scores noted in figure 4.2 and 4.3 above. However, there is still a 6% minority that does not concur. This stakeholder group is critical for the success or failure of the initiative since a slight dissatisfaction within any stakeholder group is likely to spread and cause more conflicts than earlier perceived.



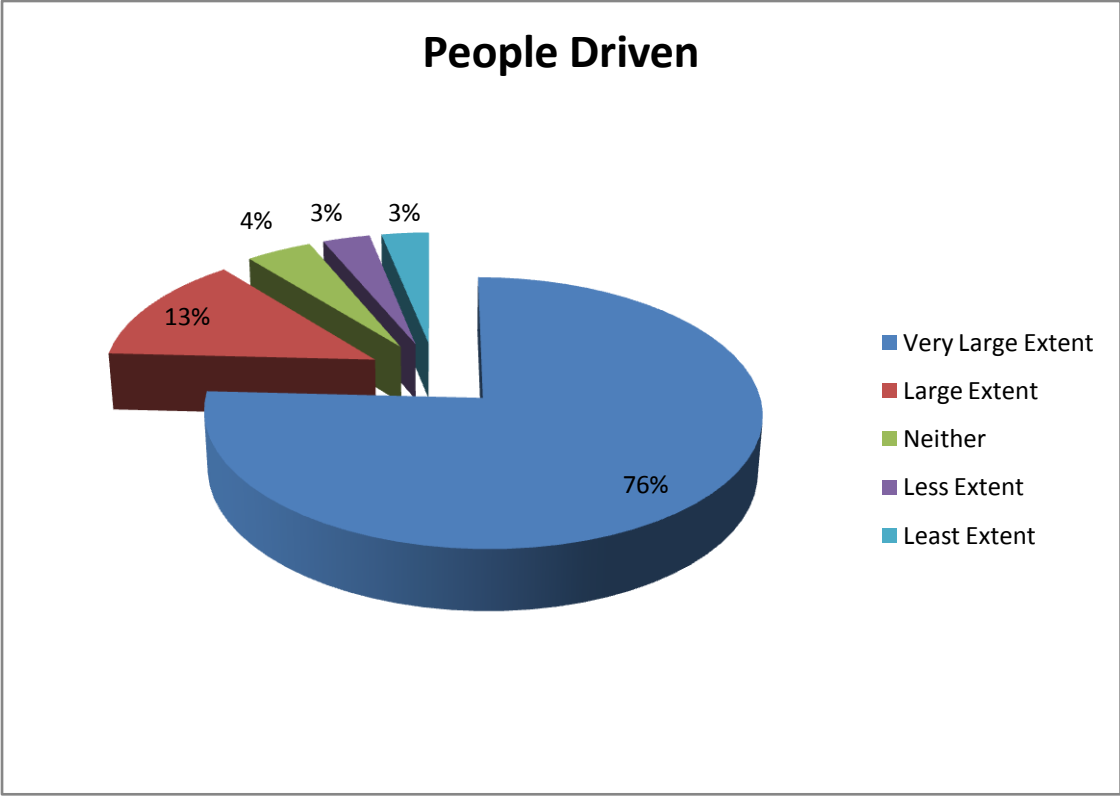
**Figure 4.4 Collective problem identification**

As illustrated in figure 4.5 below, 76% of the respondents said that land conflict resolution at the Makueni county provided an exchange of ideas and experiences leading to lasting solutions to a very large extent. 12% said that this was so to a large extent. This observation revealed that land conflict resolution process was participatory and rode on the strengths of stakeholder diversity to deliver lasting long term solutions for the community.



**Figure 4.5 Exchange of ideas and experiences**

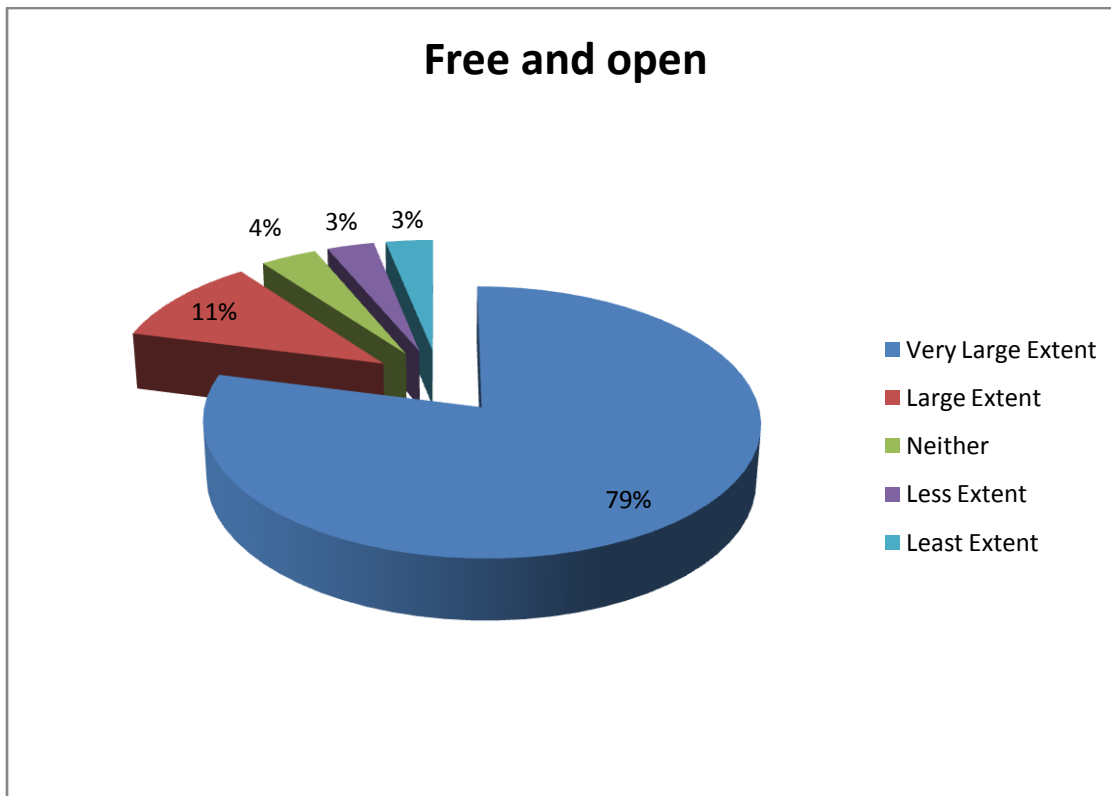
As illustrated in figure 4.6 below, 76% of the respondents said that land conflict resolution at the Makueni county was a process that was owned and controlled by the people of Makueni to a very large extent. 12% said this was the case to a large extent. This tells us that the entire process of resolving land conflicts at the county was people driven and people felt empowered to be an active part of the process and solutions. However, 10% of the respondents felt that this was not the case. This observation presents a unique challenge to all stakeholders at large. It also contrasts the earlier observations by the majority who perceived the process to be all-encompassing, widely engaging, empowering and people-centered.



**Figure 4.6 People driven**

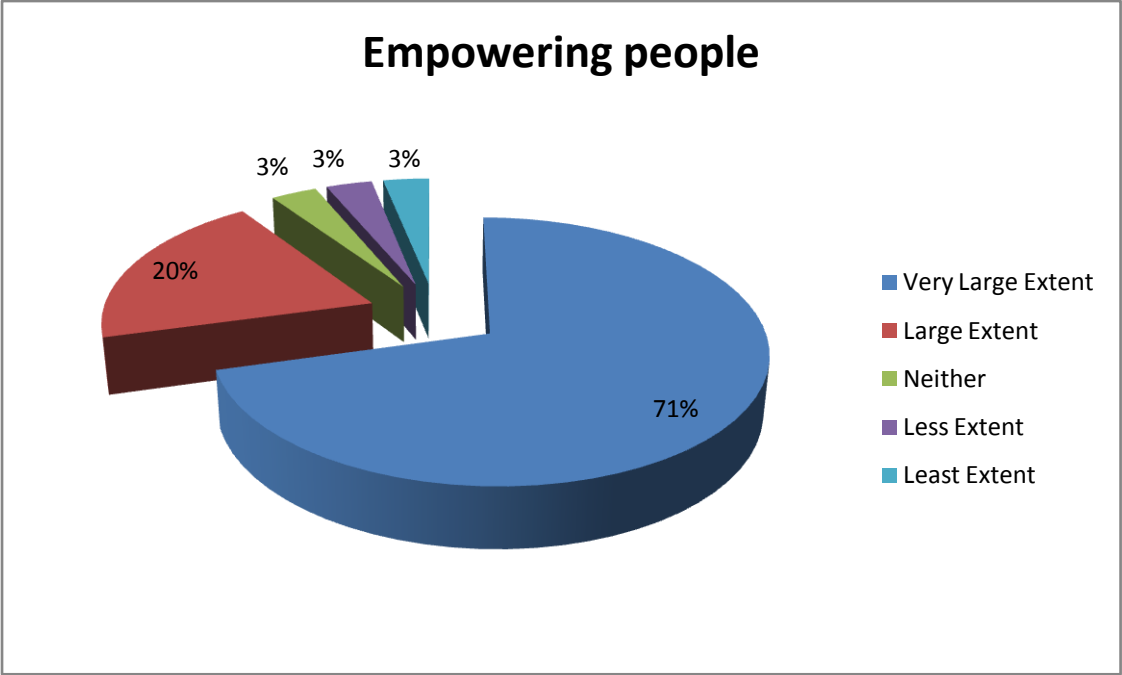
As illustrated in figure 4.7 below, 79% of the respondents said that land conflict resolution at the Makueni county was a free and open process to a very large extent whereas 11% admitted that this was the case to a large extent. This observation closely links to the revelation that people owned and controlled the process of land conflict resolution. The process, being free and open, created a perfect setting for people to own and control the outcomes. Freedom and transparency are key determinants of the success or otherwise of participatory communication initiatives. Land being an emotive issue across the county, the need to create trust across all stakeholder groups is paramount. 10% of the respondents felt that freedom and openness in the process were not at satisfactory levels. This group of stakeholders again, presents a unique challenge in the land conflict resolution process. These observations may imply the existence of gaps in the process of engaging all stakeholders, empowering them and collectively coming up with actions agreeable to all.





**Figure 4.7 Free and open**

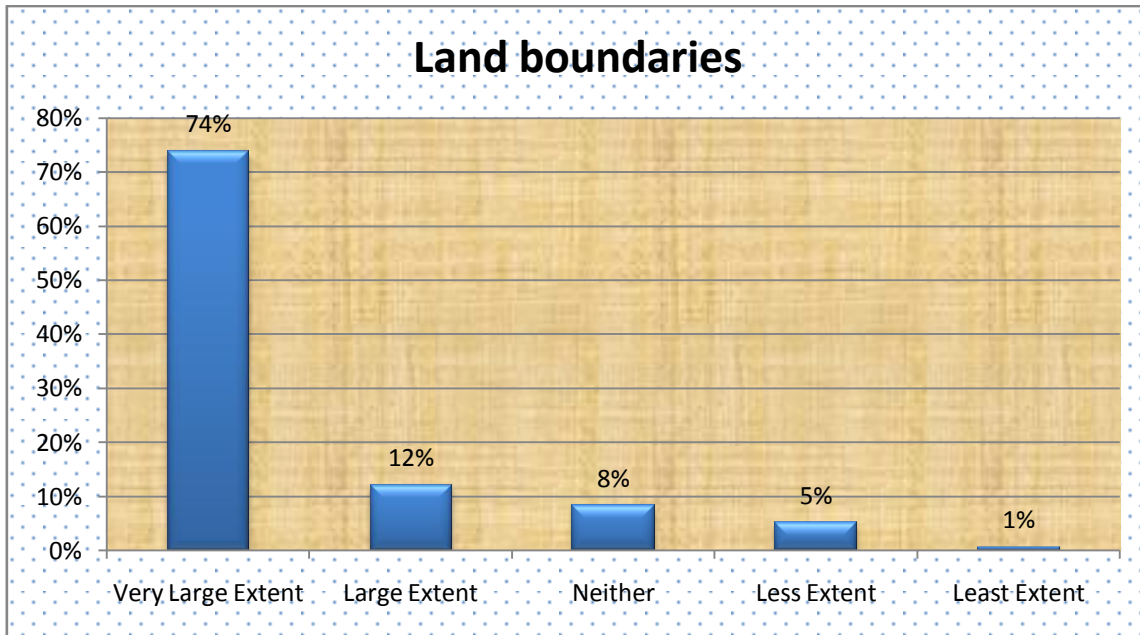
As illustrated in figure 4.8 below, 71% of the respondents said that land conflict resolution at the Makueni county empowered the people to voice their concerns to a very large extent. 20% similarly said that this was so to a large extent. This implies that the people were not only confident, enlightened and well informed but were also actively involved in the exchange of ideas, information and experiences on resolution of land conflicts at the county. There is a very close link between this observation and those made in regard to the freedom, openness, engagement and collective drive. 6% of the respondents felt that they were only empowered to voice their concerns to a lesser extent. This is a gap that needs to be closed in order to come up with lasting land conflict resolution



**Figure 4.8 Empowering people**

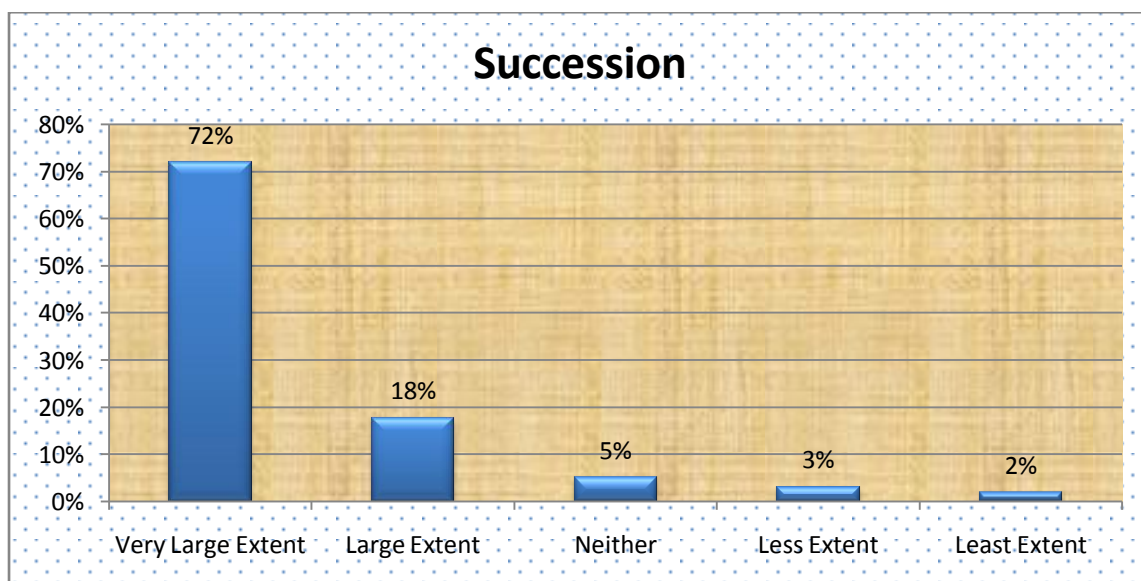
**4.4 Participatory Communication in Resolution of Land Conflicts in Makueni County**

As illustrated in figure 4.9 below, 74% of the respondents said that the Makueni county lands board used to deal effectively with conflicts arising from land boundaries to a very large extent. 12% agreed that this was the case to a large extent. This observation reveals that land boundaries was one of the root causes of land conflicts at the county, this had been identified and defined in clear terms and that the lands board was executing its mandate to address the issue effectively. 6% of the respondents, however, did not concur. This may imply that, either for this group, land boundaries are not a major cause of conflicts or at the problem definition and identification stages, this has not come out clearly as an issue. There is a very close link between this observation and those illustrated under succession, access to and competition for water and other scarce resources.



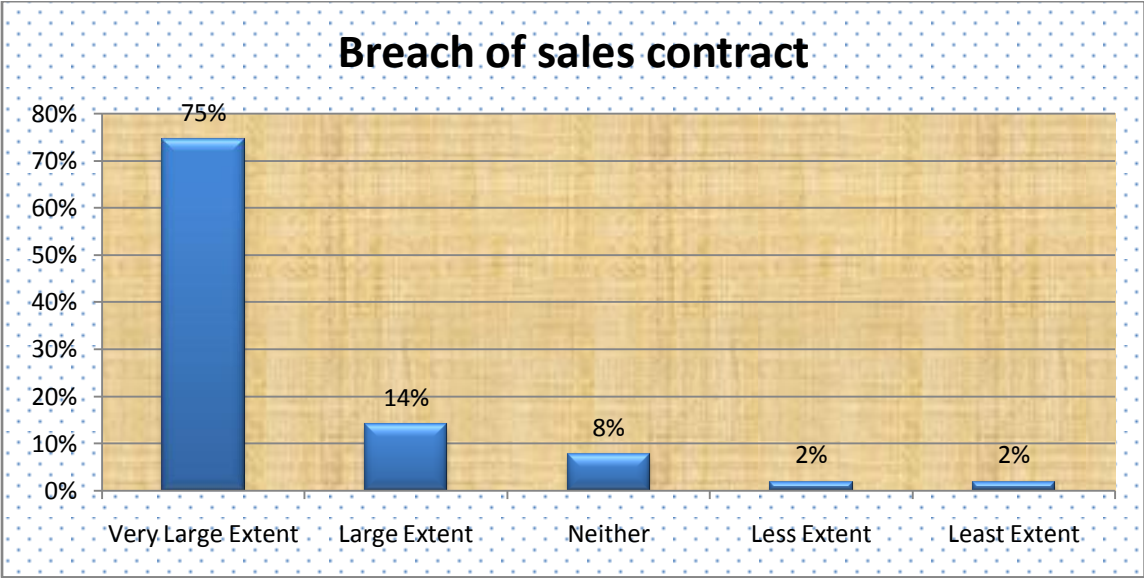
**Figure 4.9 Land boundaries**

As illustrated in figure 4.10 below, 72% of the respondents said that the Makueni county lands board used to deal effectively with conflicts arising from succession and inheritance to a very large extent. 18% admitted that this was the case to a large extent. This observation reveals that succession and inheritance was one of the root causes of land conflicts at the county, this had been identified and defined in clear terms and that the lands board was executing its mandate to address the issue effectively. 5% of the respondents were not in agreement. This implies that they may not have been affected by such causes of land conflict or were simply not convinced that it was a source of conflict.



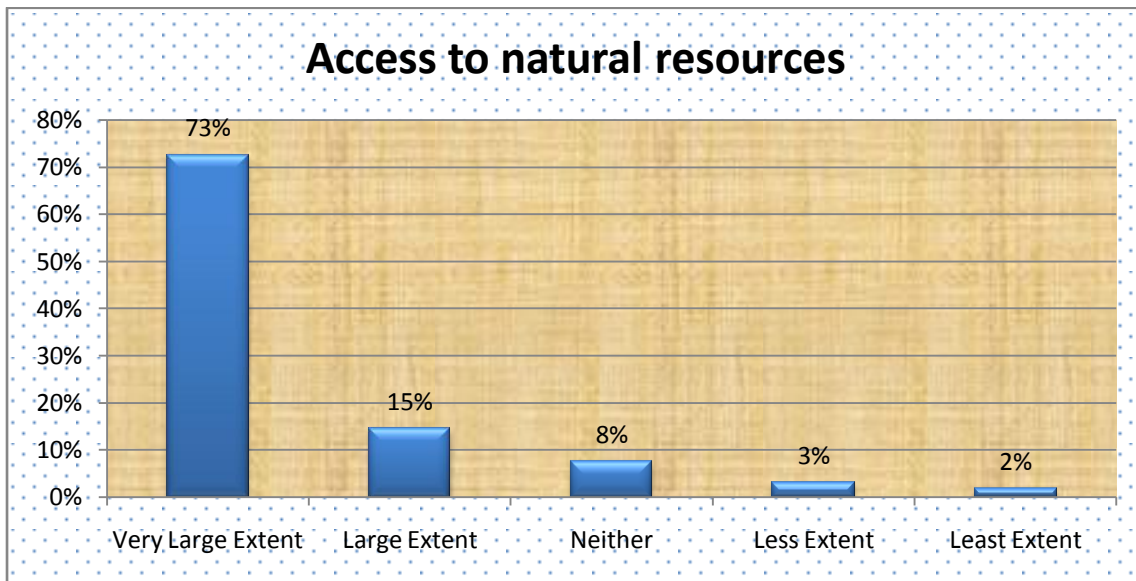
**Figure 4.10 Succession**

As illustrated in figure 4.11 below, 75% of the respondents said that the Makueni county lands board used to deal effectively with conflicts arising from the breach of sale contracts to a very large extent. 14% similarly agreed that this was the case to a large extent. This observation reveals that the breach of sale contracts was one of the root causes of land conflicts at the county, this had been identified and defined in clear terms and that the lands board was executing its mandate to address the issue effectively. This points to the need for stakeholder education that is geared towards enlightening the county residents on the process of transferring the ownership of property, documentation of sale contracts and fall back options in case of breach. Interestingly, 4% of the respondents did not concur. This is particularly an issue of concern around Mutiyambua and Kinyambu areas where further conflicts related to the pricing of the railway land have arisen due to grievances over land valuation and compensation.



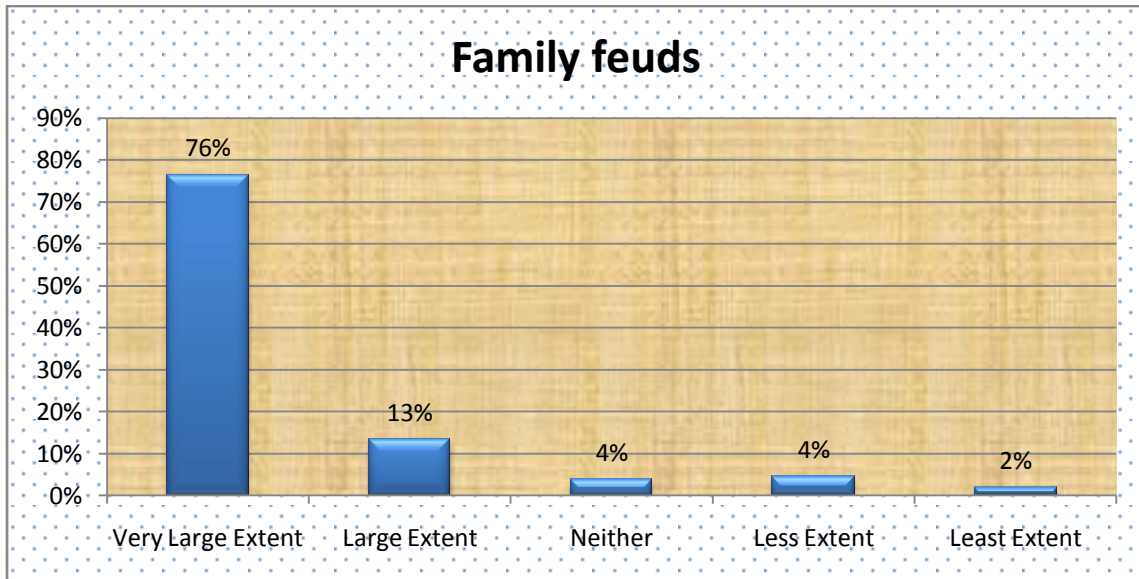
**Figure 4.11 Breach of sales contract**

As illustrated in figure 4.12 below, 73% of the respondents said that the Makueni county lands board used to deal effectively with conflicts related to the access of water and other resources to a very large extent. 15% said that this was so to a large extent. This observation reveals that access of water and other resources was one of the root causes of land conflicts at the county, this had been identified and defined in clear terms and that the lands board was executing its mandate to address the issue effectively.



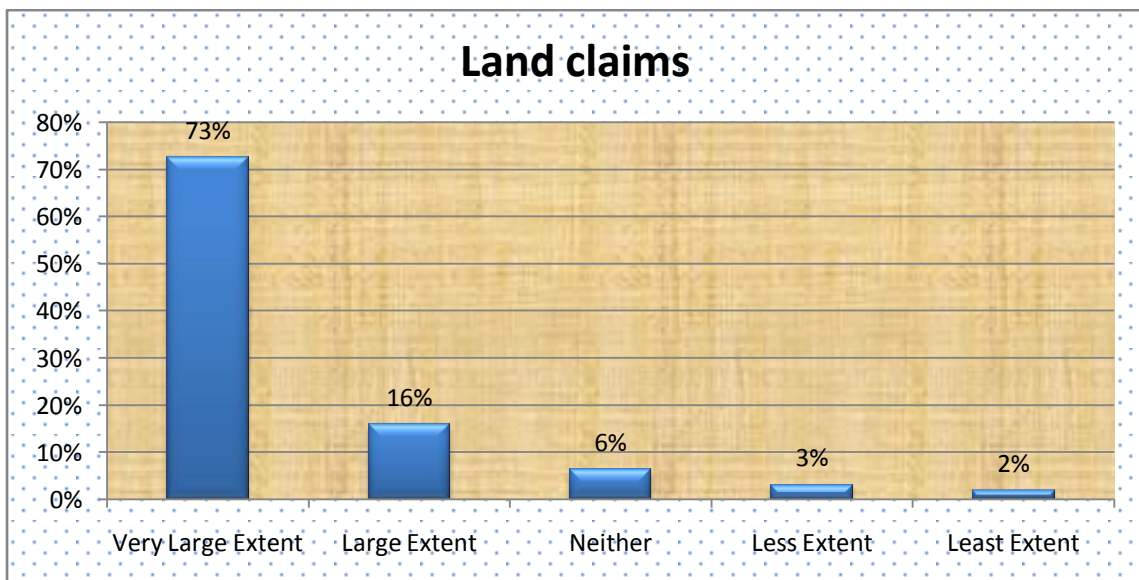
**Figure 4.12 Access to natural resources**

As illustrated in figure 4.13 below, 76% of the respondents said that the Makueni county lands board used to deal effectively with conflicts arising from family feuds to a very large extent. 13% said that this was the case to a large extent. This observation reveals that family feuds and disagreements were one of the root causes of land conflicts at the county, this had been identified and defined in clear terms and that the lands board was executing its mandate to address the issue effectively. This observation provides assurance that succession and inheritance, as illustrated in figure 4.10 above, were indeed major causes of land conflict. This information is very key in the design of the participatory communication strategy since it cuts across the board and not just one or a few families.



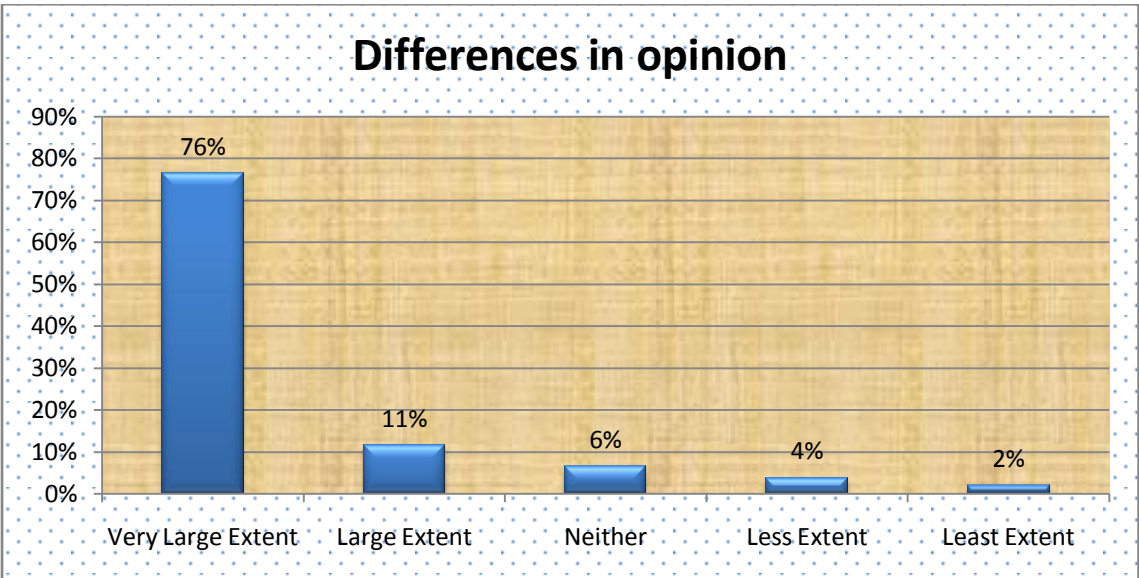
**Figure 4.13 Family Feuds**

As illustrated in figure 4.14 below, 73% of the respondents said that the Makueni county lands board used to deal effectively with conflicts arising from land claims, partnerships and cooperative societies to a very large extent. 16% said that this was the case to a large extent. This observation reveals that land claims, partnerships and cooperative societies were among the root causes of land conflicts at the county, this had been identified and defined in clear terms and that the lands board was executing its mandate to address the issue effectively.



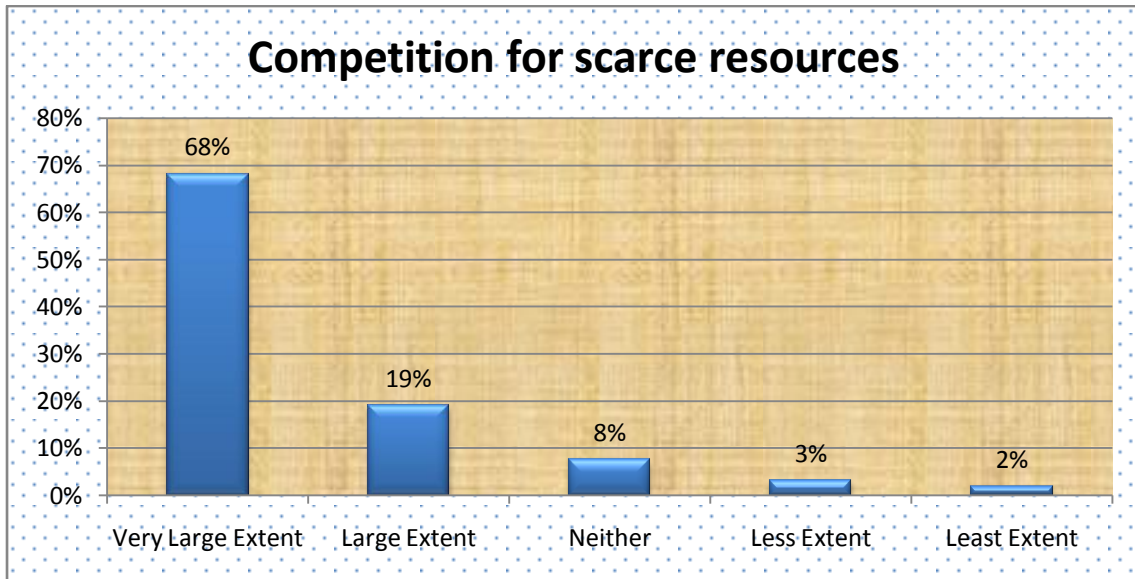
**Figure 4.14 Land claims**

As illustrated in figure 4.15 below, 76% of the respondents said that the Makueni county lands board used to deal effectively with conflicts arising from differences in opinion on land use and ownership to a very large extent whereas 11% said that this was the case to a large extent. This observation reveals that differences in opinion on land use and ownership was one of the root causes of land conflicts at the county, this had been identified and defined in clear terms and that the lands board was executing its mandate to address the issue effectively. This was especially prevalent in Kibwezi area where human-wildlife conflict and the squatter issues were the major causes of conflict.



**Figure 4.15 Differences in opinion**

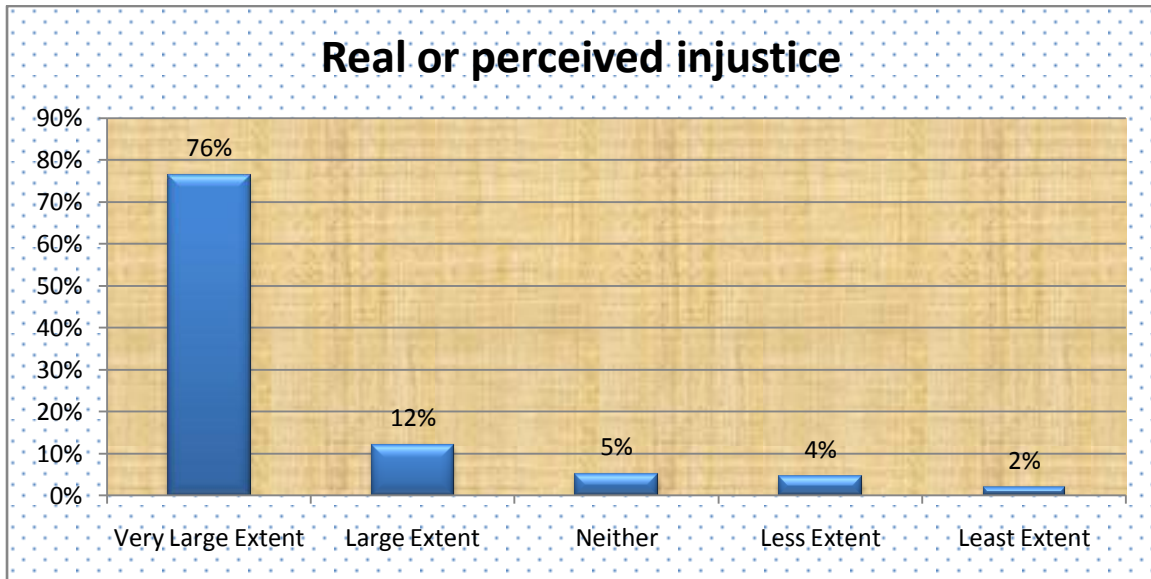
As illustrated in figure 4.16 below, 68% of the respondents said that the Makueni county lands board used to deal effectively with conflicts arising from competition for water and other scarce resources to a very large extent. 19% said that this was the case to a large extent. This observation reveals that competition for water and other scarce resources was one of the root causes of land conflicts at the county, this had been identified and defined in clear terms and that the lands board was executing its mandate to address the issue effectively. This was especially prevalent in Kaiti area where sand harvesting along the banks of Kaiti river was major cause of conflict. 5% of the respondents did not concur. This reveals that the issue may not be cutting across the entire county but is only prevalent in small pockets where the scarcity of resources is more pronounced.



**Figure 4.16 Competition for scarce resources**

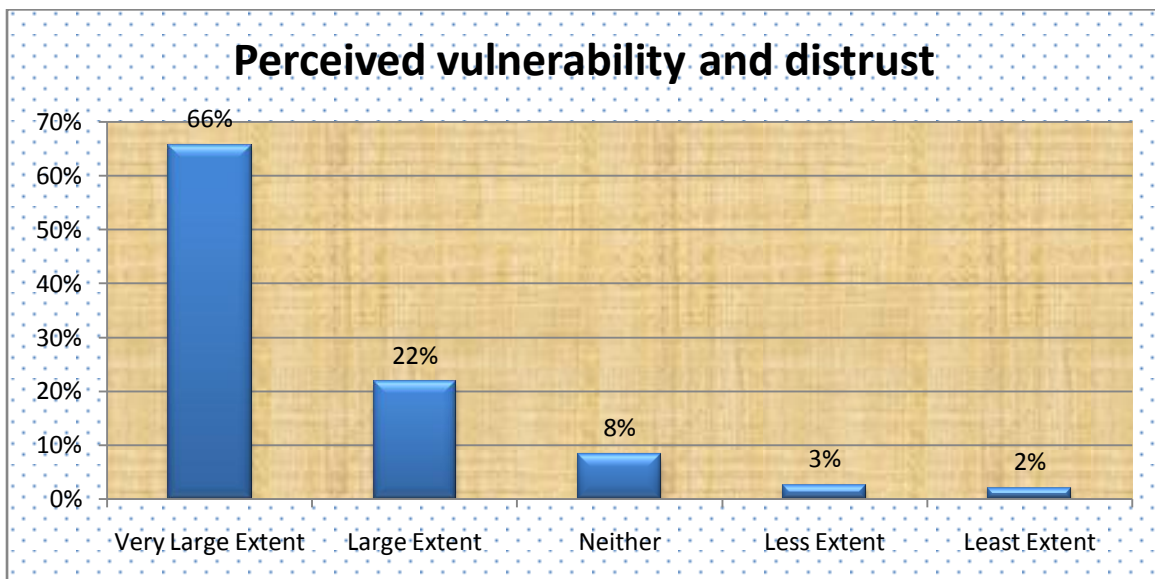
As illustrated in figure 4.17 below, 76% of the respondents said that the Makueni county lands board used to deal effectively with conflicts arising from real or perceived injustice to a very large extent. 12% said that this was the case to a large extent. This observation reveals that real or perceived injustice was one of the root causes of land conflicts at the county, this had been identified and defined in clear terms and that the lands board was executing its mandate to address the issue effectively. This again, was a major issue for the people of Kiboko, Ngwata and Kambu areas where the squatter problem was yet to be addressed conclusively. Mikuyuni, Nguu, Utangwa, and Lombo areas too, were affected and residents felt that issuance of titles was the only way justice could be served. This observation is strongly linked to that made in regard to perceived vulnerability and distrust. 6% of the respondents, however, did not find this to be an issue. These were mainly respondents from Wote, Kola, Mukuyuni and Nunguni areas where people these factors were not in play.





**Figure 4.17 Real or perceived injustice**

As illustrated in figure 4.18 below, 66% of the respondents said that the Makueni county lands board used to deal effectively with conflicts arising from perceived vulnerability and distrust to a very large extent whereas 22% said that this was the case to a large extent. This observation reveals that perceived vulnerability and distrust was one of the root causes of land conflicts at the county. The issue of land title deeds was quite prevalent around Wote and Kathonzweni areas where the residents felt that the process was complicated, expensive, time-consuming and out-of-the reach of ordinary people.



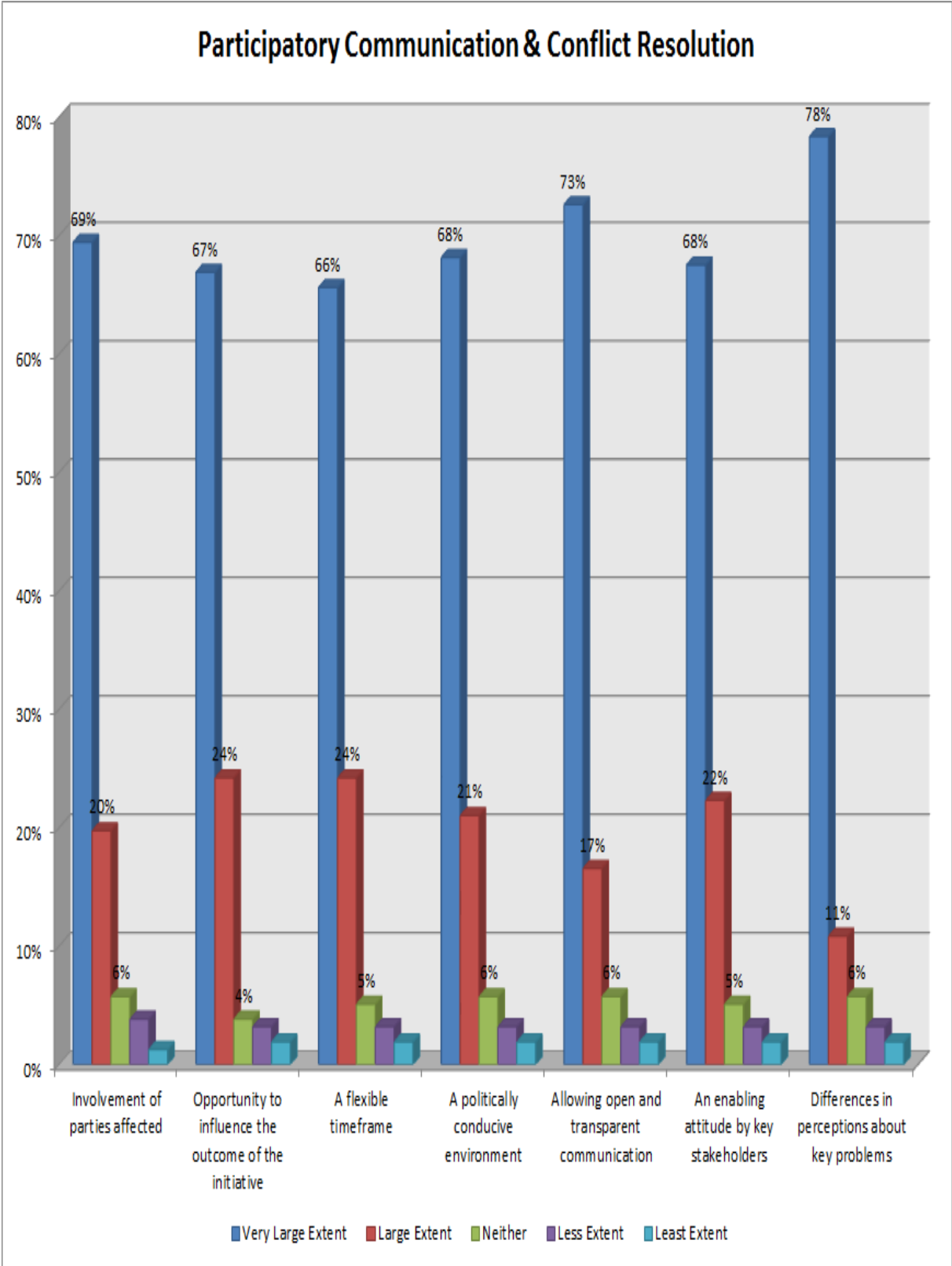
**Figure 4.18 Perceived vulnerability and distrust**

#### **4.5 Implementation of Participatory Communication Strategy for Conflict Resolution**

As illustrated in figure 4.19 on page 45, 69% of the respondents said that land conflict resolution at the Makueni county entailed the involvement of all parties to a very large extent. 20% said that this was the case to a large extent. This revealed that there was a very high level of stakeholder engagement in addressing land issues and resolving related conflicts. 67% of the respondents said that land conflict resolution at the Makueni county through participatory communication provided opportunities to influence people driven solutions to a very large extent. 24% agreed that this was the case to a large extent. This shows that the county residents found the participatory approach desirable since it presented them with a perfect opportunity to define, identify, action plan and rally the community towards lasting long term solutions to land issues in the county.

66% of the respondents said that land conflict resolution at the Makueni county through participatory communication provided a flexible timeframe to fix the underlying issues to a very large extent. 24% said that this was the case to a large extent. As such, land conflicts resolution action planning and implementation rested in the hands of the people and therefore, stakeholders felt that the process provided a flexible timeframe to fix the underlying issues. 68% of the respondents said that land conflict resolution at the Makueni county through participatory communication provided a politically conducive environment to deal with thorny land matters to a very large extent. 21% said that this was the case to a large extent. 73% of the respondents said that land conflict resolution at the Makueni county through participatory communication allowed for open and transparent communication across all stakeholder groups to a very large extent. 17% said that this was the case to a large extent.

68% of the respondents said that land conflict resolution at the Makueni county by way of participatory communication hinged on an enabling positive attitude of key stakeholders to a very large extent. 22% admitted that this was the case to a large extent. 78% of the respondents said that land conflict resolution at the Makueni county through participatory communication provided a platform to address differences in perceptions about key problems to a very large extent. 11% said that this was the case to a large extent. This revealed that there were mechanisms in place to address the diversity in stakeholder interests for common good.



**Figure 4.19 Participatory communication and conflict resolution**

## 4.5 Analysis of the Findings

This chapter has outlined the study findings in line with the objectives discussed in chapter one and the methodology proposed in chapter three. According to the findings, 71% of the respondents, participatory communication at the Makueni county involved the mobilization of people to eliminate any unjust hierarchies of knowledge, power and economic distribution whereas over 78% pointed out that this entailed the involvement of ordinary people in the decision making and implementation processes. These observations were in line with the postulations of Yang and Cheng (2015), Nechansky (2008) and Rognes (2010), who also add that the process entails the reach and inclusion of inputs by relevant groups in the design and implementation of a social change program.

68% of the respondents observed that the communication process was a methodology involving stakeholders in the identification of core issues in land conflict management whereas 68% said that it enabled people to express their own knowledge and conduct their own analysis, assessment and action planning. This is consistent with the views of Hancock (2006) who argues that participatory action is a methodology involving stakeholders in the identification of core issues in a social change process.

According to 73% of the respondents, participatory communication at the Makueni county was a tool to achieve a pre-established goal whereas 69% pointed out that it empowered people to handle challenges and influence the direction of their own lives. Crawford and Langston (2013) share similar views who also add that it involves the provision of basic skills effectively, pursuing advocacy goals by way of collecting data from ordinary citizens, monitoring progress towards goals as well as facilitating reflection and learning among local groups. These observations were also in line with those of Dare and Ajila (2015) and Frandsen and Johansen (2011) who assert that the process of participation in social change initiatives involves research around the social issue. They add that, participatory approach also helps to secure the ownership and commitment of the communities involved.

In line with the views of Frahm and Brown (2007) and Saeed and Almas (2014), 76% of the respondents said that land conflict resolution at the Makueni county provided an exchange of ideas and experiences leading to lasting solutions. 76% noted that it was a process that was owned and controlled by the people of Makueni whereas 79% asserted that it was a free and open process.

71% observed that it empowered the people to voice their concerns. Over 74% agreed that the Makueni county lands board used to deal effectively with conflicts arising from land boundaries, succession and inheritance, breach of sale contracts, access to and competition for water and scarce resources, family feuds, land claims and differences in opinions and perceptions.

69% of the respondents said that land conflict resolution at the Makueni county entailed the involvement of all parties whereas 67% observed that it provided opportunities to influence people driven solutions. 66% similarly observed that it provided a flexible timeframe to fix the underlying issues while 73% agreed that it allowed for open and transparent communication across all stakeholder groups. 68% were of the opinion that participatory communication hinged on an enabling positive attitude of key stakeholders whereas 78% observed that it provided a platform to address differences in perceptions about key problems. These observations are in line with those by Benoliel and Somech (2010) and Bobekova (2015), Dyck and Derrick (2015) and Hartman (2002) who also add that, the effectiveness of participatory communication initiatives is usually affected where implementation is done with limited understanding of the local context and the insufficient involvement of local stakeholders.

## **CHAPTER FIVE**

### **5.0 DISCUSSION, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Overview**

This chapter discusses the study findings and provides conclusions and recommendations with respect to the overall research objective which was to determine the effectiveness of participatory communication in addressing land conflicts in Kenya in general and Makueni county in particular. It is organized in line with the four specific research objectives; To determine the extent to which participatory communication methods adopted by the Makueni county were effective and responsive in managing land conflicts in the county. To find out ways in which dialogue as a major participatory communication component contributed to alternative dispute resolution mechanisms. To determine the extent to which intra community conflict dynamics escalated land conflict issues in the county and to develop a communication strategy for land conflict management.

#### **5.2 Summary**

##### **5.2.1 Participatory Communication**

At the Makueni county, participatory communication is used to involve people in the decision making process and the resolution of land conflicts. It involves the use of communication processes, techniques and media to engage all stakeholders in land conflict resolution. Stakeholders include the county residents, the county administration, the county lands management board, the police, the business and investment communities. They share perceptions, experiences, opinions, knowledge and a common purpose in the process of addressing land issues at the county. This process entails the identification of the land related issues and stakeholder engagement by way of empowerment, consultation, collaboration and passively through mass media. This exchanges foster trust and helps reduce the social distance among the stakeholders. As a result, stakeholders feel empowered to handle the challenges associated with land conflict resolution and to own up the action plans agreed on for implementation.

### **5.2.2 Land Conflicts and Conflict Resolution**

In Makueni county, conflict mainly stems from miscommunication between the people with regard to their needs, ideas, beliefs, values and goals. At the county conflict cannot necessarily be resolved, but learning how to manage it can decrease the odds of non-productive escalation. Land-use conflicts were prevalent whereby there were conflicting views on land-use policies owing to the growing population creating competitive demands for the use of land. Land conflict at the county emanated from land boundaries, succession, multiple ownership, breach of sales contract, access to water and other natural resources, family feuds, land claims and many others. This was often caused by differences in opinion, disagreements between groups or individuals as well as the competition for scarce resources. Land related conflicts have led to poverty and discontent. In Makueni county, resettling the landless through settlement schemes had further generated land-related conflicts since due to corruption and mismanagement; the squatter problem had been used to settle the politically correct individuals leaving the squatters conflicting over the very lands that were meant for their settlement. Since the settlement schemes were not sufficiently addressing the landless problem, the county government encouraged purchasing of land through farming cooperatives by the landless pooling resources together. These land buying vehicles had increasingly contributed to land-related conflicts because they had been badly abused by politicians as a means of swindling land-hungry peasants. This process was supposed to facilitate the sub division of the purchased land among the members in accordance to their respective shareholding. In some instances, the contributors towards the intended purchase had been cheated out of their money, hence massive land-related conflicts. The government intervention to drive subdivision of land among members and the issuance of title deeds had dragged on, leading to further conflicts.

### **5.2.3 Participatory Communication in Resolution of Land Conflicts**

The Makueni County land management boards was responsible for managing public land, renewing leases, land subdivision, change of user, extension or removal of leases, reclamation, amalgamation or conversion before the boards could approve their plans, according to the gazette notice.

The boards' mandate included dispute resolution through verification of land ownership documents and handling oral and written submissions from concerned parties. The board had the full mandate to handle all land issues in counties. A participatory communication strategy offered a very specific perspective on how to articulate land conflict resolution processes and the collective decision making processes. At the county, participatory communication was simply an approach based on dialogue, which allowed the sharing of information, perceptions and opinions among the various stakeholders and thereby facilitating their empowerment, especially those who are most vulnerable and marginalized. It was not just the exchange of information and experiences, it was also the exploration and generation of new knowledge aimed at addressing situations that needed to be improved.

## **5.3 Conclusion**

### **5.3.1 Participatory Communication**

The study concludes that participatory communication is used to involve people in the resolution of land conflicts at the Makueni county. It hinges on the ability to share perceptions, views, knowledge and a common purpose within and across the community. It entails the identification of the conflict situation, engagement of the stakeholder groups and follow-through. Stakeholder engagement is by way of empowerment, consultation, collaboration and passively through mass media. It entails the mobilization and involvement of ordinary people by inviting stakeholders to the identification of core issues in the conflict resolution process. The fundamental aim of empowering people to handle challenges and influence the direction of their own lives is inherent in participation. Participatory approach also helps to secure the ownership and commitment of the parties involved. Active participation by local citizens aims to enhance both the quality and relevance of the suggested interventions. It ensures that the most significant changes are voiced, brought to common attention and assessed. Empowerment participation, whereby stakeholders are willing to initiate the process and take part in the analysis was a common practice at the county. This leads to joint decision making about what should be achieved and how. Ownership and control of the process rests in the hands of the people. The center of attention is the empowerment of citizens by their active involvement in the identification of problems, development of solutions and implementation of strategies.



#### **5.4.2 Land Conflicts**

The study concludes that people in Makueni county are propelled towards land conflicts by superiority-inferiority complex, real or perceived injustice, perceived vulnerability and distrust. At the county, land conflicts are common across the board regardless of the tenure system and land category. These conflicts have a negative impact on both social and economic lives of those involved and therefore efforts are being made to resolve them in an efficient and effective manner. Other land related conflicts manifest themselves through human-wildlife conflict. The county has adopted an ambitious wildlife management and conservation policy that has seen large tracts of community lands being gazetted as game reserves in the Kibwezi area of the county. The community still perceives these lands as grazing rangelands and agricultural lands and therefore stirring up conflict. There are also numerous land-related conflicts arising from land dispute resolution mechanisms as well as the illegal and irregular allocation of public land.

#### **5.4.3 Participatory Communication in Resolution of Land Conflicts**

The study concludes that participatory communication at Makueni county promotes the active involvement of stakeholders in investigating options and shaping decisions regarding land conflict resolution objectives. It also facilitates empowerment. Proper application of participatory communication methods and tools is not enough to ensure absolute success in land conflict resolution. The County Lands Board appreciates that broader contextual requirements are also needed. That is, flexible timeframes, political goodwill, allowing open and transparent communication and an enabling attitude by key stakeholders. The degree of participation is usually adversely affected where the agenda for land conflict resolution is set by a few individuals like technocrats and policymakers, with very little input from other stakeholders, especially at the local level. At the county, participatory communication is associated with grassroots and community driven social initiatives. The county residents appreciate that misunderstandings and differences in perceptions about key problems may lead to limited political buy-in and frustrate land conflict resolution efforts.

Many land related conflicts and obstacles could be avoided if addressed in a timely manner. To the county residents, participatory communication's value, however, is not only considered because of the better results in land conflict resolution that it could yield but is also considered as a right in Law. In this case, participatory communication fulfills a broader social function, providing a voice to the poorest and the most marginalized of people at the county.

## **5.5 Recommendations**

### **5.5.1 Recommendation for Makueni County Lands Board**

#### **5.5.1.1 Participatory Communication**

The study recommends that when applying participatory approach to communication in land conflict resolution, it is important to first identify the root cause of the issue being addressed, the culture of the community, the appropriate change agent, the relevant key stakeholders and their respective roles, the aim of the exercise, timelines as well as monitoring and evaluation approaches required. The free and open dialogue remains the core principle of participatory communication. A shift in power, giving voice to marginalized groups, time and space to articulate their concerns, to define their problems, to formulate solutions, and to act on them is very critical to the effectiveness of participatory communication strategies. Supporting and strengthening community media can ensure the most marginalized groups have a platform to voice their concerns, engage in public debate and solve problems. The media helps to articulate the process and thus simply disseminate information from the informed to the uninformed in a non-participatory manner. Access to means of communication and dialogue is extremely crucial. Media serves both as a channel of communication and a catalyst of social mobilization. The choice of media used is important. Media-specific concerns touch on the types of media, the levels of media, the nature of the media, the institutional characteristics of the media and the financial consideration on the use of media. In the assessment of how and to what degree collaboration with media can contribute to giving voice and visibility to the communities involved, it is important to examine if the existing media environment can stimulate dialogue and empowerment processes. Other media related considerations include

the distinction between analogue versus digital media, state of legal regulation of the media, the diversification of media types, and extent of access.

### **5.5.1.2 Land Conflicts**

The study recommends that all key stakeholders should be involved at the beginning of the any land conflict resolution intervention in order to ensure a lasting solution to the underlying issues has been arrived at. The people's initial lack of involvement or to their limited or contradictory understanding of issues by various stakeholders may spell doom to genuine land conflict resolution initiatives. Those specific behavior changes cannot be achieved without recognition of wider social acceptance and buy-in of the stakeholder community.

### **5.5.1.3 Participatory Communication in Resolution of Land Conflicts**

The study recommends that when developing participatory approaches, inherent limitations and potential pitfalls such as the relevance, timeliness and content should be considered in regards to the quality and ownership of the interventions. Power relations in the community, differences in opinion, lifestyles, interests and visions of life have to be borne in mind. Participatory communication requires a predominantly dialogic process since stakeholders' ownership and commitment are necessary ingredients to ensure better and more sustainable results. The implementation of an effective communication strategy depends largely on the way the strategy has been designed and how well issues have been defined. Participatory communication process is always relevant to ensure transparent leadership and management of the entire land conflict resolution program. It is important to understand the socio-cultural context while identifying and defining key issues and key stakeholders, create a common space, establish dialogue and build trust among key stakeholders, assess needs, problems risks, opportunities and solutions. At the same time, it is critical to prioritize the key issues for land conflict resolution and reconcile different perceptions as well as validate findings and define solutions. Sufficient involvement of key stakeholders in the decision making process of the land conflict resolution programs ensures success of the project design and ensures the buy-in of key stakeholders. Key stakeholders must interact, achieve a mutual understanding, and then seek a consensus about priorities. Building trust is therefore a very important pre requisite to ensure genuine participatory communication. Creating a common space through regular meetings, more formal discussion forums and use of interactive technologies allows people, no matter how distant to provide their inputs and interact directly with the other players.

### **5.5.2 Recommendation for Further Study**

This study was based on the views and opinions of the management and staff of Makueni County Lands Board and as well as those of the local stakeholders. This was a case study focusing on Makueni County only. Studies may be conducted in order to incorporate the views of other stakeholders such as international policy analysts, the government, civil society countrywide as well as the international stakeholder community. A cross sectional study may also be conducted across different counties across Kenya.

## REFERENCES

- Banner, D. (2012): Conflict Resolution: A Re-contextualization *Leadership and Organization Development Journal Volume 16 Issue 1*
- Barbosa, R.& Hepworth, M. (2013): The use of participatory techniques in the communication of information within communities *Journal of Information Science Volume 8*
- Barbosa, R. (2013): The use of participatory techniques in the communication of information for Communities *Journal of communication management volume 16 issue 1*
- Benoiel, P.&Somech, A. (2010): Who benefits from Participative Communication? *Journal of Educational Administration Volume 48 Issue 3*
- Bobekova, E. (2015): Third Party Conflict Management of trans-boundary river disputes *International Journal of Conflict Management Volume 26 Issue number 4*
- Carvalho, L.& Judy, B. (2014): Building Local level engagement within local communities: a Portugese study *Disaster Prevention and Management, An International Journal Volume 24 Issue 1*
- Clutterbuck, D. (2002): The communicating company *Journal of communication management volume 6 issue 1*
- Crawford, L.& Langston, C. (2013): Participatory project management for social change *International Journal Volume 4 Issue number 3*
- Dade, A.& David, H. (2013): Communicating Sustainability: A content analysis *International journal of sustainability in higher education Volume 14 Issue 3*
- Dare,O.&Ajila, K. (2015): Driving local community transformation through participatory entrepreneurship development *World Journal of Sustainable development volume 11 issue number 2*

- Dyck, B.& Derrick, N. (2015): Communicating Virtually in a Global environment *Journal of Managerial Psychology Volume 30 Issue number 8*
- Edelsson, R.&Edelson, J. (2003): Dangerous Ideas; Five beliefs that propel groups towards conflict *American Psychology Journal Volume 3 Issue 58*
- Falkheimer, J. (2014): The power of strategic communication in social development *International Journal of quality Sciences Volume 6 Issue 3*
- Farkas, M. (2012): Participatory Technologies, Pedagogy and Information literacy *Communication Technology Journal volume 30 issue 1*
- Frahm, J.& Brown, K. (2007): Linking Change communication to Change Receptivity *Journal of Organizational change management Volume 20 Issue 3*
- Frandsen, F.& Johansen, W. (2011): The study of conflict and crisis communication: Towards an Integrative Framework *International Journal of Communication Volume 16 issue number 4*
- Gahr, R.&Sarsar, S. (2012): Conflict Resolution and Mediation *Leadership and Organization Development Journal Volume 16 Issue 8*
- Hancock, P. (2006): The Spatial and Temporal Mediation of Social Change *Journal of Organizational Change Management Volume 19 Issue number 5*
- Hans, O. (2014): Achieving Participatory parity in recovery communities *Journal of Social Inclusion Volume 18 Issue number 2*
- Hartman, J. (2002): Physical Communication: An Invaluable Asset *Journal of Business Excellence Volume 6 Issue number 4*
- Heide, M.&Simonsson, C. (2014): Developing a Crisis Communication Strategy: New roles and practices *International Journal of Communication Volume 19 Issue 2*
- Holm, O. (2006): Communication processes in critical systems: Dialogues concerning communication *Journal of communication Intelligence and Planning Volume 24 Issue 5*
- Hyde, K. (2012): Stakeholder participatory Communication *Journal of Culture and Tourism Volume 6*

Institute of Surveyors of Kenya (2015): [www.isk.org.ke](http://www.isk.org.ke)

Jan, S, & Thomas, L.(1996).Participatory Communication for Social Change. Sage PublicationsNew Delhi, India

Kipruto, K (2016). Resolving Land Issues in MakueniRetrieved from [www.makuenisenator.com](http://www.makuenisenator.com) on 21<sup>st</sup> June 2016

Maiese, N. (2013): Land Disputes and Land Conflict: Land Tenure and Property Rights*Journal of Conflict management Volume 23 Issue 2*

Messah, O. (2014): Factors Leading to the Squatter problem in the Rift Valley *Academic Journal of Land Economics Volume 12 Issue 1*

Montes, C.& Serrano, G. (2012): Effective Choice of Conflict Management Styles *International Journal of Conflict Management Volume 23 Issue number 1*

Mulemi, B (2016). History of Land Conflict in Kenya Retrieved from [www.academia.edu](http://www.academia.edu) on 21<sup>st</sup> June 2016

Murti, R.&Boydell, J. (2008): Land, Conflict and Community Forestry in Fiji Management of environmental quality, *An International Journal Volume 19 Issue number 1*

Mutanda, D. (2013): The art of mediation in resolving African conflicts: Lessons for Zimbabwe and Africa *Journal of Aggression, Conflict and Peace Research Volume 5 Issue 3*

Nechansky, H. (2008): The Cybernetics of Social Change *Journal of communication management Volume 12 Issue number 2National Land Commission (NLC)*

Purkayastha, B. (2005): Informal Networks in Peaceful conflict resolution *Journal of Conflict management Volume 12 Issue 7*

Rognes, J. (2010): Understanding the Integrative Approach to conflict management *Journal of Managerial Psychology Volume 25 Issue number 1*

- Saeed, T.& Almas, S. (2014): Leadership Styles in Conflict Management *International Journal of Conflict Management Volume 25 Issue number 3*
- Schulz, J.& Fernandez, C. (2009): Implementing Community-based participatory research with Minority ethnic communities *International Journal of Migration, Health and Social Care Volume 5 Issue number 1*
- Scott, M. (2014): Land Conflicts in Kenya<sup>4<sup>th</sup></sup> Edition Prentice Hall, London, United Kingdom
- Servaes, J. &Malikhao, P.(2005): .Participatory communication: the new paradigm? *Leadership and Organization Development Journal Volume 16 Issue 8*
- Steyaert, C. (2010): Participative organizing as relational practice *Advanced Management Journal Volume 7 Issue 2*
- Tam, C.& Tong, T. (2011): Conflict analysis study for public engagement program in Infrastructure planning *Journal of Environmental Projects Volume 1 Issue 1*
- Temirkulov, A. (2014): The ‘Conflict Volcano’: Methodological proposition for conflict analysis *Journal of Aggression, Conflict and Peace Research Volume 6 Issue 2*
- Vos, M. (2006): Setting the research agenda for Governmental communication *Journal of Communication Management Volume 10 Issue 3*
- Vos, M. (2008): Trends in Government communication *Journal of communication management Volume 12 Issue 1*
- Vuuren, M. (2008): Communication, Sense making and Change as a cord of three strands: Practical Implications and a research agenda for communicating change *Corporate Communications International Journal Volume 13 Issue 3*
- Yang, M.& Cheng, F. (2015): Conflict Frames and Conflict Management *International Journal of Conflict Management Volume 26 Issue number 4*





## APPENDICES

### Appendix 1: Introduction Letter

Dear Sir/Madam,

#### **RE: RESEARCH INFORMATION**

I am a postgraduate research student at the University of Nairobi, School of Journalism and Mass Communication. As part of my Master of Arts degree course requirements, I am undertaking a research project that seeks to determine the effectiveness of participatory communication in addressing land conflicts in Makueni County.

For this reason, I intend to collect primary data from you, by way of a questionnaire. The information requested is needed for purely academic purposes and will be treated in strict confidence, and will not be used for any other purpose than for this research.

Kindly, fill the attached questionnaire as accurately as possible. Any additional information you might consider necessary for this study is welcome. In case of further clarification or feedback regarding this study, please do not hesitate to reach me on telephone number 0727 76 20 23 or e-mail [elizamulae@gmail.com](mailto:elizamulae@gmail.com).

Thank you in advance for your assistance.

Yours sincerely

## Appendix 2: QUESTIONNAIRE

Kindly answer the following questions as accurately as possible. Your answer shall be treated with confidentiality and used for academic purpose only.

### Section I: Background Information

1.  
Name (Optional).....  
Executive Committee /Management / Non-management.....  
Stakeholder group (e.g police, NGO, Local Admin, please specify).....

### Section II: The Communication Process

#### 2. Participation.

To what extent do you agree with the following statements regarding the participation process in communication at the county land management board? (Use a scale of 1 to 5 whereby 1 – a very large extent, 2- large extent, 3 –Neither, 4 –Lesser extent, 5 – Not at all).

- i. The mobilization of people to eliminate unjust hierarchies of knowledge, power and economic distribution.....
- ii. The involvement of ordinary people the process.
- iii. A methodology involving stakeholders in the identification of core issues in a social change process.....
- iv. Enables people to express their own knowledge and conduct their own analysis, assessment and action planning.....
- v. A tool to achieve a pre-established goal defined by someone external to the community involved.....
- vi. Empowering people to handle challenges and influence the direction of their own lives is inherent in participation. ....

3. Do you think that participatory communication is being used as a tool that helps alleviate poverty, mitigate social exclusion, and ensure priorities are agreed to and refined by a wider base of the constituencies? Please

elaborate.....  
 .....  
 .....  
 .....

**4. Dialogue**

To what extent do you agree with the following regarding dialogue as used by the Makueni County Lands board in the resolution of land-related conflicts? (Use a scale of 1 to 5 whereby 1 – a very large extent, 2- large extent, 3 –Neither, 4 –Lesser extent, 5 – Not at all).

- i. It a process of public and private engagement and discussion
- ii. It enables people define what they need and how to get it in order to improve their own lives.....
- iii. It leads to collective problem identification, decision making and community-based implementation of solutions.....
- iv. It provides an exchange of ideas and experience leading to solutions.
- v. It is a process owned and controlled by the people.....
- vi. It is free and open.....
- vii. It empowers people to voice their.....

**Section III: Causes of land conflictsand Conflict Management**

3. Do you agree with the following statements in regard to the causes of land conflicts within the Makueni county (Use a scale of 1 to 5 whereby 1 – strongly agree, 2- agree, 3 –Neither, 4 –don't agree, 5 – Disagree).

- i. Land boundaries.....
- ii. Succession / inheritance.....
- iii. Breach of sales contract.....
- iv. Access to water and other natural resources...
- v. Family feuds.....
- vi. Land claims and partnerships / cooperative societies..
- vii. Differences in opinion.....
- viii. Competition for scarce resources.....
- ix. Real or perceived injustice.....

x. Perceived vulnerability and distrust...

**Section IV: Implementation of a Participatory Communication Strategy**

4. To what extent do the following factors affect the effectiveness of participatory communication in resolving land conflicts by the county land management board? (Use a scale of 1 to 5 whereby 1 – a very large extent, 2- large extent, 3 –Neither, 4 –Lesser extent, 5 – Not at all).

- i. Involvement of all parties affected.....
- ii. Opportunities to influence the outcome of the initiative.....
- iii. A flexible timeframe.....
- iv. A politically conducive environment
- v. Allowing open and transparent communication...
- vi. An enabling attitude by key stakeholders.....
- vii. Differences in perceptions about key problems...

THANK YOU FOR YOUR SUPPORT AND COOPERATION

**Appendix 3: Budget**

<b>Item Description</b>	<b>Amount (Kenya Shillings)</b>
Printing & Photocopy	17,000.00
Stationery	3,500.00
Postage and mailing	2,500.00
Binding	8,500.00
Data Analysis (SPSS)	25,000.00
Telephone	4,500.00
Data Storage (Flash disk)	3,500.00
Miscellaneous expenses	10,000.00
Contingencies @ 10%	15,000.00
<b>Total</b>	<b>89,500.00</b>

#### Appendix 4: Work Plan

<b>Week</b>	<b>Activity / Event / Action</b>
Week 1	<p>Approval by the Head of Department</p> <p>Identify and introduce myself and purpose of the study to key people at the Makueni county lands management board office</p> <p>Call &amp; Book appointment with the contacts</p> <p>Visit the lands board office and Conduct a pilot study</p> <p>Drop questionnaires / Send mails</p>
Week 2	<p>Make follow up calls</p> <p>Avail myself for queries (on mail &amp; physically)</p> <p>Collect completed questionnaires</p> <p>Send reminders &amp; also avail myself for queries</p> <p>Collect remaining questionnaires</p>

Week 3	Data entry in SPSS & Follow up queries  Initial data analysis in SPSS  Data analysis, presentation, and discussions  Recommendations
Week 4	Presentation of the first draft report  Discussion with my supervisor  Corrections and Revision
Week 5	Submission of the final project report



