UNIVERSITY OF NAIROBI

SCHOOL OF JOURNALISM
AND
MASS COMMUNICATION

MASTER OF ARTS IN COMMUNICATION STUDIES

TOPIC:
The Dynamics of the Kenyan Mass Media and Their Role in Community Development Among the Nubian Community in Kibera Slums, Nairobi

Research Project Submitted in Partial Fulfillment of the Requirements Towards the Award of Master of Arts Degree in Communication Studies,
University of Nairobi, Kenya

Submitted to: KAMAU MUBUU

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Reg. No.: K50/70680/2007

Date: SEPTEMBER, 2009
Dedication

This study is dedicated to my parents, Al-Hajj Jaffer Mohamed and Hajjat Manvua Adam and my late Aunt Asha Khalil. They have been an encouragement in my life and have been instrumental in the completion of my research.
Acknowledgements

I would like to sincerely thank my supervisor, Kamau Mubuu for his wise counsel, positive criticism and suggestions. I also thank the Nubian community elders for their assistance and cooperation during data collection and getting their views on issues affecting the Nubian community at the Kibera slums in Nairobi.

Finally, I would like to thank Mrs Leila Musa for her valuable assistance and typing of the manuscript.
Declaration

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

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This work has been submitted for examination with my approval as the university supervisor.

Supervisor's name: Kamau Mubuu    Signature... Date... 1/8/1/07
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Abstract

Kenyan Nubians have been viewed as stateless people because their identity is questioned. According to Historians, the Kenyan Nubians are without doubt one of the country’s most invisible and under-represented communities – economically, socially, politically and culturally (Dobler and Burt, 1996).

This research had four main objectives. I.e. to look at how the mass media have contributed to sensitization on governance issues in the Nubian community in Kibera slums as well as investigate the extent to which mass media have contributed to education of youth and women amongst the Nubian community in Kibera slums. The research also looked at the contribution of mass media on poverty eradication programs and finally, the study looked at the extent in which the mass media have highlighted land issues affecting the Nubian community in Kibera slums in Kenya.

Simple random sampling was used to obtain efficiency and achieve the desired sample. The researcher applied survey design to gather data from the various villages inhabited by the Nubian community in Kibera slums. Quantitative was used in data collection. This approach involved the use of structured questions where the response options have been predetermined. The researcher sought to use this approach because it is more objective and it helps in achieving high levels of reliability and a higher degree of objectivity (Borg and Gall, 1993).

From the data gathered and analysed, the study concluded that the mass media have not been involved in sensitization of governance issues affecting Nubian community but have been actively involved in highlighting the plight of youth and women. The study also found out that the media have been involved in poverty eradication projects as well as highlighting land issues affecting the Nubian community.
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CHAPTER ONE: INTRODUCTION

1.1. BACKGROUND OF THE STUDY

This study sought to establish how the media is highlighting issues affecting the Nubian community living in Kibera slums.

Kenyan Nubians have been defined as stateless people because their identity is questioned. According to Historians, the Kenyan Nubians are without doubt one of the country’s most invisible and under-represented communities – economically, socially, politically and culturally. This is because, according to Historians, researchers and political scientists, Nubians have been silent victims of discrimination, exclusion and violations of human rights and fundamental freedoms for as long as they have been in Kenya. (Dobler and Burt, 1996). Recent writing on issues of identity, citizenship, statelessness, marginalisation, and integration of minorities in Kenya has featured the Nubian community in one form or another, but mostly focusing on the challenges facing the community. (Lysons and Gallingham, 2003).

Kenya today does not have official figures of the Nubians and the community was given an official code 220, for the first time ever during the last population census. There is no official recognition of the community; the Kenyan government had classified the community as ‘other Kenyans’ or just ‘others’ and has only recently started a process of recording Nubians as a named clan of other Kenyans. (Parson, Timothy, 1997). This is despite the fact that the community has lived in Kibera slums since 1918. Actually, the slums got it name from ‘Kibra’, a Nubian word for a forest. The colonial government allowed the Nubian community to settle in Kibera primarily because of the Nubians’ status as former servants of the British crown that put
the colonial regime in their debt. Furthermore the Nubians, being "Detribalized Natives" had no claim on Land in "Native Reserves" (Parson, Timothy (1997)

Up to date, almost all Nubians live in temporary structures throughout Kenya and often on contested lands. Most Nubians' settlements do not have title deeds and are only occupied on a Temporary Occupational Licence (TOL), leaving the present generation of Nubians as mere squatters. (Parson, Timothy (1997)

In his book, stateless people in the 21st Century, Adams Hamilton (2003) points out that the Kenyan Nubians' lack of acceptance in society has emboldened the community's resolve to use other institutions of government to address their problems. (Adams, 2003)

As the original settlers of Kibera, the Nubians, have laid claim to the land and have been pursuing the issuance of title deeds from the British government based on a 70-year-old letter of allocation from the colonial authorities. However, there has not been much success though with the media laying focus on issues affecting the Nubian community in Kenya, researchers and political scientists have predicted that it is just a matter of time before the Nubian Land ownership problem is resolved (Adams, 2003)

Nairobi's 200 slums are among the most dense, insecure and unsanitary in all of Africa, and Kibera—in Nairobi—has the unfortunate distinction of being the worst of the worst. (Lysons and Gallingham, 2003). The slum is regularly described as the worst slum on the planet. It houses somewhere between 800,000 and 1.2 million people —nearly one quarter of Nairobi's
population—in just 630 acres located approximately four miles from Nairobi’s central business
district. (Lysons and Gallingham, 2003).

Kibera is located on government land. It is known as “illegal settlement” and not included in the
city plans and budgets for the public services. The settlement is 7 km from the Central business
district and is composed of 12 Villages, each varying in population and size, topography, culture,
ethnicity and religious make up. The slum originated in 1918 as a Nubian soldiers’ settlement in
a forest outside Nairobi, with plots allotted to soldiers as a reward for service in the First World
War and earlier wars. (Micheal and Dermott, 2002).

The British Empire comprised the dominions, Crown colony, protectorates, League of Nations
mandate, and other Dependent territory ruled or administered by the United Kingdom, that
had originated with the overseas colonies and trading posts established by England in the late
16th and early 17th centuries.

The colonial government of the time allowed the settlement to grow informally, primarily
because of the Nubians’ status as former servants of the British crown that put the colonial
regime in their debt. (Micheal and Dermott, 2002).

After Kenyan independence in 1963, however, various forms of housing were made illegal by
the government, rendering Kibera unauthorized on the basis of land tenure.

This densely populated settlement has been plagued by the same social health, economic and
environmental problems as the slums. Structures in Kibera are built randomly with little space
available. Few trees and plants can be seen in Kibera. People do not have physical addresses and very few have post box number. (Micheal and Dermott, 2002).

The housing units comprise one small room, mud-walled, with an iron roof. Most of these houses have earth floor and un-plastered walls. Roads are a big problem to the residents especially when there is a sick person that should be taken hospital because roads are too narrow for cars to pass through. When the fire breaks out in the slum, it is always difficult for the fire fighters to find their way to the scene. Open canals and trenches characterize Kibera's drainage system. Garbage and used water follow the same channel and once the garbage accumulates, the canals get blocked. (Micheal and Dermott, 2002)

In addition to lacking a drainage system, Kibera's residents still suffer from poor access to clean water, sanitation, education, health care and electricity. Above all, the residents suffer psychologically from the fact that the structures are temporary. The living conditions are harsh and profoundly unforgiving. The deprivations people face on a daily basis are fundamental: severe overcrowding, terrible sanitation, chronic disease, malnutrition, and nighttime insecurity. (Lyson and Farrington, 2006). According to Shelter for the Poor, a Non-governmental organisation focusing on providing housing and social amenities for the homeless, there is also a problem of HIV and AIDS in Kibera, partly accelerated by the hopeless conditions people lie in, thereby exposing them to lifestyles and behaviors that increase the risks of being infected with the virus. (Lyson and Farrington, 2006) though unconfirmed by the government, preliminary researches conducted have shown that at least 15% of the Kibera inhabitants are infected with the virus although the rate could be much higher because some parts of the population, such as
children up to 1 year, are not tested. Most infected people are youths, parents, and obviously young children. (Lyson and Farrington, 2006)

Historians have said that Kibera’s poor living conditions have evolved over decades of indifference and neglect by both municipal and national governments. (Lyson and Farrington, 2006)

However, the media, both local and international have in the recent past played a significant role in highlighting these challenges that the residents of Kibera face in the day to day life. Infact, as a result of media focus on kibera, the area has seen world dignitaries, e.g. the UN secretary-General, Mr Ban Ki-Moon visit Kibera. This visit and others by prominent personalities have served to highlight the issues affecting the dwellers of the Kibera slums.

Also, as result of the focus on kibera by various mass media, various non-governmental organizations, many with the World Bank’s help; have sponsored slum upgrading projects over the past several decades with varying degrees of impact and hardly any unqualified success.

Researchers have also said that it is due to the focus on kibera, the active media involvement on issues affecting kibera residents that the Kenya National Government finally acknowledged Kibera’s problem’s severity and persistence; and took definitive action in 2002 by creating the Kenya Slum Upgrading Program (KENSUP). To focus on implementing projects that are sustainable, inclusive, democratic, accountable, and transparent and provide Kibera communities with improved housing and access to basic services, secure tenure, and opportunities to generate income.
MEDIA AND COMMUNITY DEVELOPMENT: AN OVERVIEW

The 20th century witnessed the development of mass media and the foundations of a global media into powerful influential tools for change. (Handfield, 2008). Media have been used extensively by social movements to educate, organize, share cultural products and communicate.

In the developing world—especially in slums areas—radio (especially community radio) and TV hold the primary roles, particularly where issues like literacy, community awareness and other social aspects are low. Traditional radio and TV still continue to be the most effective ways of delivering high-quality information on issues such as health care and education, and of debating issues of general interest and promoting a culture of peace (Dobler and Burt, 1996).

The creation and dissemination of knowledge are key factors in the development process where the media have been instrumental as a means of storing and sharing knowledge. For example, the UK Department for International Development (DFID) cites the effectiveness of radio in promoting community development in a wide range of disparate countries, including Afghanistan, Moldova, and Kiribati (DFID 2006).

The well-recognized functions of the media are to educate, inform, and entertain where the social and economic contributions of the media to community development depend on the nature of the content delivered. Direct development benefits flow from educating and informing, with entertainment possibly acting as a “hook.” “Edutainment” is a common component of development projects. (Bailey and Jones, 2005),
The media are a significant driver of growth in many societies globally. The business of producing content generates substantial income flows and jobs that contribute directly to the economy. Increased access to knowledge spurs higher levels of literacy, which strengthens human capital for higher productivity. (Dobler and Burt, 1996).

The media are also important contributors to social and cultural life and key components of democratic structures. These contributions to development are often deliberately embodied in the media system. For example, Article 2 of South Africa’s 1999 Broadcasting Act lists 18 goals for the Act, the first 2 of which involve,

- Strengthening democracy, social development, gender equality, nation building, education provision, and the spiritual and moral fiber of society.

- Safeguarding, enriching, and strengthening the country’s cultural, political, social, and economic fabric. Relevant content is local, though the concept of “local” operates at different levels—from national to community.

This research intends to assess the role the mass media plays in community development process with focus on the Nubian community in Kibera slums.
1.2. Problem Statement

As mentioned in the background of the study, the Nubian community has been in Kibera slums since the end of the first world war when Nubian soldiers who had participated in the war settled in the area.

About 100,000 Nubians live in Kenya most the Nubian population live in Kibera slums in Nairobi. (Parson, Timothy (1997). Brought by British colonialists to the area as soldiers from different parts of Sudan, the Nubian community in Kenya now has a shared ethnic identity. While the group retains no ties to Sudan, Kenya has historically refused to recognize this ethnic minority.

Adam Hussein Adam, (The Open Society Initiative for East Africa) says that Kenyan Nubians have been defined as stateless people because their identity is questioned. They community is without doubt one of the country’s most invisible and under-represented communities – economically, socially, politically and culturally. This is because they have been silent victims of discrimination, exclusion and violations of human rights and fundamental freedoms for as long as they have been in Kenya.

The community faces institutionalized discrimination in issuance of documents. They are subjected to a vetting process of ethnic determination in order to acquire an identity card or passports.

Kenya today does not have official figures of the Nubians. There is no official recognition of the community; the Kenyan government had classified the community as ‘other Kenyans’ or just ‘others’. Nubians live in temporary structures throughout Kenya and often on contested lands.
Most Nubians’ settlements do not have title deeds and are only occupied on a Temporary Occupational Licence (TOL), leaving the present generation of Nubians as mere squatters.

The Kenyan media have started to play an active role in highlighting the Nubian’s plight as well as taking an active role in educating the community on issues of governance, land and other rights and benefits enjoyed by the rest of the populace. The media have actively engaged on community development issues affecting the community.

This study sought to investigate how the mass media are highlighting issues that affect the Nubian community which are relevant to development.

1.3. Research Objectives

The objective of the study was to establish the effects of mass media on the development of the Nubian community in Kibera slums in Nairobi Kenya.

13.1. Specific Objectives

The specific objectives of the study were to:

1) Investigate how mass media have contributed to sensitization on governance issues in the Nubian community in Kibera slums;

2) Assess the extent to which mass media have contributed to education of youth and women amongst the Nubian community in Kibera slums;

3) Determine the contribution of mass media on poverty eradication programs;
4) Examine the extent in which the mass media have highlighted land issues affecting the Nubian community in Kibera slums in Kenya.

1.4. Research Questions

For the study to be carried out systematically and conclusively, the researcher came up with the following research questions which served as the basis for the study.

1) How the mass media have contributed to sensitization on governance issues in the Nubian community in Kibera slums?

2) To what extent have the mass media contributed to education of youth and women amongst the Nubian community in Kibera slums?

3) What is the contribution of mass media on poverty eradication programs?

4) What is the extent in which the mass media have highlighted land issues affecting the Nubian community in Kibera slums in Kenya?

1.5. Significance of the Study

This study was of benefit to different people or institutions as outlined below.

This research was of great importance to researchers’ and Historians because of the weight of the issues the research is focusing on- issues affecting a community for over one century, i.e. the challenges that have bedeviled the Nubian community and their special predicament in Nairobi slums and Kenya at large.
The study will be important to media practitioners because it will highlight the role that the media have played in bringing to light the issues, the challenges affecting the Nubian community. This will be of benefit to media and media practitioners for it brings out in the open the positive role the media can play. It will also benefit all aspiring journalists by pointing out the issue that they can help address in the community.

This study of significance to the government and policy makers. It will help the policy makers as well as law makers see the challenges that the community have faced and how the mistakes committed can be prevented in the future.

1.6 Scope of the Study

The study was carried out on the Nubians living in Kibera slums of Nairobi. While many Nubians have moved out of Kibera and settled elsewhere within the country, this research will lay emphasis on the Kibera slums Nubian community. This is because Kibera slums started as a Nubian settlement and despite the many changes that the slum has undergone, the Nubian community have steadfastly identified with the area.

Kibera slum has the highest concentration of the Nubian community in East Africa outside of the Sudan.

Also, the media have laid much emphasis on Kibera slums in the recent past.

This research therefore will focus on the Nubian community living in Kibera slums.
CHAPTER TWO: LITERATURE REVIEW

2.1 INTRODUCTION

This chapter deals with a review of literature. The following areas were reviewed: Review of theoretical literature; The mass media and their contribution to sensitization on governance, How the mass media have contributed to education of youths, the contribution of mass media on poverty eradication programs and extent in which the mass media have highlighted land issues affecting the marginalised societies, e.g. the slums communities.

2.2 Review of Theoretical Literature.

The role of the media is critical in promoting good governance and as well as highlighting issues affecting societies in the contemporary world. (Leenders and Johnson 2006). Several writers, researchers have carried out research on the role of the mass media in today’s world.

In recent years, mass media has become a powerful tool for bringing about development in all spheres of human life. In his book, Mass Media in Community Development Dr. Graham Jackson says that the media is core for community development not only in the developing world but in the western world as well. (Leenders and Johnson 2006).

Media is at the core of equitable development. The mass media globally has been known to expose corruption, keep a check on public policy by throwing a spotlight on government action as well as highlight on the ills affecting the society. (Dobler and Burt, 1996)
Researchers are of agreement that the mass media is crucial and important for human development, bringing health and education information to the remotest corners of the globe and help societies function better. (Dobler and Burt, 1996)

The World Development Report 2002, "Building Institutions for Markets," devoted a chapter to the role of the mass media in community development. The report discusses how media affects development outcomes under different circumstances and presents evidence on what policy environment is needed to enable the media to support economic and political and social developments and to provide a voice for the disenfranchised.

2.2.1. The Mass Media and Sensitization on Governance

The role of the media is critical in promoting good governance.

As business organizations, media are there to make money. Thus, profitability is the motivation of media owners otherwise they will go under. But apart from making money, media also have their social responsibilities to the society and community. In other words, media are there beyond making money; they also have this role of the so called the fourth estate to counter balance the existence of three other estates of the nation – the executive, the legislative and the judiciary. Although media are the unelected entity, it has been accepted that they too have a role to play under the separation of power doctrine, albeit not as clearly defined by the founders of democracy.

As a watchdog, the media have to ensure that governmental institutions are accountable to those they serve. The media have the responsibility to ensure that the promised governmental
policies and programmes on good governance are implemented to the fullest; that the implementation ultimately met the desired results. (Leenders and Johnson 2006).

The media have played such roles effectively, i.e. Exposing any derailment from the stipulated government policies, exposure of corrupt practices and misuse of power by the elected and government officials in helping the poor and the marginalised whose income level falls below the officially determined poverty line to meet their basic needs in life.

In his book, role of the media in today’s governance, Chamil Wariya says that the media has a responsibility to educate their audiences; to serve a mirror of society and to act as a bulletin board. (Wariya, 2007)

One of mass media’s primary roles is to be a watchdog over public officials’ actions. Americans are well aware of the pivotal role that investigative reporters Bob Woodward and Carl Bernstein played in uncovering the Watergate story. Intrepid reporters the world over take on similar roles, in sometimes more perilous situations, uncovering corruption and crimes committed by government officials. Frequently, their efforts lead to the resignation of high-ranking government officials. (Wariya, 2007)

For example, the Kenyan press reported in 1996 on the improper business dealings of the minister of health, including bribe payments of 400 million Kenyan shillings ($6 million), which led to the minister’s dismissal.14 In 2000, a local television station in Peru broadcast a video that showed national security chief Vladimir Montesinos, who was allegedly smuggling arms to Colombian guerrillas, “bribing an opposition member of Congress in return for voting for the
incumbent government.”15 Peruvian newspapers picked up the story, and the revelations led to Montesinos’ dismissal and the subsequent resignation of President Alberto Fujimori. Following the scandal, the newly elected president announced his intention to fight corruption.

The media has played an active role in highlighting, educating people on issues relating to governance and their rights as stipulated in the law. It is through the media, as research has shown that the people have become more aware on what is their right and what they can demand from the ruling elite as per the law. (Handfield, 2008).

2.2.2. How the Mass Media have contributed to education of Youth and Women.

The role of the media in highlighting issues affecting marginalised groups or special groups in the society like the youth or women is well documented. According to a report on how media change reproductive behavior in Africa, married, uneducated women in Zambia who are regularly exposed to broadcast media are twice as likely to use birth control as those exposed to no media. (Handfield, 2008).

In a study in Burkina Faso that measured women’s desire to have children, women who were regularly exposed to media and information about the responsibilities associated with raising children said they hoped to have an average of 3.7 children, while those exposed to no media said they wanted an average of 6.3 children.

Radio Absoun in Chad, a community radio station serving refugees from Darfur as well as the local Chadian population, has proved instrumental in relief efforts. When fighting started in a region of northeastern Chad, resulting in the evacuation of medical staff from a local hospital,
the radio station warned its listeners not to take their wounded there. On other occasions, Radio Absoun facilitated the exchange of information between relief agencies and refugees. When agencies urged refugees to cook on solar cookers, thereby reducing the amount of wood that needed to be gathered, the station explained the rationale to the local population. In another instance, the station helped overcome objections to a change in the food ration by explaining the benefits of flour being substituted for sorghum. According to the staff of Internews, the organization that set up the radio station, this was the first time refugees heard news that directly affected their survival, "including information on security, food rations, and water distribution; where to get health and immunization services; and what is happening in their home areas." (Lysons and Gallingham, 2003)

2.2.3. Role of Mass Media in Poverty Eradication

Mass media have been recognized as an important tool in poverty eradication. According to Panos London's 2007 report At the Heart of Change, information and the media that deliver it are powerful agents of change that can help reduce poverty and the debilitating efforts of disease in the developing world. "Sustainable development demands that people participate in the debates and decisions that affect their lives. They need to be able to receive information, but also to make their voices heard. The poor and the marginalised in the society are often excluded from these processes by geography and lack of resources or skills; and many groups—including women—are also kept silent by social structures and cultural tradition. An active, vibrant mass media is strongly associated with a good level of development and reduced poverty levels in the community." (Lysons and Gallingham, 2003)
The mass media have also been associated with a range of benefits that are highly relevant to the challenge of poverty eradication -- including the recognition and strengthening of basic human rights, a stronger civil society, institutional change, political transparency, support to education, public health awareness (such as education campaigns on HIV and AIDS) and sustainable livelihoods.

There is also a strong positive correlation between mass media and higher incomes, lower infant mortality and increased adult literacy.

These ideas were reiterated most recently in the document adopted at the World Summit on the Information Society in Tunis in November 2005, where 176 participating States reaffirmed that freedom of the media and is essential for development. (Wariya, 2007)

Overall, research has shown that mass media are crucial in the reduction of poverty, and for development in both its social and economic aspects.

2.2.4. How the Mass Media have Highlighted Issues Affecting the Marginalized Societies

According to James Deane, managing director of the Communication for Social Change Consortium, media play a critical role in community development by providing marginalised people in the society with access to information; covering issues of relevance to the marginalized and living in poverty; reflecting impoverished peoples' perspectives in media coverage and providing platforms where development issues like land, voting rights can be discussed. (Lysons and Gallingham, 2003)
Research has shown that the media has played a key role in bringing out to the open issues affecting the marginalised societies.

In Australia and New Zealand, the media played a key role in ensuring that the natives, i.e. the aborigines and the Maoris got the right to own land, something that was not previously allowed by the constitution in the two countries. (Bailey and Jones, 2005).

Nubians in Kibera slums in Kenya have also faced the same limitations in Kenya. Through the community has been in Kenya for close to a century, the community has not yet been allowed to register as Kenyans, have not been allowed to have permanent land ownership. It is only in the recent past that the community has made progressive steps. This is after the media has consistently and persistently highlighted the community’s plight. (Bailey and Jones, 2005).

2.3 Research Gaps

Looking at the role of the media, it is observed that there is a gap which needs to be filled. The gap is the exact role of the media in community development, with emphasis on marginalised communities.

The traditional role of the media is to inform, to educate and to expose. However, as it has been shown earlier in this chapter, the media is playing an active role in community development especially in marginalised communities, e.g. stateless groups. It has also been observed that the recent past, there has been a lot of attention being given to the slum communities, e.g. the kibera residents. For this reason, questions linger as to the role of the
media in the interest that the world community has expressed in communities and areas that have been hitherto avoided in the past. What role has the media played and what is the impact of that role?
CHAPTER THREE: METHODOLOGY

3.1 INTRODUCTION

The chapter presents a discussion of the research design and methodology that the researcher has employed in the study. The target population of study, sampling and sample size have been provided. The chapter will conclude with the data collection methods and the data analysis procedures that the researcher will employ in this study.

3.2 Site Selection and description

The researcher selected Kibera in Nairobi to conduct the research due to the fact that it's easily accessible and large numbers of Nubians', the youth, elderly, working class, students, women, men and activists live in the area, making it easy for the researcher to carry out the study. The area is located roughly 5 kilometres southwest of the city centre of Nairobi. Encompassing an area of 2.5 square kilometers. Kibera accounts for less than 1 percent of Nairobi's total area, but holds more than a quarter of its population. The neighborhood is divided into a number of villages, including Kianda, Soweto, Kisumu Ndogo, Makina, Kambi Muru, Laini Shaba, Mashimoni, Lindi and Gatwikira.

3.4 Sample Design and Sampling Procedure

The population of this study consisted of the Nubian population living in Kibera slums of Nairobi. Though there are members of the Nubian community living in other parts of the country, this study only focused on the Kibera slums Nubians. Simple random sampling is used
to obtain more efficiency and achieve the desired sample. A simple random sample is obtained by choosing elementary units in a way that each unit in the population has an equal chance of being selected. A simple random sample is free from sampling bias. (Mugenda and Mugenda. 1999)

The researcher will use a total of seventy five (75) potential respondents

3.5 Data sources and Data Collection Methods

The researcher will prepare the questions for reference which will be used during the face to face interviews based on appended questions. The questions will be both open and closed ended. The researcher will administer the questionnaires personally to those who have been sampled. The responses shall be noted and used later for analysis and interpretation.

The researcher will use both primary and secondary data sources.

Primary data

This will be effected through administering questionnaires, group discussions as per the different focus groups, between the researcher and the sampled respondents, and face to face interviews with the respondents. The responses will be collected and their views coded and analyzed.
Secondary data

This will be acquired by reviewing what has already been done i.e. historical data and journals.

These are the tools that will be used in data collection during the research process. (Chambers R. 1985) In this study, the following tools will be used for data collection:

3.5.1. Questionnaire

This is a list of questions that respondents were required to respond to in writing. It was used in this research to collect data because the questions asked were straightforward, simple and well prepared to answer the research objectives; hence the answers were found to be of profound reliability. Further, there was adequate time provided for filling in of these questionnaires. The respondents had one and a half months to fill in the questionnaires. Seventy respondents were administered to questionnaires personally by the researcher.

3.5.2 Interviews

The researcher also conducted interviews on the Nubian community leaders and elders.

3.6. Data Analysis, Interpretation and Presentation

To obtain precise answer identify trends in the answers, close-ended type of questions will be constructed.

As earlier mentioned questionnaires will be constructed with both open and closed ended questions to enable for quantitative and qualitative analysis respectively. These open ended
questions will avoid limitation of answers to the closed options and give the interviewee an opportunity for self expression and expounding on the ticked responses.

The feedback that will be collected from the questionnaire and interview will be coded and organized for analysis by the use of subjective, content, interpretative and semiotic analyses.

For the qualitative data the researcher will make use of subjective, content, interpretative and semiotic analyses (Cooper & Schindler, 2003). For the quantitative data, the researcher then tabulated the findings and then calculated frequencies and percentages on each variable under study and then interpretations were made from the research findings. The information was then presented in form of table frequencies/ percentages, weighted averages, pie – charts and graphs.

3.7. Problems, constraints and limitations of the study

In the process of carrying out this research, the researcher came across various problems and limitations. One of these was resistance from the respondents. I.e. the Nubian community in Kibera. The nature of the topic under study was a bit sensitive, i.e. people did not feel free to discuss their challenges and how the media is helping to resolve some of the issues. This posed a challenge to the research.

When collecting data from the respondents, the researcher experienced challenges emanating from the vastness of the area. The respondents live in different villages, some of which are far apart.
CHAPTER FOUR: DATA ANALYSIS PRESENTATION AND INTERPRETATION

4.1. INTRODUCTION

During the research, questionnaires were used as the main data-gathering instrument for this study. After gathering all the completed questionnaires from the respondents, total responses for each item were obtained and tabulated.

4.2. Distribution of Respondents by Response rate

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responded</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>Did not respond</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 4.1: Distribution of Respondents

Majority of the respondents, 85% responded. Only 15 % did not respond, so the project was successful due to high response rate as it was expected by the researcher. This was attributed by high cooperation of the respondents.
4.2 Socio-demographic characteristics of respondents

4.2.1 Distribution of Respondents by Gender

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>51</td>
<td>60</td>
</tr>
<tr>
<td>Female</td>
<td>34</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 4.2: distribution of respondents by gender

Majority of the respondents were male, 60% as it’s shown by table 4.2, while the minority of the respondents were female, 40%.

Men are usually the ones charged with the responsibility of defending the community and speaking on community's behalf on issues affecting the community. The gender response rate shows that the men in the Nubian community are active and aware on issues affecting the community.
4.2.2 Distribution of Respondents by Age

<table>
<thead>
<tr>
<th>Category (Years)</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>21</td>
<td>24.7%</td>
</tr>
<tr>
<td>26-35</td>
<td>38</td>
<td>44.7%</td>
</tr>
<tr>
<td>36-50</td>
<td>20</td>
<td>23.8%</td>
</tr>
<tr>
<td>&gt;51</td>
<td>6</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>85</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 4.3: distribution of respondents by Age

Majority of the respondents were in the age bracket 26-35 years.

4.2.3: Distribution of Respondents by Level of Education

<table>
<thead>
<tr>
<th>Level of education</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>O level</td>
<td>44</td>
<td>51.7%</td>
</tr>
<tr>
<td>A level</td>
<td>5</td>
<td>5.8%</td>
</tr>
<tr>
<td>Diploma</td>
<td>13</td>
<td>15%</td>
</tr>
<tr>
<td>Degree</td>
<td>18</td>
<td>21%</td>
</tr>
<tr>
<td>Postgraduate degree</td>
<td>5</td>
<td>5.8%</td>
</tr>
<tr>
<td>Total</td>
<td>85</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.4. distribution of respondents by Level of Education
Majority of respondent are O-level graduates, 51.7% as it's shown by table 4.4. 5.8% of respondents have postgraduate degrees and another 5.8% have A-levels.

15% are diploma holders so we can conclude that the respondent population comprises of well educated people who understand the concepts of societal rights and issues affecting their community.
4.2.4. Mass Media's Contribution to Sensitization of Governance Issues Affecting Nubian Community.

<table>
<thead>
<tr>
<th>Mass media's contribution to sensitization of governance issues affecting Nubian community</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>The mass media has played a key role in educating People on their rights</td>
<td>10%</td>
<td>11%</td>
<td>9%</td>
<td>43%</td>
<td>27%</td>
<td>100%</td>
</tr>
<tr>
<td>Due to sensitization done by the mass media, The Nubian community is more aware and more active in the society.</td>
<td>13%</td>
<td>9%</td>
<td>11%</td>
<td>36%</td>
<td>31%</td>
<td>100%</td>
</tr>
<tr>
<td>Due to mass media, the Nubian community members have made progress in seeking to have issues affecting them as community addressed</td>
<td>15%</td>
<td>21%</td>
<td>10%</td>
<td>25%</td>
<td>29%</td>
<td>100%</td>
</tr>
<tr>
<td>Members of the Nubian community have become more participatory in the democratic process, more politically aware of their rights</td>
<td>12%</td>
<td>17%</td>
<td>15%</td>
<td>31%</td>
<td>25%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.5: Media's sensitization on issues of Governance

Majority of respondents, 70%, disagreed with the statement that The mass media has played a key role in educating People on their rights. This was after the statement was posed to the respondents. only 21% of the respondents agreed with the statement.
This research concluded that the statement that the mass media has played a key role in educating People on their rights is incorrect.

This research concluded that the statement ‘Due to sensitization done by the mass media, The Nubian community is more aware and more active in the society’ is correct. This was after 67% of the respondents disagreed with the statement. Only 21% of the respondents of the respondents were in agreement with the statement.

The mass media has played a role in ensuring that the members of the Nubian community have made progress on issues affecting the community. This was arrived at after 36% of the respondents agreed with the statement that ‘Due to mass media, the Nubian community members have made progress in seeking to have issues affecting them a as community addressed’. However, majority of the respondents were of the opinion that the progress that has been made by is not as a result of the media. 54% of the respondents were in this category.

On the statement that ‘members of the Nubian community have become more participatory in the democratic process, more politically aware of their rights’, Only 29% of the respondents agreed while 56% disagreed. The majority were of the opinion that the community has not become more participatory as a result of the media. This research therefore concluded that the statement does not reflect the real situation on the ground and is therefore incorrect.

From the results collected from the respondents, the research concluded that the hypothesis that the mass media has contributed immensely to sensitization of governance issues affecting Nubian community.
The research also looked at the role of mass media and education of youth and women in Kibera. This research concluded that the media have played a key role in highlighting the plight of youth and women which has Projects in the area getting funds. This was after 59% of the respondents agreed with the statement posed to them. Only 26% of the respondents disagreed with the statement. The research therefore came to the conclusion that the statement is true.

The research study concluded that the Mass media has hosted workshops on youth empowerment and awareness.

<table>
<thead>
<tr>
<th>Mass media's contribution to Media and Education of Youth and Women in Kibera</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>The media has played a key role in Highlighting the plight of youth and women which has Projects in the area getting funds</td>
<td>29%</td>
<td>30%</td>
<td>5%</td>
<td>12%</td>
<td>24%</td>
<td>100%</td>
</tr>
<tr>
<td>The Mass media has hosted workshops on youth empowerment and awareness</td>
<td>31%</td>
<td>23%</td>
<td>7%</td>
<td>16%</td>
<td>23%</td>
<td>100%</td>
</tr>
<tr>
<td>The mass media has directly or indirectly funded youth and women projects in Kibera</td>
<td>20%</td>
<td>30%</td>
<td>22%</td>
<td>18%</td>
<td>10%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.6: Mass Media and Education of Youth and Women In Kibera
This is attested by 54% of the respondents who were affirmative to the statement posed to them. The research therefore concluded that the statement was correct.

50% of the respondents agree that the mass media have directly or indirectly funded youth and women projects in Kibera. 28% of the respondent disagreed while 22% neither agreed nor disagreed.

The research concluded that the statement is true and reflects the situation on the ground.

The Hypothesis that the media have been actively involved in education of Youth and Women in Kibera is therefore correct.

4.2.6: Role of Mass Media in Poverty Eradication

<table>
<thead>
<tr>
<th>Contribution of mass media to poverty eradication programs</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>The mass media has embarked on Programs to educate the Nubian community On economic empowerment.</td>
<td>22%</td>
<td>29%</td>
<td>19%</td>
<td>15%</td>
<td>15%</td>
<td>100%</td>
</tr>
<tr>
<td>The media has started economic empowerment projects in the area thereby helping in poverty eradication</td>
<td>20%</td>
<td>31%</td>
<td>18%</td>
<td>19%</td>
<td>12%</td>
<td>100%</td>
</tr>
</tbody>
</table>
The media has partnered with Non-governmental organizations in vigorously educating the Nubian community on economic empowerment. This was after 51% of the respondents responded affirmatively to the statement that ‘the mass media has embarked on Programs to educate the Nubian community on economic empowerment’.

This research recommends that future researches conducted on the role of the media in community empowerment focus on the specific role that the media is playing in community empowerment.

On the statement that the media has started economic empowerment projects in the area thereby helping in poverty eradication, 51% of the respondents agreed with the statement while 31% disagreed.

This research came to the conclusion that the media is actually actively involved in economic empowerment projects amongst the Nubian community in Kibera. The research attributed the difference in opinion, i.e. 51% agreeing with the statement while 31% disagreeing to the fact...
that the community does not live in the same neighborhoods but are spread out in various villages. While the media may be involved in one project in one village, it may not be in another village, which explains the difference in opinion over the statements posed.

The very respondents agreed with the statement that 'the media has partnered with Non-governmental organizations in vigorously educating the Nubian community on economic empowerment’

This was after the statement was posed to the respondents. Of the 85 respondents who returned the questionnaires, 51% of the respondents agreed with the statement while 32% of the respondents disagreed.

The research concluded that the hypothesis that the mass media has actively contributed to wards poverty eradication programs in the Nubian communities in Kibera is true.
4.2.7. Extent in Which the Mass Media Have Highlighted Land Issues Affecting the Nubian Community in Kibera Slums.

<table>
<thead>
<tr>
<th>Extent In Which The Mass Media Have Highlighted Land Issues Affecting The Nubian Community In Kibera Slums</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>The media have featured writings, opinion that advocate for resolution of land problems affecting the Nubian community</td>
<td>20%</td>
<td>29%</td>
<td>12%</td>
<td>19%</td>
<td>20%</td>
<td>100%</td>
</tr>
<tr>
<td>The Media have highlighted faithfully and Objectively reported on the Nubian land problems</td>
<td>22%</td>
<td>29%</td>
<td>5%</td>
<td>21%</td>
<td>23%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.7: Mass Media Highlighting of Land Issues amongst Nubian Community

Lastly, the research study aimed at establishing the extent in which the mass media has highlighted Land issues affecting the Nubian community in Kibera slums.

49% of the respondents agreed with the statement that the media has featured writings, opinion that advocate for resolution of land problems affecting the Nubian community. 29% of the respondents disagreed with the statement. This research came to the conclusion that the statement was true.

51% of the respondents agreed with the statement that The Media has highlighted faithfully and objectively reported on the Nubian land problems. This made the research conclude that the statement was correct.
The research concluded that the hypothesis that the media has been actively involved in highlighting land issues affecting the Nubian community is true and correct.

4.3. Discussion of the Summary.

The research was carried out successfully. The research aimed at investigating the role of the mass media in community development.

The research looked at five key areas as follows:

- Contribution of mass media in sensitizing people on governance issues among the Nubian community in Kibera slums, to assess the extent to which mass media has contributed to education of youth and women amongst the Nubian community in Kibera slums, to establish the contribution of mass media on poverty eradication programs and to establish the extent in which the mass media has highlighted land issues affecting the Nubian community in Kibera slums in Kenya.

From the data collected from the respondents, this research concluded that the mass media has not contributed to sensitization on governance issues in the Nubian community in Kibera slums. This was arrived at after majority of the respondents disagreed with all the statements posed to the respondents.

However, the research concluded that the mass media has contributed to education of youth and women amongst the Nubian community in Kibera slums. This was arrived at after the respondents agreed with the statements posed to the respondents.
Data collected also showed that the respondents agreed with the statement that the mass media have been actively involved in poverty eradication programs among the Nubian community in Kibera slums.

The same response applied to the statement that the mass media is actively involved in highlighting land issues affecting the Nubian community in Kibera slums.

This research was not able to identify the exact nature of the projects and programs that the mass media is supporting in Kibera. The research recommends further research focusing identifying the nature of projects and programs in Kibera among the Nubian community.
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. INTRODUCTION

This chapter summarizes and concludes the research that was undertaken. At the end of the chapter, some applicable recommendations are given for the further research to improve on the problem under study based on research findings.

5.1 Summary of Findings

The study found out that according to the local population, the media has not contributed to sensitization on governance issues in the Nubian community in Kibera slums.

The research also found out that the media is involved in educating the youths and women in Kibera, in poverty eradication programs as well as in highlighting of land issues affecting the Nubian community.

5.2 Research Topics covered

5.2.1. Mass media contribution to sensitization on governance issues in the Nubian community in Kibera slums.

From the data gathered, this study concludes that the mass media has not been involved in sensitization of governance issues affecting Nubian community. All the statements posed to the respondents, the respondents gave negative responses.
5.2.2 Extent to which mass media has contributed to education of youths and women among the Nubian community in Kibera slums.

This research concluded that the media has played a key role in highlighting the plight of youth and women which has Projects in the area getting funds. This was after 59% of the respondents agreed with the statement posed to them on the contribution of the mass media to education of youths and women in the Nubian community in Kibera.

50% of the respondents agree that the mass media has directly or indirectly funded youth and women projects in Kibera.

5.2.3. Contribution of mass media on poverty eradication programs.

The research posed the statements to the respondents on poverty eradication amongst the Nubian community. Programs to educate the Nubian community on economic empowerment, economic projects to eradicate poverty and statement on media partnering with Non-governmental organizations in vigorously educating the Nubian community on economic empowerment.

Of the three statements posed, the respondents agreed with the statements. i.e. 51% of the respondents responded affirmatively to the statement that 'the mass media has embarked on Programs to educate the Nubian community on economic empowerment. On the statement that the media has started economic empowerment projects in the area thereby helping in poverty eradication, 51% of the respondents agreed with the statement finally, the research came to the conclusion that the media is actually actively involved in economic empowerment projects
amongst the Nubian community in Kibera. The research attributed the difference in opinion, i.e.
51% agreeing with the statement

5.2.4. Extent to which the mass media have highlighted land issues affecting the Nubian community in Kibera slums in Kenya.

The research found out that the media has highlighted on land issues affecting the Nubian community. Of the statements posed to the respondents focusing on land issues and mass media, the respondents agreed that the media has been at the forefront on highlighting on issues of Nubian land issues.

5.3 Recommendations

From the study, the following are the recommendations:

That future research should try and come up with ways in which the media can be involved in sensitizing the Nubian community on governance issues.

That future research should identify the exact nature of programs and projects that the media has started for the Nubian community in Kibera

That when media is getting involved or starting projects, all Kibera Nubian neighborhoods should be involved. This was arrived at after the research found out that some of the projects involving the Nubian community are village specific and at times do not cover all the villages where the Nubian community reside in.
5.4 Conclusions

From the investigations carried out by the researcher and the findings summarized, the researcher wishes to conclude that the media is involved in highlighting issues affecting the Nubian community. The research found out that the media is involved in education of youths and women; the media is involved in poverty eradication projects and also in highlighting of land issues affecting women.

However, this research found out that mass media has not contributed to sensitization on governance issues in the Nubian community in Kibera slums.

5.5 Area for Further Studies

Further research should be carried out with a view to identify the exact nature and types of projects and programs that the media is involved with in Kibera slums among the Nubian community. The media should identify and encourage projects and programs such as income generating, civic education, advocacy, and lobbying and may go along way in helping the community resolve the various challenges it faces.
REFERENCES


Handfield R. (2008), "the current Trends in Production Media and politics": copyright, Journal


APPENDIX 1. QUESTIONNAIRE

Introduction

My names are Mohamed Jaffer, a student pursuing a Masters degree in Journalism. I am carrying out an investigation on the role of the media on community Development, focusing on Nubians in Kibera slums. You have been selected randomly as one of the respondents for the study. I would like you to spend a few minutes to fill the questionnaire to assist me understand the effect of the media on community development.

The information provided will be used for academic purpose only and will be treated with utmost Confidentiality.

The aim of this questionnaire is to collect views from the target group on the practice of outsourcing in their respective organizations.

Instructions

1) Kindly respond to all questions by ticking and or giving comments where necessary.

2) Please give additional information where you feel it is necessary.
PART A- BACKGROUND INFORMATION

1). Gender,   Male  [   ]   Female  [   ]

2). Kindly indicate your age.

   a) Below 25 years  [   ]
   b) 26 – 35 years  [   ]
   c) 36 – 45 years  [   ]
   d) 46 -55 years  [   ]
   e) Over 55 years  [   ]

3). What is your level of education?

   a) Secondary level (KCSE)  [   ]
   b) Diploma  [   ]
   c) Undergraduate degree [   ]
PART B: SECTION I: HOW MASS MEDIA HAS CONTRIBUTED TO SENSITIZATION ON GOVERNANCE ISSUES IN THE NUBIAN COMMUNITY IN KIBERA SLUMS

Using a likert scale of 1-5, kindly respond to the below question. Where:

<table>
<thead>
<tr>
<th>No</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>4</td>
<td>Agree</td>
</tr>
<tr>
<td>3</td>
<td>Neither agree nor disagree</td>
</tr>
<tr>
<td>2</td>
<td>Disagree</td>
</tr>
<tr>
<td>1</td>
<td>Strongly disagree</td>
</tr>
</tbody>
</table>

Kindly respond to the below question. Kindly tick inside the box that best fits your response.

Mass Media and Governance

1 2 3 4 5

The mass media has played a key role in educating People on their rights

Due to sensitization done by the mass media,

The Nubian community is more aware and more active in the society.

Due to mass media, the Nubian community members have made progress in seeking
to have issues affecting them addressed.

Members of the Nubian community have become more participatory in the democratic process, more politically aware of their rights
SECTION II: MASS MEDIA AND EDUCATION OF YOUTH AND WOMEN AMONGST THE NUBIANS
IN KIBERA

Using a likert scale of 1-5, kindly respond to the below question. Where:

<table>
<thead>
<tr>
<th>No</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>4</td>
<td>Agree</td>
</tr>
<tr>
<td>3</td>
<td>Neither agree nor disagree</td>
</tr>
<tr>
<td>2</td>
<td>Disagree</td>
</tr>
<tr>
<td>1</td>
<td>Strongly disagree</td>
</tr>
</tbody>
</table>

Kindly respond to the below question. Kindly tick inside the box that best fits your response.

Mass media has contributed towards education of youth and women amongst the Nubians in Kibera in the following ways.

1 2 3 4 5

The media has played a key role in

Highlighting the plight of youth and women which has Projects in the area getting funds

The Mass media has hosted workshops for a on youth empowerment and awareness.

The mass media has directly or

Indirectly funded youth and women projects in Kibera
SECTION III: THE CONTRIBUTION OF MASS MEDIA ON POVERTY ERADICATION PROGRAMS

Using a likert scale of 1-5, kindly respond to the below question. Where:

<table>
<thead>
<tr>
<th>No</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>4</td>
<td>Agree</td>
</tr>
<tr>
<td>3</td>
<td>Neither agree nor disagree</td>
</tr>
<tr>
<td>2</td>
<td>Disagree</td>
</tr>
<tr>
<td>1</td>
<td>Strongly disagree</td>
</tr>
</tbody>
</table>

Kindly respond to the below question. Tick in the box that best fits your response

The mass media has contributed in the following ways towards the poverty eradication programs.

1 2 3 4 5

The mass media has embarked on [ ] [ ] [ ] [ ] [ ] Programs to educate the Nubian community On economic empowerment.

The media has started economic [ ] [ ] [ ] [ ] [ ] empowerment projects in the area thereby helping in poverty eradication

The media has partnered with [ ] [ ] [ ] [ ] [ ] Non-governmental organizations in vigorously educating the Nubian community on economic empowerment.
SECTION IV: EXTENT IN WHICH THE MASS MEDIA HAS HIGHLIGHTED LAND ISSUES AFFECTING THE NUBIAN COMMUNITY IN KIBERA SLUMS

Using a likert scale of 1-5, kindly respond to the below question. Where:

<table>
<thead>
<tr>
<th>No</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>4</td>
<td>Agree</td>
</tr>
<tr>
<td>3</td>
<td>Neither agree nor disagree</td>
</tr>
<tr>
<td>2</td>
<td>Disagree</td>
</tr>
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<td>1</td>
<td>Strongly disagree</td>
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Kindly respond to the below question. Tick in the box that best fits your response.

The Media has highlighted faithfully and Objectively reported on the Nubian land problems

The media has featured writings, opinion that advocate for resolution of land problems affecting the Nubian community
## APPENDIX 2: WORK PLAN

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## APPENDIX 3: THE BUDGET

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<td>10,040.00</td>
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<td>Domestic traveling</td>
<td>15,980.00</td>
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<td>Official entertainment</td>
<td>15,020.00</td>
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<td>Report production</td>
<td>20,192.00</td>
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<td>Contingency</td>
<td>15,818.00</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>87,610.00</strong></td>
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Appendix 4: Glossary

**Mass Media**: the means of communication that reach and influence large numbers of population at the same time. I.e. Radio, Television, etc.

**Watchdog**: individual, group, agency, organization charged with the role of a guardian or protector against waste, loss, or illegal practices.

**Marginalized societies**: excluded, trivialized, and devalued. A segment of population which is essentially "left out", or not cared about by the rest of the national populace.

**Maoris**: The aboriginal tribe that inhabits New Zealand. They are thought to have emigrated from the Polynesian Islands to New Zealand in the 500-year period between 800-1300 CE.