MASS MEDIA AND EXTENT OF VIOLENCE IN SELECTED
SUB-COUNTIES IN WESTERN REGION, RWANDA

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In Partial Fulfillment of the Requirements For the Degree
Master of Conflict Resolution and Peace Building

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November, 2011
DECLARATION A

"This thesis is my original work and has not been presented for a Degree or any other academic award in any University or Institutional of Learning".

[Signature]

Name and Signature of Candidate

15th, October 2011

Date
DECLARATION B

"I confirm that the work reported in the thesis is carried out by the candidate under my supervision."

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APPROVAL SHEET

This thesis entitled "Mass Media and Extent of Violence in Selected Sub-Counties in Western Region-Rwanda" prepared and submitted by AMIR MURWANASHYAKA in partial fulfillment of the requirements for the degree of Master of Conflict Resolution and Peace Building has been examined and approved by the panel on oral examination with a grade of PASSED.

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Grade: ____________________________

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DEDICATION

I dedicate this thesis to my beloved mother Brigitte N. BAHIRE and my children Ayman and Urwat. Their moral and psychological support will remain unforgettable.
ACKNOWLEDGEMENT

Praise is to the Almighty Allah who kept me healthy and enabled me to accomplish this noble work.

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ABSTRACT

This research investigated the relationship between mass media and extent of violence in two selected sub-counties in Western Region, Rwanda. Apart from determining the profile of respondents, the study investigated the level of influence of mass media in the study areas, extent of violence in the sub-counties, and established the significant relationship between the level of influence and the extent of violence.

Different theories and concepts were articulated in the literature review so as to give meaning and understanding the study variables.

The researcher employed descriptive correlation design and using SLOVEN’s formula, the study sampled 109 respondents from 150 targeted populations and the sampling was done by the use of simple random sampling. The study used self administered questionnaires as research instrument and the study ensured validity and reliability of instruments using Content Validity Index. All ethical and logistic considerations of research were also taken into consideration. Data was analyzed in both qualitative and quantitatively using statistical techniques such as mean, standard deviation and Pearson correlation matrix.

Findings indicated that levels of influence of mass media in misleading the public is low in the two sub-counties with overall mean of 2.35; however, there was high level of violence with overall mean of 2.59. Lastly, it was also noted that there is positive significant relationship between the study variables at \( r = .789, P< .000 \) at .05 level of significance.

The study concluded that level of influence of mass media leads to some extent of violence in the two sub-counties. It was recommended that the media houses should work hand in hand with other stakeholder such that they can promote peace as well as development of the sub-counties and Rwanda as a whole.
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# LIST OF ACRONYMS AND ABBREVIATIONS

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<th>Description</th>
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<tr>
<td>CVI</td>
<td>Content Validity Index</td>
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<tr>
<td>PCA</td>
<td>Principle component Analysis</td>
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<td>SAQs</td>
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<td>PLCC</td>
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CHAPTER ONE
THE PROBLEM AND ITS SCOPE

Background to the Study

This study viewed the level of influence of mass media and the extent of violence in Rwanda from the year 1994 to 2010. This study was based on the theory developed by different authors such as Peterson, & Schramm, (1956), media should promote ethnocentrism and stresses factual (especially investigative) reporting over commentary, the balancing of opposing viewpoints, it should be seen as an evolutionary process which is flexible and in which nations and organizations could adapt their choices to changing conditions in their operations and public. It is on the basis of this theory that the influence of the mass media in unsocial welfare violence.

Before white colonialists settled in the country, Rwandans had their own way of transmitting information called “traditional media” or “ancestors’ media”. They could transmit information through words or traditional instruments. It was easy for them to know how their country was ruled, and they could easily get and follow instructions and rules from the King. In case a King died, the whole population was informed and in case of an outside attack, the country was directly defended. This was all possible by different drum sounding and the word of mouth (Kambanda and Ngarambe, 2007).

After independence, this period was characterized by contemporary media or more advanced media. By contemporary media (mass communication) we mean print media, radio and television stations (McCann, 2006). Misser and Yves, (2004), during the colonial era, there were newspapers but no radio until 1962, and television started in 1993.

According to Straus, (2006), well-practiced media comes fourth after the legislative power, the executive power and the judicial. In this regard, many people
admit that when the media operates properly, it fosters sustainable development by informing the people about what takes place in their country and all over the world, hence giving them the opportunity to know what is beneficial and what is not. Besides, it enables them to contribute toward the country’s development and promote their own welfare.

However, due to strong influence of mass media in social, economic and political spheres, studies by Woodward and Bradley, (2007) indicated that many governments have established strong laws regulating the activities and broadcasting of media houses. Some of the laws that are specified in the case of many of the developing countries include: no incitement to violence, no vulgarity or obscenity and no communal writing. Giving an explanation on the law regulating communal writing in the case of India, the author indicated that such aspects of communal writing in media can easily create problems between sections with different faiths and religions by writing about them or broadcasting issues which can promote communal problems. The author also noted that there is considerable evidence that communal riots and killings have taken place on the basis of media reports.

Forsskål’s (2006) in his case established that since media and media people are very powerful in their very nature, their power should work with tremendous responsibility. Hence, he noted that if the media misuse their power to do wrong things or trouble others, people will stop trusting them. In this regard, he recommended that like in any other profession such as law or medicine, the media also need to have a code of ethics or guidelines on what is right or wrong, and anyone who violates the code can be punished, or removed from the profession.

Regarding the aspect of violence, Lee Fujii, (2006) believes that it is a form of deviance, which can be used to gain unfair advantage. Violence is a dishonest and cowardly way of trying to win. One of the earliest psychological theories developed to explain violence is called the frustration–aggression hypothesis according to (Schudson
The losers for example are frustrated when successfully tackled by an opponent. Frustration increases the likelihood of aggressive behavior. It is apparent that man’s behavior involves a large number of blockages responses to the rivals’ goal where the loser is obviously frustrated by losing leading to aggressive behavior which tends to be violent in nature.

Ngarambe, (2002), touched three elements in modern society which are closely related to violence and these are aggression, professionalism and personality. Radio is no doubt the measure that fuels them. This means that media plays a key role in promoting peace above all. In order to achieve all these objectives, radio needs well structured guidelines; otherwise media would turn into a devastating weapon.

There would not be social welfare without peace, or when there is no security for the people. For instance the media that played a destructive role in the 1994 Rwandan genocide. Of course, radio played an important role in the April 1994 genocide, however; Rwanda was among countries that signed and committed themselves to implementing the International Human Rights Conventions in general and those promoting freedom of the press in particular.

Although the current law governing the press grants extensive freedom of press, pressmen/women in Rwanda have not yet understood what this freedom means with some institutions still struggling to better understand such freedom. This being the reason why training sessions should be regularly organized to better explain such freedom so as to adequately achieve freedom of press without there being any interference, hindrance or reluctance. This requires more professional training sessions for Rwandan journalists, because it has been noticed that most of them are unprofessional, while others are jobless people who try their hand in journalism thus making the profession look like a refuge for unemployed people. Given such a situation, difficulties linked to lack of professionalism, ignorance of the right thing to be done
reduces the value it should have in the country’s life because the poor the quality, the poor the production.

Statement of the Problem
Violence has greatly affected the public. The higher levels of violence such as fighting each other, looting, destruction of public and private property, armed shooting adversely affected the progress of any society from all angles. Because of this, peaceful and weak people free chaos to seek refuge where society is more organized and peaceful. The ultimate effect of violence is unlawful arrests, detentions, torture, loss of life and the economic retardation. Despite measures taken to stop media incitements, it's evidenced that violence is still prevailing and increasing in the public. Therefore it attracted the researcher's attention to analyzing the influence of media on extent of violence.

Purpose of the Study
The purpose of this study was to determine the relationship between the level influence of mass media and extent of violence in the two selected sub-counties of Gisenyi and Kibuye in Western Region of Rwanda.

General Research Objective
To correlate the relationship between level of influence of mass media and extent of violence in Gisenyi and Kibuye sub counties in Western Region, Rwanda.

Specific Research Objectives
The study was guided by the following objectives;
(i) To determine the profile of respondents as regards to: gender, age group, education level, years of experience and marital status in Gisenyi and Kibuye Sub-counties.
(ii) To determine the level of influence of mass media in the two selected sub-counties of Gisenyi and Kibuye.

(iii) To determine the extent of violence in the two selected sub-counties of Gisenyi and Kibuye.

(iv) To establish the relationship between level of influence of mass media and extent of violence in the two selected sub-counties of Gisenyi and Kibuye.

Research Questions
The study attempted to answer the following questions:

(i) What the profile of respondents is as regards to; gender, age group, education level, years of experience and marital status in Gisenyi and Kibuye Sub-counties?

(ii) What is the level of influence of mass media in the two selected sub-counties of Gisenyi and Kibuye?

(iii) What is the extent of violence in the two selected sub-counties of Gisenyi and Kibuye?

(iv) What is the significant relationship between level of influence of mass media and extent of violence in the two selected sub-counties of Gisenyi and Kibuye?

Research Hypothesis
Ho-There is no significant relationship between influence of mass media and the extent of violence in the two selected sub-counties of Gisenyi and Kibuye.

Scope of the Study
Content Scope
This study examined the relationship between level of influence of mass media and the extent of violence in two selected sub-counties of Gisenyi and Kibuye, Western region. In attempting to establish this relationship, the study first investigated the profile of respondents, level of influence of mass media, extent of violence in the sub-
counties selected for this study. Lastly, the study established the relationship between the level of influence of media and the extent of violence in the two selected sub-counties of Gisenyi and Kibuye, Western region.

**Theoretical Scope**

This study was based on the Authoritarian theory developed by Siebert, Peterson, & Schramm, (1956), upon which the press must instead assume social responsibility, be factual accuracy, promotion of open debate, representation of diverse views, and protection of individual rights by serving as a watchdog that guard against government abuses of power. Under this theory we finds; the postmodern theory which insists on a journalism open to the widest range of narrative styles and perspectives, especially those emerging from the margins of society; normative theories of journalism necessary Hallin & Mancini, (2004) such as Four Theories of the Press Siebert, Peterson, & Schramm, (1956), media should promote ethnocentrism and stresses factual (especially investigative) reporting over commentary, the balancing of opposing viewpoints, and maintaining a neutral observer role for the journalist. Schudson (2001), it is on the basis of this theory (s) that the study proposes analyses the influence of media in violence, a case of radio station.

**Geographical Scope**

Regarding the geographical scope, this study was carried out in some two selected sub-counties. These sub-counties selected for this study included Gisenyi and Kibuye. These two sub-counties were selected since they were some of the areas in the western region that experienced a lot of bloodshed during the genocide. The radio stations in the area were also contacted during the research process.

**Time scope**

The investigations in this study were based on the aspects of mass media and violence right from the year 2004 to 2010. However, the time frame for carrying this study was five months that is, from the month of May, 2011 to the month of September, 2011. Researcher started with the work of choosing a topic and its approval and then writing of research proposal from the month of May 2011 up to the month of
September 2011. Literature review was then done in June and in the same month; decision on which data collection method would be used was done. In July 2011, data collection in the field was done and coding started towards the end of the same month. In August 2011, data was analyzed and followed by editing of the work. In September, the researcher submitted the final work for approval hence making it ready for defense.

**Significance of the Study**

The study on "the influence of media in unsocial violence", is anticipated to be very important since it attempts to provide answers to the disturbing questions on violent behavior in the public. The results of the study are of a particular relevance to a cross section of stakeholders including:

(i) The scholars and the future researchers as it add more information to the already existing knowledge about violent behavior especially in the case of the two selected sub-counties.

(ii) It may be helpful to the government in such a way that it may identify the causes of violence and how to deal with media given violent behavior.

(iii) Furthermore, this study has enabled the researcher with skills of data collection in the areas of mass media and violence. Additionally, the study enables the researcher to earn a master degree of arts in Conflict Resolution and Peace Building of Kampala International University.

(iv) This research report may advice both international and local laws to take in consideration the aspect of truth, justice and reconciliation hence preventing further aspects of war crimes, genocide and other forms of crimes against humanity from happening especially those under the influence of media.

(v) This research may also be significant to local government officials especially in mobilizing and educating the local masses about their role in achieving peace process, justice and reconciliation. If this is to be achieved, then harmony is likely to be achieved in the war torn area.
Operational Definitions of Key Terms

For the purpose of this study, the following terms are defined as they are used in the study:

**Violence:** In this study, the term violence means the use of physical force to injure somebody or damage something.

**Mass Media:** In this study it involves communications media that reach a large audience. In this study it involves radio stations to disseminate information.
CHAPTER TWO

REVIEW OF RELATED LITERATURE

Concepts, Ideas, Opinions from Experts / Authors

This chapter analyses the literature related to the subject of the study. This analysis has been done in relation to the research objectives. Thus different views and opinions of scholars and experts are articulated here to give meaning and understanding the study variables.

Level of Influence of Mass Media on People

Media has a constructive role to play for the society. Today News Channels and even some Newspapers are mouthpiece of some political parties. Their work then limits only to spread the ideology of the party rather than giving the correct news. People have to judge on their own by looking different channels for the same news and then form a conclusion

Today, social equality and liberal development are interdependent with recognition by media. In an informed democracy, public reasoning based opinion is a vital aide for transparent governance. It is an age of advancement in communication technology where Internet, push button publishing, news and views getting blogged up have an important role in making up mindsets.

However, radio in Australia seems to be suffering from, information corruption, manipulations of facts with a twisted approach to provoke chaos, confusion and democratic crisis. The federation of Australia that is dependent on peaceful co-existence, democracy and equality may be weakened by such unhealthy media approach.
Specifically on the front of terrorism, Australia media has generally failed to draw a clear line of understanding. Almost all talk shows start with anchors questioning the justification of war on terror. They have corrupted the mind of people by confusing this issue with anti democratic propaganda. Besides, media anchors always invite right wing people and give them time to support their hate filled ideology.

Such similar hypocritical approach of media and media policies has made Afghanistan suffer an unbearable damage where Taliban’s advancements to various cities and streets were ignored and masked under various conspiracy theories. Right-wingers in the media have always betrayed the people in giving them any kind of freedom and have only choked the information resources for their perverted interests in the name of religion.

On October 28, 2000, Al-Ahram, a popular Egyptian radio, presented a programme titled "A Jewish Matza Made from Arab Blood." The programme made the outrageous claim that Jews in Israel were killing Arab children so that their blood could be used to make unleavened bread for Passover. In the spring of 2002, a radio in Saudi Arabia devoted two issues to similar claims—this time that Jews murder Christian and Muslim children so that they can use their blood in preparing for the Jewish holidays of Purim and Passover. In the summer of 2002, the French charged the editor of the Egyptian radio and the radio itself with distributing materials that promote hatred and anti-Semitic violence—a serious crime in France (Barayagwiza, and Ngeze, 2008).

According to Ngarambe, (2002), in some cases, the influential personalities do not have any way without tolerating these broadcast discussions like it was in 2007 in Kenyan election which was followed by violent ethnic crashes. In primitive society the total locality or society had been regulated by only a couple of families and the general people would hesitate to say anything. Radio can assist in opening the mouth of the general people under the RPF government. Good Governance is such a system which is practiced in economics, politics, and through the use of social resources. And it is such
a work process in state management that civil society can express the opinion regarding the issues concerning interest, legal rights, and differences of opinion and can participate in every issue of state. That means there exists less opportunity of effective participation of people in the existing governing system but in good governance system, there exists manifold opportunities for the participation of people.

Dupaquier, (2009), some radio report are rumors that have no basis in fact which end up staging riot events. Given the fact that there is a riot, the overall statistical picture radio stations present are instances of gross flaws in presenting news of the riot. Some stations present “scare” headlines unsupported by the mild stories that followed. Secondly radio obtain much factual information about the scale of the disorders, property damaged, personal injury, and deaths from people, who often are inexperienced in dealing with civil disorders and not always able to sort out fact from rumor in the confusion. According to Kambanda, (2005), some radio reported of property damage put the figure in excess. These uncritically accepted, and editors uncritically presented, the inflated figures, leaving an indelible impression of damage up to more than ten times greater than actually occurred. This report just catalyzes the riot to intensify than the reverse.

Before the RPF government came in power in Rwanda, there were always inaccuracies of fact, tone and mood while reporting on sensitive issues (ethnicity) that incited the public. This was due to the failure of reporters and editors to follow media ethnics about official reports, and to apply the most rigorous standards possible in evaluating and presenting the news. Reporters and editors must be sure that descriptions and presentation of violence, and emotional or inflammatory sequences or articles, even though “true” in isolation, are really representative and do not convey an impression at odds with the overall reality of events. The radio too often does not achieve this level of sophisticated, skeptical, careful news judgment during sensitive seasons that result to violence but only influences riots (Chretien, 2006).
Radio presenters and those who preside over the popular “talk shows” kept a steady patter of information going over the air. In civil strife, this patter was both inform transistor-radio carrying young people where the actions were [sic], and terrify their elders and much of the community. Given the fact that radio was such a constant background accompaniment it made it an important influence on people’s attitudes and perhaps on their actions once trouble developed. This is true for several reasons. News presented on local “rock” stations seldom constitutes much more than terse headline items which may startle or frighten but seldom inform. “Burn, baby, burn,” the slogan of the Watts riot, was inadvertently originated by a radio disc jockey (President’s National Advisory Panel, 2001).

Radio avail a discussion and debating platform among community members and the personnel of different administrations reviewing troubles. In reality there is no channel for marginalized population to reach-out the leaders in the centered democratic society, one kind of opportunity; politicians and local administration take the chance to deprive them of their legal rights. These marginalized and poor people may get an opportunity to discuss issues regarding these actual rights through radio. Side by side, the radio plays a role of mirror in the society and accelerates pro people endeavor of local administration and the politicians and arouses their responsibilities to the society. The discussion regarding local government or council or live telecast of meetings and conferences are the excellent strategies of radio (Kellow and Leslie, 2008).

In Rwanda there is also another element worthy of consideration. Media has monopoly of corporatism agreed with its ownership and this game of greed damages its ability to play a positive role in consensus building. Media is lacking criteria of valued journalism and is only serving for marketing and advertising revenue. We want to sell and never rise up to sew our souls as a nation. Had the war on terrorism been marketed in a patriotic sense, it could not have led us to the hazards we are facing today.
Extent of Violence Occurring

Sometimes, the nature of the activity itself is sufficient enough to provoke violent behavior. Snyder and Ballentine, (2006) says that the degree of physical contact is a motivator of violent behavior. Often this physical contact results in retaliation, and in some cases aggression escalates to the point of fighting as it was in parliament of Bosnia when opposing members of parliament fought following a hot debt that set the entire capital city violent in 2006. Where there is serious competition among rival camps where and the winning chance are so high. The situation will be tense and the camp members are always aggressive which sometimes escalates to the point of fighting and violence.

Taylor (2003), says that if people perceive that opponents intent is to inflict harm, they are more likely to respond with aggression against the opponents than if perceived otherwise.

According to Bull (2008) one of the possible causes of aggression is the nature of the competition. One of the earliest psychological theories developed to express aggression is called frustration-aggression hypothesis which suggests that “frustration increases the likelihood of aggressive behavior”. Frustration in this case is defined as goal blocked response. This often happen because the reward has become out of reach for one camp. Wrestlers for example get frustrated when successfully tackled by an opponent.

Levene, (2005), asserts that leaders and parents greatly contributed to people’s being aggressive and violent in society. Due to the fact that people are always close to the leaders and the parents, this factor cannot be refuted in Germany where 28% are both doing drugs. Although the leaders and parents do not directly direct their children to be violent, the lifestyle and systems of guidance make the children aggressive. For that matter leaders and parents are “reinforces” of violent behavior and this is negative reinforcement.
There is no doubt that one of the causes of serious violence/unrest in society is the reaction of the security operatives to suppress riots in African countries. Their aggressive presence in Benin infuriated public who saw them as agents of the government with little intelligence and no mind of their own and who are little better than “zombies”. On the other hand, the police see demonstrators as over-indulged and pampered boys and girls who engage in excesses instead of facing the task for which they were primarily admitted into the universities, (Cornell, 1988).

Morals and values in society have dramatically changed compared to the past. Misser and Yves, (2004), says that justice lies at the heart of every activity is fairness and common sense, yet the idea of common and fair play seem to be drifting further away from the common practice of modern society where capitalisation is the order this was the attitude exhibited in Hungary during a football match. A person who leaves with character has no heart of a fair play. Radios that abuse one’s personality makes one or a group becomes aggressive thus being violent.

Chalk, (2009), found out that visiting members are always aggressive and commit more fouls than the home camps. This is caused by many factors including bad behaviors that the home camp and fans often display towards their visitors. If people perceive hostile reactions from the crowd, this could increase their arousal level which could in turn result in more violent behavior.

Officiation plays a very big role in determining the outcomes of the competition. The officials take judgment according to rules of a particular occasion. Snyder and Ballentine, (2006), officials’ judgment in favor of one team may cause violence especially to the other side seeming to be ruined. Bakana, (2002) says that if a referee does not rule fairly and firmly, players soon succumb to aggressive play. Such officials may be cited as possible causes of violence in soccer.

Bribery is an important factor as far as causing violence is concerned. The most pronounced of recent was in 2004 super league. In abide to win the Top television
super league championships 2004, there existed bribery in a match between Sc Villa and Akol F.C at Nakivubo stadium. Dan Obote got money from top officials and bribed Akol players leading to only seven players on the visitors team/side starting the match. The match ended 22-0 in favour of S.C. Villa (Igambi, 2009).

Relationship between Level of Influence of Mass Media and Extent of Violence

Violent behavior can be displayed by young, old and elderly. This violent behavior may be rampant or gradual depending on the circumstances prevailing and most especially to influence of mass media such as newspapers, magazines, radio stations and television stations. This sometimes lead to more violent behavior that is premeditated and planned in order to revenge for what happened previously (Carnell et al., 2003).

Bakana, (2002), believed that radio programmes like “live talk shows” could cause violence among listeners by shoving, abusing, insulting and intimidating each other and this would lead to violent behavior such as destroying property both outside and inside the place of convergence. They even take their violent behavior to the next level by destroying property of innocent citizens. Some people use this as an avenue of looting people’s property. She also adds that beating of the oppositions has led to injuries. Ingham et al., (2003) also wrote that violence is evidenced in many ways such as threats, insults, destruction, and intimidation directed to officials, opposing fans and fans of the opposing teams.

Some violent behavior is non-combatant but can affect humans psychologically. For instance threats and intimidation can lead to factions of a group to become violent. In 2009 in elections of Zimbabwe Tshlvangirai received death threats for his candidature against Mugabe to either withdraw the candidature or else his life was in danger. This caused chaos give the fact that it happened during campaigning period.
Death threats are illegal, crime and prosecution of the culprits is taken in courts of law (Barayagwiza, and Ngeze, 2008).

In July 2000, 13 spectators were trampled to death at the 2002 world qualifying match in Harare. This incident was triggered off when South Africa had taken a 2-0 lead over Zimbabwe (Bakana, 2002).

Suffice to notice is that violence has had sometimes a negative and on the other hand positive effects in society.

In September 1988, when university demonstrators of Astoria and Actinia Polytechnic attempted to organize a demonstration against the government corruption, the police using teargas and baton charges blocked the protestors from leaving the campus. On September, 29th 1989, they attempted to hold a seminar to mark the first anniversary of their anti-corruption demonstration. Riot police was called and dispersed the 300 demonstrators indicating that their gathering was illegal. The Demonstrators’ Representative Council (SRC) protested against the action of the police as a violation of academic freedom. Two demonstrators, Arthur McKinney, the SRC president and Enoch Norman, the secretary general were arrested. Other demonstrators assembled and protested against the arrest. The Vice-Chancellor announced the closure of the university indefinitely; the first the university was closed. The University Lecturers’ Association and the Senate condemned this. Most of the demonstrators arrested were released after a few days, (Codersia, 2000).

One of the common effects of violence is loss of life. This is after when the security operatives are invited to calm down the insurgents, this act led to live shooting at the demonstrators and arrest of the ringleaders. This act also motivates other demonstrators to organize demonstrations in need of rescuing their colleagues, (Birungi, 2002). For example, the killing of Kunle Adepejo, a student of Ibadan University Nigeria by the police during a student riot on February 1971 evoked an immediate hostile reaction from the public and in response to public opinion. On the
first anniversary of Kunle’s death, 1st January 1972, all the then universities in Western Africa staged a peaceful demonstration in their various locations. The leaders of the Western Union of University Students assembled at Ibadan University to commemorate the day by laying wreaths on Kunle’s grave, (Ojo, 2000).

Where demonstrators’ violence is exhibited, in most case the business community, employees are affected in that, such acts of militancy cause loss of human lives, or loss of jobs, (Dhikusokah, 2007). A case in point, in the 1971 crisis of the university of Ibadan that begun with the inmates of Nnamdi Azikiwe Hall who complained about the inadequate supply of drinks by the Cafeteria Manageress at the Hall’s party of January 1971. The demonstrators demanded that the Cafeteria Manageress be relocated from the university. When the university authorities were still temporizing on this issue, the demonstrators started demonstrating that went on for about a week. In the end, the Vice-Chancellor had to respond to the demonstrators’ demand; this act led to the Cafeteria Manageress to be relocated to restore calmness at the university, (Ajanyi, 2001).

When demonstrators are violent, they usually do not act immaturely world over, that is to say the resent London uprising. They involve in destruction of public infrastructures, looting property and harassing females and young girls into sex, (Amoa, 2009). For example, before the Tibbett rising in 1987, the Tibbett Act was promulgated, the Senate decided to extend provisional membership to demonstrators as an innovation in the Tibetan system but when the Act, was promulgated, the Federal Government deleted this and demonstrators’ representation was withdrawn. This led to a crisis. Again the demonstrators demanded a free day to hold a rally but the Senate refused. This, among others, led to a crisis on 3rd and 4th December, 1987. The senate chairman’ house was attacked and demonstrators besieged and disrupted the Senate meeting of 4TH December, 1987. They also destroyed private and public properties, and pulled down the walls erected round Shito Hall, a female Hall, (Chukwuemeka, 2004).
Where demonstrators use violence as last strategies to agitate for their needs, they are listened to and involved into decision making, (Birungi, 2002). For example, in January 1977, when there was a crisis at Bayero University Kano, resulting from complaints of the poor quality of food, inexperienced kitchen staff, and unhygienic kitchen conditions. The demonstrators as a reaction decided to boycott the dining hall and march en masse to the Registrar’s house to demand for buses to take them to town for food. The University authorities complied with the demonstrators’ demand and provided a bus to take the demonstrators to town to buy food. In addition, a crash embarked upon by the authorities, (Olugbade, 2009).

Theoretical Perspective

This study was based on the Authoritarian theory developed by Siebert, Peterson, & Schramm, (1956), upon which the press must instead assume social responsibility, be factual accuracy, promotion of open debate, representation of diverse views, and protection of individual rights by serving as a watchdog that guard against government abuses of power. Under this theory we find; the postmodern theory which insists on a journalism open to the widest range of narrative styles and perspectives, especially those emerging from the margins of society; normative theories of journalism necessary Hallin & Mancini, (2004) such as Four Theories of the Press Siebert, Peterson, & Schramm, (1956), media should promote ethnocentrism and stresses factual (especially investigative) reporting over commentary, the balancing of opposing viewpoints, and maintaining a neutral observer role for the journalist. Schudson (2001), it is on the basis of this theory(s) that the study proposes analyses the influence of media in violence, a case of radio station.
Related Literature

Chrétien, (2006), shows losers to behave more aggressively than winners. The losers experience more goal-blocked responses. The athletes become more frustrated and act more violently. Team standings also determine the magnitude and frequency of violence. It appears that teams in the lower standings behave more aggressive than higher ranked teams. Probably the lower ranked teams are more frustrated or these teams have less to lose.

In cities like Kigali, a capacity for heavy drinking is generally recognized among people. Violence does not usually occur without drug environmental or game-related factors (Gould and Kleiner, 1999). Studies have shown that aggression is more likely with younger disadvantaged people in crowded conditions and under the influence of alcohol. The pleasure of winning this dreadful campaign was sported by the puerile drunken fans who invaded the campaign ground in the mid of the campaign to celebrate by breaking both assets of residents, disrupting, ripping out car screen and beating people (Barayagwiza, and Ngeze, 2008). In Rwanda are many people who use banned substances like marijuana to feel heirre and this causes a decline in their morals.

Whereas Muhabura Radio was sensitizing people to join in the struggle to liberate the country, media stations such as Radio RTLM were busy sowing conflicts among Rwandans. Most of those media stations were politically motivated by individual interests of their owners. Some journalists were influenced by individuals from the Office of the President and leaders of the MRND unique ruling party of the time (Kunpente, 2004).

Eron (2000), there are mainly three mechanisms in which media encouraged violence. These are desensitization (listening to hostile acts like murder, rapes hardens a viewer to others suffering), role modeling (technique of non-violence must be learnt
regardless of whether there is any innate tendency to violent), apparent approval (violence is a frequent and acceptable means of interaction).
CHAPTER THREE

METHODOLOGY

Research Design

The study was quantitative in nature and employed a descriptive correlation survey design. The study employed this kind of design so as to establish the relationship between the influence of mass media and extent of violence in the two selected counties. Additionally, this study also employed this kind of design in order to determine the level of degree of relationship between the two study variables using the Pearson’s Linear Correlation Coefficient.

Research Population

The total target population the study was 150 and this involved the radio presenters and news writers, law enforcers in the two sub-counties, radio managers and local government officers in the two sub-counties. The researcher selected the radio presenters and news writers since they are well versed with issues concerning mass media and its influence on the people of the two sub-counties. Law enforces and local government officials were selected since play a greater role in regulating broadcasting issues and preventing violence in the selected sub-counties. This suggests that the target population was of purpose so as to get information from both sides.

Sample Size

Out of the 150 targeted population, the researcher accessed 109 respondents. These 109 respondents were determined by the use of Sloven’s formula as shown below:
\[ n = \frac{N}{1 + N(e^2)} \]

Where; \( n \) = the sample size; \( N \) = the population size; and \( e \) = the level of significance, which is \( 0.05 \).

**Table 1**

<table>
<thead>
<tr>
<th>Category</th>
<th>Population Size</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Government Officials</td>
<td>70</td>
<td>56</td>
</tr>
<tr>
<td>Low enforcers</td>
<td>50</td>
<td>33</td>
</tr>
<tr>
<td>Radio presenters and news writers</td>
<td>26</td>
<td>17</td>
</tr>
<tr>
<td>Radio managers</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>150</strong></td>
<td><strong>109</strong></td>
</tr>
</tbody>
</table>

**Sample Procedure**

The sampling procedure used in this study was simple random sampling. In this procedure, the researcher visited all the selected categories in their offices and asked the permission from those in charge. Then, wrote the names and the organizations of those who were targeted. The paper containing their names and working organizations were placed in a different boxes ensuring that the above outlined numbers to be selected were respected. After proper mixing, the researcher picked 56 respondents out of local government officials leaving out the remaining, repeated the same procedures with the rest of the categories until the required sample size of 109 was reached.
Research Instrument

To enhance the work of SPSS effectively, the researcher used closed ended questionnaires as research instruments. These research instruments were self administered at the various organizations sampled. The intention of these questionnaires was to enable the researcher to obtain reactions about respondent’s insights regarding level of influence of mass media and extent of violence. The closes ended questionnaire consisted of three sections. Section A was about respondents profile regarding their age, gender, education level, years of experience and marital status. Section B was basically meant to find out information about the level of influence of mass media and Section C was meant to find out information regarding extent of violence in the two selected sub-counties. The questionnaires were based on four point Likert Scale, ranging between one to four, where 1=strongly disagree (meaning disagreeing with no doubt et all.); 2=disagree (meaning disagreeing with some doubt); 3=agree (meaning agreeing with some doubt); and 4=strongly agree (meaning that agreeing with no doubt at all) and this was done by indicating the number one of the number choices outlined above.

Validity and Reliability of Instruments

Validity of the research instruments was determined by Content Validity Index (CVI). In this regard, the researcher asked his research supervisor which in this case acted as an expert to assess the extent to which the items in the questionnaire met the demands of research objectives or not. After proper assessment, the expert helped in phrasing unclear questions so as to avoid ambiguity. Then revision of the questions were done while following the recommendations from the research supervisor who acted as an expert. After that, compilation of the responses from rater was computed to determine the content validity index (CVI). This was judged on the value 0.75 and above. This summary on this is shown in Table 2.
Number of items rated as relevant

\[
CVI = \frac{21}{24} = 0.88
\]

Total number of items being judged / rated in the questionnaire

Table 2

Determination of Reliability and Validity of Instrument

<table>
<thead>
<tr>
<th>Relevant items</th>
<th>Not relevant items</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rater 1</td>
<td>21</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>21</td>
<td>3</td>
</tr>
</tbody>
</table>

The computation above shows that the CVI was 0.88, which is greater than 0.75, the research instruments were measured valid.

Concerning the reliability of the instrument, data collection instruments were pre-tested. This enabled the instruments to be fair enough to determine relationship between the research instruments.

Data Gathering Procedures

Before data collection

Before the administration of the questionnaires; an introduction letter was obtained from the School of Post Graduate Studies and Research for the researcher to solicit approval to conduct the study from respective selected organizations in the selected sub-counties. The researcher sought permission from the responsible people in
the various organizations. The responsible people introduced the researcher to the all employees so that he could collect information from them.

**During data collection**

During the data collection process, self administered questionnaires were administered to respondents. When the respondents had finished filling in the questionnaires, the researcher collected them to prepare data on the research variables.

**After data collection**

After gathering the instruments, the researcher started to tally the information collected, and this information was finally presented using SPSS.

**Data Analysis**

Data analysis was administered by entering information into SPSS (Statistical Package for Social Sciences software package). To analyze data on profile of respondents, frequencies and percentages were used. Basic descriptive statistics such as means and standard deviation were used to determine the level of influence of mass media and extent of unsocial violence in the selected sub-counties. To determine whether there is a significant relationship between level of influence of mass media and extent of unsocial violence, the Pearson’s Linear Correlation Coefficient at 0.05 level of significance was used. In order to interpret the data that was collected from respondents, the following mean ranges and interpretations were used for data on independent and dependent variables.
<table>
<thead>
<tr>
<th>Mean Range</th>
<th>Response Mode</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.26-4.00</td>
<td>Strongly Agree</td>
<td>Very high</td>
</tr>
<tr>
<td>2.51-3.25</td>
<td>Agree</td>
<td>High</td>
</tr>
<tr>
<td>1.76-2.50</td>
<td>Disagree</td>
<td>Low</td>
</tr>
<tr>
<td>1.00-1.75</td>
<td>Strongly disagree</td>
<td>Very low</td>
</tr>
</tbody>
</table>

**Ethical Consideration**

To observe ethical consideration during the study process, the researcher ensured utmost confidentiality since the study dealt with some sensitive aspect regarding violence.

Furthermore, the researcher also made sure that he coded all the questionnaires collected from the field.

The researcher also asked the permission from all the organizations that participated in this research process.

**Limitations of the Study**

The study faced some of the following limitations:

Intervening or confounding variables which were beyond the researchers control such as honesty of the respondents and personal biases. To minimize such conditions, the researcher requested the respondents to be as honest as possible and to be impartial/ unbiased when answering the questionnaires.
Another challenge or limitation was also instrumentation. The research tools were non-standardized hence a validity and reliability test was done to arrive at a reasonable measuring tool.

The researcher also faced the limitations of financial constraints to facilitate the different activities for this study. However, some of friends helped to extend some financial support that helped to finish up this study.

Further still, attrition was also one of the limitations experienced in this study. A representative sample might not be reached as computed due to circumstances within the respondents and beyond the control of the researcher. Exceeding beyond the minimum sample size was done by the researcher to avoid this situation.
According to the gender of respondents in this study as indicated in Table 3, it can be noted that women formed 44.0 percent of the respondents while men formed 56.0 percent. Participation of the two genders (male and female) in this research indicates that the study considered aspects of gender seriously.

Concerning the age group of respondents, Table 3 indicates that the majority of the participants in this study (35.8 %) were at the age of 30 to 39, followed by those belonging to 20 to 29 (24.8 %), after that was 40 to 49 (19.3 %), then 50 to 59 was 11 percent, and lastly 60 and above formed (9.2 %) of respondents. Age difference among respondents was helpful in that it enabled different views and opinions about the level of influence mass media and unsocial violence in the selected sub-counties in Western Region investigated. This is so since elderly and youthful had different views concerning the relationship between the study variables.

Again from the Table 3, different education level of the respondents was also investigated. Findings clearly indicate that those who attained degree qualifications formed the majority (46.8 %) of the respondents, followed by those with masters degree who formed (23.9 %) percent of participants, next was those who attained diploma qualification (19.3 %) and lastly, those who dropped out of secondary school formed 10.1 percent of respondents. The findings on education level of respondents suggests that the majority (70 %) of the respondents were highly educated hence could handle issues concerning mass media and unsocial violence effectively.

Regarding the years of experience of respondents in their various working organizations and departments, it was indicated that the majority of the respondents (40.4 %) had experience of seven years and above; followed by those who had experience of 4 years to 6 years (34.9 %) and lastly, those who had from 1 to 3 years of experienced formed the least participants (24.8 %) in the study. Respondents' experience indicated in Table 3 suggests that the majority of the respondents have rich information regarding issues of mass media and violence in the case of the two selected sub-counties.
Findings in Table 3 also indicated that the majority of the respondents (50.5 \%) were married, followed by those who were still single widowed (17.4 \%), and then, those who were separated (12.8 \%), after that it was those who were widowed (10.1 \%), lastly, those who had divorced were the least (9.2 \%). Through the marital status of respondents, information about mass media and violence especially those influenced by marital status was obtained.

**Level of Influence of Mass Media in Gisenyi and Kibuye Sub-counties**

In this study, the second research question was to find out the level of influence of mass media to the people of the two selected sub-counties. In other way, it can also be said that this research question was based on the independent variable (level of influence of mass media). Different aspects were then investigated in this regard and lastly the mean values were computed to determine the level of influence of mass media in the two selected sub-counties.

Thus bearing in mind the mean ranges and interpretations from the data analysis of this study (refer to chapter three), the mean range from 3.26-4.00 meant that the level of influence of mass media in the two selected sub-counties is very high; the mean range from 2.51-3.25 meant the level of influence of mass media in the selected sub-counties is high; the mean ranges from 1.76-2.50 meant the level of influence of mass media in the sub-counties is low; and lastly, the mean range from 1.00-1.75 meant that the level of influence of mass media is very low. The summary on the level of influence of mass media in the two selected sub-counties is illustrated in Table 4.
<table>
<thead>
<tr>
<th>Effect Description</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Interpretation</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>News present headlines which alarm or frighten the audience</td>
<td>2.81</td>
<td>1.03</td>
<td>High</td>
<td>1</td>
</tr>
<tr>
<td>Radio station influence peoples' action during violence</td>
<td>2.76</td>
<td>1.03</td>
<td>High</td>
<td>2</td>
</tr>
<tr>
<td>Radio influence on people's attitudes and perhaps on their actions once trouble developed</td>
<td>2.67</td>
<td>1.07</td>
<td>High</td>
<td>3</td>
</tr>
<tr>
<td>Radios that abuse one's personality makes one or a group becomes aggressive thus being violent</td>
<td>2.66</td>
<td>.97</td>
<td>High</td>
<td>4</td>
</tr>
<tr>
<td>Today News Channels and even some Newspapers are mouthpiece of some political parties</td>
<td>2.64</td>
<td>.99</td>
<td>High</td>
<td>5</td>
</tr>
<tr>
<td>Radios obtain information from people, who are inexperienced in dealing with civil disorders and not always able to sort out fact from rumor in the confusion</td>
<td>2.54</td>
<td>1.04</td>
<td>High</td>
<td>6</td>
</tr>
<tr>
<td>Radio can corrupt the mind of people by confusing public issues with antidemocratic propaganda</td>
<td>2.38</td>
<td>.94</td>
<td>Low</td>
<td>7</td>
</tr>
<tr>
<td>Radios play a key role in promoting peace</td>
<td>2.28</td>
<td>1.05</td>
<td>Low</td>
<td>8</td>
</tr>
<tr>
<td>Corruption in media is an important factor as far as causing violence is concerned</td>
<td>2.11</td>
<td>1.02</td>
<td>Low</td>
<td>9</td>
</tr>
<tr>
<td>Media has lost the principle focus to public</td>
<td>2.10</td>
<td>1.07</td>
<td>Low</td>
<td>10</td>
</tr>
<tr>
<td>Marginalized population can only complain through a radio station</td>
<td>2.06</td>
<td>.98</td>
<td>Low</td>
<td>11</td>
</tr>
<tr>
<td>Sometimes, the nature of the activity itself is sufficient enough to provoke violent behavior</td>
<td>1.96</td>
<td>.92</td>
<td>Low</td>
<td>12</td>
</tr>
<tr>
<td>There is no direct law forbidding unethical radio presentations in Rwanda</td>
<td>1.62</td>
<td>.65</td>
<td>Very low</td>
<td>13</td>
</tr>
<tr>
<td>Overall Mean</td>
<td>2.35</td>
<td></td>
<td>Low</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Primary Data
The findings from table 4 reveal that participants in this study rated seven of the 13 items lowly while 6 of the items were highly rated. Some of the ways through which media influences the people of the two selected sub-counties is by presenting news headlines which alarm or frighten the audience rated at mean of 2.81; followed by radio stations influencing peoples' action during violence rated at mean of 2.76; then, by radio presentations influencing people's attitudes and their actions once trouble develops rated at mean of 2.67; next, radios enabling abuse of people's personality hence making one or a group becoming aggressive thus being violent rated at mean of 2.66; today's news channels acting as mouthpiece of some political parties rated at mean of 2.64; then radios obtaining information from people, who are inexperienced in dealing with civil disorders and not always able to sort out facts from rumors in the confusion rated at mean of 2.54.

In some other ways, respondents revealed that mass media does not influence people's life much in the two selected sub-counties as they believed that radio can not corrupt the mind of people by confusing public issues with anti democratic propaganda rated at mean of 2.38; that radios do not play a key role in promoting peace rated at mean of 2.28; that corruption in media is not an important factor as far as causing violence is concerned rated at mean of 2.11; that media has not lost the principle focus to public rated at mean of 2.10; that the marginalized population can not only complain through a radio station rated at the mean of 2.06; and lastly that the nature of the activity of media itself is not sufficient enough to provoke violent behavior rated at mean of 1.96.

Apart from rating some items lowly, respondents also rated one of the items as very lowly meaning that the degree at which it influences people in the two selected sub-counties is very low. In this regard, it was believed that due to the existence of direct law forbidding unethical radio presentations in Rwanda, the influence of radio in influencing people to violent actions is very low at the moment rated at the mean values of 1.62.
However, the general impression on the level of influence of mass media on the people of the two selected sub-counties is that it is generally low in the case of the two sub-counties selected for this study in Western Region and this was found out by first adding all the 13 mean values of the items in Table 4 and dividing it by 13 to get an overall mean value of 2.35 which falls under low in the rating scale. The impression here may mean that much as media influences the actions and reactions of people, there are some other factors that engineer the level of violence in the two selected sub-counties in the western region.

**Extent of Violence in the Sub-Counties of Gisenyi and Kibuye**

Furthermore, the third research objective was set to determine the extent of violence in the two selected sub-counties. In a similar way, this research objective was based on dependant variable of the study that is, extent of violence. Different items were also investigated here so as to find out the extent of violence in the two selected sub-counties in Western Region.

The mean values of each item under the extent of violence was also computed using SPSS. Still basing on the mean ranges and interpretations established in data analysis of this study (confer chapter three), mean range from 3.26-4.00 indicated that the extent of violence in the two selected sub-counties is very high; mean range of 2.51-3.25 indicated that the extent of violence occurring in the two selected sub-counties is high; mean range of 1.76-2.50 indicated that the extent of violence in the selected sub-counties is low; and lastly, the mean range of 1.00-1.75 indicated that the extent of violence in the selected sub-counties is very low. The summary on the extent of violence in the selected sub-counties is presented in Table 5.
### Table 5

**Extent of Violence (n=109)**

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Interpretation</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beating and fighting of the oppositions has led to injuries</td>
<td>2.85</td>
<td>1.07</td>
<td>High</td>
<td>1</td>
</tr>
<tr>
<td>When one perceives that opponent’s intent is to inflict harm, they respond with aggression against the opponents</td>
<td>2.84</td>
<td>1.02</td>
<td>High</td>
<td>2</td>
</tr>
<tr>
<td>Leaders and parents greatly contributed to one’s being aggressive and violent in society</td>
<td>2.77</td>
<td>.99</td>
<td>High</td>
<td>3</td>
</tr>
<tr>
<td>Shoving, abusing, insulting and intimidating each other</td>
<td>2.66</td>
<td>.99</td>
<td>High</td>
<td>4</td>
</tr>
<tr>
<td>Destruction of Scene and Property after media reports</td>
<td>2.65</td>
<td>1.02</td>
<td>High</td>
<td>5</td>
</tr>
<tr>
<td>Loss of life and arrest of demonstrators as a result of media</td>
<td>2.62</td>
<td>.96</td>
<td>High</td>
<td>6</td>
</tr>
<tr>
<td>Destroying property both outside and inside the place of convergence</td>
<td>2.60</td>
<td>.98</td>
<td>High</td>
<td>7</td>
</tr>
<tr>
<td>Economic loss as funds are used to restore damage</td>
<td>2.50</td>
<td>1.02</td>
<td>Low</td>
<td>8</td>
</tr>
<tr>
<td>Loss of life and Employment (Jobs) occurs due to media influence</td>
<td>2.46</td>
<td>1.03</td>
<td>Low</td>
<td>9</td>
</tr>
<tr>
<td>The cause of serious violence/unrest in society is the reaction of the security operatives to suppress riots</td>
<td>2.37</td>
<td>.89</td>
<td>Low</td>
<td>10</td>
</tr>
<tr>
<td>Societal Needs are adhered to in media reports</td>
<td>2.28</td>
<td>.99</td>
<td>Low</td>
<td>11</td>
</tr>
<tr>
<td><strong>Overall Mean</strong></td>
<td><strong>2.59</strong></td>
<td><strong>High</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Primary Data

Regarding the findings in Table 5, it can be noted the respondents highly rated most of the items used to determine the extent of violence in the case of the two selected sub-counties in Western Region, Rwanda except on items rated 8, 9, 10 and 11. Respondents rated the occurrence of violence high as they believe that beating and fighting of the oppositions common aspect leading to injuries rated at the mean value of 2.85; that when one perceives that opponent’s intent is to inflict harm, they respond with aggression against the opponents rated at the mean value of 2.84; that leaders
and parents greatly contributed to one's being aggressive and violent in society rated at the mean of 2.77; that shoving, abusing, insulting and intimidating each other is common in the sub-counties rated at mean of 2.66; that destruction of scene and property after media reports are common rated at the mean of 2.65; that loss of life and arrest of demonstrators resulting from media are common rated at mean of 2.62; and lastly that destroying property both outside and inside the place of convergence are common practices rated at the mean of 2.60.

Respondents however, indicated that some aspects of violence are actually lowly happening in the two selected sub-counties for this study as they believed that economic loss in terms of funds are not used to restore damage rated at the mean of 2.50; that loss of life and employment (Jobs) do not commonly occurs due to media influence rated at the mean of 2.46; denying that the cause of serious violence/unrest in society is the reaction of the security operatives to suppress riots rated at mean of 2.37; and lastly denying that societal needs are adhered to in media reports rated at the mean of 2.28.

Taking into consideration the average mean to determine the overall picture of the extent of violence in the two selected sub-counties, Western Region, it can be said that the extent of violence in the study areas is high with an overall mean of 2.59 which falls under high in the rating scale. This was also determined by first adding all the eleven items in the Table 5 and dividing it by eleven.

**Relationship between Level of Influence of Mass Media and Extent of Violence in the Sub-counties of Gisenyi and Kibuye, Western Region**

The forth research objective of this study was to explore whether there is a significant relationship between the level of influence of mass media and the extent of violence in the selected sub-counties in western region. This objective was also useful in that it assisted in answering the null research hypothesis which affirmed that there is no
significant relationship between level of influence of mass media and the extent of violence in the selected sub-counties in Western Region. To establish this study, the researcher correlated the average mean in Table 4 with the average mean in Table 5, using the Pearson’s Linear Correlation coefficient (PLCC) and the results are indicated in Table 6;

**Table 6**

**Pearson’s Correlations of level of influence of mass media and extent of Violence in the Selected Sub-counties in Western Region, Rwanda**

<table>
<thead>
<tr>
<th>Variable correlated</th>
<th>R- value</th>
<th>Sig-value</th>
<th>Interpretation</th>
<th>Decision on Ho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influence of Mass Media Vs</td>
<td>.789</td>
<td>.000</td>
<td>Significant Relationship</td>
<td>Rejected</td>
</tr>
<tr>
<td>Extent of Violence</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source:** primary data

As far as the data presented in the Table 6 is concerned, findings indicate that there exists a positive significant relationship between level influence of mass media and extent of violence in the selected sub-counties. This was determined at \((r = .789, P < .000)\) at .05 level of significance. Thus, level of influence of mass media is significantly related to the extent of violence in the selected sub-counties in Western Region. The findings also mean that the null hypothesis stated is rejected and the researcher therefore affirms that the level of influence of mass media significantly influences the extent of violence.

The findings therefore mean that if some aspects of mass media are left unattended to then their influence is likely incite their various stakeholders into violence that may manifest itself in different ways.
CHAPTER FIVE

FINDINGS, CONCLUSIONS, RECOMMENDATIONS

Findings

The study findings indicate that the level of influence of mass media in misleading the people in the two selected sub-counties in Western Region at the moment is low. This was proved by the overall mean values of 1.35. This study finding to a greater extent is in contradiction with the most of the existing literature. However, this may be true due to strict laws regulating the broadcasting sector since mass media was believed to have greatly contributed to inciting violence during the regime of genocides. Some of the experts view in which this research findings are in disagreement are those ones of Barayagwiza and Ngeze (2008); Ngarambe (2002); Dupaquier (2009); Kambanda (2005); President’s National Advisory Panel (2001); Kellow and Leslie (2008) who in their studies believed that the influence of mass media in misleading people is very high.

The findings also indicate that there is high level of violence in the two selected sub-counties for this study. This was proved by an overall mean of 2.59 which falls high in the rating scale. This may also be true since aspects of genocides may have left deep scars in the hearts of people hence leading to high levels of violence in the two selected sub-counties for this study. This findings somewhat corresponds with the existing literature reviewed in this study. The studies in the case of the two selected sub-counties regarding extent of violence is in line with Snyder and Ballentine (2006); Taylor (2003); Bull (2008); Levene, (2005); Cornell (1988); Misser and Yves (2004); Chalk (2009); and Igambi (2009) who in one way or another believe that cases of violence is still high due to moral degeneration and extent of freedom of expressions among others.
It has also been clearly indicated there exists positive significant relationship between level of influence of mass media and the extent of violence in the selected sub-counties for the studies. Hence, if too much freedom is given to the mass media in the case of the study area, the level of violence resulting from the too much freedom is likely to increase by .789. This study finding is also in agreement with many theoretical perspectives reviewed in this study. Carnell et al. (2003); Bakana (2002); Ingham et al., (2003); Barayagwiza and Ngeze (2008); Codersia (2000); Ojo (2000); Dhikusokah (2007); Ajanyi (2001; Chukwuemeka (2004) and finally Birungi (2002) who in their part assert that mass media plays a greater role in inciting violence in many parts of Africa. These scholars therefore believe that cases of genocide that took place in Rwanda, Kenya and other countries were influenced by mass media.

**Conclusion**

From the above research findings, the researcher generated the following conclusions as per the study objectives.

Most of the participants in this study were men, highly educated, youth, married and had been working in their organizations and departments for a very long time. This enabled them to properly articulate study variables basing on their rich experience.

The level of influence of mass media in the selected sub-counties in Western Region at the moment is relatively low and this is because radio can not corrupt the mind of people by confusing public issues with anti democratic propaganda; corruption in media is not an important factor as far as causing violence is concerned; media has not lost the principle focus to public; the marginalized population can not only complain through a radio station; and lastly that the nature of the activity of media itself is not sufficient enough to provoke violent behavior. However, influence of some aspects needs to be checked since they are a bit high. This is so since presenting news headlines can still alarm or frighten the audience; radio stations still influence peoples' action during violence; radio presentations still influence people's attitudes and their
actions once trouble develops; radios still enable abuse of people's personality hence making one or a group become aggressive thus being violent; today's news channels still act as mouthpiece of some political parties; and radios still obtain information from people, who are inexperienced in dealing with civil disorders and not always able to sort out facts from rumors in the confusion.

The extent of violence in the two selected sub-counties is still high. This is so since occurrence of violence high as cases of beating each other and fighting are still high among people in the sub-counties, people in the sub-counties still react with intention of revenging when they realize that their opponents intent to inflict harm on them hence responding in aggressive ways, since parents and leaders are still contributing aggressiveness and violent behaviors in the sub-counties, cases of shoving, abusing, insulting and intimidating each other are still common in the sub-counties; sometimes properties are destroyed in violent acts; people still lose their lives and others get arrested during demonstrations. However, some aspects of violence have greatly reduced since cases of economic loss that used to be used to restore damage has reduced; loss of life and employment (Jobs) do not commonly occurs due to media influence; there are no cases of serious violence/unrest in society is the reaction of the security operatives to suppress riots; and lastly societal needs are now adhered to in media reports.

Much as the level of influence of media in misleading the people of the two sub counties is now low, the media still remains one of the strongest tools in influencing people to get involved in violence. Thus, too much freedom in the media sector is likely to encourage cases of violence in the sub-counties of Gisenyi and Kibuye, Western Region improve economic growth in terms of income and capital accumulation. So if the level of financial systems in form of loan schemes improves by one unit, economic growth in terms of income and capital accumulation also increase by almost one.
REFERENCES


Dear Sir/Madam,

RE: REQUEST BY MURWANASHAKA AMIR MCR/10020/81/DF TO CONDUCT RESEARCH IN YOUR ORGANIZATION

The above mentioned is a bonafide student of Kampala International University pursuing a Master of Arts in Conflict Resolution and Peace Building.

He is currently conducting a field research whose title is "Mass Media and Extent of Violence in Selected Sub-Counties in Western Region, Rwanda".

Your organization has been identified as a valuable source of information pertaining to his research project. The purpose of this letter, therefore, is to request you to avail him with the pertinent information he may need.

Rest assured any information shared with him from your organization shall be treated with utmost confidentiality. I very much thank you in advance for your cooperation.

Very truly yours,

Dr. Roseann Mwaniiki
Associate Dean, Social Sciences, (SPGSR)
APPENDIX 2: LETTER OF AUTHORIZATION TO CARRY OUT RESEARCH

TO WHOM IT MAY CONCERN

This is to confirm that Mr. Amir Murwanashyaka has carried out a research survey on his research topic titled "Mass Media and Extent of Violence in Selected Sub-Counties in Western Region, Rwanda" in our radio station for his academic research project from 9th to 13th July 2011.

This letter has been issued to him on his request.

Done at Kigali on 14th July 2011.

[Signature]

For: Managing Director

14th July 2011
APPENDIX 3: QUESTIONNAIRE FOR RESPONDENTS

KAMPALA INTERNATIONAL UNIVERSITY
SCHOOL OF POST GRADUATE STUDIES

Dear Sir / Madam,

I am a student of Master of Arts in Conflict Resolution and Peace Building undertaking a research study entitled "Mass Media and Extent of Violence in Selected Sub-Counties in Western Region, Rwanda" in partial fulfillment for award of Masters Degree of Kampala International University. I kindly request you to respond to my Questionnaire and all the information will be treated in confidence.

Yours Sincerely

..........................

AMIR MURWANASHYAKA
SECTION A. RESPONDENTS’ DEMOGRAPHIC INFORMATION

Kindly answer all questions. Put a tick (✓) where appropriate.

A. Gender

Male [ ]  Female [ ]

B. Age

20-29 [ ]  30-39 [ ]  40-49 [ ]  50-59 [ ]  60 + [ ]

C. Experience or Numbers of years at Work

1-3 [ ]  4-6 [ ]  7 + [ ]

D. Education Level

Secondary [ ]  Diploma [ ]  Degree [ ]  Masters [ ]

E. Marital Status

A. Single [ ]
B. Married [ ]
C. Separated [ ]
D. Divorced [ ]
E. Windowed [ ]
SECTION B. VARIABLES

Direction: Please write your preferred option on the space provided before each item.
Kindly use the rating guide below:

<table>
<thead>
<tr>
<th>Response Made</th>
<th>Rating</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>4</td>
<td>You agree with no doubt at all</td>
</tr>
<tr>
<td>Agree</td>
<td>3</td>
<td>You agree with some doubt</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>You disagree with some doubt</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
<td>You disagree with no doubt at all</td>
</tr>
</tbody>
</table>

Section B: Level of Influence of Mass Media in Gisenyi and Kibuye

1. Radio station influence peoples' action during violence
2. Marginalized population can only complain through a radio station
3. News present headlines which alarm or frighten the audience
4. Today News Channels and even some Newspapers are mouthpiece of some political parties
5. Radios obtain information from people, who are inexperienced in dealing with civil disorders and not always able to sort out fact from rumor in the confusion
6. Radio can corrupt the mind of people by confusing public issues with anti democratic propaganda
7. Radio influence on people's attitudes and perhaps on their actions once trouble developed
8. Radios play a key role in promoting peace
9. Media has lost the principle focus to public
10. There is no direct law forbidding unethical radio presentations in Rwanda
APPENDIX 4: CURRICULUM VITAE

PERSONAL PROFILE

Name : AMIR MURWANASHYAKA
Date of Birth : 1963
Sex : MALE
Marital Status : MARRIED
Address : E-MAIL: murwanamir@yahoo.fr
          : +250788485108

ACADEMIC QUALIFICATION

2009-2011 : Masters Degree of Arts in Conflict Resolution and Peace Building,
            Kampala International University, Kampala, Uganda
1986-1991 : Bachelor of Arts in Linguistics, International University of Africa,
            Khartoum, North Sudan
1980-1985 : Islamic Centre Secondary School, Kigali Rwanda
1972-1978 : EPA Primary School, Kigali, Rwanda

WORK EXPERIENCE

2001-2011 : Public Relation Officer, Al-Maktoum Foundation, Kigali, Rwanda
1998-2000 : Logistic Officer, Rwanda Supply and Logistics, Kigali, Rwanda
1995-1997 : Base Camp Manager, UNHCR, Butare, Rwanda