

**TELEVISION AND THE SEXUAL BEHAVIOUR OF TEENAGERS: A CASE STUDY
OF BUWENGHE SUB COUNTY, JINJA DISTRICT**

BY

NAIMULI DENIS

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INTERNATIONAL
UNIVERSITY**

JULY, 2015

DECLARATION

I **Denis Naimuli** declare that this work is my original work and has never been submitted to any academic institution for any award.


Signature..... Date.....

DENIS NAIMULI

(RESEARCHER)

APPROVAL

This research proposal entitled “**The impact of television on the sexual behavior of teenagers**” was done under my supervision as a university supervisor.

Signature.......... Date..3/06/2015.....

MRS. OWADE JOAN

(SUPERVISOR)

DEDICATION

This piece of work is dedicated to my mum, Mrs. Rosemary Nangobi, my dad Mr. James Babyaale my brothers Samuel Babyaale and my good friend Patrick Ikoona. You have made a tremendous contribution both financially and morally during my stay at Kampala international university

ACKNOWLEDGEMENT

My sincere gratitude goes to the almighty God and friends, relatives and parents who have been so instrumental towards the completion of this proposal. Special thanks go to head of the mass communication department Mrs. Owade Joan for playing an instrumental role during the selection of the research topic.

My sincere gratitude also extends to my course mates and all lecturers in the department of mass communication for u have been supportive during the writing of this thesis

May God reward you abundantly

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ABSTRACT

This dissertation explores the impact of the medium of television on the sexual behavior of teenagers in Buwenge town council, Jinja District. The study employed the use of survey research designs where semi-structured questionnaires were issued to the different respondents and returned after a given period of time. Simple random sampling was used during the study where individuals of the same size had equal chances of being sampled.

The study also engaged the use of interviews where the respondents were asked oral questions and their thoughts recorded down on paper. The questions on the questionnaire were guided by the research objectives and were designed solely to investigate the impact of television on the sexual behavior of teenagers in Buwenge town council, Jinja District.

The research findings revealed that the medium of television can be used in the promotion of responsible sexual behaviors. They further showed that the teenagers are more captivated when it comes to watching sex-related programmes than other programmes, and the majority of the respondents agreed that the medium of television had a profound impact on the sexual behavior of the teenagers living in Buwenge town council in Jinja District.

The findings that were obtained during this study were deemed to be of great importance to policy makers or the government and other scholars who may want to undertake the same research.

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LIST OF ABBREVIATIONS

AIDS	Acquired Immune Deficiency Syndrome
HIV	Human Immune Virus
UBC	Uganda Broadcasting Corporation
NTV	Nation Television
WBS	Wavamunno Broadcasting Services
STV	Star Television
BTV	Bukedde Television
TVA	Television Africa,
TVW	Television West
RTV	Record Television
UTV	Urban Television
TV	Top Television
C44	Channel 44 Television
KTV	Kodheyo Television

CHAPTER ONE

1.0 Introduction:

This chapter includes the introduction, background of the study, statement of the problem, objectives of the study, research questions, significance and the scope of the study

1.1 Background of the study:

Since the invention of television in the 19 and the 20 centuries, the medium has been portrayed as one of the most attractive and convenient sex educators in the contemporary world but still laden with criticisms. (Brown. J. 2006).

Research done in the United States has demonstrated that young people are heavy consumers of sexually-oriented media including TV, both broadcast and cable channels, videos, movies, magazines and the internet (Ward. L .M, Friedman, K (2006). The researcher acknowledges that the above mentioned relationship cannot be generalized across cultures; however television programmes do carry sexual content across the board.

Content analyses done in the Great Britain have also demonstrated that broadcast television contains a high, growing and increasing explicit dose of sexual messages and that a proportion of such messages display or model either restraint or conceptual use [Bragg, S. Buckingham; broadcasting Standards commission (2000)]. However scientific evidence has not yet established a causal relationship between exposure to sexual content in the media and teenager's attitudes concerning sexuality and their own media.

In Africa, research in this area is still sparse. Research findings do associate the amount of television with viewer's sexual attitudes, expectations and behavior. Firstly, greater TV exposure has been linked to viewers' attitudes about sex and sexual relationships (Steven Emery-Wright-2009). Heavy regular consumption and experimental exposure to sexually oriented material such as operas; music videos have been linked to expressing more liberal sexual attitudes. Much as television content is not always explicit, its footage is always substantial and provides the youths and teenagers with lots of information that cannot be attained anywhere. (Rand Corporation 2003). Nevertheless its dialogue, composition and programs, TV offers

teenagers with substantial audio and visual demonstrations on dating, relationships among others. This trend has changed teenagers' attitudes towards viewing television.

Narrowing it to the area of study, the effects of television on teenage behavior regarding sex have for so long been of increasing interest to the sex educators, policy makers, program partners and the society as a whole. Uganda boasts over 15 television channels including UBC, NTV, WBS, Star TV, Bukedde, TV Africa, TV west, life TV, record TV, urban TV, Top TV, channel 44, Kodheyo TV among others. The stations broadcast various programs featuring love stories, relationships, love music videos, films, educational programs, soap operas among others. All these shows run under various themes 24 hours a day which may or may not have sexual influence among teens. Researchers have demonstrated that teenagers in Uganda rely more on television programs that contain sexual material than other educational programs (www.ugandadish.org/..aa4.shtml).

The coverage is that the extent to which frequent consumption of media with high levels of sexual content and low levels of portrayal of responsible sexual conduct is a pivotal influence on young people, attitudes, and the subsequent sexual behaviors. Researchers have pointed out that the youths in Uganda are more actively engaged in watching sexual related programs than any other programs which are sometimes stereotypical and detrimental to human life. The concern by researchers here has been that the prevalence of television-aided sexual content exaggerates the rationale of sex in male-female relationships. (www.researchgate.net/publication/25....). Therefore a detailed research that addresses the nature and the magnitude of the role of television in teenager's decisions regarding sexual intercourse and protection from diseases, early marriages and unintended pregnancies might create or provide data which could guide policy making and programming both in the government and the media industries

1.2 Statement of the problem.

The role of television on sexual behavior in the contemporary world has often been an area of interest by various scholars. Some researchers have analyzed television as a medium that offers a fantastic approach to responsible learning about sexual matters (Signorelli 1994) while others have concentrated on the negative impacts of television (Gerbner, Signorelli, 1994)

Some of the closely studies (straight talk foundation 2011) have mainly focused on sexual education and reproductive health, a situation that has left teenagers behind as far as sexual behavior is concerned. Television viewing has been proven to have adverse effects on the sexual behavior of teenagers in Buwenge town council. Research has shown that a great number of teenagers in Buwenge town council spend a lot of time in video or cinema halls watching explicit or pornographic material, for example, Blue movies, love stories films and other sexual related videos or programs . Such high levels of sexual-material obsession and orientation have been associated with high risks of HIV/AIDS, unsafe abortion, masturbation, early marriages, economic hardships and school dropouts (Jane E Broody 2006) thus the researcher seeks to expound on the existing literature about the study there by investigating the impact of television viewing on the sexual behavior of teenagers in Buwenge town council, Jinja district.

1.3 General objective of the study

To establish the impact of television on the sexual behavior of teenagers in Buwenge sub county, Jinja district

1.4 Specific objectives of the study

1. To establish if television as a medium can be used to promote responsible sexual behavior among the teenagers and their interpretation of the audio and visual messages.
2. To investigate if television as a medium has an impact on the sexual attitudes and beliefs of teenagers.
3. To find out what type of television content or programs attract teenagers the most

1.5 Research questions

1. Can television as a medium be used to educate, sensitize and promote good sexual conduct, beliefs and behavior among the teenagers?
2. Does television viewing have an impact on the teenagers' sexual behavior?
3. What type of television content attracts teenagers the most?

1.6 Research hypothesis

This study will be interested in testing the following hypotheses.

- Television is the best medium to sensitize and provide education concerning sexual behavior, conduct and beliefs.
- Sexual behavior, conduct and beliefs are determined by what teenagers view and hear on television.
- Television has become a peer to the youth.

This study is also limited by the age bracket of teenagers. This study will target teenagers from the age of 12-19 years living in Buwenge Sub County, Jinja district. However it should be noted that the research results may not be a true representation of the rest of the teenagers in the country because of the fact that different people, tribes, and cultures have varying interests. Much as one spends more time watching television, the other may spend much time watching soccer, business issues, comedy, news among other programs broadcast on television

1.7.0 Scope of the study

1.7.1 Geographical scope

Kagoma County in Buwenge Sub County located in the out skirts of Jinja town. This is premised on the fact that Jinja district has substantial numbers of teenagers who are perceived to be spending a great deal of time watching television. Buwenge Sub County is made up of zones including Kadiba, Kigenyi, Kyerinda, Church, Musigiti, Bwase, Munyegera, Wamukolo, Muhofa zones among others.

1.7.2 Content scope

The study was carried out specifically to asses and investigates the impact of television as a medium to the sexual behavior of teenagers in Buwenge town council, Jinja district

1.8 Theoretical framework

The potential for mass media to influence behavior has been supported through a number of different psychosocial theories, hypotheses, and models.

Although there is considerable variation in theoretical mechanisms by which media might affect adolescents' sexual attitudes and behaviors, most posit that sexually related message content and behavior act over time as stimuli to change consumer psychological, physiologic, and behavioral function.

The study thus analyses one theory namely the Cultivation theory to relate the sexual behaviors among the youth.

The cultivation theory as propounded (by Gerber, Signorelli, 1994) and gross is a social theory that seeks to examine the long term effects of television. The primary focus of the cultivation theory has it that the more time people spend living in the television world; the more likely they are to believe in the social reality portrayed on television. The scenario regarding Buwenge town council regarding the sexual behavior holds that little research has been done to study the trends on the issue. Some of the closely studies (by Gerbner, Signorelli, 1994) have mainly focused on sexual education and reproductive health, a situation that has left teenagers behind as far as sexual behavior is concerned. Studies have found out that there is poor packaging of information about sexual behavior for teenager consumption hence having a negative impact on their behavior. It further illustrates that teenagers and local authorities lack the right information about sexual behavior which puts them at high risk of serious long term consequences of poor decision making about sexual activities regarding sexually transmitted infections (STIs) and early parenting (Genext Uganda 2014).

1.9 Significance of the study

The study will also be of great significance since it seeks to expound on the existing literature or the researcher's knowledge on the impact of television on sexual behavior thus this thesis will also provide future researchers with more knowledge and literature.

This study will also be important to the Ugandan government or policy makers in figuring out the solutions for the increased prevalence of high school dropouts, early marriages, and increase awareness about the negative impacts of irresponsible television viewing. This research comes a time when the country is making strides to achieving an AIDS free generation by 2040 yet television viewing appears to be one of the constraints

Furthermore, the study will serve as a lesson to the media companies to reduce the levels of sexual content in their programs. This will serve to save children from deadly practices of masturbation and HIV/AIDS infections among others. This is due to the premise that teenagers are more vulnerable to being infected by HIV virus than any other

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction:

This chapter reviews the literature relevant to the study. It explores the works of different scholars who undertook the same research and it is guided by the research objectives of the study

2.1 Television programming and teenager consumption in Uganda

Uganda broadcasting industry or television boosts a number of various television programs ranging from those that target children to those that target the adults. Programs that target the young normally run during day time while those that are aimed at adults run at night when the children are expected to be sleeping.

The television industry includes a number of television channels or stations all licensed to ensure the diversity of content; that is to say the regulatory body (Uganda communications commission) recommends that all television channels in Uganda produce different kinds or types of content aimed at satisfying the interests of the different groups of people or equal representation however, several television companies have since not complied as recommended by the regulatory body. UCC recommends that a variety of programmes including, news programs, children's programs e.g. showing cartoons, entertaining programs, soap operas among others

Research shows that three types of programming that are high in sexual content and have a potentially large influence on young people are prime time shows, soap operas, and music videos. The research further points out that there is a high disparity between teen's concentrations on sexual- related programs than any other form of programs. A survey carried out by UNICEF revealed that children who are exposed to television on daily basis enjoy watching cartoons and entertainment programs like watching videos than any other programs. The same study also found out that children are never attracted to sex-related programs unless they have too much exposure to them. The too much exposure to sex- related programs makes teenagers or children to abandon entertainment and other children's programs in favor of the new programs they are exposed to.

Television programming in Uganda has since independence been dominated by entertainment, news and advertisements.

2.2 Media interventions to promote responsible sexual behavior in Uganda

While the media have been used effectively to promote responsible sexual responsibility in other countries for decades, such opportunities have been seized in Uganda. Mass media may especially be useful for teaching young people about reproductive health because elements of popular culture can be used to articulate messages into young people's terms in languages that won't embarrass them and may even make sex more attractive.

In contrast, television viewing is also detrimental to the teenagers as it certainly leads to risky sexual behavior among the youths. According to a recent study conducted by (rand Paul corporation), sexual content that includes images of sexual behaviors, discussions of sex plays a significant role both positive and negative in influencing a young person's sexual behavior and decisions about sex. The study found out that teenagers who watch television programs with sexual content are more likely to engage in sex at an earlier age (rand Paul corporation). Indeed teenagers who were exposed to the most sexual content were twice as likely to initiate sexual intercourse with in the next year as those who viewed the least amount of explicit content.

The mass media especially the television can potentially change the way people think about sex amidst the cultural pressures to have sex at a young age, to have sex forcefully or have unsafe sex. In Uganda, information concerning responsible sexual behavior is normally communicated through a variety of ways or channels for example, the pamphlets, brochures and the internet and the mass media in a variety of format-campaigns, news coverage, and educational messages inserted into regular entertaining programming

Several international studies show that exposure to family planning messages through television; radio and the print media are strongly associated with contraceptive use. Domestically, safe media campaigns have been associated with increased teen condom use with casual partners, and reduction in the number of teenagers regarding sexual activity. (American Journal of Public Health, 1997) Due to the increasing private ownership of media companies, Ugandan health advocates have been working with the commercial media to incorporate subtle health messages into the exiting entertainment programming (trailer and Francis online; the journal of sex research)

A research carried out in Zimbabwe (1997-1998) shows that the media especially the television promoted sexual responsibility among young people in Zimbabwe while strengthening their access to reproductive health services by training providers. During the multi media campaigns, base line and follow up surveys each involving approximately 1400 women and men aged 10-24 years were conducted in five campaigns and two comparison sites. The conclusion' made and the results were that the television increases the reach and the impact of reproductive health interventions directed to young people (www.gutmacher.org.../2701101.html)

The media in Uganda are also powerful vehicles for sexual health education. Socially responsible messages are embedded into the mainstream programming, a practice dubbed entertainment-education or edutainment. Collaborative effort between the Kaiser Foundation family and the producers of the hit TV show resulted in successful storylines about the usefulness of contraception, abstinence, consequences of early sex, the use of condoms among others. Such efforts demonstrate that the entertainment industry can be receptive to outside input and that healthier content can be introduced into the main stream media without government pressure or threat of censorship. The mass media in Uganda have been proactively used to increase parent-child communication about sex. (Kaiser Foundation family)

In North California, a mass media campaigning billboards, radio and TV public service announcements delivered the message, "talk to your kids about sex. Everyone else is". In follow up research, exposure to the message correlated significantly with parents talking to their parents about sex during the following months.

In Uganda, few television programs that include sexual content mention the possible consequences or the need to use contraceptives or protection against STDs. Unintended pregnancies rarely are shown as the outcome of unprotected sex, and STDs other than HIV/AIDS are almost never discussed. Abortion is a taboo topic, too controversial for commercial television and magazines. Gay, lesbian, bisexual, and transgender youth rarely find themselves represented in the mainstream media. In addition to providing role models, television conveys sexual scripts that establish norms and expectations concerning how to be sexual, why to have sex, whom to have it with, and what the appropriate sequence of activities is. Now children can easily learn morals from TV even if they aren't always the best one. TV can so easily take the place of a parent, teaching kids the ways of society and as society we have an uphill obligation to look at

what we are doing to the teenagers. It's going to take us a lot of work to divert the youths from that set of beliefs (www.rand.org/pubs/research/research) But despite increasing public concern about the potential health risks of early, unprotected sexual activity, most of the mass media rarely depict the three C's

Of responsible sexual behavior Commitment, Contraceptives, and consideration of Consequences thus the need to carry out this study with the aim of creating awareness about the three C's

2.3 The impact of television on the sexual attitudes and beliefs of teenagers

In the recent years, both concerned parents and teens themselves have wondered about the TV effect on teenagers. When children are very young, the television already begins to have an influence on their life. (KFF 2000). While as many of the TV shows are educational and beneficial to development, children grow up to be teenager and step out of the education television arena that is when TV potentially becomes a negative influence (KFF 2000).

The negative influences of TV range from violence, Crimes or fighting schemes to alcohol, cigarette to drug use. They also include people making bad decisions such as dating someone dangerous or other verbal obscenities, description of stereotypical characters, such as a girl who sleeps around with every one or the bad boy, and un health reflections of teen health and beauty or body image.(Frison, E.et al (2015). Each of these situations potentially affects teenagers differently.

studies have demonstrated clearly that sexual content is pervasive on TV programming, movies, music videos and magazines however much less is known about the sexual content on radio and the sexual content of video and computer games. It is surprising that only a few studies have assessed the sexual content of the television and non have specifically examined this content in relation to teenagers' exposure. This is practically troublesome given that what evidence there is indicates that the television programming may contain the most sexually explicit content. (Brown J. 2006)

Although a number of factors contribute to the teenager's sexual behavior, television viewing has been accused of playing a central role in shaping their behaviors. In a recent survey, 53% of

teens said that they use TV and movies as a source of information about sex and birth control. This source of sexual learning may be problematic, especially because television often depicts sex as glamorized with attractive characters engaging in such mature behavior without precaution or consequence. Given this skewed source of sexual information, it becomes important to examine the impact of sexual portrayals on youngster's sexual socialization. Significantly fewer studies have been conducted on the impact of sex in comparison to Violence. (Bryant and Rockwell) attempted to address this by examining how massive exposure to sexual depictions influence youth's moral evaluations . Over the past several decades. Television has become a large influence on people's attitudes and behaviors. Television has been found to reflect and possibly Shape the attitudes, values, and behaviors of young people. It has become so influential that it serves as a teacher, often providing a common source of information for young adults (Jane E Brody 2006). With reality TV being so popular, teens are getting exposed to things like sex, drugs and vulgar language at younger and younger ages. Family values are disappearing in our societies slowly yet surely, and a lot of that blame can be placed on reality TV

The role of media in the lives of the teenagers has raised concern in many areas; however, aggression/violence and sexuality are two key areas of research. This study focuses on the relationship between television viewing and sexual behavior of the teenagers. Concerns have been raised about TV as a teacher of sexuality by social commentators and by researchers. Interestingly, even parents think that television has a large impact on adolescents' attitudes and they recognize that many adolescents spend more time watching television than they do in school or with their parents. A survey completed by 1400 parents found that parents thought television was the second most influential source of information next to them. However, only 13% of these parents thought that television provided their children with accurate information (Collins Rebecca L 2011).

Louis Harris and Associates found that the majority (64%) of adults in the U.S. believe that television encourages teenagers to initiate sexual activity. When examining the research on TV and sexuality, one concern is that television characters serve as role models for young adults. Bandura's social Learning theory states that new behaviors seen by individuals are likely to be observed, and reproduced. Researchers argue that television provides adolescents with

models whose sexual attitudes and behaviors are learned and replicated. A study of 1043 adolescents found that they considered television to be their greatest source of pressure to become sexually active. Ward found that sexuality was the focus of one-third of the shows popular among young people. Three types of programming that are high in sexual content and have a potentially large influence on young people are prime time shows, soap operas, and music videos. (Kunkel, D, cope, KM, & Colvin, C. 1996)

Studies of prime time television have shown that the most frequent sexual content consisted of verbal sexual implications between unmarried characters. In content analyses of prime time programming, sexual behaviour was found to occur in 25 to 50% of interactions between the characters, and premarital and extramarital sex occurred more often than sex between married couples. Soap operas on television tend to have more sexual content than prime time programs, but they portray the types of intimacies differently. Soap operas generally show intimate moments, whereas prime time programs generally imply the sexual content. Over the past few decades, the frequency of sexual incidences on soap operas has increased, especially among unmarried partners. Over 30million Adults and 4 million adolescents watch soap operas on a regular basis. These soap opera are always rendered in accompaniment of music videos within them either as a bridge between episodes for information purposes(JD.Brown, J.R.Steele, & K). The type of music and messages within them vary. Most of these images are always sexually provocative.

In a study examining the influence of exposure to music video imagery on sexual attitudes, it was found that exposure to sexual imagery had a significant effect on attitudes of sexual permissiveness. This in other words influences the sexual behavior of these teenagers. (Am J Dis Child. 1980; 134(2):133-134).

The mass media in Uganda are an increasingly accessible way for people to learn about and see sexual behavior. The media may be especially important for young people as they are developing their own sexual beliefs and patterns of behavior and as parents and schools remain reluctant to discuss sexual topics.

In the United States, young people spend 6 to 7 hours each day on average with some form of media. A national survey in 1999 found that one third of young

children (2 to 7 years old) and two thirds of older children and adolescents (8 to 18 years old) have a television in their own bedroom. Many of those Televisions also are hooked up to cable and a Videocassette Recorder (VCR). Sexual talk and displays are increasingly frequent and explicit in this mediated world. One content analysis found that sexual content that ranged from flirting to sexual intercourse had increased from slightly more than half of television programs in 1997-1998 to more than two-thirds of the programs in the 1999-2000 season. Depiction of intercourse (suggestive or explicit) occurred in one of every 10 programs (Steven Emery Wright 2009)

CHAPTER THREE:

RESEARCH METHODOLOGY

3.0 Introduction

This chapter includes the nature of the research design, the population description, sampling techniques and procedures, the sample size, data collection instruments, data quality control, data processing procedure, data analysis procedures, testing the validity of the research instruments and ethical procedures. .

3.1 Research design

The research was carried out using a survey where the information was obtained systematically using questionnaires. This design was employed to enable the researcher to equally justify the extent to which television viewing has impacted on the sexual behavior of teenagers in Buwenge sub county, Jinja district through the information acquired from the questionnaires.

3.2 Area of study

The researcher carried out his study in Buwenge sub county, Jinja District that is located in the eastern region of Uganda along Jinja- Kamuli highway. Buwenge sub county includes a number of neighboring villages including, Busia, Kyerinda, Bwase, Buweera, among others.

3.3 Population description and sampling

The study targeted a population of 110 respondents living in Buwenge Town council and the neighboring villages. The researcher used simple random sampling where teens of the same size will have higher chances of being selected. The sample size I included a total of 86 respondents of whom 40, were drawn from Kigenyi zone that is located in the Centre of the council. 25 respondents were drawn from Musigiti zone. The rest of the respondents were drawn from the rest of the zones including Kadiba, Munyegera, Church, Kyerinda, Wamukolo zones and the neighboring villages all located in Buwenge Sub County.

The sample size was got by using Slovene's formula of determining sample size as below

Sample size (n) = $N/1 + N(\alpha)^2$

Where n=sample size

N=target population

$\alpha=0.05$ coefficient of validity

Using the formula above,

$n=110/1+110(0.05)^2$

$n=86$

3.4 Procedure of data collection

The researcher will prepare questionnaires which were sent to the area of study with a letter of introduction from the head of the department of mass communication, Kampala international university. The introduction of the research to the respondents and the distribution of the questionnaires to the respective respondents

3.5 Data collection instruments

The data was collected using the following instruments

3.5.1 Questionnaires

The researcher distributed questionnaires among the teenagers living within the different zones and neighboring villages in Buwenge rural.

3.5.2 Interviews

The researcher also engaged in carrying out interviews by asking teens a number of questions with the sole aim of investigating the impact of television on their sexual behavior

3.6 Data quality control

After collecting all the responses, the data was edited to check for accuracy and relevancy. With the help of my supervisor, the information will be obtained through questionnaires and

interviews then the questions on the questionnaire was scrutinized to test if they match the research objectives

3.7 Data processing procedures

The data which was collected by the use of the questionnaires and interviews were entered into the computer, edited and coded to minimize errors

3.8 Data analysis procedures

Consequently, the data was grouped into tables, analyzed, interpreted, discussed and the conclusions made. The collected information was compiled, tabulated and summarized using average scores to investigate how much television viewing impacts on the sexual beliefs, attitudes and behavior of the teenagers in Buwenge sub-county, Jinja district

3.9 Ethical considerations

The researcher obtained a letter from the head of department of mass communication that serves as an introduction to the various respondents. Research and assistants were informed about the procedures of the research. The information collected was scrutinized to prove that it was covered from only teens between the ages of 15 and 19 living in Buwenge Sub County, Jinja district and at the end of it all the respondents will be kept anonymous

3.10 Limitations of the study

This study was limited when it came to gathering primary data. This was because I was not certain if the respondents would accept, reject, answer and return the questionnaires in the appropriate time. Most importantly, not all the questionnaires that were issued out were answered and successfully returned. Some questionnaires were lost, some were not answered well, some questionnaires were rejected while as others contained errors

CHAPTER FOUR

PRESENTATION, INTERPRETATION AND ANALYSIS OF DATA

4.0 Introduction

This chapter presents the results of the study collected from the field using primary sources of collecting data. Questionnaires were used which were designed to establish the impact of television on the sexual behavior of teenagers in Buwenge Town Council, Jinja district.

During the survey, 100 questionnaires were randomly distributed amongst the teenagers living in the different zones of Buwenge Town Council.

Most of the questionnaires that were distributed were returned however it should be noted that out of the 100 questionnaires that were distributed to the different respondents, only 85 questionnaires were filled and returned successfully with all the questions answered. The 15 questionnaires were not returned due to complaints of time, others were returned blank while the rest were lost.

4.1 Bio-data of the respondents

Despite the fact that simple random sampling was used during the study, chances were high that the different respondents had disparities in terms of sex, background, marital status, age, levels of education and access to television. The following facts were obtained from the different groups of teenagers or respondents.

4.11 Sex of the respondents

The results about the respondents' sexual differences were calculated as follows.

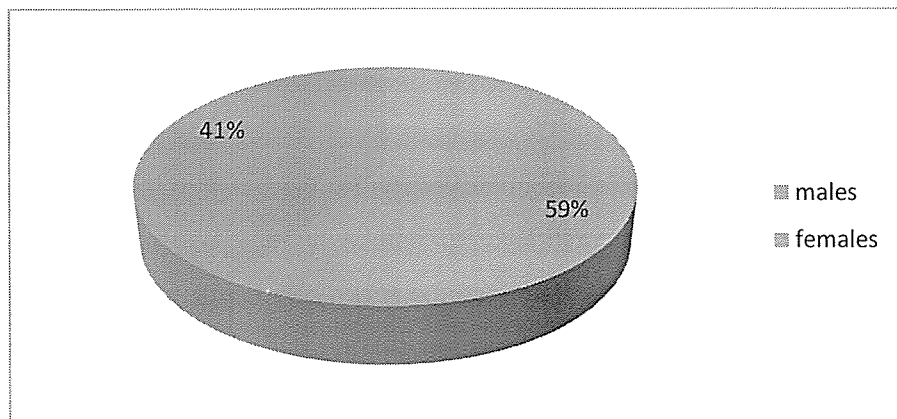
Table 4:1 sex of the respondents

Sex	Frequency	Percentage
Males	50	58.8%
Females	35	41.2%
TOTAL	85	100

Source: primary data 2015

Table 4.1 above shows the majority of respondents who participated in the study were males representing a percentage of 58.8% and their female counterparts representing a percentage of 41.2%

Pie chart 4.1 shows the sex of the respondents



4.1.2 Age of the respondents

The age of the respondents was also deemed worth establishing since one's age determined one's comprehension and interpretation of sexual content. The researcher summarizes the participation of the different age groups as follows.

Table 4.2 shows the age of the respondents who participated in the research

Age	Frequency	Percentage
11 years and below	10	11.8%
12-15 years	17	20%
16-19 years	58	68.2%
TOTAL	85	100

Source: primary data 2015

The table above shows that 68.2% of the total numbers of respondents were between the ages of 16 and 19. 20% of the respondents were between the ages of 12 and 15 while the rest were between the ages of 11 years and below represented by only 11.8% of the total number of respondents.

4.1.3 Marital status of respondents

The researcher also considered exploring the marital status of the different respondents during the study. This variable also deemed important to the researcher because the marital status of the various teenagers determined their ability and capacity give and posses adequate information regarding the study

The marital status results of the respondents were calculated as follow.

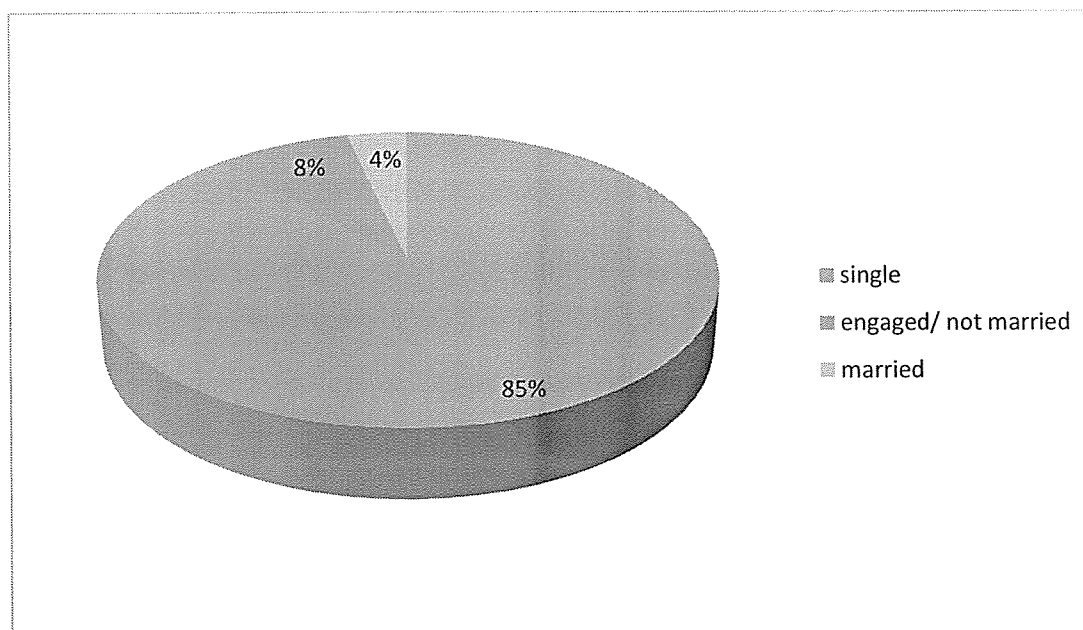
Table 4.2 shows the marital status of the respondents in percentages

Marital status	frequency	Percentage
Single	75	93.8%
Engaged but not married	7	8.2%
Married	3	3.5
TOTAL	85	100

Source: primary data 2015

The table above shows that 75 out of the 85 respondents were still single 7 out of 85 were engaged but not married while 3 out the 85 respondents were married.

The pie chart 4.2 shows the marital status of the respondents



4.1.4 Education level of the respondents

The table below shows the educational level of the different respondents. The education level of the respondents determined one's capacity to respond to the questions that were designed in English.

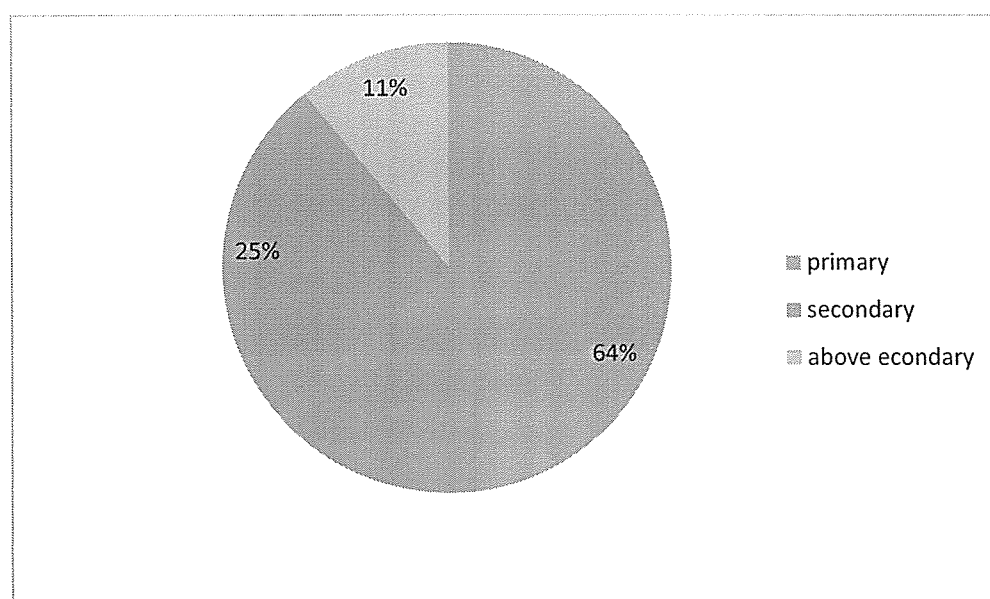
Table 4.3 shows the educational level of the respondents

Education level	Frequency	Percentage
Primary	6	7.1%
Secondary	73	85.9%
Above secondary	6	7.1%
TOTAL	85	100

Source: primary data 2015

The table above shows that out of the 85 respondents, 6 were still in primary represented by a percentage of 7.1 , 73 were still in secondary represented by a percentage of 85.5 while the rest of the respondents had gone above the secondary level. These particular students had joined tertiary institutions of learning.

The pie chart 4.3 shows the educational level of the respondents



4.1.5 Accessibility of television

The results on how the different respondents accessed television are as follows.

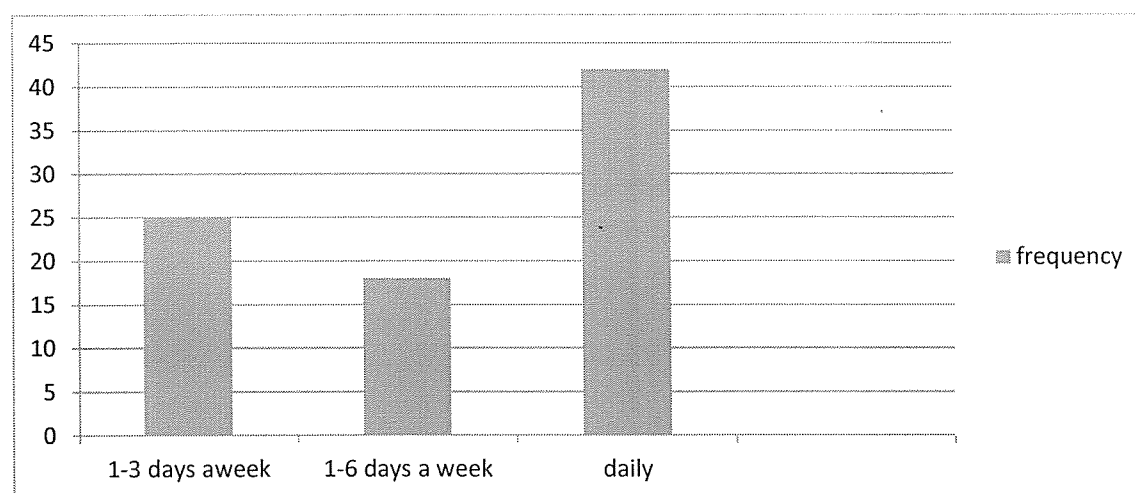
Table 4.4 shows respondents' accessibility to television

Access to television	Frequency	Percentage
1-3 days a week	25	29.4%
4- 6 days a week	18	21.2%
Daily	42	49.4%
TOTAL	85	100

Source: primary data 2015

The table above reveals the biggest percentage of teenagers living in Buwenge town council access television on daily basis contributing 49.4% of the total number of respondents. 25 out of the 85 respondents watch television 1-3 days a week while 42 out of 85 view television 4-6 days a week

Bar Graph 4.1 shows the responses on the accessibility of television



4.1.6 Responses on the type of content that the respondents pay attention to the most

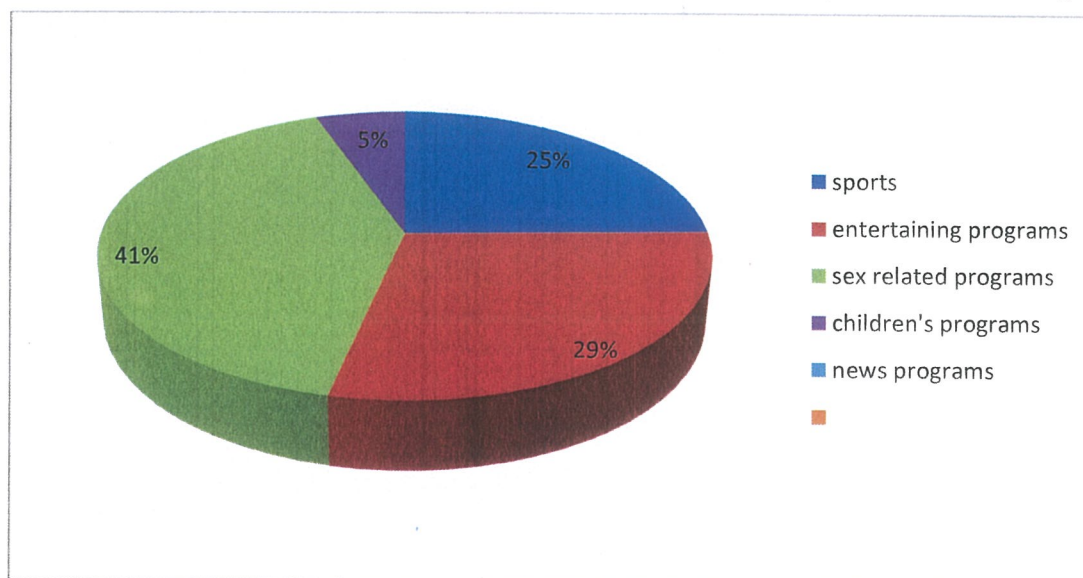
The responses on the type of content that captivated the teenagers were also tabled as in table 4.5 below

Type of content	Frequency	Percentage
Sports	18	21.8%
Entertaining programs	21	24.7%
Children's programs	4	4.7%
Sex related programs	30	35.3%
News programs	12	14.1
TOTAL	85	100

Source: primary data 2015

The above table explores the various types of television programs that teenagers are attracted to. The results of the study were computed with 30 out of the 85 respondents represented by 35.5%. Sports programs attracted 18 out of 85 respondents while 21 of the 85 respondents watch more entertaining programs. The rest of the respondents enjoy watching news programs represented by a percentage of 14 while very few of the 85 respondents enjoy viewing children's programs

Pie chart 4.4 shows Responses on what television programs captivated the teenagers



4.1.8 Responses on whether television can be used to promote responsible sexual behaviors

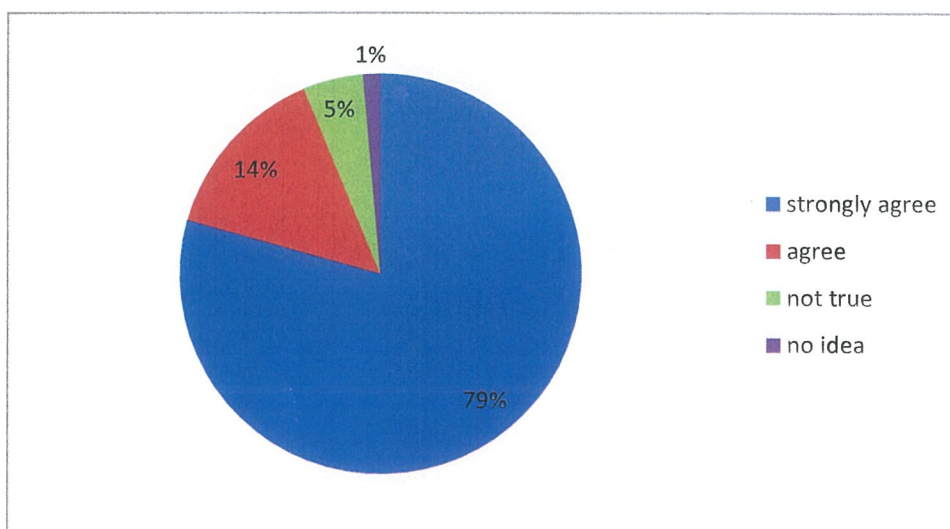
The results were calculated and tabled in table 4.7 as below:

Response	Frequency	Percentage
Strongly agree	66	77%
Agree	12	14.1%
Not true	4	4.7%
No idea	3	3.5%
TOTAL	85	100

Source: primary data 2015

The table above shows that 66 out of 85 respondents said that television can be used to promote responsible sexual behavior. 12 out of 85 representing 14.1 % of the total number of respondents said that television cannot solely be used to promote responsible sexual behaviors among the teenagers. 4 out 85 said that they do not believed if the medium of television can be used to promote responsible social behavior representing 4.7 while 3 out 85 were ignorant about the subject.

Graph 4.7 shows the responses on whether television promoted responsible sexual behaviors



4.1.9 Responses on whether television had an impact on teenagers' sexual behavior

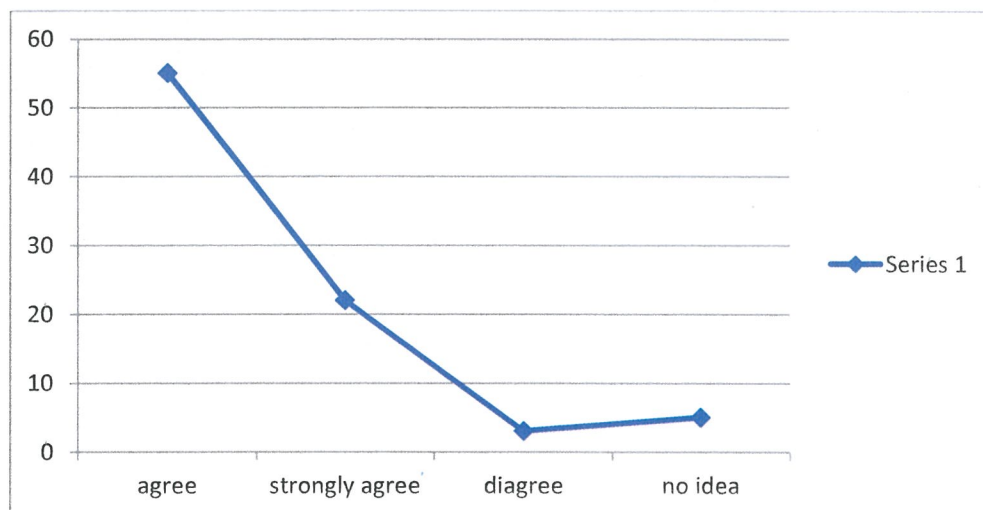
Table 4.8 shows the responses by the various respondents on whether the television has any impact on the sexual behavior of the youths in Buwenge Town Council.

Response	Frequency	Percentage
Agree	55	64.7%
Strongly agree	22	25.9%
Disagree	3	3.5%
No idea	5	5.9%
TOTAL	85	100

Source: primary data 2015

The table above shows that out of the 85 respondents, 55 agreed that television had an impact on their sexual behavior representing 64.7 %. 22 out of 85 respondents agreed strongly representing 25.9 % of the total number of respondents. 3 and 5 respondents out of the 85 disagreed and had no idea about the subject representing 3.5% and 3.9 % respectively

The line graph 4.1 below shows the responses on whether television had an impact on the teenage sexual behaviors



4.2.0 Responses on the impact of television the sexual behavior of the respondents.

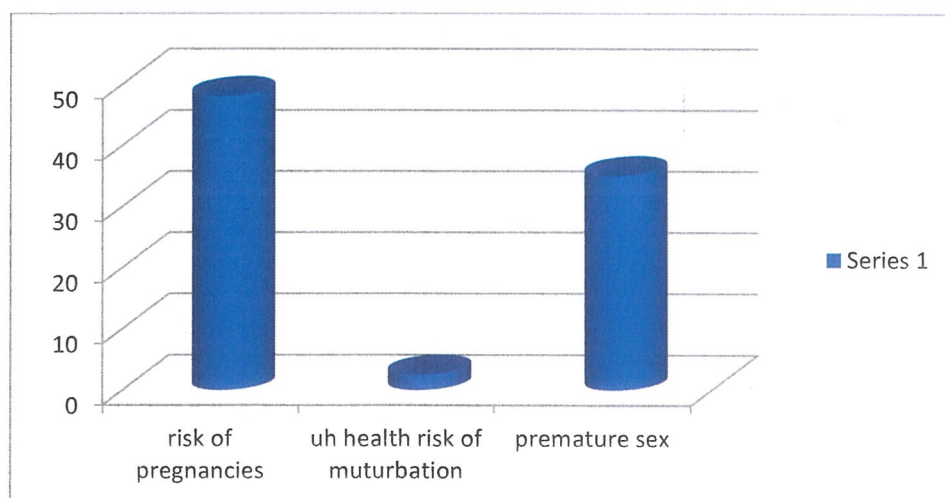
The responses were collected from the various respondents and were tabled as follows in table 4

Response	Frequency	Percentage
Premature sex	35	41.2%
Risk of pregnancies, STIs including HIV	48	56.5%
Un health risks of masturbation due to heavy users of explicit content	2	2.4%
TOTAL	85	100

Source: primary data 2015

The above table shows that 41.2% of the total respondents (35 out of 85) said that watching television packaged with sexual content leads to premature sex. 48 out of the 85 respondents (56.5%) of the respondents believed watching television with explicit content leads to risks of unwanted pregnancies, sexually transmitted infections (STIs) including the Human Immune Virus (HIV). The rest of the respondents (2 out of 25) represented by 2.4 % believed viewing pornographic content on television results into unhealthy behaviors of masturbation among youths.

The bar graph 4.2 shows the Responses on whether television promoted responsible sexual behaviors



CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS.

5.1 Summary of findings

The research shows that teenager sexuality is associated with media use, but the relationship is not clear. As stated earlier, this study was limited in terms of the geographical scope of the study and the target age groups of the teenagers. However during the survey, the respondents exhibited a high level of cooperation when 85 out of the 100 questionnaires that were distributed were returned successfully when answered.

Furthermore, the study showed that more male teenagers than their female counterparts participated in the research. It further showcased that much of the respondents were single, still in secondary schools, accessed television daily and enjoy viewing sexual content other than other types of content.

From the research findings, the majority of the respondents (66 out of 85) strongly agreed that television can also be used to promote responsible sexual behavior that is to say: they acknowledge that they have learnt more about the deadly AIDS, abstaining from sex, use of condoms, menstruation awareness on the side of girls from the media sources than from school, parents, personnel, clergy or friends representing 77.6% of the total number of respondents. 14.1% of the total number of respondents believe or agree fairly while 4.7 % disagree that television had an impact on their sexuality. The rest of the respondents amounting to 3.5% said they were the subject was not in their domain.

On whether television had an impact on the sexual behavior of teenagers, the majority of the respondents (64.7%) believe that the medium of television has got a profound impact on their sexuality. 25.9% of the total number of respondents strongly believed the medium of television impacts their sexual behavior. 3.5% disagreed while 5.9% had no idea about the topic

Moreover, from the research results, teenagers are exposed to many sexual images and messages on television that are almost universally presents in a positive light with little discussion on the potential risks and adverse consequences.

The research reveals that teenagers who watch more and listen more to the media are more likely to accept the stereo types of the sex roles of television than the less frequent viewers

5.2 Conclusions

According to the data collected from the various teenagers living in Buwenge Town Council, Jinja District, the medium of television has been proved to have a profound impact on the sexual behavior of teenagers in Buwenge town council. This premise is based on the contention that the biggest percentage of the respondents admitted that television influences their sexuality.

On whether television promotes responsible sexual behavior, the majority of the respondents acknowledged that they had learnt about AIDS prevention, abstinence from sex, skills of romance and relationships etc from television and therefore the medium of television according to them can be used to promote responsible sexual behavior among teenagers

The third objective aimed to establish if television can impact on teenage sexual behaviors in Buwenge town council. The findings showed that the respondents believed in the fact that the television can and has influenced their sexual attitudes and beliefs and lastly when the researcher examined the type of content that captivates youths the most, he came out to realize that the biggest percentage of the respondents enjoyed viewing sexual content than any other kinds of television content.

5.3 Recommendations

The following recommendations were deemed appropriate by the researcher.

As far as the mass media are concerned, they should strive to create programs that serve to educate, sensitize and groom teenagers on responsible sexual behaviors other than destructive ones.

Such programs should cover things like AIDS awareness and prevention, abstinence from sex, avoiding infidelity, female menstruation awareness among others.

The mass media should also create programs that teach the young generation about the negative consequences of having multiple partners, playing unprotected sex, avoiding homosexuality and lesbianism among others.

Furthermore, parents, Guardians, schools, clergy etc should also be engaged in teaching responsible sexual behaviors to their children. They should take advantage of the U-chip and screening software to reduce inappropriate access to explicit content and help teenager to critique what they see in the media.

5.4 Areas for future research

Future research must take into account the importance of parental involvement in teenager's use of the media. The degree of teenagers understanding of the un real nature of the media, teens' possible identification with fictional characters or highly visible media personalities, the norms modeled by parents and peers, and teenager' own of the consequences of risky health behaviors.

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**APPENDIX 1: RESEARCH QUESTIONNAIRE
KAMPALA INTERNATIONAL UNIVERSITY**

BACHELORS OF MASS COMMUNICATION

QUESTIONNAIRE

Dear respondent,

This questionnaire is designed to facilitate a study on “impact of television on the sexual behavior of teenagers. A case study of Buwenge sub county, Jinja district” you have been identified as one of the resourceful persons and as such you are kindly requested to spare some of your valuable time and respond to the questions statements as honest as possible

This research is purely for academic purposes and your responses will be treated with utmost confidentiality.

Thank you

Naimuli Denis

RESEARCHER

Please tick as appropriate

SECTION A: Back ground information

1. What is your sex?

i) Male ☐ ii) Female ☐

2. What is your age?

i) 11 yrs and below ☐ ii) 12-15yrs ☐ 16-19yrs ☐

3. What is your level of education?

i) Primary ☐

ii) Secondary ☐

iii) University ☐

SECTION B: Impact of television on the sexual behavior of teenagers

4. Do you watch television?

i) Yes ☐

ii) No ☐

5. Why do you watch television?

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6. How often do you watch television?

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7. Do you believe in television content?

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8. What type of content or programs do you watch the most on television?

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9. How does television viewing of sexual content affect your sexual attitude and beliefs?

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10. What lessons do you learn when you watch sexual content on television?

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END AND THANKS ALOT

