

IMPACT OF INTERNET ON YOUTHS SOCIAL BEHAVIORS

A CASE STUDY OF KAMPALA DISTRICT

BY

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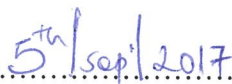
**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF JOURNALISM AND
MEDIA STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
AWARD OF A BACHELOR OF MASS COMMUNICATION OF KAMPALA
INTERNATIONAL UNIVERSITY**

MAY 2017

DECLARATION

I **DOMBIYO CHRISTINE** declare that this research proposal is my original work. It has not been submitted to any other University or higher institution for any award and where it is indebted to work of others.

Signature .. 

Date. 

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APPROVAL

I hereby certify that this work entitled **Impact of internet on youth's social behaviors. A case study of Kampala District**” has been submitted with my approval for examination as University supervision.

Signature

Date:

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UNIVERSITY SUPERVISOR

DEDICATION

I dedicate this piece of work to my father and mother Mr and Mrs. Tabu Geoffrey, Ms Catherine Ageno, Ms Nanyondo Janet, Kyansiimire Phionah, Nambi Angella and my entire family

ACKNOWLEDGEMENT

First of all I thank the almighty God for the wonderful life he has given to me. I take this opportunity to thank the following people who have given me both material and moral support I also thank my research supervisor Madam Nayondo Janet and lastly to my all my friends for the wonderful guidance through out my studies.

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ACRONYMS

IT: INFORMATION TECHNOLOGY

SPSS: STATICAL PACKAGE FOR SOCIAL SCIENTISTS

TELECOM: TELECOMMUNICATION

E-MARKETING: ELECTRONIC MARKETING

E-BUSINESS: ELECTRONIC BUSINESS

E-COMM: ELECTRONIC COMMERCE

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ABSTRACT

The internet a massive network of networks, It's a vast public web of computer networks, which connects users of all types all around the world to each other and to an amazingly large information repository. The study examined the impact of internet on youth's cultural values in Kampala district. "The study achieved the following objectives: to examine the positive effects of internet on youth's culture, to examine the negative effects of internet on youth's culture, to explore other factors affecting youth's cultural values, therefore the findings were based on the above objectives. Data was collected from a sample of 90 respondents in using self administered questionnaires and was later analyzed using Pearson correlation coefficient (r).

The findings revealed internet has a positive and significant relationship to youth's cultural values in Kawempe division ($P=0.000<0.01$, $r=375$) the study concluded that majority of the respondents agreed that internet has a significant relationship on youth's cultural values. The findings showed that internet has a positive effect on youth's culture through promoting Gender, promoting equality, promoting Gender mainstreaming, promoting Human Right and lastly promoting Globalization.

Additionally the findings showed Telenovela has negatively effected youth's culture through promoting sexuality, promoting wide spread of HIV/AIDS, promoting Consumerism and materialism, promoted Drug abuse, promoted Moral decay , promoted Crime , and lastly promoted Homo sexuality. The study revealed other factors affecting youth's culture which included Education, Religion, Globalization, Internet (information technology), Socio-economic aspects, Poverty

CHAPTER ONE

INTRODUCTION

1.0 Introduction.

This chapter introduces the background of the study, statement of the problem, purpose of the study, the research objectives; research Questions, scope of the study, significance of the study, key terms and conceptual framework. This study focused on the impact of internet on youth's social behaviors in Kampala district.

1.1 Background

Warren (2012) states that internet is a communication network that is itself a connection of many other networks, a Network can consist of two or more computers connected together by a medium such that they are able to share resources or information. Resources include files, Printers, Hard-drives among others. The World Wide Web (The Web) is only a portion of what makes up the internet, but it is the fastest growing part of the internet. The Web lets people, organizations and companies publish information for other people to see. This makes the Web a very useful tool for finding information on just about any topic. The World Wide Web (WWW): Is a collection of internet resources such as; Hyperlinked text, audio, and video files, File transfer protocol (FTP), and remote sites that can be accessed and searched by browsers based on standards such as Hypertext Transfer Protocol (HTTP) and Transmission Control Protocol/Internet Protocol (TCP/IP).

Kotler (2013) defined Internet as a Massive network of networks. It's a vast public web of computer networks, which connects users of all types all around the world to each other and to an amazingly large information repository. Use various protocols such as SMTP: Simple Mail Transfer Protocol FTP: File Transfer Protocol TCP/IP (Transmission Control Protocol) TCP/IP: is the basic communication protocol of the Internet. It is used as a communication protocol in a private network (either an intranet or an extranet). TCP/IP is a two-layer program. The higher layer (TCP), manages the assembling of a message or file into smaller packets that are transmitted over the Internet and received by a TCP layer that reassembles the packets into the original message. The lower layer (IP) handles the address part of each packet so that it gets to

the right destination. Each gateway computer on the network checks this address to see where to forward the message. FTP: is a standard network protocol used to transfer files from one host to another host over TCP-based network, such as the Internet. OR FTP is a protocol through which internet users can upload files from their computers to a website or download files from a website to their PCs. HTTP: is an application protocol for distributed, collaborative, hypermedia information systems. HTTP is the foundation of data communication for WWW. Client computer: Users connect to the Internet Request data and Web pages Server computers Store Web pages and data return the requested data to the client ISP (Internet service provider) Internet service provider is a company that provides the connections and support to access the internet. ISP can be National, regional or local companies Choosing an ISP - Factors to consider: Cost, Internet upgrades, Bandwidth and network capacity of ISP, Customer service, Reliability (How long has it been in business and how many satisfied clients do they have?), Local access numbers, E-mail options (Do you need more than one E-mail account?), Trial period.

Allan (2013) state that Google.com is part of the address specifies the domain name or the IP address or *where the resource is located*. The domain name also often indicates what the site is about, for example www.dog.com is a Web site about dogs. /services/: The "/" symbol indicates you have moved into a specific directory in the Web sites. Directories are like the folders on your computer and help to organize Web pages in a web site. Spam also known as junk e-mail refers to unsolicited message received in your inbox. Junk e-mail might include advertisements, fraudulent schemes, pornography, flyers, advertisements and catalogs or legitimate offers. Because it's very inexpensive for marketers to send junk e-mail, it's not uncommon for people to receive a large amount of it. Mailing Lists: Each mailing list has subscribers who receive messages as part of an ongoing discussion of the list's topic. Moderated: A mailing list in which the messages are first screened by an individual to determine their suitability given the purpose of the list. Newsgroups: Worldwide discussion areas where notices can be posted for anyone to view. Usenet or User's Network: A system of worldwide discussion groups, not an actual physical network. Netiquette: A list of simple newsgroup guidelines that keep people from making mistakes. *Chat Session or Internet Relay Chat (IRC)*: A live interactive discussion in which parties on the network exchange ideas and observation electronically. Portal: A gateway or hub site, such as Yahoo!, that provides chat rooms Instant Messages: A combination of real-time chat and e-mail by which short text messages are rapidly exchanged over the Internet, with

messages appearing on recipient's display screen immediately upon arrival. Internet Telephony or Voice over the Internet or Voice over IP: Real-time voice conversations transmitted between computers on the Internet. Telnet: A network capability that permits remote sign-on to any computer on the Internet from the computer an individual is using at that time. Email is delivered to your mailbox automatically and the messages wait there until you are ready to read them. With e-mail, you have very little control over what you receive. People who have your email address can send you whatever they wish. A mail list will also deliver messages that appear automatically in your electronic mail-box, but this service is selective. You have to subscribe to a mailing list to get the messages. Newsgroups and chat sessions are services that do not deliver messages to your mailbox. Instead, you must sign on to Usenet groups and chat sessions each time; then you can receive and send messages on the display screen of your computer while you are using it. Usenet newsgroups are bulletin boards; you access, review, and contribute information. Chat sessions, on the other hand, are like conversations; they are live, interactive discussions.

Armstrong (2008) notes that the recent technology boom has created a new digital age, the explosive growth in computer, telecommunications, information, transport and other technologies has had a major impact on the ways companies' bring value to their customers. Technology is a major stimulus for change and has become synonymous with economic progress. Mankind has made quantum leaps in the living standards and economic levels with the advancement of science and civilization. This will surely lead to stagnation of old and traditional products and styles of business. There will not be any future growth without change. The pay-off is cash that cannot be adequate for reinvestment in that product or business without modifications. The product portfolio strategy utilizes both product life cycle theory and diversification for growth. (Reid, 2009)

Scott (2009) states that internet is transforming the way that business is conducted. The platforms have affected the efficiency and competitiveness of business, the structure of the work force, and the overall growth of economic output thus the marketing department has been radically changed by the development of introduction of social media platforms. The technology boom has created exciting new ways to learn about and track customers, and to create products and services tailored to individual customer needs and social media is helping companies to

promote their products and services more effectively and efficiently and its helping telecom companies to communicate with customers in large groups or one-to-one.

Jones (2012) social media has widened communication channels and the Information exchange has become significantly faster and broader simplifying several steps with regards to purchasing, and also enhancing the fast decision making therefore social media is affecting every aspect of marketing. Most dramatic technological innovation is the social media; today the social media links individuals and businesses of all types to each other and to information all around the world. Through the internet the social media has been hailed as the technology behind the new economy. It allows anytime, any -where connections to information, entertainment and communication. Companies are using the social media to build closer relationships with customers and marketing partners. Beyond competing in traditional marketplaces, they now have access to exciting new market space (Anderson, 2007).

With the creation of the World Wide Web and web browsers in the 1990s, the internet was transformed from a mere communication tool into a certifiably revolutionary technology. The internet continues to grow explosively and in Uganda the internet and social media usage surged in early 2000s with the development of the user-friendly websites and service providers of internet and the population of the social media users has dramatically increased in the past 5 years due to the diversification strategy of telecommunication companies to increase on their profitability. (Independent 2013) social media has improved the quality of services, costs have been reduced and speed has increased. Many social media channels are available like face book, whatsapp, tweeter, tango, yahoo messenger, Gmail, BlogSpot, Nimbuzz, OLX, Flicker, getjar etc business now able to make quick and cost effective transactions(Walton, 2013).

1.2 Statement of the problem

The internet is a Massive network of networks; it's a vast public web of computer networks, which connects users of all types all around the world to each other and to an amazingly large information repository. However more of the youth especially the students tend to have a special interest in internet which is beyond questionable answers we do not understand why the students visit Websites compared to the adults. Internet has a great influence on the youth's

cultural values and practices as it promotes Materialism and unrealistic fantasies, while laziness, irresponsibility, eroticism, violence and drug use also add to these negative effects. As all of we know in pornographic websites there are discussed topics like violence, sex and bad influence stuff. Internet can be really bad for the education of society because kids and teens are almost all the time visiting pornographic websites so that is what they learn and what they are going to do later when they grow up. Children and teenagers have been victims of the internet leading to bad consequences in their behavior as they watch a lot of erotic pictures and porno videos almost every day, watching pornography is very popular among the teenagers and the young people are feeling identified with the characters of the programs. A range of attitudes and beliefs are evident in public discourse about the effects of media exposure, parents are especially concerned with how media exposure and content may influence the healthy development of their children. Yet efforts to restrict the content of media influences have raised important questions about the types of features or interactions that warrant attention, the extent to which media choices should be restricted for certain age groups and the need for policy interventions as well as parental and professional guidance.

Therefore the study aimed at investigating impact of internet on youth's social behavior

1.3 General Objective

The purpose of this study was to explore the impact of internet on youth's social behaviors a case study of Kampala district.

1.3.1 Objectives of the study

- i. To examine the positive effects of internet on youth's social behavior
- ii. To examine the negative effects of internet on youth's social behavior
- iii. To explore other factors affecting youth's cultural values

1.3.2 Research Questions

- i. What are the positive effects of internet on youth's social behavior?
- ii. What are the negative effects of internet on youth's social behavior?
- iii. What other factors affecting youth's cultural values?

1.4 Scope of the study

1.4.1 Geographical scope

The study was carried out in Kampala Capital City of the Republic of Uganda located in East Africa.

1.4.2 Subject scope

The study focused on the impact of internet as independent variables and youths' social behavior as dependent variable.

1.4.3 Time scope

The study reviewed the impact of internet on youth's social behavior in Kampala district for a period of 3 years that is 2013-2016.

1.5 Significance of the study

- The study will help the government to understand and recognize the role played by the internet on Uganda's youth society.
- The study will help religious communities understand the role of internet in transmitting of foreign literature which has great influence on the youth culture in Uganda.
- The study will help future researchers to fix gaps on the impact of the internet on the youth's social behavior in Uganda.

1.6 Conceptual Framework

This is a type of intermediate theory that attempts to connect all aspects of inquiry (for example problem definition, purpose, literature review, methodology, data collection and analysis).

INDEPENDENT VARIABLE

DEPENDENT VARIABLE

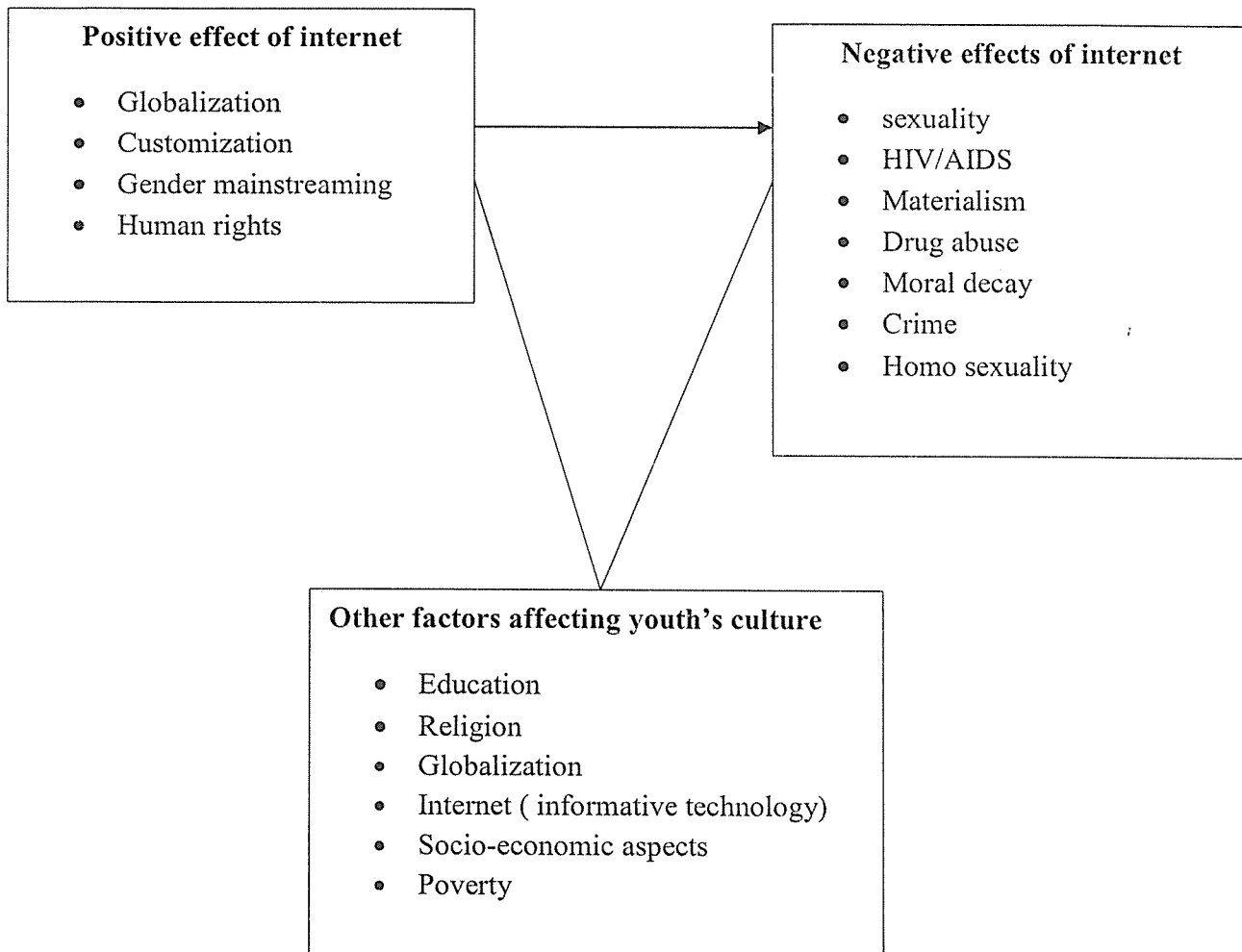


Figure 1: Conceptual Framework

The conceptual framework above (Figure 1) is informed by the outcomes theory of digitalization (2009) it attempts to explain that the independent variable internet has a positive contribution on the dependent variable of youth's social behaviors.

1.7 Definition of key terms

- **Culture.** Are beliefs, customs, art etc of a particular society, group, place or time it's a way of thinking, behaving or working that exists in a place or organization.
- **Internet** is a massive network of networks i.e. it's a vast public web of computer networks, which connects users of all types all around the world to each other and to an amazingly large information repository.
- **Gender mainstreaming.** This is an action of creating equal representation between men and women in a given setting. It is a set of specific, strategic approaches as well as technical and institutional processes adopted to achieve that goal of gender equality. It involves ensuring that gender perspectives and attention to the goal of gender equality are central to all activities.
- **Empowerment,** this is the process of equipping and empowering of previously disadvantaged sections of the population like women to bring a change in the status quo of the society.
- **Gender equality,** means gender equality in terms of equality under the law, equality of opportunity(including equality of rewards for work and equality in access to human capital and other productive resources that enable opportunity) and equality of voices 9 the ability to influence and contribute to development processes. Equality implies that women and men are free to choose different or similar roles and different or similar outcomes in accordance with their preferences and goal

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This Chapter focuses on different sources of the existing literature contributed by earlier scholars on various objectives of the study. (Morris, 2014) The objectives include examining the positive effect of internet on youth culture, to examine the negative effect of internet on youth's culture and to examine other factors affecting youth's cultural values.

2.1 Positive effects of internet on youth's cultural values

2.1.1 Promoted human rights

According to Wallace (2013) each person has the right to equality before the law, which means that no one may be directly or indirectly favored, adversely affected or prejudiced by legislation or any executive or administrative action based on race, color, language, sex, religion, ethnic origin, social status, birth, political or other affiliation or afflictions or any other natural characteristics. Each person should have equal opportunities for education, training, financial assistance, programmes and employment to give each one the opportunity to fully develop, utilize and realize his or her talents, skills and full potential. Usually, unjust and unwarranted discrimination based on race, sex, ethnicity of social origin, color, sexual orientation, age, physical disability, conviction, religion, culture or language is held in contempt. However there are several reasons for justifiable and just discrimination, based on merit, lawfulness, abilities, qualifications and expertise, against which no measure of appeal can be brought

Larry (2013) states that life of all human beings is without doubt the basic manifestation of the inviolable dignity of human persons. It is the principle of human rights and the obligation to the respect and protection of the human person. As a basic principle of human rights and human duties, the right to life is therefore a fundamental human right whose objective is the guarantee of the biological existence of persons as well as a model quality of life, the right to freedom of movement and residence.

Goodwill (2014) states that the right to freedom of movement and residence, as recognized in human rights discourses, concerns the freedom of persons to move and settle within the outside the borders of their own states. The exercise of which is proper to the natural desire in human beings to preserve life and maintain a quality of life that defines the dignity of human persons. Hence it has a necessary link to the right to seek and enjoy asylum in other countries without doubt this freedom and right are the significant pillars on which the humanitarian protection of displaced persons such as refugees is built. In fact the grant of asylum to refugees has been recognized as “a peaceful and humanitarian act” in refugee law.

Buchholz (2002) states that one of the fundamental rights of the individual is the right to freedom of speech or any other means of expression, including the freedom to obtain information and make it publicly available through the press or other media. This stipulation is usually, accompanied by certain limitations and restrictions found in prescriptive acts or legislation such as defamatory statements leading to cases of libel, blasphemy and indecent or offensive publications.

Evans (2004) states that everyone should have the right to associate freely with others and no legislation or administrative action should restrain individuals or groups from exercising this right, no legislative, executive or administrative act may directly or indirectly make state funds available to an individual or group who refuses to associate with any other individual or group on grounds of race or color .Every person should have the right to freely establish a political party or to have membership of any political party, without being forced to belong to a particular political party or to participate in the activities of such a party. In addition everyone should have the right to establish a political party and canvass members, to promote a political party and have the freedom of choice about which political party to support. Each individual should also have the right to express political convictions in a peaceful manner. Each person should in the light of the aforementioned have the right to be appointed to a legislative, executive or administrative position. One of the most important parameters of democracy is the right to vote and in so doing to participate in governmental processes. The right to vote is normally accompanied by certain conditions and cannot be claimed by every individual .The right to obtain information any person

should have the right to perform juridical acts and thereby to acquire rights to incur obligations. This means that each individual has the right to prosecute and therefore have free entry to the courts and the legal systems

2.1.2 Gender mainstreaming

Gender mainstreaming, is the process of assessing the implications for women and men of any planned action including legislation, policies or programmes in all areas and at all levels. It is a strategy for making women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetrated. The ultimate goal is to achieve gender equality.

2.1.3 Affirmative action

Scott (2014) states that gender mainstreaming promote affirmative action which contributes to women empowerment. This is a situation of trying to cause equilibrium in the sex by allowing women a certain privilege over men to scale their numbers for example in the education sector of higher learning. Gender mainstreaming is a globally accepted strategy for promoting gender equality. Mainstreaming is not an end in its self but a strategy, approach to achieve the goal of gender equality. The gender equality and women empowerment mandate is universally agreed on by member states and encompasses all areas of peace, development and human rights. The mandate on gender equality derives from the United Nations charter which unequivocally reaffirmed the equal rights of men and women. In the long run it aims to transform discriminatory social institutions, laws, cultural norms and community practices such as those limiting women's access to property rights or restricting their access to public space, a strategy to achieve equality between women and men.

2.1.4 Gender equality

Howard (2012) states that gender mainstreaming contributes to Gender equality, means gender equality in terms of equality under the law, equality of opportunity(including equality of rewards for work and equality in access to human capital and other productive resources that

enable opportunity) and equality of voices 9 the ability to influence and contribute to development processes. Equality implies that women and men are free to choose different or similar roles and different or similar outcomes in accordance with their preferences and goal. Gender mainstreaming is a globally accepted strategy for promoting gender equality. Mainstreaming is not an end in its self but a strategy, approach to achieve the goal of gender equality. The gender equality and women empowerment mandate is universally agreed on by member states and encompasses all areas of peace, development and human rights. The mandate on gender equality derives from the United Nations charter which unequivocally reaffirmed the equal rights of men and women. In the long run it aims to transform discriminatory social institutions, laws, cultural norms and community practices such as those limiting women's access to property rights or restricting their access to public space, a strategy to achieve equality between women and men.

2.2 Negative effects of internet to youth's cultural values

Morgan (2010) noted that a range of attitudes and beliefs are evident in public discourse about the effects of media exposure, parents are especially concerned with how media exposure and content may influence the healthy development of their children. Yet efforts to restrict the content of media influences have raised important questions about the types of features or interactions that warrant attention, the extent to which media choices should be restricted for certain age groups and the need for policy interventions as well as parental and professional guidance.

Internet has been the basis for many story lines which talks about romance, secret relationships, extramarital affairs and genuine love which tends to appeal to our emotions and gives us the visual connection of love life. They expose the attractive and gloomy aspects of love life and show the possible anarchy that exists in intimate relationships. It appears that internet over the years have influenced some Ugandan youths particularly women either positively or negatively simply because some tend to imitate the characters in the story.

Internet emphasis on family life, personal relationships, and sexual dramas, emotional and moral conflicts which cover on topical issues set in familiar conjugal interiors with only occasional excursions into new locations. Also most internet are said to be attractive, seductive, and

glamorous and wealthy, internet stories run concurrently intersect and lead into further developments.

In the best-case scenario, the show becomes popular and viewers begin to incorporate some of the themes into their lives. It would be more helpful to broadcast cultural content and that way it could be way of teaches good things to the new generations. But it is not because, for example in Uganda we can see that in soaps operas are exposed topics associated with drugs traffic, prostitution, murder and injustice all the time. So if that is the way that we want our children see their own country it's ok but obviously that is not what we are looking for.

According to Jorum (2013) internet websites should create cultural programs with higher levels teachings for the country to progress. We must begin with the education of the new generations because these children are the ones who will change the future of the country. So the soap operas could have positive and negative effects in the society it depends of the growers but also depends that you be smarter than the content of the soap operas that are shown on your TV.

Wilson (2012) noted that Telenovela can be really bad for the education of society because kids and teens are almost all the time watching TV so that is what they learn and what they are going to do later when they grow up. We talk of kids and teenagers because they are the most influenced in this thing.

Davis(2011) noted that for children and teenagers, soap operas can cause bad consequences in their behavior as they watch a lot of TV almost every day, watching soap operas is very popular among the teenagers and the young people are feeling identified with the characters of the programs.

Warren (2011) believes that internet change the way of most of the population to act and think especially in changing the way that humans know and understand reality. It is true that the addictive effect that Telenovela has nowadays help almost all the national territory not to talk about anything other than the first novel. Materialism and unrealistic fantasies, while laziness, irresponsibility, eroticism, violence and drug use also add to these negative effects. As all of we know in soap operas there are discussed topics like violence, sex and bad influence stuff.

Promotes HIV/AIDS

According to TASO Report (2013) HIV Continues to take a devastating toll an equally disturbing indicator is the prevalence of HIV/AIDS in Uganda, the First case of which was reported in 1983, since then the pandemic has taken its toll, resulting in an average women, man and child in Uganda. More than 1.8 million people have already died from AIDS and approximately one million people are living with HIV/AIDS. The pandemic is primarily the result of human – rights crisis in Uganda and Africa. The primary cause of non – realization of the rights of girls and women - gender inequality. This combined with socio – political instability and poverty, creates a lethal mixture. Since the onset of the epidemic in Uganda the number of infected children between the ages of 0 to 12 years has increased steadily. It is estimated that more women are infected with HIV/AIDS than men and at an earlier age. Girls do not have adequate information on sexuality and fertility and access to adolescents - friendly services (AFS) (UNICEF Report, 2012) .Beyond this UWESO has been instrumental in creating awareness on HIV/AIDS specifically promoting prevention interventions and formation of power clubs in 68 schools and communities in Jganda.

2.3 Other factors affecting youth's cultural values

Poverty

According to Nakabirwa (2012) Poverty and disease are linked problems in Uganda that are compounded by poor sanitation, unclean water and inadequate housing only 52% of the population has access to clean water. Although food is easily grown in Uganda, sporadic drought causes severe famines. Uganda suffers from a very high infection rate of the Human Immune Deficiency Virus (HIV) that causes Acquired Immune Deficiency Syndrome (AIDS). The International Bank for reconstruction and development (World Bank) estimated 820,000 Ugandans were infected with AIDS in 1999. The other most common ailments include prenatal and maternal conditions, malaria, Pneumonia and diarrhea. Infectious diseases such as meningitis, Cholera have occurred more frequently as a result of the breakdown of the health system during the Idd Ami regime in the 1970's. Through education and economic empowerment of women have significant potential to reduce poverty because extreme poverty presents a large obstacle as women and girls comprise 70%of the 1.3 billion people living on less

than a dollar per day, empowering women to take part in the work force is not a simple problem to solve.

Education

According to Ziwa (2012) the majority of women are not educated; the male education holds more significance than that of a female child who will on day get married and leave the family. This contradicts article 26 of UDHR and article 30 of the Uganda constitution which advocates for the right of education for all. Literacy provides the opportunity to develop the critical capacity to challenge and transform existing socio-economic forms rather than simply adopting them. The freedom that comes being literate enables the literate individual to also engage itself discovery as an active, creative process. Since Uganda instated Universal Primary education (UPE) by removing Primary School fees in 1996 enrolment has drastically increased, but many classrooms now have 200 pupils in one room with one teacher. Teachers are often forced to hold classes outdoors because of the lack of sufficient facilities and many observers are skeptical about the relative quality of the education. Furthermore there is still a large discrepancy in the education received by girls and boys and high school dropout rates. The main factors that hamper the realization of girls' rights to education in Uganda are early pregnancies, early marriages, unsafe and gender-based school environments, inadequate sanitation facilities and heavy workloads at home, lack of privacy, sanitary materials and clean water during menstruation have a significantly negative impact on girls' dropout rates, lack of relevant life-skills or guidance and education on adolescents' reproductive health. Therefore both girls and boys have equal rights to attend both primary and post primary education.

Economic Social and cultural Aspects (rights)

The traditions and culture in Uganda have impacted greatly on women's abilities to reach full potential. Cultural practices and attitudes discriminate against women especially domestically. It is evident that such power imbalances leave the responsibility to women to change the views held by their communities and by men about women's roles and stereotyping still hinder women's advancement. Cultural customs in Uganda continues to undermine women's potential and limits their participation and contribution to national development culture has been used to justify keeping women subordinate. Gender inequality manifesting itself in prejudices,

stereotypes and discriminatory practices, is still justified by culture and religious explanations. Therefore gender mainstreaming is critical in guaranteeing women's economic and social rights.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter, the researcher described the methods that will be used while obtaining the desired information from the respondent. It covers the research design, study population, sample size and sampling design, data sources, data collection instruments, measurements of variables validity and reliability of research, data process and analysis. It also involves anticipated limitations and anticipated solutions.

3.1 Research design

The study was carried out using longitudinal survey design. A quantitative approach to data collection was used. This enabled the researcher to get divergent views on the influence of Telenovela on youth's cultural values. And it was carried out in Kampala district. Correlation, co- efficiency was used to establish the relationship between the variables.

3.2 Study population

The target population considered was identified and divided into five categories in line with this study. Those five categories are namely; clan elders, religious leaders, local council representatives, and representatives from the Community Based organizations and youth from different communities in Kampala district. A total of 90 members were picked out as a sample for the study.

3.3 Sample size

The research study involved a total of 60 members as below (2) clan elders,(5) Religious leaders,(20) representatives from the local councils,(15) representatives from the CBOs and(18)community youth . This is aimed at minimizing biases of respondents and has a wider coverage during the study.

Table 1: showing the population of leaders

Categories of population	Sample population	Sample size
Cultural leaders	10	5
Religious leaders	6	3
Local council representatives	40	20
Representatives from CBOs	30	15
Youth representatives	94	47
Total	180	90

Source: Primary data Kampala Capital City Authority

3.4 Sampling procedures/techniques

The purposive sampling and random sampling were used when selecting the respondents from a list of qualified respondents. Purposive sampling was used to save time thus it was administered to clan elders and religious leaders. Random sampling was administered to representatives from the local councils, representatives from the CBOs and community youth in order to minimize bias.

3.5 Data source

3.5.1 Primary data

The researcher collected information from the respondents through interviews, observation and self administered questionnaires to the target respondents who included representatives from the local councils, representatives from the CBOs and community youth.

3.5.2 Secondary data.

The researcher reviewed the related literature on the impact of internet on youth's social behaviors. Secondary literature will be used to enhance the investigation and it was obtained from journals, text books and articles sourced from the internet and library.

3.6 Data Collection Instruments

3.6.1 Questionnaire

The researcher designed questionnaires to determine the impact of internet on youth's cultural values and all questionnaires were closed ended.

3.6.2 Interview

The researcher administered the interview guide to the respondents with guiding questions on the impact of the internet on youth's cultural values. The guiding questions ensured a logical flow of information.

3.6.3 Observations.

The researcher used observation to gather information of what is taking place in different youth organizations and the surrounding environment and review of related literature hence the researcher designed an observation check.

3.7 Data analysis and processing

Data collected was edited, coded cleaned and entered into computer software for analysis. Analysis was done using SPSS a computer data analysis program where tables and other relevant percentages were produced. Descriptive statistics was produced. Descriptive statistics using cross tabulation was used to describe the sample for inferential statistics, tables, pie charts, bar graphs were applied to establish the relationships. Percentages were carried out to establish which of the predictor variables has the highest influence on the dependent variables.

3.8 Measurement of variables.

The independent variables impact of internet and dependent variables youth's cultural values was measured using 10 items based on a 5 point likert scale from 1 (strongly agree) to 5 (strongly disagree). The items were worded to obtain respondents perceptions of the extent to which aspects of the influence of Telenovela on youth's cultural values

3.9 Ethical considerations.

For ethical reasons the researcher first got an introduction letter from St Lawrence University Uganda that introduced himself to the Kampala District Youth Association and got consent of the respondents before the interview and questionnaire are administered. To speed up the data

collection the researcher used two research assistants and the data analysts will be used to analyze the data collected.

3.10 Limitation of the study

Extraneous variable, this was big threat as some respondents with personal biases and dishonest distorted the information given. And the problem will be solved by using Random sampling method to avoid bias and have a wider coverage.

Attitude, the researcher faced with a problem of non response from the respondents thinking that he is a spy. The problem will be solved by the researcher first by presenting his introduction letter to the administration and politely presents him to the respondents so as to get their cooperation.

Inadequate computer skills, the researcher was faced a problem of inadequate computer skills during analysis stage by applying SPSS soft ware.

CHAPTER FOUR

PRESENTATION, INTERPRETATION AND ANALYSIS OF THE FINDINGS

4.0. Introduction

This chapter entails the discussion, analysis and presentation of findings in line with objectives and research questions of the study.

4.1. Presentation and interpretation of data

Characteristics of the respondents

Table 2: shows responses on the gender of Respondents

Gender	Frequency	Percentage %
Male	20	22%
Female	70	78%
Total	90	100%

Source: Primary data

It is evident from Table 2 that the majority of the respondents were female taking the highest percentage of 70(78%) and the male taking 20(22%) this implies that the female youth frequently visit internet Websites hence having a greater impact on their cultural values.

Table 3: shows responses on the departments of the respondents

Department	Frequency	Percentage %
Cultural leaders	9	10%
Religious leaders	4	5%
Local council representatives	13	15%
Representatives from CBOs	18	20%
Youth representatives	45	50%

Total	90	100%
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Source: Primary data

Table 3 shows that the majority of the respondents are youth representatives taking the highest percentage of 45(50%) this implies that the youth regularly use internet compared to other segments in the community.

Table 4: shows responses on the level of education

Education	Frequency	Percentage%
Certificate	60	66%
Diploma	15	17%
Degree	15	17%
Others	-	
Total	90	100%

Source: primary data.

Table 4 indicates that the majority of the respondents were of certificate level taking the highest percentage of 60(66%) which implies that the respondents many of them are still in school hence internet is resourceful to their education and has a great impact of their social behaviors and cultural values.

4.2 Findings from the objectives

The study findings were in line with the research objectives as stated below:

- i. To examine the positive effects of internet on youth's social behavior
- ii. To examine the negative effects of internet on youth's social behavior
- iii. To explore other factures affecting youth's cultural values

4.2.1 Positive effects of internet on youth's culture

Table 5: shows the positive effects of internet on youth's culture

ITEM	Disagree		Neutral	Agree	
	SD	D	Not Sure	A	SA
Do you agree that internet has promoted Gender equality		15(17%)		60(66%)	15(17%)
Do you agree that internet has promoted Gender mainstreaming		6(7%)		84(93%)	
Do you agree that Telenovela promote Right to marriage and divorce					90(100%)
Do you agree Telenovela promote Right to property Ownership		15(17%)		75(83%)	
Do you agree that Telenovela promote Globalization		36(40%)		54(60%)	

Strongly Agree (SA), Agree (A) Not Sure (NS), Disagree (D) Strongly Disagree (SD)

Table 5 shows the positive effects of internet on youth's culture values

The majority of the respondents agreed that internet has promoted Gender equality taking the highest percentage of 60(66%) agreed and 15(17%) strongly agreed respectively this implies that that internet has promoted Gender equality.

The majority of the respondents agreed that internet promoted Gender mainstreaming taking the highest percentage of 84(93%). This implies that internet has promoted Gender mainstreaming

Table 5 shows that the majority of the respondents strongly agreed that internet has promoted Right to information taking the highest percentage of 90(100%) this implies that internet promote Right to information.

Table 5 indicates that the majority of the respondents agreed that internet promoted Human Right taking the highest percentage of 75(83%) and 15(17%) disagreed this implies that internet has promote Human Rights.

Table 5 shows that the majority of the respondents agreed Telenovela promote Globalization taking the highest percentage of 54(60%) and 36(40%) disagreed this implies that internet promotes Globalization.

4.2.2 Negative effects of internet on youth's culture

Table 6 : shows the negative effects of internet on youth's culture

ITEM	Disagree		Neutral	Agree	
	SD	D		A	SA
Do you agree that internet promote sexuality		30(33%)		6(7%)	54(60%)
Do you agree that internet promote wide spread of HIV/AIDS		15(20%)		75(80%)	
Do you agree that internet promote materialism and Consumerism		30(40%)		60(60%)	

Do you agree that internet promote Drug abuse		6(10%)		84(90%)	
Do you agree that internet promote Moral decay among the youth					90(100%)
Do you agree that internet promote Crime among the youth					90(100%)
Do you agree that internet promote Homo sexuality		6(10%)		84(90%)	
Do you agree that internet promote foreign culture					90(100%)

Strongly Agree (SA), Agree (A) Not Sure (NS), Disagree (D) Strongly Disagree (SD)

Table 6 shows the negative effects of internet on youth's culture

Table 6 shows that the majority of the respondents agreed that internet promote sexuality taking the highest percentage of 54(60%), 30(33%) disagreed and 6(7%) were not sure. This implies that internet promote sexuality.

Table 6 shows that the majority of the respondents agreed that internet promote wide spread of HIV/AIDS taking the highest percentage of 75(80%) and 15(20%) of the respondents disagreed this implies that internet promote wide spread of HIV/AIDS.

Table 6 shows that the majority of respondents agreed that internet promote materialism and Consumerism taking the highest percentage of 60(60%) and 30(40%) disagreed. This implies that internet promote materialism and Consumerism.

Table 6 indicates that the majority of the respondents agreed that internet promote Drug abuse taking the highest percentage of 84(90%) and 6(10%) disagreed respectively. This implies that internet promote Drug abuse.

Table 6 indicates that the majority of the respondents agreed that internet promote Moral decay among the youth taking the highest percentage of 90(100%) this implies that internet promote Moral decay among the youth.

Table 6 indicates that the majority of the respondents agreed that internet promote Crime among the youth among the youth taking the highest percentage of 90(100%) this implies that internet promote Crime among the youth.

Table 6 indicates that the majority of the respondents agreed that internet promote Homo sexuality among the youth taking the highest percentage of 90(100%) this implies that internet promote Homo sexuality.

4.2.3 Other factures affecting youth's cultural values

Table 7: shows the other factors affecting youth's cultural values

ITEM	Disagree		Neutral	Agree	
	SD	D		A	SA
Do you agree that Education affects youth's cultural values				20(20%)	70(70%)
Do you agree that Religion affects youth's cultural values				90(100%)	
Do you agree that Globalization affects youth's cultural values				80(80%)	10(20%)

Do you agree that Internet (information technology) affects youth's cultural values					90(100%)
Do you agree that Socio-economic aspects and Poverty affects youth's cultural values		40(40%)		50(60%)	

Strongly Agree (SA), Agree (A) Not Sure (NS), Disagree (D) Strongly Disagree (SD)

Table 7 shows other factors affecting youth's cultural values

Table 7 indicates that the majority of the respondents strongly agreed that Education affects youth's cultural values taking the highest percentage of 84(90%) and 6(10%) agreed respectively. This implies that Education affects youth's cultural values.

Table 7 indicates that the majority of the respondents agreed that Religion affects youth's cultural values taking the highest percentage of 75(85%) and 15(15%) disagree respectively. This implies that Religion affects youth's cultural values.

Table 7 indicates that the majority of the respondents agreed that Globalization affects youth's cultural values taking the highest percentage of 84(93%) and 6(7%) disagree respectively. This implies that Globalization affects youth's cultural values.

Table 7 indicates that the majority of the respondents agreed that Internet (information technology) affects youth's cultural values taking the highest percentage of 90(100%). This implies that Internet (information technology) affects youth's cultural values.

Table 7 indicates that the majority of the respondents agreed that Socio-economic aspects and Poverty affects youth's cultural values taking the highest percentage of 75(83%) and 15(17%) disagreed respectively. This implies that Socio-economic aspects and Poverty affects youth's cultural values.

4.3 Discussion of the findings

4.3.1 Positive effects of internet on youth's cultural values

The researcher discovered that internet promotes gender equality. According to Jorum (2013) television productions should create cultural programs with higher levels teachings for the country to progress. We must begin with the education of the new generations because these children are the ones who will change the future of the country. So the soap operas could have positive and negative effects in the society it depends of the growers but also depends that you be smarter than the content of the soap operas that are shown on your TV.

The study shows that Telenovela are educative to the youth. Wilson (2012) noted that internet can be really bad for the education of society because kids and teens are almost all the time watching movies on the internet so that is what they learn and what they are going to do later when they grow up. We talk of kids and teenagers because they are the most influenced in this thing.

The study revealed that internet promotes gender mainstreaming. Howard (2012) states that gender mainstreaming contributes to Gender equality, means gender equality in terms of equality under the law, equality of opportunity(including equality of rewards for work and equality in access to human capital and other productive resources that enable opportunity) and equality of voices 9 the ability to influence and contribute to development processes. Equality implies that women and men are free to choose different or similar roles and different or similar outcomes in accordance with their preferences and goal. Gender mainstreaming is a globally accepted strategy for promoting gender equality. Mainstreaming is not an end in its self but a strategy, approach to achieve the goal of gender equality.

The study shows that internet has promoted women empowerment. Early and forced marriages continue to hinder girls' empowerment and consequently increasing women's vulnerability to unplanned pregnancies. In the final months of 2009 Uganda's parliament passed two monumental bills that prohibit domestic violence and female genital mutilation. The bill revises the outdated laws concerning marriage and divorce. The new law not only requires a woman's consent to marriage an issue frequently ignored in traditionally arranged marriages as well as her consent to sexual relations within the marriage. Therefore gender mainstreaming is critical in guaranteeing women's rights to marriage and divorce.

The study shows that Telenovela promote Women empowerment. Define as women's level of control in decision making positions for control over the allocation of resources, the determination of policies, regulations and laws. At the level of the society or nation, women's empowerment is measured in terms of the level of women's representation in higher level decision making positions in public institutions, enabling a more equitable access by women and men to development opportunities together with the design of more sustainable development (Tamale, 2013).

4.3.2 Negative effects of internet on youth's cultural values

The study shows that internet promotes sexuality. Telenovela has been the basis for many story lines which talks about romance, secret relationships, extramarital affairs and genuine love which tends to appeal to our emotions and gives us the visual connection of love life. They expose the attractive and gloomy aspects of love life and show the possible anarchy that exists in intimate relationships. It appears that Telenovela over the years have influenced some Ugandan youths particularly women either positively or negatively simply because some tend to imitate the characters in the story.

The study revealed that internet has promoted wide spread of HIV/AIDS. According to TASO Report (2013) HIV Continues to take a devastating toll an equally disturbing indicator is the prevalence of HIV/AIDS in Uganda, the First case of which was reported in 1983, since then the pandemic has taken its toll, resulting in an average women, man and child in Uganda. More than 1.8 million people have already died from AIDS and approximately one million people are living with HIV/AIDS. The pandemic is primarily the result of human – rights crisis in Uganda and Africa. The primary cause of non – realization of the rights of girls and women - gender inequality. This combined with socio – political instability and poverty, creates a lethal mixture. Since the onset of the epidemic in Uganda the number of infected children between the ages of 0 to 12 years has increased steadily. It is estimated that more women are infected with HIV/AIDS than men and at an earlier age. Girls do not have adequate information on sexuality and fertility and access to adolescents - friendly services (AFS) (UNICEF Report, 2012) .Beyond this UWESO has been instrumental in creating awareness on HIV/AIDS specifically promoting

prevention interventions and formation of power clubs in 68 schools and communities in Uganda.

The research study shows that internet has promoted materialism and Consumerism. Morgan (2010) noted that a range of attitudes and beliefs are evident in public discourse about the effects of media exposure, parents are especially concerned with how media exposure and content may influence the healthy development of their children. Yet efforts to restrict the content of media influences have raised important questions about the types of features or interactions that warrant attention, the extent to which media choices should be restricted for certain age groups and the need for policy interventions as well as parental and professional guidance.

The researcher discovered that internet has promoted Drug abuse. In the best-case scenario, the show becomes popular and viewers begin to incorporate some of the themes into their lives. It would be more helpful to broadcast cultural content and that way it could be way of teaches good things to the new generations. But it is not because, for example in Uganda we can see that in soaps operas are exposed topics associated with drugs traffic, prostitution, murder and injustice all the time. So if that is the way that we want our children see their own country it's ok but obviously that is not what we are looking for.

The study shows that internet has promoted Moral decay among the youth. Internet emphasis on family life, personal relationships, and sexual dramas, emotional and moral conflicts which cover on topical issues set in familiar conjugal interiors with only occasional excursions into new locations. Also most Telenovela are said to be attractive, seductive, and glamorous and wealthy, Telenovela stories run concurrently intersect and lead into further developments.

The study revealed that internet has promoted Crime among the youth. Warren (2011) believes that Telenovela change the way of most of the population to act and think especially in changing the way that humans know and understand reality. It is true that the addictive effect that Telenovela has nowadays help almost all the national territory not to talk about anything other than the first novel. Materialism and unrealistic fantasies, while laziness, irresponsibility,

eroticism, violence and drug use also add to these negative effects. As all of we know in soap operas there are discussed topics like violence, sex and bad influence stuff.

The researcher discovered that internet has promoted Homo sexuality. According to Jorum (2013) television productions should create cultural programs with higher levels teachings for the country to progress. We must begin with the education of the new generations because these children are the ones who will change the future of the country. So the soap operas could have positive and negative effects in the society it depends of the growers but also depends that you be smarter than the content of the soap operas that are shown on your TV.

Wilson (2012) noted that Telenovela can be really bad for the education of society because kids and teens are almost all the time watching TV so that is what they learn and what they are going to do later when they grow up. We talk of kids and teenagers because they are the most influenced in this thing. Davis(2011) noted that for children and teenagers, soap operas can cause bad consequences in their behavior as they watch a lot of TV almost every day, watching soap operas is very popular among the teenagers and the young people are feeling identified with the characters of the programs.

4.3.3 Other factors affecting youth's cultural values

The study revealed that poverty affect s youth's cultural values. According to Nakabirwa (2012) Poverty and disease are linked problems in Uganda that are compounded by poor sanitation, unclean water and inadequate housing only 52% of the population has access to clean water. Although food is easily grown in Uganda, sporadic drought causes severe famines. Uganda suffers from a very high infection rate of the Human Immune Deficiency Virus (HIV) that causes Acquired Immune Deficiency Syndrome (AIDS). The International Bank for reconstruction and development (World Bank) estimated 820,000 Ugandans were infected with AIDS in 1999. The other most common ailments include prenatal and maternal conditions, malaria, Pneumonia and diarrhea. Infectious diseases such as meningitis, Cholera have occurred more frequently as a result of the breakdown of the health system during the Idd Ami regime in the 1970's. Through education and economic empowerment of women have significant potential to reduce poverty because extreme poverty presents a large obstacle as women and girls comprise 70%of the 1.3 billion people living on less than a dollar per day, empowering women to take part in the work force is not a simple problem to solve.

The study shows that Education affects youth's cultural values, According to Ziwa (2012) the majority of women are not educated; the male education holds more significance than that of a female child who will on day get married and leave the family. This contradicts article 26 of UDHR and article 30 of the Uganda constitution which advocates for the right of education for all. Literacy provides the opportunity to develop the critical capacity to challenge and transform existing socio-economic forms rather than simply adopting them. The freedom that comes being literate enables the literate individual to also engage itself discovery as an active, creative process. Since Uganda instated Universal Primary education (UPE) by removing Primary School fees in 1996 enrolment has drastically increased, but many classrooms now have 200 pupils in one room with one teacher. Teachers are often forced to hold classes outdoors because of the lack of sufficient facilities and many observers are skeptical about the relative quality of the education.

Furthermore there is still a large discrepancy in the education received by girls and boys and high school dropout rates. The main factors that hamper the realization of girls' rights to education in Uganda are early pregnancies, early marriages, unsafe and gender-based school environments, inadequate sanitation facilities and heavy workloads at home, lack of privacy, sanitary materials and clean water during menstruation have a significantly negative impact on girls' dropout rates, lack of relevant life-skills or guidance and education on adolescents' reproductive health. Therefore both girls and boys have equal rights to attend both primary and post primary education.

The study shows that Economic Social and cultural Aspects affect youth's culture; the traditions and culture in Uganda have impacted greatly on women's abilities to reach full potential. Cultural practices and attitudes discriminate against women especially domestically. It is evident that such power imbalances leave the responsibility to women to change the views held by their communities and by men about women's roles and stereotyping still hinder women's advancement. Cultural customs in Uganda continues to undermine women's potential and limits their participation and contribution to national development culture has been used to justify keeping women subordinate. Gender inequality manifesting itself in prejudices, stereotypes and discriminatory practices, is still justified by culture and religious explanations. Therefore gender mainstreaming is critical in guaranteeing women's economic and social rights.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

Having completed the study, presented data and analyzed the findings this chapter reviews the outcomes of the study in line with the researcher objectives.

5.1. Summary of the findings

The study examined the impact of internet on youth's cultural values in Kampala district. "The study achieved the following objectives: to examine the positive effects of internet on youth's culture, to examine the negative effects of internet on youth's culture, to explore other factors affecting youth's cultural values, therefore the findings were based on the above objectives. Data was collected from a sample of 90 respondents in using self administered questionnaires and was later analyzed using Pearson correlation coefficient (r).

The findings revealed internet has a positive and significant relationship to youth's cultural values in Kawempe division ($P=0.000<0.01$, $r=375$) the study concluded that majority of the respondents agreed that internet has a significant relationship on youth's cultural values. The findings showed that internet has a positive effect on youth's culture through promoting Gender, promoting equality, promoting Gender mainstreaming, promoting Human Right and lastly promoting Globalization.

Additionally the findings showed Telenovela has negatively effected youth's culture through promoting sexuality, promoting wide spread of HIV/AIDS, promoting Consumerism and materialism, promoted Drug abuse, promoted Moral decay , promoted Crime , and lastly promoted Homo sexuality. The study revealed other factors affecting youth's culture which included Education, Religion, Globalization, Internet (information technology), Socio-economic aspects, Poverty

5.2 Conclusion

The internet is a Massive network of networks; it's a vast public web of computer networks, which connects users of all types all around the world to each other and to an amazingly large information repository. However more of the youth especially the students tend to have a special interest in internet which is beyond questionable answers we do not understand why the students visit Websites compared to the adults. Internet has a great influence on the youth's cultural values and practices as it promotes Materialism and unrealistic fantasies, while laziness, irresponsibility, eroticism, violence and drug use also add to these negative effects. As all of we know in pornographic websites there are discussed topics like violence, sex and bad influence stuff. Internet can be really bad for the education of society because kids and teens are almost all the time visiting pornographic websites so that is what they learn and what they are going to do later when they grow up. children and teenagers the internet can cause bad consequences in their behavior as they watch a lot of erotic pictures and porno videos almost every day, watching pornography is very popular among the teenagers and the young people are feeling identified with the characters of the programs. A range of attitudes and beliefs are evident in public discourse about the effects of media exposure, parents are especially concerned with how media exposure and content may influence the healthy development of their children. Yet efforts to restrict the content of media influences have raised important questions about the types of features or interactions that warrant attention, the extent to which media choices should be restricted for certain age groups and the need for policy interventions as well as parental and professional guidance.

5.3 Recommendations

The recommendations are linked to the research objectives

- i. Government should restrict on the number of websites to children, internet promote Moral decay among the youth. Telenovela are emphasis on family life, personal relationships, sexual dramas, emotional and moral conflicts which cover on topical issues set in familiar conjugal interiors with only occasional excursions into new locations. Also most Telenovela are said to be attractive, seductive, and glamorous and wealthy, Telenovela stories run concurrently intersect and lead into further developments.

- ii. Government should discourage pornography as promote Crime among the youth. Internet change the way of most of the population to act and think especially in changing the way that humans know and understand reality. It is true that the addictive effect that Telenovela has nowadays help almost all the national territory not to talk about anything other than the first novel. Materialism and unrealistic fantasies, while laziness, irresponsibility, eroticism, violence and drug use also add to these negative effects. As all of we know in soap operas there are discussed topics like violence, sex and bad influence stuff.
- iii. Internet providers should act professionally when showing the opera soaps to restrict them to adults only through parental guidance (PG). Internet has been the basis for many story lines which talks about romance, secret relationships, extramarital affairs and genuine love which tends to appeal to our emotions and gives us the visual connection of love life. They expose the attractive and gloomy aspects of love life and show the possible anarchy that exists in intimate relationships.
- iv. Government should heavily tax internet providers because their show erotic, sexual violent soaps to teenagers which promotes crime among the youth and change the way of most of the population to act and think especially in changing the way that humans know and understand reality. It is true that the addictive effect that internet has nowadays help almost all the national territory not to talk about anything other than the first novel. Materialism and unrealistic fantasies, while laziness, irresponsibility, eroticism, violence and drug use also add to these negative effects. As all of we know in soap operas there are discussed topics like violence, sex and bad influence stuff.
- v. Government should promote the local film industry to portray Uganda's cultural diversity this will minimize on the effects of foreign film industries that have a negative impact on our culture.

5.4 Areas for further study

- Role of culture on gender mainstreaming
- Role of e gender mainstreaming in promoting of women's rights
- Role of the mass media in promoting African culture

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APPENDICIES

APPENDIX A: QUESTIONNAIRE FOR THE RESPONDENTS

Dear respondents

I **DOMBIYO CHRISTINE** a student of Kampala International University pursuing Bachelors of Mass communication. I am carrying out a study research entitled **“Impact of internet on the youth’s social behavior a case study of Kampala district”** You are among the respondents randomly selected to provide information. Please you are requested to respond to the questions by ticking on the appropriate box or write a brief statement where applicable. The information provided will be kept confidential and will only be for academic purposes.

SECTION A: CHARACTERISTICS OF THE RESPONDENTS

1. Gender

A	Male	
B	Female	

2. Department (Tick where appropriate)

A	Member of parliament	
B	Youth representative	
C	LC III members	
D	Social workers	
E	Local council members	

3. Highest level of Education (Tick where appropriate)

Certificate A	Diploma B	Degree C	Others D

Specify

**SECTION B: POSITIVE EFFECT OF INTERNET ON YOUTH'S CULTURAL
VALUES**

The following alternatives are the rates of measurement where 1- Strongly disagree (SD), 2- Disagree (D) 3-Not Sure (NS), 4 - Agree (A) 5-Strongly agree (SA)

Tick where appropriate

ITEM	Disagree		Neutral	Agree	
	SD	D	Not Sure	A	SA
Do you agree that internet promote Gender equality					
Do you agree that internet promote Gender mainstreaming					
Do you agree that internet promote entertainment					
Do you agree internet promote human Right					
Do you agree that internet promote Globalization					

Thanks for your participation

SECTION C: NEGATIVE EFFECT OF INTERNET ON YOUTH'S CULTURAL VALUES

The following alternatives are the rates of measurement where 1- Strongly disagree (SD), 2- Disagree (D) 3-Not Sure (NS), 4 - Agree (D) 5-Strongly agree (SA)

Tick where appropriate

ITEM	Disagree		Neutral	Agree	
	SD	D	NS	A	SA
Do you agree that internet promote sexuality					
Do you agree that internet promote HIV/AIDS					
Do you agree that internet promote Consumerism					
Do you agree that internet promote Drug abuse					
Do you agree that internet promote Moral decay					
Do you agree that internet promote Crime					
Do you agree that internet promote Homo sexuality					
Do you agree that internet promote foreign culture					

Thanks for your participation

SECTION D: OTHER FACTORS AFFECTING YOUTH'S CULTURAL VALUES IN KAWEMPE DIVISION

The following alternatives are the rates of measurement where 1- Strongly disagree (SD), 2- Disagree (D) 3-Not Sure (NS), 4 - Agree (D) 5-Strongly agree (SA)

Tick where appropriate

ITEM	Disagree		Neutral	Agree	
	SD	D	NS	A	SA
Do you agree that Education affects youth's cultural values					
Do you agree that Religion affects youth's cultural values					
Do you agree that Globalization affects youth's cultural values					
Do you agree that Internet (informative technology) affects youth's cultural values					
Do you agree that Socio-economic aspects and Poverty affects youth's cultural values					

Thanks for your participation

APPENDIX C: ESTIMATED BUDGET

No.	Item	Qty	Rate	Amount
1.	Stationary			10,000
2.	Secretarial services			20,000
3.	Internet services			1000
4.	Transport			20,000
5.	Research Assistant	2	150,000	10,000
6.	Flash Disk	1	20,000	10,000
7.	Newspapers			30,000
8.	Spiral binding			10,000
9.	Printing			50,000
10.	Phone calls/Airtime			1000
11.	Library fee			5,000
	TOTAL			200,000

APPENDIX D: ACTION PLAN 2016 – 2017

Month	OCT 2016	NOV 2016	FEB 2017	MAR 2017	APRIL &MAY 2017	JUNE & JULY 2017	AUG 2017	SEPT 2017	OCT 2017	PERSON RESPONSIBLE
Activities										
Formulation of research topic										Researcher & supervisor
Proposal writing										Researcher
Approval proposal										Supervisor
Data collection										Researcher
Data analysis										Researcher
Report writing & approval										Researcher & supervisor
Presentation of the report										