

**INFLUENCE OF DIGITAL TELEVISION AND WOMEN LIFE STYLE IN
UGANDA: A COMPARATIVE CASE STUDY OF HEAVY AND LIGHT
VIEWERS IN MAKINDYE DIVISION.**

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DECLARATION

I Ocen William declare that this research dissertation is a result of my knowledge and hard work; I declare that to the best of my knowledge, this report has never been submitted in any institution of higher learning for any award.

Signature 

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Date 18/12/2015

DEDICATION

I would like to dedicate this piece to the Almighty God for the gifted Wisdom and Good health that gave me a platform which led to the success of this study.

This work is dedicated to my father Mr Ocen Willy, for all the sacrifice, patience and commitment inclusive of the challenges you faced in educating and making me more enlightened. May the Almighty Lord bless you abundantly.

Thanks a lot Dad!!!

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LIST OF ACRONYMS

MMM	Management of Makindye Municipality
KIU	Kampala International University
TV	Television
USA	United States of America

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ABSTRACT

The study was carried out to find out the Influence of Digital Television and Women life style in Uganda taking a comparative case study of Heavy and Light Viewers in Makindye Division.

General aim of this study was to focus on influence of Digital television and women life style in Makindye Division, Uganda.

The study aimed at focusing the influence of Digital television and women life style in Makindye Division, Uganda, establishing the measures to be taken to improve the influence of digital life style in Makindye Division.

The study applied both qualitative and quantitative research designs where interviews and questionnaires were used. Data was collected from both primary and secondary sources. Data was processed and analysed using formal tables, pie charts, narrative text, and correlation to find out the relationship between the Influence of Digital Television and Women life style in Uganda. A total of the sample size was 150 respondents were considered out of the entire population in the Makindye division.

The findings were mainly used for testing preliminary findings and filling in gaps in data required.

The findings revealed the problems faced by digital viewers in Makindye division which was chosen because it brought together experts whose experience varied and hence enriched the findings, the information given was accurate and reliable and mistakes given by one respondent was easily corrected and also allowed in-depth probing.

Recommendations on this study proved the hypothesis 'greater the exposure to Digital television greater the effect on the lives of women in Makindye Division, Uganda' and implied that there is an association between Digital television viewing and effects on viewers. The study claimed that this relationship in some cases can change life patterns or mould personalities. Therefore, viewers are required to be alert and use it sensibly. Policy-makers should take extreme care while formulating rules and regulations.

The conclusion of the study also corresponds to the observation made by Albert Bandura while discussing Social Learning Theory. According to him, learning occurs when the observer perceives events or behavior in television and he/she feels competent in performing them. Interestingly, a majority of the respondents have disagreed that they relate characters to their lives despite copying them in more than one area. Reason may be that viewers have the fear that characters shown in Digital television programmes are not acceptable or may not be rewarded in the society.

CHAPTER ONE

INTRODUCTION

1.1 History of Digital

The apprehensions of media communication, as well as evidence for its effects, are as old as the history of the subject itself. People have always wondered how media messages are affecting them by bringing about an imperceptible change in their culture, values and behavioural patterns. They have always been concerned for the negative influence of a particular message or message system and have been curious about the potential prosocial effects of others. Wimmer has mentioned that the concern over the social impact of mediated messages is evident as far back as the 1920's when many critics charged that the motion pictures have a negative influence on children. The study of the anti-social effects of viewing television and motion picture is one of the intensely researched areas of mass media. The impact of pro-social content is a newer area and grew out of recognition that the same principles underlining the learning of anti-social activities ought to apply to more positive behaviour. Keeping in view the above-cited concern, this study will analyze the "Influence of Digital Television and Women Life Style In Uganda: A Comparative Case Study of Heavy and Light Viewers In Makindye Division".(Bhatia,1993).

Digital television or DTV can be defined in two unique ways. According to one definition, it refers to the digital transmission of television signals by television operators, whereas, according to the other definition DTV refers to the modern TV formats including the HDTV (high definition television) and the ITV (Interactive television). The second aspect of digitalization is the most widely used aspect when it comes to determining the impact of digital television on the global technology market.

Digital television is a relatively new technology for transmitting and receiving broadcast television signals. It is about data or combinations of zeros and ones representing values for improved colour representation, contrast and sound.

What distinguishes it from the current analogue terrestrial system is the amount of information it can deliver and the flexibility that broadcasters have to manipulate the form in which that information is presented to the viewer (Sandberg, 1999: 8). Digital standards are far superior to analogue because of greater accuracy, versatility, efficiency and interoperability with other electronic media (US Government, 1998: 1). The signal also has the advantage of producing no noise or 'ghosting' and is more resistant to signal interference. This type of transmission contains as much as six times more data as a conventional television signal and at least twice the picture resolution. For example, HDTV images have a 16:9 aspect ratio (width to height), providing a wider image than has been used in conventional television since 1941. Because of the capacity for higher resolution and different aspect ratio, HDTV images are more vivid and engaging than the existing television format, an effect that is enhanced by five channels of CD-quality audio (US Government, 1998: 1).

Digital television viewership is no more restricted to the upper-middle class only; with the availability of low-priced television and Digital connection, it shall become a common household facility for the lower class as well. Viewers have access to a variety of channels from local to foreign, which will provide them an opportunity to watch all types of programmes. The reasons for this rapid growth of Digital television included easy access, low cost, access to satellite channels and a huge television viewership interested in entertainment only. (Bryan, 1970)

Digital television in Makindye division has increased from 0.2 million in 2007 to 0.35 million in 2015. Digital television subscription to 0.35 million households in Makindye division increases the chances of its influence on the viewers as the researcher wishes to conduct a study on Digital television titled "Digital Television Network in Uganda: Introduction, Development, Prospects and Dilemmas." The outcome of the study leading to the influence of Digital television in Uganda. Digital television network was initiated in Kampala in

early 1990s and by 2000 was introduced in almost all the big cities of the country but functioned without rules and regulations. The year 2000 witnessed a mushroom growth of Digital television network all over Uganda after the government legalized Digital television network.

It has led to increased crimes which are got from watching dangerous films like killing, witch crafts which is got from observational.

However, digital television is not limited to discussions about notions of 'high definition'. Instead of sending just one HDTV signal, for example, a broadcast station can send as many as five digital SDTV signals. SDTV images are not as sharp as HDTV, but are still superior to other multichannel media, such as cable and direct broadcast satellite systems. Another digital television capability is for the broadcaster to use new kinds of video and data services, such as subscription TV programming, computer software distribution, data transmissions, tele text, interactive services and audio signals, amongst others. These broadcast services are known as ancillary and supplementary services. They include such potentially revenue-producing innovations as the providing of stock prices, sports scores, classified advertising, paging services, 'zoned' news reports, advertising targeted to specific TV sets, 'time-shifting' video programming, closed-circuit television services and more.

All this suggests that broadcasters will use digital television to provide improved television broadcasts (programming and services, revenue sources, corporate partnerships and ownership structures) over the next 10 to 15 years. While many existing programming genres and styles will continue, many innovative types of video programming and information services will emerge – fuelled in no small way by the anticipated convergence of personal computer and television technologies. Furthermore, broadcasters may develop new services in alliance with other telecommunications media, such as wireless telephony, a scenario made possible by the advent of digital code, increasing the common language for all electronic media. Thus, the introduction of digital

television raises important issues over the relationship between society and digital television, and the processes relating to its diffusion.

The digitization of television signals has expanded the capacity of the modern transmission technology. The digital transmission is spreading quickly, as a consequence. Digital formats, despite their popularity are facing serious economic and technical hurdles; therefore, it is essential to understand the difference between the two forms of digitization in order to get a better understanding of the impact of digital television on the global technology market.

Even though, the digital television industry is booming in comparison to satellites and terrestrial broadcasts, the digital TV market is facing a number of challenges. In order to provide global solutions for television makers who are trying to integrate the analog and digital functions in a single design, it is important to address the challenges.

1.2 Statement of the Problem

There was a relationship between the number of hours that women spent watching digital television daily and sexual attractiveness. This indicates that the amount of time that is spent watching television affects women feel attractive or not. This is an effect of digital television, fame was the number one value promoted in digital television today. The amount and frequency of time spent watching digital television on channels also showed a significant positive correlation with Sexual Attractiveness. Since Sexual Attractiveness explores the parts of the body that is only changeable by surgery it is not surprising that there would be a positive correlation. If fame is dictated by outside beauty then the correlation between Sexual Attractiveness and other reality shows is plausible. It should also be considered that most of the stars of digital television shows have been embroiled in controversy, making their lives seem less than ideal.

The influence of digital television and women life style in the problem is there will be importing of new life style and new programmer that will transform the values of women. This foreign life style includes pornographic scenes, movies, indecent dressing use of obusen language, promoting habits like smoking in women. This will lead to loss of cultural morals for example disrespecting father's – in- law and others. Therefore the research probed this influence of digital television and women life style in Makindye division, Uganda. (Qurat-ul-Ain, 1998)

1.3 Purpose of the Study.

These studies recorded the characteristics of Digital television subscribers (women only) and measure their level of viewership.

The study found out respondents' preferred channels and programmes.

It also found out whether or not there existed any gender difference in Digital television viewing.

1.4 Objective of the Study

1.4.1. General objective

General aim of this study was to focus on influence of Digital television and women life style in Makindye Division, Uganda.

1.4.2 Specific Objectives

The aims of the study were:

- 1) To establish the roles of digital television on women's life style in Makindye Division, Uganda.
- 2) To establish the challenges of digital television on women's life style in Makindye Division, Uganda.
- 3) To establish the measures to be taken to improve the influence of digital life style in Makindye Division, Uganda.

1.5 Research Questions

To achieve the above objectives, the study was guided by the following research questions.

- 1) What are the roles of digital television on women's life style in Makindye Division, Uganda?
- 2) What are the challenges of digital television on women's life style in Makindye Division, Uganda?
- 3) What are the measures to be taken to improve the influence of digital life style in Makindye Division, Uganda?

1.6.0 The Scope of the Study

1.6.1 Study scope/Content Scope

The study covered the influence of Digital television and life style to the women in Uganda: a case study of Makindye Division in Uganda.

1.6.2 Geographical scope;

The study focused on Makindye Division which is in the Eastern part of the city, bordering Zana Town to the east, Wakiso District to the North, Kajjansi and Lweza to the northwest, Kampala Central to the west, Makindye Division across Muyenga to the southwest and Lake Victoria to the south. The coordinates of the division are: 00 20N, 32 37E (Latitude: 0.3337; Longitude: 32.6180). Neighborhoods in the division include Makindye,luwafu, Lusaka, Kajjanzi, Lweza, Ndeje, Entebbe, Kigoowa, Mengo, Kyitoro, Katwe and Nasanna. Makindye Division covers an area of 47.45 square kilometers (18.32 sq ml).

1.6.3 Time scope

This study was conducted in a period of three months, the time which included collecting, analyzing and interpretation of data from October to December, 2015.

1.7 Significance of the study

The findings enabled the Management of Makindye Municipality to identify the impact that television caused to whether negative or positive in their area.

Managers and directors of various TV Stations, especially those engaged in similar operations had the necessary information to improve on their broadcasting services in region.

These studies stimulated further academic interest and provide information for further research on the topic and also to other decision makers.

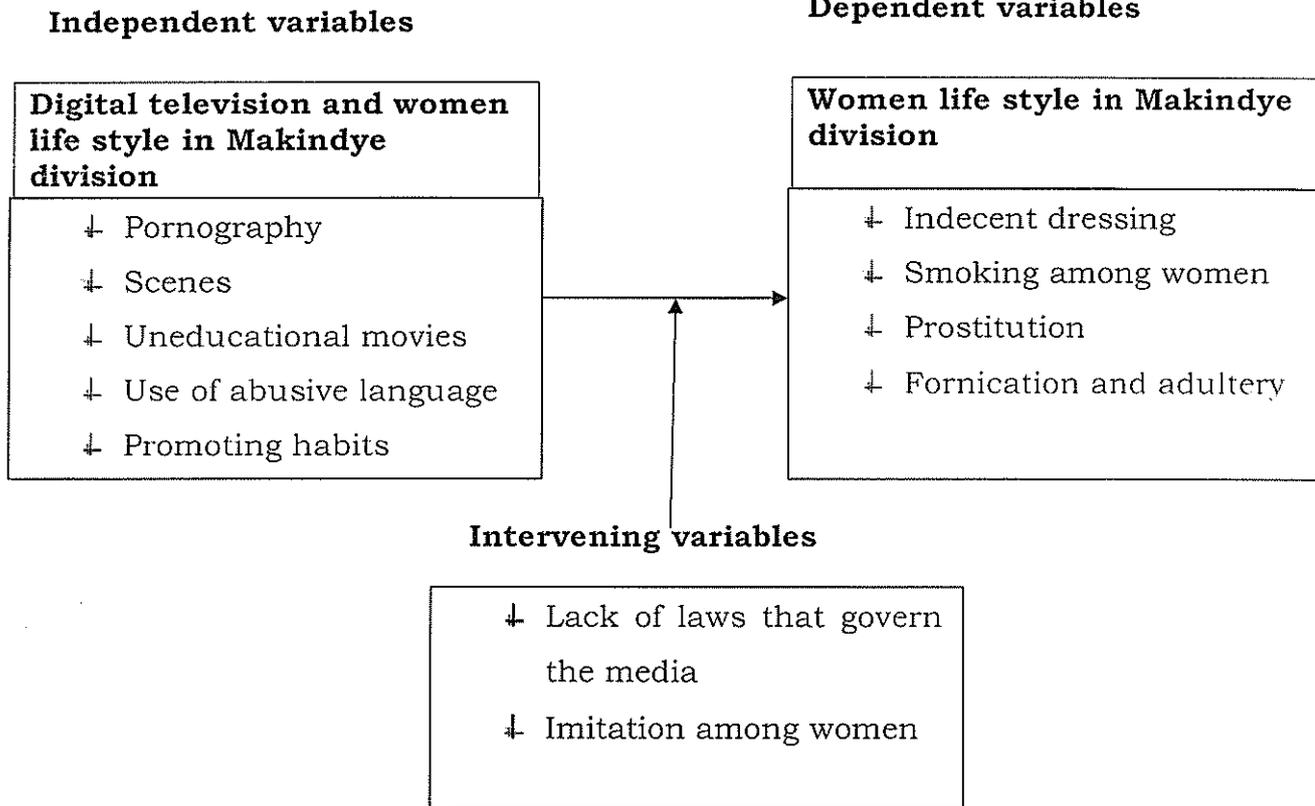
1.8. Theoretical framework

Cultural influence argue that heavy viewing leads viewers (even among high educational/high income groups) to have more homogeneous or convergent opinions than light viewers (who tend to have more heterogeneous or divergent opinion). The gratification effect of television viewing is one of the 'levelling' or 'homogenizing' opinion. Gross considered that 'television is a cultural arm of the established industrial.

Television Viewing Incidental Information Social Reality Inference Skills, social structures, other experiences (Learning) (Construction) Capacity, Focusing strategies, attention, involvement order and as such serves primarily to maintain, stabilize and reinforce rather than to alter, threaten or weaken conventional beliefs and behaviours' (Boyd, Barrett, Braham, and Peter .B 1987).

Gratification research looks at the mass media as a socializing agent and investigates whether television viewers come to believe the television version of reality the more they watch it. Gerbner and his colleagues contend that television drama has a small but significant influence on the attitudes, beliefs and judgments of viewers concerning the social world. The focus is on 'heavy viewers'. People who watch a lot of television are likely to be more influenced by the ways in which the world is framed by television programmes than the individuals who watch less television programmes, especially regarding topics of which the viewer has little first-hand experience. Light viewers may have more sources of information than the heavy viewers. Judith van Evra argues that by virtue of inexperience, young viewers may depend on television for information more than other viewers do (Evra, V, 1990, P. 167). Although Hawkins and Pingree argue that some children may not experience a gratification effect at all where they do not understand motives or consequences (cited by Evra, *ibid.*). It may be due to the fact that lone viewers are more open to a gratification effect than those who view with others.

1.9 Conceptual frame world



The independent variable is perceived as the interest rate whereas the dependent variable is the performance. The professed goal of Digital television is to improve the welfare of the women life style as a result of better life style of women (Malik, 2003). Lack of morals habits in making division may have negative consequences on the performance of digital television institutions as well as to individual households.

High fornication and adultery rates reduce the abilities of the youth the people to cope and bear risk.

This reduces the risk of prostitution and consequently affects the performance of digital television subscribers.

Conceptually, uneducational movies is associated with performance of digital television subscribers, the higher the un educational movies the lower the morals performance the lower the observational the higher the performance.

The digital television continues to let the changes on their performance to be driven by observation as motives such as necessity to cover operating costs and losses, immediacy of the viewer's sustainability of digital subscribers.

This consequently leads to high performance of women's life style which affects the performance of women's lifestyle which affects the performance of digital television subscribers by leading to reduction of indecent dressing, smoking among women, fornication and adultery because of counseling programmers on the media.

However, the improvement of access to digital television subscribers cannot be sufficient if there is no accompanying change in the undertaking of digital television subscribers.

Thus solutions such as educative movies, programs of counseling strategies that can avoid abusive language and providing educative movies to digital subscribers.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introductions

Literature review is considered to be the most important stage of the research process as it allows to learn from (and eventually add to) previous researches and also saves time, efforts and money. Therefore, the researcher reviewed all the relevant literature available on internet and in major libraries across Uganda. A logical and systematic review of the literature made the completion of this study possible.

2.2 International Studies on Television / Digital Television

Latin American communication researchers began to analyze the nature and perceived effects of the rapid spread of mass media, particularly commercial television as the foreign cultural influence in their region. Before 1970s, a good deal of attention in Latin American communication writing was focused on critical analysis of media but with relatively little attention to audience. Later, emphasis was laid on media and audience by exploring what popular culture meant for Latin American audience (Mcanany and Antonio, 1994). The importance of audience and media relationship has been recognized in the western countries thus the researcher felt the need of addressing the impact of Digital television on the audience (women) in Uganda also.

2.2.1 Knowledge on new communication technologies pertaining to cultural identity

According to Jamias (1993), summarizes that fear burns rife over the negative impact potential of new communication technologies on cultural identity in rural Asia. Yet technology is not neutral. Technology is good or bad depending on the use to which it is put. Research results have shown both positive and negative aspects of media technology. In contrast, the ambivalent nature of new communication technology and research, in short, should inform media policy. It should inform the choices that people make in their media usage. The

appropriate research approach builds on the primacy of social needs, not merely at the whims of market forces. And, individual citizens should be intellectually prepared to be discerning if not critical users of communication media and products.

2.2.2 Dissemination of new media, changes in communication and states

According to Yoshii (2001), finally considers how society and culture could change as a whole with a result of new media as a whole speeding up the flow of information, the world will undergo radical changes such as it has never before experienced. These changes will, like it or not, transform social organizations, bringing about what business administrators call 'temporariness'. And the world will shift to a value system that applauds changes. The new media, if used improperly, may not only bring about serious social problems but also give rise to a new rich-poor gap in information between those who know to use the media and those who do not. We need to firmly establish media literacy and media ethics if we are to prevent these problems from arising.

2.2.3 Satellite television channels

William Crawky and David Page (Linter 2001, web), stated that the satellite television channels are using/projecting local languages in showing local network beam entertainment, news and sports and introducing even a new kind of lingua franca which has become to be known as Hinglish, a mixture of English and Hindi that reflects everyday speech of many educated people in the Subcontinent (Shahbaz, 2004) In current study the researcher wanted to assess the impact foreign languages on local language in Uganda due to Digital television.

2.2.4 Social filter creation moral values facts

Likewise Erick (1972), is also of this view that the information that the modern man receives pass through "Social Filter" creation moral values and facts pass through that filter. They are imposed in the individual in an exaggerated form changing the behaviour with this propaganda machine. People act as obedient servants.

Wilson also agrees with the view that television can change the viewer's attitudes and orientation. In his book "Youth culture and universities" which was written in the background of youth disturbances worldwide, he emphasized the influence of television on moulding and restructuring their attitude (Vijayalakshmi, 2005: 41).

2.2.5 Mass communication in particular to television

Bryanc (1970), found that average individual in Britain today gives more time to mass communication in particular to television than to general reading or part time education. Personal interests and relationships are thus fed up with what media provides and it is altogether acceptable that the attitude of mass media should be taken in with materials.

Understanding the effects of television on the human behaviour is one of the most different but also one of the most important problems faced by the social science community today Levy (1982). Many scholars and commentators have views about the "tube's" impact. Comparatively few have been able to demonstrate its effects in scientifically acceptable fashion.

2.2 National Studies on Television/Digital Television

Digital television is relatively a new medium in Uganda but people (although not in majority) were already exposed to satellite channels since 1980s through dish antenna.

Therefore, the research on satellite channels was started in 1990s in various universities which have been thoroughly reviewed by the researcher before working on this study.

These studies were unpublished and master's level research but reviewed and referred because the researcher could hardly find any published work on Digital television in Uganda.

Fatima (2000), in her thesis "Effects of satellite channels (Zee TV) on Makindye middle class" concluded that Zee TV is gaining popularity over Ptv and other channels among middle class and our social values are changing slowly and steadily. She said that her research proved that it might be difficult to invade a new concept or diffuse new traditions in a society, but a systemic and regular propaganda can bring change in thoughts and beliefs of the public.

Ali (2001), conducted a study on "Impact of satellite television channels on the people living in USA". The emphasis of the said research was to see whether the lives of people living in USA were under the influence of satellite television channels. The researcher made the following conclusions:

The socio-cultural and religious thinking of the people was under the influence of foreign cultural values

Satellite channels were influencing the language, fashion, food, architect and social behaviour of the viewers

There was an impact of the satellite channels on the style of living of the people living in USA mass media was under the influence of satellite programming

Satellite channels were intermingling the eastern and western cultures resulting in the formation of an "International Culture"

Likewise conducted research on the opinion of social science students of the

University of the Punjab about television programmes in India. The universe of the study comprised 800 social science students of the University of the Punjab.

Questionnaire was used for data collection. The sample was one-fourth of the whole. The purpose of the study was to discover the opinion of the social science students of the university about the television programmes, including the impact of these programmes on the people's standard of living and their attitude and behaviour towards this media. The researcher after a careful study of all the data and its interpretation concluded that systematic television should bring a change in our traditional values and social norms and in introducing and reinforcing certain new trends.

The satellite channels are at the fingertips of everyone; channel surfing has now become a favourite hobby. The trend of commercialization has not only injected into the audience, but on cultural grounds. They have become defenceless too. Advertisements presented through satellite television channels are not only the tools of marketing but they have become sources of entertainment for the viewers. Most of the people turn towards foreign channels, where the cultures of foreign countries are shown in a very alluring and glamorous manner.

Therefore, if we look around, we will see more faces wearing makeup, more girls wearing fashionable clothes, more stylish haircuts, and more boys with long hair fond of motorcycling, more teenagers fond of burgers, coke and hotel. Thus, we can say that the effect of satellite television channels on its audience is not simply to the extent that it has left very little time for family get together but it is introducing new trends, behaviours, attitudes and standards for modern life as well. So we can conclude that because of its interest-oriented programmes, satellite television channels have greatly and deeply affected the society.

2.3 Studies on media and women

During the past 35 years, scholars have shown an increasing interest to study media and women but the main focus remained studying and identifying the media images of women. International agencies like UNESCO have sponsored researchers on the portrayal of women in the media of developed and developing nations for example Ceulemans, M. and Frauconnier, G. (1979), Gallagher (1981).

Scholars studying the Indian society so far have produced more studies on the representation of women in media than scholars studying Uganda or any other South Asian country. Joshi (1986) has surveyed the participation of women in decision making at Indian television (Door Darshan). Krishnaswamy's (1986) survey of women viewers in Madras city indicates the superficiality of women's programmes. Agarwal (1993) observed besides representing a pan-Indian character of Indian women (cited in Saleem, M. 2004, p. 52).

Women related studies that are conducted in Australia also deal with the images of women in media e.g. Pervez (1980), Suleman (1990), Kumar. Noman and Pervez (1998).

Saleem (2004), conducted a study on "Portrayal of women in Ptv drama: A case study of drug addiction." Munir (2003) conducted a study on "Portrayal of women in Disney's animated movies: The case of the white and coloured women".

In the light of the above listed studies it is concluded that various researchers have approached the viewers in different ways, reflecting different conceptualizations about television and Digital television. The extensive research done by researchers around the globe has opened up a number of important areas of inquiry for future studies. The researcher had selected the variables for personal study after reviewing this massive literature.

This study tried to address the specific issues like change in women's life through Digital television particularly impact on domestic and other activities, family and social interaction patterns, appearance and style, cultural practices (food, language, dress, traditions and religion), domestic and personal expenditure and the role of Ugandan women in society. The new media environment accompanied by Digital television provides a context for examining these issues. Ugandan women observe different values and life patterns from the other nations and a study to gauge the effects of the changed environment seemed imperative.

After having gone through the available literature, the researcher has observed that extensive research is being done in the world on viewing patterns and influence of Digital television. In Uganda, this was a relatively new topic and only very few academic institutions have conducted studies on issues of Digital television. The studies which targeted "women and media", focused on portrayal and images of women and none of them have explored "impact of media on women." Therefore, with reference to Uganda this is the first comprehensive study targeting "influence of Digital television and women life style."

This study analyzed "Influence of Digital Television in Uganda". The core purpose of this study is to dig out the influence of foreign channels, particularly Indian and western, on the life patterns of female viewers. As a communication technology, Digital television has a great acceptance and is being used extensively in Uganda. Digital television viewership is no more restricted to the upper and upper-middle class of Uganda as it used to be a few years back.

Being inexpensive and easy to access, Digital television spread rapidly in Uganda.

It has become one of the common household commodities. Therefore, this study attempted to understand whether demography influenced the viewership patterns of respondents or not. Kaye (2000) states "A good theory helps predict what will happen in future by giving practical insight into how the phenomenon being studied works". New communication theories that explain uses of new technologies are surely needed. As the new century progresses, the continual challenge for communication theorists will be to catch up and keep up (Thompson & Bryant, 2002).

There was a need of such theories that could explain the uses and consequences of this new media technology in Uganda.

Digital television provides a variety of local and foreign channels and helps people in selecting programmes according to their taste and choice. Therefore, the first part of this study explored respondents preferred channels and kinds of programmes, reasons for watching Digital television, preferred time of watching and control over the remote. It justified the application of 'Uses and Gratification Theory'. This theory identifies Digital television consumption patterns according to needs and satisfaction of targeted class. The gratification factor leads to the exposure of channels/programmes which in turn can generate effects.

Main part of the present research comes under the effect tradition. It demands discussion on theories based on observational learning and information processing emphasize lasting effects of exposure to media contents. Thus, the study also applies 'Gratification Theory' in terms of effect (which can be small, gradual, indirect but cumulative and significant) through exposure (depending upon heavy and light viewership of Digital television) and 'Social Learning Theory' which says that viewers attend and learn from models which are attractive, powerful, rewarding and similar to themselves. They do not usually act immediately on what they learn from television.

Instead, they store such knowledge to be used when their own circumstances elicit it.(Becker 1974).

Hence, the framework of this research is based on the set of three theories i.e. Uses and Gratification Theory and Social Learning Theory. These theories are discussed below in relation with the present study in brief.

CHAPTER THREE

METHODOLOGY

3.0 Introductions

This chapter described the methodology, which was employed in the study, provided descriptive information on the methods and instruments of data collection, processing and analysis. It specified the area in which the study would be conducted, described the research population, research, procedures and the problems, which would be encountered during the study.

3.1 Research design

The study employed descriptive research design; which focused mainly on using qualitative data collection methods like questionnaires, interviews, focus groups and documentation among others.

Under this, the use of cross sectional design was necessary to collect the needed information quickly over a wide area within a short time. It's also a very important means and approached in achieving research objectives.

3.2 Study population

The study focused effects of digital television on women in Uganda, which was categorized under women in Makindye Division who are using digital television which comprised a total population of over 240 employees.

3.3 Sampling design

3.3.1 Sample size

From the total population of 60 women in Makindye Division, the sample size is 150 employees. The sample size was determined using the sloven's formula; which states as follows:

$$n = \frac{N}{1 + N(0.05)^2}$$

Where **n** is the sample size, **N** stands for population and a^2 is 0.05 level of significance.

$$n = \frac{240}{1 + 240(0.05)^2}$$

$$n = \frac{240}{1 + 240 (0.0025)}$$

$$n = \frac{240}{1 + 0.6}$$

$$n = \frac{240}{1.6}$$

$$n = 150$$

3.3.2 Sampling techniques

The researcher used stratified random sampling in selecting the sample from the women. Random sampling was also used to select the respondents.

3.4 Sources of data

In caring this research, the researcher used both primary and secondary sources of data.

3.4.1 Primary data source

This was the first hand information that is collected from the field by the aid of techniques like interview guide, observation, among others.

Questionnaires were designed and self-administered by the researcher to select sample population.

3.4.2 Secondary data

Under secondary data, information was extracted from the text books and work of other scholars whether published magazines, written data source including published and un published documents agency reports, newspaper articles, internet sources, proposals books, journals, local government publications, acts among others so as to obtain relevant information.

3.5 Data collection

3.5.0 Data collection methods

The researcher was in the field and used questionnaires and interview guide at the same the records were critically examined, the data was gathered and extra care was put on both the questionnaires and interview guide for better response and reliable findings. However the main target of a researcher was to gather primary data with the help of the specified target sample population.

3.5.1 Observation

This was conducted during the time of interview to observe the state of women and children affected by post- traumatic problems.

3.5.2 Questionnaires

This gave the respondents an opportunity to express themselves and work independently hence reducing on bias. Different type of questionnaires was administered to different categories of respondents.

These were designed in the way that the respondents were required to give a single answer among other alternatives on the question paper.

The respondents were approached and distributed with questioners which they fulfilled with the answers of different views.

This method was used in seeking to find an inquiry into post-traumatic problems on women and children in Uganda.

3.5.3 Interviews

Personal interviews were used to obtain the required data. Respondents were interviewed face to face while filing together answers on the schedule. This method was the most preferred because the data given was accurate and reliable since it was from the original source.

The researcher involved interpersonal talk between the researcher and different respondents in order to obtain useful information about the inquiry on post-traumatic problems on women and children in Uganda.

3.5.4 Focus group discussion

This was used mainly for testing preliminary findings and filling in gaps in data required. This tool was chosen because it brought together experts whose experience varied and hence enriched the findings, the information given was accurate and reliable and mistakes given by one respondent was easily corrected and also allowed in-depth probing.

3.5.5 Documentation

Documentation was also applied since it was a source of supportive information from agencies that dealt with facts on the topic and have put them in a number of documents, reports, journals and bulletins, textbooks and work of other scholars whether published magazines, written data source including published and un published documents agency reports, newspaper articles, internet source, local government acts among others so as to obtain relevant information.

This method was used to obtain information about an inquiry into post-traumatic problems on women and children in Uganda.

3.6 Data analysis and processing:

This section dealt with the organization, interpretation of the collected data.

After the data had been collected, edited, coded, classified and tabulated was done responsively. The process data analysis was done on a daily basis to identify any information gaps.

The researcher used data analysis to examine what was collected in the survey and making dedications reference. Data collection was analyzed by use of quantitative techniques where simple quantitative technique such as frequency distribution curves.

Histograms and tables were used to present findings. Data analyzed was presented in form of process data that was from row data information when it becomes relevant to the problem identified by the researcher and her findings were presented as dissertation.

3.7 Ethical consideration

The researcher got an introductory letter from the University Faculty which introduces her to the field so that she may not be doubted by the respondents, the researcher explained to the respondent the purpose and benefits of carrying out the study.

3.8 Limitation of study

The researcher finished the research successfully, but however she faced the following challenges in the course of the study.

The time given to the researcher to complete the research was too short since the maximum time for completing a research report is only two months which did not give room for detailed study.

The researcher faced the problem of purchasing instruments, questionnaire a lot of money was needed to pay for stationary, transport expenses, typing and photocopying and necessary obligations at university.

The respondents feared to disclose off some information due to traumatic experiences, cultural differences, ideology and the making that the information is confidential, might be exposed, and might be used for other purposes other than academic.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.0 General Findings

4.1 Digital Television Viewing Patterns of Women

This study measured the association between the exposure to Digital television channels and changes in life patterns of women in Makindye Division, Uganda, through the bivariate analysis.

The descriptive analysis section recorded demography of respondents and focused on age, education, income, marital status etc. and tried to gauge their effects on the viewing of Digital television.

Digital television viewing is no more restricted to upper and upper-middle class of

Uganda as it used to be. Because of the inexpensive and easy access, Digital television is being used by all classes of the country. It has become one of the common household commodities. Therefore, this study attempted to understand whether demography influence the viewing pattern of respondents or not. Moreover, this part of the study presented the data, according to duration of having Digital television connections, respondents preferred channels and kinds of programmes, reasons for watching Digital television, preferred time of watching, control over remote, right and restriction on viewing Digital television. It also analyses the relationship between above factors and level of viewing.

4.2 Demographic Characteristics of Respondents

A total of 72 respondents from each town of Makindye Division were interviewed. As illustrated through the Table 5-A, majority of the respondents were aged between 31 to 40 years (60 percent). Studying the impact of Digital television on their lives was important due to the fact that women of this age group are considered mature and comparatively independent.

Normally, they are married at this stage and have children. In most cases they constitute a social nucleus of the family and they tend to enjoy greater degree of influence on social and economic patterns of the family life. Their role is also very important in the upbringing of children in a society where this role is strictly considered as a woman's domain. Likewise, despite highly male-dominated norms of the society, women enjoy a certain degree of freedom in deciding domestic expenditures, food, dress and social interaction. It is the period in their lives when they are settling down with a new family and they are learning more about family lifestyle through interaction with others and most importantly through television channels now available easily – courtesy Digital network technology.

The findings show that minimum qualification of more than three-fifth of the respondents (63.2 per cent) was graduation. However a majority of the respondents (73.1 percent) were house managers who stay at home and are directly or indirectly involved in domestic affairs. One-fourth of the respondents were working women who also supposedly handle their household matters. Besides being the house managers, the highest number of respondents belonged to the monthly income group of over Rs 25,000, indicating that they had relatively less economic pressures and had enough time to watch Digital television. They also apparently have economic means to translate impact of media in terms of their own lives.

The highest number (67.8 percent) of the respondents were married, 31.5 percent unmarried whereas 0.7 percent were either divorcees or widowers. The results justify suitability of respondents with this research as majority of them were educated and had capacity to understand a variety of messages even in foreign languages like English and French. Again most of them were married having purchasing power of varying extent and could directly or indirectly influence media-motivated change in their lifestyle in their families.

Table 1: Demographic Characteristics of the Respondents

No	Demographic characteristics	Description of characteristics	f	%
1	Age (years)	18- 25	83	19.2
		26-30	92	21.3
		31-35	83	19.2
		36 – 40	174	40.3
	total		432	100
2	Education	Up to primary	18	4.2
		Secondary	141	32.6
		Graduation	167	38.7
		Masters	106	24.5
		total		432
3	Marital status	Married	293	67.8
		Unmarried	136	31.5
		Others	3	7
		total		432

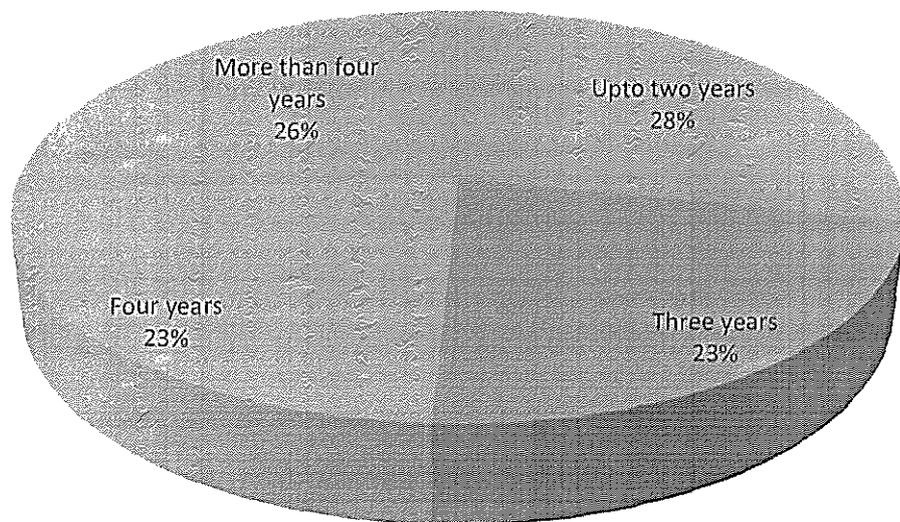
Source: Primary data 2015

4.3 Duration of Having Digital Television Connection

The longer the duration of viewing of Digital television, the greater may be the impact.

Therefore, the study intends to know the respondents' past association with Digital television in general and relationship between the times since the Digital television facility was available and viewing level in particular. As illustrated through the Table 5.1, respondents enjoying Digital facility for the last two years were more in number (29.47 per cent) than those having Digital television connections for the past three years or more. This establishes that Digital television became more popular in Makindye Division during the past two years (20013-15), attaining general acceptability.

Figure 1: Duration of Having Digital Connection

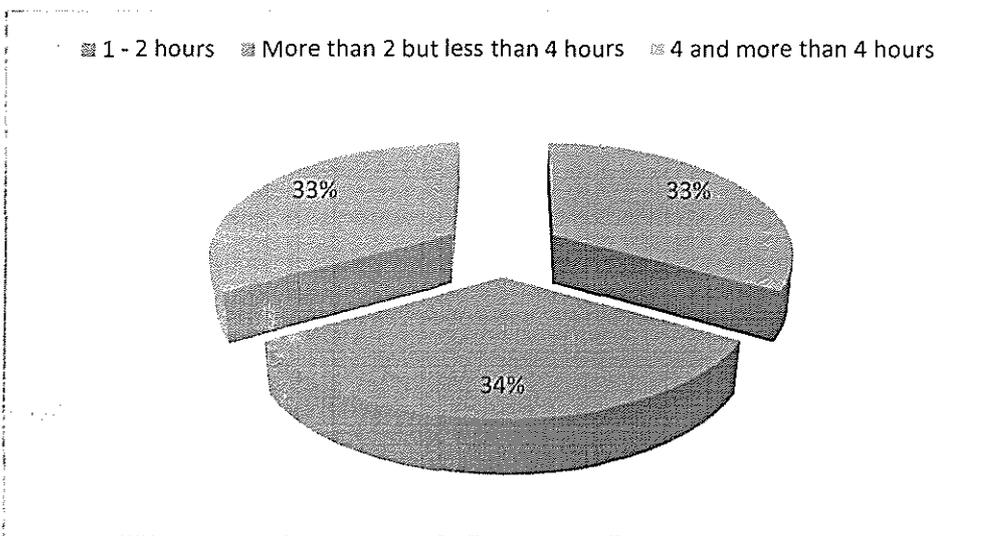


Source: Primary data 2015

4.4 Level of Viewing

Figure 5.2 and illustrate the distribution of viewers according to their level of viewing. Among 432 respondents, heavy viewers (daily 4 hours and above watching time) were 144 (33.3 per cent), moderate viewers (more than two but less than four hours) were 145 (33.6 per cent) and light viewers 143 (33.1 per cent). This shows equal representation of each category.

Figure 2: Level of Viewing



Source: Primary Data 2015

Age by Level of Viewing

Table 5.4 indicates no association between the level of viewing and age of respondents.

However, it is clear from the table that highest percentage of heavy and light viewers

(39.1 and 39.8) falls in the age group 26-30 and 18-25 years respectively. This is interesting to note that the lowest percentage of heavy viewers belongs to age group of

18-25. This is in contrast to the general belief that this age group falls in the heavy viewers' category.

4.7 Purpose of Watching Digital television

The study also analyzed the respondents' aim of watching Digital television channels.

Respondents could give multiple answers for the purpose of their watching the Digital television. The researcher took the first mentioned purpose only. Their responses are mentioned in Table 5.10 and Figure 5.3 which indicate that the most frequently mentioned reason was entertainment and relaxation followed by the urge to know about foreign countries, education and guidance. The second enlisted reason confirms that the curiosity about foreign lands itself makes respondents vulnerable to outlandish influences including culture, and more for a change.

Table 2: Purpose of Watching Digital Television

Purpose	f	(%)
Entertainment and relaxation	162	37.5
Know about other countries and their culture	83	19.2
Education and guidance	55	12.7
Sit and watch with family	39	9
Pastime	34	7.9
News and information	32	7.4
Know more about Uganda	27	6.3
Total	432	100

Source: Primary data 2012

Purpose of Watching Digital Television and Level of Viewing

Table exposes the association between the purpose of watching Digital television and level of viewing as those who watch Digital television for the

purpose of entertainment and relaxation constitute 1/2 of heavy viewers. This is followed by those whose purpose is to know about other countries and their culture. Those who consider Digital television watching merely as a source of time passing are the third highest number of heavy viewers.

In contrast, the highest number of light viewers is those who watch Digital television for education and guidance.

Table 3: Purpose of Watching Digital Television and Level of Viewing
Heavy Moderate Light Total

Purpose of Watching	Heavy		Moderate		Light		total
	f	%	f	%	F	%	F %
Entertainment and relaxation	128	49.42	22	28.21	12	12.64	(37.5)
Know about other countries and their culture	68	26.3	11	14.1	4	4.2	83 (19.2)
Education and guidance	17	6.6	15	19.2	23	24.2	55 (12.7)
Sit and watch with family	10	3.9	8	10.3	21	22.1	39 (9)
Pastime	18	6.9	5	6.7	11	11.6	34 (7.9)
News and information	12	4.6	11	14.1	4	4.2	27 (6.3)
Know more about Uganda	12	4.6	11	14.1	4	4.2	27 (6.3)
Total	259	100	78	100	95	100	432 (100)

Source: Primary data 2015

Domestic Activities and Level of Viewing

Out of the total 432 respondents, 243 have mentioned that their activities are adversely affected due to Digital television viewing. It is clear from the Table

5.27 that majority of heavy viewers (50 percent) were agreed that their domestic and personal activities are affecting due to Digital television watching whereas only 10 percent of light viewers have the same opinion.

Table 4: Hurdles in Domestic and other Activities and Level of Viewing

Domestic activities effected	Heavy viewers		Moderate viewers		Light viewers		Total
	F	%	F	%	F	%	
Agree	121	50.0	96	40.0	26	10.0	243 (56.3)
Undecided	5	11.1	26	57.1	14	31.1	45 (10.4)
Disagree	18	12.5	23	16.0	103	72.0	144 (33.3)
Total	144	24.5	145	37.7	143	37.7	432 (100)

Source: Primary data 2015

Interaction with Husband and Children

Table 5.31 shows that the husband-wife interaction time too is on the decline because of Digital television watching. Almost ½ of the total married respondents were agreed that their interaction time is decreasing. Data shows another important fact that majority of mother was disagreed with the statement that their interaction time with children is decreasing.

Table 5: Interaction with Husband and Children

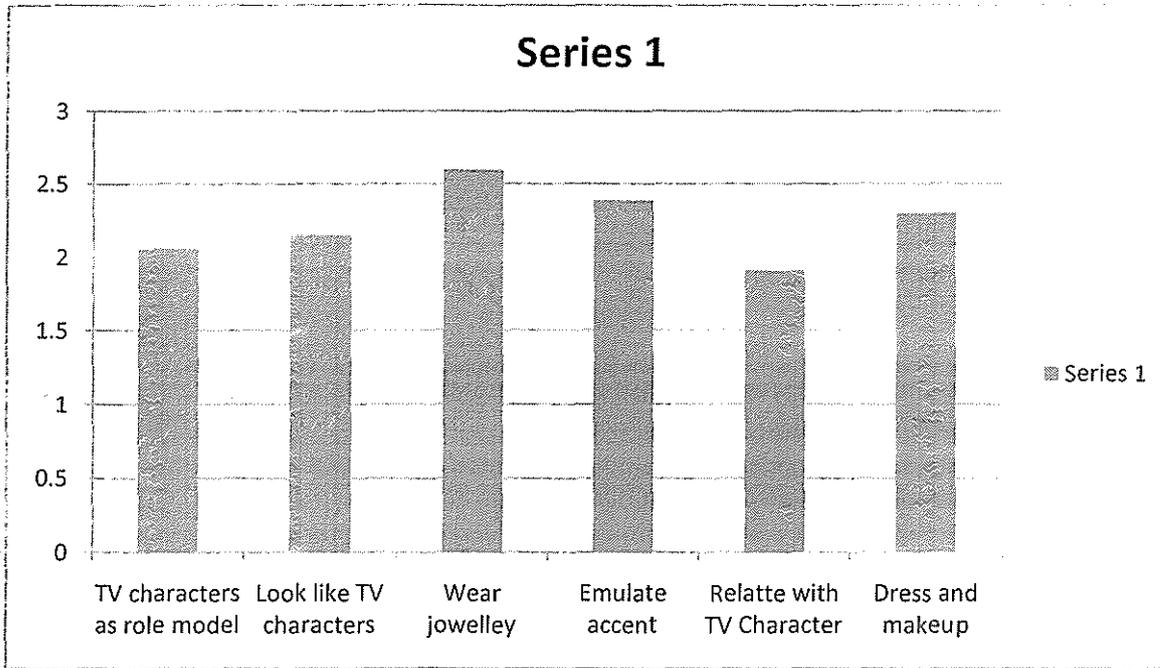
Variable	Agree		Undecided		Disagree		Mean	Valid respondents
	F	%	F	%	F	%		
Husband – wife interaction decreased	138	47.1	44	15.0	111	37.9	1.5	293
Mother child interaction time decreased	96	36.4	33	12.5	135	51.1	1.3	264

Source: Primary data 2015

Appearance and Style

In the Figure 5.14 mean values of the responses are shown. Figure indicates that majority of the respondents do take television characters as role model and want to copy them in appearance and style. Interestingly, majority of the respondents disagreed that they did relate the characters to their own lives despite they do copy in more than one area. This shows that the respondents just follow the outlook of the characters with respect to lifestyle and not themselves as a whole. The reason for watching Digital television is entertainment but the influence as a result of it is broader lifestyle outlook.

Figure 3: Figure: Appearance and Style



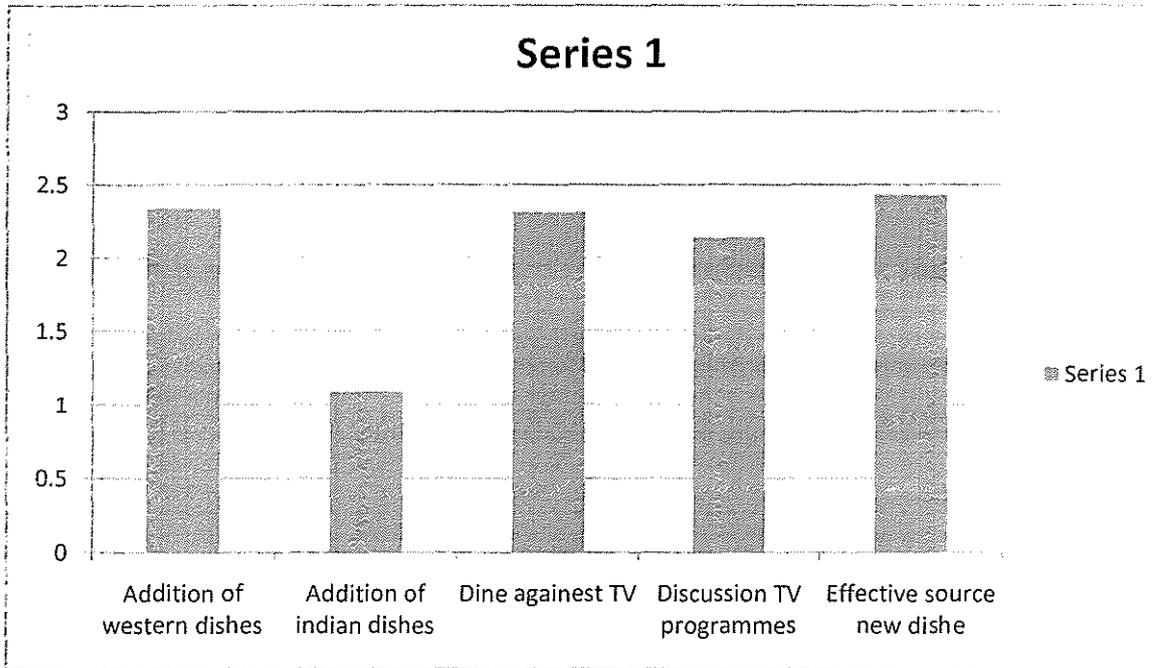
Source: Primary data 2015

Cultural Practices

Food Habits

Figure 5.55 and show that majority of the respondents have started trying western dishes they learnt from Digital television. The ratio for Indian dishes is zero mainly because of the reason that Indian channels do not concentrate much on cooking as their main thrust is on soap operas. Nevertheless, an overwhelming majority of respondents considered Digital television as an effective source of learning cooking. Over three-fifth of the respondents conceded that they dine in front of television and discuss television programmes more than their own issues during meals. It indicates a change in their eating style and discussion patterns due to Digital television.

Figure 4: Figure: Culture Practices (Food)

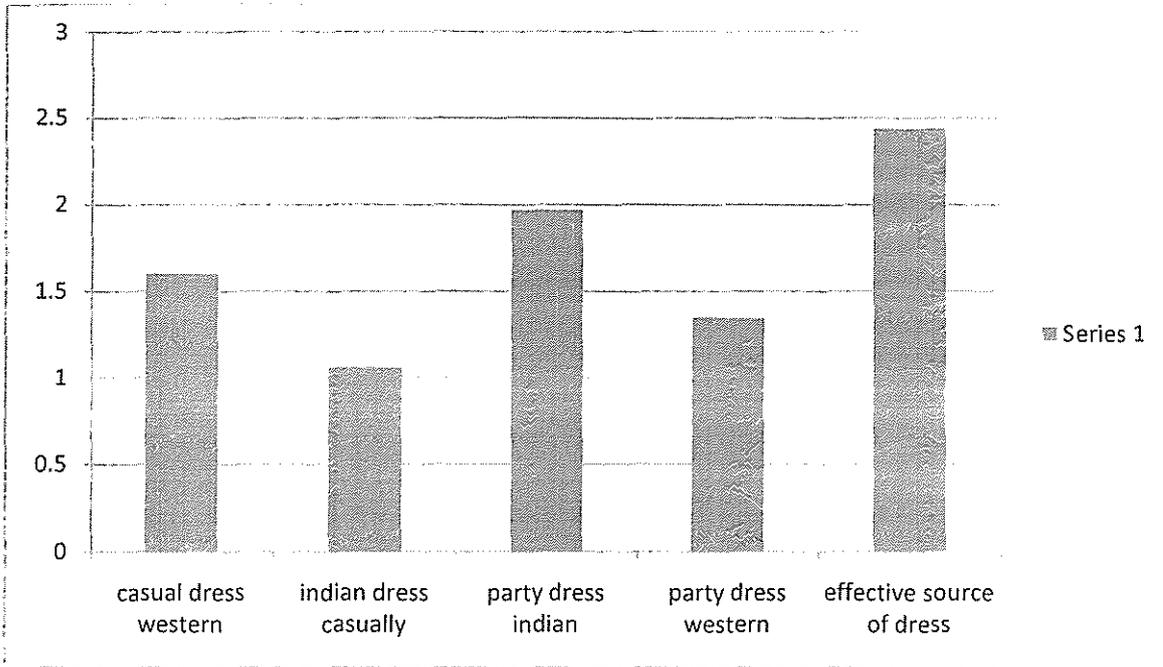


Source: Primary data 2015

Dress

Figure 5.16 indicates that one-fourth of the respondents agreed that they like to wear casual western dress because it is comfortable. But an overwhelming majority of them replied in negative. Significantly enough, nearly 98 percent of the respondents said they did not wear casual Indian dress. 35 percent said they wore Indian party dress mainly 'Sari'. Similarly, only a fraction of the respondents said they wore western party dress. This they may be doing because of the social taboos about western dress which they do not wear while attending parties. Another reason could be the fact that oriental party wear is more colourful and lavish which women yearn for. 81.5 percent of the respondents conceded that Digital television is the best source of learning about fashion trends. Interestingly, the respondents' style of donning casual western dress in their routine lives and wearing oriental apparels for parties match the dress trends shown in the most favoured Star Plus soap operas.

Figure 5: Cultural Practices (Dress)



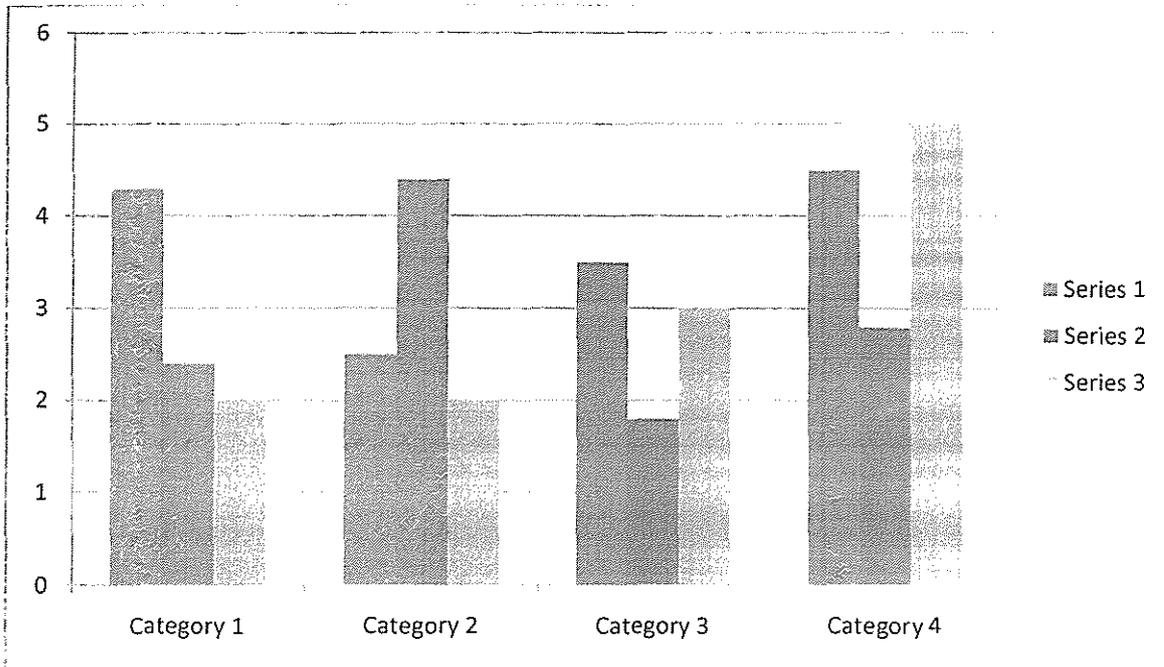
Source: Primary data 2015

Language

Figure 5.17 and Table 5.35 (see Appendix I) indicate that Digital television is creating a significant impact on the language of the respondents. Vast majority (three-fourth of the respondents) inclined to using foreign languages (English and French) in their daily routine. They considered television as the best source of learning the other languages.

Four-fifth of the respondents was learning English whereas more than three-fifth of the respondents were learning other languages through Digital television.

Figure 6: Cultural Practices (Language)

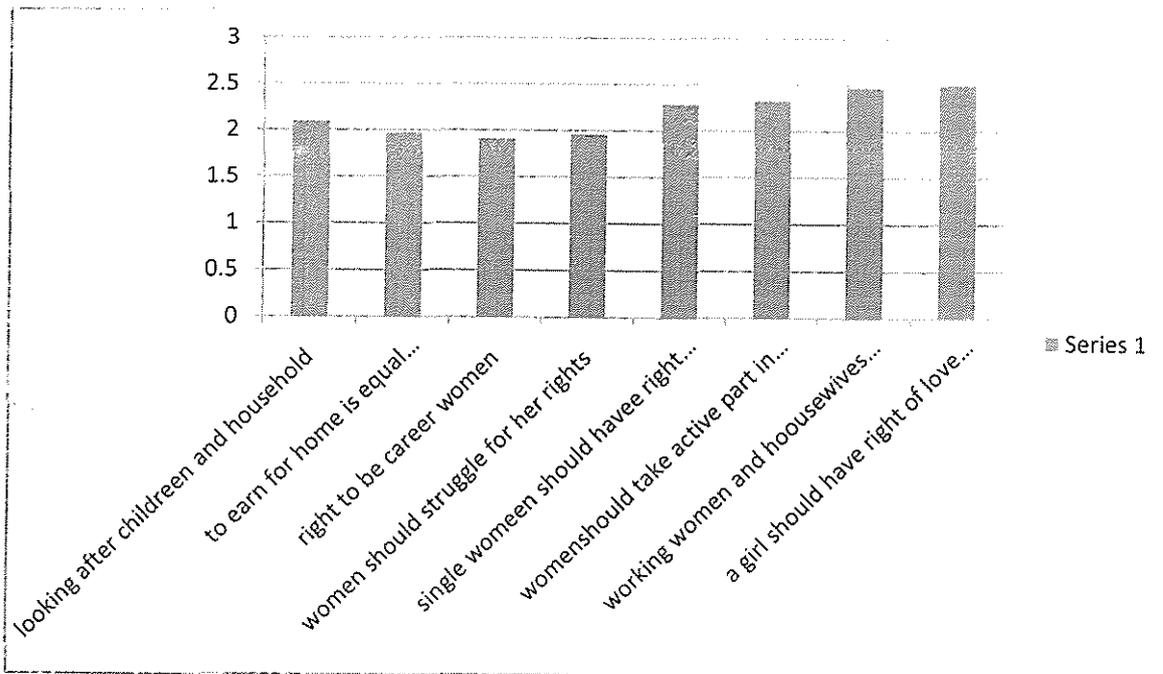


Source: Primary data 2015

Role of Ugandan Women

Figure 5.21 indicate that viewing of Digital television is also changing the attitude of the respondents towards the perceived role of women in the society. For all the dependent variables, a degree of agreement was evident. Majority of the respondents were of the view that women and men both should equally share in household chores and looking after of children and women should take active part in decision making. A vast majority (70.8 percent) agreed that a girl should have right to love marriage and working women and housewife should have equal respect, which is purely western culture. This implies that womenfolk in Uganda seem to be changing faster.

Figure 7: Role of Ugandan Women



Source: Primary data 2015

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents summary and conclusions derived and drawn from the study after having presented, analysed and discussed the findings. Recommendations that can be adopted and implemented to overcome the problems highlighted are also presented in this chapter.

5.1 Summary

This study explored the “effects of Digital television on life patterns of women in Makindye Division, Uganda.” The study provided results by comparing life patterns of heavy, moderate and light viewers. Digital television technology has been introduced in Uganda during the last decade. The year 2000 witnessed mushrooming of the Digital television network all over the country after getting a legal approval from the government. This raised the question that the Digital television may have effects on viewers because it is quite affordable, available round the clock, enhances the choice and provides a variety of channels and programmes, both foreign and local. Findings of previous related research have made the researcher conclude that television does have some direct or indirect effects on viewers but no study has been carried out to gauge it in Makindye Division, Uganda. Therefore, this research probed into whether or not and how much effect Digital television has on women in Makindye Division, Uganda.

The core purpose of this study was to dig out the influence of foreign channels or local channels with foreign contents on the social life and attitudes of female viewers. Therefore, at one level the study records the consumption patterns and measures their level of viewing i.e. duration of having connection, channels and kinds of programs are preferred, reasons and favorite time of watching, control over remote, women’s right and restriction on viewing. It also analyses the relationship between above factors and level of viewing besides

demographic information of respondents i.e. age, education, resident area, profession, income, marital status, etc.

The major hypothesis studied was “greater the exposure to Digital television greater the impact on the lives of women.” The sub-hypotheses included heavy viewers of Digital television experience a greater degree of effect on their domestic and other activities, on their family and social interaction patterns, cultural practices and on their domestic and personal expenditure than the moderate and light viewers. It was also hypothesized that heavy viewers (women) of Digital television tend to show a greater degree of acceptance of television characters appearance and style and of role of western and urban Indian women than the moderate and light viewers. These factors were based on the conclusion drawn after reviewing the relevant literature as most of the studies were of the view that television viewing generates socio-economic and cultural changes.

In this study, survey method has been applied to obtain data that was quantitative in nature from large representative but diverse and widely scattered population. Due to the time and budgetary limitations, the total area covered by the study was Makindye Division only. The total population of this study was all female Digital television viewers, aged 18 to 40 years, reside in Makindye Division and viewing Digital television for at least two years. According to UCC the estimated number of Digital television subscribers in Makindye Division was 350,000 and the expected number of women targeted in this study was one fourth of the total viewership, i.e. 500,000. It was not feasible for the researcher to approach the total population therefore sampling technique was applied. The government administrative division (which divides Makindye Division into six towns) was used and equal respondents from each town were selected by applying non-probability quota sampling.

The respondents selected for data collection were aged 18-40 years and viewing Digital television. For a minimum period of two years. The researcher preferred this period of life of a woman for the study because it is the most vibrant, active and dynamic part of her life. This criterion was further divided into three categories heavy viewers (viewing Digital television for 4 and more than 4 hours a day), moderate viewers (viewing Digital television for more than 2 but less than 4 hours a day) and light viewers (viewing Digital television for 1 to 2 hours a day) instead of two as the researcher intended to have two extremes i.e. light and heavy viewers.

Working women and house managers both were interviewed whereas students were deliberately excluded from the sample. The total sample size was 432 and interviews' schedule (verbal interview based on questionnaire) was preferred as a tool for data collection because some of the respondents were illiterate and were not able to read and answer the questionnaire. The study was carried out during 2004-07 and the data was collected in 2005.

The researcher has used the Statistical Package for the Social Science (SPSS Version 13.0) for analyzing the data. Sample data has been analyzed separately to examine each hypothesis. As the study evaluated the association between exposure to Digital television and change in the life patterns of women,

The researcher made a three-point scale, comprising three points as high, medium and low for dependent variables. The data was analyzed through *univariate* and *bivariate* statistical procedures and the results have been presented in two categories: i.e. general and major findings of hypothesis testing.

The general findings concluded that majority of respondents have Digital connection for the last two years, and they are enjoying watching Digital television instead of reading books, playing games and going out for leisure. This proves that the level of acceptance and popularity of Digital television

amongst the people of Makindye Division is increasing day by day. It has become a main source of entertainment in Uganda which like other developing countries has limited recreation facilities. But also indicates that the respondents are sticking to television at the cost of healthy mental and physical activities.

Majority of the respondents were aged 31 to 40 years (60 per cent). In Uganda, women of this age group are generally married. More than often they are the nucleus of the family and responsible for household activities, rearing of children, taking care of husband etc. Majority of the respondents belonged to middle and upper middle class with graduation, as minimum qualification but unemployed or house managers. And it is established that majority of them were heavy viewers because they had easy access to Digital network and ample time to watch it. The conclusion is that heavy viewers belonged to this age and income group are probably neglecting their basic family role.

The study also analyzed the respondents' aim of watching Digital television channels. The most frequently mentioned reason was entertainment and relaxation followed by the urge to know about foreign countries, education and guidance. The second enlisted reason confirms the curiosity about foreign lands but it makes respondents vulnerable to outlandish influences including culture.

When respondents were categorized according to the level of viewing and the purpose of watching, it was found out that a majority of the heavy viewers watch entertainment-oriented programmes as compared to information and news and their main aim of watching Digital television is to relax.

Foreign channels preferred by respondents included Star Plus, Zee TV, Sony Entertainment TV, Star Movies, HBO and BBC and Ugandan channels included Geo TV, ARY, Indus Vision and PTV World. It has been noted that foreign channels are the most popular among the respondents. Findings also

reveal an interesting result that the Indian channel 'Star Plus' has the highest following among foreign and local channels mainly because of its soap operas.

As far as respondents' preferred programmes are concerned, they were asked to enlist all of their favorite programmes on Digital television channels and their responses were accumulated and found that majority of the respondents preferred to watch purely entertainment-oriented programmes. The data indicated that the most favorite programme of the three-fourth respondents were drama followed by movies. On the contrary, information programmes were preferred by one-fourth of the respondents. A significant association between the level of viewing and preference for specific programmes was found. It was noticeable that drama is the first preference of all types of viewers i.e. heavy, moderate and light.

As far as the television's remote control device is concerned, almost half of the respondents told that male members of the family control the remote of television. In all the cases i.e. heavy, moderate and light viewers, similar situation prevailed. The respondents also complained that men have more rights to watch Digital television than women. This confirms the notion that males dominate society in Uganda, and women do not have full freedom even in matters like selecting a television channel.

Majority of the heavy viewers prefer to watch Digital television alone whereas the highest number of light viewers was interested in watching Digital television while sitting with their families. It indicates that heavy viewers prefer to be isolated or watch such programmes which they cannot watch with their families. In response to the favorite watching time, more than three-fourth of the respondents preferred to watch Digital television after 7:00 pm (prime time). It has already been verified that the respondents' first priority in programmes was dramas, preferably watched on Star Plus.

With reference to the restrictions on watching Digital television only a small number (17.8 percent) of the respondent admitted that restrictions regarding certain time and programmes are enforced on them by their families, whereas majority of the respondents (68.5 percent) denied any such restrictions. This proves the fact that Digital television is warmly accepted and used without any hesitation. Respondents who were restricted claimed that they were told not to watch stage dramas, music programmes and movies. Restrictions were imposed because of vulgarity in programmes as this is against the religion, against their values and culture and viewing Digital television can affect their working. Night time is the restricted one as they would be unable to give time to their families and secondly it would disturb their reading habits also.

When respondents were asked to point out whether men also face restriction on watching Digital television, the result indicated that men do not have any restriction of watching Digital television as they are considered mature, independent and masters of their will.

Although the findings above made it clear that a few respondents (women) were restricted to watch Digital television's certain programmes at times. However, they were also asked whether the women at their homes have equal rights as men to watch Digital television. Majority of respondents claimed that they are treated equally as men in reference to watching Digital television. Almost three-fifth of them complained that men had more rights to watch Digital television and a negligible percent (0.2%) admitted that they had more rights than men. This concludes that discrimination (at limited level) in the use of communication technology also exists, which further supports the fact that our society is male dominated.

Majority of the respondents also claimed that they enjoy watching Digital television instead of reading books, playing games and going out for leisure during their free time.

Judging by the data it can be concluded that Digital television has become an important household commodity and an important part of women's daily life in Makindye Division.

The findings about heavy viewers of Digital television experience greater degree of effect on their domestic and other activities than the moderate and light viewers. The data analyzed by Chi-square produced statistically significant association between level of Digital television viewing and level of the effect on household and other activities. Types of activities affected were newspaper and magazines reading and going out for movies.

Heavy viewers of Digital television experience a greater degree of change on their family and social interaction patterns than the moderate and light viewers was also statistically proved. It confirmed that our social interaction patterns are under the influence of Digital television and changing rapidly. The most affected categories were friends and relatives interactions. Respondents dislike visiting others and do not welcome open heartedly or entertain their guests during prime time hours. It is concluded that Digital television is affecting social interaction patterns as respondents are rather enjoying their Digital television programmes than socializing which is a major part of Ugandan culture.

As far as the respondents' family interaction was concerned, husband- wife interaction is being affected but not as much as social interaction. Decline in Mother-child interaction was not proved by the statistical analysis. This confirms that Mother-child interaction is not disturbing due to the viewing of Digital television. But still the situation is alarming as majority does not like family interference and avoid going out with their families while watching Digital television. Therefore family interaction time is decreasing because husband, wife and mother as well as children are glued to Digital television. The affection and bond among the family members is the beauty of our culture which may be affected badly because of Digital television viewing.

This research also tried to discover: "Was the target audience associating their personal appearance and style with television characters"? The study describes appearance and lifestyle as dress style, hairstyle, make-up, jewellery and accent adopted by women.

Religion has been the main driving forces for the campaign for independence of Uganda. Religious sentiments are easily inflamed and all the channels are particularly careful not to raise any religion conflict. Majority of the respondents agreed that television is the best source of religious information.

Digital television is influencing traditional and cultural values in Uganda and respondents are accepting it. The effects are clearly visible on food, dining habits, dressing, language, traditional celebrations and religion. The influence is a reality and it needs to be thoroughly researched to check the positive or negative impact on Ugandan culture. The trend according to this research is showing patterns that should be a cause of concern as far as cultural values are concerned in Uganda.

Heavy viewers of Digital television experience a greater degree of effect on their domestic and personal expenditures than the moderate and light viewers. The findings confirmed a significant association between level of Digital television viewing and level of the effect on their domestic and personal expenditure. The broad picture that emerges from the results is that majority of the respondents admitted that their expenditure on personal dressing and appearance has got an impact from watching Digital television. More is being spent on personal grooming and clothing as compared to the past decades. Household expenditure has increased as the exposure they are getting through Digital television is changing their lifestyle and luxuries are being presumed as necessities. Moreover, a growing number of women are intending to become an earning hand to meet their families' increasing expenditure and to share the burden of their men.

The study also hypnotized that 'heavy viewers of Digital television tend to show a greater degree of acceptance of roles of women as portrayed on Indian and western channels as compared to moderate and light viewers'. The findings showed a significant association between level of Digital television viewing and level of acceptance of role of western and urban Indian women. It establishes that high Digital television viewing is affecting the social role of women in Makindye Division, Uganda.

The social role of Ugandan men and women is clearly defined where the external responsibilities are linked to men and most of the house matters are responsibilities of women. Decision-making rests with the men, being the bread winners for the family.

Women are not aware of their legal and Islamic rights and are acting according to the traditional role enforced on them. The role of western women and urban Indian women is comparatively contrary to the role of Ugandan women. But the exposure to the foreign media is making an impact and introducing changes in traditional and stereotype role of Ugandan women.

The broad picture that emerged from the findings of the study confirms that women respondents are accepting non-traditional roles. Half of the respondents agreed with western approach that earning should be shared by husband and wife and looking after of children and household is equal responsibility of man and woman. Similarly, it claimed that a woman should have equal rights in decision making, pursuing a career and should have say in their marriage like the western woman. The study also concluded that society should give respect to working women as well as to housewives, single women should have the right to live a respectable life, and they should strive to get their due rights. The impact is directly related to the amount of time spent in viewing and high impact is visible in heavy viewers and lighter impact in light viewers.

The major finding is sustained by all the factors under the study included household and other activities, appearance and styles, social and family interaction patterns, cultural practices, expenditure and role of women in Ugandan society. The statistical analysis and percentage of responses proves all the sub-hypotheses of the study except mother child interaction. Thus proves the major hypothesis 'greater the exposure to Digital television greater the effect on the lives of women in Makindye Division, Uganda. It implies an association between Digital television viewing and affects on viewers. Majority of the respondents are inclined to foreign culture and are ready to accept the appearance and role of western women exposed to them through Digital television channels. The study has claimed that this relationship can in some cases be life-changing and personality moulding, but definitely life impacting. More importantly, it appears that it can occur and one may not even realize it.

5.3 Conclusions

The conclusion of the study also corresponds to the observation made by Albert Bandura while discussing Social Learning Theory. According to him, learning occurs when the observer perceives events or behavior in television and he/she feels competent in performing them. Actions of the characters in Digital television dramas have served as a model for respondents to imitate. They have also acquired behaviors by people from media portrayals. Social Learning Theory also suggested that behavior is likely to be imitated when it is socially rewarded. The result indicates that majority of the respondents do take television characters as their role models and want to copy them in appearance and style. Interestingly, a majority of the respondents have disagreed that they relate characters to their lives despite copying them in more than one area. This shows that the respondents just follow the outlook of characters with respect to lifestyle and not themselves as a whole. Reason may be that viewers have the fear that characters shown in Digital television programmes are not acceptable or may not be rewarded in the society.

5.4 Recommendations

This study proved the hypothesis 'greater the exposure to Digital television greater the effect on the lives of women in Makindye Division, Uganda' and implied that there is an association between Digital television viewing and effects on viewers. The study claimed that this relationship in some cases can change life patterns or mould personalities. More importantly, it appears that these changes can occur and one may not even realize them.

Television is one of the most dynamic media vehicles influencing more people than most other communication vehicles. Therefore, viewers are required to be alert and use it sensibly. Policy-makers should take extreme care while formulating rules and regulations.

This research also supports the Gratification Theory by George Gerbner that states that "more you watch television the more you are likely to obtain distorted views on life".

Similar conclusion was made in the study by Altman and Taylor (1973), which hypothesized that the more time people spend watching television and involving themselves with the characters, the more they become intimate with media persona. They may unconsciously live more closely with characters of Digital television programmes as compared to people in their real life. These programmes can change their attitude and make them emotional. People may take more dramatic approach to their personal situation. This study gives the same indication. This kind of situation may arise because Ugandan society is not media literate. Majority of population is not trained how to analyze/utilize different forms of media like news papers, radio, television and internet. It is therefore recommended that efforts should be made for the enhancement of media literacy at mass level.

This study reveals that television has grown enough to become an important and an integral part of daily activities in today's world. It is not surprising that

in some cases people may go beyond the actual act of watching it for entertainment. This study exposes that soap operas and movies were among the most watched by women on Digital television. The soap operas are a unique form of entertainment, different from other television drama and are especially significant because the target audience appears to be predominantly women. It is interesting to note that hardly any in-depth study has been conducted on this type of mass communication in Uganda. Therefore, it is recommended that effects of these soap operas must be targeted for research studies in future. Especially the aspect of sexual behavior should be stressed upon because the Gratification Theory suggests that peoples' values and their outlooks on life can become distorted and greatly affected by soap operas.

The results of the study have confirmed the impact on women Digital television impacting women in Uganda and they have been influenced by western and Indian values. It is evident that television influences many lives across the board. People who produce programmes for television have great responsibility in today's world. As a media scholar, the researcher feels that this issue should be taken seriously and best effort should be made to sensitize producers and broadcasters for improving the quality of whatever they are bringing to general public.

To minimize and resist the effects of western and Indian channels, it is suggested that local channels should be strengthened and programmes should have better content.

These channels should produce and broadcast quality programmes that could help in the promotion of Ugandan values and traditions and improve the image of Uganda at international level.

5.5 Areas for Future Research

This study has provided a baseline study on the effects of Digital television technology particularly on women. It has explored only some factors and

analyzed the effects on women in general. However, the researcher has planned to work in future on more specific aspects and evaluate effect on women with different demographic background. There is a need to gauge the impact on population belonging to different social classes, income levels, qualifications and among different age groups. Similarly, some other dimensions like family norms, music preferences, etc. can also be investigated.

The present research did not study the impact of specific programmes of foreign television on the viewers. So a combination of content analysis and a survey in a study may be more interesting and valuable. Therefore, the researcher is interested in conducting such a study in future for publication in research journals.

Research in this area (effects of Digital television) requires inter-disciplinary approaches as its effects may be social, psychological, economic, etc.

Digital television has spread all over the country due to its legalization, easy access, low cost, availability of satellite channels and large number of television viewers.

The Digital television requires systematic studies based on a variety of methods and diverse populations. The validity and reliability measures of this research cannot be generalized to all of the population as it only targeted women. There is a need to begin with small scale studies and move to a larger field and longitudinal studies. Small-scale studies (laboratory, survey, observational) can permit refinement of questions, measures and methods in a relatively low-cost and efficient way.

Digital television provides a variety of channels including local and foreign. One can find sexual media content easily in the foreign programmes which enhancing the importance of research on effects of sexual media contents in Uganda. Further research must take into account gender difference in general and also in different environments.

Functions and effects of media contents may vary for boys and girls or for males and females substantially.

Ugandan society is a male dominated and gender discrimination has been verified through some of researches in social science. This study also slightly dealt with this issue and concluded that in Uganda men as compared to women do not have any restriction in Digital television viewing. It is suggested that this issue should be addressed separately in an in-depth study and men should also be interviewed to accurately determine the gender discrimination.

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APPENDIX-I

Questionnaire Used by the Interviewer

I am Ocen William a student of Kampala international University Carrying out a research on the effect of Digital television you are kindly requested to spare time off your bush schedule to respond to the questions below. Your answers will be held in almost confidentiality.

A) Do you have Television at your home? Yes____ No____

If NOT then terminate the interview_____.

B) If YES. Do you have Digital TV connection at home? Yes____ No____

If NOT then terminate the interview_____.

C) If YES. Do you have woman aged 18- 40 years at your home? Yes____ No____

If NOT, then terminate the interview_____.

If YES, get answers of the following questions from the targeted women:

1. Since when do you have Digital connection at home?

i) 2 years

ii) 3 years

iii) 4 years

iv) More than 4 years

If less than 2 years then terminate the interview.

2. How many hours daily you watch Digital television?

i) 1 to 2 hours

ii) More than 2 hours but less than 4 hours

iii) 4 or more than 4 hours

3. Why do you watch Digital television?

Start from the most important reason and finish with the least important reason.

i) _____

ii) _____

iii) _____

iv) _____

4. Which Digital television channels do you usually watch?

Start from your most preferred ones.

i) _____

ii) _____

iii) _____

iv) _____

xlix _____

5. Which Digital television programs do you usually watch?

Start from your most preferred ones.

i) _____

ii) _____

iii) _____

iv) _____

6. You like to watch Digital television

i) Alone

ii) Along with someone

7. Who has the remote when all your family watches Digital television together?

i) Children

ii) Men

iii) Yourself

iv) Elders

v) Youngsters

8. What time do you like to watch Digital television?

i) From morning till 2 P.M.

ii) From 2 P.M. to 7 P.M.

iii) After 7 P.M.

9. Is it considered inappropriate for women of your home to watch any particular.

Digital TV programme at any particular time?

i) Yes

ii) Don't Know

iii) No

12. Do women / girls have right to watch Digital television in your home?

a. More than men

b. Equal to men

c. Less than men

d. Not at all

13. What do you like to do for entertainment in your free time?

e. _____

f. _____

g. _____

h. _____

Activities

13. Digital television causes hurdles in my domestic and personal activities.

i) Agree

ii) Undecided

iii) Disagree

14-A. If 'YES', then which activities?

i) _____

ii) _____

iii) _____

iv) _____

Interaction

14. Interaction with my relatives is decreasing these days.

i) Agree

ii) Undecided

iii) Disagree

15-A. Interaction with my neighbors is decreasing these days.

i) Agree

ii) Undecided

iii) Disagree



15-B. Interaction with my friends is decreasing these days.

i) Agree

ii) Undecided

iii) Disagree

15-C. I don't like to visit anyone at my time of watching Digital television.

i) Agree

ii) Undecided

iii) Disagree

15-D. I don't like anyone visiting us at the time of my watching Digital television.

i) Agree

ii) Undecided

iii) Disagree

15-E. I don't like to be disturbed by my family while watching Digital television.

i) Agree

ii) Undecided

iii) Disagree

15-F. My outing with family is decreasing these days.

i) Agree

ii) Undecided

iii) Disagree

Note: Only Married Woman should fill this part:

15-G. The time I spend with my husband is decreasing these days.

i) Agree

ii) Undecided

iii) Disagree

Note: Only mothers should response to this part:

15-H. The time I spend with my children is decreasing these days.

i) Agree

ii) Undecided

iii) Disagree

Appearance and Style

16. These days, I like to be formally dressed up at all times.

i) Agree

ii) Undecided

iii) Disagree

16-A. I consider television characters as my role models

i) Agree

ii) Undecided

iii) Disagree

16-B. I like to formally dressed up like different characters of CTV

i) Agree

ii) Undecided

iii) Disagree

16-C. I like to wear jewelry resembling jewelry worn by different characters of CTV.

i) Agree

ii) Undecided

iii) Disagree

16-D. I like to talk in style resembling characters of Digital television.

i) Agree

ii) Undecided

iii) Disagree

16-E. I like to track resemblances between television characters and myself.

i) Agree

ii) Undecided

iii) Disagree

Culture - Dress

17-1. I prefer to wear western dress (jeans, shirts) casually.

i) Agree

ii) Undecided

iii) Disagree

17-2-A . I prefer to wear Buganda dress (Gomesi) casually.

i) Agree

ii) Undecided

iii) Disagree

17-2-B. I consider Digital television to be the best source of information for new designs and fashion trends.

i) Agree

ii) Undecided

iii) Disagree

17-2-C. I like to wear Traditional dress formally.

i) Agree

ii) Undecided

iii) Disagree

17-2-D. I prefer to wear western dress formally.

i) Agree

ii) Undecided

iii) Disagree

Culture - Language

17-2. I like to speak foreign languages.

i) Agree

ii) Undecided

iii) Disagree

17-3-A. I like to speak English words during my conversation with others, usually.

i) Agree

ii) Undecided

iii) Disagree

17-3-B. I like to speak Western words during my conversation with other, usually.

i) Agree

ii) Undecided

iii) Disagree

17-3-C. Digital television is the best source to learn other languages.

i) Agree

ii) Undecided

iii) Disagree

17-3-D. I have learned English words evidently from Digital television.

i) Agree

ii) Undecided

iii) Disagree

17-3-E. I have learned Hindi words evidently from Digital television.

i) Agree

ii) Undecided

iii) Disagree

APPENDIX II: TIME FRAME

The researcher took seven months, the three month period were expected to cover the following activities of the research study proposal namely; data collection, analysis processing and interpretation, writing or typing research proposal and submission of research report to the relevant and concerned authorities.

The table for the time schedule is.

1 st to 3 rd week	3 rd to 6 th weeks	6 th to 9 th week	9 th to 12 th week.
Questionnaire designing	Data cleaning	Data processing	Data interpretation and presentation
Interview guide preparations	Editing	Data analysis meet with the supervisor	Approval by supervisor
Data collection.	Coding		Actual report submission.
	Meet the supervisor		

APPENDIX III: ESTIMATED BUDGET

S/NO	ITEMS	UNIT COST (SHS)	TOTAL COSTS (SHS)
1	Stationary expenses a. 10 pens b. Three reams of ruled papers c. 3 ruler d. 4 pencils e. 14 envelope	500 17,000 500 200 500	5000 51,000 1500 800 7,000
2	Data collection expenses a. Transport b. Airtime c. Lunch	75,000 30,000 5000	75,000 30,000 70,000
3	Data processing expenses a. Typing and editing b. Printing c. Binding	40pages @6000 52pgs x 500 7000 3copies x 21,000	24,000 20,000 26,000 21,000
4	Miscellaneous	40,000	40,000
	Total		354,300/=