

**THE INFLUENCE OF ELECTRONIC MEDIA IN SOCIALIZATION
WITHIN URBAN AREA. A CASE STUDY OF
NBS TELEVISION**

BY

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DEDICATION

In the name of Allah most gracious most merciful, I dedicate this piece of work to my beloved parents; Mr. Byamukama Hussein, Mrs. Namara Madina. Brothers; Kirabo Khalid, Mukisa Issa and Mwesigye Jamiir. Friends; Musa Ojiambo, Mata Moses, Twebaze David and Barekye Ali, for all the inspiration, love and the financial support shown to me in this life time. May the Good Lord reward you with unending blessings?

DECLARATION

I **Twebaze Shakur Bin Hussen** do declare that this research report is my original piece of work and has never been submitted in any university or institution of higher learning for any academic research for an academic award, recognize acceptance.

Signature: 

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Date: 17/08/2014

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APPROVAL

I certify that the work reported in this thesis was carried out by the candidate under my supervision, I approve it for submission to the College of Humanities and Social Sciences: Department of Journalism and Mass Communication Kampala International University.

Signature:

Name: **MR. NTHIGAH NICHOLUS.**

Date:

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ABSTRACT

The study examined the influence of electronic media in socialization with in urban area. The objectives of the study include; To highlight the demographic characteristics of the respondents according to; Age, Gender, Marital Status, Income level and the Level of education; To determine the role of electronic media in socialization; To examine television violence within urban area; And to determine the significant difference between the role of electronic media in socialization and the television violence within urban area. The researcher employed descriptive research approach where simple random sampling technique was used to get the sample size which was used to obtain depth description of the problem at hand. The research study involved gathering of information through questionnaire, interviews and a total sample size of 108 respondents were interviewed. This size was more preferable due to time limit, the resources available to carry out the research and it was also used to ensure accuracy in data collection and data was analyzed quantitatively and qualitatively inform of: graphs, tables, charts , depending on the convenience and requirements of that data collected, and conclusions were drawn. The major findings of the study were that up to 29.6% of the respondents continue to be influenced by electronic media in socialization of their respective societies. Little has been done by the electronic media to curb down television violence as form of socialization in urban area. In conclusion therefore, there is need for the NBS television and other electronic media houses to reduce television violence and other negative forms of electronic media socialization and turn them into positive forms of electronic media socialization.

CHAPTER ONE

1.0. Introduction

This chapter addressed the historical background in regard to international, continental and national perspective, the conceptual perspective, theoretical and contextual perspective. It also addressed the statement of the problem, purpose, objectives, research questions, study hypothesis and the scope of study. In addition, it also provided the significance and operational definition of the key terms.

1.1. Background of the study

Television is the medium with the greatest socialization effect, surpassing all the other media by far in its influence on socialization of individuals. The very fact that television is not an interactive agent is greatly significant to the development of young children. While watching, children have the feeling that they're interacting, but they're not. That's one of the disadvantages of television as a socializer. It satisfies social needs to some extent, but doesn't give children the social skills (or the real-life practice in those skills) that allow them to function effectively with people. Since the average child watches 3 to 4 hours of television a day, the time left for playing with others and learning social skills is drastically reduced. Even infants average about an hour and a half of television viewing a day between the time they are born and age 2 (Wright et al., 2001).

Of course, parents can control the time their children spend watching television, but many don't. They can monitor the selection of programs, but some allow their children to watch whatever happens to be on. Some parents don't consider how they can use television to teach decision making. They don't make children aware that when one program ends they can either weigh the various merits of the next offerings or turn the set off. Some children, especially those with a remote control in hand, flick through the channels periodically, randomly stopping at whatever catches their interest at the moment. That's very different from critically examining options and consciously deciding on one. This is where parent education could be effective. Some parents who grew up with television themselves haven't given much thought to the effects of that medium, and how to decrease these effects.

Children learn through watching television. Some of the things they learn are beneficial; others are not. They learn about the world and the ways of the society. They learn something about occupations, for example, getting an idea about what a nurse does, what a doctor does, and how the two relate to each other. Children learn more than facts from television; they also get a good daily dose of stereotypes and a lot of misleading information about their world. Most of all, they get a big helping of violence and another of commercial advertising. (J. Gonzalez-Mena, 2009)

1.1.2. Historical Background

The electronic Media influence on individual socialization and identifies the various socialization agents that, through various stages of an individual's life, influence their behavior patterns. This research specifically focused on NBS Television programs and explores their influence on socialization of its targeted audience. This research allowed the researcher to understand the role of electronic media on society socialization, to answer the question whether or not the media has provided an equal representation of society?, and that electronic media had the power to challenge social reality to influence their future. The research was begun with a brief investigation of the various agents of socialization, including family, peer group, school and culture. The focus was then shifted to the electronic media as an agent of socialization.

“The influence of electronic Media on society Socialization” is an integral unit in the course Introduction to Anthropology, Sociology and Psychology. In our society, mass media shapes behaviour and attitudes. Our youth are inundated with images of how to think and behave, which reinforce stereotypes, gender bias and lifestyle choices that have the power to shape the opinions of individuals. It is critical to analyze the role the electronic media plays in influencing individual and group behaviour, and to identify the primary and secondary agents of socialization and evaluate their influence

1.1.3. Theoretical Background

The study was based on **cultivation theory**. The theory also known as **cultivation hypothesis** and or **cultivation analysis**, this theory was originally composed by **George Gerbner** and later expanded upon by Gerbner & Gross (1976 – Living with television)

Cultivation theory states that high frequency viewers of television are more susceptible to media messages and the belief that they have are real and valid.

For cultivation theorists asserted that heavy consumption of media in general and television in particular ‘leads to the adoption of beliefs about the nature of the social world which conform to the stereotyped, distorted and very selective view of reality as portrayed in a systematic way in television fiction and news’ (McQuail 2000: 465).

Electronic media influence in socialization within urban area was related to this theory where McQuail referred to as cultivation analysis: ‘relationships between exposure to television’s message and audience beliefs and behaviour’ (2000: 465).

This theory concluded that in some cases television viewing acts as a replacement to other activities, while in other cases television acts as an aid to the personal development of the child (Newman 1991:110).

(Condry, John (1989): *The Psychology of Television*).

1.1.4. Contextual Background

NBS vision; "To be the television of choice for all" and **mission;** To be an influential, trusted, reliable market leader in current Affairs, sports and entertainment television of choice for all". The **core values**, these values we highly uphold. They guide our focus and editorial policy as well as delivering value to our viewers and advertisers. These include: Integrity, Team Work, Excellence, and Equity. NBS Television started in mid 2007 drawing on candid reflections of successful television networks from across the world. It reveals lessons for creating, nurturing and growing the experience and accumulated understanding of a local television network with a global competitive focus. They have

meticulously woven local production with international standards giving the local communities in Uganda their own television in a global framework. Using examples of successive new product development and introducing new concepts, NBS Television reveals key knowledge building programmes that communities need to inform, educate and entertain. Their overall strategy is to enter into partnership and collaboration with key business players in the public and private sector to reach out to our viewers, i.e. news (Local and International), entertainment, documentaries and movies, sports, advertising, campaigns and promotions. NBS network covers two thirds (2/3) of the country guaranteeing a viewership of more than eight million (8,000,000) Ugandans and have built a network of viewers cutting across the demographic divide with programs that appeal to various age groups and also responds to various needs and concerns.

1.1.5. Conceptual Background

The electronic media has much influence on socialization in urban area. On the TV, radio, internet, human behaviors are presented in many different ways and with many different views. The electronic media can be used to influence the people in both positive and negative ways. This research showed these influences and stated examples in a variety of different platforms. The electronic media has created an impressive increase in literacy among people in urban area about socialization and different ways of life. Since the electronic media is able to cover these issues, they are able to interpret and describe them in ways that make it easy to understand. Thus, socialization has been greatly increased through the use of electronic media. Since people have a greater knowledge on socialization and ways of life that concern their families, work place and institutions, they are able to understand the influence of electronic media on socialization. The electronic media presents this influence on socialization through informing, entertaining and presenting educative programs.

1.2. Problem Statement

Electronic media incorporated motion pictures, animation and sound attracts and excites children. The electronic media has demonstrated potentially profound effects, both positive and negative, on children's cognitive, social, and behavioral development. Considering the increasing exposure of children to newer forms of media, the researcher decided to review the current literature on the influence of electronic media on socialization of society. The electronic media has shaped the society positively in different dimensions which include fashion, eating habits, speaking, home set up, and infrastructural development as well as education.

It is widely accepted that electronic media has profound influence on socialization of individuals, including violence, obesity, tobacco and alcohol use, and risky sexual behaviors. Particularly television violence has been viewed as the major negative electronic media impact on individuals. The researcher found ways to optimize such a negative role played by electronic media on socialization of our society, taking advantage of their positive attributes and minimizing their negative ones. The researcher understood better how to reverse television violence as a concept of socialization within urban area and make it more positive.

1.3. Purpose of the study

This study intended to establish the relationship between electronic media and socialization in urban areas.

1.4.0. Research objectives

1.4.1. General objective

The general objective of the study is to examine the influence of electronic media in socialization with in urban area.

1.4.2. Specific objectives

1. To highlight the demographic characteristics of the respondents according to;
 - a) Age
 - b) Gender
 - c) Marital Status
 - d) Income level

e) Level of education

2. To determine the role of electronic media in socialization.
3. To examine the level television violence within urban area.
4. To determine the significant difference between the role of electronic media in socialization and the level of television violence within urban area.

1.5.0 Research Questions

This study sought to answer the following research questions:

1. What is the role of electronic media in socialization?
2. What is the level of television violence within urban area?
3. What is the significant difference between the role of electronic media in socialization and the level of television violence within urban area?

1.6.0. Hypothesis

Null hypothesis; there is no significant relationship between the level of electronic media and the level of socialization within urban area.

1.7.0 Scope of the study

1.7.1 Geographical scope

The study was limited to Kampala Capital City. Much as the researcher intended to study the audience of NBS Television, who was selected randomly from Kampala City.

1.7.2 Content scope

The study intended to appraise the profile of respondents in terms of age, gender, and education level, area of specialization, professional qualification, working experience, and job/employment position. It also determined the role of electronic media in socialization and the level of television violence within urban area.

1.7.3 Theoretical Scope

The study used **cultivation theory**. The theory also known as **cultivation hypothesis** and or **cultivation analysis**, this theory was originally composed by **George Gerbner** and later expanded upon by Gerbner & Gross (1976 – Living with television)

Cultivation theory states that high frequency viewers of television are more susceptible to media messages and the belief that they are real and valid.

For cultivation theorists asserted that heavy consumption of media in general and television in particular ‘leads to the adoption of beliefs about the nature of the social world which conform to the stereotyped, distorted and very selective view of reality as portrayed in a systematic way in television fiction and news’ (McQuail 2000: 465).

Electronic media influence in socialization within urban area is related to this theory where McQuail refers to as cultivation analysis: ‘relationships between exposure to television’s message and audience beliefs and behaviour’ (McQuail 2000: 465).

This theory concluded that in some cases television viewing acts as a replacement to other activities, while in other cases television acts as an aid to the personal development of the child (Newman 1991:110).

(Condry, John (1989): *The Psychology of Television*).

1.7.4 Time scope

In the case of this study the period under observation covers eight months; this means from November 2013 to June 2014.

1.8 Significance of the study

The study benefited the researcher by enabling him add knowledge and also in accomplishing his academic objectives.

Furthermore, results of this study have been beneficial to all media companies through gaining a clear understanding of how important media socializes people in urban areas.

The study also added more knowledge to the existing literature on media socialization and the impact of socialization within urban area.

The study helped to provide more reference for all future researchers who might pick interest in this field.

1.9 Operational definitions of the key terms

Socialisation is a term used by sociologists, social psychologists, anthropologists, political scientists and educationalists to refer to the long life process of inheriting and disseminating norms, customs and ideologies, providing an individual with the skills and habits necessary for participating within his or her own society.

Media refers to Communication through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet. Media is the plural of medium and can take a plural or singular verb, depending on the sense intended.

Electronic media are media that use electronics or electromechanical energy for the end user (audience) to access the content. Any equipment used in the electronic communication process (e.g. television, radio, telephone, desktop computer, game console, handheld device) may also be considered electronic media.

Television is a telecommunication medium that is used for transmitting and receiving moving images and sound.

An urban area is characterized by higher population density and vast human features in comparison to the areas surrounding it. Urban areas may be cities, towns or conurbations

Violence is the intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community, which either results in or has a high likelihood of resulting in injury, death, psychological harm, mal-development, or deprivation.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter contains literature on the study variables with specific respect to the role of the media socialization and the impact of media socialization within urban area.

2.1 Theoretical review

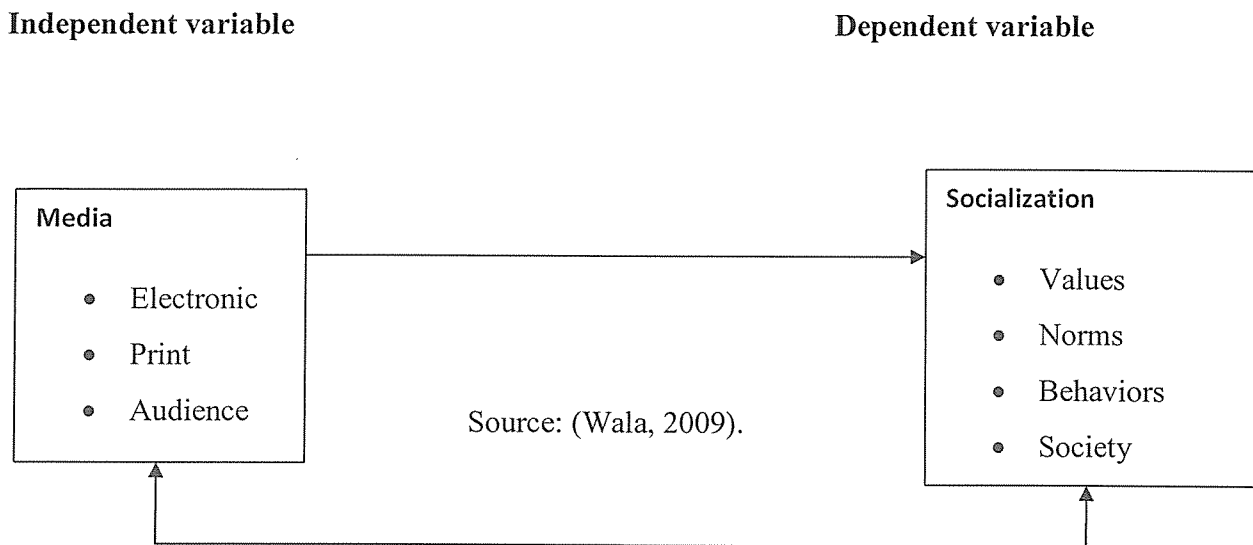
Cultivation theory (sometimes referred to as the cultivation hypothesis or cultivation analysis) was an approach developed by Professor George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania. He began the 'Cultural Indicators' research project in the mid-1960s, to study whether and how watching television may influence viewers' ideas of what the everyday world is like. (Condry, John (1989)

Cultivation theory posits that television, as the prevalent medium in society, can foster certain perceptions about the nature of society by repeatedly portraying this society in a certain manner. The messages on television, such as criminals can strike anywhere and anytime, are pervasive, not varying from program to program. Television viewers, just through their cumulative exposure to this portrayal of reality, and especially if they are not exposed to another depiction of reality, will come to adopt this portrayal as truth. These “heavy viewers” will in turn see the real world in a way that reflects the world “as seen on Television”. (Gerbner, Gross, Morgan, Signorielli & Shanahan, 2002).

Cultivation scholars investigate the prevalence of electronic media messages, and analyze how these messages influence the audience to shape individuals environment, define, develop and maintain their beliefs and assumptions about social reality. According to Gerbner, then, television acts as the conduit through which individuals learn about the values of the culture to which they belong. Thus, his theory is an attempt to explain the influence of electronic media in socialization with in urban area. “Culture provides the overall framework in which we imagine that we do not encounter directly, and interpret what we do encounter directly.” (Gerbner, 1990,). (Morgan & Signorielli, 1990,).

2.2 Conceptual framework

Figure 2.1: The conceptual framework on Branding and Consumer behavior.



2.3 Influence of Electronic Media on Print Media

Electronic media such as the Internet, e-books and tablet readers may be having an effect on the print media sector. This essay finds out if there is any validity to this argument.

Digital media does seem to have had an impact on the modern world, affecting the online world and the offline business sectors, as well as world markets. It has certainly affected the communications sector and so it is plausible that it has affected print media too. (G5lo, 2013).

Since the year 2003, the amount of printed material in use for recreational purposes has gone down whilst the use of TV and other electronic media has gone up. This may indicate that digital media is having a direct influence on print media. (Wala, 2009).

Children are being encouraged towards digital media because there is more of it and because it is easier for parents when trying to entertain children. This means that children will grow to love digital media whilst ignoring print media. This is going to affect the print media sector in the long run. (Farnia, 2012).

Print media is easier to use and read which may be the reason why it has not sunk out of our society completely. But, the read availability, convenience and price of digital media means that it may soon replace print media permanently. (Withers, 2012).

Studying may always rely on reading material, which begs the question of whether print media is going to fall from existence completely. It would appear that the transition from print media to digital media has been a lot slower in the academic world. And yet, it is conceivable that print media will be replaced by more convenient tablet devices in the future. (Ezeji, 2012).

Analysis

Data does suggest that digital media is having an influence on the popularity of printed media, and that children are going to grow up to be fond of digital media. Print media is easier to read, but that is just one benefit of print media, where digital media has many benefits.

Evaluation

The evidence points towards the fact that digital media is influencing print media. But, the sliding popularity of print media may be more to do with social factors such as children are reading less. On the other hand, the benefits of digital media do seem to significantly outweigh the benefits of printed media.

Reading or just going through the headlines of the one's favorite newspaper is not only a habit but also second nature with most persons. Unlike the electronic media, especially the television that brings out news and views round the clock and yet half-succeeds to convert the viewers into its fans, the print media creates a rewarding relationship with its readers.

From the individual reader to the society at large, print media performs multifaceted functions with remarkable reach and immense influence. If the television informs through the images, the newspaper enlighten through words. The print media enjoys a very special place in the collective consciousness of any civilized society.

In the making of public opinion, print media has always played a robust role, and more significantly in those times when electronic media was nowhere. Here in the sight. Since the media and the society are intrinsically inextricably inter linked with each other, a healthy balance

between the two pillars of society is imperative, lest the one should dictate the other for very untenable reasons.

If too much domination of the media, both electronic and print, is undesirable and uncalled for, it is equally unethical if the media becomes the slave of the society and cotters to its transitory tastes rather than highlighting the real problems of the people. An increased interaction between both the media and the people can help enlarge their territories and thus keep at bay certain forces that are out of malign and make a fool of both.

In some quarters there are apprehensions that today we are all being bombarded for twenty-four hours a day by television programmes and the daily newspaper too are touching every aspects of our lives. They are giving information, influencing our impulses or inclinations and judgments, loudly and insistently propagating certain ideas, and offering solutions in the form of policies and programmes.

They not only inform, influence, reason and argue with us but, wittingly or unwittingly overawe us. In their intense competition to be heard (read) and influence (impress), we are constantly bombarded with words and more words. Words are fest losing their luster and freshness and the capability to embody delicate and healthy individual meanings and experiences.

Lest the media should consider its liberty as license, the Press Council issued a set of guidelines a few years ago. Since ours is multi religious, multi communal, linguistic and cultural society, any provocative writing can lead to distrust and disaffection among the people. In view of the very sensitive composition of Indian social and communal set-up, it was enjoined upon the press that provocative and sensational headlines be avoided.

The headlines must reflect and justify the matter printed under them news report should be devoid of comments and value judgments; and the language used in the writing the news should be temperate as such as may foster feelings of amity among communities and groups.

Old values are under tremendous scrutiny and stress, and time tested relations between individuals and institutions have come under close observation. Consumerism and ostentatious

life styles have affected our physico-mental set-up. No pursuit and profession is free from compulsive control of commercialization of attitude and approach. Even the media has not remained unaffected by this virus of money power over moral power.

Every time the social ethos and its harmonious canvas come un threat due to excessive zeal or greed, the effectiveness of the media making people aware of their rights and duties is reduced. If an obsessive craze for pelf and power is deplorable, commercialization of media lea to negation of its social objectives and obligations is equally fraught dangerous dimensions.

In some cases, professionalism in journalism to sensationalism that results in improvement in packaging of news features, leading to superficial presentation. This change from social se to commercialization has led to deterioration in public life.

If at one end of the socio-political spectrum, the print media at the bridge between the people and the government, at the other should conduct itself as the watch-dog, without being judgmental in reporting. Having emerged as the strongest pillar of the democracy world over, media enjoys a unique place and privilege in society.

Both national and regional newspapers can help restore confidence in the folk by ensuring the flow of desirable information to them. Without' the mouth - piece or His Master's Voice, the journalists ought to be express themselves within the parameters and paradigms of professional training and ethics.

They cannot perform their best if sword of Damocles the threat of being hired and fired is constantly hanging over their heads. The media cannot develop or grow in stature in an atmosphere of restraints and constraints and the society remains a silent spectator if it crosses the bar of self-imposed decency discipline.

Conclusion

Even though the reasons for the decline of print media popularity are unclear, it cannot be argued that digital media is rising. It may be rising as it replaces printed media, or it may be pushing printed media out of the arena. The two factors may be completely unrelated, but given the evidence provided on this essay, and the subsequent analysis and evaluation, I conclude that digital media is influencing print media.

2.4 Impact of social media in the Arab world

The new “Arab Social Media Outlook 2014” report sheds light on social media trends in the Arab region during 2013 with aims to better understand the increasing impact of social media on the lives of Arab citizens during the current year.

The report, produced by the Governance and Innovation Programme at the Mohammed Bin Rashid School of Government (MBRSG) in partnership with the Dubai Press Club (DPC), makes use of numerous studies conducted by the programme in the Arab Social Media Report series to analyse the impact of social media on different aspects including media, socio-economic and political trends for individuals living in the Arab world.

The release of the report coincides with the launch of the 13th edition of the Arab Media Forum (AMF) under the theme “The Future of Media Starts Today”. The report examines the reality of social media in the Arab world during 2013, trends of utilising social media as a news source in addition to its impact on education throughout the Arab world.

Dr. Ali Sebaa Al Marri, the Executive President of MBRSG, said: “The report presents valuable insight on social media platforms in the region and its role in the formulation of enhanced policies, supporting good governance and boosting social integration in the Arab world.”

“In an age where media plays a central role in shaping our societies, the MBRSG’s Governance and Innovation Programme seeks to gauge and analyse the role of social media platforms on knowledge and innovation through supporting active engagement between governments and

people. This partnership reflects the importance of scientific research in formulating sound public policies on one hand and putting solid data to practical use on the other,” added Al Marri.

Mona Al Marri, President of the Dubai Press Club and Chairperson of AMF's Organising Committee, said: “The report takes into perspective the wide spread of social media platforms and its relation to the media scene in the Arab world. It also sheds light on new communication trends and poses a challenge to media professionals to constantly update their news-gathering procedures, especially in a time where the public have the tools to disseminate news info quickly.”

The “Arab Social Media Outlook 2014” focuses on the demographics of social media platforms in the Arab world. For example, Egypt topped the Arab countries with the largest Facebook user base in 2013 whereas the UAE recorded the highest penetration to population ratio of 54 per cent, an increase of one million users during 2013.

Fadi Salem, Director of the Governance and Innovation Program at the MBRSG and co-author of the report, said: “Convergence between social media platforms and conventional media has become an undisputed fact. The report shows that users of social media platforms across the Arab world reached 71 million individuals by the end of 2013 out of a total of 135 million individuals using the Internet.”

“Social media is actively competing with conventional media as a primary source of news for millions of Arabs. Nearly 30 per cent of individuals participating in the survey consider social media to be the primary source of news, which is similar to the percentage of individuals considering conventional media outlets as the main source of news,” added Salem.

For her part, Muna Busamra, Director of the Dubai Press Club and the Arab Media Forum, said that the report falls in line with DPC’s strategy to present credible research information relevant to the field of media in the Arab world.

According to Busamra, the “Arab Social Media Outlook 2014” is an important tool to gauge

trends in social media and its effect on professional media institutions in the region just as the Arab Media Outlook reports released earlier by DPC.

In addition to trends and demographic analytics in the report, MBRSG's Governance and Innovation Programme conducted a regional research survey with close to 4,000 participants focusing on the quality of education in the region; the use of technology and social media in classes; and the impact of interrupting education due to conflicts and political instability. The survey also collected views on education reform.

Racha Mourtada, Research Associate with the Governance and Innovation Programme at MBRSG and co-author of the report, underlined that education nowadays depends on social media platforms to a considerable extent given the large number of users. This has led to social media platforms becoming an essential driver for innovation and paved the way for the emergence of "social learning" and "open online courses" as creative means of the exchange of knowledge. Over 75 per cent of participant post-graduates and professionals expressed willingness to share their knowledge with students through social media platforms.

Further, the report reveals that 10 per cent of the respondents had children in schools that utilise social media platforms as education tools in classes. Teachers also pointed out the importance of using the Internet and social media platforms as innovative means to help engage students in projects and participation, thus supplementing teaching methods.

Fifty-five per cent of teachers use social media platforms as a resource for education, whereas 56 per cent of parents expressed concern over the distraction that social media platforms create. Eighty-four per cent of the respondents saw that governments should cooperate with the private sector to ensure full access to the Internet in classrooms. Around 77 per cent said that social media platforms should be included in education reform strategies.

The report points to the prospect of using social media platforms as channels of exchanging knowledge, highlighting the positive effect of engaging parents and students in education through facilitating distance education and cutting the time and cost of the learning process.

Respondents also agreed that social media ought to be included in education reform strategies through integrating social media platforms in education and as a facilitator in the policy-making process related to education. Respondents further agreed that providing full access to the Internet and technology by governments and the private sector is a key aspect of education reform.

Family, school, peers, mass media, public opinion, work, volunteer groups, and religion/spirituality each play a major role in the socialization and, ultimately, the education process. Each of us proceeds through life in a manner we often believe is under our immediate control and influence. It seems logical that the actions we take and the impact of those actions is based upon a series of logical, rational, decisions selected and filtered by choice, not chance. Although this seems a reasonable manner in which to assess one's lot in life, it is far from reality, particularly in the area of education. The sociological perspective tells us otherwise.

One of the most dramatic impacts on a child's education is that of the socialization process. Forces removed from our immediate decision-making process guide us all. Through the process of socialization, the hidden hand of social forces often beyond our control guides our lives. The major agents of socialization – family, school, peers, mass media, public opinion, work, volunteer groups and religion/spirituality – exert external pressure on each of us. As Charles Horton Cooley has pointed out, the evolution of "self" (the "Looking-Glass Self") emerges from this mix of social forces. George Herbert Mead furthered this idea by developing the "I"/"Me" dichotomy – the acting or unsocialized self and the socialized self, the self based on standards we learn from interaction with others. This is particularly true during the formative years from kindergarten through high school, but can also take place well into the elderly years. The impact of these forces can vary dramatically from person to person, depending on their life circumstances and social class status. The consequences can be life altering and severe.

The idea that each child enters school with the same opportunities that foster success is not a valid assumption. In theory, most accept this idea. In fact, many external forces have a profound impact on children and teens.

The socialization process, by definition, creates a system that is inherently unequal by most empirical measures of equality. This inequality has both short-term and long-term implications for the academic success of children. Given an open-class economic system that offers equality of opportunity, but in practice fosters disparities between social classes, the questions that must be asked are: How does the education system provide the level playing field society desires? What are the roles of school as well as the other agents of socialization in ensuring equal opportunity for all children from the elementary through college years? How can the socialization process help to address the long-standing "achievement gap" that has confronted public school systems throughout America for decades?

As the primary agent of socialization and the first "educator," the family, plays an essential role in the transmission of the fundamental values that encourage and nurture learning in a young child. There are strong indications that children from homes in which both parents have earned college degrees have a significantly higher probability of academic success as well as personal and professional success. The opposite is also true. Children from homes in which parents do not possess a college education will have a more difficult time achieving academic, personal, and professional success. The hand of the socialization process is at work here. The disparity inherent in this environment demonstrates the importance of the family and its role as the primary transmitter of values. The institution of the family in America is the primary purveyor of education as a core value regardless of educational background. For some, it comes by way of birth and privilege. For others, it comes by way of perseverance, hard work, and persistence in the face of adverse economic factors. Regardless, the possibility of academic success is less without the family as a guiding force.

Another major agent of socialization is school. It is the primary transmitter of information and knowledge. It has also been called upon to assume many of the functions of the family. School systems have assumed other roles and responsibilities that historically had been the domain of the family. Areas such as providing basic needs (breakfast, lunch and, in some instances, dinner), before and after-school programs with children spending most of their waking hours in the care of school personnel rather than parents, and teaching morals and values have become a responsibility of school systems. This is a dramatic shift in the respective roles of the family as

the primary agent of socialization and schools whose historic role had been to educate. There has been a blurring and, in some instances, an abdication of the role of the family in the socialization process.

Few parents would deny the increasing influence of peers in the lives of children and young adults. Although peers can be a positive force manifested in sports, scouting, faith groups, and other positive influences, they are often a negative influence. The most detrimental manifestations of this are drug and alcohol use, premature teen sexual activity, and other socially proscribed behaviors. It is also at this time in a middle school child's life that peer influences develop in the area of academic achievement. Being ostracized and chastised for "being smart" is a common burden placed on otherwise high-achieving students, particularly minority students. At this point in a student's socialization process teachers, parents, and other adult role models play a vital role.

Mass media also has an immense impact on young minds. With the advent of the Internet, television now has a partner in the role of visual stimulant of young minds. The culture portrayed by the mass media emphasizes glamour, sexual satisfaction and promiscuity, comedic vulgarity, violence, and immediate gratification of needs. How does a parent cope with the influences of the mass media as an agent of socialization that minimizes the learning process and glorifies the values of instant gratification? Again, the role of adults and the family in a child's life in this environment takes on increased importance.

The role of religion and spirituality in the lives of children and young adults has been minimized by society in recent years. This trend has, along with the previously mentioned influences of peers and the mass media, the potential to send teens astray. The moral compass that religion and spirituality provide cannot be downplayed in today's fast-paced, consumer-driven society. Religion continues to play a role in identity formation. The role of religion as an agent of socialization cannot be ignored. It is a primary transmitter of our core personal and societal values. The founding documents of America contain strong reference to the values of equality, freedom, fairness, and egalitarianism – all fundamental precepts of most religions. Leaders such as Martin Luther King, Abraham Lincoln and others have called upon spiritual values and

teachings to awaken the moral sensibilities of the nation throughout our history. Without the socializing influences of religion, the powerful external forces faced by teens – drugs, a sexualized culture, violence, negative peer pressures, and other dysfunctional influences - become more influential. Parents need to be aware of the stabilizing influences of religion in a child's life and realize that religion is not so much a polarizing issue as it is an important element of the socialization process.

Volunteer groups such as scouting, faith-based groups, sports, and school clubs can also play a role in the socialization process by placing teens in positive peer environments. Mead's "Me" is further developed in these environments.

The socialization process has an enormous impact on children and teens in the context of the learning process. Family, school, peers, mass media, religion, work, and volunteer groups each play a role in the collective process we term education. Parents must recognize that each of these agents of socialization maximize the role of education in our children's lives. Anything less is an abdication of our responsibility as adult role models for our children and for future generations.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This section presented the methodological aspects that were used in attaining the research objectives. It highlighted the research design, target population, sampling design, research procedure, data collection instruments and mode of data analysis.

3.1 Research design

The study was both quantitative and descriptive in nature, understanding what media audience always consider to watch a particular television for instance NBS Television, it also analyzed the influence of electronic media in socialization of different media audience. These enabled the researcher to gauge and measure the existence and strength of the relationship between variables.

3.2 Study population

The study looked at NBS television and the specific unit of analysis was NBS television media audience. The study population consisted of employees of NBS Television and NBS Television media audience. The target Media audience was those people found watching NBS Television at the time of the survey.

Sample Size

There is no fixed and inviolate rule on how large a sample should be. Rather it is the circumstances that dictate what number or fraction of the population under study (Olwabi 2003). He observed however, that the larger the sample size is the more representative the sample is, although the more costly the study would be. While there are several methods of determining appropriate sample size including mathematical ones, in social science researchers can use Krejcie & Morgan's (1970) table for determining minimum sample size (s) from a population of a given size (N). In view of the nature of the target population where both managers and television employees together with audience are concerned, a sample was taken from each category. Table 1 below shows the respondents of the study with from the two categories: NBS TV employees and NBS TV media audience. The Slovin's formula below was used to determine the minimum sample size.

$$n = \frac{N}{1 + NE^2}$$

Where:

n= sample size

N= population size

E= margin of error desired

The sample size for the study was based on media audience of NBS Television in Kampala City. This stratified random sampling lead to purposively.

Table 3.1 Sampling frame

Respondents of the Study

CATEGORY	TARGET POPULATION	SAMPLE SIZE
NBS TV employees	33	30
NBS TV media audience	97	78
total	130	108

A sample size of 130 media audience was considered manageable and a representative of the study. This sample size was taken into consideration the lack of a sample frame and scholars such as Roscoe (1975) who proposed a sample size of 30 to 500 as appropriate for studies with large samples and Barley (1994) who proposed a minimum of 100 respondents for large populations. Media audience from NBS television audience was purposively selected to participate in the survey. Only those media audience who were found watching NBS Television at the time of the survey were requested to fill in the questionnaire since they took sometime to self-administer the questionnaire.

3.3 Data collection instruments

The researcher used self-administered questionnaires, which were given to the selected Media audience at respective homes. Questions on Influence of Electronic Media based on literature by Ezeji, E.C. (2012). Influence of Electronic Media on Reading Ability of School Children. Library Philosophy and Practice 2012. 1 (1), pp.1-114

Owens, J., Maxim, R., McGuinn, M., Nobile, C., Msall, M., & Alario, A. (1999).

Television-viewing habits and sleep disturbance in school children. Pediatrics, 104, e27.

3.4 Measurement

Measurement of concepts based on constructs identified in previous research. Influence of Electronic Media was measured using attributes, benefits and personality as identified in the previous research by Ezeji, E.C. (2012, and socialization shall be measured using previous research on television viewing habits by Alario, A. (1999).

3.5 Data sources

Data for the study was obtained from both sources, that is to say, primary and secondary sources. Primary data was collected using self administered questionnaires that were physically given to the selected media audience at chosen homes within Kampala City.

Reliability and validity of this instrument was ascertained by conducting a pilot study prior to data collection.

Secondary data was obtained from documentaries, newspapers, magazines, statistics and books at the ministry of information, independent research Media Houses and previously conducted research studies.

3.6 Data processing and analysis

Primary quantitative data obtained from the study was properly encoded, edited, and analyzed in form of graphs, charts depending on the convenience and requirements of the data collected and the conclusions were drawn.

3.7 Ethical Considerations

To ensure confidentiality of the information provided by the respondents and to ascertain the practice of ethics in this study, the following activities were implemented by the researcher:

1. Sought permission and adopted the standardized questionnaire on school effectiveness through a written communication to the author.
2. The respondents were coded instead of reflecting the names.
3. Solicited permission through a written request to the concerned officials of the selected media house.
4. Requested the respondents to sign in the Informed Consent Form
5. Acknowledged the authors quoted in this study and the author of the standardized instrument through citations and referencing.
6. Presented the findings in a generalized manner.

3.8 Limitations to the study

The researcher was faced with the following limitations to this study which made it slightly difficult than anticipated;

Unwillingness to fill questionnaires by the selected respondents; Being a type of study that was conducted at both homes where people would be enjoying their leisure and workplaces where people were busy executing their duties, some of the respondent hesitated filling these questionnaires, claiming not have time.

The researcher therefore had to conduct the study in the evenings when respondents were a little bit relaxed; coming from work, as opposed to conducting them in the morning when they were rushing to offices.

The second limitation was unwillingness of family stakeholders to grant researcher permission to enter into their homes since they are enclosed in fences.

The researcher had a lot of explanations to do in order to be allowed, and at certain moments, had to move with authorizing requisition letter from the head of department and an identification card that confirms him as a student.

Third limitation was time. Since the study was conducted in Kampala, which is a very busy district, yet the researcher had to administer questionnaires of respondents, time was not enough to enable him administer the entire questionnaire alone. Thus the researcher had to use research assistants to help him in administering questionnaires at certain point

CHAPTER FOUR

RESEARCH FINDINGS

4.0: Introduction

The results in this section were presented so as to explore the data with respect to the research study objectives. This chapter presents the research findings. The main objective of the research was to examine the influence of electronic media in socialization with urban area; a case study of NBS television. The results attained from research were tabulated to figures, tables and percentages.

4.1.1 Demographic characteristics of respondents

Table 4:1.1 Level of Gender of respondents

Gender	Frequency	Percentage
Male	67	62
Female	41	38
Total	108	100

Source: Primary data, 2014

Table 4.1.1 above indicates that the majority of the respondents were in the category of male with (62 %) while on the other hand, women were (38%). This means that NBS media house employees more of men than women in their operations.

4.1.2 Education of the respondents

Table 4.1.2 The level of education of the respondents

Education	Frequency	Percentage
Certificate	08	7.4
Diploma	20	18.5
Bachelor	47	43.5
Master	33	30.6
Total	108	100

Source : Primary data, 2014

Table 4.1.2 above indicates that the majority of the respondents were bachelor holders with (43.5%), masters with (30.6%), Diploma with (18.5%) and certificate with 7.4%. The findings imply that majority of the respondents at the NBS Media house were degree holders. It also indicates that such companies employ more of graduates from Universities. The findings reviewed the media houses majority of managers from degree level and few are diplomas mainly in technical skill but emphasize is no degree holders and above.

4.1.3 Marital status of the respondents

Table 4.1.3 Marital status of the respondents

Status	Frequency	Percentage
Single	21	19.4
Married	50	46.3
Divorced	37	34.3
Total	108	100

Source: Primary data, 2014

Table 4.1.3 above indicates that the majority of the respondents were married with (46.3 %), 34.3% were divorced and 19.4% were single. This means that NBS media house employs more married people than those who are single.'

4.1.4 Job Title Distribution of the respondents

Table 4.1.4 Job Title Distribution of the respondents

Job title	Frequency	Percentage
Management	08	7.4
Operation	70	64.8
Lower staff	30	27.7
Total	108	100

Source : Primary data, 2014

Table 4.1.4 above indicate that majority of the respondents were from operations with (64.8 %), 27.7% in the lower staff level and minority were in management with (7.4%). This means that the operations staffs who represent the majority gave us first hand information on ground because they are the ones who run the larger portion in media systems.

4.1.5 Age distribution of respondents

Table 4.1.5 Age distribution of respondents

Age	Frequency	Percentage
20 – 24	04	3.7
25 – 29	43	39.8
30 – 34	24	22.2
35 - 39	19	17.6
40 – 44	10	9.3
45 – 49	06	5.6
50 – 54	02	1.9
Total	108	100

Source: Primary data, 2014

Table 4.1.5 above indicate that majority of the of the respondents were between 25 – 29 age bracket with (39.8 %). followed with 30 – 34 with 22.2%, 35 – 39 with 17.6% 45 – 49 with 9.3% and 1.9% for age bracket 50 – 54. This means that the youth are more actively involved in activity conduction at NBS media house with all their energy to run the media house.

Further more youth watch television during their leisure; they prefer watching series on NBS television. Most of the youth were also university students who stay in their cabins to watch films and other television programs after attending lectures.

4.1.6 Working experience of respondents

Table 4.1.6 Working experience of respondents

No. of years	Frequency	Percentage
0 – 1	21	19.4
2 – 4	32	29.6
5 – 9	45	41.7
10 – 14	08	7.4
15 - 19	02	1.9
Total	108	100

Source : Primary data, 2014

Table 4.1.6 above indicates that the majority of the respondents were in the 5-9 years experience category of work both NBS television employees and NBS media audience with (41.7%) while other age working experience categories were; 0-1years took 19.4%, 2-4 years took 29.6%, 10-14 years took 7.4%, and 15-19 years took 1.9%.

4.2.0. Role of electronic media in socialization

The independent variable in this study was the role of electronic media in socialization with in urban area; therefore the researcher intended to determine its level. So the researcher structured twelve questions that revealed data to show that electronic media plays a role in society socialization in urban area.

Table 4.2.0. Role of electronic media in socialization

No.	Variable	Frequency	Percentage
1	NBS Media House is using Influence of Electronic Media to boost the level of performance.	32	29.6
2	NBS Media House is aware of the impact associated with influence of Electronic Media in audience socialization	13	12.03
3	All Media audience can easily tune our NBS television wherever they are.	8	7.4
4	Electronic Media systems are easily affordable by Media audience at your Media House.	17	15.74
5	NBS Television makes updates in the media information.	12	11.1
6	NBS Television programs stigmatize media audience	6	5.5
7	NBS Media House is complying with the international laws, regulations and operational policies and standards.	5	4.6
8	NBS Media House is establishing measurable, objectives and targets, recognizing and celebrating their achievement.	4	3.7
9	NBS Media House is identifying, assessing	2	1.85

	and controlling programs and impacts, and adopting an approach that will strive to reduce television violence in society socialization.		
10	NBS Media House is informing Media audience, advertisers, visitors and the public of these programs and impacts, that may influence them negatively; our business and/or our environment;	3	2.77
11	NBS Media House is identifying, implementing, monitoring and reinforcing the safe programs expected in media to eliminate violent behaviors and practices.	2	1.85
12	NBS Media House is providing appropriate workplace health, safety to NBS TV media audience.	4	3.7
	Total	108	100

Results in Table 4.2 above reveal that the role of electronic media in socialization is high with the majority of the respondents saying that NBS media house is using influence of electronic media to boost the level of performance with 29.6% and lowest at 1.85% saying that NBS media house is identifying, implementing, monitoring and reinforcing the safe programs expected in media to eliminate violent behaviors and practices.

Further more in table 4.2 the following findings were revealed from the respondents obtaining information regarding the role of electronic media in socialization as follows.

The findings revealed that there are consequences as a result of electronic media in socialization of cultures, norms and beliefs amongst media audience; respondents from media audience say that NBS media house is aware of the impact of associated with influence of electronic media in audience socialization with 12.03%.

Findings also revealed that respondents from NBS television employees say that media audience can access services at NBS television it is evidenced where respondents say that electronic media systems are easily affordable by media audience at NBS media house with 15.74% of the respondents. Television belongs to the pull model so one set of television can be watched by hundreds of audience at a go.

Respondents further say that NBS television makes updates in the media information with 11.1%. Such updates keep the audience alert, eager and ready to watch NBS television. The role to inform media audience shapes their psychological behavior thus audience socialization.

Respondents confirmed and praised NBS TV's network coverage saying that all media audience can easily tune into NBS television wherever they are with 7.4 % of the respondents found watching. Such network coverage enables the television to play its role on society socialization.

Respondents further say that NBS television programs stigmatize media audience with 5.5%. A certain percentage of people concentrate on programs broadcasted on NBS television. And during day time they normally meet to discuss and review talk shows and cinemas they watched on NBS television in their sacred homes.

Respondents continue to say that NBS media house is complying with the international laws, regulations, operational policies and standards with a percentage of 4.6 %. These mostly were administrators at NBS television who meant that NBS television operates in conformity with broadcasting rules and regulations.

Respondents from employees continued to reveal that NBS media house establishes measurable objectives and targets to recognize and celebrate their achievement with 3.7%. This validates NBS television's vision and mission; being a television for all and to be influential, trusted, reliable market leader in current affairs, sports and entertainment television choice for all.

NBS television does not alert its audience and clients about the negative impacts of its programs. This is evidenced by the smaller percentage of the respondents saying that NBS media house is informing media audience, advertisers, visitors and the public of the programs that influence them negatively. The reason is, it might limit targeted media audience, yet NBS television targets a wider audience segment to which currently goes up to 8,000,000 people.

Findings continue to reveal that respondents from NBS television say that NBS media house provides appropriate work place health, safety to employees of this media house with 3.7%. Thus this makes employees at NBS media house to work with a lot of creativity and structure programs that influence society socialization.

A small percentage of respondents further say that NBS Media House is identifying, assessing and controlling programs and impacts, and adopting an approach that will strive to reduce television violence in society socialization with a percentage of 1.85%.

4.3.0: The level of television violence within urban area

Table: 4.3.0 The level of television violence within urban area

No.	Variable	Frequency	Percentage
1	The Media audience is satisfied with programs broadcasted at NBS Television	10	9.3
2	The Media audiences watch attractive, educative and entertaining programs.	08	7.4
3	The Media audience can recommend other people to tune and watch NBS Television.	04	3.7
4	The Media audience is valued at NBS Television and treated well.	01	0.9
5	The Media audience is proud of watching NBS TV programs.	06	5.6
6	The Media audience is satisfied with NBS TV programs and feels comfortable to watch.	09	8.3
7	The Media audience regularly practice what they watch and change their beliefs and behaviors.	46	42.6
8	Media audience behavioral change can be easily observed and noticed.	18	16.7
9	NBS Media House makes routine report on media audience requests to the stakeholders.	04	3.7
10	NBS Media House is ISO certified and recognized internationally.	02	1.85
	Total	108	100

Results in Table 4.3 show that the level of television violence within urban area is with the majority of the respondents saying that the Media audience regularly practice what they watch and change their beliefs and behaviors with 42.6% and the lowest respondents saying that Media audience is valued at NBS Television and treated well with 0.9% of the respondents.

Further results from respondents in table 4.3 continue to reveal the stand of the respondents about the level of television violence in urban area as analyzed below.

Respondents continue to reveal that television violence is visible saying that media audience behavioral change can be easily observed and noticed with 16.7% of the respondents. Media audience behaviors change consistently with changes in the media content. Such behaviors introduce vices like domestic violence and massive killings in the community due to television violence.

Respondents continue to say that media audience is satisfied with programs broadcasted at NBS television with 9.3%. This means that media audience continue to watch NBS television programs thus observing the level of television violence in urban area.

Findings further reveal that respondents say that they feel comfortable to watch NBS television programs with 8.3%.

Respondents continued to say that Media audience watch attractive, educative and entertaining programs with 7.4%. This shows that these media programs contain messages which are contaminated with television violence, media audience identify and imitate such behaviors thus implementing television violence in the society.

Respondents continued to praise NBS television station saying that media audience is proud of watching NBS television programs with 5.6% of the respondents.

Findings further revealed that respondents continue to watch NBS television station saying that media audience can recommend other people to tune and watch NBS television with 3.7% of the respondents.

Furthermore findings revealed that media audience requests are taken seriously as evidenced where respondents said that NBS media house makes routine report on media audience requests to stake holders with 3.7% of the respondents. This depicts that media messages should vary with the attitudes of the media audience.

Findings further reveal that respondents from NBS television administration say that NBS television follows security rules saying that NBS television is ISO certified and recognized internationally.

CHAPTER FIVE

DISCUSSIONS, SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0. Introduction

This chapter discusses the findings, draws conclusions as well as making recommendations to the research carried out. After a brief presentation of the general information of the respondents, the conclusions are presented basing on the four objectives of the study set to determine the influence of electronic media in socialization within urban area. Specific recommendations emanating from the findings follow at the end of this chapter.

5.1.1. Determining the role of the electronic Media in socialization

The findings from the study revealed that the role of electronic media in socialization is high with the majority of the respondents saying that NBS Media House is using influence of electronic media to boost the level of performance with 29.6% and lowest at 1.85% saying that NBS Media House is identifying, implementing, monitoring and reinforcing the safe programs expected in media to eliminate violent behaviors and practices.

5.1.2. Determining the level television violence within urban area

The findings from the study revealed that the level of television violence within urban area is with the majority of the respondents saying that Media audience regularly practice what they watch and change their beliefs and behaviors with 42.6% and the lowest respondents saying that the Media audience is valued at NBS Television and treated well with 0.9% of the respondents.

5.1.3. Summary of findings

As per the study carried out in Kampala city from the media audience found watching NBS television and from NBS television employees, the findings of the study in reference to the gender of the respondents was that majority of the respondents from NBS television employees were males. This is proved with the fact that percentage determined equals to 62% of the respondents while females were represented by 38%. This meant that NBS television employs more men than women thus presenting socialization programs to the society

In the analysis of the tabulation to know about the respondents' age, above indicate that majority of the of the respondents were between 25 – 29 age bracket with (39.8 %). followed with 30 – 34 with 22.2%, 35 – 39 with 17.6% 45 – 49 with 9.3% and 1.9% for age bracket 50 – 54. This means that the youth are more actively involved in activity conduction at NBS media house with all their energy to run the media house.

In analysis to know the marital status of the respondents, the following was obtained , efforts were made in this study to find out whether marital status affected much of the participation in the research and the research came up with the following results; 19.4% single, 46.3% married, 34.3% divorced. The more fact that the majority of respondents were married is a point that our research targeted this group because they are the first priority when it comes to understanding electronic media influence in society socialization; they are mothers and fathers who socialize their children in their respective society.

In analysis of the education qualification of the respondents and the findings were that 43.5% were shown to be having degree as their qualification standards. And hence force, it is clear that the majority of the respondents in our study areas are university graduates. As in table 4.1.2, 7.4% of the respondents are educated up to certificate level, this depicts that NBS media house employs less certificate holders as opposed bachelors holders

5.2. Conclusion

In conclusion, NBS Media House is aware of the impact associated with influence of Electronic Media in audience socialization. The findings from the study revealed that the role of electronic media in socialization is high with the majority of the respondents saying that NBS Media House is using Influence of Electronic Media to boost the level of performance with 29.6% and lowest at 1.85% saying that NBS Media House is identifying, implementing, monitoring and reinforcing the safe programs expected in media to eliminate violent behaviors and practices.

The findings from the study revealed that the level of television violence within urban area is with the majority of the respondents saying that electronic media audience regularly practice what they watch and change their beliefs and behaviors with 42.6% and the lowest respondents saying that media audience is valued at NBS Television and treated well with 0.9% of the respondents.

5.3. Recommendations

The recommendations are based on the objectives of the study as follows;

To enhance the role of electronic media in socialization, the media audience of NBS Television should be proactively involved in the struggle to reduce the level of television violence within the urban area.

NBS Television employees should structure programs which are relevant and positively influence the socialization of the society within urban area. Such programs should be developmental, educative, and interactive to the urban media audience.

NBS Media House should comply with the international laws, regulations and operational policies and standards.

NBS television should run programs which satisfy and benefit media audience; such programs should be educative, persuasive, entertaining and informative as well. These programs shall help parents to groom their children in a responsible manner. Children like viewing pictures and they have high cognitive intensity. So whatever they watch is practiced in their daily life.

Parents should also control their children while watching television. It becomes drastically disgusting to leave a child watch television all the time. Children should have time to play with other kids from the neighborhood. Children should not hold remotes in their palms changing stations concurrently. Children should be constrained from watching nude pictures or and pornography in order to grow well with admirable behavior.

Parents should put in much effort in understanding their children's personality and socialization behaviors. Personality of a child is very important; some children are too innovative than others as they render to visit any place besides getting permission from their parents; others prefer playing with dolls such that their fellows can also copy what they do; and other children are too vocal, they can speak all the time mimicking sounds from the environment. Hence personality of a child correlates with the television viewing behaviors and thus socialization.

5.4. Areas for further studies

Since the study aimed at determining the role played by electronic media in socialization and determining the level of television violence in urban area, research findings revealed that little has been done to slow down the creeping level of television violence in urban area; therefore there is need to find out the major reasons causing television violence and how to reduce and probably overcome the problem by future researchers.

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APPENDIX I

RESEARCH QUESTIONNAIRE

Twebaze Shakur Bin Hussen is my name. I am a Bachelor of Arts in Mass Communication candidate at Kampala International University. I am conducting an academic research as part of the requirement for the award of this degree. My study is entitled, The Influence of Electronic media on Socialization within urban area, a case study of NBS Television. Kindly feel free to answer the questions below as your opinion will be treated with utmost confidence and only for academic purposes.

FACE SHEET: DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Gender (Please Tick): — (1) Male (2) Female

Age: _____

Qualifications Under Education Discipline (Please Specify):

(1) Certificate _____

(2) Diploma _____

(3) Bachelors _____

(4) Masters _____

Other qualifications other than education discipline _____

Number of Years of Experience (Please Tick):

_____ 1) Less than one year

_____ (2) 1-2yrs

_____ (3) 3-4yrs

_____ (4) 5-6yrs

_____ (5) 7 years and above

APPENDIX II

QUESTIONNAIRE TO DETERMINE THE INFLUENCE OF ELECTRONIC MEDIA.

Direction 1: Please write your rating on the space before each option which corresponds to your best choice in terms of Influence of Electronic Media activities. Kindly use the scoring system below:

Response Mode	Rating	Description
Strongly agree	(4)	Very satisfactory
Agree	(3)	Satisfactory
Strongly disagree	(2)	Fair
Disagree	(1)	Poor

Direction 2: Please use the rating guide provided below with reference to Your NBS Media House Image of your. Kindly write your scoring on the space provided before each option.

.....1. NBS Media House is using Influence of Electronic Media to boost the level of performance.

.....2. NBS Media House is aware of the impact associated with influence of Electronic Media in audience socialization.

.....3. All Media audience can easily tune our NBS television wherever they are.

.....4. Electronic Media systems are easily affordable by Media audience at your Media House.

.....5 NBS Television makes updates in the media information.

.....6. NBS Television programs stigmatize media audience

.....7. NBS Media House is complying with the international laws, regulations and operational policies and standards.

.....8 NBS Media House is establishing measurable, objectives and targets, recognizing and celebrating their achievement.

.....9 NBS Media House is identifying, assessing and controlling programmes and impacts, and adopting an approach that will strive to reduce television violence in society socialisation.

.....10 NBS Media House is informing Media audience, advertisers, visitors and the public of these programs and impacts, that may influence them negatively; our business and/or our environment;

.....11 NBS Media House is identifying, implementing, monitoring and reinforcing the safe programs expected in media to eliminate violent behaviors and practices.

.....12 NBS Media House is providing appropriate workplace health, safety to NBS TV employees.

Direction 3: Please use the rating guide provided below with reference to the topic of study.

Kindly write your scoring on the space provided before each option.

APPENDIX III

QUESTIONNAIRE TO DETERMINE THE LEVEL OF SOCIALIZATION WITHIN URBAN AREA.

Direction 1: Please write your preferred option on the space provided before each item.

Kindly use the rating guide below:

Response Mode	Rating	Description
Very high	(4)	Very satisfactory
High	(3)	Satisfactory
Enough	(2)	Fair
Few	(1)	Poor

.....1. The Media audience are satisfied with programs broadcasted at NBS Television

.....2. The Media audiences watch attractive, educative and entertaining programs.

.....3. The Media audience can recommend other people to tune and watch NBS Television.

.....4. The Media audience is valued at NBS Television and treated well.

.....5. The Media audience is proud of watching NBS TV programs

.....6. The Media audience is satisfied with NBS TV programs and feels comfortable to watch.

.....7. The Media audience regularly practice what they watch and change their beliefs and behaviors.

.....8. Media audience behavioral change can be easily observed and noticed.

.....9. NBS Media House makes routine report on media audience requests to the stakeholders.

.....10. NBS Media House is ISO certified and recognized internationally.

APPENDIX IV

SCHEDULE FOR CARRYING OUT RESEARCH

DURATION	PROPOSAL WRITING	DATA COLLECTION	DATA ANALYSIS	FINAL WRITE UP.	SUBMISSION
NOV- DEC					
JAN -FEB					
MAR-APRIL					
MAY					
JUNE					

APPENDIX V

ESTIMATED BUDGET FOR RESEARCH

ITEM	QUANTITY	COST (Ug shilling)
SECRETARIAL WORK		180,000/=
TRANSPORT		220,000/=
BINDING		90,000/=
INTERNET		18,000/=
ACCOMODATION		235,000/=
GRADE TOTAL		53,1500/=