IMPACT OF THE ELECTRONIC MEDIA ON THE SOCIAL BEHAVIOR OF UNIVERSITY STUDENTS CASE STUDY (NTV KENYA)

BY

KIILU PHIONA MWENDE
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DECLARATION

I hereby declare to the best of my knowledge that this graduation project is my original work and that it has never been submitted to any other institution.

The literature and citation from other people's work has been referenced and acknowledged in the text and bibliography.

Signed: .... Date: ...... 27 | 05 | 09 ....

Kiilu Phiona Mwende

Student

APPROVAL

This is to certify that this research has been submitted for examination with my approval as the supervisor.

Name: **Ms. Sylvia Byamukama**

Signature: ....   Date: ...27/5/2009...........

DEDICATION

I dedicate this project to my family for without your financial and moral support I would not have made it this far.

You all provided great support in the accomplishment of this project much thanks and God bless.

ACKNOWLEDMENT

ABSTRACT

Young people hold the key to society's future. Their ambitions, goals and aspirations for peace, security, development and human rights are often in accord with those of society as a whole. Primarily, globalization and rapid advances in information and communication technology have arguably contributed to the emergence of a new global media-driven youth culture. These trends have each had an impact on young people's socialization and on youth activism and other forms of civic engagement. With business and industry focusing on target audiences for product consumption, the media is a contributing factor in the creation of subcultures, cliques, and fragmented audiences. Hence, that culture categorizes and classifies our experiences, defining us and our world, providing and limiting options and guidelines for social behaviour.

From television to blockbuster movies, from music to gaming entertainment, the media, focusing on our youth, showcases the glamour of segregated groups and subculture identification, and relays violence as being a legitimate avenue of expression for all youth groups. Ultimately, this research aims at identifying the impact of the media on the social behaviour of University students.

Particularly, the study will focus on NTV Kenya since it emphasizes a lot on issues that concern young people. More so, the findings of the objectives are highlighted and recommendations given for the same.

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ANFORD- African Nation for Development

NTV- Nation Television

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CHAPTER ONE

1.0 Introduction

In our society the media has played an important part to inform us, entertain, delight us, annoy us move our emotions, challenge our intellect and insult our intelligence, (Giddens: 2001). With regards to the social sphere, the media helps to create a totally new social alignment by connecting persons who are unaware that other shared in their interest. Primarily, the media endeavors in portraying social change- oriented behaviors thus the viewer given to question, the social problem identified. Moreover, it exerts an enormous, almost a normative influence, over the lives of men, women, adolescents and children. Particularly among teenagers, it influences the ways in which individuals and groups dress, talk, behave, and think. The media, in the forms of movies, television, radio, and print as well as the new electronic communications medium of the Internet, helps to connect individuals to one another and to the world; invariably, this powerful influence shapes the ways in which viewers or participants perceive the world and their own place within that world.

In essence, this research attempted to examine the extent to which the media influences the lives of university students. The researcher attempted to investigate how the media impacts the socialization of the youth culture and whether the media is so powerful that it has come to replace other socialization agents such as the family, school and peers. Basically, the researcher examined the way in which socialization agents impact stages of development and how each contribute to another aspect of the individual's forming personality and attitudes. This chapter bears the background of the study, the historical background of the problem, statement of the

problem, significance of the study and research hypothesis. Given that the youth are often highly impressionable and subject to such influences, this report considered the effects of media on this particular age group.

1.1 Background of the study

The media in Kenya is a diverse and vibrant growing industry which faces an uncertain future. It traces its history way back to the time where Kenya attained its independence, in 1963. Today, local Kenya television services consist of 6 stations that broadcast a wide array of local and international shows throughout Kenya. However, during the first 2 decades of Kenyan independence, the government was in strict control. There was only one political party, and the media were held in tight check. Kenya Television consisted of a single station which was mainly a tool for the government. With a change of national leadership in the 1990s, the television industry in Kenya was given more freedom and more stations were founded. Hence, with this new found freedom came the rise of Kenya Broadcasting Corporation (KBC). KBC offers the most widespread television service in Kenya, being available in all major cities and a number of rural areas as well (Kenya –advisor.com).

In the 1990s, the field began to expand and modernize; KBC started to improve its capabilities with new equipment and expanded services. During this time, competition began to appear as new stations were launched. Kenya Television Network (KTN) which came second was private, unlike the government-owned KBC which gave them greater freedom with regards to their content. By 2000, more stations began to broadcast and further broaden the options available for Kenyans. Additional stations which came up include; Nation TV (renamed NTV), Family TV, Sayare TV and Citizen TV. In particular, NTV first went on air as Nation TV on the 6th of

December 1999 as an all round family and information station, with a reach that covers over 3000 square kilometers, that is 60 km radius (crisp reception) around Nairobi, and up to 80 km fair performance. As a media station, NTV offers a wide range of programming that gives the viewer different emotions, from laughter to tears, mayhem to tranquility. The channel has a mixture of exciting foreign comedies. Moreover, it has a variety of thrilling dramas that range from political drama, court drama, crime, sci-fi and many more. NTV offers captivating, enticing and to-die-for soaps where love, romance, hatred, jealousy, mystery, beauty and fun are encompassed (http://www.ntv.co.ke). With such media content NTV is sure to attract and capture a majority of young individuals.

Virtually, the overall process of media impact on youth behavior has to do with the fact that transmitted "messages" are designed to act as stimuli to change consumer behaviors by impacting youth on the psychological, physiological, and behavioral levels. The period between 18-40 years affords many opportunities for new experiences-going to college, leaving home and living independently, starting a new job, establishing a career, cohabiting or getting married, becoming a parent or breaking up. Hence this forms a stage in life where our young people try to discover themselves. As a result the media forms a platform upon which these youth can form their own values by acting as social mirror where they measure their looks and body shapes against ideal cultural standards. In the last 80 years, media innovations-radio, motion pictures, recorded music, TV and Internet-have become important agents of socialization. (Graber and Doris: 1980) maintain that television images most especially expose young people to unfamiliar lifestyles and culture.

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1.2 Statement of the problem

Young people spend as many hours watching TV, going to movies, listening to music, reading magazines and now using the Internet as they do in school (Mary Ann Schwartz :2000). In modern society, mass media plays a significant part in shaping the values, beliefs and values of students. Clearly, the benefits to our exposure to mass media are vast. Besides being a source of entertainment, much of what we see, hear and read can enlarge our range of experiences. Through watching programs about sports, medicine, criminal justice, space travel and wildlife may introduce young adults to occupations that would most likely been outside their realm of experience. However, the media also has the potential to shape our ideas and perceptions in distorted or unrealistic ways. Our deepest emotions can be triggered by the images conveyed by the media as evidenced by how university student took to the streets in protest of the recent presidential election results in Kenya.

Additionally, TV has even worse impacts on university students as compared to other types of media. Seemingly, it promotes stereotypes, increased rates of alcoholism, gang membership, and suicide among native youth; and erosion of native values and languages (Jerry Mander: 1998). As mentioned earlier, a stereotypical portrayal be it on TV, in movies or at home has the consequence of reinforcing social expectations resulting in self fulfilling prophecies, the tendency of people to respond and act on the basis of stereotypes, a predisposition that can lead to validation of false definitions.

Our society today, seems to be gripped with a fear of young people, blaming them for much of society's ills: crime, vandalism, drugs, drinking, sex, teenage pregnancy. The list goes on. But if these theories are true, where do these rebellious attitudes stem from? The obvious answer would

be from the upbringing of children; however, the media also plays a substantial role in the attitudes, behavior and physical aspects of youth today, in particularly that of young women. We are constantly being bombarded with advertising, opinions, images and stories which appear to be forcing us to conform to a specific image of how we are supposed to be, whether it is thinner, more intelligent or prettier, and no matter how much we try to persuade ourselves that we are the same, our sense of identity is lost in the process (Garner, D. M., & Kearney-Cooke, A: 1996).

1.3 General objective

The study sought to establish the extent to which exposure to electronic media influences the social behavior of university students.

1.3.1 Specific objectives

I. The research attempts to investigate the impact of globalization on the youth culture.

II. To examine whether the media is the most influential agent of socialization in a students' life.

III. To investigate the extent of which the media has infiltrated our own ideologies and perception.

1.4 Scope of the study

This study focused on the impact of the media particularly NTV Kenya on the social behavior of the university students. Essentially, the study was conducted in Nairobi University considering the fact that the majority of students there are youth. The majority of participants were students, lecturers, opinion leaders and media practitioners. Primarily, the dawn of the new millennium brought about major changes to Kenyan TV. Hence, the study focused on the years from 2000-2009 (soon after NTV commenced its operation).

1.5 Hypothesis of the study

The study was based on the assumption that there is an existing relationship between TV exposure and the negative social effects among the youth. Significantly, a hypothesis was derived from drawing out conclusions, testing logics or empirical consequences of media exposure to the youth. By doing so, this has provided a focal point of research and anticipated explanation or opinion regarding the results of the study depending on the analysis and findings of the study.

1.6 Significance of the study

The proposed study is useful in providing relevant information on the impact of the media on the social behavior of university students and also tries to device solutions to the problem.

Also, the study is useful to societies as they read it and know the effects of the media and how to control the situation among university students.

Moreover, the study will benefit media practitioners who aim at formulating and applying ethical codes for the communications media and for advertising which respect the common good and promote sound human development. Significantly, effective self-control is always the best control, and self- regulation by a media can be the first and best line of defense against those who would corrupt the media and society itself by seeking to profit from pornography and violence.

It may benefit other researchers who want to develop concrete knowledge on the media and consequently develop more advanced studies about its impact on the youth.

Similarly, the study will benefit church and religious leaders in teaching and fostering the message of morality in an era of such permissiveness and moral confusion.

1.7 Definition of Key concepts

Media literacy: -   is the ability to sift through and analyze the messages that

inform, entertain and sell to us every day.

Effects: -   Change produced by an action or cause; result or outcome.

Television: -   Is an apparatus or device of transmitting and reproducing on a

screen events, scenes, p lays in pictures and sound, using radio

signals.

Ideology: -   is a body of ideas or set of beliefs that underpins a process or

institution and leads to social relations.

Socialization: -   is a social interaction by which individuals acquire the knowledge,

skills norms and values of society and by which they develop their

human potential and human identity.

Media: -   all the organizations, such as television, radio, and newspapers,

that provide news and information for the public.

Social behavior: -   acceptable way of living together with others within a society.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Literature review focused on the phenomenon that the researcher desired to describe, predict, control or explain. The emphasis of this paper is on the impact of electronic media on the social behavior of university students. Particularly, this chapter presents the related literature of the study where different citations and ideas about the topic are analyzed. This data is derived from acknowledged books of different authors, editors and publishers. Specifically, it involves locating, reading and evaluating reports from previous studies observations and opinions related to the study. First, a typology of university students media uses is presented, including entertainment, identity formation, high sensation, coping, and youth culture identification.

2.1 Media as a socialization tool

Mary Ann Schwartz (2000) asserts that socialization is a social interaction by which individuals acquire the knowledge, skills norms and values of society and by which they develop their human potential and human identity. It ensures continuity of the social order by teaching a society's new members the accepted way of doing things. Through socialization we learn to perform certain roles as citizens, friends, lovers, workers, and so forth. In essence the media is a fundamental part of contemporary society as it draws our attention to a number of issues.

The penetrations of mass media into our homes have promoted socialization, enforce social norms, confer status, promote consumption and kept us informed about our social environment.

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Shirley Biagi (2003) claims that media influences our behaviors, values, expectations and the way we think. In respect to this, media messages are designed to inform us, influence public opinion, sell, and entertain-sometimes below the level of consumer's conscious awareness. Of all the relationships of modern civilization, none is more hypocritical than the relationship between a family and its TV set.

The media exposes us to numerous images that shape our definition of ourselves and the world around us. What we think is beautiful, sexy, and politically acceptable and materially necessary is influenced by the media. If every week, as you read a weekly news magazine, someone shows you the new car that will give you status and distinction or if every weekend as we watched televised sports, someone tells us that to really have fun we should drink the right beer, it is little wonder that we begin to think that our self worth can be measured by the car we drive and that parties are seen better when everyone is drunk. Alternatively, the media and new technologies are altering the nature of our communication experiences. The content of the media influences our thoughts, feelings about the world we live in and the way we interact with one another, (Teri Kwal and Michael Gamble: 2002)

2.4 Young people, the media and the struggle for identity

Our personal identity or social self emerges through a complicated socialization process. Sometimes the media is used to fulfill our affiliation needs. It provides us with the fuel of real life conversations, help us escape from feelings of loneliness and they may even substitute for relationships missing in our own lives by providing us mediated or Para- social relationship in their place. This basically implies that, it provides the foundation for the development of an

individual's personality-a relatively stable set of attitudes, values and behaviors- as well as a sense of self the conscious recognition of being a distinct individual. In light of the above, Kenyan communities were brought up in the African Traditional Societies and the change to western trends has come so abrupt as to bring up a breakdown in the social and traditional norm. Much of these have resulted to the decay of morals amongst the youth and various other quotas of society at large. Loss of identity has negatively pulled back the youth into vices as a result of this change (Barbara Marliene Scott and Mary Ann Schwartz 2000).

In the same way, we are influenced by media images, including the personalities and characters that populate the media, to a greater extent than we may realize. Subtly but effectively, these visual and aural shape our views about ourselves and our relationship to our world. Here, visual media can feel our need for a bigger, better, smatter, and prettier, stronger personal image (Richard T. Schaefer: 2003). As we mature, we attempt to look like popular idols or heroes by imitating their fashions, by adopting their speech mannerism and by coping their movements. Thus, we communicate part of picture we have of ourselves, or the picture we would like to have, through the way we dress, move speak and so on.

2.5 Media and culture

At today's historical juncture, media culture has arguably become the most dominant force defining the sense of self, driving our understanding and providing "symbols, myths and resources" for generating a common culture (Kellner, 1995). In this case, basic cultural beliefs have been restructured as people adopt queer behaviors like homosexuality. Homosexuality has

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become a major topic in the media whereby in some countries it has been legalized. With the prevalence of such behaviors, our cultural beliefs are quickly getting eroded.

Cultural imperialism theory suggests that one culture (usually the U.S. or Europe or the 'First World') exports cultural products (electronic/mass media productions) to another society (usually in the 'Third' or 'Fourth' world) with the goal of eliminating native cultural representations and replacing them with "alien" representations which in turn are supposed to transform the culture so that it loses its autonomy and becomes 'assimilated' into the global capitalist world-system. Another argument often made is the idea that electronic media are a threat to indigenous people's cultural beliefs. This is to say, they give up their traditional customs, rituals, and practices in favor of the new technology, (James R., Wilson 2001).

In the same way, entertainment media and the sexual content are all part and parcel of the mass media's role in contemporary social life. The young minds are fed with a constant and nutritious diet of western ideologies spread through the mass media in the disguise of entertainment that contributes to the erosion of native culture. With this in mind, there has been a worldwide revolution in the perception of moral values in recent years, involving profound changes in the way people think and act. The communications media have played and continue to play a major role in this process of individual and social change as they introduce and reflect new attitudes and lifestyles. Overall evidence indicates that frequent and involved exposure to sexually oriented genres such as soap operas and music videos is associated with greater acceptance of stereotypical and casual attitudes about sex.

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Sex issues shoot straight to the core of any cultural standard of morality (Shirley Biagi: 2003). A few bad decisions about sexual activity can permanently alter your life, if not end it. Some of the contemporary statistics are quite alarming. By the age of twenty, 80% of young men and 70% of young women have heard sexual intercourse and one in seven has contracted STDs. Likewise, sex is predominant in the music industry because they have a lot in common, that is, both are expressions of attitude, feeling emotions. Secondly sex sells; Pornography is a lucrative industry, whereby some segments of the communications industry have tragically succumbed to the temptation of exploiting human weakness, including the weakness of young and impressionable minds, in order to make money from productions of pornography.

As mentioned earlier, people are influenced by acts of lyrics and themes of musicians and their music. Seemingly, rock fans are usually manic and out of control in their appreciation of their music. Through music people have adopted different hairstyles, clothing, dances and slang vocabulary. Nonetheless, the presence of degrading images of women in popular music videos and movies is not necessarily a sexual issue; it involves gender and sex role stereotypes. Critics of these genres claim women are presented as otherwise useless objects, playthings or vixens worried that not only did it young men that it was okay to disrespect women, but that it taught young women that they needed to act like sluts to be respected or desired. Today, our entertainment content is full of profanity and vulgar language that is creeping in our society.

Reasonably, the media are reflections of the culture, and engines in the production process. For the young adults, violence is relayed as a legitimate avenue of expression. Although they are not the only or even the most powerful causes, they are tied into the violence-generating engines,

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and youth pay particular attention to them. For most part, mass media exacerbates the culture of violence by portraying it as glamorous. Research interest in the relationship of the mass media to social violence has been elevated for most of this century. The amount of violence on television is on the rise and according to statistics; an average young adult sees 12,000 violent acts on television annually, including many depictions of murder and rape. More than 1000 studies confirm that exposure to heavy doses of television violence increases aggressive behavior, particularly in boys. As a result youth violence has escalated dramatically. Today, about 5 out of every 20 robbery arrests and 3 of every 20 murder, rape, and aggravated assault arrests are of young people (www.ask.com).

Television Violence has been major issue on most people's minds in the early part of this decade. Never before in recent memory has there been so much graphic violence broadcasted worldwide. Even more troubling to some was the fact that the violence was shown in such a lighthearted fashion. For example in "Goodfellas Movie" a mobster kills a young man over a tiny affront and tells his shocked friends not to make a big deal of it. "In another 48 Hours Movie" Eddie Murphy Shoots a robber - rouser in the knee and then asks if anybody else wants a limp. And of course, there is Arnold Schwarzenegger's memorable "Hasta la vista baby" as he blows the bad guys away. Also to be considered is the fact that violent movies shown on television keep trying to top the viewers with more and more violence.

Violence is defined as the threat or use of physical force, directed against self or others in which physical harm or death is involved (Giddens: 2001). More so, the research strongly indicates that we are a more violent society because of our mass media Studies indicate there's a relationship

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between watching televised violence and engaging in violent behaviors. Thus, while the proportion of youth in the general population has declined as the baby-boom generation has aged; the rate of violence from our youth has increased significantly. We have fewer youth proportionately, but they are more violent and account for increased proportions of our violent crime. Attempts to comprehend and explain this change have led invariably to the mass media as prime suspects.

The landmark Study by (Wilbur Schramm, Jack Lyle & Edwin B. Parker: 1960) suggests that there is a small, but persistent link between television violence and violent behavior in real life. Criticism about violence, however, has been directed at television because of the medium's pervasiveness. Today however, with movie special effects reaching new heights of realism, violent movies are more and more a cause of concern. One apprehension is that all of this violence and high-tech killing, particularly when it is presented in amusing way, might numb us to the pain and suffering that accompany real – life violence.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

Methodology is a step by step procedure of how the researcher intends to achieve objectives (WorldNet information: 2001). This section comprises of research design that describes the tools, approaches, processes and techniques, and data structure that were employed in the research study In other words it explained with specifications ways in which the research will be concluded with regards to media and the youth.

3.1 Research design

Basically, these are arrangements of conditions for the collection and analysis of data a manner that combines relevancy and research purpose with economy in consideration (Joseph A. Maxwell: 2000). It described the nature and pattern the researcher intended to follow, be it qualitative or quantitative. Cross-sectional design in this case was used to gather information from the selected sample population. Here, qualitative approach was interested with the depth detailed information and the experiences of the respondents. Similarly, questionnaires and documentary review formed basis for gathering quantitative data.

3.2 Target Population

The target population chosen was mainly university students because they encompassed the youth and media practitioners who determine the media content. Being the major concern of my topic, young people are mostly affected by the adverse effects of the new media and

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technological age. In this case, the respondents were the fraternity of students, lectures, opinion leaders and media practitioners.

3.3 Sample selection and size

A sample is a small proportion of a target population selected for comprehensive analysis to represent the whole population. Purposive sampling and random sampling constituted the main methods of selecting the target population. The first stage involved the purposive selection of 7 lectures, 8 opinion leaders and 10 media practitioners since they are considered to have vital information concerning adverse effects of the media on the socialization process among the youth. The second stage involved random selection of 50 students from different faculties.

3.4 Methods of data collection

The study will use two methods to collect data. First, data would be collected using qualitative research designs based on interviews. Secondly, the data to be collected will use quantitative research design based on administered questionnaires to the respondents. Additionally, documentary review from different libraries reviewing literature related to the study will be used.

3.4.1 Interviews

In this part structured and unstructured interviews were held with the target population. Essentially, the interview was guided by an interview schedule that consisted of open ended questions. These schedules guided the interview which in turn facilitated data collection and the results will help to improve quality of the final results for the purposive technique.

When it comes to face to face interviews, interacting with the respondent so as to obtain necessary information is paramount. In this case immediate feedback is guaranteed since one gets to deal with the interviewee on a one on one basis. This is to say it is a good approach to ensure high response rate to a sample survey or census.

3.4.2 Questionnaires

Here a set of selected questions examined topics related to the subject. This is what was used as a means of data collection because questionnaires are special-purpose documents that allow the analyst to collect information and opinions from respondents. They can be answered quickly and returned at one's own convenience (an advantage that prompted the researcher to opt for this method of collecting data). Similarly, questionnaires enabled individuals to maintain anonymity. As a result, responses were tabulated and analyzed quickly. In this case, the questionnaires comprised of fixed format section for easy tallying of the findings and in order to avoid ambiguity.

3.4.3 Documentary review

In this case, the research materials were obtained from different libraries reviewing literature related to the study based on the objectives of the study. Significantly, the information collected helped to suggest other procedures and strategies with regards to the subject matter. Furthermore, it formed a solid foundation upon which the researcher was able to support the findings. More so, documentary review helped in limiting and defining the research problem better plus in finding out specific suggestions and recommendations by authors. Nevertheless, this will be a basis for further studies in the same field by acting as a reference book.

3.5 Content analysis

In this case the various media products showcased in NTV were examined so as to find out clearly the adverse effects they may be having on the youth. Most of these TV programmes had similar themes about sex and violence. Therefore, this research attempted to analyze how programmes such as MTV base, the Re-up and soap operas such as two sides of Anna affect our young people in their day to day lives. For most part, life in the soap operas and dramas is presented as a bed of roses and this has caused most Kenyan youths to discard reality and failing to face challenges that reality presents. Additionally, interviews were conducted so as to find out the significance of the increasing globalization of mass media.

3.6 Data analysis

Manual tabulation in this case was the most effective method to use since it did not require technical skills. The feedback received was analyzed quantitatively and qualitatively using descriptive statistics, such us percentage graphs, charts and tables. The descriptive statistics was also used to summarize quantitative data. This is to say, the researcher used frequency distribution, charts and tables, whereby coding was done to group data of the same line together. Also, correlation analysis was employed to determine cause and affect relationship.

For the qualitative data the researcher obtained detailed information about the research problem and established pattern trends and relationships from the information gathered. In the same way, descriptive statistics was used to summarize the data and describe the sample. Similarly, inferential statistics was used to enable the researcher to infer the sample result to the population. Eventually, the researcher calculated percentages, made deductions and conclusions.

3.7 Limitation of the study

The study was confronted by the following limitations;

The researcher had difficulty of getting honest and impartial responses to the data collection instrument. Due to the fact that, some respondents thought that the research was for financial gains.

Since the study was carried out in Nairobi University, this may not represent the opinions of every Kenyan youth with regards to the subject.

Budgetary constraints were also a problem because there were inadequate finances to facilitate the whole process of moving to and fro in search of information.

CHAPTER FOUR
PRESENTATION, INTERPRETATION AND DISCUSSION OF THE STUDY FINDINGS

4.0 Introduction

This chapter concentrated on the presentation of findings of the study. In order to investigate the impact of electronic media on the social behavior of university students, an investigation was done using interview guides, documentary review, content analysis and questionnaires. The findings were discussed and shown in the figures and tables as presented below.

The respondents of the study were opinion leaders, lecturers, university students and media practitioners selected from Nairobi region.

The study findings were based on the specific objectives which involved; an attempt to investigate the impact of globalization on the youth culture, examining whether the media is the most influential agent of socialization in a students' life and to investigate the extent of which the media has infiltrated our own ideologies and perception. The research was based upon the assumption that there is a relationship between TV exposure and the negative social effects among the youth.

4.1   Background Information

Figure 1:Age of participants
The age of respondents who participated was investigated and the results are in figure 1.

Age of Participants
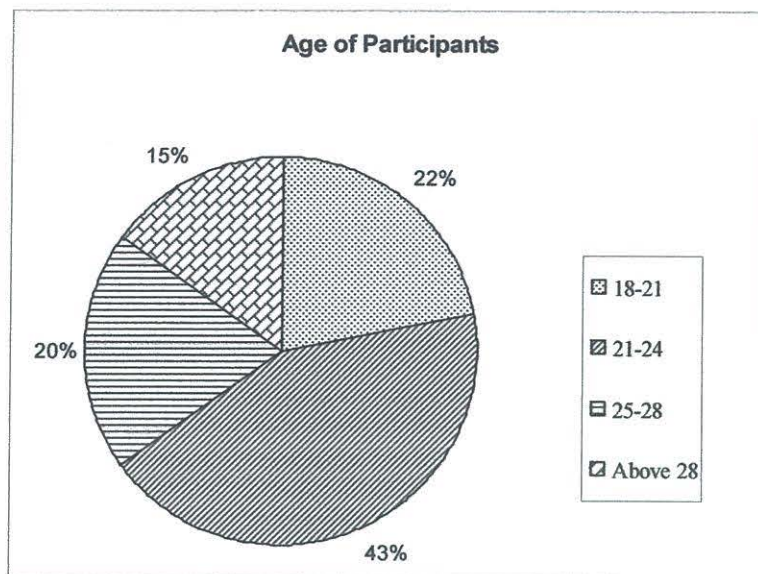
Source: Primary Data

The majority of respondents were between the ages of 21-24 (43%) of the participants. The next populous were the age group of 18-21 making up 22% of the participants. 25-28 (20%) each while those above 28 represented 15% of the population.

Figure 2: Marital Status

Figure indicating Marital status of participants
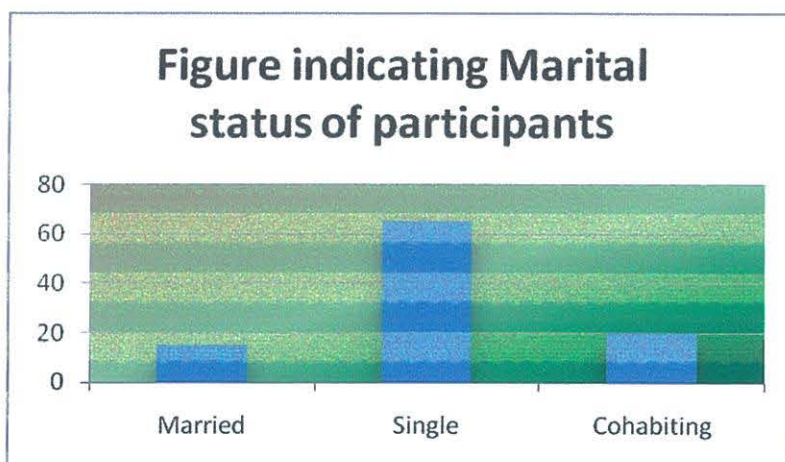
Source: Primary Data

The above figure indicates the marital status of those students who participated in this research. In this case, the majority of participants who were not yet married formed the biggest proportion. 20% of those who participated were cohabiting couples while the rest were married.

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Figure 3: Religion

The religion of the participants was investigated and the results are in figure 3 below.
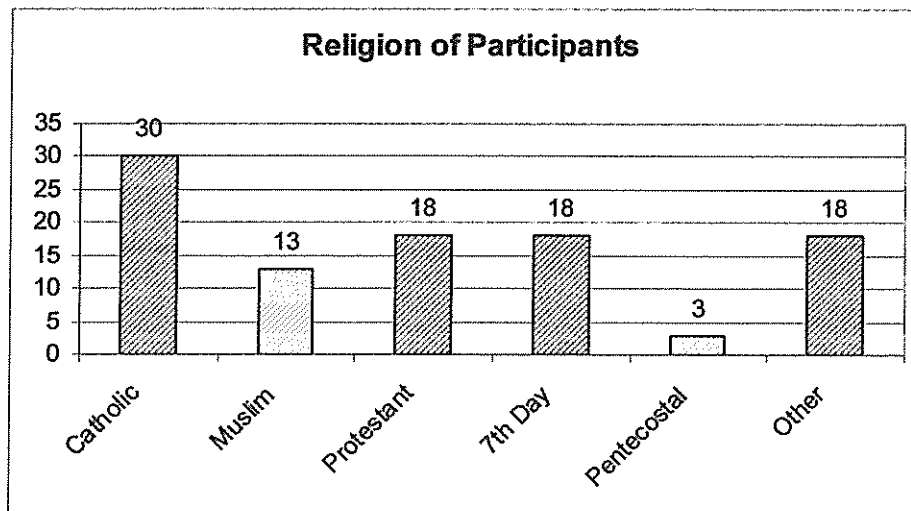
Source: Primary Data

The majority of participants were Catholic at 30% of the total sample size whilst those of Protestant, 7th Day and Other religious denominations were each 18%. Muslims and Pentecostal were at 13% and 3% respectively.

Table 1: Showing the categories of respondents

CATEGORY	FREQUENCY	PERCANTAGE
University students	50	66.7%
Lecturers	7	9.3%
Opinion Leaders	8	10.7%
Media Practitioners	10	13.3%
TOTAL	75	100%

Source: Primary Data

Basically, the majority participants of this study comprised of university students considering the fact that they were my primary focus of this investigation. The other three categories constituted of lecturers, opinion leaders and media practitioners since they were considered to be having

vital information with regards to impact of the media on the social behavior of university students.

Table 2: Consumer Preferences by Media Attribute

	Provides Greatest Experience	Is the Most Informative	Gives me Greatest Control	Is the first 1 Turned on	Is the Easiest to Use
TV	46%	20%	22%	40%	42%
Magazines	3%	5%	3%	1%	3%
Newspapers	3%	23%	9%	12%	7%
Internet	27%	37%	49%	34%	24%
Radio	3%	4%	2%	9%	7%
All are equal	18%	11%	15%	5%	17%

Source: Primary data

With regards to mass media, television was the most preferred medium which suggests that respondents recognize the considerable efforts invested by broadcast media in increasing their gratification level as evidenced through most of Kenya's television programme line ups (particularly NTV) that have more than 60% entertainment programmes, programmes that are much appreciated by the youth and therefore their obsession to the broadcast media.

4.2 Study findings on the impact of globalization on the youth culture

After the research was completed, the researcher established that the electronic media (especially TV) has contributed greatly to exploiting the youth's behavior negatively. It is imperative to note that the dominant process of globalization has an intimate connection with the process of Westernization. Hence, content analysis revealed that close to 90% of music videos in NTV's popular programme- MTV base- contained one or more scenes of overt interpersonal culture of violence or sex. Notably, most of these entertainment segments are not local but rather imported

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music videos and film from America which aim at promoting western ideologies. Early theories of the influence of media upon culture claimed that such an effect characterizes culture as a homogenized unit, with a uniform belief and reaction system (www.mediafamily.org). This is very reflective of the idea of America as a great American melting pot, a model of assimilation (Wilson and Gutierrez: 1996).

Ordinary experience confirmed by studies conducted around the institution of Nairobi has recognized the evil effects of media content. Pornography in the media is understood as a violation, through the 'us'. There are substantial theories and findings to support the argument of media influence. The notion that has anchored this focus is the existence of a social definition of reality. What we believe to be true must be; "seeing is believing." While the media are not the sole contractors to building a reality, their true impact and influence needs attention. The media as the great storyteller has now become our means of relaying history, legend, myth, and our culture (Massey 23).

Media is a primary vehicle for transmitting "popular culture" in its material and social forms such as product advertisements, portrayals of "cool" social behaviors, sexual stereotypes, what to wear, use of slang, and the use of substances. Consequently, globalization via the mass media has led to dissemination of western ideas and values which clash with the Kenyan way of life. For most part, the theme of love contradicts with the traditional way of courting among youths. While cohabiting is shunned in the local cultures, unmarried adults lived together in the soaps and dramas shown. As a result, many University students are nowadays cohabiting without any form of guilt.

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Table 3: Showing the Perception of Individuals toward Media

OPTIONS		FREQUENCY (f)	PERCENTAGE (%)
Is the media good	YES	24	40%
	NO	36	60%
Has the media contributed in perpetuating ethics and fostering a virtuous society	YES	12	20%
	NO	48	80%

Source: Primary data

4.2.1 Analysis of the findings on the impact of globalization on the youth culture

The results showed a general negativity toward the work of the media. The respondents were asked whether the media was good and the majority disagreed in principle. When further asked why they believed so a good proportion said that the media promoted indecency by the western programs that it showed, especially television and they attributed this to the negative behavioral change amongst the youth. Only 6% agreed with the notion that the media was good.

The respondents also viewed the media as a source of invaluable information claiming that it has negative implications and damaging consequences in the lives of University students. When asked to explain their position, they said that the media only showed commercially viable stories.

80% of the respondents strongly believed that the media can be instrumental in instigating negative behavioral change while 20% simply agreed that the media could be instrumental to positive behavioral change. This is so because in several scenarios the electronic media has been promoting sexual permissiveness and corrupting our moral values.

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4.3 Examining whether the media is the most influential agent of socialization in a students' life

Today, many households own a television set and those who don't have watch it from their neighbors. In this view, the media has both positive and negative attributes on everyday society, but many argue that this generation was more affected by media influence than any other generation, largely due to lack of control of what they are exposed to through other preferred media like the broadcast media. Profoundly, the media has it greatest influence when reinforcing and channeling attitudes and opinions that are consistent with the psychological makeup of the targeted person and the social structure of the group that person identifies with (Wilson and Gutierrez: 1996). The social sphere of the media of youth music, television, and movies impacts upon their very socialization and education in both profound and deceptive fashions.

Existing sociological theory suggest we have varying agents of socialization that have different effects on us at different stages of our development and life course. Agents of Socialization are people, groups or institutions that teach people what they need to know in order to participate in society. During the elementary years of school parents and teachers are the most important influence. However, as we get older the positive image that was previously encouraged is often contradicted by our peers and squashed by what we see on television. Therefore, according to this study, the media was viewed as the most influential agent of socialization because of its worldwide accessibility and changing times.

Figure 4: Most influential agent of socialization

Figure showing the most influential agent of socialization
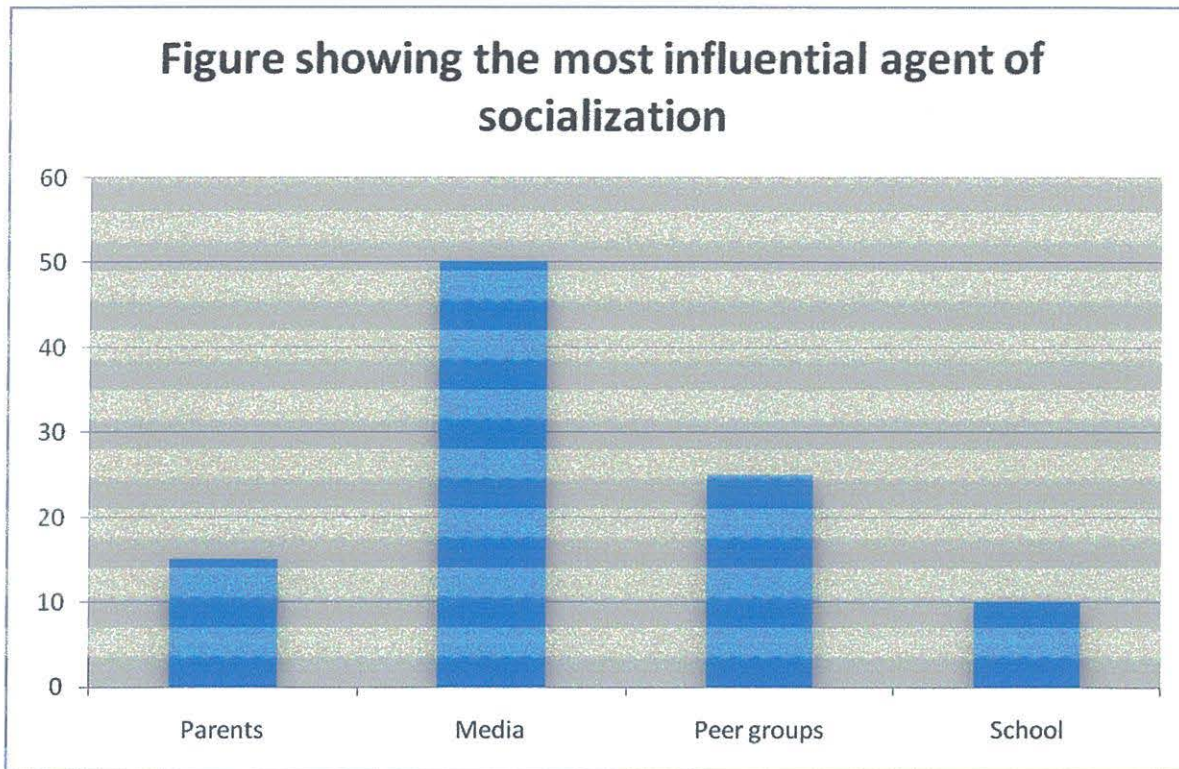
4.3.1 Analysis of the findings on how the media is the most influential agent of socialization in a student's life.

.

Research showed that the media had the strongest effect on how the youth viewed and interpreted the world around them as compared to other agents of socialization. Moreover, National surveys show that the average household has at least one TV set turned on for more than eight hours each day & that people spend half their free time watching television . Although the media can be portrayed as being informative not all messages are positive, appropriate or advantageous for young adults. It was shown that certain media messages can have damaging

consequences. Considerably, young people look towards different celebrities and entertainers or genres of music and television programming to fulfill and influence their choices.

Peer groups also scored a relatively high percentage of 25% which means that our friends also play a huge role in influencing us either positively or negatively. Thus, in an attempt of trying to look cool so that one does not feel the odd one out, they (young people) indulge in taking drugs and alcohol. On the contrary, the very same habits are borrowed from the media.

According to the study conducted, both the parents and the education system scored low points of 15% and 10% respectively. Realistically, this was attributed to the fact that the youth think their parents are outdated while the education system limits them and lacks a sense of adventure.

4.4 To investigate the extent of which the media has infiltrated our own ideologies and perception.

In the field, the researcher found out that the mass media are conceptualized carriers of dominant ideologies. Ideologies are perceived - accepted - suffered cultural objects, which work fundamentally on men by a process they do not understand (Loius Althusser: 1971). Therefore, what men express in their ideologies is not their true relation to their conditions of existence, but how they react to their conditions of existence which presupposes a real relationship and an imaginary relationship.

The mass media promotes the system of capitalism which "superimposed" "false needs" on individuals by leading members of the subordinate class to understand their social experience, their social relationship and therefore themselves by means of a set of ideas that are not theirs. (Marx: 1967).

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By watching Television, the youths got ideas on movies, music, dressing, hair styles etc. These ideas made them change their attitudes and beliefs that they once valued. For instance, long ago beauty in Africa was defined by the curvier woman, today everyone else is obsessed in watching their weight and what they eat.

Similarly, the local content in the music industry now comprises of Kenyan versions of R. Kelly, Maria Cary, Britney Spears and Lil Wayne etc. Originality is now a thing of the past as more people are attracted by nudity and offensive expressionism. As a result, media practitioners argued that western cultural parts are part of the "otherness" which has a homogenizing effect on the identities of youths in Kenya and other African countries.

Figure 5: How the media has contributed to the loss of identity

Figure indicating how the media has contributed to the loss of identity

- YES
- NO
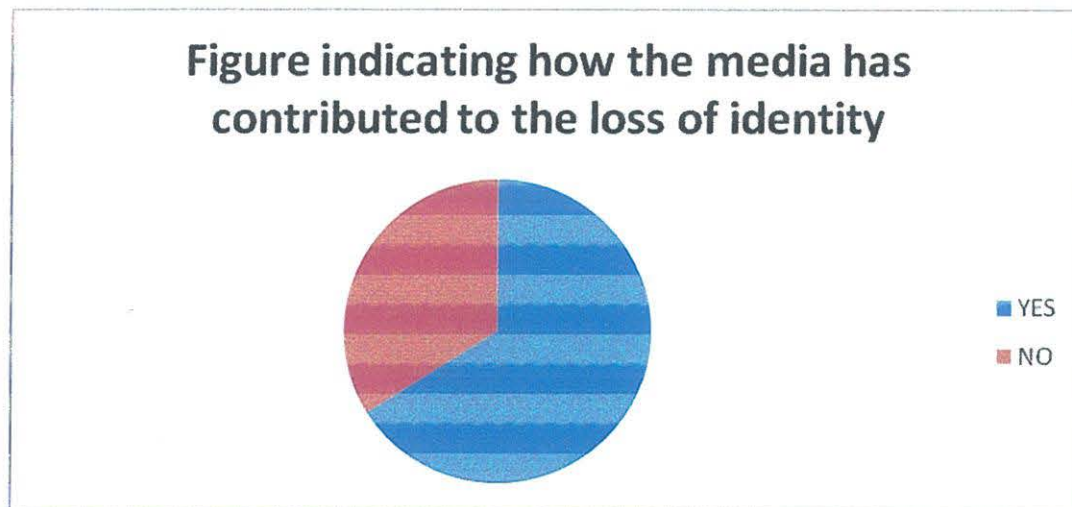
Source: Primary data

4.4.1 Analysis of the findings on the extent of which the media has infiltrated our own ideologies and perception.

Most young people are absorbing negative screen images instead of exploring and developing rich social and creative skills. Excessive TV viewing is harmful because it fosters negative social behavior. Particularly, hip-hop music videos are among the most voraciously consumed images. This is because it has been viewed as a genre built around braggadocios lyrics, sexual promiscuity, gangster mentalities, hedonistic passions and drug and alcohol abuse. Its negative effects are arguably worse among young people.

66% of the respondents attributed their loss of self identity to the media. They claimed that the ideas and values carried in the mass media encourages individuals to purchase the 'right' product assuming (or hoping) that the products will signify a certain social class, status or lifestyle - a state of false consciousness. Thus by watching these illusions, young people especially tend to feel that they are lacking. Only 33% which was a minority group felt that the media did not necessarily alter our beliefs and traditions. Some said that an individual can choose to conform to certain behaviors willingly without being persuaded to do so.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMEDATIONS:

5.1 Introduction

This chapter is going to discuss the findings that the researcher got from the study and the conclusions that the researcher made from the study.

Moreover, the researcher is going to give recommendations in different areas and angles, which are associated with the study.

5.2 Summary:

For much of the twentieth century at least from the 1920's onwards, social scientists from Europe and America theorized and conducted research in an effort to provide answers to questions of media impact (especially TV) on the social behavior of the Youth. A variety of theories had developed by the 1920's which suggested that mass media could operate like magic bullets or hypodermic needles, penetrating human minds and emotions to create specific responses..

From 1990's on, a lot of changes appeared in the field of communication in different parts of Kenya. Explosive growth of TV sets in people's homes refocused much attention on media impact on young adults. Overall, evidence indicates that frequent and involved exposure to sexually oriented genres such as soap operas and music videos is associated with greater acceptance of stereotypical and casual attitudes about sex, with higher expectations about the prevalence of sexual activity and of certain sexual outcomes, and, even occasionally, with greater levels of sexual experience.

This theory suggests that learned behaviors are influenced by social context. Media influences the socialization process and provides examples of modeled of behaviors with direct and/or indirect messages of endorsement. Media may produce effects on behavior via a youth's capacity to learn by imitation. On the same note, direct exposure may activate similar thoughts or even semantically related ideas in a youth. Media messages impact youth attitudes, which may them influence behaviors.

Therefore, a youth's identification with a portrayed media character may influence their perception of the outcomes of certain behaviors. Reasonably, the media message acts to provide stimuli that have the effect of raising or lowering behavioral inhibitions. Environmental cues potential (parental responses, etc.) impact is modified in terms of the ability to foster certain behaviors. For example, in delinquent youth, the identification with characters (i.e. Scarface) may influence their perception of criminal behavior and lessen the potential inhibiting impact of legal consequences on a youth's behaviors.

Overall, the most powerful "anti-drug" of all may be the transmission of empathically guided critical thinking skills for youth. Despite the preponderance of evidence that points to associations between media exposure and behavior concerns, our youth are not doomed to be mindlessly influenced by advertisements, explicit lyrics, sexualized images, and the glamorization of substance use. By understanding that media does impact (perhaps not causes) youth's perceptions of substance use, behaviors, and self, it is possible to play a key role in

increasing protective factors that deter to "whole-sale" consumption of media messages. This is of particular importance given youths' developmental tasks and susceptibilities.

5.4 Recommendations

Basing on the above findings made by the researcher, the following recommendations are proposed.

As many generations of young people come and go, every decade has brought about a new cohort of the youth yet the young people and their issues remain a primary concern for policy makers. Hence, more and more independent bodies such as African Nation for Development (ANFORD) should come up. In this respect, ANFORD aspires to give the youth its identity and assist them in finding their niche and help them to ascend ever higher to the next levels thus creating continuity and a smooth flow for the various generations. Moreover, ANFORD dreams of the future, and without the youth they'll be no future. Thus, it is ready to perpetuate the youth into the leaders of tomorrow.

Young Africans should be steered into the world with confidence, competence, responsibility, awareness and pride, and changing the face of the world to the better through youth participation Introduce. Furthermore, a youth concept that will help the youthful society attain life skills and fully integrity that'll empower them (the youth) to make personal and enlightened choices to avoid the myriad vices, ills and pitfalls that beset our community so that they realize their full potential to become successful upstanding citizens should be introduced.

The ministry of information should endeavor to promote local content in the media so as to encourage youth participation or involvement and at the same time strengthen our own cultural roots.

The media, too, should have a vested interest in more balanced coverage of youth. Encourage young people to speak for themselves, promoting youth-created media to give them the opportunity to do so. Nevertheless, the media should be encouraged to have a more expressive influence on societal issues as this would result in the facilitation of welfare programs for the general public as the media would highlight areas and issues neglected by government bodies.

The spread of pornography and violence in the communications media does injury to individuals and society and creates an urgent problem requiring realistic responses from many persons and groups. The legitimate rights to free expression and free exchange of information must be respected, but so must the rights of individuals, families and society itself to privacy, public decency and the protection of basic values.

The general public also needs to make its voice heard. Individually and collectively, concerned citizens—including young people—should make their views known to producers. commercial interests and public authorities. There is an urgent need for continuing dialogue between communicators and representatives of the public so that those involved in the communications media may learn more about the real needs and interests of those whom they serve.

Lastly, the media practitioners and opinion leaders should devote their time and money in coming up with initiatives such as the 'nimechil campaign'. Basically, the campaign tries to focus on sensitizing the youth on the importance of abstaining till marriage.

5.4.1 Suggestion to further researchers

Little research has been done to look at the correlation between media exposure to, and influence on, academic achievement. It has been shown that the ever-present images of beauty, thinness, and sexuality have a profound influence on young peoples' beliefs and actions. Reasonably, the exclusion of other images also affects their perception of the importance of academics and careers. In recent times, the youth have been found to emulate the destructive and health-harming behaviors portrayed on television. Therefore, it is possible that the absence of positive portrayals is resulting in the devaluation of such endeavors. If young people are not shown images and portrayals of smart, academically motivated peers, this may in turn influence them into believing that such accomplishments are unimportant and not worth striving for. Therefore, more research could be done in this area.

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- **http://www.ntv.co.ke**

- **www.ask.com**

Appendix A: QUESTIONNAIRES

The purpose of this questionnaire is to gather information regarding the impact of the electronic media (particularly NTV Kenya) on the social behavior of university students. You are therefore requested to fill this questionnaire precisely and honestly because the information given will be used to educate University students on issues concerning their social behavior and media literacy.

QUESTIONNAIRE FOR MEDIA PRACTITIONERS

1. Age..

   Sex...................................
   Number of years in service..........

2. How often do you watch TV?

☐ Daily   ☐ Weekly   ☐ Not at all

3. Is TV the most preferred media in your country?

☐ YES   ☐ NO

4. What TV programmes interests you most, and why?
....
....

5. Do you think the youth should be educated about the media effects on their social behavior?

☐ YES   ☐ NO

Give a reason for your answer
....
....

6. What is the contribution of the media in perpetuating ethics and fostering a virtuous society?
....
....

7. Does globalization of media industries homogenize media content?

....

....

8. Do you think the media should be regulated?

Justify your answer

....

....

9. Are there some initiatives which media houses should undertake so as to encourage a critical approach of television content?

<table>
<tr><td>☐
YES</td><td>☐
NO</td></tr>
</table>

If yes what are they?

....

....

QUESTIONNAIRE FOR UNIVERSITY STUDENTS

1. Age

Between 18-22 ☐

Between22-26 ☐

Between27-31 ☐

Other specify..........

2. Religion

Catholic ☐

Muslim ☐

Protestant ☐

Other specify..........

3. Marital status

Single ☐

Married ☐

Cohabiting ☐

4. Do you have a TV set at your home?

☐ YES   ☐ NO

5. Which TV stations interest you most?

☐ ☐ ☐ ☐ ☐

NTV   KTN   KBC   FAMILY TV CITIZEN

6. Do you think electronic media has an influence in our social lives?

☐ YES   ☐ NO

If so give a reason for your answer

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

7. In what ways has the portrayal of over glamorized models in TV influenced your self esteem and body image?

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

8. How has excessive TV watching interfere with your normal socialization with others?

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

9. In your own opinion, has the media encouraged sexual pervasiveness in our society?

☐ YES   ☐ NO

Please account for your answer

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

10. Apart from our culture being eroded, in what other ways has the media affected the youth?

....
....

APPENDIX: B

<u>Introductory Letter</u>

KAMPALA INTERNATIONAL UNIVERSITY

P.O BOX 20,000

KAMPALA – UGANDA

15th September, 2008.

Human Resource Manager

Nation Media Group

Nairobi,

Kenya.

Dear Sir/Madam,

RE: <u>REQUEST TO USE YOUR INSTITUTION AS A CASE STUDY.</u>

I am a student at Kampala International University, pursuing a Bachelor's degree in Mass communication. It is a requirement that I do a research project in order to graduate.

I therefore chose your institution as my case study, so as to investigate the role played by the media in the social behavior of University students.

I look forward for your positive response and approval of our request.

Yours Faithfully,

_____

Kiilu Phiona Mwende

APPENDIX C: TIME SCHEDULE OF ACTIVITIES

ACTIVITY	PERIOD	OUTPUT
Proposal writing	May 2008	Submission of the proposal for approval
Familiarization/field work	February 2008	Information gathered
Development of research instruments	March 2008	Instruments developed
Data collection	June 2008	Data analysis entered
Data analysis	June/July 2008	Data analysis
Report preparation	December 2008	Write up dissertation
Report submission	March/April 2009	Submission of the dissertation

APPENDIX D: Research budget

Items	Cost (Kenyan shillings)
Stationeries	
Paper	1,000/=
Pen	500/=
Photocopy	2,000/=
Typing	3,000/=
Printing	4,000/=
Transport	6,000/=
Meals and accommodation	5,000/=
Communications	3,000/=
Refreshments for the respondents	4,000/=
Total amount	28,500/=