

UNIVERSITY OF NAIROBI

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**THE EFFICACY OF ANTI-CORRUPTION INFORMATION, EDUCATION AND
COMMUNICATION MATERIALS USED BY THE ETHICS AND ANTI-CORRUPTION
COMMISSION (EACC)**

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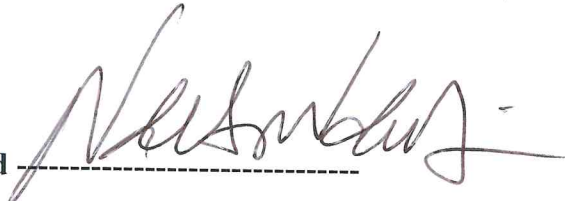
DECLARATION

I declare that this project is my original work and has not been submitted to any other institution for academic credit.

Signed 

Date 22/11/2022

This project has been submitted for examination with my approval as the supervisor

Signed 

Date Nov 22, 2022

DEDICATION

I dedicate this project to my parents Mr. Benson Mbau (late) and Mrs. Jane Wanjiru who despite their meagre resources ensured that I got a good education foundation without which I couldn't attained this level of education.

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My gratitude goes to the almighty God for His immeasurable blessings throughout my academic journey. To my supervisor Prof. Ndeti, your valuable guidance and support throughout this journey is highly valued, I wish also to appreciate all the lectures at the Department of Journalism- UON. Special acknowledgement also goes to my loving wife Naomi Mwangi for her support, encouragement and also enduring my absence- this success is not mine but ours. To my son Adrian and daughters Clare and Flavia you have a special place in my heart.

To all those who participated either directly or indirectly, my entire family, colleagues, fellow students and friends your contribution is acknowledged.

ABBREVIATION AND ACRONYMS

BCC-Behavior Change Communication

COK- Constitution of Kenya

EACC- Ethics and Anti-Corruption Commission

FDGs- Focus Group Discussion

IEC- Information Education and Communication

KACA- Kenta Anti-Corruption Commission

KII- Key Informant interviews

NACCS- National Anti-Corruption Campaign Steering Committee

NARC- National Rainbow Coalition

SLT-Social Learning Theory

TI- Transparency International

UN- United Nation

UNCAC- United Nation Convention Against Corruption

UNODC-United Nation Office on Drug and Crime

UNDP- United Nation Development Program

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ABSTRACT

Kenya just like the global community have suffered deleterious effects as a result of corruption. Despite a myriad of strategies and interventions employed to alleviate the menace, the country has continued to lose a third of its annual budget to the vice. This project aimed at establishing the efficacy of anti-corruption IEC materials used by the Ethics and Anti-Corruption Commission as a communication intervention to fight corruption. Through the use of focus group discussions, key informant interviews and also content analysis, the researcher found out that corruption is majorly presented as an economic crime and also a social evil.

The results also suggest that the content and design of the anti-corruption IEC materials are adequate but there are a number of gaps that are affecting the efficacy of the materials. Among the gaps identified include language barrier brought about by the use of English language to carry the message even to target groups that may not have been exposed to formal education. Limited resources allocated to the production of anti-corruption IEC materials emerged as another barrier. It was further noted that there exist very few IEC materials targeting the young people and as such leaving out this critical audience in the discourse. Radio was also seen as the most convenient channel of communication anti-corruption messages due to its accessibility to a greater majority of the population.

CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter presents a brief background on the phenomenon of corruption in Kenya and the globe at large. It also highlights some approaches that have been employed to combat the vice. Problem statement, objectives of the study, research question and scope of the study are outlined.

1.1 Background of the study

Corruption has over the years been cited as a global problem that has had deleterious effects on the economy of the world since it presents a major constraint on the development agenda of many nations. Despite a plethora of efforts arrayed to combat it, the scourge has continued to ravage nations disproportionately. A call towards significant reform in governance and economic affairs in many countries more so in Africa has heightened a need for more transparency and public accountability; as a result, corruption has been pitched as a crucial policy agenda across the globe following realization that the vice is closely linked to other global challenges such as cross border terrorism and money laundering, Mbaku (2010).

The discourse on corruption has been faced by definitional dispute. This can be attributed to the fact that behaviors that can be considered as acts of corruption depends on the historical, geographical or cultural context. Robert (2019) terms corruption as an act where powers of a public official are used for personal gain and in a manner that contravene the rule of law.

A contested appreciation of corruption affects the way the public respond to initiatives of combating it. Nye (1967), one of the early scholars on the topic of corruption defined it as a behavior that deviates from the prescribed duties of the public role to advance their private gain.

This definition however looks at corruption only from the lens of conducting public affairs while seemingly leaving out the same conduct occurring in the private sector sphere, there need to be a more enhanced definition to corruption putting into consideration private citizens. Carole (2020) on his part offers a definition that covers the vice regardless of where it occurs. He terms it as the abuse of entrusted power for private gain.

Although corruption has over the years been cited as a global problem that requires global solutions its disproportionate impact has majorly been felt by developing nations. The vice has continued to pose a major threat in the realization of countries' development blueprint as well as hampering the democracy and the rule of law. The context of corruption on the global front has presented immense challenges in combatting it and as a result the problem has continued to rein havoc to millions of people. UNDP (2010) reveals that illicit financial flows from Least Developed Countries had been on an upward trajectory standing at \$ 26.3 billion in the year 2008 up from \$9.8 billion in the year 1990.

The prevalence of corruption has led to the development and enactment of a number of legal instruments as well as nations devising new approaches of fighting graft. One of the approaches has been the coming together of nations with a view of harnessing their efforts in eradicating the vice. This has led to the development of global legal instrument such as the United Nation Convention against Corruption (UNCAC). (Kenya is among the state parties that have ratified the statute) The convention was meant to offer a framework of international cooperation among member states to prevent and combat corruption (UN 2003).

On the continental level, the African Union led African Union Convention on Prevention and Combating Corruption encapsulate a commitment of African States to collectively deal with the pandemic both in the private as well as public spheres.

In Kenya, the culture of corruption and unethical conducts has deeply been entrenched in the various facets, structures and institutions of the entire society. Even institutions where morality is expected to reign supreme like the faith sector, have been infiltrated by corruption. To address the challenge successive governments have been introducing various measures and strategies of curbing the menace that not only threaten the economic development of the country, but also the political and social fabric. Little has however been achieved.

1.1.1 Anti-Corruption strategies in Kenya

As a way of enhancing the war on corruption, Kenya has developed a robust legislative framework that has enshrined in it various mechanisms all aimed at weeding out the pandemic. A major pronouncement of the country in this effort followed the promulgation of the Kenyan constitution 2010, which introduced a plethora of governance and administrative changes aimed at reengineering the public sector to curb pilferage of public resources.

The constitution which lead to the establishment of an independent Ethics and Anti-Corruption Commission a premier institution in the fight against corruption and unethical conducts, gave the citizenry very high hopes that at last the menace had gotten a cure. The country is however yet to reap the full benefit of the legal framework. Kenya still rank among the most corrupt countries in the world with a score of 31 out of a 100 Transparency International (2020).

The National Ethics and Corruption Survey conducted by the Ethics and Anti-Corruption Commission also paints a similar picture that corruption remains the single most problem facing the country at 49.4 % followed by unemployment at 36.8% (EACC 2018).

1.1.2 Communicating anti-corruption messages

Public information has been cited as a key strategy in the war against corruption. Article 6 of the United Nation Convention against Corruption requires anti-corruption bodies to consistently disseminate corruption prevention information to the general public UNCAC (2003).

Designing and implementing a communication campaign is an expensive affair that requires resources. It requires certain levels of expertise to be able to develop messages and match them with appropriate images and or graphics for them to appeal to the target audience and be able to meet the intended objective.

Kenya like many global nations has adopted a multipronged approach in the war against corruption this approach involves law enforcement, prevention and public education. Raising public awareness about corruption is one of the strategies that have been accepted globally as a remedy to the vice (Schoor, 2017). This entails developing thematic information, education and communication materials, targeted audio visual and info graphic content, billboards as well as the use of conventional media i.e. radio, television and newspapers to disseminate anti-corruption messages.

1.1.3 Historical perspective in the war against corruption in Kenya

Kenya has undergone through a lengthy journey (both in strategy and institutional reforms) in her efforts to end corruption which has continued to bite ferociously. Concerted efforts in the

war on corruption in Kenya predate the country's independence, with the enactment of the now defunct Prevention of Corruption Act (1956) that formed the basis in the fight against the vice.

In the year 1997, the prevention of Corruption Act (CAP 65) was amended to pave way for the establishment of an anti-corruption Commission; Kenya Anti-Corruption Authority (KACA) which would later be declared unconstitutional by the High Court in December 2000 on the ground that it have arrogated the prosecutorial powers of the Attorney General. Following the ruling, the government established the Anti-Corruption Police Unit after efforts to amend the constitution through the Corruption Prevention Bill (2000) which failed to be operationalized.

The coming to power of the National Rainbow Coalition (NARC) government in 2002 saw reinvigorated determinations in the fight against corruption. In the first year in power, the regime had seen the enactment of the Anti-Corruption and Economic Crimes Act (2003) and the Public Officer Ethics Act (2003). The two pieces of legislation are essential in that the former lead to the establishment of Kenya Anti-Corruption Commission while the later was meant to promote ethics and integrity in public service.

Kenya Anti-corruption Commission carried the mantle of leading the anti-corruption war until the year 2010 when the constitution 2010 was promulgated. The constitution ushered in a raft of ethics, integrity and good governance principles as outlined in Articles 10, 232 and chapter 6. Another major gain that resulted from the promulgation of the constitution was the enactment of the Ethics and Anti-Corruption Commission Act (2011) which established the Ethics and Anti-Corruption Commission in line with article 79 of the Constitution of Kenya (COK 2010).

1.2 Statement of the problem

For the last five decades, Corruption has been cited as one of the major challenges affecting the development and implementation of key government projects in Kenya. The pandemic has continued to ravage the Kenyan economy as billions of dollars continue to be stolen every financial year leaving millions of people to suffer due. The resolve to curb the menace has remained an integral part of government manifestos and Blue prints (GoK 2007).

Despite the existence of anti-corruption agencies and a robust legal framework among other measures that have been put in place to weed out corruption in Kenya, the vice has continued to be prevalent Anasi (2006). In the year 2003, the then government released its economic recovery strategy dubbed Economic Recovery Strategy for Wealth Creation 2003-2007. The document observed that corruption in government had become endemic and that it needed urgent intervention if the government was to succeed on its journey to economic empowerment (Republic of Kenya 2003).

Over the years the country has witnessed myriad reforms and strategies that aim at weeding out the vice, through law enforcement, prevention and public education. Under public education, a key strategy has been to develop and disseminate printed IEC materials inform of posters, leaflets, brochures, among aimed at influencing an anti-corruption behavior and attitude change among the Kenyan society. However the country is yet to reap the expected outcomes and the levels of corruption are still perceived to be high. (Session Paper No.2 of 2018) To enhance corruption awareness, the government of Kenya spends approximately 50 million Kenya shillings every financial year to print anti-corruption information education and communication materials. During the 2017/2018 financial year, the Ethics and Anti-Corruption Commission

disseminated approximately 18, 500 IEC materials. The materials are part of the Commission's strategy of intensifying anti-corruption public education and awareness geared towards enlisting the support of the citizenry in the war against the vice, EACC (2018). A huge budget is also appropriated to other media related anti-corruption programs and activity such as radio campaigns. Despite all these efforts the country is yet to reap the benefits of a corruption free nation as news of major scandals have always dominated the Kenyan media Rij (2011).

This study aimed at assessing the suitability and effectiveness of the printed IEC materials which is one of the strategies used to prevent corruption in Kenya.

1.3 Study Objectives

The research was guided by the following objectives.

1.3.1 General Objective

The general objective of the study was to evaluate the relationship between communication inputs and the behavioral output in regard to the war against corruption in Kenya.

1.3.2 Specific Objectives

- i) To examine the framing of anticorruption messages by the Ethics and Anti-corruption Commission
- ii) To analyze the content and design of Anti-corruption IEC materials used by the Ethics and Anti-Corruption Commission with a view to ascertain their effectiveness.
- iii) To identify current information education and communication needs and gaps.

1.4 Research Questions

- i) What are the dominant frames used to communicate anti-corruption messages when designing IEC materials?
- ii) Is the content and design of anti-corruption IEC materials appealing and appropriate to the target audience?
- iii) What are the challenges in designing and disseminating anti-corruption IEC materials?
- iv) What are the most effective tools for communicating anti-corruption information in Kenya?

1.5 Justification of the study

This research project offers the much-needed insight and guidance to anti-corruption agencies such as the Ethics and Anti-Corruption Commission, stakeholders and policy makers on the best approach in designing information, education and communication materials. Additionally, it will help anticorruption communicators to address message gaps that impedes the efficacy levels of anti-corruption IEC materials. Further it will be a useful resource to students and researcher in the field of development communication as it will avail significant information pertaining to anti-corruption communication and messaging

1.6 Scope and limitation

The research focused on IEC material developed and disseminated by EACC in the last 10 years. As such it relied on the feedback received from the target population as well as a review of available data. One of the major drawbacks for this research project is that it was only limited to one strategy that is used in combating and preventing corruption.

Another limitation was lethargy from the respondent attributed to a perception that corruption is so rampant and therefore any attempt to combat it is an exercise in futility. To address this, respondents were encouraged to be as objective as possible.

1.12 Definition of Terms

Corruption

The misuse of position or authority for private gain

Efficacy

This refers to the effectiveness of Information, Education and Communication materials in educating the general public on the evils of corruption and their ability to yield to the desired behavioral change.

IEC materials

A printed communication tool that used to disseminate information and knowledge to a target audience

Frames

This refers to the interpretation of a concept, the way it is presented and the meaning that is assigned to it.

CHAPTER TWO

LITERATURE REVIEW

This chapter presents a scholarly review of existing literature on corruption and the strategies that have been put in place to combat the vice. The chapter also evaluated salient theories relevant to the study and also analyzed gap that might have contributed to the proliferation of corruption in Kenya and the globe at large.

2.1 Introduction

Corruption has been widely identified as an urgent topic of global concern. The international communities have intensified their resolve to eliminate the vice and as a result, nations have amplified their anticorruption efforts and developed prolific policies geared towards eliminating the vice. Despite the global acknowledgement and pronouncement that corruption is detrimental to the wellbeing of nations and also its deleterious effects, there seem to be disconnects and incoherence between the pronouncements and the actual commitment and efforts towards wedding out the vice and therefore no much results are realized. Elliott (1997)

An inspection of anti-corruption reforms across various nations both developed and developing reveals that there exist virtuous legal framework and strategies to fight corruption but the two have not resulted in significant decline of the vice since the level of implementation has remained a challenge. Failure to achieve the desired outcomes simply because laws are existent to a large extent but not implemented calls for a paradigm shift towards a more preventive-based approach to corruption (Schoor, 2017) Implementation failure here refers to the inability of set interventions to yield desired results.

Johnson J (2016) in analyzing the effectiveness of anti-corruption efforts argues that the success of any anti-corruption effort is contingent on how the problem is understood. The underlying factor here is to have a clear understanding of the phenomenon before embarking on strategy development. Weber (1930) affirms that good definitions of concepts can be very elusive but must nevertheless be pursued and unpacked.

The global corruption discourse gained traction in the 19th century although the vice is believed to have coexisted with humanity since antiquity. The discourse has had to endure the hurdle of definitional question as to what constitutes the corruption. Many scholars have followed a contextual approach in analyzing this topic and as a result the phenomenon has broadly been defined using either a legal or social lens Hao & Jonston (2002). In defining corruption, a major disagreement has been on the distinction between public and private roles, abuse/misuse of entrusted powers and monetary or non-monetary benefits (tangible and non-tangible benefits)

Some scholars have opined that the best definition of corruption should be based on existing law and other formal rules since this offers relative and undisputed precision. Nye, (1967) however argue that corruption is better defined in a way that addresses its social significance and cultural standards and not just the nominal meaning. There are still those who bend their argument based on morality, justice, political values such as leadership and accountability Dobel (1978).

Oxford dictionary defines corruption from two but related perspectives i.e. the willingness to act dishonestly or illegally in return for money or personal gain or the deliberate failure to follow the acceptable standards and behaviors.

Carl (1990) defines corruption as a disobedient action associated with a particular motivation, that is, private gain at the expense of public good. The gain referred here may be in form of

pecuniary or non-pecuniary benefit. Khan (1996) on the other hand offers the most widely used definition of corruption. He terms it as “a behavior that deviates from the formal rules of conduct governing the actions of someone in a position of public authority because of private-regarding motives such as wealth, power or status.”

In defining and prosecuting corruption, Kenya has embraced a clearer concept contained under sections 39 - 47 of the Anti-Corruption and Economic Crimes Act, 2003 that list the various form of corruption to include Bribery, fraud, embezzlement or misappropriation of public funds, abuse of office, bid rigging, breach of trust an any other offence involving dishonesty in connection to tax and other government levies.

Leading scholars in the field of governance and anti-corruption have over times raised concern on the much emphasis that countries have put on prosecuting corruption cases while paying little attention on prevention despite the fact that the latter is more effective Ackerman & Palifka (2016). Scholars have also focused their work more on analyzing the preference of corruption and its effect on the Economic, Political and social pillars.

There has been little study aimed at analyzing the efficacy of the many anti-corruption strategies. As a result countries have continued to duplicate same strategies across borders with little or no success. There need to be a focus and thorough analysis on the efficacy of the various strategies to analyze their effectiveness and also look at possible gaps to inform future anti-corruption efforts.

Further there exist a significant knowledge gap in both understanding and measuring corruption as a result the formulation; design and policy formulated to tackle corruption have not been successful UNODC (2018). Prevention of corruption through public education and in particular

the use of targeted Information, education and communication materials aimed and influencing behavior change is a top priority for anti-corruption agencies. However, providing information alone is not sufficient to bring about the preferred change. As stated by Miller (1996), communication is not just about transmitting messages but rather involves conscious intent on the part of the sender to transmit a message that will affect the behavior of the receiver.

There exist a paucity of literature and empirical research on the impact of communication interventions in curbing corruption. Available literature however agrees that communication tools are vital in reducing certain forms of corruption Peiffer & Walton (2019). Communication interventions should however not be a one off exercise but requires to be sustained for a considerable period of time for them to be effective Kobis (2019).

2.2 Occurrence of corruption

Rodgers (1995) suggests that anti-corruption communication ought to be buttressed by a sound theoretical framework coupled with an in-depth understanding of factors of behaviors targeted. Jacobson (1999) supports this ideology adding that there is no “one size fits all” tactic to address behavior change. Intentionally, a consideration of a range of behavior change theories to inform the development and execution of anti-corruption initiatives would be cherished

Various scholars in the academic discipline have attempted to explain what a theory is in a variety of ways. Kerlinger, (1986) definition has widely been used and accepted. He terms a theory as “a set of interrelated constructs, definitions and prepositions that present a systematic review of a phenomenon by specifying relations among variables with the purpose of explaining and predicting phenomenon”

Effective of any communication process depend highly on its design and planning (Toman and Bruce 2006). The two authors recommend that the communication be both a unidirectional (one-way) and the use of interactive approaches for public outreach. The merits of these are implied by (Jacobson 1999) who echoes that effectiveness depends on the ability of resource professionals to determine communication objectives and consolidate a suitable approach for outreach before inviting the public into the process. Research also suggests that individuals (public) rely upon particular communication channels during different decision stages (Rogers 2003)

Just like many other disciplines, theorizing corruption can be a hazardous and contentious venture that may require conjecture and speculations Graaf G et al (2010). Different researchers have conceptualized corruption from various schools of thought. A number of dynamics have hampered efforts of having unanimity on the foundations and successful way of dealing with corruption. Adefulu (2007) cites the uniqueness of each society and community, the ever changing socio political and economic relations within globalized community and the variances in the perception of corrupt practices by different academic field.

In order to analyze the theoretical framework in regards to the efficacy of anti-corruption approaches, it is of importance to examine the theoretical underpinning on the concept of corruption. A clear conceptualized understanding of the concept of corruption will not only help in comprehending the phenomenon but also amplify and illustrate possibilities of dealing with the vice and also identify blind spots in the strategies used to combat it.

A growing number of theoretical conceptualization of corruption has yielded to a ‘dialogue of the deaf’ where there is no common understanding of the concept. This can be attributed to the

fact that the theoretical model applied to research corruption highly influences the recommended remedy. A myriad of theoretical underpinnings in researching the causals of corruption has hampered efforts of generating an accumulated body of knowledge.

2.2.1 Modeling corruption

As earlier stated corruption is a multifaceted phenomenon. The occurrence of this phenomenon can be explained using various models. The most widely used models are the principle-agent model and the collective action model.

2.2.2 Principle-agent model

The principle agent model assumes that the agent (public/state officer) should serve to safeguard the interest of the principle (public entity). This is however most often not the case as the agent often betrays this relationship by putting their interest first at the expense of the principle. The agency therefore chooses to sideline the interest of their principle and engages in acts of corruption with a view to benefit themselves to the detriment of the principle.

2.2.3 Collective action model

This model looks at the organizational culture of an institution by analyzing how the actions of an individual influence the actions of the other within an organization. Although people may understand the negative effects of corruption, they still engage in the vice by arguing that being the only honest person cannot change a thing, they rationalize their actions with the argument that corruption is a social norm; everybody is doing it and with this a culture that normalize corruption is born. To deal with corruption at such an organization, a collective approach is the only way out such as the alliances of like-minded people/organizations.

Another commonly applied theory of corruption is the modernization theory. Huntington (1968) opines that “the process of economic and political development in modernizing societies tends to breed inequality, political instability and corruption which may be defined simply in terms of the use of public powers to achieve private goals”.

2.3 Theoretical framework

Human responsiveness has over time been regarded as a complex phenomenon. The way one view the environment around him/her is highly dependent on the social interaction. The interaction as a result leads to the formation and adoption of certain behavioral traits. Tubbs S & Carter R, (1978). There exist a multitude of theoretical constructs in the field of communication that can be used to explain the domain of human behavior. In efforts to unpack this, different personality theories have proposed diverse motivators behind human behavior.

2.3.1 Social Learning Theory

Albert Bandura in explaining human behavior developed the Social Learning Theory. This theory avers that man is neither driven by inner forcer nor is (s) he buffeted by the surrounding milieu but rather a purposeful and continuous interactions. Bandura explains that humanity can learn new behavior by observing others without necessarily expecting any reward.

The core basis of social learning theory resonates with the differential association theory that postulates various prepositions analyzing how delinquent values are acquired through interactions with peers. The theory further avers that delinquent behavior is the resultant of a higher ratio of definition that supports violation of law against those that doesn't support breaking the law Sutherland (1947).

According to Bandura (1977), observing the behavior of others highly influence a person's assimilate and imitate the behavior especially in cases where the observable experiences are

positive or present a reward or advantage at a personal level. Imitation here refers to the reproduction of the behavior.

Akers, L & Jensen, G (2003) in relating Social Learning Theory and acts of crime such as corruption, argues that any delinquent behavior is learned and sustained through a variety of non-normative learning processes as well as through normative mechanism. SLT explains the initiation, persistence and desistance of criminal and deviance behaviors right from minor violation of social norms to the macro criminal level as it posit the process that articulate and mediates the social structure that causes crime and acts of deviance.

Corruption being a social crime can be linked to social structures, conditions, contexts and variables. Akers L (2010) argues that any initial delinquent or deviant behavior emanates from the learned definition that an individual have in relation to the behavior, the balance of association and anticipated reinforcement. Once the behavior is sustained, it becomes difficult to offset despite the sanctions or any aversive consequence.

The emphasis of SLT in behavior development is the effect of primary social interactions with peer groups and family as the key reinforcement pillars of behavior. These interactions expose an individual to normative values and behaviors Simons et al (2004). For instance, the active social learning mechanism between a child and a parent/guardian can form strong reinforcement and definition of social norms that can result to a delinquent behavior; peer behavior, imitation and social reinforcement are fundamental pillars that support behavior formation and sustenance.

The key aspects of the theory are modeling, efficacy and para-social interactions. Modeling refers to the process of presenting a message that depicts a person performing a desired behavior. Learning from a model entails three stages:

2.3.2 The Modeling process

- a) Attention: At this stage an individual pays attention to a person (referred to as a model) and gets interested in the behavior. For this stage to be successful the message should be presented in a manner that is appealing and also tailored to a local context.
- b) Retention: The stage entails being able to stock the new behavior for later review.

- c) **Reproduction:** This entails the ability to re-enact the desired behavior to acquire the master. If the re-enactment is sustained, it leads to sustained change.
- d) **Motivation:** A successful reproduction of a behaviors calls for proper motivation. To increase the level of motivation, a message can be presented depicting people successfully adopting a desired behavior.

Models can be presented either in a successful manner (doing a desired behavior and being rewarded) or negative (engaging in a wrong act and getting punished) negative models have however been seen to be likely to encourage behavior change.

Efficacy: This refers to a state of individual empowerment or conviction in a person's ability to perform a desired behavior. The more a person perform an experience the higher the levels of efficacy.

Para-social Interactions: This happens when individuals begin to identify with fictional characters (who are presented in the message) as if they were real people. Selecting a person with high influence to the targeted audience member coupled with detailed benefits that come with performing a behavior that people value enhances the para-social interactions.

2.3.3 Theory of Planned Behavior

Ajzen in his theory postulates that a human social behavior patterns follows reasonably from the beliefs and information that people have about the behavior and is consistence with the relevant facts existing to an individual. The information could be gotten as a result of social interaction with families and friends or from media outlets. This means that human behavior bears a hallmark of reason action approach. Paul .A, Et al (2012)

The belief that other important people within a given society approve or disapprove or are engaging or not engaging in a certain behavior could be a driving force and pressure that may lead an individual to adopt or fail to adopt a behavior Fishben & Ajzen (2010).

A clear and in-depth understanding of a behavior helps in designing possible and targeted interventions to counter the prevalence of the said behavior. By looking at corruption as a behavior, the Theory of Planned behavior will help not only in understanding how an individual results in engaging in acts of corruption, but also in pointing to possible remedies.

As Ibid (2010) asserts, the primary and sole purpose of any intervention is to alleviate staid social problems. For this reason, intervention should be well thought out and properly implemented to enhance their degree of success otherwise they will end up being wastage of resource.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This chapter outline the research process and provides information regarding the method used in undertaking the research as well as the underpinning philosophical assumptions for the same. The chapter also describe the target population and sample size, data collection method, research instruments, data analysis method and also ethical consideration. It concludes with a discussion on the validity and reliability of the data.

3.2 Research Design

Kerlinger (1986) defines research design as the plan or structure of investigating a preconceived problem to obtain answers objectively, accurately and economically; it is the complete scheme or a detailed blue print/procedural plan of conducting a research. Mugenda & Mugenda (1999) on her part defines research as a process of arriving at effective solutions to a problem through systematic gathering, analysis and elucidation of data. The research design enables the researcher to decide and communicate to others how information from the respondents is extracted and also how the information is analyzed and results communicated. Research design is highly influenced by the problem being investigated, the purpose, the theories used and the questions that the researcher wants to answer. Given the nature of the research the narrative approach was the most appropriate research methodology to use. This qualitative research design involves the analysis of phenomenon and human behaviors (Kothari 2014). The rationality behind using this research

methodology was based on the type of data that was collected, which was textual and as such could only be best analyzed qualitatively. Furthermore, the research questions did not require statistical responses but rather a narrative approach.

3.3. Population

Mugenda & Mugenda (1999) defines a population as an entire group of individuals or subjects bearing common observable characteristics. In research practice, studying an entire population may prove to be impossible considering the resources required to do that. This does not however limit the validity of a research project considering that a population always have shared characteristics, it is in order to pick a representative Kothari (2004).

The population for this study was found in Starehe and Dagoreti North Sub Counties. The Sub Counties are located in Nairobi City County and are the headquarters to a majority of national government ministries, department and also multinational companies.

3.3.1 Target Population

The target population for this study were people working in Starehe and Dagoreti South Sub Counties. The accessible population comprised of employees of EACC, NACCSC & TI. The mentioned institutions are domiciled in these two sub counties mentioned above. EACC & NACCSC continuously produces IEC materials that are aimed at educating the masses on the evils of corruption and ways of fighting the vice with an ultimate goal of fostering public support in the fight against graft EACC (2018). TI on the other hand is a non-governmental organization that among others roles provide a platform for sharing knowledge and experience as well as developing strategies to respond to the ever-changing pattern of corruption.

The efficacy of the IEC materials was determined by analyzing the co-variation between the intervention (administering IEC materials to the targeted group) and the outcome (the behavior of the targeted group after they have been exposed to the anticorruption IEC materials).

3.4 Sample Size and Sampling Procedures

3.4.1 Sample

A sample refers to an individual, a group of people, objects or items that are taken from a bigger population for an intended purpose. Sampling on the other hand refers to the technique of choosing individual members or subset of a population who make a statistical inference from them with a view to estimate characteristics of the entire population Mugenda & Mugenda (1999).

3.4.2 Sample size

Mishra & Alok (2011) defines a sample size as the number of individual, subjects or portion of data collected from a general population in an empirical study and is considered as a representation of the entire population. Robson (2002) argues that in determining the sample size, the researcher need to consider the design, homogeneity, scope, nature of the study and even the theoretical framework. Kothari (2004) adds that the sample size should neither be excessively big or extremely small. Sample size acts as the basis for making inferences about a certain population (Nachimias, 1996).

Determining the sample size in qualitative research has been a major debate among scholars and there seem to have no consensus with respect to sample size Guest et al, (2006). Kindsiko & Politmae, (2019); Lichtman, (2010) suggests orientation towards a minimal size based on reasonably coverage of the issue at hand. Most researchers have turned to the use of the concept of saturation that is largely borrowed from the Grounded theory. The concept avers that a sample is good enough if it is able to answer the research question. Adler & Adler (2012) argues that in academic interview based qualitative research, a researcher can orient towards a sample of 6-12

persons when dealing with a problem with a limited population or settle for a sample size of 30 which can be increased to 60 subjects if the population is accessible. This project therefore settled for a sample size of 60 subjects.

3.4.3 Sampling procedure

Sampling procedure is a critical area in research as it ensures that samples adequately represent the entire population Mishra & Alok (2011). Choosing an appropriate sample therefore cannot be gainsaid. Driven by the research question, purposive sampling will be adopted based on the characteristic required of the sample. The choice of this method is based on the fact that it allows the researcher to obtain the required information which may not be available to just any sample Mugenda & Mugenda (1999).

Individuals and groups that had been exposed extensively to anti-corruption IEC materials were sampled. These will include employees of the Ethics and Anti-Corruption Commission and Transparency International Kenya. As suggested by Pope, C & Mays, N (2020) the aim of qualitative research is to capture rich accounts of a phenomenon and as such the sample size and the number of interviews conducted may not necessarily affect the validity. The researcher however endeavored to attain data saturation. In picking the respondents, the researcher applied the purposive method of sampling.

3.5 Data collection procedures

Data refers to information collected for a specific purpose Mishra & Alok (2011). This research will rely on two sets of data i.e. primary and secondary data. Primary data will be collected directly from the sample through interviews and focus group discussions while secondary data

will emanate from document analysis. Six types of IEC materials produced by EACC will form the documents to be analyzed. Data collection instruments on the other hand refer to the tools employed by a researcher to gather data from a particular sample. The common tools regularly used by researchers are interview guides, and focus groups discussions guide, among others (Kothari, 2004).

3.5.1 Key informant interviews

Face to face interviews with purposively selected officers from the Ethics and Anti-Corruption Commission, National Anti-Corruption Campaign Steering Committee and the Transparency International; who are in charge of the development and implementation of awareness programs were conducted in their natural setting. Open ended questions were used to gather the views and opinions of the participant. Interview schedules were designed and shared with respondents in advance for preparation.

3.5.2 Focus group discussions

A Focus group discussion is a research strategy whose aim is to understand peoples' attitudes and behavior. The strategy allows the researcher to interview people simultaneously in a relatively unstructured manner. Morgan (1997) suggests that focus groups can fall into three categories, namely self-contained, supplementary and multi-method. Wimmer & Dominick (2011) suggest that the researcher should conduct as many groups as possible to achieve saturation. However since it is practically impossible to predict when saturation will occur the researcher can settle on a practical limit of groups. For the purpose of this research, six focus group discussions were conducted. The participants were drawn from EACC, NACCSC, TI and

also subjects from the study area were selected through purposive sampling. FGD were conducted at the respective work stations of the said participants. In selecting participants for FDGs the researcher considered gender, age and designation of the participants. Each group will have between 6-10 members. It is expected that the six groups will reach information saturation.

3.5.3 Document analysis

This entailed a review of materials to examine the themes and frames used to communicate anti-corruption messages. 10 selected IEC materials printed by the Ethics and Anti-Corruption Commission including booklets, posters and brochures were analyzed. According to preliminary investigation EACC has an estimated 30 different kinds of IEC materials and analyzing 10 was considered to be representative enough.

3.6 Data analysis and presentation

The principle of data analysis is to synthesize and make sense out of raw texts and images collected Creswell (2013). During this stage of research, the researcher will group the data into themes while at the same time winnowing those that may not align to any theme Guest MacQueen, & Namey (2012). This being a qualitative research, data collection and analysis will be done simultaneously Merriam (1988), Marshall & Rossman (2011). Thematic analysis was done and data presented in prose form.

Thematic data analysis refers to the process of classifying data and presenting themes/patterns that are related to the data. Boyatzis (1998). The choice of the method was based on the fact that it allows the researcher to determine precisely the relationship between concepts and contrast

them with the replicated data. Further, the flexibility of the method allows it to be used in both inductive and deductive methodologies Hayes (1997).

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter contains a detailed analysis and presentation of the qualitative data collected through focus group discussions, key informant interviews and document analysis. This research project aimed at analyzing the efficacy of anti-corruption information, education and communication materials used by the Ethics and Anti-Corruption Commission to educate the public on the evils of corruption. Efficacy in the context of this project was understood to mean the ability of an intervention (IEC materials) to produce the desired results.

All the selected participants took part in this study. KII were conducted among 10 officers, 5 from the Ethics and Anti-Corruption Commission (EACC), 3 from the National Anti-Corruption Campaign Steering Committee (NACCSC) and 2 from the Transparency International (TI). All the interviews were conducted in the respective offices for the aforementioned offices.

The interviews were conducted based on appointments given by the targeted officers. 5 FGD were also conducted three of which featured 6 participants while two featured 7 participants. Three of the FGD brought together officers from the EACC's Education and Public Awareness Department, Corporate Affairs and Public Communication Department and Ethics and Leadership Development Department. The three departments are the ones mainly involved in the

design and development of anti-corruption IEC materials. The last FGD involved officers from NACCSC which also produces various types of anti-corruption IEC materials.

4.1.1 Respondent Data

Among the respondent's data collected included age, gender, position in the respective organization, duration in their current position, highest academic qualifications and experience in the field of design and production of IEC materials.

4.1.2 Age and level of education

The age and level of education components were considered important in this study as they point to the intellect and experience of individuals. All the participants fell within the age bracket of 35 to 50 years. A university diploma was the lowest qualification for the participants with the highest being a master's degree.

4.2. Findings

The findings of this research were discussed under four major themes in line with the research questions and based on the outcomes of FDGs, KII and DA. I.e. The findings are collaborated by empirical data reviewed as well as theoretical framework employed. The dominant frames used to communicate anti-corruption messages, the appropriateness of the design and content of the IEC materials, the challenge in design and dissemination and finally the most reliable communication tool for anti-corruption messages.

4.2.1. The dominant anti-corruption frames

As argued by Graaf et al (2010), various scholars have conceptualized corruption through different lenses, this seems to have influenced the framing of corruption in designing communication interventions. The following frames have taken prominence:

4.2.1.1 Corruption as an economic crime

This frame is premised on the fact that corruption is a crime that is punishable by law. The frame dominates all anti-corruption printed IEC materials especially those targeting state and public officers as well as those in formal employment and the elites in the society. The frames aim at positioning the ‘severe’ penalties that include jail term that can be meted to perpetrators of acts of corruption. This finding borrows from the Principle- Agent model that posit that servants should not betray the trust bestowed upon them. In framing corruption as an economic crime, the aim is to put those in positions of authority on notice that should they betray the trust, they stand to be punished severely.

4.2.1.2 Corruption and its social economic effects

This frame portrays corruption as the major cause of the many social evils bedeviling the Kenyan society. Corruption is presented as having denting impact on the society’s wellbeing and that it impedes the well-functioning of an economy. For instance, the burgeoning criminal activities like human trafficking, poaching, robbery, terrorism among others, have been attributed to the rise of corruption networks. This framing is meant to paint corruption as a common enemy to humanity and as such, enlist the support of the general public in the war against graft.

Another prominent feature in this frame was the deterioration of services in the public sector. This leads to loss of investors' confidence as well as wastage of time and resources by seekers of the services.

4.2.1.3 Corruption as a social evil

The concept of social fabric embraces numerous complex and interrelated phenomenon and is influenced by a plethora of sociological perspectives. For the purpose of this project; the concept will be narrowed to a totality of behavioral issues. To address this, messages have been premeditated projecting corruption as a social evil. As such, messages have been designed to arouse individual call to a value based life that abhors corruption. To counter the continuous erosion of values, anti-corruption messages have called on those in positions of influence right from the family unit to be good models who uphold integrity at all times.

In a view to bolster the value system, anti-corruption IEC materials (especially those targeting the young audience members) are laden with thematic values aimed at reawakening and underpinning a culture of social responsibility and civic duty. These values include honesty, patriotism, integrity et al. The messages are premised on the thinking that values, customs and practices of social networks have a heavy influence on the ultimate behavior of an individual. Further the message avers that social institutions such as places of worship should visibly help in reinforcing a value driven society. The institutions are considered powerful change agent that can positively influence their followers.

Using the Collective Action Model, framing corruption as a social evil rekindles the community ownership in the war against corruption challenging the citizenry to take responsibility for their actions and inactions. The citizenry is called upon to come together to form a collective unit and

demonstrate a sense of communality. The model support community participation in dealing with problems facing them. The model is corroborated by the Ajzen's theory of Planned Behavior, that demonstrate how people engage in behavior by following the actions of others-social interactions breed to behavior.

The respondents were all in agreement that the above forms the dominant frames used to communicate the vice of corruption as witnessed by a plethora of anti-corruption IEC materials. Another frame that featured though in low scale included tarnishing the image of a country.

4.3. The appropriateness of design and content of anti-corruption IEC materials.

The respondents majorly agree that the design and outlook of anti-corruption IEC materials is appealing to the target audience. The use of symbols and images that augment the message being communicated was cited as a major boast to the materials. Although the content carried by the anti-corruption was agreed to be well structured, language barrier was cited as a major challenge affecting a clear understanding of the corruption problem. A greater majority of the anti-corruption IEC materials use the English language with only a select few being translated to Swahili language. The finding resonates with the empirical study by Johnson (2016) who argue that the effectiveness of any anti-corruption intervention is dependent on how the issue is understood. This imply that if a problem is not well understood, any intervention will be futile, ibid posit that a clear understanding of a phenomenon is paramount if a communication intervention has to be effective.

FDG revealed that there is significant improvement of anti-corruption information courtesy of IEC materials. This was evident by the increase of reports of corruption by (5%) cases both through in-person visit or through call ins and anonymous reporting, reporting corruption is one of the call to action message contained in IEC materials. This cannot however be attributed entirely to IEC materials since there are other interventions that have been put in place such as radio and online campaigns.

Furthermore, there seem to be a tendency of using jargons that may not be understood by a greater majority of Kenyans who are expected to consume the materials. For instance, in referring to the punishments set out in various laws to be meted to perpetrators of graft, the word ‘sanctions’ have been consistently used in various anti-corruption IEC materials e.g. *About EACC* (a publication of the Ethics and Anti-Corruption Commission). Though this may seem a non-issue to the elite in the society who understand the language, it may confuse an ordinary citizen, who may not decipher the meaning. A simple word such as penalty could have been used to communicate the same meaning. The latter is commonly used and may therefore resonate with many audiences even those with little or no formal training yet they are part of the targeted consumers for the materials.

“A majority of the anti-corruption IEC materials are very unfriendly to the common mwananchi as they are fondly referred. How to do you take an English booklet to a Borana who have never stepped into a classroom, some of these people cannot even write their names” one of the informants posed.

Finding from FDGs indicated that there are insufficient IEC materials targeting the youth both those in institutions of learning and also those not in formal institutions. In general, the ethics, integrity and anti-corruption discourse is not properly handled in institutions of learning and even at the family level the same is not given the required emphasis. They participants felt that due to the highly packed curriculum, teachers do not have adequate time to handle the discourse in a way that it can influence student's behavior.

The content and design of any result-oriented communication intervention should put into consideration the preexisting knowledge, belief, attitude and behavioral obstacles that are likely to hinder its effectiveness.

4.4 Challenges in design and dissemination

Availability of financial resources was cited as the major challenge affecting the production and dissemination of anti-corruption IEC materials. With an estimated cost of printing a simple 20 pages booklet set at 250Ksh, production of materials that can meet the demand of an ever growing population requires a huge budget. This cost will even go up if each material was to be translated into various language/dialects.

This has led to a steep decrease in the number of IEC materials developed and disseminated and as such, their contribution in educating the masses has not been adequately felt. A KI noted "we have had outreach programs targeting thousands of people but only carry a handful of IEC materials than can barely reach 100. The outcome here is that only a few will have an opportunity to interact with the materials...In some instances the available materials do not

resonate with certain target groups in such cases you give someone an IEC materials but they drop it few meters away.” (KII participant male 45)

This finding agrees with Ackerman & Palifka (2016) who argues that overemphasis on law enforcement strategy in the fight against corruption has led to dwindling resources available to implement preventive measures. He postulates that preventive measures are more effective and efficient but many countries continue to focus on law enforcement which is more expensive and protracted.

4.5 Most reliable communication tools for anti-corruption messages.

Participants were all in agreement that IEC materials though very crucial in raising awareness, should not be used as a standalone intervention but rather be complimented and backed up by other information carriers. This according to the research would help reach even those who may not be able to read and therefore may not benefit much from printed IEC materials. The finding agrees with Rodgers (1995) & Jacobson (1999) who argue that there is no silver bullet when it comes to addressing behavior change, but rather various interventions should complement each other.

Radio emerged as the most reliable tool that can pair with IEC materials. In regards to the single most effective tool, radio took the lead. A poor reading culture was mentioned as a possible reason why printed IEC could fail to yield the desired result; this is most likely to affect booklets.

4.6 Summary

The findings show that anti-corruption IEC materials are significantly effective in raising awareness about corruption and unethical conduct in the country. There are however areas that require to be explored for the materials to be more effective. For instance, some materials were not addressed to any specific target audience and as such the contained general content that may be appealing to the consumers.

It was also difficult to identify the particular message that some materials were communicating which could also render them impotent. In line with Miller (1996), communication should not just be about transmitting messages but should endeavor to package the message in a way that touch the behavior of the target audience.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents a summary of the key findings based on the objectives of the research. In addition, a conclusion is drawn and recommendations and suggestions for further studies are presented.

5.1 Summary of key findings

The purpose of this research was to establish the efficacious of information education and communication materials used by the Ethics and Anti-Corruption Commission to educate the target public on the evils of corruption. The objectives of the research were to examine the framing of anticorruption messages by the Ethics and Anti-corruption Commission, analyze the content and design of Anti-corruption IEC materials used by the Ethics and Anti-Corruption Commission with a view to ascertain their effectiveness, identify current information education and communication needs and gaps in anti-corruption messaging and finally make recommendations on the best approach in communicating anti-corruption messages. Data collection was done through KII, FGD and DA while data analysis was through descriptive and thematic interpretation.

5.1.1 Framing of Corruption

Drawing from the first objective of the study which was to examine the framing of the anti-corruption messages. The research has shown the predominant frame of corruption is derived from a legal perspective. The IEC are majorly dominated by legal definition of corruption and the penalty associated with each violation. Although this may be informed by the fear appeal approach that aims at focusing attention on negative consequences of a detrimental practice

rather than endorsing the allure of conform to a certain behavior, this has been termed as having termed as making the IEC materials appear very academic and therefore only likely to attract the elite in the society, while at the same time leaving the greater majority out. This fear appeal however may not be very potent in anti-corruption messaging since there exist a sizeable population who hold that engaging in the vice is beneficial to them.

5.1.2 Design of IEC materials

In regards to the second objective i.e. to analyze the content and design of Anti-corruption IEC materials used by the Ethics and Anti-Corruption Commission with a view to ascertain their effectiveness, a number of issues were noted.

Andreasen, 1995, 2006; Kotler, Roberto & Lee, (2000) observes that BCC across all domain are similar to commercial advertising campaign and as such it is vital to apply social marketing which emphasizes an audience-centered orientation and purposive efforts to attractively package social product combined with optimal campaign components to achieve the desired results. Social marketing campaign strategy offers a multifaceted approach including cost and benefits of a given intervention, audience segmentation and goes further to call for policy change in favor of the new behavior being advocated for.

IEC materials remain a vital armory of curtailing the upsurge of corruption and unethical conduct as they act as a channel of disseminating behavior change messages. The materials employed by EACC however seem to be lacking in the use of theories. As mentioned earlier, changing behavior through communication interventions present a massive task that calls for

highly targeted efforts. In order to reshape any preexisting prejudiced information that may not be in consonance with the proposed action/behavior may require a well thought out approach to message packaging, that make use of appropriate theories to enhance the effectiveness of the intervention at hand.

As noted by Rice & Atkin (2009) any content geared towards behavior change begins with a deep conceptual analysis of the situation to assess opportunities and barriers and also clearly define what is expected from every category of the population. This therefore calls for very targeted messaging that will directly communicate a certain audience segment. Failure to define this targeted groups is likely to affect the overall performance of the communication intervention. This seems to be the case with anti-corruption IEC materials majority of which do not have a clearly defined consumer, and for those that may seem targeting a specific group, they are not adequately addressing the issues from the lens of the consumer.

It is striking that a sizeable number felt that anti-corruption IEC materials are insufficient in raising the awareness level of the target audience. The IEC materials are meant to influence the receiver's cognitive ability and lead him/her to act in a certain way. The inability of the materials to impact the receiver is an issue that requires urgent attention failure to which the development and dissemination of the materials will be an exercise in futility.

5.1.3 IEC needs and gaps

Considering the third objective i.e. identify current information education and communication needs and gaps in anti-corruption messaging it was noted that the current IEC materials

employed by EACC have some gaps that will require attention. First in designing any communication intervention, it is imperative to put a higher premium on how the target audience acquire knowledge. For instance, any IEC material targeting the youth should put into consideration how the said group relate with a variety of information sources. It has been noted by various scholars that interventions that are targeting the youth should be youth-driven considering the intricate milieu within which they make decisions.

Second whereas a number of the anti-corruption IEC materials used by EACC may be termed as purely information materials, the fact that majority do not answer the so what question should any target audience members encounter corruption or unethical conduct present a gap that require to be addressed. An informational material may not be considered complete if they don't stimulate the audience to take certain action.

In regards to the fourth objective i.e. make recommendations on the best approach in communicating anti-corruption messages, it is highly recommended that EACC uses multiple forms of media including the folk media; television, radio and print media to communicate anti-corruption information. It is imperative to use other form that are known to be cost effective. Interpersonal influencers for instance can reinforce print IEC materials and positively impact the target audience towards shunning acts of corruption and unethical conduct. Interpersonal influencers are able to customize specified content to fit a certain group in a given context.

Another gap that was identified in the design of anti-corruption IEC materials is the overemphasis of corruption in the public sector while paying little attention to non-state actors.

The focus of the IEC materials is majorly on Public officers/ government employees. Right from the definition of corruption as misuse of public office/ resources for personal benefit, the concept highly targets those working in government institutions who happens to be the minority. The private sector actor and non-governmental organizations are barely addressed.

Further in trying to identify gaps in the dissemination of IEC materials, FGD revealed that some materials were hard to understand and that while disseminating the IEC materials, the educational level of the recipient should be considered. For instance, a person who barely know how to read can end up being given a material that is written in English language, but upon scrutiny the recipient will not benefit in any way from the said material.

5.2 Conclusion

Communication interventions remains a pivotal ingredient for behavior change and if properly harnessed, can produce unparalleled results. Cognizant of the power of communication as a tool for behavior change, EACC have embraced IEC materials as part of its strategy aimed at raising awareness and enlisting the support of the citizenry in the war against corruption.

An analysis of anti-corruption IEC materials used by the EACC have noted a number of underlying elements of communication that require improvement if this approach was to be effective. Among the elements that calls for a closer attention is to ensure that the IEC materials have a defined target audience/population to whom they are directly communicating to. This will ensure that they are not laden with too much generalities and that they satisfy the need of the targeted group. Further the research noted that no study has been conducted to inform the

audience needs and information consumption behavior and as a result, the messages carried by the IEC materials are not audience centered.

5.3 Recommendations

There are key areas that need to be looked into to make IEC materials more efficacious. First there is the need to relook at the overall content and messaging design of the anti-corruption print materials. In particular there is a need for the IEC materials to lay more emphasis on how to eliminate the vice of corruption and unethical conduct. A review of sampled IEC materials reveals that currently much emphasis is put on explaining what corruption is especially from a legal lens.

Further printed IEC materials should be reviewed periodically to ensure that they are aligned to current trend and also to address emerging misconception on the subject matter. There is also a need to form IEC consortiums for the design of anti-corruption materials instead of each organization going it alone. This will have dual advantages, first there will be enhanced experience sharing across various entities which will lead to development of high-quality materials with a unified message and second it will be cost effective.

There is also a need for a well-coordinated and purposive dissemination of IEC materials to targeted group. It was noted for instance that the EACC had not disseminated thousands of its IEC materials some of which have been rendered obsolete due to their nature e.g. annual reports and many other IEC materials that were packaged for dissemination by the predecessor of the Commission i.e. KACC. Also, to minimize wastage it would be better for such an entity to design less materials that may not be on high on demand instead of spending money printing

materials that will not reach the target public and therefore end up wasting in warehouse and book shelves.

5.2.1 Pilot testing of IEC materials

The main purpose of developing and dissemination anti-corruption IEC information materials is for them to provide the requisite information as pertaining the corruption discourse. Considering the heterogeneous nature of the targeted population, it is highly recommended that EACC and any other entity designing informational materials should endeavor to do a pilot test of the materials to ascertain their effectiveness.

Pilot testing of content/messages helps gauging the perceptions of the target group towards the content as well as gauging the audiences understanding of the message and how it resonates with social cultural aspects.

5.2.2 Monitoring.

There should be continuous monitoring of the effectiveness of the IEC materials. As revealed through KII, no follow ups are made to check whether indeed the disseminated materials are having any impact or not. Without proper monitoring of the impact of the IEC materials on the consumers, it is hard to identify areas that need review as far as the design and content is concerned.

5.3 Area for further studies

This study solely focused on the efficacy of anti-corruption IEC materials used by the Ethics and Anti-corruption Commission, since there are other interventions that have been put in place to tame graft, for example conducting system reviews for public and private institutions, wealth declaration, management of gifts et al, it is recommended that research is conducted to ascertain the efficacy of each intervention.

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Appendices A- Introduction

Dear Sir/ Madam,

My name is Nephath Mbau, a communications student from the University of Nairobi and currently conducting a research project on the **Efficacy of Anti-Corruption Information, Education and Communication (IEC) materials used by the Ethics and Anti-Corruption Commission (EACC)**

For the success of this research project, you have been nominated to take part. I will ask you few question and the information you give will be treated with utmost confidentiality. The outcome of this project may be used by various stakeholders in the war against corruption. Kindly respond to all questions to the best of your ability and in the event you have no response for any of the questions, feel free to say so.

Respondent's Information

Name: **Age**

Gender..... **Education Level**

Appendices B- Interviews Schedule for Key Informants

Good morning/ evening to you Sir/Madam and thank you for creating time for this interview. I would like to ask you few questions regarding the efficacy of Anti-Corruption Information, Education and Communication (IEC) materials used by the Ethics and Anti-Corruption Commission (EACC) to sensitize the general public on the evils of corruption.

Below is a set of questions that will guide this interview. Kindly answer them to the best of your knowledge. The questions are qualitative and open ended in nature.

- i) How significant are anti-corruption IEC materials in as far addressing the problem of corruption is concerned?**
- ii) How do you rate the anti-corruption IEC materials used by the Ethics and Anti-Corruption Commission?**
- iii) To what extent do you think the IEC materials are meeting the desired objective?**
- iv) Are there areas you feel need to be improved to make anti-corruption IEC materials more effective?**
- v) What challenges do you think are there in designing anti-corruption IEC materials?**
- vi) What is that one thing that you give priority to when designing anti-corruption IEC materials**
- vii) Is there any suggestion you would wish to put across for consideration in the future designs of anti-corruption IEC materials?**
- viii) What would you say is the strongest area of the anti-corruption IEC materials that you have encountered?**
- ix) What would you say is the weakest area of the anti-corruption IEC materials you have encountered?**
- x) Have you had or heard of any concerns regarding the design and messaging of anti-corruption IEC materials?**
- xi) How are decisions made regarding the design and messaging of anti-corruption IEC materials?**

Appendices C – Focus Group Discussion Guide

Introduction/Welcome Remarks

Good morning/ evening to all of you and welcome to this session where we are going to discuss the efficacy of Anti-Corruption Information, Education and Communication (IEC) materials used by the Ethics and Anti-Corruption Commission (EACC) to sensitize the general public on the evils of corruption. My name is Nephath Mbau a communications student from the University of Nairobi and I will be moderating this session.

You have been invited to this discussion because you have interacted with some of the anti-corruption IEC materials designed by EACC. Please feel free to share your thoughts even if they differ from what others may say. Since we do not want to miss any part of this discussion we will be recording the discussion.

Guiding Question

- i. What is your take on the design of anti-corruption IEC materials?**
- ii. Which is the best channel of disseminating anti-corruption information?**
- iii. Given an opportunity how different would you design anti-corruption messages?**
- iv. Have the anti-corruption IEC materials in anyway influenced how you view corruption?**
- v. What key messages do you think should be given prominence in communicating anti-corruption information?**
- vi. Where else if any do you get anti-corruption information?**
- vii. Is there something you feel is missing from the anti-corruption IEC materials?**
- viii. What do you think should be given the highest emphasis in the design of anti-corruption IEC materials?**
- ix. Is there any other information you would wish to share regarding anti-corruption IEC materials used by EACC?**

K50/33676/2019 NEPHAT MWANGI MBAU (Nairobi Evening)

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ID/PP No.	Type: New (First Time) ▼		Make Request		
Previous Requests					
Request No.	Request Date	Status	Receipt No.	Validity	Remarks
1.	16-SEP-2019	PRINTED	31-OCT-2019 02:41	31-OCT-2019 - 30-OCT-2020	ID Already Printed
2.	06-JUL-2021	PENDING			ID Card Available for Printing.
Procedure for getting the new generation Student ID Card					
<ol style="list-style-type: none"> 1. Ensure that your fees (including that of Student ID) is paid and receipted before making the ID card request. 2. Fees for Re-Issue of lost ID card must be paid and receipted separately. 3. Place your request for the Student ID through the Student Portal. 4. Request for renewal of expired ID card should be made NOT MORE THAN ONE MONTH BEFORE EXPIRY OF THE CURRENT ONE. 5. Ensure that your photo has been taken and uploaded into the System at your Faculty. 6. Allow at least two working days for the processing of your ID card. 7. Keep checking the status of your ID request through the Student Portal. 8. Collect your printed Student ID from your Faculty / School / Institute Office once the STATUS of your request is reflected as PRINTED. 					
Note:					
<ol style="list-style-type: none"> 1. Validity for Re-Issued ID Card will be the same as that of previously Issued (Lost) ID. 2. Validity for Replacement / ID Re-New will start after expiry of current Issued ID. 					

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