

**PUBLIC TRANSPORT SECTOR PERCEPTION ON TELEVISION
PROGRAMMING ON ROAD SAFETY: A CASE STUDY OF NAIROBI
COUNTY**

BY

**JOSEPH MOCUKU GITAGAMA
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Declaration

I declare that this is my original work and has not been submitted for any award at any other institution.

Signature..... Date: **19th November, 2014**

Student: Joseph Mocuku Gitagama

Signature..... Date: **19th November, 2014**

Supervisor: Mr. Magayu Magayu

Dedication

This study is dedicated to the almighty God who enabled me to be in a position to carry on with my study by granting me good health throughout the study. I would also dedicate this study to my wife Susan Mbugua and my daughter Abby Waithera Mocuku for their moral support throughout the period of study.

Acknowledgement

This study came into reality due to enabling roles played by various individuals. First and foremost, I would like to thank God for keeping me alive and enabling me to complete this work successfully. I am very grateful to my supervisor for his professional guidance and support throughout the study. The nature of this work demanded me to spend late nights and weekends, sometimes outside our home. For this reason, my special thanks go to my family, for their patience and care throughout my study period. I am obliged to the media personnel and the public service vehicle drivers for their input and support throughout the study.

ABSTRACT

Road safety has been greatly associated with numerous deaths in the recent past and the numbers have risen tremendously. Road crashes are mainly attributed to lack of responsiveness. If the public are made aware of the best ways to conduct themselves on the road through television the road crashes would reduce. This research paper looked at the importance television associates with road safety with a view to promoting the awareness on proper road usage on Kenyan roads. The study focused on three television stations Citizen Television, NTV and KTN. The study also provides interventions that the media ought to put in place to promote road safety on roads. The role that television plays in enhancing road safety is examined with particular focus on programs, advertisements and news items or spots that are aired on the three television stations. The media are ideal tools in achieving the objective of reaching out to the citizenry on account of their wide coverage to effectively enhance behavioral change in road usage.

List of Abbreviations and Acronyms

AIDS- Acquired Immunodeficiency Syndrome

APAR- Institute of Policy Analysis and Research

CSR- Corporate Social Responsibility

EABL- East African Breweries Limited

HIV- Human Immunodeficiency Virus

KTN- Kenya Television Network

KURA-Kenya Urban Roads Authority

NRCTLB- National Road Council and Transport Licensing Board

NTSA- National Transport Safety Authority

NTV- Nation Television

WHO- World Health Organization

Definition of Terms

Accident- An unfortunate occurrence that is unavoidable if all measures are observed.

Program- A segment of content intended for broadcast which could be recorded as video tape or live coverage.

Perception- The organization, identification and interpretation information in order to represent and understand the environment.

Road safety- Measures that a person using the road transport system in place needs to observe for their own personal safety and the safety of other road users.

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CHAPTER ONE

INTRODUCTION AND BACKGROUND

1.0 Introduction

Road traffic crashes are among some of the world's largest public health and injury causing problems. The problem is more acute because the victims are overwhelmingly healthy prior to the crashes. According to the World Health Organization (WHO), more than a million people are killed yearly on the roads. A report published by the WHO in 2004 estimated that some 1.2 million people are killed and over 20 million injured in traffic collisions on the roads around the world each year and was the leading cause of death among children 10 – 25 years of age. The report also noted that the problem was most severe in developing countries and that simple prevention measures could halve the number of deaths.

This research paper looked at the role that television plays in addressing road safety and the viewers' perception in Nairobi County with particular focus on the programs, news items and advertisements that are aired. There is generally less attention attributed to road safety as compared to the importance and awareness given when it comes to providing information on issues like HIV and AIDS. Road safety has been greatly associated with numerous deaths in the recent past and the numbers have escalated tremendously (Republic of Kenya 2004).

Harrison & Senserrick (1999) put forward that road crashes are mostly attributed to lack of responsiveness. One of the core mandates of the media is to inform, among other obligations. Television is an ideal tool in achieving this objective based on its reach-ability to a large multitude of people at the comfort of their living rooms. The regulation on night travel may not be a permanent solution to the menace. Information is power and equipping the various road users with information is important and the media, television being part of them is the principal conveyor of such information.

1.1 Background of the Study

There are various forms of transport systems and road transport tops the list of the most common mode of transport adapted by many in Kenya. People, goods and services are made available at their preferred destination through the established road networks. Students, patients and all sorts of people are able to travel from one point of the country to the other in search of various basic social services (White, Walker, Glonek & Burns, 2000). Roads are important for the social, economic and political growth of a country and they account for more than 93% of the passenger traffic and freight in Kenya as a whole (Republic of Kenya, 2004). In light of this, it is prudent to effectively manage the roads and the safety of the road users if Kenya is to achieve its dream as envisioned in Vision 2030.

At independence, Kenya had a lower population compared to today. The growth in population calls for an increase in social amenities like vehicles and with that comes the incidence of road crashes. Population growth and change of social life style has brought about an increase in the number of vehicles on the roads which calls for increased awareness to the road users. This thus identifies road crashes as a social problem that requires the intervention of all stakeholders especially the media in creating awareness in road safety measures. The non-motorized transport users are among the poorer sections of society. Pedestrians account for about 40% of road crash fatalities and cyclists 10% (Republic of Kenya, 2004).

According to Republic of Kenya (2004), the road safety situation in Kenya has deteriorated rapidly in the recent past, mainly due to the growing vehicle population especially in the urban places and the lack of appropriate road safety interventions from the regulatory authorities. After driving school, the recruited drivers hardly go for any refresher courses or any other information on road safety or use. They rely on information provided by the media

to understand what new developments have taken place. A case in point is the construction of the Thika Super Highway which many drivers are not conversant with. They therefore depend on the information provided by the media on how best to conduct themselves while on the road. The media carried out news items and features upon the opening of the highway that enhanced the understanding and usage of the super highway. News features like the Road Hog that are carried on Citizen Television are also important in informing the public. Television therefore has a critical role to play on road safety matters especially in developing countries.

There are various causes that are attributed to road crashes with human error being the greatest contributor. Others are defective vehicle condition, notoriety of drivers for disregarding traffic laws, speeding, overloading, driving dangerously and road condition, especially poor road infrastructure. According to the WHO human error contributes 90% of the road crashes. Television has a role to play in shaping human behaviour and this can be achieved through sensitizing the public on change of social character. By so doing, television will be helping in enhancing the road safety.

The introduction of 'Michuki Rules' is regarded as the greatest intervention towards enhancing road safety undertaken by the Kenyan government. The late John Michuki was the Minister of Transport and Communication and it was during his tenure that the government established the regulations in February 2004. The public service vehicles were required to comply with rules aimed at reducing reckless driving and bringing sanity on the roads. The objective of the regulations was to enhance the safety of commuters, reduce crashes caused by speeding, facilitate identification of vehicles and restrict their operation to authorized routes, ensure responsibility, accountability and competence of drivers and conductors in the transport industry (Republic of Kenya, 2004).

The February 2004 interventions included fitting of passenger safety belts, which had until then been rare in public service vehicles, restrictions of public service vehicles to specific routes, fitting of speed governors in all public service vehicles and the speed was set at 80km/hr and passenger limit of 13 persons, excluding the driver (Republic of Kenya, 2004). The speed governor was regarded as the major boost to the intervention because the gadget would automatically reduce the speed of the vehicle's engine when it surpasses the set limit of 80 km/hr. However, there were instances where the gadgets were tampered with but presently there has been the introduction of tamper-proof digital speed governors.

In light of this , there was much opposition and resistance to change by matatu owners, public and other stakeholders in adapting to the change but the media repeatedly had advertisements and news items aired on how best the rules would enhance the safety of the road users. This was very helpful in ensuring that the rules were operational and well received by the citizenry, particularly because they were aired at prime time and the importance of the rules was given prominence. The so called 'Michuki rules' were popular because the media took up the initiative to publicize them (Republic of Kenya, 2004). This, in the long run, has enhanced the public awareness on the need to put on seatbelts and observe other traffic rules while on the road.

Road safety in Kenya has had challenges including the lack of a road safety policy and strategy that provides direction on the regulations to be adhered to while on the road. In addition, insufficient manpower and limited funding to help in enhancing safety activities has also hampered the ability of the National Road Council and Transport Licensing Board (NRCTLB) to hire human resources and to put in place other logistical operations (Republic of Kenya, 2004). Television stations have also taken up road safety initiatives as part of their corporate social responsibility program. This role has an even higher impact in addressing road safety problems in that it has provided a platform for television features and

advertisements that are geared towards enhancing road safety. Television stations also play an intermediary role in disseminating information on road safety from other corporate organization like East African Breweries Limited (EABL) and government departments like the National Transport Safety Authority (NTSA).

1.2 Problem Statement

There has been a growing concern in the increase of death on the roads with road crashes being ranked the third cause of deaths after AIDS and malaria (WHO, 2004). There is therefore need to critically focus on the role television is playing or ought to play when it comes to changing the trend on our roads. In comparison with the amount of airtime attributed to issues like malaria and AIDS, there is need to allocate more airtime to road safety issues since the number of deaths on the roads is worrying.

Presently, there has been relatively less consideration given to the problem of road safety by television stations. Additionally, investments in relation to research and developments in road safety are relatively small compared to other health losses. Another notable concern is the lack or poor enforcement of laws governing the need to wear helmets, regulate the amounts of blood alcohol concentration levels for drivers, among others.

1.3 Justification of the Study

The research is informed by the rise in road carnage on Kenyan roads. There are numerous factors that contribute to the road crashes. Television has a responsibility that it ought to play when it comes to performing its roles of promoting awareness, among others. The acquisition of the required knowledge on road use is important and equipping society with information is essential. Amongst the many functions that television ought to undertake is to promote awareness on matters affecting society. Lately, the cases of road crashes have become more frequent and fatal on both the rural and urban roads, and there is need to find out what role

television plays in promoting the awareness. When the citizens are made aware about a particular issue they will have information concerning it and will act in a manner that will not endanger their lives or the lives of other road users. If television is actively involved in promoting awareness on road safety, it would help in reducing the number of road deaths and injuries. A lifelong approach to road safety and the responsibilities of the users would reduce road crashes tremendously.

The Kenyan population has risen since independence and the increase in number of people has also brought about a change in lifestyle. The number of people using vehicles both private and public has also risen significantly. The paper aimed at identifying the gaps that exist on the part of television in disseminating information and provided recommendations that should be incorporated to reduce the number of deaths on the roads. According to statistics from the Ministry of Transport road traffic collisions is lately killing more young people than the other health concern issues. Road safety is one of the nation's most serious public health issues. It has an impact on everyone, whether you drive, walk or cycle.

The escalating number of deaths and injuries is a worrying trend. Focusing at it from the family point of view, there is grief, misfortune and suffering to those affected; both economically and health wise. Moreover, huge amounts of finances are used in medical care for those injured in the road crashes whereas the finances should have been utilized in providing preventive health care. In most cases, those affected do not have insurance cover, which worsens the situation because of the high medical bills that the family has to pay. In eradicating poverty, there is need to ensure that road safety is given priority if Kenya is to achieve its ambitions as stipulated by Vision 2030.

1.4 Specific Objectives

- i. To assess the role television plays in enhancing road safety in the country.
- ii. To identify current programs, adverts and news items that enhance road safety in Kenya.
- iii. To analyze the impact of these current programs, adverts and news items that enhance road safety in Kenya
- iv. To identify interventions that the media need to institutionalize to help stem road crashes.

1.5 Research Questions

- i. What is the role that television plays in contributing to road safety in Kenya?
- ii. What programs promote road safety in Kenya?
- iii. What is the impact of these current programs, adverts and news items that enhance road safety in Kenya?
- iv. What interventions need to be put in place to enhance road safety?

1.6 Scope and Limitations of the Study

This study is limited to responses from Nairobi County and it sought feedback from editors or managing editors from each of the three television stations Citizen Television, Nation Television (NTV) and Kenya Television Network (KTN). According to a 2012 Synovate report on media reach, the three televisions have a roughly 90% of the total audience and thus will adequately cover almost all the audiences because of their wider reach and listenership. The research was limited to only programs, advert and news items or spots that focus on road safety in the three television stations for the past five months: from April 2014 to August 2014. The researcher sought responses from public service vehicle drivers who are always on the road most of the time due to their work.

1.7 Significance of the study

The study is important because it aimed at coming up with interventions that television stations should adjust to in order to enhance road safety. This will enhance the responsibility that the media ought to play in sensitizing the public on proper road use. In turn the number of deaths on the roads and those injured or disabled as a result of the accidents will reduce significantly. Reduction in accidents will enhance development as the human resources that are lost through death or injuries, funds used to pay for medical expenses for the injured will be utilized in other forms of improvement of the economy. In addition, the study also aimed at raising the attention paid to road safety by the stakeholders spearheaded by television.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Introduction

According to the Institute of Policy Analysis and Research (APAR) report '*Getting organised to make roads safe*' approximately 3000 Kenyans lose their lives in road traffic crashes annually. The bulk of these people are vulnerable road users including pedestrians, cyclists and motorcyclists. Moreover, nearly one-third of deaths are among passengers many of whom are killed in unsafe forms of public transport. According to the WHO Global Status Report on Road Safety, there are no laws for Blood Alcohol Concentration (BAC) levels for drivers or helmet wearing in Kenya, and where road safety laws do exist they are not fully enforced.

Television stations on their part have a role to play in educating, entertaining and informing the citizenry on how best to conduct themselves on the road. The Kenyan epidemic of road crash deaths is alarming and many forms of disabilities are slowly being recognized as a public health concern in the country (Republic of Kenya 2004).

2.1 What constitutes road safety?

According to Tay (2001), road safety includes the measures that a person using the road transport system in place needs to observe for their own personal safety and the safety of other road users. Campaigns on road safety through the media play a valuable role in improving road safety by promoting safe behaviors. Given the costs associated with mass media advertising, it is important to understand what elements make a campaign on road safety effective and how future campaigns might be made more effective. Tay (2002), observes that road safety also includes the measures and methods that are put in place to enhance safety at the roads and reduce any forms of accidents or crashes while on the roads

and as a result eliminate the occurrence of deaths or accidents to those using the road network.

Kenya has the highest road fatality rates in the East Africa region with young men being the most vulnerable road users. Kenya lacks policies for protecting vulnerable road users and promoting investment in public transportation and there are no comprehensive laws concerning the major risk factors of speed control, drink-driving, helmet use and seat-belt use. The lack of all-inclusive laws in place and poor law enforcement renders the laws ineffective coupled with poor and inadequate media coverage rendering the efforts of educating the public on basic road safety fruitless (Republic of Kenya 2004).

According to Tay & Ozanne (2002), the commonly referred to as road accidents are not really accidents but road crashes. This is because the factors that come into play for their happening is not essentially an accident because they can be prevented. The failure by the various parties to play their part, including the traffic policemen, or other road users results in the so-called accidents. The definition of an accident is that it is an occurrence that is unavoidable if all measures are observed.

Linderholm, (2000) identified a number of factors that affects the evaluation of campaigns on road safety. Some of the factors that were attributed to that were the lack of scientific evaluations, generally poor methodological designs and lack of documentation of campaign activities. It is however difficult to determine what elements of the road safety campaigns were effective and what were not. Linderholm further adds that the comments made concerning the improvement of media campaign design and evaluation that highlighted how the media failed to perform its role effectively are key in enhancing efficiency in matters of road safety.

Tay (2001), states that in the event of a road crash, the road safety measures should aim at preventing serious injuries or deaths in as much as the crash may be as a result of human

failure. Other additional designs that are being implemented are ensuring that specific speed limits are provided for specific roads which are guided by the specific human tolerance limits on the road. Tay, further points out that the road environment varies and there are certain places on the roads that are regarded as ‘black spots’ or ‘hot spots’ that are considered vulnerable to accidents because of the nature of the road and the kind of injuries or deaths that it causes to the persons involved in the crash. The main intention of road safety prevention is to ensure that the threshold of road crashes are kept as low as possible and those involved are protected from excessive injuries. This is practical in the sense that the chances of person not wearing a helmet to survive on a motor cycle crash is lower than that of one putting on a helmet. The occupational safety and health regulation indicates that a hierarchy of control should be applied to ensure that the best practices are observed in both the remote and rural roads in accordance with the sustainable prevention levels (Loo, 1984).

2.2 Ways of alleviating road crashes

Most of the road crashes can be prevented through behavioral change of all concerned parties. Sibley & Harre, (2009), posits that speeding, drink-driving, using motorcycle helmets and seat-belt usage are important road safety precautions that should be observed always on the road. The development of all-inclusive road safety legislation and enforcement of laws is a sure way of promoting such road safety measures. To enhance public responsiveness to road safety laws and influence the public to abide by them, governments should harmonize legislation and enforcement with the broadcasting of mass media campaigns. Media campaigns are more successful when combined with other activities such as enforcement but it is difficult to disconnect their entire effects (McQuail, 2000).

Williams, Wells, McCartt and Preusser (2000), observe that mass media campaigns on road safety may have longer-term effects on mind-set and behaviors that take many years to

emerge. According to Williams, Wells, McCartt and Preusser (2000), there are few studies that have tried to evaluate the longer-term effects of road safety media campaigns, most likely due to methodological difficulties such as separating the effects of the campaign from other factors. According to Sibley & Harre (2009), lack of scientific evaluations as well as poor methodological designs and confounding factors make it difficult to determine what elements of the road safety mass measures are effective.

Media campaigns on road safety are more successful in providing information and changing mind-set rather than altering driver behavior. It should not be expected that road safety advertising campaigns will directly change behavior but it may be useful for setting the agenda (McQuail, 2000). This can be attained through changing social norms of those involved or helping to form beliefs or reinforce existing beliefs. For instance the- '*Speeding No one thinks big of you*' campaign developed in New South Wales was developed to create social disapproval of speeding (Watsford, 2008). The researchers evaluating the 'Foolspeed' campaign from Scotland acknowledged the limitations of mass media advertising as a means of stimulating behavioral change and were satisfied with the campaign achieving a change in attitudes toward speeding and in affective beliefs especially the emotional benefits of speeding (Stead & Eadie, 2007).

There is need for better documentation of campaign activities because there are very few media campaigns in Kenya that give a detailed description of the mass media campaign duration and intensity. This poses the difficult in giving an indication as to how long a campaign should be conducted or the intensity of exposure. Currently, the media only focuses on what road crashes happened, where and how many people were injured or died as a result (Sibley & Harre, 2009).

According to Williams, Wells, McCartt & Preusser, (2000), motorists should be aware of approaching enforcement campaigns and thus act in accordance with the required regulations.

In this regard the paid-up advertisements on road safety should start a few weeks prior to the enforcement of the regulation and continue all through the enforcement period. This will promote the general awareness and eliminate any forms of resistance from the citizenry. The introduction of the alcohol-blow gadgets is a perfect example of how behaviour of individuals can change through promotion of public awareness through television. Product advertising suggests that 3-4 viewings are needed for a person to recognize a message, 7-8 viewings to remember a message, and 6-18 viewings to change attitudes or behaviors as a result of the message. Thus repeating the message is very critical (Sibley & Harre, 2009).

2.3 Comparison of television campaigns on road safety in Kenya to other countries

A large body of literature exists that scrutinizes the effect of road safety campaigns executed through the mass media on road safety. Elliott (1993), and Inrets (1999), are two large studies conducted during the past decade which provide a comprehensive overview of the research relating to road safety campaigns conducted through the mass media. These studies are a platform from which to examine other more recent research (Elliott, 1993). In particular, numerous evaluations of the effect of road safety campaigns will be conducted and the research will aim at providing recommendations on what should be improved to enhance safety on Kenyan roads. The two approaches, Elliott and Inrets will be adapted in evaluating the effect of mass media in road safety campaign under the meta-analyses that was used in Europe and New Zealand, among other countries (Elliott, 1993).

2.3.1 The Meta-Analyses of road safety

a. Elliott, 1993

The first mass media analysis on road safety was conducted by Elliott (1993) and examined eighty-seven individually-evaluated campaigns on road safety using meta-analysis techniques. The campaigns targeted six key areas of road user behavior: vehicle restraint

usage, drink-driving, bicycle helmet usage, motorcycle safety, pedestrian behavior and speeding behavior. The mass media road safety campaigns evaluated using outcome measures relating to awareness, knowledge of the issues, attitudes, intentions or behavior were included in the study. In addition, the requirements for inclusion in the study included that the outcome measure be taken before, during and after the campaign and that some information concerning the campaign itself, such as message, media and rationale, be provided as a mechanism of evaluating the effect of the mass media (Elliott, 1989).

Elliott (1993) used the measures of consequence derived from the road safety campaigns using the Glassian meta-analysis practice to determine an average campaign effect. Elliott concluded that on normal setting a road safety campaign conducted through the mass media will result in 7.5% perfection in the relevant result measure of effect. In addition, a weak relationship was found between the base level of the result measure and the potential improvement to this level that could be generated by the media campaign. Furthermore, the results showed that as the base level of the measure of effect increased, the gains made by mass media campaigns dropped (Elliott, 1993).

According to Elliott (1993), the use of awareness as a measure of effect is not sufficient to capture the effect of the campaign on behaviors, knowledge or attitudes. On the contrary, such measures relate to exposure which is the only step among many possible steps leading to behavior change. Given the predominantly large effect sizes in this situation, evaluations relating entirely to responsiveness of the campaign message were excluded from further analysis. The measures of effect related to knowledge, interests, motivations/intentions, self reported, attitude, behavior and observed behavior.

Persuasive rather than informative or educative approaches were found to be more successful in undertaking media campaigns on road safety. In addition, emotionally based campaigns had more effect than those which were based on persuasive campaigns and were more likely

than educative or information-oriented campaigns to have an effect on the outcome measures of effect. According to Elliott (1993), the major setback in analyzing television effects on matters of road safety is that there is inadequate information providing evidence on what types of theoretical models have been used successfully. Where the base level of the measure of effect was less than 40%, campaigns based on prior qualitative study were efficient. Campaigns based on prior quantitative research also impacted upon the outcome measures although the effect was less important when the base level of the measures was less than 40% (Elliott, 1989).

The use of enforcement and associated media hype as supporting mechanisms was found to enhance the effect of media campaigns on matters of road safety. The use of legislation had little impact on the outcome measures when not coupled with enforcement, showing that the two should work hand-in-hand. Elliott scrutinized the collective effect of the base level of the outcome measure and other campaign attribute variables. Significant results were identified for four distinct campaign characteristics: campaign supports, prior research, media weights and appeal emphasis (Elliott, 1993).

b. Inrets, 1999

Media campaigns were conducted by Inrets as part of the target project and published in March 1999 (Delhomme, 1999) on evaluation of road safety. The evaluation was conducted in Europe and much attention was associated with media campaigns on road safety done outside Europe especially in New Zealand, North America and Australia. A total of 21 countries were examined and 265 evaluations were done. The campaign was conducted on a national, regional or local scale. When the evaluation was conducted, it was established that an effective and efficient road safety media campaign will reduce crashes by an average of 8.5%. This compares to the earlier result of Elliott, who estimated a 7.5% reduction in the

measure of effect generated by a mass media road safety campaign (Delaney, Lough, Whelan & Cameron, 2004).

The Inrets focused on the crashes only whereas all measures of effect were included in the Elliott (1993) research. The variance comes in between the immediate effect during a campaign and the effect of the campaign after its completion. According to Delhomme, (1999), a number of more specific effects have also been estimated using meta-analysis techniques. In particular, the effect of media campaigns with alcohol or speed related themes have been isolated. Campaigns focusing on alcohol use were found to reduce crashes by an estimated 6.9% during the campaign and 30% after completion of the campaign. Campaigns addressing the issue of speed were found to reduce crashes by an average of 16.9% during the campaign. There were insufficient data to determine the effect of speed-related campaigns after their completion. The effect of campaigns with all other themes was also estimated. According to Donovan, Henley, Jalleh & Slater (1995), on average such campaigns were found to reduce crashes by 8.1% during the campaign and 8.7% following completion.

2.4 Effectiveness of road safety campaigns

In a report published by the World Health Organization in 2004, *Best practice in road safety mass media campaigns: A literature review* it concluded that road safety campaigns were able to influence behaviour when used in conjunction with legislation and law enforcement. However, the report also identifies that when road safety campaigns are used in isolation to education, information and publicity generally do not deliver tangible and sustained reductions in deaths and serious injuries. The meta-analysis showed that the effects of mass media campaigns alone are insignificant, especially when compared to the effects of campaigns that were combined with other measures (Elliott, 1993). Without enforcement and/or education a mass media campaign has virtually no effect in reducing the number of

road accidents, while adding either or both of these measures ensures a reduction of over 10%.

The meta-analysis only contained a few studies on this type of campaign, and as such this result is based on rather few studies, which provide another alternative explanation for the fact that local individualised campaigns seem so much more effective than other types of campaigns (Linderholm, 2000). In a study conducted in Australia on the effects of road safety, it was established that mass media reports alone did not have much impact on reducing road crashes but when combined with other factors they had a greater impact.

2.5 Current road safety media campaigns practices

2.5.1 Different behaviors targeted by media campaigns on road safety

One of the things that are reflected by the meta-analyses in road safety campaigns over the years is that the effectiveness of such campaigns varies considerably depending on targeted behaviour. According to Odero, Khayesi & Heda (2003), a combination of publicity with other measures such as enforcement, education and personal communication have a direct impact on the media publicity campaign on road safety and behavioural change of the audience. In a study conducted on both the individual and combined effects of publicity campaigns and enforcement aimed at drink-driving on the one hand and or speeding on the other, it was established that the combination of publicity campaigns with enforcement had a different effect depending on targeted behaviour. With drink-driving campaigns, both enforcement and publicity campaigns had significant independent effects, but no combined reinforcing effect. The reverse was true for speeding campaigns, where only the combined effect of enforcement and publicity campaigns was significant and not the two measures independently (Odero, Khayesi & Heda, 2003).

2.5.2 Mass Media Campaigns on Road Safety

Donovan, Henley, Jalleh, and Slater, (1995), state the mass media campaigns are a perfect way of reaching out to the prospective audience of a publicity campaign, and it is the best way to reach a large population. The idea seems to be that almost everyone either watches television, listens to the radio or reads the paper or perhaps even does all of these things at some time or other. Therefore, the greater the reach of the media channel you use to put your message out there, the greater the number of people who will receive that message.

Curran (1991) observes that people with low education are less likely to be reached with information through mass media campaigns. This is not due to a lack of comprehension of the message; rather, people with a lower level of education seem less prone to even pay attention to the message conveyed by such campaigns. On the other hand, people with lower levels of education are far more likely to be reached by personally contacting them than by advertisements placed on a television or newspaper (Curran, 1991).

2.5.3 Effectiveness of road safety campaigns

In practice there are very few road safety campaigns that are evaluated thoroughly. Despite this shortage of evaluation results, there are a number of reports on the subject that give some indication as to the potential effects of road safety campaigns. For example, in 2004 the World Health Organisation concluded that road safety campaigns were able to influence behaviour when used in conjunction with legislation and law enforcement. However, the report also states that when used in isolation education, information and publicity generally do not deliver tangible and sustained reductions in deaths and serious injuries.

Elliott (1993), state that a meta-analysis shows that the effects of mass media campaigns alone are small, especially when compared to the effects of campaigns that were combined with other measures. Without enforcement and/or education a mass media campaign has virtually no effect in terms of reducing the number of road accidents, while adding either of

both those measures ensures a reduction of over ten percent. The local and personally directed campaigns have the biggest effect on road accidents.

2.5.4 The importance of evaluating road safety campaigns

Williams, Wells, McCartt and Preusser (2000), state that there are very few reports on the evaluation results of road safety campaigns. This therefore poses a challenge in finding insight into the effectiveness of campaigns in general, let alone which ingredients have proven to be successful, and which have not. This in turn makes it hard to determine if and how the practice and effectiveness of road safety campaigns might be improved, thereby depriving the organisations behind road safety campaigns of the opportunity to learn from their successes and their mistakes and make a bigger difference. Evaluations of road safety campaigns may, for example, shed some light on the more controversial of current practices (such as the use of fear appeals) and help determine if and when these practices are really effective. The other issue is the practise where ineffective campaigns and campaign techniques are allowed to continue unchallenged.

2.6 Causes of road crashes

There are various causes that are attributed to the road crashes experienced on Kenya roads. Some of the causes can be avoided while others do with reluctance in legislations implementation. The major causes of road accidents are almost always driver-related. Humans account for more than 80% of all fatal and injury crashes making it the greatest contributor of crashes on the road (Republic of Kenya 2004). The poor nature of the roads and the lack of proper road markings and signs are some of the other factors that cause road crashes.

2.7 Prevention of road crashes

The main causes of injury and death on Kenyan roads is speeding and drunk-driving. There are many factors that cause traffic accidents and there are different ways of reducing such

accidents. There are three main mechanism of preventing accidents including accuracy in engineering of vehicles as well as roads, enforcement of the required legislations and effective training and education for all road users (Angle, Kirwan, Buckley & Goddard, 2008).

Education and training of especially the children in school by road traffic instructors and the teachers because they use the roads each day while going to school is a way of preventing accidents. This will enable the vulnerable road users to be aware of how they are expected to conduct themselves while on the roads. The adolescents need to be educated and trained on the principles of safe driving. In that regard there is need to have refresher courses for older drivers. Television and other publicity would be a sure way of drawing attention of all road users on safe practices on the road usage (Asingo, 2004).

Lewis, Watson & White (2008), observe that the enforcement of laws by accepting enforceable traffic laws is critical to preventing crashes. The roads as well as the vehicles need to be in good condition to eliminate errors on the roads. Vehicle engineering requires inspection on a regular basis often called “warrant of fitness” to guarantee that the components of the motor vehicle are safe to use and in good working condition periodically (Wundersitz, Kloeden, & Walker, 2000).

Road engineering entails the design of roads that are safe, with structure that detach opposing traffic flows, eradicates cross traffic and provide traffic lanes that are wide and visible for all the road users. There is need also to improve existing roads by repositioning so as to improve visibility from a distance and resurfacing slippery surfaces (Angle, Kirwan, Buckley & Goddard, 2008).

2.8 Theoretical Framework

This research will adapt two theories being the Public Sphere Theory and Social Learning Theory.

2.8.1 The Public Sphere Theory

The public sphere theory observes that an individual's decision to cooperate or participate in actions is always determined by a range of instrumental means which may include force, sanctions, gratification and some reward. The government and other relevant authorities entrusted with ensuring that there are adequate road safety measures in place should institutionalize penalties or sanctions to those who do not comply with required regulations. There should be laws that all road users should always adhere to. Failure to adhere to those regulations should attract a certain form of penalty, fines or imprisonment or being banned from driving for sometime or both. This therefore calls for adequate measures on the part of legislation of the laws and consultations with all stake-holders so that there is coherence and cooperation from all parties.

Habermas (1991) identifies public sphere as an ideal rationale against which to measure the existing social arrangements including performance and practice of the media. The public sphere is an arena where society, in this context the road users, can mediate with the state where members of the public provide information through public affairs and critique the authorities. By so doing those mandated with the responsibility to ensure that there is adequate road safety should be called up to justify when there are increased road accidents and such justification should be done in public forums.

According to Webster (1997), the public sphere is autonomous of government and partisan economic forces and dedicated to rational debate accessible to all citizens who form public opinion in relation to how best to improve road safety in Kenya. Central to the operation of

the public sphere is the free flow of information and communication, and media institutions are essential to its effective working. Not only does Habermas outline the nature of the public sphere, he also provides a historical account of its development and the relevance of the theory in contemporary life (Curran, 1991). The various developments have resulted in the formation of the public sphere with its characteristics of open debate, critical scrutiny, full reportage, increased accessibility and independence of actors from crude economic interests as well as from state control (Webster, 1995). Habermas describes how early capitalism had to struggle against the state the same way the transport industry is straggling against the Kenya government in regard to the night travel regulations for the public transport vehicles.

2.8.2 The Social Learning Theory

The social learning theory postulates that imitative behavior occurs when people are motivated to learn and when such behavior is reinforced by either punishment or reward. Early social learning theorists stressed the importance of reinforcement, the rewards associated with performing the learned behavior, and never applied their ideas to individual actions. There are three main ways in which people can learn from observation. They include through personal experience, interpersonal exchanges and the media. How much content, to what extent and what kind of behavior people learn from the media is debatable (Webster, 1997).

Albert Bandura developed social learning theory to understand media effects on various aspects of life. Bandura argued the actors in the media are authoritative role models whose actions make available the information on which persons base their own behavior (Bandura, 1965). Bandura posited that the media are the most proficient means of educating new ways of behaving, predominantly to children and young people. Individuals could learn new behavior and the clarifications to problems more quickly and with less cost through the media

than in everyday personal relations. Bandura stressed the significance of derivative behavior, which he demonstrated through a number of controlled laboratory experiments. Bandura's Bobo doll studies sought to establish if observing a filmed behavior could teach children the desired behavior and motivate them to be like the film model in the film (Grossberg, 1998). In the same way by demonstrating to the citizenry better and safer ways of conducting themselves through television is a better way of communication to them. He deduced from his research that new patterns of behavior could be learned by simply watching filmed representation of them.

According to Bandura, looking at a film model being punished for exhibiting certain behavior was found to decrease the chances of that behavior being copied, and portrayals of a model being rewarded for prohibited behavior increased the chances of that behavior being copied. In this case, there could be the display of crashed vehicles as a result of lack of concentration while at the road or listening to stories of those affected by crashes and the suffering they are undergoing at the moment. What Bandura considered inhibitory and un-inhibitory effects qualified the capacity of social learning through media representations. When the media depicts those lame persons with broken limbs and other body wounds, it would motivate people to desist from reckless driving. The experiment done by Bandura is considered a classic piece of media research, establishing that behavior can be learned from the media. Subsequent research has applied his work to testing whether filmed violence results in more aggression in viewers. Their laboratory experiments found that certain forms of film violence are imitated and aggression is aroused by the viewing of certain kinds of violence (Newburn and Hagell, 1995).

2.9 Conclusion

It is imperative to note that road safety measures need to be taken with more seriousness by all stakeholders if the number of deaths and injuries are to reduce. The media too have to fully engage themselves more in activities on road safety, including allocating more air time where information on better ways of conducting oneself while on the road can be discussed. The various scholars discussed above observe that there are various ways through which the media can involve themselves in matters of road safety. However, not all the recommendations adapted elsewhere can be implemented in Kenyan case. The media need to exercise their role and adequately perform the role of providing information concerning road use.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.0 Introduction

This chapter describes the research design and research methodology to be employed in the study. This is set out in sections under sub-headings, research design, target population, sample size and sampling procedure, data collection instruments and procedure and, finally, the data analysis and presentation methods to be used in the study. This research paper adopted a descriptive and an analytical research type where facts on what exists in terms of how media have been used to enhance road safety were analyzed with particular emphasis on the three television stations being the mainstream media that enjoy wider viewership in the country.

3.1 Research Design

Ngau and Kumssa (2004) describe research design as the way a study is planned and conducted, the procedures and techniques employed to answer the research questions. A research design therefore entails choosing subjects who participate in the study, techniques and approaches for collecting data from the subjects and the procedure for collecting the information. This study employed a descriptive research design approach, using a cross sectional survey design from respondents selected from media personnel especially the decision makers in media houses on what is published and what is not published. In descriptive survey design, the study describes people's responses to questions about road safety initiative put in place by the media with the aim of understanding the perceptions of the respondents. In this case the intention is to evaluate whether what television stations broadcast has an impact in changing the behavior of the citizens.

The survey design will be an efficient method of collecting original data from a wide range of respondents and will provide an opportunity for the researcher to collect information

systematically. The design will also allow the researcher to reach a wide population of respondents and to scan a wide field of issues that are emphasised by the media with reference to road safety issues. This type of design is used when the population is too large to be observed directly, and is thus economical. The researcher will use the sample collected to generalize the results of the whole population in this case the whole country, resulting in in-depth, rich and meaningful findings on television stations' involvement in enhancing road safety measures.

3.2 Target Population

Mugenda and Mugenda (2003) define population as an entire group of individuals' events or objects having common observable characteristics. Kothari (2004) further adds that the target population is the total number of respondents in the total environment of interest. The researcher endeavored to establish and evaluate the role of the three television stations in addressing road safety issues as perceived by their respective viewers. However, the research was limited to the three television stations, respondents from Nairobi County and public service vehicle drivers in the county.

The researcher was informed by a few factors in narrowing down the scope of research. One, the researcher chose television because it receives a lot of following in the country.

Television is widely used to relay information and a significant large group of Kenyans can access this medium which thus shapes how they make decisions in the future based on the information relayed. Through the use of interviews, the researcher sought to find the nature of the content aired news, advertisements and programs on road safety by seeking responses from editors and managing editors that are in charge of the content aired on the respective television stations. Interviews were conducted guided by the interview schedule attached (appendix II) to the editor or managing editor from sampled television stations. Secondly, the researcher sought to identify whether the information aired by the identified stations has any

impact on the population. Amongst the population the public service drivers spent much of the daily time on the roads and thus finding out if the content aired on television influences their behaviour.

3.4. Sample technique and size

A sample is a proportion of a target population selected for analysis (Mugenda and Mugenda 2003). The main purpose of educational research is to learn something about a large population of subjects by studying a smaller group of its subjects, called sample. The quality of any research is influenced by the appropriateness of methodology, instrumentation and suitability of the sampling strategy that has been adopted (Manion et al, 2001). An ideal sample should be large enough so that the researcher can be confident, within specified limits, that a different sample of the same size if drawn using same procedures can give approximately similar results (Wiersman, 1995).

In light of these facts, the researcher endeavored to sample a few editors or managing editors from each of the selected television stations in an effort to establish the nature and content that is broadcast with reference to road safety. This sample adequately represented the larger group of editors in other television stations.

3.4.1 Sampling

The researcher identified the total number of editors in each television station and developed a sampling frame to assist in the selection of editors in each station as shown by Table 1 below. The editors in this case act as key informants since they are the one who validate what goes to press for broadcasting. The editors were randomly sampled from a pool of editors in each selected television station to eliminate bias. At least 50% of the number of editors in each station forms the target sample to ensure proportionality. This practice applied in all the areas that the researcher will require respondents.

Table 1: Sampling frame for editors

TV STATION	NUMBER OF EDITORS	TARGET SAMPLE
CITIZEN	12	6
KTN	10	5
NTV	16	8

In the selection of the public service drivers, the researcher will rely on the following formula in Mugenda and Mugenda, (2003) in coming up with the sample size for the public service drivers. NTSA identifies that in Nairobi County there are more than 10,000 licensed public service vehicles in operation. The population of public service drivers in this case is more than 10,000 drivers. Mugenda and Mugenda (2003) recommend that in such a case 384 of them form an ideal desired sample size. To arrive at the 384 deduction Mugenda identifies the formula shown below;

$$N = \frac{Z^2 Pq}{d^2}$$

Where:

N = the desired sample size (when population is greater than 10,000)

Z = the standard normal deviate at the required confidence level

P = the proportion in the target population estimated to have characteristics being measured

q = 1-p

d = the level of statistical significance set

In light of the parameter identified by NTSA, there is no estimate available on the proportion of the target population. Therefore, 50% of them are assumed to have the characteristics of interest to the study (Gall, Borg & Gall, 2000). The parameters concur with Mugenda and

Mugenda (2003) who assumes that the Z statistic is 1.96 inspiring a 95% confidence interval and a desired accuracy of 0.05. Therefore, N= 384

$$384 = \frac{1.96^2(0.5)(0.5)}{(0.05)^2}$$

Thus the desired sample size of respondents is 384. In cases where the desired respondents number of 384 is not achieved a 50% ratio of 384 inspires the same level of confidence (Mugenda & Mugenda, 2003). The study will thus strive to achieve the desired level of confidence by distributing 250 questionnaires which are 65% of the 384 respondents. The respondents will be selected from various public service vehicles routes under study.

3.5 Instruments of data collection

Mutai (2000) defines instruments as tools by which data are collected. According to Mugenda and Mugenda (1999), a researcher needs to develop instruments with which to collect the necessary information. This research relied on primary data collected using questionnaires and interviews. These data were used to show comparison of the content that television stations broadcast. An emphasis was directed towards the content on adverts, programs and news items or spots broadcast on road safety and how television stations have been effective in enhancing it. Thus the researcher heavily relied on questionnaires and interview schedules as the main tool of research and the editors acted as key informants in the study through interviews conducted.

According to White (2000) questionnaires generate data in a systematic fashion. They were used in this study because they produced quick results; they were completed at the respondents' convenience; they offered great assurance of anonymity, among other advantages. The researcher utilized questionnaires to get responses from the public service vehicle drivers and encouraged positive and honest responses and interview guides to get information from television station editors and managing editors.

3.6 Data Processing and Analysis

The data collected by the questionnaires was entered and analyzed by use of descriptive statistics. According to Babbie (2004) quantitative analysis is the numerical representation and manipulation of observations for the purpose of describing and explaining the phenomena that those observations reflect. According to Mugenda and Mugenda (1999), descriptive methods have the advantage of summarizing measures, which are used to condense raw data into forms that supply information efficiently. Qualitative data gathered using the interview guides was summarized in a narrative and descriptive manner.

Quantitative data collected using questionnaires was coded, entered and analyzed using a computer statistical package for social scientists program. In presenting the study's findings, frequency tables and pie charts with varying percentages were used. This involved a critical assessment of each response and examining it using thematic interpretation in accordance with the main objectives of the study and then presented in narrative excerpts in the report.

CHAPTER FOUR

DATA FINDINGS, ANALYSIS AND DISCUSSIONS

4.1 Introduction

This chapter discusses, interprets and presents the findings of the study discussed under each objective. Descriptive statistics were used to analyze the data collected. The chapter also provides the major findings and results of the study.

4.2 General and demographic information

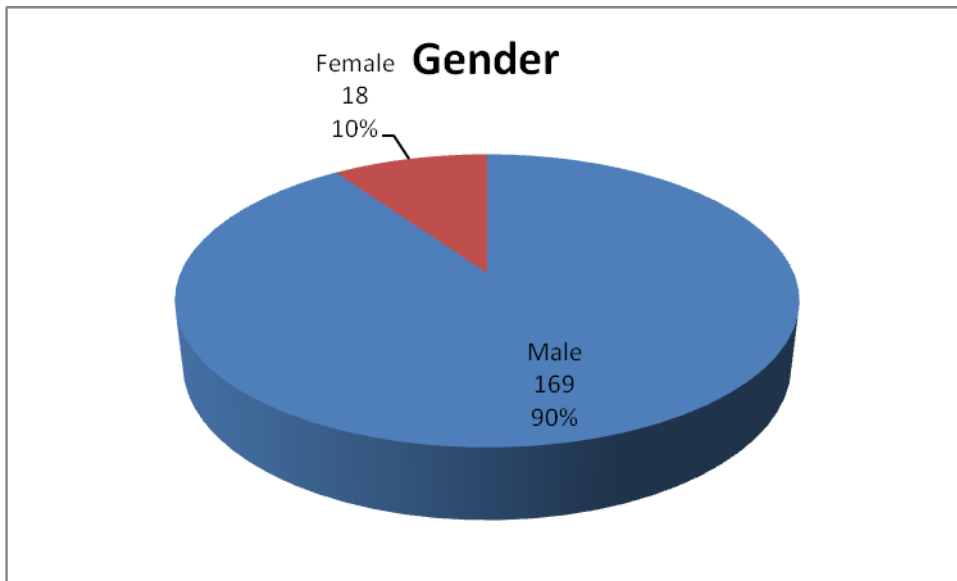
4.2.1 Response Rate

The study was conducted on 265 respondents out of which 15 respondents were managing editors and editors from the three media houses and the other 250 respondents were public service vehicle drivers for various routes in Nairobi County. Only 187 questionnaires were returned from a total of 250 questionnaires administered to the public service drivers. On the part of editor from the television stations, only 15 of them out of the desired 19 were interviewed. The study achieved 76.2% response of the target. This response rate was considered appropriate for analysis and reporting as supported by Mugenda and Mugenda (1999) indicating that a response rate of 70% and above is excellent.

4.2.2 Gender

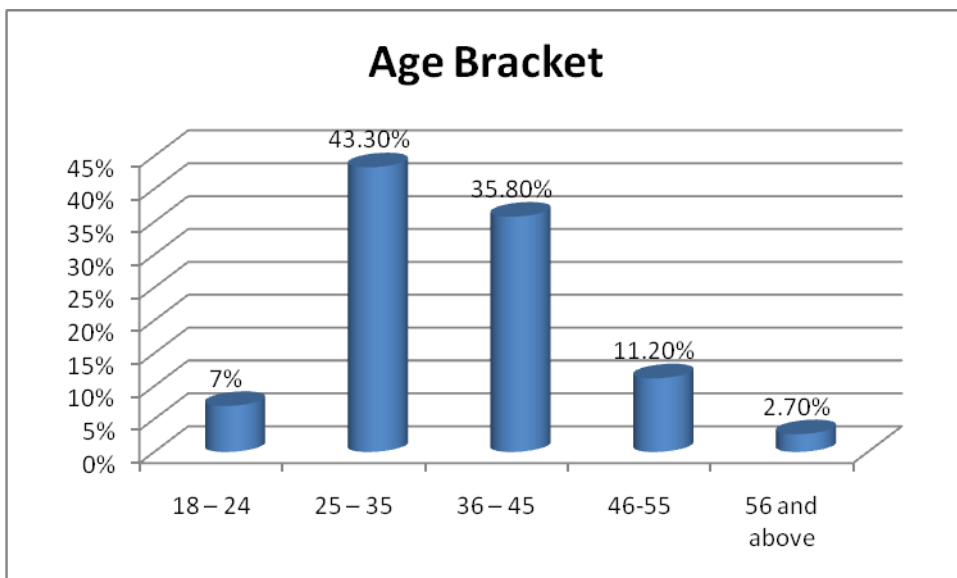
On the part of the responses from the public drivers, the ratio of male to female was largely favoring the male since they are the majority in the business of driving public service vehicles on the roads. Out of the 187 questionnaires returned, 18 of them were female representing 9.4% and 169 were male representing 90.4%. Figure 1 below shows the response by gender distribution.

Figure 1: Showing the responses by gender of public service drivers.



Out of the respondents gathered, most of them were between the ages of 25-35 years representing 43.3% of the total sample and followed closely by those in the ages 36-45 years which had 35.8% of the total. There were very few drivers above 56 years of age representing 2.7% as shown by the Figure 2 below.

Figure 2: Distribution of public service drivers by age



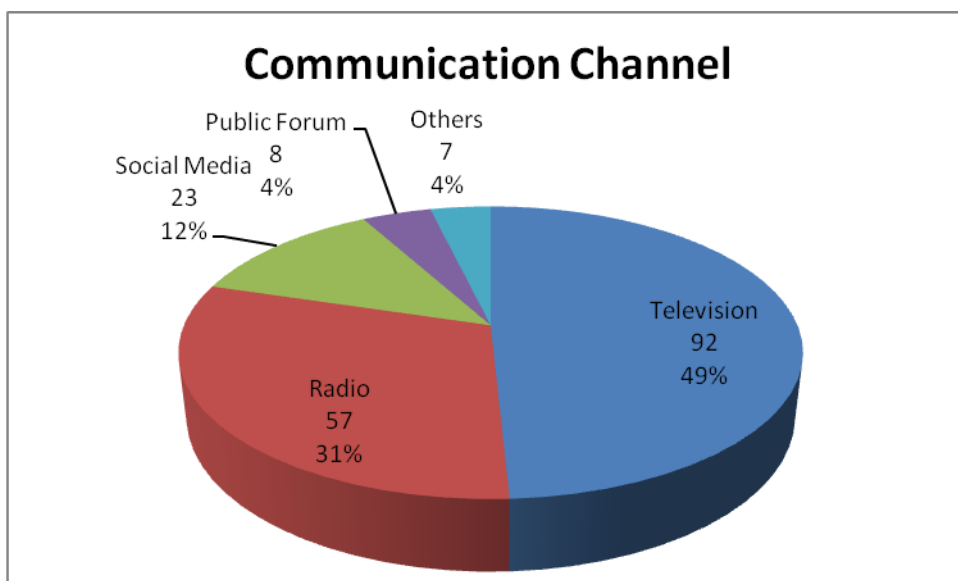
4.2.3 Experience of editors

Amongst the editors interviewed majority of them had over 6 years of experience in their profession. Their many years of work experience speaks of the expertise that the editors have in their line of work and thus provide significant credibility to their responses and recommendations to be incorporated so as to improve road safety.

4.4 The role that television plays in contributing towards road safety in Kenya

Amongst the total sampled respondents, 49% identified television as their preferred channel of getting road safety information. This was largely attributed to the visual effects of television as opposed to the other forms of media communication. Radio followed with 31% contribution to provision of information to the drivers. Other means identified were social media, public forums and newspapers as shown in Figure 3 below.

Figure 3: Communication channels through which drivers get road safety information



Further, the editors identified the segment of viewership that television commands. When asked the estimate number of viewers; all the editors made reference to the Ipsos Synovate report on audience analysis. The three channels that the study had identified command a viewership of more than 90% of the total television viewership population. Citizen Television

has the highest viewership of approximately 14 million, NTV and KTN have 6.8 million and 6.7 million, respectively.

Further, the responses from the drivers supported the Ipsos Synovate audience report that of the three stations Citizen is the most popular. Focusing on the extremely often and the very often category of the three stations, Citizen had the highest preference followed by NTV and lastly KTN.

Table: 2: Favorite Television station watched by PSV drivers

Station	1		2		3		4		5	
	F	%	F	%	F	%	F	%	F	%
Citizen	116	62.00%	62	33.20%	7	3.70%	1	0.50%	1	0.50%
NTV	97	51.90%	53	28.30%	20	10.70%	9	4.80%	8	4.30%
KTN	57	30.50%	37	19.80%	59	31.60%	21	11.20%	13	7.00%

From the Table 1 above, those who watched Citizen television extremely often (1) were 62%, 33.2% very often (2), 3.7% often (3), 0.5% rarely (4) and 0.5% not at all (5). On the other hand, NTV had 51.9% extremely often, 28.3% very often, 10.7% often, 4.8% rarely and 4.3% not at all. Lastly, KTN had 30.5% extremely often, 19.8% very often, 31.6% often, 11.2% rarely and 7% not at all.

The World Health Organisation (2004) identified that road safety media campaigns are able to influence the behaviour of road users. Deducing from Table 2 above, awareness through television media can be very effective if conducted properly and supported by the necessary legislation or pieces of legislation based on the large number of audience that television reaches out to.

4.5. Programs, adverts and news items that enhance road safety in Kenya

Television as a medium of communication has the responsibility of passing information to the citizens, amongst other functions. Adverts, news items and programs are some of the

mechanisms that television can utilize to pass information effectively and efficiently. It was established that there were very few regular and consistent programs being carried out amongst the three stations on road safety.

From Table 2 above, 178 respondents identified to have a preference for Citizen Television, 150 on NTV and 94 preferred KTN. This preference was for those who selected the option that they watched their preferred station extremely often and very often. Out of the 178 respondents, 18% said that there were programs on road safety being aired and 82% said there were no programs on Citizen Television on road usage. NTV had 11.3% of programs and KTN had the lowest of 6.4%. Many of the respondents reported that there were no consistent and regular programs on road safety being aired on television stations. A large number of the respondents who said there were programs identified some like ‘Road Hog’ aired on Citizen television which are not broadcast on regular basis.

Table 3: Advertisement, programs and news items that support road safety

Station	Programs		Adverts		News Items	
	YES	NO	YES	NO	YES	NO
Citizen	18%	82.0%	79.8%	20.2%	91.6%	8.4%
NTV	11.3%	88.7%	80.7%	19.3%	87.3%	12.7%
KTN	6.4%	93.6%	72.3%	27.7%	77.7%	22.3%

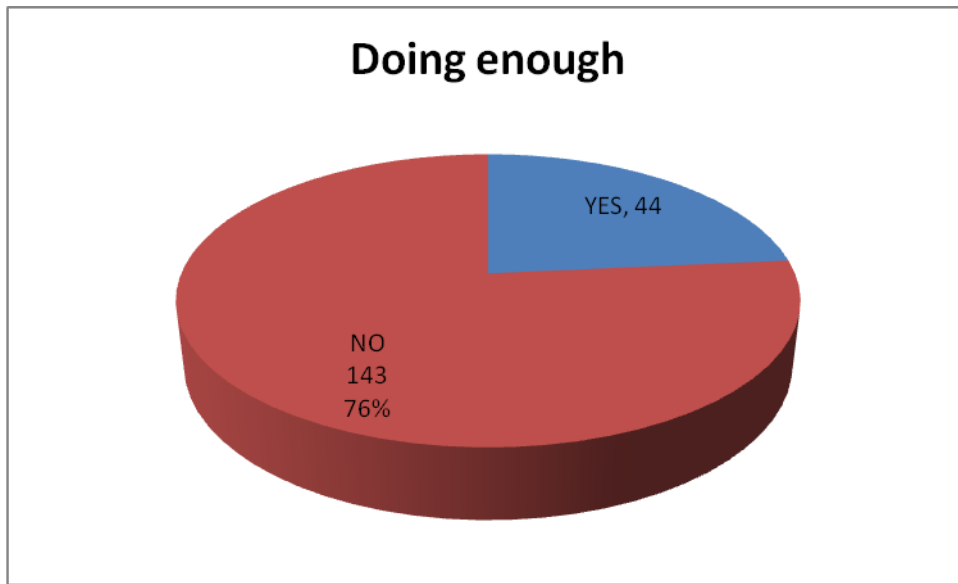
The news items included the reporting of road crashes on the roads around the county and discussions with the various relevant government officials in television studios especially at prime time hours. The advisements on the other hand, comprised both sponsored by television stations themselves and those sponsored by other agencies like Kenya Urban Roads Authority (KURA) or East African Breweries Limited. Some of the adverts included:-
Remember that night, Friends do not let friends drink and drive, Do not drink and drive, Ni bora kuchelewa kuliko kutofika and *make the right choice*, among others. Amongst the three

stations Citizen Television had the highest news coverage of road safety issues of 91.6%, followed by NTV and KTN with 87.3% and 77.7%, respectively.

The findings from the editors too reflected a similar opinion with many of them indicating that there are many adverts and news items but few programs. That is to say that television stations do not have many programs on road safety. The news items are normally many as a result of crashes that are categorized as news items in various news bulletins. The adverts are the most common in all the stations and they are mostly fully sponsored by the advertisers as paid up advertisements. NTV was identified to have the highest number of adverts broadcast with content on road safety with 80.7% followed closely by Citizen Television with 79.8% and KTN 72.3%. The distribution of adverts in all the three stations is almost equal because most of the advertisements are duplicated by the advertisers in all the stations since they are paid for advertisements i.e. fully sponsored by the advertisers.

The study sought to establish the specific roles that television stations ought to play in addressing road safety situation. From the respondents it was established that majority of them reported that television station are not doing enough and as such should put in more efforts towards the same. Out of the 187 respondents sort, 143 of the respondents which represented 76% felt that there was much more that television station should do to improve the current state. On the other hand, a small number of 44 respondents that represented 24% were satisfied with the efforts of television towards road safety.

Figure 6: Level of satisfaction of Television on matters of road safety



The study sought to find out the factors that are given prominence by television in enhancing road safety. The factors included speeding, drink-driving, new traffic regulations and destructed driving.

Table 4: Showing the factors being highlighted by television stations on road safety.

Factor	1		2		3		4		5	
	F	%	F	%	F	%	F	%	F	%
Speeding	113	60.4	67	35.8	5	2.7	1	0.5	1	0.5
Drink-driving	127	67.9	56	29.9	3	1.6	1	0.5	0	0
The new traffic regulations	73	39	33	17.9	12	6.4	58	31	11	5.9
Destructed driving	13	7	7	3.7	22	11.8	82	43.9	63	33.7

Amongst the factors, speeding and drink-driving were identified to be the most highlighted by television towards contributing road safety. This was attributed to the many adverts that many agencies have popularised through the media in avoiding drink-driving. Some of the adverts included the observation of road safety measures and signs, the usage of safety belts and upgrading of the digital speed governors, the *Toa Sauti Initiative*, *Friends do not let friends drink and drive* and the National Transport and Safety Authority (NTSA) advert on *Remember that night*, among others. The new traffic regulations was less prominent because

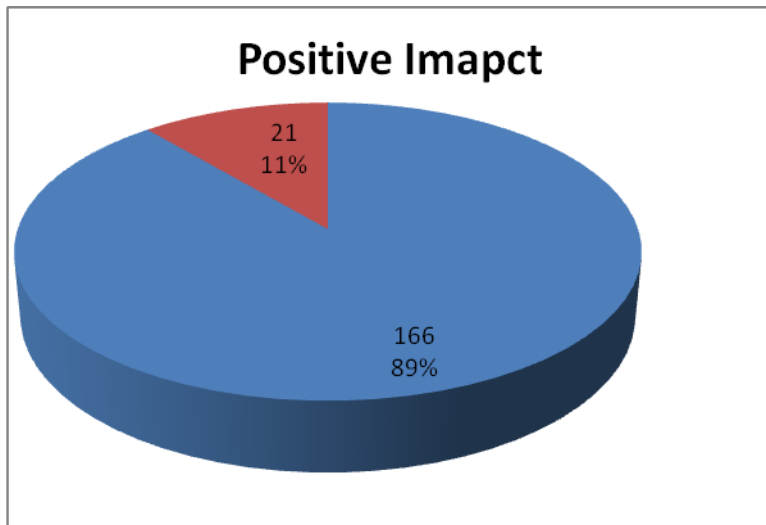
there have been few regulations formulated and destructed driving was rarely highlighted in all television station under study.

Citizen television was identified to be having a semi-consistent program '*The Road Hog*'- that was considered effective by most respondents in enhancing road safety measures especially in Nairobi County where failure to adhere to the stipulated regulations is the order of the day. NTV too had a news-feature - '*Make the right choice*'- although it was a one-off. Those found to be breaking the law are shamed on public television. The public facilitate the identification of notorious drivers by uploading a video showing any vehicle found breaking traffic regulation. This was seen as an effective way of enhancing safety and promoting sanity while on the roads as the owners of the vehicles would want to avoid such shame which follows with other legal repercussions.

4.6 Impact of programs, adverts and news items on road safety

The respondents overwhelmingly observed that television stations where an integral part in positively changing their perspective on matters of road safety. Amongst the respondents, 166 of them that represent 89% concluded that the road safety measures carried on television had a positive impact on their life. On the other hand, a small number of 21 respondents which represented 11% felt that they don't get any positive impact from television on road safety because they rarely watch television.

Figure 5: Impact of programs, adverts and news items on road safety



Fastening safety belts and using the designated foot bridges while crossing the road were areas that the respondents indicated to have witnessed more emphasis on television. The failure to use foot bridges has been a common trend in most urban road users even if the bridge is just a stone-throw-away. Some pedestrians are even knocked down by speeding vehicles just below the footbridge. The respondents sampled highlighted that programs, adverts and news features or spots on road safety aired on television resulted in reduced road crashes as the road users are provided with information on proper road usage. When the traveler are informed of the notorious spots often called ‘black spots’ they tend to drive with caution while approaching such areas. This is greatly facilitated by the traffic updates that are broadcast on television especially as news items or breaking news.

The adverts mostly highlighted the positive impact of enhancing road safety. For instance, the respondents highly identified the East African Breweries Limited (EABL) sponsored advert on drink-driving. The advert advocates for one to have a designated driver or taking of a taxi. The news items mostly focus on the negative impact of road safety as when a major road accident occurs it is carried in the news thus making road users to be careful. The news items highlighting the dangers of not observing road regulations acts as a motivator for road users

to adhere to all requirements while on the roads as observed by Bandura's social learning theory discussed in Chapter Two.

4.7 Interventions that need to be put in place to enhance road safety

The respondents reported that the government and other stakeholders in the transport industry need to put in place some interventions to enhance road safety. Some of the measures could include incorporating an advertisement or news item on road safety in every prime-time bulleting. The advert could cover various topics like drink-driving, observation of new traffic rules and regulations, notification of notorious black spots, among others. When such information is provided to the road users through television, the road users will be more informed and thus there is the likelihood of reducing road crashes or accidents.

Television stations should increase their corporate social responsibility towards road safety by introducing road safety programs that contribute towards motivating viewers on positive road safety measures like speed limits, use of footbridges, avoidance of human errors that cause crashes, importance of reflectors, speed governors, among others.

Editors acknowledged that despite the fact that road safety is a weighty social issue, financing news features, adverts and programs is quite a burden for media houses to shoulder alone thus majority recommended an all-involving process that includes all stakeholders like National Transport and Safety Authority, vehicle manufacturers and distributors, road contractors, county government, among others, to finance road safety news features, adverts and programs.

CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary, recommendations and suggestions for further research based on the results of the study. The findings were based on the objectives of the study.

5.2 Summary

The purpose for this study was to assess the public transport sector on television programming on road safety in Kenya. The study findings discussed in the previous chapter can be summarized as follows:

On the role that television plays in enhancing road safety, television is an important mechanism of information acquisition on matters relating to road safety although a higher percentage felt that television is not doing enough to enlighten them on road safety issues. Television should thus aim at providing timely and accurate information on matters of road safety. In addition, they should provide repeated information as it is through the repetition that the information becomes memorable to the road users. The respondents too felt that there is need to have more programs across television stations to facilitate a deeper understanding to the road users. The news items or spots should be provided at prime time and their frequency should be increased as with the advertisements.

There were many news items and adverts that were identified to be providing information on road safety but no programs. Media reporting on road safety is an important mechanism for raising responsiveness among the general public and encouraging specific policy changes by policy-makers. Most of the news items were mainly live reporting from an accident scene or a reporting of a road crash. All of the advertisements identified were fully sponsored by the advertisers especially from East African Breweries Limited and the National Transport and

Safety Authority. There were few programs with only Citizen Television having been identified to have a regular news-feature article on road safety.

The current programs, adverts and news items were found to have a positive impact in enhancing road safety. It was deduced from the respondents that they got a lot of information on road safety from television and the adverts were credited to be the highest provider of information. The advertisements, programs and news items or spots have influenced the behaviour of roads users by motivating them to adopt better road safety measures. News items, especially the ones that show road crashes and cautions on 'black spots' on the roads, have acted as a negative stimuli of cautioning drivers on speeding. For the advertisements to have a greater impact on matters of road safety, they should be focused on the emotions of the viewers rather than just passing information.

The interventions identified in the previous chapter are helpful if properly implemented and backed up by the necessary legislation. The media houses too have a role to play in enacting the appropriate measures in their programming so as to ensure that road safety measures are given adequate airtime. In addition, the other interventions are policy related and all stakeholders should play their part so as to attain the desired results. The media houses need to put in place programs that focus on issues of road safety on a regular and frequent basis.

5.4 Recommendation

The recommendations made in this section were derived from the conclusions about the findings of the study. It is important to note that the vehicle, the driver, and the road are the three distinct elements to enhancing road safety. It is thus prudent to ensure balance amongst the three if safety on the road is to be attained.

5.4.1 Policy recommendations

Policy intervention recommendations include:

- i. There should be the enactment of a policy within each media house that requires the airing of road safety programs, advertisements and news or spots so as to keep the citizens responsive with information on a regular basis at prime time.
- ii. As a requirement, vehicle manufacturers and distributors should be compelled to dedicate part of their corporate social responsibility funds to sponsor adverts and programs that sensitize their customers on road safety best practices.
- iii. It should be made a policy that upon the completion of a nationally- ranked road, such as the Thika Super Highway, there should be programs, news features or adverts on television or any other medium on the safety nets of that road. Some of the items to be included on the sensitization could include the speed limit on that road, designated lanes, exits and entries and road signs, among others.
- iv. Media houses should introduce refresher programs that remind drivers of new and or existing traffic regulations and good driving practices. Media houses should have one or two regular programs that highlight road safety issues.
- v. As a policy the government should introduce a road safety week campaign every month where all media houses should contribute by highlighting or broadcasting content related to enhancing road safety. This could be done through the introduction of advertisements, news features and programs, among other content. Members of the public will participate in the campaign through interactive discussion being aired. During the safety week the need to use footbridges, observation of road safety rules, among other safety measures would be discussed through television.

- vi. Upon the introduction of a new road regulation or safety policy for instance Alcohol, the government should in equal measure sensitize the public on the parameters of the policy through television in form of adverts, news features and programs to inculcate the culture of utility and adherence to the policy.

5.4.2 Recommendations for further research

The researcher recommends

- i. Further research is required on the ratio of road safety adverts, programs and news items versus other media campaigns of community concerns such as drug abuse or HIV/AIDS. The intention is to compare the frequency, priming and duration of such media campaigns through television and ascertain which one is given prominence over the other and the impact of each towards behavioral change.
- ii. Research should also be undertaken to ascertain the impact of individual item separately i.e. the programs, news and adverts. The impact level should also attempt to establish which option works better whether the persuasive motivational behavioral change or the negative stimuli or use of fear appeals.

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APPENDIX I: Questionnaire for the public service vehicle drivers

My name is Joseph Gitagama, a student at the University of Nairobi. I am undertaking a study: An evaluation of the Contribution of Television in Enhancing Road Safety in Kenya: A Case Study of Nairobi County. The information provided will be used for academic purposes only. Please assist through contribution of information towards this study by answering these questions.

Please mark with an (x) or (√) in the box with the appropriate response.

1. Gender

Male

Female

2. In which age bracket can you be categorized?

18 – 24 [] 25 – 35 []

36 – 45 [] 46 – 55 [] 56 and above []

3. Which communication channel do you get most of the information from concerning road safety?

i. Television

ii. Radio

iii. Social media (e.g facebook and twitter)

iv. Public forums (e.g Sacco meetings)

v. Others (specify)

4. Which television station do you watch most?

KEY: **Extremely Often-EO; Very Often-VO; Often-O; Rarely-R; Not at all-NT**

Station	EO	VO	O	R	NT
Citizen					
NTV					
KTN					

5. Does your favorite television station air programs that address road safety?

YES

NO

If yes kindly state them:

- i.
- ii.
- iii.
- iv.

6. Does your favorite television station air adverts that address road safety?

YES

NO

If yes kindly state them:

- i.
- ii.
- iii.
- iv.

7. Has your favorite television station aired news items that address road safety in the past five months?

YES

NO

If yes kindly state them:

i.

ii.

iii.

iv.

8. Which topics on road safety do you think have been highlighted most by your favorite television concerning road safety?

KEY: Extremely Often-EO; Very Often-VO; Often-O; Rarely-R; Not at all-NT

Factor	EO	VO	O	R	NT
Speeding					
Drink-driving					
The new traffic regulations					
Destructed driving					

9. Has any of the aired programs, adverts or news items positively changed your perception and how you use the road? YES NO

Explain your answer.....

10. Do you think the television does enough to address road safety?

YES

NO

Explain your answer.....

.....

.....

11. In your opinion what measures would you recommend to be undertaken by television to address road safety?

.....

.....

.....

.....

.....

Thank you for your participation

APPENDIX II: Interview schedule for editors

1. Which television station do you work for?
2. How long have you worked for this television station?
3. What is the estimated viewership of your television station?
4. What are the programs broadcasted in your station that enhance road safety past five months?
5. What are the news items broadcasted in your station that enhance road safety in the past five months?
6. What are the adverts broadcasted in your station that enhance road safety in the past five months? Are the adverts co-sponsored or fully sponsored by the advertisers?
7. Which of these topics on road safety has your television station highlighted most concerning road safety?

KEY: Extremely Often-EO; Very Often-VO; Often-O; Rarely-R; Not at all-NT

Factor	EO	VO	O	R	NT
Speeding					
Drink-driving					
The new traffic regulations					
Destructed driving					

8. In your own opinion what are the possible impacts of the programs, adverts or news items aired on road safety from your television station?
9. Do you think your television station does enough to address road safety?
10. In your opinion what measures would you recommend to be undertaken by your television station to effectively address road safety?

Thank you for your participation