

**THE ROLE OF COMMUNITY RADIOS ON PERCEPTIONS AND
ATTITUDES OF CATTLE RUSTLING COMMUNITIES IN TURKANA
COUNTY, KENYA**

CHUMAN ACHUMANI

MJMS/2019/47837

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT
FOR THE AWARD OF A DEGREE IN MASTER OF ARTS IN
JOURNALISM AND MEDIA STUDIES (CORPORATE
COMMUNICATIONS) OF
MOUNT KENYA UNIVERSITY**

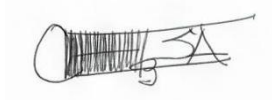
MARCH, 2025

DECLARATION AND APPROVAL

This Project is my original work and has not been presented for a degree in any other University or for any other award. No part of this research should be reproduced without the authors' consent or that of Mount Kenya University.

Student's Name: **CHUMAN ACHUMANI (MJMS/2019/47837)**

Sign: _____



Date: 20/03/2025

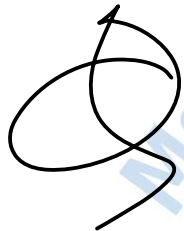
Declaration by the supervisor(s)

I confirm that the work reported in this project was carried out by the candidate under my supervision

Name: **DR. DANIEL OLOO ONG'ONG'A PhD.**

(Mount Kenya University)

Sign :



Date: 20/03/2025

DEDICATION

To my lovely wife, Mrs. Francisca Chuman, I dedicate this piece of work to you for providing conducive environment both morally and materially for the success of this research. To my Godsend children, Dennis, Sosbrimins, Bengenalius, Symprose and Jentrix, thank you all for being part of this academic journey. I am grateful for giving me ample time to concentrate on the research.

To my mother, Mrs. Rodah Ebei Achuman, special gratitude to you for worthy and constant encouragement in the entire research period. And that it is possible for a son of a pastoralist community to be equal with others in academic spheres, despite the many struggles in life.

To the family friend, Maurice Natoot, I have no words to express my regards to you for being of great help during the research period. You shared your experience, advice and guidance on the research. Let God of Heaven bless you so much!

ACKNOWLEDGEMENT

I wish to pass my sincere appreciation to Dr. Daniel Oloo Ong'ong'a, my University Supervisor, for his unwavering support and guidance during the entire period of my research project. Through close supervision and reshaping of my project from time to time, I am forever appreciative for the effort! Thank you for this resoluteness support. I will always cherish him for this effort.

I also recognize the support and technical advice of Josephat Githua Kariuki, the Head of Department, Journalism and Mass Communication, Mount Kenya University.

I Thank the co-operation and involvement of Trizzer Kachilla, Wycliffe Masinde, Miller Lokerith, Noah Okiru and Ken Simiyu, who were the managers, editors and producers of the community radio stations in Turkana, for invaluable support during the study.

Finally, to all those who supported and not mentioned for appreciation, without any reservation, I register my best regards to all of you.

ABSTRACT

Community Radio, over the years, has established itself as an integral part of the mediascape of communities across Kenya. With its proven attachment to local communities, community radios in Turkana County, socially help communities address problems affecting them. However, cattle rustling has predominantly devastated and disrupted normal livelihoods of the pastoral community in Turkana. Traditionally, cattle rustling is a growing phenomenon and was in the recent past perceived as a cultural activity, through which cattle was raided to pay dowry among Turkana communities. However, in the society today, cattle rustling has taken a different dimension altogether! It is characterized by increasing number of complex portable firearms and light weapons in the wrong hands of bandits, which has resulted to wanton and reckless killings, children and women maimed and property destroyed. It was in this regard, the study sought to explore the role played by community radio in changing perceptions of pastoral communities as pertains to cattle rustling in Turkana County, in order to bring to the end, the persistent cattle rustling and banditry once and for all. The study used Ekeyokon and Echami CRs in Turkana, to seek answers to the questions raised to address the cattle rustling problem. The four objectives of the research were, first, to explain the extent to which community radio programmes change perceptions of communities on cattle rustling. Second, to examine the role stakeholders play in providing an enabling environment for community radio stations to change perceptions of cattle rustling communities. Third, to appraise the strategies the stakeholders use to leverage on the community radios and finally, to evaluate the challenges community radio face in changing perceptions of communities on cattle rustling in Turkana. Agenda-setting theory guided the Study. The Study employed a mixed method approach, which utilised descriptive research design. The target population was 400,000 listeners. A sample size of 400 was determined using Lamola and Yamane formula. Purposive sampling was used to identify the pastoralist community. A simple random sampling technique was also used to identify 10 radio editors, programme producers, chair-MCK-Turkana, County Director of Peace, and a Peace Partner. On data collection, the study administered structured questionnaire and key informant interview schedule. Statistical Package for Social Sciences Version 26 and content analysis were used to analyze data. From the findings, the study concluded that community radio in Turkana was the only powerful game-changer that helped influence pastoralists mindset, and change the social behavior of pastoralists on cattle rustling. The study recommended the county government to intentionally establish Community Media Fund to effectively support community radios to change pastoralists mindset on the barbaric cattle rustling. Additionally, Turkana County Government must support the radios in the design and implementation of social behaviour change programmes to gradually be the paradigm shift on cattle rustling practice. Similarly, County Government must formulate policies and legislations that make radios more effective and efficient. And at the same time, prioritise those legislations that outlaw cattle rustling. The Research applies to academia, national and county governments, non-state actors, policy-makers, community and radio stakeholders.

TABLE OF CONTENTS

DECLARATION AND APPROVAL	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
LIST OF TABLES	vi
LIST OF FIGURES	vii
LIST OF ABBREVIATIONS AND ACRONYMS	viii
CHAPTER ONE: INTRODUCTION	Error! Bookmark not defined.
1.0 Introduction	Error! Bookmark not defined.
1.1 Background of the Study	Error! Bookmark not defined.
1.2 Statement of the problem	7
1.3 Objectives of Study	9
1.3.1 General Objective	9
1.4 Research Questions	10
1.5 Significance of the Study	11
1.6 Limitations of the Study	12
1.7 Scope of the Study	13
1.8 Study Limitation	13
1.9 Delimitation	14

1.10 Assumption of the study	14
1.11 Operational Definition of Key Terms	15
CHAPTER TWO: REVIEW OF RELATED LITERATURE.....	16
2.0 Introduction.....	16
2.1 Theoretical Literature on variable.....	16
2.2 Empirical Literature	19
2.3 Critical Review and Research Gap identification.....	23
2.4 Theoretical Framework.....	24
2.4.1 Agenda Setting theory.....	24
2.4.2 Hypodermic Needle Theory.....	26
2.5 Conceptual framework for the Study.....	28
2.6 Recap of Literature Review	30
CHAPTER THREE: RESEARCH METHODOLOGY	31
3.1 Introduction.....	31
3.2 Research Methodology	31
3.3 Research Design.....	32
3.4 Location of the Study.....	32
3.5 Target Population.....	33
3.6 Sampling procedures and techniques.....	34
3.7 Sample population	35

3.8 Construction of Research Instruments	35
3.9 Testing for Validity and reliability of instruments	36
3.9.1. Reliability.....	36
3.9.2 Validity.....	36
3.10 Data collection methods and procedures.....	36
3.11 Questionnaire Method.....	37
3.12 Key Informant Interviews Method.....	38
3.13 Data analysis techniques and procedures.....	38
3.14 Ethical Consideration.....	39
CHAPTER FOUR: FINDINGS, ANALYSIS AND PRESENTATION	41
4.0 Introduction.....	41
4.1 Research presentation, interpretation and discussions.....	42
4. 1 .1 Response Rate.....	42
4.1 2. Demographic Characteristics of Respondents.....	42
4.2 Presentation of Findings	44
4.2.1 The role of Community Radio Programmes.....	44
4.2.2 Stakeholders Role in Providing an Enabling Environment.....	45
4.2.3 Strategies by Stakeholders to Leverage on Community Radio.....	46
4.2.4 Key Challenges Community Radios Face.....	47
4.3 Discussions of individual objective results.....	48
CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	
.....	56
5.0 Introduction.....	56

5.1 Summary of Result Findings	56
5.1.1 Objective One.....	56
5.1.2 Objective Two.....	57
5.1.3 Objective Three.....	57
5.1.4 Objective Four.....	57
5.2 Conclusion	58
5.3 Recommendations	62
5.3.1 Government.....	62
5.3.2 Community.....	64
5.3.3 Other Stakeholders.....	65
5.4 Recommendations for further research.....	66
REFERENCES.....	68
APPENDICES.....	74
Appendix 1: Consent Form:.....	74
Appendix 2: Letter of Authorization.....	76
Appendix 3: Research Permit.....	77
Appendix 4: Blank Questionnaire.....	78
Appendix 5: Key Informant Interview Guide.....	80
Appendix 6: Map of Study Area.....	82
Appendix 7: Research Budget.....	83
Appendix 8: Work Plan.....	84

LIST OF TABLES

Table 1: Distribution of sample	36
Table 2: Demographic characteristics of Respondents by Gender	44
Table 3: Distribution of Respondents by Age and Gender	44



LIST OF FIGURES

Figure 1: The Conceptual Framework for the study	30
Figure 2: Distribution of the Respondents by Age and Gender	45
Figure 3: Role of community radios in changing perceptions, responses by numbers.....	46
Figure 4: Stakeholders Role in Providing an Enabling Environment.....	47
Figure 5: Strategies by Stakeholders to Leverage on Community Radio's	49
Figure 6: Challenges Community Radio Face	50



LIST OF ABBREVIATIONS AND ACRONYMS

AfDB	African Development Bank
AIDS	Acquired Immune Deficiency Syndrome
ASAL	Arid and Semi-Arid Lands
GOK	Government of Kenya
GSU	General Service Unit
HIV	Human Immune Virus
ICC	International Criminal Court
ICT	Information Communication Technology
IDP	Internally Displaced Persons
ISERC	Institutional Scientific and Ethics Review Committee
KCMNET	Kenya Community Media Network
KHRC	Kenya Human Rights Commission
MDDF	Media Diversity Development Fund
MKU	Mount Kenya University
MoU	Memorandum of Understanding
NACOSTI	National Commission for Science, Technology, and Innovation
NCRC	National Crime Research Centre
NGOs	Non-Governmental Organizations
NHIF	National Health Insurance Fund
NPR	National Police Reservists
PSA	Public Service Announcements
PWD	People with Disability

RDU	Rapid Deployment Unit
SBCC	Social Behavioral Change Communication
SF	Special Fund
SPSS	Statistical Package for Social Sciences
TCMF	Turkana Community Media Fund
UNESCO	United Nations Education, Scientific, and Culture Organization
USA	United States of America
GDP	Gross Domestic Product
MOA	Media Owners Association
IOM	International Organisation for Immigration



CHAPTER ONE: INTRODUCTION

1.0 Introduction

The chapter discusses the background to the study. It builds emphasis on the role of community radio in changing perceptions of pastoral communities in effort to bring to an end cattle rustling in Turkana County. Further to this, it gives the statement of the problem, pointing out that community radios in Turkana have a strategic role to play in bringing about the behavioral change in pastoral communities in the desire to address social-economic problem of cattle rustling. The objectives of the study and the research questions are then stated. It also discusses the significance of the study to key stakeholders.

1.1 Background of the Study

Cattle rustling is a deeply entrenched cultural practice in Turkana County. Traditionally, it is seen as a rite of passage, a means of wealth accumulation, and a tool for securing resources in a harsh environment. However, over time, it has escalated into violent conflicts driven by increased competition for scarce resources such as water and pasture, proliferation of small arms and light weapons in the region, weak law enforcement and governance structures. The consequences of these and many more result to loss of lives, displacement of communities, economic instability, and disruption of development initiatives in the region.

On the other hand, community radios are regarded as powerful tools for driving social change, especially in rural and conflict-prone areas where other forms of media are less accessible and less pronounced. Radios are affordable, portable and require minimal

literacy, and can reach to a far-flung and remote populations. They broadcast in local languages and address culturally specific issues, making their messages relatable and impactful to the community they serve.

In Turkana County, community radios have been deployed to address various challenges, including peace-building initiatives, education, environment, climate change, and health awareness. Specific to cattle rustling, these radios aim to shift perceptions by portraying rustling as destructive rather than honorable practice, promote alternative livelihoods and peaceful coexistence, and provide a platform for community dialogue and reconciliation among conflicting groups.

Despite their potential, and the role they play in the community, radios in Turkana face several challenges including insecurity; journalists and staff often operate in dangerous conditions due to ongoing conflicts, cultural resistance; long-standing traditions and societal norms may hinder the acceptance of anti-rustling messages, financial constraints; there is limited funding, inadequate infrastructure, and lack of technical expertise that impede their effectiveness among many others.

While community radios have been widely acknowledged for their role in being a cornerstone in solving socio-economic problems in the community, there is limited empirical evidence on their specific impact in changing perceptions and attitudes in regard to cattle rustling. Understanding how community radios operate, the challenges they face, and the strategies the stakeholders employ to leverage on their mandate is

crucial for enhancing their effectiveness, informing policy and stakeholder interventions, and providing a model for other regions grappling with similar conflicts.

In effort to examine community radio role in transforming perceptions and attitudes, the study is timely and significant, as it seeks to bridge the gap between the theoretical potential of community radios and their practical impact in addressing cattle rustling in Turkana County.

According to Anas et al. (2012), Community Radio in Africa, over time, has developed differently in different countries given the local needs. Early experiences of using community radios in North America and Europe, as well as Latin America, have shaped and motivated the use and spread of community radio worldwide. He continued to say that the success reported from those early initiatives had motivated the United Nations Education, Scientific, and Culture Organization (UNESCO) to exploit it in many initiatives targeting communities in developing countries. According to them, the Voice of the Community in the Philippines was among the first independent community radios set up with help from UNESCO with the aim to empower residents of local communities through information, to take better advantage of existing development opportunities, and to seek their own development opportunities through discussion and debate. There are many other well-documented and well-remembered community radio initiatives serving communities across the globe.

According to Birgitte (2022a), in Latin America, a much-known successful community radio is a radio that targeted miners in the mining district of Columbia, Catavi in Bolivia

and the United States of America (USA). The experience started in the late 1940s and early 1950s of the 21st century. They mushroomed up through from the 1970s to the 1990s, starting in the South and moving northwards. The usefulness of the station has motivated local residents to financially support the stations and ensure their sustainability. The impact of these stations has triggered other mining communities in other districts to follow suit. By the beginning of the 1970s, there were more than 25 stations serving mining communities across Bolivia.

In India, community broadcasting has been indispensable, where there are 18 officially recognized languages and many more languages, and a considerable percentage of the population are underprivileged or minority cultures. Radio technology has been enabling those communities to have access to information specific to their communities, such as weather conditions, coverage of cultural events, public announcements on electricity and water supplies, disaster warnings, and health alerts (Anas et al., 2012).

A report by UNESCO (2024) suggests that community radio can be an effective tool in the provision of the important democratic rights of citizens to have access to reliable, accurate, and timely information. This statement reaffirms the potential of community radio in enabling access and promoting participation. The same report also claims that community radio can play an important role in the inclusion of minority and marginalized groups and support diversity in public deliberations. It summarizes the functions of community radio in: reflecting and promoting local identity, character, and culture; creating a diversity of voices and opinions; providing a diversity of programs and content; encouraging open dialogue and democratic process; promoting development

and social change; promoting civil society; promoting good governance; and encouraging participation and sharing of information and innovation.

Birgitte (2022b) observes that community radio gives communities a voice and allows them to define their path, pandering neither to political nor commercial interests. It is in the unique position of only operating in the interests of the community it serves. It is a platform for the community's freedom of expression, a fundamental human right in a democracy.

Similarly, Bulunga Incubator (2023) acknowledges that CR, even with the proliferation of communication platforms and technology, stands out as unique and remains as the community's foolproof solution for socioeconomic problems, connection, information, and entertainment. Either globally or nationally, it plays a crucial role in providing a powerful voice to underrepresented people, sharing information that is relevant to their daily lives, promoting social-economic cohesion, and linking them to opportunities. These, among others, are the key reasons that gave birth to the establishment of the community radio.

In Kenya, Ochichi (2014) argues that CR remains the most important media in most rural parts of the country, due to illiteracy levels. Radio is a driving force of change among the masses and has significantly played the role of a change agent. Most Kenyans, especially in remote parts of the country, consume radio for news and information. Those who are illiterate find it convenient to hear and listen to radio that airs in their own most common local language.

According to Anas et al. (2012), one of the most well-known and maybe the first community radio station in Africa, Homa Bay Community Radio Station, launched in 1982. On Kenya's Lake Victoria, the station catered to the rural Homa Bay community in East Africa. The Kenyan government and UNESCO collaborated to establish the station. Despite its brief time on the air, this station is considered as an important turning point in African community radio history. The station offers significant experience in localization and low-cost technologies for rural community development, as well as in decentralizing programming and structures. They contend that community radio rapidly expanded to other nations and areas due to the advantages and efficacy of such inexpensive technology as well as its attraction to local populations.

. In the 1990s, community radio took off in many African countries as a part of what has been called the third wave of democratization in Africa. This has been evident in many countries, like Liberia and Mozambique.

1.2 Statement of the problem

Turkana County is geographically in the North-west part of Kenya, North Rift region, characterized by its arid landscape and predominantly dominated by a nomadic pastoralist population. According to the opinion piece by Guyo (2024), Turkana, like other counties in North Rift, is always confronted with escalating cattle rustling challenges due to constant banditry in the area. The scattered population with limited government services and the customary governance of herders aggravate further the situation, prompting communities to wander across borders in search of pasture and water. The urgency for mobility has been amplified with climate change, intertwining with heightened insecurity in the region (Guyo, 2024).

Over the years, the Turkana community has borne the brunt of illegal guns ferried through the porous borders of its neighbors. These guns are used during cattle raids, which have increased in recent times. The continuous spate of the many cattle rustling attacks and banditry in Turkana has claimed many innocent lives of both innocent civilians and uniformed security officers, as well as destruction of property. Guyo (2024) opined that the consequences of both cattle rustling and banditry have posed a security threat to the Turkana pastoralist community. He argues, has led to a devastating way of life, encompassing large-scale cattle raiding, armed robbery of households, violence against women and girls, human rights abuses, community-to-community revenge attacks, and property destruction. The menace has resulted in increased widows, widowers, orphaned children, poverty, displacement of people, disruption of education programs, and other economic activities owing to the destruction or closure of educational, health, and other key institutions. This, as a result, has denied people living

in Turkana the enjoyment of their social, economic, and political rights as guaranteed to them under the Bill of Rights as enshrined in Chapter Four of the Constitution of Kenya 2010.

With the statement of Elias (2023), we all agree that cattle rustling has increasingly become lethal, leading to deaths and destruction of property. This is a hitherto unknown phenomenon that has become part and parcel of armed cattle raiding. As a result of a lack of social amenities and minimal government presence, the Turkana pastoral community has resorted to using illicit small arms and light weapons for self-protection and protection of their livestock.

According to Kaino (2017) in his opinion piece, the traditional cattle raids have changed to a full-fledged war that has left behind scars of bitterness and hatred among the warring communities. He further argues that the issue is that, unlike in the past, pastoral communities are no longer using the traditional bows and arrows. They are now using AK 47, G3, mortars, and even grenades, among other sophisticated weapons. It was therefore against this backdrop that the study interrogated the role a community radio plays in critically changing the perceptions of pastoral communities against cattle rustling in Turkana.

1.3 Objectives of Study

1.3.1 General Objective

To investigate the role the community radio's play in changing the perceptions of cattle rustling communities in Turkana County, Kenya

1.3.2 Specific Objectives

The specific objectives of the study are: -

- i. To establish community radio programmes that change perceptions and attitudes of cattle rustling communities in Turkana County.
- ii. To investigate the role stakeholders play in providing an enabling environment for community radio stations in changing perceptions and attitudes of cattle rustling communities in Turkana county.
- iii. To identify the strategies radio stakeholders put in place to leverage the community radio stations in changing perceptions and attitudes of cattle rustling communities in Turkana County.
- iv. To evaluate the challenges community radio stations face in changing perceptions and attitudes of cattle rustling communities in Turkana county.

1.4 Research Questions

The following are the research questions for the study;

- i. How do community radio programmes promote change in perceptions and attitudes in cattle rustling communities in Turkana County?
- ii. What role do stakeholders play in providing an enabling environment for community radios in changing perceptions and attitudes of cattle rustling communities in Turkana County?
- iii. What strategies radio stakeholders use to leverage the community radio stations in changing perceptions and attitudes of cattle rustling communities in Turkana County?
- iv. What key challenges community radios face in changing perceptions and attitudes of cattle rustling communities in Turkana County?



1.5 Significance of the Study

The study will seek out answers from the research questions to investigate and explain the role community radio plays to drive change in the social behaviour of the pastoral communities that will essentially bring to the end cattle rustling practice-a socioeconomic problem that has become a thorn in the flesh for the many nomadic pastoralist communities for many years now. The study will be conducted systematically so that it adds value to a body of knowledge across the world of scholars. It will also make a significant contribution to the world of knowledge in the discipline of communications, in regard to community radios that will help to bring homegrown solutions to the problems affecting local communities in their locality. The homegrown solutions might not only be beneficial to the local community, Turkana County Government, but also to national and global communities, as it addresses the current problem of interest for pastoralism is said to make a significant contribution to Kenya's economy with livestock production accounting for 50% of agricultural Gross Domestic Product (Nyariki D.M et al 2019),

The study provides recommendations that would be of significance to stakeholders like Kenya Community Media Network. The Media Network will be enhanced and will be a strategic 'power' behind the community radio to effectively solve socioeconomic problems that affect the pastoralist communities. And more specifically, to change attitudes of those communities in Turkana and beyond, in which cattle rustling has been the order of the day!

Further, the study will benefit both county and national governments. There are specific recommendations to the government of the day as one of the stakeholders who is enabler

to the performance and support to CRs of their role to champion and solve pertinent problems affecting local communities, for example, on cattle rustling. In addition to this, county government is a key stakeholder in formulating relevant policies that will deter the vice as well as, bringing to the end the retrogressive menace. In doing this, Turkana and other pastoralist communities in ASAL, will come out of the chains of cattle rustling, thereby, enjoying equal opportunities like the rest of the counties across board. Of relevance, benefit is also to the Media Owners Association and the Kenya Community Media Network, who own community radios. It is their cardinal duty to enable community radios, take a leading role in designing programs that are instrumental and of value in changing the mindset of communities on cattle rustling in a deliberate effort to discourage it for posterity.

1.6 Limitation of the Study

The study was limited in terms of application and generalization, as the focus of the study was on the two community radios broadcasting in Turkana Central and Turkana South sub-counties in Turkana County. Prior research studies relevant to the topic of study were limited. The set of questionnaires prepared in English were translated into *Ng'aturkana*-the local language for easy comprehension and accurate responses. In regard to the scope of research topic, it was the first study on role of community radios in changing the pastoralist's social behavior on cattle rustling in Turkana. In addition to this, Turkana is a vast county with 77,000 km² with rough terrain. The two sub-counties for the study were more than 80kms apart hence, limiting the time for the research. On the same,, the use of technology tools like WhatsApp and other online calling tools were greatly used to get the required information.

1.7 Scope of the Study

The field research to investigate the role of community radios in changing perceptions of pastoral communities towards cattle rustling in Turkana County, was conducted between May and July, 2023. It employed mixed method involving both qualitative and quantitative approach. Echami and Ekeyokon radios were the only ones used for the study. The findings of the Study will provide insights that can inform other community radio stations and stakeholders on how they can be instrumental for social change in changing attitudes and perceptions of cattle rustling communities in transforming their way of life in ending cattle rustling menace for once.

1.8 Study Limitation

The Study used the two community radios in finding out how they can be of influence in changing perceptions of cattle rustling communities in Turkana. However, there are about 10 other radio stations spread across the Turkana County, which could be of good support in terms of programming to help change the pastoralist's mindset on cattle rustling, to eventually result to positive change of mind for a sustainable solution to cattle rustling in the local community.

The use of Likert scale on the questionnaire was a limiting factor especially when asking attitude or behavioural questions. Many respondents were avoiding selecting the extreme measures '*Strongly Disagree*' and '*Strongly Agree*' and preferred choosing middle measures like '*Agree*' and '*Disagree*'. This led to masking of the intensity of the real attitudes and behaviours of the participants (Ogden J. et al 2012).

Last but not least, gathering data through administration of questionnaires to participants of the study, in order to identify relationships between variables was limiting in itself. By using these, the researcher relied on the honesty of the participants at the point where the respondent was willing to either disclose the truth or not. It is a common problem in behavioural research that the questionnaire involves personal and sometimes indiscreet questions (Robins R, et al 2007).

1.9 Delimitation

The delimitations are those characteristics that arise from limitations in defining the boundaries of the study during the development of the study plan. The Study used mixed method approach. It employed purposive sampling to select the informant interviewees, while using simple random sampling to select the respondents for the questionnaire. This Study therefore is limited in terms of application and generalisation because it focused on only selected Ekeyokon and Echami community radios broadcasting in pastoralist communities in Lokichar and Lodwar in Turkana County.

1.10 Assumption of the study

One of the assumptions for the Study was of the sustained and consistent exposure to anti-rustling messages through the power behind community radios, leads to gradual but long-term measurable changes in attitudes and perceptions of pastoral communities towards cattle rustling in Turkana.

Can community radios overcome cultural resistance? Despite the deeply rooted cultural significance of cattle rustling, consistent messaging and peaceful co-existence programs by community radios can gradually shift community perceptions and social behaviours. Equally, the study assumed that community radio is effective tool for disseminating information, educating audiences and influencing changes in cultural norms and attitudes toward cattle rustling.

1.11 Operational Definition of key terms

Term	Meaning
Banditry:	Act of violation of law through forceful rape, kill and coercion.
Broadcasting service:	A service subscribed by specific radio through acquisition of the license of operation
Broadcasting station:	A station equipped to broadcast radio programmes
Community:	A group of individuals with same characteristics and Interests.
Community radio:	A radio managed, supported and owned by community
Cattle rustling:	The act of stealing cattle primarily for economic gain
Theory:	Idea intended to explain something, based on general principles
Programming:	Scheduling of radio broadcast programmes.
WhatsApp:	Online application that runs on mobile devices. Allows user to text, send voice notes, videos and documents.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.0 Introduction

This section provides a summary from various debates or discussions related to the use of community radio in changing attitudes and perceptions of pastoralist communities on cattle rustling. Secondary sources of data related to the study were used in designing materials necessary for the study. The review of related literature targeted the latest studies and materials from the last five years.

2.1 Theoretical Literature on variable

Community radio stations in Kenya were dominated for a long time by Kiswahili and English languages which are not a daily cup for many rural folks. It is not until the year 2000 that Jane Kimotho pioneered the vernacular radio scene by setting up Kameme FM targeting Kikuyu, Meru and Embu communities. (Okoth 2015).

The Media Council of Kenya estimates that community radio stations now command 42 per cent of the total radio market share (Media Council Annual Report 2014). Compared to what the BBC (BBC World Service Trust 2007) in 2007 had estimated at 27 per cent of the radio market signifies growth. In addition to this, the State of the Media Report 2023/2024, radio continues to be the main source of information, with 32.% listens to radio. Conversely, radio consumption is notably higher among rural dwellers with 78% of them favouring radio as their source of information and entertainment needs. And 34.80% of the total population were in access to radio.

According to Ipsos-Synovate (2022), there is emergence of more community radio stations from 109 to 450 more stations. Local radio audiences spend at least three hours per day listening to the broadcasts.

It doesn't stop there; community radio stations keep on increasing their reach and expanding into national and global scales through the use of internet. A good example is Kass radio which has offices in London and Washington DC. According to Kenya National Bureau of Statistics (KNBS 2010), literacy levels in Kenya are low at 44 percent which means these people need a radio medium that speaks in their local language so as to remain as informed as the rest of the country. Furthermore, 67 percent of Kenyans still live in rural areas where illiteracy levels are high. This audience therefore tend to embrace use of radio as it is cheap to acquire. In addition to this, Kenya National Bureau of Statistics (KNBS 2022), Kenya literacy rate for 2022 was 82.88%, a 4.15% increase from 2014. Still, the audience continue to use radio in their rural communities because it is cheap and fully accessible to them.

Unfortunately, community radios have been in the limelight especially after the 2007-2008 post- election violence for all the wrong reasons. In a survey of Kenyan broadcasting, the BBC referred to reports of the broadcasting of hate speech by a number of radio stations in 2005 and to continuing fears those stations "could influence ethnic tensions" (BBC, 2006).

Kenya Human Rights Commission believes that community radio stations have been responsible for "spinning information to support candidates and parties who are of the same tribe as their audience while openly castigating those who are not of the same tribes" (KHRC, 2008).

A majority of radio stations in Kenya are known to schedule morning talk shows on political happenings in the country. There's also vast coverage of political issues in the news and even entire editorials on the same.

Community stations are not an exemption as it is evident that the morning show hosted by Joshua Sang of Kass FM known as *Lene Emet* has come under sharp criticism from Kenya Human Rights Commission (KHRC). The said journalist also had to appear in the International Criminal Court (ICC) to answer to charges of propagating hate speech and incitement. Listeners in these shows always get a chance to call in, text and even through social media to air their opinions, dissatisfactions and views. Many media outlets, including community radio stations, engage listeners through the broadcast and social media, discussing current affairs and policy issues (Mitullah, 2013).

Radio hosts also invite guests during this shows so they can engage the listeners. According to the Media Council of Kenya 2015 report, politicians made up most of the invited guests at 51.2, experts 25.6% and ordinary people 17.4%. (Media Council of Kenya 2015). It is unfortunate that some of these hosts, guests and listeners tend to steer discussions south leading to negative impact of vernacular on the political developments in the country. Nonetheless, for conflict-prone, underprivileged, rural and peri-urban groups to support decent and responsible government and peace agenda, local radio stations can provide perfect venues (Bratic & Schirch (2007).



2.2 Empirical Literature

According to the Media Council of Kenya (2023/2024) Survey Report of the State of Media in Kenya, with a listenership of 33%, community radio is still a powerful tool in catalyzing change in the community, for example, the change of attitudes and perceptions to the retrogressive act of cattle rustling. With the survey, 78% of the listeners use radio for information more in rural areas, unlike in urban towns.

In the same line, according to Hall (2024), the Ipsos survey on Joint National Listenership Research shows the latest results as 3.4 million listeners tune into radio every weekday, that is, daily radio listening at 81.0% of all adults. Weekly listenership also increased to 91% of the total Kenyan population. This makes radio a popular community medium trusted for channeling information.

In addition to this, community radio has also been seen as a key to raising indigenous voices for the rural communities to advocate for their rights. Communication For All (2024) has strengthened indigenous community radio in Central America through training of community leaders to advocate for their rights, in particular for their right to their land, language, and other socioeconomic issues. CFA stresses that strengthening the network of Indigenous community radio broadcasters was essential to efforts to protect and promote indigenous rights of the communities.

Biwott, C. et al. (2019) evidently reaffirm that CR is a suitable medium for disseminating messages of calm and peace in areas prone to cattle rustling practices. Ideally, she says, with its professional objectives of accuracy, impartiality, and public responsibility, CR should be a de-escalating agent to cattle rustling communities in North Rift counties

where cattle rustling is the order of the day. Biwott, C. said, through its peace programs, Kalya FM Radio has made a big contribution to conflict management in West Pokot County. Moreover, she continued to add, it continues to provide a platform on which area residents discuss social issues and increase accountability for their leaders as they provide lasting solutions to the problems affecting them.

According to the Kenya Advertising Research Foundation, in their audience tracking survey for May 2019, more than 90% of the Kenyan population have access to the radio. With more than 350 radio stations in the country. In the same breadth, the Kenya Audience Research Foundation (2019), 87% of the population in the Northwestern region of Kenya, in which Turkana County is located, is in access to the radio. In Turkana, there exists a number of radio stations whose aim have been to air messages on peace-building against the cattle-rustling mentality. For instance, the launch of the Ata Nayece FM in Kakuma was to ensure emphasis on peaceful coexistence between the communities in Northern Kenya (International Organization for Migration [IOM], 2012).

A study by Luvanda (2020) recommends that the only sustainable and convenient solution to the persistent cattle rustling between Turkana and its neighbors is through community radios through well-designed programming that prioritizes change of mindset in terms of social and behavioral change. In so doing, she argues, the pastoralists pressure on competition for scarce water, pasture, and land that oftentimes triggers conflict can drastically be reduced.

The findings by Hermansky (2022) also demonstrated community radio provides direct development benefits to communities, such as aiding in grassroots initiatives, community building, empowering community members, and promoting diversity and inclusion,

among others. If provided proper support, he argues, to overcome barriers and ensure the sustainability of the field, community radio could prove a valuable tool for communities to achieve sustainable social change and development.

In agreement with the survey by Afro Barometer (2016) and Kenya National Bureau of Statistics (KNBS, 2019), 35% (299,390) people in Turkana own a radio. They explained radio is easily accessible and cheap in the region.

The availability and launch of more community radio stations, for example, *Ekisil*, *Radio Akicha*, *Ata Nayece Radio*, *Echami*, *Ekeyokon*, *Ejok*, and *Maata Radio* in Turkana County, demonstrate their willingness to be at the front line to advocate for a change of mindset of the pastoralist communities towards the gradual end of the cattle rustling menace. The radio stations are conscious of the content they air. For instance, at Radio Akicha (2019), a program called *Makala* and *Yaliyojiri* is aired every Tuesday and Saturday to address the issue of cattle rustling practices within the area. The expert talk shows on Maata Radio (2019) focus on promoting peaceful coexistence between warring communities.

According to the Audience Measurement and Industry Trends report for the financial year June 2023/2024 by the Communication Authority of Kenya, the radio broadcaster sector is particularly vibrant, with 293 community radio stations offering a wide range of content listened to in quarter four of 2023/2024. It also adds that 82% of rural areas have higher radio listenership compared to urban areas.

The study conducted by the National Crime Research Centre (NCRC) in 2024, as reported by Nation Media Group in the online article titled "Managing the Dangerous

Drift in Livestock Rustling and Banditry in Kenya," indicates that over 300 individuals have been killed since 2023. It highlights a rise in terrorism-like violence, militarization, and the utilization of modern weaponry during these raids. The research encompassed the counties of Turkana, Baringo, Elgeyo Marakwet, Isiolo, Kitui, Laikipia, Marsabit, Meru, Samburu, West Pokot, Tana River, Kisumu, and Nandi. The study indicates that, in addition to the displacement of large populations, cattle rustling has evolved from a 'organized cultural sport' to a 'organized crime.' According to NCRC, rustling has evolved over time, necessitating a change in strategy to address the current form of the issue. The shift in approach is facilitated by utilizing community radio to educate and raise awareness among the public regarding cattle rustling practices.

Gerald (2021), in his Standard online article on "Change tack in efforts to tame cattle rustling," opines that historically, cattle rustling was viewed as a cultural practice where crude weapons such as bows, arrows, swords, and *rungus* were used to carry out raids. Then, livestock was considered a measure of wealth, and cattle raids were conducted without necessarily killing people. However, he says nowadays, cattle rustling among pastoralist communities in the North Rift region, where Turkana is, has persisted for decades and poses a huge security challenge. The proliferation of illegal arms and light weapons being smuggled into the country fuels the cattle-related conflict. He recalls the recent killing of security officers in Kapedo, Turkana County, including a Rapid Deployment Unit (RDU) chief inspector and a senior General Service Unit (GSU) officer, Emadau Tebakol, when Ameiyan village was under siege from armed bandits, which exposed the insecurity in Baringo and Turkana counties. The systematic banditry attacks explain the interconnected political and socioeconomic trends in Kapedo, which borders Baringo and Turkana counties. The change of tactic, according to him, was for the

government to re-design its strategy by not succumbing to any political pressure from leaders, who always call for a de-escalation of the security operations. Gerald (2021) also advises the government to lay out a roadmap in planning, gather intelligence, analyze it, and share with other security agencies on any possible threats. This will give the government a perspective on the nexus between cattle rustling and proliferation of illegal arms in Kapedo and other Turkana pastoral areas (Gerald, 2021).

2.3 Critical Review and Research Gap identification

Research gap

During review of the related literature, a number of gaps were identified. To begin with, most of the studies available were done either in certain community radio stations away or in other geographical locations that are not within Turkana County.

Furthermore, most of the studies focused on the various radio stations on different development aspects, thus prompting the study to focus on role of the community radio's in changing perceptions of cattle rustling communities in Turkana County so that to place them correctly. Lastly, the methodologies used in the available literature are based more on development theoretical frameworks other than investigating the role community radio plays in becoming the paradigm shift as a game changer in pastoralist dominated-cattle rustling communities.

Previous studies particularly in Kenya have not adequately engaged the cattle rustling communities to get their views on place of community radios in shaping socio-economic and political development in Turkana.

Most studies in the developed countries have dwelt on community radio and development while those that looked into vernacular radio have done it against peace and social development.

However, community radio in Turkana County has received little attention by researchers in relation to socio-economic development. Having identified this gap, the study will be keen to bring about developments on how community radio can be useful in shaping perceptions and attitudes of pastoralist communities towards cattle rustling in Turkana, which would be helpful to its stakeholders.

2.4 Theoretical Framework

2.4.1 Agenda Setting Theory

Agenda-Setting Theory postulated by McCombs and Shaw (1972) was embedded in analyzing the change of perceptions of pastoralist communities in regards to cattle rustling in Turkana. The theory was formally developed by Maxwell McCombs and Donald Lewis Shaw in a study on the 1968 (Efendi et al., 2023) presidential elections deemed "the Chapel Hill study." The most important election issue and what the local news sources reported revealed strong correlation between the opinions of one hundred Chapel Hill residents on this matter. By comparing the relevance of issues in news content with popular impressions, McCombs and Shaw find the degree of media effect on public opinion. Furthermore, it suggests that media shapes its audience substantially by pointing them in the direction of what they should believe instead of what they actually do. That is, if a news item is covered consistently and conspicuously, the audience will regard it as more important (Kim et al. 2017).

The theory states that communication practices and media can influence which issues gain attention among the public. It explains a lot about media and perception. However, it oversimplifies the dynamics of media and the audience by generalizing on the cause-and-effect phenomenon (Coleman et al., 2009). The relationship between media and the audience is not as simple as the agenda-setting theory portrays. On the contrary, the relationship between media and the audience is complex due to the way people interpret and process information. People's pre-existing beliefs, values, and personal experiences have to be taken into consideration in order to view the relationship holistically. Agenda-setting theory also has strengths that make it a popular theory in media studies. It can point out the significant impact of the media on the public agenda. Various researches on the theory have demonstrated that the topics and issues emphasized by the media tend to agree with what the public regards as imperative (Lin. 2024).

The theory is applicable given that it helps understand how community radio influences public perceptions of cattle rustling communities. It is often employed to analyze news coverage, framing effects, and the media's role in shaping public discourse since it can help understand how strategically community radio efforts can influence the prioritization and attention given to cattle rustling communities in Turkana County (Wang et al., 2023). The theory is the perfect yardstick for evaluating the role played by the community radio in changing the mindset of the the pastoralist communities towards cattle rustling in Turkana County.

The theory suggests that the media can shape public opinion by determining what issues are given the most attention and has been widely studied and applied to various forms of media. The way news stories and topics that impact public opinion are presented is influenced by the media. It is predicated on the idea that most individuals only have access to one source of information on most issues: the news media. Since they establish

the agenda, they may affect how important some things are seen to be. The agenda-setting by the media is driven by the media's bias on things such as socio-economic development etc. Audiences consider an issue to be more significant the more media attention it receives, usually issue saliency (Kim et al., 2017; Protess et al., 2016).

This theory describes the ability of the news media to influence the salience of topics on the public agenda. It posits that if a news item is covered frequently and prominently, the audience will regard the issue as more important. It is therefore relevant and useful, as community radio is a form of mass media that will effectively shape the public opinion and understanding of socioeconomic and political discussions against cattle rustling in Turkana. Simply put, it sets the agenda on cattle rustling as a socioeconomic issue. Community radio has helped pastoralist communities to have their public agenda set, especially on what they want to know and think about the cattle rustling menace, while at the same time, the policy agenda has been determined in finding out what regulatory or legislative actions are to be taken against perpetrators of cattle rustling in Turkana County.

2.4.2 Hypodermic Needle Theory

The Hypodermic Needle Theory, also known as Magic Bullet Theory, is a communication model which implies that mass media has a direct effect, immediate and powerful effect on its audiences. It suggests that mass media could influence a very large group of people directly and uniformly by injecting them with appropriate messages designed to trigger a desired response. The media injects messages directly into the audience's brain. The audience is perceived to be passive and doesn't critically assess the media and audience reacts uniformly to media messages. The theory was developed by political scientist Harold Lasswell in 1920s and 1930s, after observing the effects of

propaganda during the World War I and the broadcast of the War of Worlds. Lasswell described propaganda as a ‘subtle poison’ injected into the public.

It has been stated and re-stated by development and communication experts that if there is any medium that can facilitate development and facilitate the generation of home-grown solutions to socioeconomic challenges in the rural areas in the developing world, then that medium is none other than community radio. Indeed Myers (2000) has pointed out that radio, if employed in the right way, can facilitate fast development. According to McLeish (2005), the characteristics that make radio an ideal medium for fostering development are that: it disseminates information fast; can reach millions within a short time; personalises messages, addressing each listener individually; if its programmes are well-made, they can create mental pictures. Other features are that messages are simple in production; its receivers are not expensive; it can make a significant contribution in the transformation of a given community; its receiver is portable – one can easily carry it around; one can listen to radio while performing other tasks; and today, mobile telephones, which are ubiquitous, have FM radio receiver features.

However, the hypodermic needle theory is no longer widely accepted. Some say that the theory is outdated because people today have access to many sources of information and can select and compare what they see. Others say that the impact of media violence on children is gradual and subtle, and that children may become desensitized to violence.

This theory works well with this study. It suggests, community radio would influence an audience directly and uniformly by feeding them with information that could trigger a response that leads to call to action that eventually brings a positive change of mindset to rustling community.

2.5 Conceptual framework for the study

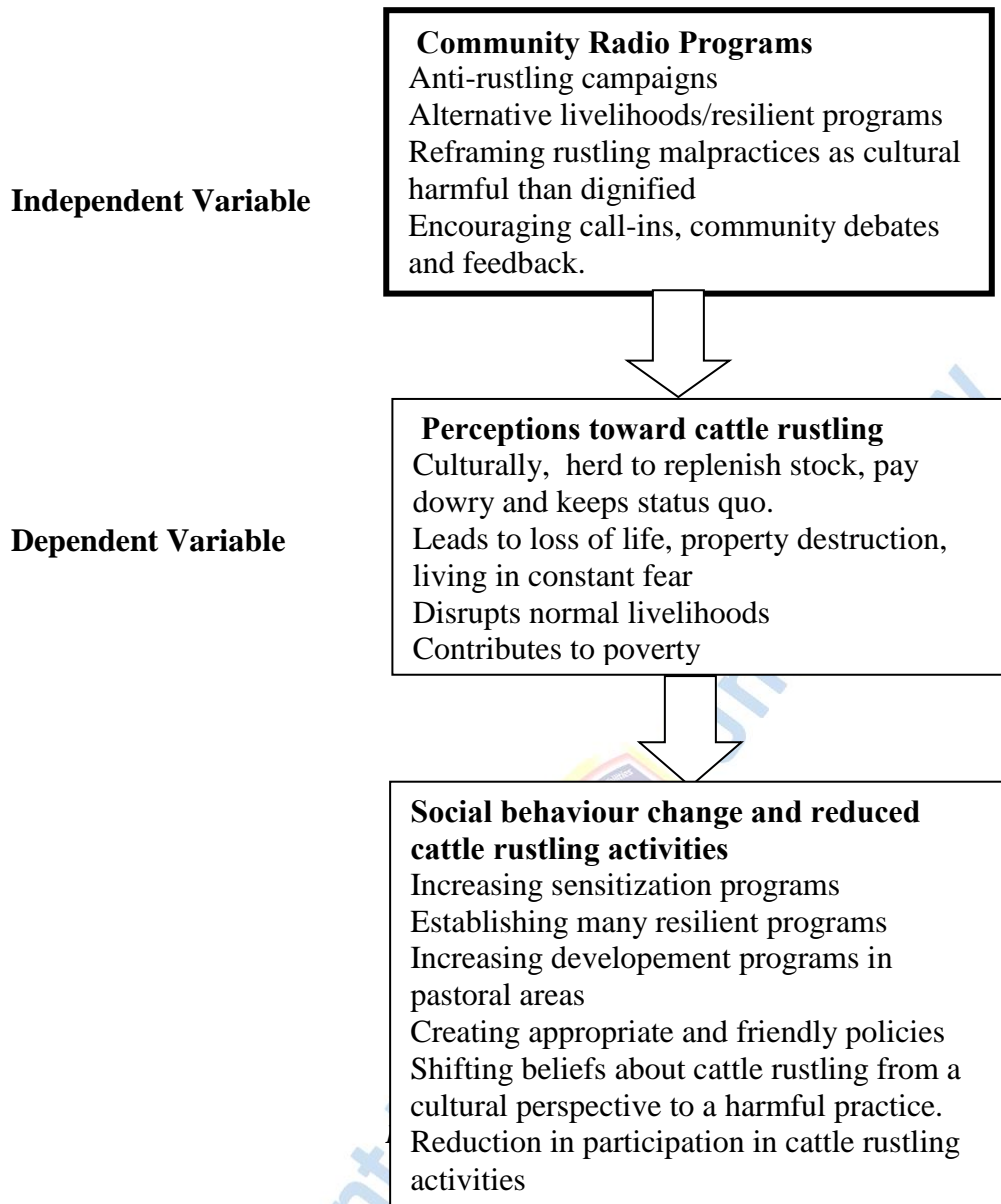


Figure 1: The Conceptual Framework

The Conceptual Framework

The Conceptual Framework provides a structured way of understanding the relationships between key variables in the study. It outlines how community radios function as tools for change, the mechanisms through which they influence perceptions and attitudes and their effectiveness in resulting to behavioural shifts and reduced cattle rustling activities. The Framework illustrates the community radio program as an independent variable, playing a key role in enhancing the change of mindset that results to the attitudinal and

behavioural social change that pastoral communities yearn for, through the nature of radio programmes that are designed and tailored specifically to increase public sensitization. The *morning*, *evening drives*, and the *talk* shows enlighten members of the public on various public matters of interest like cattle rustling among others. In addition to this, it came out clearly that the stakeholders have a role to play in ensuring the community radios enjoy an environment that is safe, free and conducive for their day-to-day operations. In addition to this, the radio sector players have also ensured that there are scheduled sponsored programmes throughout the year on topical issues they want the public to be informed of, including and not limited to the cattle rustling malpractices. They also give paid adverts to them to raise revenue streams for sustainability.

However, despite all the good programming and the general support the stakeholders provide, Community radios face key challenges that greatly hinder community radios from doing their work as expected. Key among these challenges is insecurity, that is brought about by the cattle rustling.

On the other hand, perceptions toward cattle rustling is a dependent variable. On the same note, cattle rustling was traditionally a cultural practice sanctioned by elders and used to replenish lost herds, pay dowry, and keep status quo in the community. However, the practice has changed over time and is now regarded as a lethal commercial activity altogether. The barbaric activity has had negative effects on communities, that includes loss of many innocent women and children lives, property destruction, and at times living in constant fear. It has also destabilized communities, disrupted their livelihoods and contributed to poverty. The resultant insecurity from cattle rustling has contributed to widespread poverty, hunger and destitution, which is unprecedented in the region's history.

For this study to achieve the attitudinal and social behaviour change, it is imperative for both the national and county governments to speed up increasing development programs in pastoral areas and creating appropriate and friendly policies. These can be among the

urgent measures to help control and provide a long-term solution to cattle rustling in Turkana County. Of importance, is to establish and implement many resilient programs like farming, commercializing pastoralism among others.

Large and above, it would be prudent for the community radios to increase the number of sensitization programs in their stations. Doing this, will help to gradually bring about positive change of mindset that will help look at things at different perspective that will eventually make a difference.

2.6 Recap of Literature Review

Considering the review of existing pieces of literature, local leadership and pastoral communities at large, are grappling with social-economic challenges that constantly threaten their well-being. The theoretical framework discussed why the Agenda-setting, and Hypodermic needle theories, were relevant to the study. It became clear that community radios can play a part in impacting socio-economic change. The study on Ekeyokon and Echami community radios in Turkana, did establish what their listeners think about nature of the programming, the role stakeholders play, the strategies and the challenges they face, get the understanding of their its editors and producers among other experts and to whether the stations ever influenced a attitudinal and social behaviour change in regards to cattle rustling in Turkana County.

Further, the chapter successfully looked at conceptual framework, which identified the two variables-community radio as independent variable while cattle rustling as a dependent one. It also explained at how the two variables related to each other in the study.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter explains the research methodology and design of the study. It highlights design variables, location of the study, provides a broad view of the description, the target population, sampling technique, sampling size and procedure for data collection and data analysis. The procedures the study adopted in order to attain acceptable validity of the research, are also explained within the chapter.

3.2 Research Methodology

This study employed a mixed-methods approach, which integrated both qualitative and quantitative research methodology that made possible the gathering of different kinds of data. Data was collected using semi-structured interviews for the station's editors and programme producers, County's director of peace building and conflict management, area chiefs, Peace partner and Borderlines and Security Advisor. The semi-structured interview allows for probing, exploring and evaluating responses from the interviewees needed for a study that is investigative in nature (Garcia, 2018). Questionnaires were administered to the 400 community members sampled for the study. The study also employed a thematic analysis approach for analysis and presentation of the data collected forming various themes that answer the research objectives.

The qualitative methods allowed a deeper understanding of the research subject to dig out the nuances of measuring the use and effectiveness of radio in changing attitudes and perceptions of cattle rustlers. Quantitative methods helped to bring out empirical data that both complement and authenticate the qualitative analysis and conclusions. The basic assumption of all triangulations is that the weaknesses of each single method are

compensated by the counterbalancing strengths of another. The methods used intend to provide an objective, unbiased evaluation of data.

3.3 Research Design

A research design is a strategy for selecting subjects, research site(s), and steps for the collection of information to answer the research question (MacMillan & Schumacher, 2001). This study used the descriptive design. Calderon (2006, as cited in Rillo & Alieto, 2018, p.169,) explains descriptive research design as the process of “collecting, analysing, and classifying information on prevailing conditions, practices, processes, trends, and cause-effect relationships and then making accurate information about such data”. The descriptive design enabled the researcher to report the situation as was conveyed by the respondents – the situation just as it is.

A well-planned research design helps ensure the methods match the research objectives and that you use the right kind of analysis for your data, (McCombes. 2021). The research design of the study on the role of community radio’s in changing the perceptions of pastoral communities in regards to cattle rustling in Turkana presents two variables; community radio as independent variable, while cattle rustling is a dependent one. And to bring out a long-lasting solution to the socio-economic problem brought about by cattle rustling, community radio would be an effective tool to bring a positive change of mindset.

3.4 Location of the Study

The study was conducted in Lokichar (Turkana South) and Lodwar (Turkana Central) in Turkana County, Kenya. The two locations were selected through which significant community members were listeners of the two radios, and at the same time they bore the brunt of being victims of cattle rustling. Turkana County is located in the North-Western

part of Kenya, that is known for its cattle rustling practices. According to the National Crime Research Centre (2024), Turkana County recorded the highest percentages of cattle rustling crimes at 70% after Laikipia at 82% compared to the national crime rate of 37.2%.

3.5 Target Population

The target population is the group that the study intends to make statements about depending on the theory under examination. It is also a subset of the general public or the entire population identified for a given research. The target group was frequently chosen based on characteristics or demographics such as age, gender and among others. (Akman Sena, 2023).

According to a survey commissioned by Media Council of Kenya (2019: 2023), it revealed that of the surveyed respondents who indicated that they listened to Echami and Ekeyokon in Turkana County, and targeted for the study were 395,000 listeners. The target population included the pastoralists, who were both the listeners and at the same time bore the brunt of cattle rustling. Radio Echami (95.3 FM) in Lokichar, Turkana South, has 88,000 listeners, whereas Echami Radio (93.5 FM) in Lodwar, Turkana Central, has 119,000 listeners, and Radio Ekeyokon (97.10 FM) in Lodwar, Turkana Central, has 188,000 listeners. The target population also included 10 comprising of three radio editors, three producers, chair, MCK-Turkana, County Director of Peace, Security Advisor in the Office of the Governor, and a Peace Partner. The total population was 400,000 people.

Table 1: Distribution of sample

S/No.	Population	Total number	Sample	Source
1.	Adult residents	400,000	400	Media Council of Kenya 2019:2023
2.	Editors and Producers		6	
3.	County officials		2	
4	MCK Chair		1	
5	Peace Partner		1	
			410	Field Data 2023

3.6 Sampling procedures and techniques

The Study employed purposive sampling. It is a non-probability sampling technique in qualitative research. In purposive sampling, A researcher intentionally selected participants with specific characteristics and unique experiences related to the research question. The goal was to identify and recruit participants who provided rich and diverse data to enhance the research findings. It sought to identify individuals and groups with particular knowledge, skills, or experiences relevant to the research question (Sago.blog 2024).

On the other hand, Simple random sampling is a method of selecting a sample from a population in which each member of the population has an equal chance of being selected. This technique is commonly used in research studies to ensure that the sample is representative of the population and to minimise bias. By randomly selecting participants, researchers can increase the likelihood that their findings will be generalisable to the larger population. In this sampling methodology, the selection of sample members is based solely on chance and randomization (Makwana D. et al. 2023).

3.7 Sample population

To determine a sample size, Lamola and Yamane (1967) formula was used. Based on the formula, the sample size was determined from the total target population

$$\text{Sample size} = \frac{N}{1+Ne^2} = \frac{400,000}{1+400,000(0.05^2)} = 400$$

where N= Total population size

E=the margin of error (0.05)

Sample size= 400 respondents

With a population size of 400, 000 with a sampling confidence level of 95% and a marginal error of 5%, a sample size of 400 people was arrived at for the study, using the formula provided by Lamola and Yamane (1967).

3.8 Construction of Research Instruments

Questionnaire Schedule

The data from respondents was collected using a semi-structured questionnaire containing both closed and open-ended questions. The questionnaire was split into two sections in order to collect data on the variables in the study. Data from radio editors, producers, county officials, MCK chair, Turkana branch, and a peace partner was collected using an interview schedule.

Interview Guide

Interview Guide was used to gather information from the 10 respondents including; radio editors, program producers, county officials, a peace partner and a MCK chair in Turkana. The researcher used an interview guide to gather information.

3.9 Testing for Validity and reliability of instruments

3.9.1. Reliability

To demonstrate the reliability of the research instruments to determine if they will give the same results if applied in a similar study, a pilot study was carried out. The pilot study utilised 200 randomly selected respondents in Kakuma, Turkana West Sub-county in Turkana County, where there are other radio stations, at the same time, the respondents bore the brunt of cattle rustling practices.

3.9.2 Validity

Content validity was ensured in this study. This was achieved through expert judgment of the supervisor and the researcher. The researcher developed the instrument and then had it reviewed by his supervisor, who assessed the extent to which the instrument is relevant to and representative of the targeted constructs it was designed to measure.

The instruments, therefore, were developed and to the satisfaction of the researcher, found them relevant to what was designed to measure.

3.10 Data collection methods and procedures

Data collection methods and procedures include primary data and secondary data collection methods. Primary data is a type of information that is obtained directly from the first-hand source through experiments, surveys or observations. (BYJUS, 2024). The primary data collection method is further classified into two types. These include quantitative and qualitative data collection methods.

On quantitative data collection methods, It uses various formats like close-ended questions, correlation and regression methods, mean, median or mode measures. The method was cheaper than qualitative data collection methods as it was applied in a short duration of time.

On the other hand, qualitative data collection methods are closely associated with elements that are not quantifiable. This qualitative data collection method included interviews and questionnaires. There were several methods to collect this type of data; the Interview method of collecting data in view of verbal responses. It was achieved through face-to face interview, with structured questions. Another method used was the Questionnaire method where set of questions were mailed to the respondent, while others delivered physically to fill in. Respondents read, replied and subsequently returned the questionnaire. The questions were printed in the definite order on the form.

Data collection methods also involved in secondary data collection methods. This was the information already published on magazines, newspapers, books, journals, and internet and many more.

3.11 Questionnaire Method

Therefore, the main method applied for primary data collection to conduct this study was a questionnaire. According to Mugenda and Mugenda (2003), a questionnaire is a research tool that has a pre-designed list of questions used for communication with the respondents.

A questionnaire was preferred in this study. According to Kidder (2011), the advantages of using a questionnaire were that the responses were gathered in a standardized way, so questionnaires are more objective than interviews. Generally, was relatively quick to collect information using a questionnaire. Data was collected from a large portion of a group with the return rates dramatically impressive. All the questionnaires were delivered and responded to in time (Miles & Huberman, 2009). A Likert Scale of 1–5 was used to represent the perceptions and attitudes of the respondents on cattle rustling was used, where 1 was ‘strongly agree’, whereas 5 was ‘strongly disagree’.

3.12 Key Informant Interviews Method

The interview method involved face-to-face or over a medium like a telephone, in which the interviewer elicits information, beliefs or opinions from another person (Sahoo, 2022).

3.13 Data analysis techniques and procedures

Patton (2010) contends that there are three objectives in data analysis; getting a feel for the data, testing the goodness of the data and answering the research question. He notes that establishing the goodness of data lends credibility to all subsequent analysis and findings because it measures the reliability and validity of the measures used in the study. After gathering data from questionnaire schedules, they are checked adequately for reliability and clarification.

The data collected was keyed into a computer and analyzed using a data analysis software called Statistical Package for Social Sciences (SPSS). The data was analyzed using quantitative techniques. The software packages enabled the researcher to analyze the data into percentages and graphical representations.

There were four main objectives that were addressed in this study. For all the objectives, much of the data was analyzed through generation of frequency distributions. Likert Scale was used in the questionnaire, to determine the general tendency in ratings. The qualitative data collected was analyzed through creating descriptive summaries.

Qualitative data collected was analyzed using content analysis and inferential statistics. The information out of it was represented in form of narration. On the other hand, quantitative data was analyzed consisting of frequencies and percentages using Statistical Package for Social Sciences (SPSS), version 26 software for its accuracy and reliability. They were presented in the form of tables, figures, bar-graphs and pie-charts. Further, the relationship between the two variables were determined using the regression analysis.

3.14 Ethical Consideration

The research ethical considerations generally concerned with how any process of pursuit of knowledge ought to be morally managed. It stresses that it should be conducted in accordance with the regard to the right principles. The right and wrong principles, which mean morality, refer to a collection of moral values which tell human beings what they should do or be and what they should not do or be. According to Bryman (2008), “Research should be designed, reviewed and undertaken in a way that ensures integrity and quality”.

First and foremost, the researcher identified himself fully to the respondents, and data gathering instruments (voice recorders and cameras) declared beforehand. The researcher sought clearance to carry out this study from the Institutional Scientific and Ethics Review Committee (ISERC) and National Commission for Science, Technology, and Innovation (NACOSTI). Additionally, a researcher paid a pre-visit to Ekeyokon and Echami community radios to seek permission from the station’s management and get information on how respondents can be easily reached for the field study. Respondents, thereafter, signed informed consent forms before the actual collection of data began. The consent provides potential respondents with an accurate and fair description of the risks or discomforts. When informed consent was sought from participants, they were informed they had the option of refusing to take part, and also free to terminate their involvement at any time they wished to.

They were informed the information sought will be treated with utmost confidentiality and anonymity. Similarly, they were also told that information collected would be of great significance to Turkana County Government and the general community. The research will bring out strongly the role of community radios in changing perceptions of pastoralist communities toward cattle rustling as a solution to a social-economic problem

that has for years resulted to lose of many lives and property. That, is anticipated to change the way pastoral communities live in regard to the retrogressive menace.

On the harm/ risk to the participants, the Researcher considered the risks; information, emotional, social and legal risks posed to participants by the research. Any effort to mitigate those risks was made available. The research determined the risks had been both minimized and reasonable in relation to the anticipated benefits to participants, as well as to the importance of the knowledge that was gained.

Participants were informed about of questions to be asked, and how they how they would be used afterwards. Anonymity of human participants was upheld to avoid any description that could reveal their identity and put them in harm's way. The study relied on available literature on best practices (Fleming & Zegwaard, 2018, p.210). The dignity, privacy and interests of all those involved in the research were also respected and protected.

During the data collection process, the researcher ensured that information provided was treated as confidential, and, where necessary, the principle of anonymity was protected. For instance, during key informant interviews, when some editors and producers of some community radios requested to remain anonymous, and their wish was granted. There was no respondent deceived in any way whatsoever! And the culture of the host community was respected. During data analysis and presentation, recordings and scripts were reviewed several times to prevent inaccuracies and misrepresentations. Where possible, some quotes were attributed to parties who contributed to the study.

CHAPTER FOUR: RESEARCH FINDINGS, ANALYSIS AND PRESENTATION

4.0 Introduction

This chapter presents the data collected through key informant interview and administration of questionnaires. The KIIs were editors, programme producers of the two radio stations. Others were county officials that were involved; Directorate of peace building and conflict management, Directorate of Public Communication and Media Relations, the Security Advisor in the office of the Governor, Peace building officers in Turkana South and Turkana Central. National government officials interviewed included; security officials in the two locations. academia, partners, Kenya Community Media Network, Media Council of Kenya, opinion leaders (Kraal leaders and seers) and local community leadership, council of elders, politicians and church-based and partner organizations. Both the KIIs and Questionnaires were employed to collect data from listeners of the two community radios. Findings obtained from the study is illustrated in a frequency table, bar graphs and pie charts after being analyzed with SPSS version 26 and preliminary research conclusion is made at the end of every research question.

The chapter describes the social demographics of the respondents. It discusses gender, age distribution and analyses the rate of return of research instruments and later followed by the responses of the respondents on various questions administered. Key informant interview was conducted during the study.

4.1 Research presentation, interpretation and discussions

4.1.1 Response Rate

All the 400 questionnaires issued to respondents, were all returned. This was 100 % response rate. In addition to this, 10 of the radio editors, programme producers and other experts for the key informant interviews were successfully done. Therefore, this 100% response rate was far much above the threshold, and hence sufficient for analysis.

4.1.2. Demographic Characteristics of Respondents

Table 2: Demographic characteristics of Respondents by Gender

Gender	Frequency	Percent
Male	257	64.25
Female	143	35.75
Non-responsive	0	0
Total	400	100

Source: (Field Data 2023)

Out of the total sample, there were 257 male respondents, representing 64.25%, while female constituted to 143 female accounting to 35.75%. This means the male presented a higher proportion compared to females in the sample respondent.

Table 3: Distribution of Respondents by Age and Gender

Age	Male	Female	Non-responsive	Total
25-30	106	40	0	146
31-40	69	53	0	122
41-50	47	32	0	79
51-60	35	18	0	53
Total	257	143	0	400

Source: (Field Data 2023)

Respondents ,146, fell in the age bracket of 25-30 years old. Notably, there were more male (92) than female (40) in the same age bracket. 122 respondents were aged between 31-40 years with 69 female while 53 were male. On 41-50 age bracket, there were 79 respondents through which 47 were male and 32 female. Only 53 of the respondents were in the age bracket of 51-60 years old. Still, there were more male (35) than female (18) in the same age bracket.

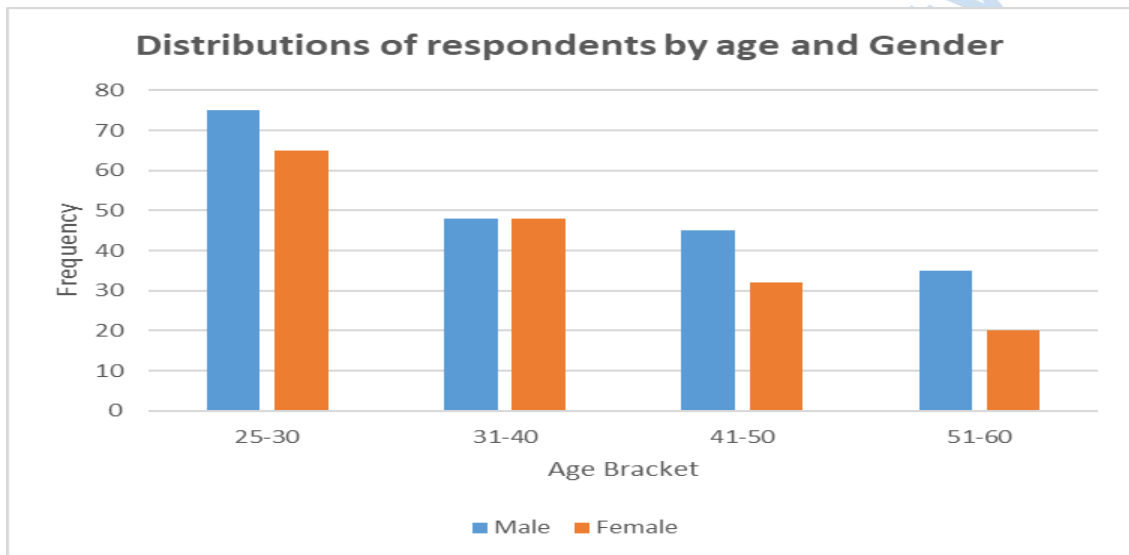


Figure 2: Distribution of the Respondents by Age and Gender (Source:(Field Data 2023)

4.2 Descriptive Statistics

4.2.1 The Role of Community Radio Programs in Changing Perceptions of Pastoralist Communities on Cattle Rustling

The study sought to establish the role of community radio in changing perceptions of pastoralist communities on cattle rustling in Turkana County.

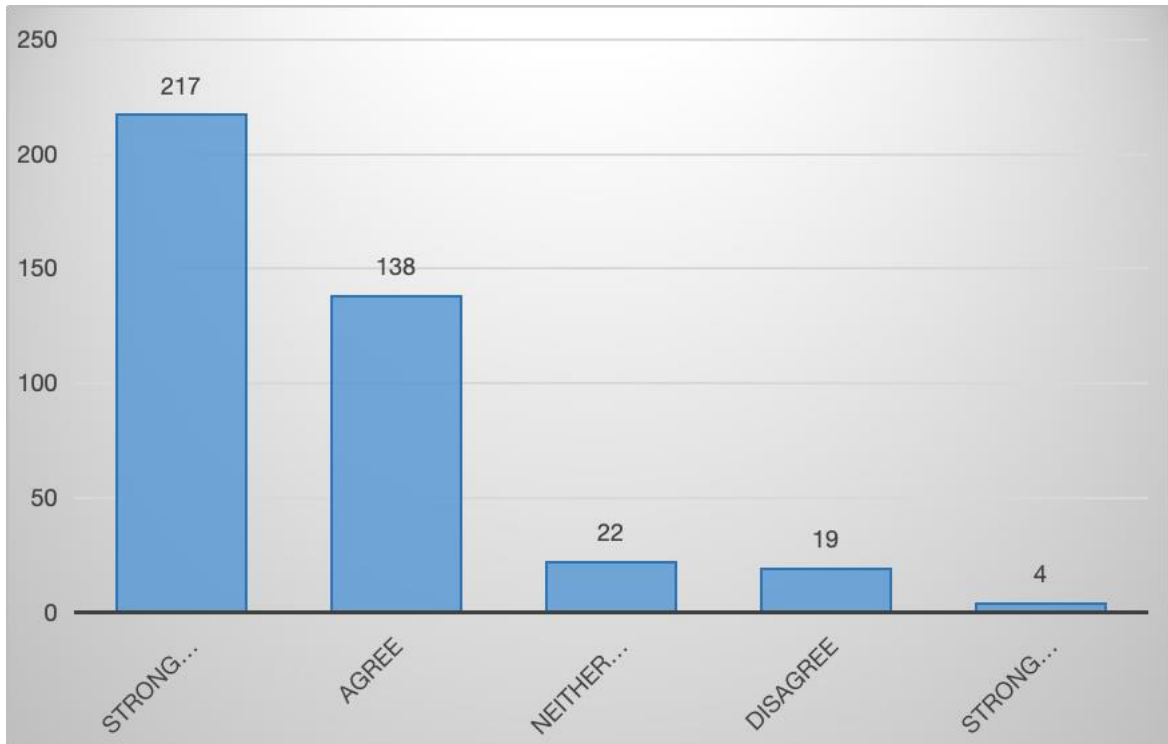


Figure 3: Role of community radios in changing perceptions, responses by numbers

Source: (Filed Data 2023)

4.2 Presentation of Findings

4.2.1 The role of Community Radio Programmes

The respondents were asked to show the role of community radio in changing attitudes of the pastoralists on cattle rustling? In regards to this, 217 strongly agreed (54.25%). 138 (34.50%) agreed and 22 (5.50%) disagreed altogether, the 10 (4.75%) neither disagreed nor agreed and 4 (1%) strongly disagreed. This indicated that the majority of the respondents strongly agreed that the radio programmes play a key role in charging perception of the pastoralist communities on regards to cattle rustling in Turkana county.

Figure 3 presents the findings.

4.2.2 Stakeholders Role in Providing an Enabling Environment

The research sought to investigate the role stakeholders play in providing enabling environment for the community radio stations in changing perceptions of pastoralists on regards to cattle rustling. Respondents were asked if the radio-sector stakeholders played a pivotal role in providing an enabling environment to community radios in changing perceptions of the local communities on cattle rustling? As demonstrated by the univariate analysis, 167 (41.75%), 129 (32.25%) agreed to the statement. Those who neither agreed nor disagreed were 93 (23.25%), and 10 (2.5%) and 1 (0.25) respondent didn't know.

From the findings, a majority of the respondents strongly agreed that the radio-sector players have an active role in ensuring they have fully supported the community radio stations to have that conducive environment through which they can freely work to ensure they become change-agents to pastoralist communities in discouraging and bringing to the end the cattle rustling menace. Figure 3: The pie chart below shows these findings.

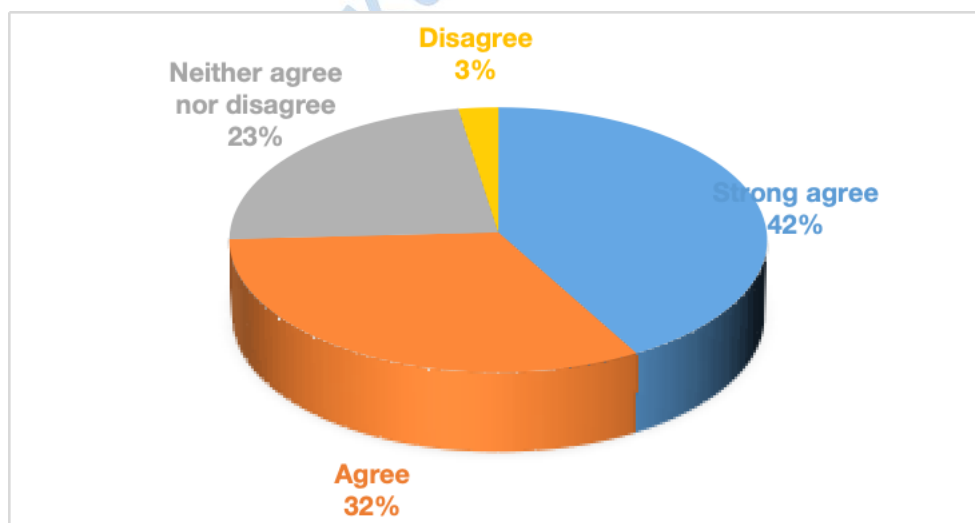


Figure 4: Stakeholders Role in Providing an Enabling Environment for the Community Radios
Source: (Field Data 2023).

4.2.3 Strategies by Stakeholders to Leverage on the Community Radio's

The study, respondents were asked to identify the strategies stakeholders ought to put in place to leverage on the community radios in changing perceptions of pastoralists on cattle rustling in Turkana County. 154 of the respondents representing 38.50% prioritized strengthening of communication on early warning system over the other strategies. In addition to this, 76 of them constituting to 19% said the involvement of local leadership to issues to deal with cattle rustling in the community was an encouraging move. 43 of them representing 10.75% said there should be a concrete strategy to share security updates and daily patrols over the radio. 32 respondents comprising of 8% suggested that the stakeholders should support the community radios to expand signal reach to cover other parts of Turkana, where cattle rustling incidences are also rampant. At the same time, they insisted sharing correct information on the number of livestock stolen in and outside the county to avoid exaggeration on numbers. The 23 and 20 respondents forming 5.75% and 5% respectively, believed consistent use of the local language across radio programming and scheduled expert talk shows, radio drama and skits are ways that create public awareness on effects of cattle rustling in communities. Consequently 5 respondents making up 1.25% chose not to answer any question. There was no effect on the outcome, for their missing values were excluded from analysis.

From the findings, it is clear the majority of the respondents are putting it out strongly that strengthening the communication of early warning system as one of the key strategies in deterring menace of cattle rustling in pastoralist communities. Other strategies are also valid if put into action. Figure 4 illustrates the findings.

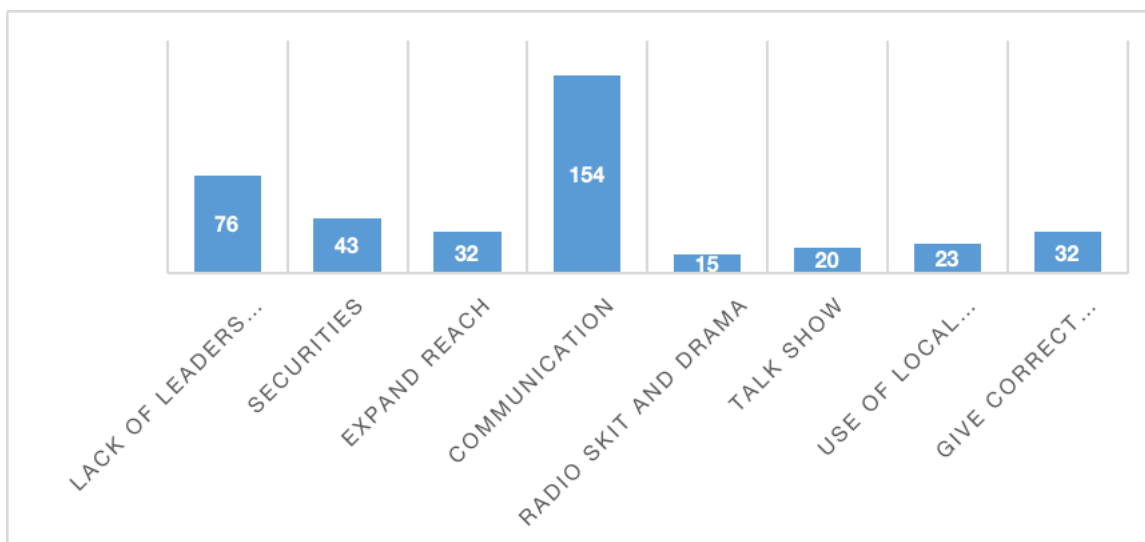


Figure 5: Strategies Put in Place by Stakeholders to Leverage on Community Radio's
Source: (Field Data 2023)

4.2.4 Key Challenges Community Radios Face

The study sought to evaluate from the respondents key challenges community radios face in their effort to changing perceptions of cattle rustling communities in Turkana county. Out of the total sample, 105 respondents representing 26.25% believed insecurity is the first key challenge among others that have hindered the radios from their effort to gradually change the perceptions of cattle rustling communities. Second to this, is the challenge of language barrier which 87 respondents comprising of 21.75% singled out as a hindrance to the target audience of the community radios. Most radios , respondents allege are broadcasting in Kiswahili and English except in a few limited two hours a day. 79 respondents forming 19.75% were convinced lack of finance stability was another challenge affecting the smooth running of operations of the community radios in their deliberate attempt to change the mindset of the cattle rustling. Other 35 respondents representing 8.75% complain of poor infrastructure as a challenge to the CRs. Political interference was cited by 32 respondents comprising of 8%, as one of the challenges posing threat to smooth running of radios in their attempt to changing perceptions of cattle rustling communities in Turkana. 24 respondents making up 6% reported that poor

network connectivity was also of a challenge. Those citing unavailability of electricity in the radio stations as a challenge were 10 respondents constituting 2.5%. And 9 respondents (2.25%) were excluded from the final analysis.

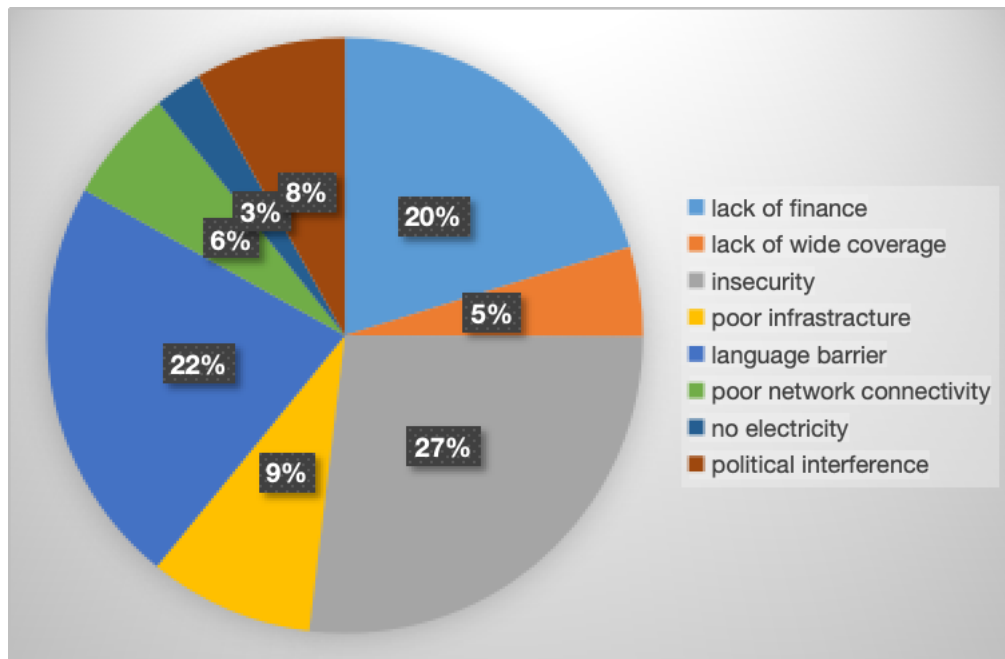


Figure 6: Challenges Community Radios Face Source: (Field Data 2023)

4.3 Discussions of individual objective results

The study established that community radios have a key role to play in regards to changing the perceptions of the cattle rustling communities in Turkana County.

From the findings in the **Research Objective One**, there was a majority approval of the respondents indicating the radio programmes play a key role in changing the mindset of the pastoralist communities on cattle rustling. It therefore means there should be a deliberate move by station managers to produce programmes that are well designed, highly participatory, tailored and all-inclusive of all the interests the community needs to address through such programmes. One of the radio’s producer (OTR 001) said *“the radio’s core programmes are well designed and decided upon together with community members. Topics that are of interest to the community typically include health, education,*

drug abuse, youth unemployment, teenage pregnancy and cattle-related conflict management and peace-building.” In addition to this, one of the radio editors (OTR 002) said, *“calls-in and other feedback mechanisms are used to organize content that provides solutions for issues frequently faced by communities, typically by leveraging on the skills and wisdom of community members themselves. Key community leaders are regularly brought on air to provide advice, expert opinion piece on culturally-sensitive issues like cattle rustling.”*

It was worth-noting, *“in programming that engaged the Turkana pastoral communities, it was value-added to bring in expert opinion as a significant part of the radio programmes, and that stimulated further community responses and action-taking solutions to cattle rustling in Turkana Community,”* asserted one of the local radio producers (OTR 001).

This evidence further helped to conclude that working with local issues identified by the community can be enriched with the addition of expert knowledge to mediate the prevailing perspectives on cattle rustling issues in the community. This was a testament in cases where the cattle rustling issues were directly generated by the community members as were the cattle rustling-related issues raised by Ekeyokon Community Radio, in their daily programme titled, *“Swala Nyeti Mashinani,”* as well as *“Etoil a Ngiturkana”* (amplifying the voice of the community) in Echami Community Radio, where drama was used to set the context, followed by community discussion, then comments from specialised experts through the feedback programme.

During the recording of radio programmes, the community discusses a topical topic and a topic of their interest, for example, a topic on perceptions of cattle rustling, identifying the challenge at hand, and suggests other concerned individuals and institutions to be involved in finding solutions. Sometimes, after hearing the community's concerns, the radio managers and producers are able to identify other concerned individuals and

institutions. The radio station producers invite experts to comment on, challenge or explain the phenomenon under discussion. This allows both the community and the expert to reflect upon the issues raised in the discussion.

According to Dyball et al. (2007), the reflection on the value of what one knows and how one gets to know it, leads to new understandings, and thus learning and action takes place. The idea of working with the community to identify, provide solution and sustain actions on issues within the community resonates with the growing recognition of the socially constructed nature of knowledge and support for consistent learning to make viable solutions that challenges established community perspectives in regard to cattle rustling that further leads to community-led practice-change, a significant factor in addressing perceptions and attitudes on pastoral communities toward cattle rustling in Turkana.

In respect to a study by Mulongo (2011), that investigated how participatory radio programming might be used to inform and extend museum-based community engagement in environment and sustainability concerns, revealed a wide experience approach that was enriched after working with community radio on local content that included the community discussing locally relevant content that was followed by the addition of the knowledge of a mediating expert for better understanding of the issue at hand.

In realizing **Objective Two**, the study investigated and found out that radio stakeholders, have a big role to play in providing enabling environment in helping community radios to seriously pursue the change of social behaviour on cattle rustling communities. The majority of respondents believed stakeholders, including government and its partners in the sector, can support radio stations for example, in conducting public awareness to socially influence the cattle rustlers and bandits to stop the practice. One of the respondents (OTP 013) held the view that, *“It is crucial for the stakeholders to support*

community radios to frequently carry out public awareness to educate members of the community on pertinent issues that are of public interest such as education, health, cattle rustling, early pregnancy and marriages, environmental conservation, food insecurity at household level, among others.”

However, another interviewee (OTP 007) challenged the community radio reporters, *“you need to be facilitator’s of home-grown solutions to cattle rustling in your own right, in such a way that through the public awareness and outreach campaigns, your role should be to identify and highlight important social issues like cattle rustling practices, among others, through broadcasts, and frame news in a way which facilitates collective efforts to find solutions. Those outreach reports would help highlight the socioeconomic problems that community faces, and could form subjects for public debates that can influence policy-making processes that could bring a lasting solution to, for example, cattle rustling in our communities.”*

Government and its agencies can also devise and support programmes on alternative livelihoods that especially deter them from practising cattle rustling. Alternative livelihood programmes that benefits the whole community but more specifically targeting the warriors who have been turned to be “reformed warriors” and be regarded as the lead agents in championing for the social behaviour change. Since the community radio, according to Buckely (2011), is a form of media that is independent, community owned and managed, the government and other stakeholders should actively promote community radio media by offering support such as public funding so as to provide that enabling environment for them to meaningfully reach out to various communities involved in cattle rustling in Turkana.

Another respondent (OTP 010) suggests, *“to enhance the public awareness program, the government and the local partners should regularly be sharing recorded Public Service*

Announcements (PSAs) on various issues of public concern for example, on nutrition, insecurity, natural calamities, among others with local radio stations, so that a target audience can easily be reached. This, the respondent argued, can gradually inform and educate them.”

On **Research Objective Three**, the study findings identified the many strategies stakeholders must put in place to leverage community radios to solidify and strengthen the pursuit to change attitudes and perceptions of communities on cattle rustling. Strengthening communications on early warning systems to aid in early detection and response to avert revenge and constant flare-ups was key. Next was the involvement of local leadership on matters of interest to the community, such as cattle rustling, among others. In addition to that, was constant sharing of security updates and organizing frequent security patrols to inform communities of any looming attacks.

Satisfied that community radios are becoming a reliable source of information, one of the respondents shared, *“we believe expanding the signal reach of radios to cover other sub-counties that are prone to cattle-rustling in Turkana would greatly reduce the practice. The practice of cattle rustling is not only confined to Turkana South and Turkana Central sub-counties. It is across the whole Turkana County”*

Of significance was honesty in communities; sharing the correct number of stolen livestock to avoid exaggeration of numbers for easy recovery and return to the owners. The respondents were insisting; devoid of that, they would continue exacerbating and fueling animosity between the warring communities. All community radios should broadcast their programs in the local language. This, they said, would increase awareness on sensitive topics that need to be adequately addressed. The interviewee (OTP 005) contended, *“for community radios to be seen involving and working effectively together with all community members, people with disability (PWD) included, the stations must*

stick to their dedicated use of their local language broadcast.” To her, this could break down the use of technical terms and jargons that could be a hindrance to the general understanding and discussion of the issues of the day. *“The simple local dialect will make community members more accessible to the masses of illiterate community members and reduce the elite monopoly in such issues during public debates. Can you imagine what excitement...? She posed, the airwaves will be jammed during phone-ins and the debates will be very hot.”* This resonates well with Magak, et al, (2013) that confirmed the dominant use of indigenous languages for community radio broadcast as one of its strongest advantage in the media’s local governance agenda.

Last but not least, was the use of scheduled talk shows, radio dramas, and skits spiced up with traditional dances and songs that bring them closer to the radio. In so doing, the respondents argued, it helps in creating awareness about matters of socioeconomic and cultural undertakings. In addition to this, one of the radio editors (OTP 001) testified on how he has continued to be a change in the cattle rustling communities. *“I am pleased to see how I’m gradually changing people’s lives and giving them self-esteem and courage, especially on scary topics like disorientating cattle rustling practices and early teenage pregnancies in hostile communities like Turkana,” she explains. “They are changing their social behavior and creating hope for a changed lifestyle altogether.”* According to UNESCO (2014), It has supported *Mtaani Radio* and says community radios have played a very big role in ensuring communities stay at peace, especially during difficult moments. Community radios mobilize community networks and leaders, create spaces for diverse opinions and conversations on key issues to the community, and share information directly with the community as they work and live in the very communities they serve.

The study's **Fourth Objective** evaluated key challenges bedeviling CRs and found out there are enormous challenges that have thrown spanner in the works of community radio stations in their endeavor to be agents of change in cattle-rustling communities in Turkana. According to the findings, it revealed insecurity as a key challenge frustrating the efforts of the CR. Cattle rustling is in itself insecurity to communities and to CRs. Insecurity inhibits community radios, for example, to carry out outreach programs that enhance public awareness campaigns. According to respondents, *“for the reason that we are involved and participate in the management of these radios, we have resorted to providing them with security ourselves, at the time they come with their outreach programmes down to the community levels. This notwithstanding, the county government should purpose to deploy the enforcement officers to the radio stations to secure their installations and property. We also ask the county and national governments to guarantee us security of our lives and property. They said, this was guaranteed in the Constitution of Kenya 2010.”*

Language barriers were becoming an issue. The respondents said most of the programs are either in Kiswahili or English. Low finances are affecting their resolve to deliver programs according to the interests of the community. According to the Station's Editor, *“the county government should consider sponsoring community radio activities, as well as the partners working in Turkana, since the radio stations have been supporting the government and partners when it comes to developmental matters. He cited mobilizing communities for mass registration into National Health Insurance Fund (NHIF) for the Universal Health Coverage in Turkana, for a whole month, a notable contribution the radio made to the government and community.”*

The poor infrastructure makes CRs not effective as expected. There is a lot of political interference from the top leadership. Poor network connectivity from the service

providers hinders at a great deal the performance of the CRs in their attempt to work for the communities. Power outages from time to time make radio stations off air. If at all insecurity persists, stations would have no otherwise, apart from closing down.



CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter provides a brief synopsis of the whole study. It re-examines the research problem, objectives, methodology, findings, conclusion and recommendations.

5.1 Summary of Result Findings

5.1.1 Objective One

Based on this study, it is evident community radios have been powerful community media that has demonstrated enough evidence on well designed and tailored radio programming that has a lot of influence to people's attitudes and behaviour. On the occasion of World Radio Day 2024, which commemorates the 100th anniversary of radio, special tribute is paid to this timeless medium that continues to stay closest to human hearts and minds. Whether in times of normalcy or crisis, radio has uniquely stand out as a key vehicle for freedom of opinion and access to information. Even amidst a fast-digitizing information ecosystem, it continues to preserve and grow its role as a bridge between online and on-ground communities and conversations. The triumph of trust and accessibility embodied by community radios in Turkana points to the need to continue safeguarding and promoting radio as a foundation of inclusive knowledge societies. Community radios in particular live and breathe among the communities they serve, help minority language speakers to receive information and participate in democratic processes, and ensure that the means of civic participation remains available to all individuals regardless of identity, financial means or personal circumstances.

5.1.2 Objective Two

Residents of Turkana are agreeing that community radios are paradigm shift to bringing social behavior change to end cattle rustling in Turkana County. Community radios are the only catalyst to positive attitude of mindset, to change the habits and perceptions of pastoral communities in regard to cattle rustling.

5.1.3 Objective Three

Without ignoring the strategies the stakeholders in radio sector, put in place to leverage on community radios to solidify and strengthen the pursuit to change attitudes and perceptions of communities on cattle rustling, the one key strategy that came out from most respondents was need to fully support community radios. They suggested the radio stations collaborate with government and sector partners for advertising opportunities and sponsorship. And furthermore, train radio staff in resource mobilization and income generation activities to reduce dependence on donor funding. That and many other initiatives, will make community radio a more powerful tool for advocating social behaviour change.

5.1.4 Objective Four

While challenges exist, the solutions lie within the community radio sector. By adopting innovative strategies, fostering collaborations, and prioritizing community needs, community radio stations can overcome hurdles and thrive in their mission to serve and empower local communities on their matters of interest.

5.2 Conclusion

Based on this study, It stands out that in Turkana County, community radios are endowed with enormous potential to champion for good governance in matters cattle rustling at both national and county governments. It is clear that community radio's are becoming the most suitable and convenient media through which the perceptions and attitudes of pastoralists on cattle rustling in Turkana can be changed step by step to finally change their mindset as the only solution to the menace.

Objective one sought to establish community radio programmes that change perceptions and attitudes of pastoralist communities on cattle rustling in Turkana County.

The study found out that the respondents strongly agreed that through community radio programmes such as; "*Swala Nyeti Mashinani*," "*Etoil A Ngiturkana*," (Amplifying Voice of the Community), Regular News Programmes on development, Elaborate News Reporting Programmes on Community Rights, Community Dialogues on Pertinent Issues, among other tailored and well designed Programmes. These programmes do play a big role in becoming a game-changer to pastoralist's social behaviour on cattle rustling. It became evident that the role and contributions of community radios are inevitably important in any community. Residents of Turkana agreed that community radios are paradigm shift to bring social behavior change to end cattle rustling in Turkana County. Conversely, , community radios are the only catalyst to positive attitude of mindset, to change the habits and perceptions of pastoral communities towards cattle rustling in Turkana. Although the state of community radios in pastoral Turkana community appear to be "weak at the knees" to play any significant contribution in addressing malpractices like cattle rustling, continuous stakeholder's engagement with community radios would bring immense ideologies and programmes, which would result

to providing solution to the menace of cattle rustling that would help in behavior change in communities still practicing cattle rustling.

Objective two investigated the role stakeholders play in providing an enabling environment for community radio stations in changing perceptions and attitudes on cattle rustling communities in Turkana county.

Stakeholders can invest in developing and strengthening early warning systems and moreover on communication aspect of the systems. This can be effectively done by use of radio to alert communities about potential cattle rustling threats, reducing the likelihood of imminent clash. In support of this effort, the development of programmes on social behavioural change communication (SBCC), would at high regard stand out to be one of the key strategies in changing community perceptions on matters cattle rustling. Ekeyokon and Echami community radios in Turkana, scan be best used to serve as powerful platforms for raising public awareness, receive and share first hand information, and carry out public empowerment programmes on cattle rustling.

In the journey of using CR stations in addressing some of the community issues such as cattle rustling, radio programme producers should insist on using local language throughout the sessions, to avoid use of English and Kiswahili languages that were singled out as some of the challenges that are of hindrance to the community radio stations.

Objective three sought to identify the strategies radio stakeholders put in place to leverage the community radio stations in changing perceptions and attitudes of cattle rustling communities in Turkana county.

From the research findings, in areas where cattle rustling is frequent, community radio can be a powerful tool for addressing such sensitive issues like cattle rustling in Turkana.

And for this to be effectively done, the stakeholders can get into sponsorship and strategic partnership programmes. For instance, Turkana county government could partner with Peace Actors working in Turkana and sponsor a campaign programme to enhance alternative livelihoods to cattle rustling. This could develop radio shows, storytelling, drama and skits with opinion leaders and reformed youth highlighting success stories and their perspectives on-air.

In addition to this, the Turkana county government can offer financial support and promote local issues management like cattle rustling through community radio stations like *Ekeyokon* and *Echami*. The radio has provided platforms through which the residents have been able to discuss social issues and leaders have been subjected to accountability. Local leaders such as chiefs have used the platform to preach and maintain peace. *Echami* Radio has provided a forum for constructive dialogue on peace and has emphasized the need for reconciliation among the warring communities. Peace programs on radios have complemented the efforts of the government which are aimed at promoting peaceful co-existence (Bett. 2022).

Despite *Echami* Radio taking the leading role in minimizing levels of conflict in the entire Turkana County, there is a likelihood that the community radio could be declining in influence due to high media density within Turkana region. This is because they have to compete with other sources of information such as mobile phones. This points to a critical departure from the acclaimed role played by *Echami* Radio as one of the main media in the region.

The findings of the study also point to the fact that the information aired should not be distorted as this may lead to escalation of conflict. Media content that is distorted may create a feeling of fear prior to and during the conflict and can easily lead to violence. Through consistent negative reporting, media turns into a tool that inflames grievances and accelerates the level of conflict towards serious violence. When media gives information along with facts and figures, fairness, and without any form of influence, the level of misconception decreases and there is a creation of mutual understanding that is created in the process of conflict resolution. This therefore creates an upper hand as a superior and trusted information giver.

Lastly, the fourth objective had evaluated the challenges community radio stations face in their effort to change perceptions of communities on cattle rustling in Turkana county.

The study findings have brought out insecurity among other challenges as key predicament to both the pastoralist community and the radio stations, especially those operating in areas prone to cattle rustling in Turkana.

Community radios in Turkana can adequately address the challenge of insecurity by adopting strategies that promote safety, resilience, and trust within their operations and programming through involving local community volunteers in safeguarding the radio facilities, hence creating a sense of responsibility and shared purpose. For this reason, the community radio management can also collaborate with the County Law Enforcement Inspectorate and other stakeholders to ensure the physical safety of radio personnel and infrastructure installations are well protected. Using radio and other platforms to communicate directly with communities, dispelling any mistrust would be ideal.

Overall, community radio allows community members to dialogue, debate, contribute, critique, educate, and to bring together community members in all developmental matters (Bett, 2022).

5.3 Recommendations

5.3.1 Government

The county government should establish Turkana Community Media Fund (TCMF). The TCMF will provide critical philanthropic support to community radios in Turkana. This will enhance citizens' access to information that enables the public to support public policies and practices that promote inclusive socio-economic development in the county. The government should also legislate on regulation guidelines that will ensure the prudent utilization of the Fund.

Cattle rustling is a common phenomenon and a major security threat across all the Arid and Semi Arid Lands (ASAL) in the counties along North Rift region, where Turkana County is located, and other 22 counties across Kenya. Since the menace has left irreparable and negative socioeconomic impact which include but are not limited to increased number of widows, widowers, orphaned children, poverty, displacement of people leading to Internally Displaced Persons (IDPS), disruption of educational programs and other economic activities, owing to the destruction of property, the government should declare cattle rustling a national disaster. The declaration would help the country get international community's support to bring cattle rustling to the end for once and for all.

Further, the people living in this cattle rustling affected regions have been denied the enjoyment of their social, economic and political rights as guaranteed to them under the Bill of Rights as enshrined in Chapter Four of the Constitution of Kenya, 2010. In this regard, the Study recommends the government to create a Special Fund (SF). The SF will be useful in mitigating the losses communities have suffered and in compensating all

victims of cattle rustling occasioned by the menace. To do this, the government will establish a National Taskforce on cattle rustling to investigate the causes of the rampant cattle rustling in the North Rift region and the country at large. At the same time establish the extent of loss and damage the cattle rustling has occasioned to the Turkana communities and in all the affected counties.

The county government should formulate and implement legal regulatory framework that provides an enabling environment that recognizes the unique role community radios play. Additionally, the Turkana County Government must legislate on those laws that outrightly outlaw cattle rustling, and thus provide punitive measures to deter the perpetrators from the vice.

Both governments; national and county should provide viable alternative livelihood development programs in the pastoralist communities through the introduction of sedentary lifestyle activities such as irrigation, farming, development of water points, and construction of schools and health facilities at strategic shared locations. For this reason, local communities are empowered to provide home-grown solutions to the problems affecting them.

From the findings, Turkana county should work together with national government to purposely invest heavily in the security sector. In the same manner, in eliminating the availability of small and light weapons in the wrong hands of bandits, national government should carry out voluntary community disarmament to enhance security countrywide. National security is subject to the authority of the Constitution of Kenya and it should therefore be pursued in compliance with the law and with the utmost respect for the rule of law, democracy, human rights, and fundamental freedoms. In

return of their good gesture in surrendering the guns, the same guns be registered and returned to the members of the community after being recruited as National Police Reservists (NPR). This way, government would have made it easy for the community radio's to beef up their efforts in changing the social behaviour of the pastoralists in regards to cattle rustling in Turkana.

The Communication Authority of Kenya should at all times monitor the nature of the programmes the community radio's produce to air. This is to ensure community radios produce appropriate programmes that serve the interest of the community they work with.

5.3.2 Community

Local community should work closely with community radios to ensure programming reflects their needs. The pastoralist community should always be involved and seen to participate, as a key stakeholder, in the design and production of the nature of radio programmes that are of interest to the community, for example, cattle rustling, AIDS/HIV, child immunization campaigns, early pregnancy and marriages, among others.

Local communities should actively be involved and support in the public awareness/outreaches and training programmes that from time to time help to positively change the mindset of communities in bringing to an end the menace.

Community radios are owned, managed and supported by communities. Communities, therefore should volunteer providing security to installations and property of the radio stations in their areas of jurisdiction.

5. 3. 3 Other Stakeholders

The community radios must improve on programming design, focusing on local content and community needs. With well-designed programs, social behavioral change campaigns must strategically change the perceptions and mindsets of pastoralist communities on cattle rustling. Such programming, for example, should target the promotion of cultural dialogues and values against cattle rustling practices. There is a lot of concurrence with Kimani P. (2020) that recommended scholars should continue to develop communication theories and policies that predict and explain community media consumption of the public from sociological, psychological, and cultural perspectives. This shows the radio has a future, but community radio, community, and government must always work in harmony to develop relevant content.

For effective feedback mechanism, community radios should develop tools for communities to provide input and shape programming. Radios should purpose to get into Memorandum of Understanding (MoU) with government entities and partners. The agreements signed between parties is a starting point for negotiations to work together moving forward for mutual benefit for both parties. Doing this, would helped the community radios to get financial support from the government and the development partners in the area.

The community radio stations should bring out strongly success stories by highlighting individuals who have transitioned from cattle rustling to other forms of alternative livelihood like for example, crop among others.farming, beekeeping, fish farming, Non-governmental organizations (NGOs) that support community radio's in their efforts to leverage on mandates in bringing to an end the cattle rustling malpractices, should do so by providing sponsored programmes throughout the year.

The radio stakeholders should advocate sponsoring bills that tend to remove bottlenecks in the legal processes in prosecution of the perpetrators of cattle rustling in Turkana and beyond.

Stakeholders should support the public awareness/outreach campaigns by recruiting community peer educators/mentors as change agents to perpetuate the campaign that would eventually result to Social Behaviour Change Communication Community that is finally well -empowered in the long run.

Internet Service Providers like Safaricom, Airtel and Starlink should support radio stations in ensuring not only there is steady but stable internet connectivity across all the community radio network coverage.

Having found financial instability as one of the key challenges posing hindrance to community radios in their programming, the study recommends that the government and other stakeholders could offer grants and sponsorship to most programs. In so doing, would have greatly helped the stations deliver on their mandates as required.

5.4 Recommendations for further research

To take this beyond, it is necessary to carry further research on exploring the impact of community radio on youth and women engagement in ending cattle rustling in Turkana County. the focus on this should be to evaluate the effectiveness of radio programs aimed at addressing youth and women involvement in cattle rustling in Turkana Community.

It would also be a noble idea to find out how community radios through Kenya Community Media Network (KCMNET) can be supported through establishment of a public fund suggested to be known as “Kenya Community Media Network Fund.” There exists a similar fund with USA and South Africa. South Africa has a community radio fund called Media Diversity Development Fund (MDDF). The research will unpack and

help government and its partners in supporting and sustaining the community radio stations financially countrywide. The Fund will protect the community radios from undue pressure of financial constraints for them to appropriate, operate freely and be free from political manipulations. And so they would be expected to practice financial discipline and independence on their own. This makes pastoral communities to fully access, participate, own and provide home-grown solutions to their own problems through such medium.

In addition to this, researchers will also need to consider carry out further research on the need to establishing and analysing the use of regional community radio to effectively pacify cattle rustling conflicts that have caused underdevelopment in the region. The Study should be geared towards knowing how radio programming can preemptively address conflicts and promote regional peace in cattle rustling communities in pastoralists in Karamoja (Uganda), Toposa (South Sudan), and Dongiro and Dassanach (South Omo, Ethiopia). This regional concept would be useful to serve as a tool for soft diplomacy in peace building and for peaceful co-existence . This will be among several attempts to combat cattle rustling malpractices among the warring communities across the region. Turkana County borders Uganda to the West, South Sudan to the North and Ethiopia to the North East. The communities living in these countries are majorly nomadic pastoralists, who traditionally look for the scarce water and pasture resources, wandering about across the borders, and hence emergence of cattle-related conflicts from time to time. It would be more interesting to explore on such move to establish a radio that would be useful as a symbol of bringing peace to the whole region.

REFERENCES

- Afrobarometer. (2016). Merged round 6 data (36 countries). Retrieved from <http://afrobarometer.org/data/merged-round-6-data-36-countries-2016>.
- Akman S. (2023), Forms. App-What is target population: Definition & examples - Forms.app
- Anas, T., & Edward, J. (2012). Community radio in Africa: Cost effective ICT tools to connect geographically dispersed communities. *International Journal of Computer and Information Technology*, 1(2), 27–36.
- Birgitte, Jallo, September (2022a). Digital rights and access to information series: Community media in Sub-Saharan Africa Part 1: Community media for community development and change. Community media in Sub-Saharan Africa - Part 1 : <http://library.fes.de/pdf-files/bueros/africa-media/19717.pdf>
- Birgitte, Jallo, September (2022b). Digital rights and access to information series: Community media in Sub-Saharan Africa Part 2: Community media for community-driven access and rights. <https://fesmedia-africa.fes.de/> ISBN 978-99945-56-01-4.
- Biwott, E. C., & Mberia, H. (2019). Role of radio in conflict management among pastoral communities in West Pokot County, Kenya: Case of Kalya FM.
- Buckley, S., Duer, K. M.T. & Siochru, S. O. (2007). Broadcasting voice, and accountability: A public interest approach to policy, law, and regulation. Washington DC: University of Michigan Press.

Bulungula Incubator. (2023). The power of community radio in rural communities.

Retrieved from <https://bulungulaincubator.org>

Communication Authority of Kenya. (2023). Audience measurement and industry trends report: Fourth quarter (April–June) 2023/2024. Communication Authority of Kenya.

Communication for All Project. (2024). Strengthens Indigenous community radio in Central America, Pastoralist peace education and awareness campaign. World Association of Christian Communication. Retrieved from <https://waccglobal.org>

Dyball, R., Brown, V., & Keen, M. (2007). Towards Sustainability: Five Strands of Social Learning. In Wals, A.E.J. (Ed.). *Social Learning Towards a Sustainable World: Principles, Perspectives, and Praxis*. The Netherlands: Wageningen Academic Publishers.

Elias, O. (2023). Cattle rustling: Regional Centre on Small Arms and Light Weapons, with funding from African Development Bank (AfDB).

Gerald, L. (2021). Change tack in efforts to tame cattle rustling. *The Standard*.

Guyo, L. (2024). Relief for farmers as avocado exports resume. *The Standard*, March 1, 2024, p. 16.

Hall, K. (2024). JNLR/Ipsos 2023-4 January to December 2023, Issued 8th February 2024.

Hermansky, J. (2022). Impact of community radio on community development in the United States. *Capstone Collection*, 3248. Retrieved from <https://digitalcollections.sit.edu/capstones/3248>

International Organization for Migration. (2012). IOM launches a radio station to foster peace among refugees and host communities in Kenya. *Relief Web*. Retrieved from <https://reliefweb.int/report/kenya/iom-launches->

[radio-station-foster-peace-among-refugees-and-host-communities-kenya](#)

- Jamieson S. Likert Scales: How to (Ab) Use Them. *Medical Education*, 2004; 38: 1217-1218
- Kaino, B. (2017). End the cattle rustling menace in Kerio Valley. *The Standard*. Retrieved February 14, 2017, from <https://www.standardmedia.co.ke/article/200027705>
- Kenya Audience Research Foundation. (KARF) 2019. May 2019 Audience Tracking Data.
- Kenya Community Media Network. (2024). Navigating challenges and fostering sustainability: A comprehensive analysis of community radio viability in Kenya.
- Kenya National Bureau of Statistics. (2019). 2019 Kenya population and housing census. Republic of Kenya.
- Kim, Y., Kim, Y., & Zhou, S. (2017). Theoretical and methodological trends of agenda-setting theory: A thematic analysis of the last four decades of research. *The Agenda Setting Journal*, 1(1), 5–22.
- Kimani, P. (2020). Community FM radio as a tool for communicating cultural values: A case of Murang'a County, Kenya (Doctoral dissertation, Masinde Muliro University of Science & Technology, Kenya).
- Lihavi, L. B. (2020). The role of radio in peace building: The case of Pokot-Turkana conflict. <http://erepository.uonbi.ac.ke/handle/11295/154489>
- Maata FM. (2019). Maata FM radio. Retrieved from <http://www.sifafm.co.ke/stations/maata-radio>

- Magak, K., Kilonzo, M. S., & Ogembo, J. (2013). Indigenous Language FM as community development media: The case of Radio Lake
- Makwana D. et al (2023): Sampling Methods in Research: A review/PDF.[https:// www.researchgate.net](https://www.researchgate.net)- Sampling Methods in Research: A Review - ResearchGate.
- McCombes, S. (2023, June 22). Descriptive Research | Definition, Types, Methods & Examples. Scribbr. Retrieved October 5, 2024, from <https://www.scribbr.com/methodology/descriptive-research/>
- McCombes, S. (2024, September 05). *What Is a Research Design | Types, Guide & Examples*. Scribbr. Retrieved October 4, 2024, from <https://www.scribbr.com/methodology/research-design/>
- McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of mass media. *The Public Opinion Quarterly*, 36(2), 176–187. <http://www.jstor.org/stable/2747787>
- McCombs, M. E., Shaw, D. L., & Weaver, D. H. (2014). New directions in agenda-setting theory and research. *Mass Communication and Society*, 17(6), 781–802.
- Media Council of Kenya. (2024). State of the media report 2023/2024. Retrieved from <https://mediacouncil.or.ke>
- Mtimde, L., Bonin, M. H., Maphiri, N., & Nyamaku, K. (1998). What is community radio? A resource guide. AMARC Africa and Panos Southern Africa.
- Mulongo, A. H. (2010). Community Radio and Museum Outreach: A Case Study of Community Radio Practices to Inform the Environment and Sustainability Programmes of Livingstone Museum. Unpublished Master of Education thesis (Environmental Education), Department of Education, Rhodes University, South Africa.

- Nation Media Group Newspaper, September 6, 2024; Kenya's bandit underworld: A tale of guns, greed, and cattle—Managing the dangerous drift in livestock rustling and banditry in Kenya. <https://nation.africa/kenya/news/kenya-s-bandit-underworld-a-tale-of-guns-greed-and-cattle-4751352>
Retrieved from <https://www.crimeresearch.go.ke>
- Ochichi, J. P. (2014). An assessment of community radio in the context of rural development in Kenya. Retrieved from UoN-Digital Repository University of Nairobi, <https://erepository.uonbi.ac.ke>
- Ogden J, Lo J. How meaningful are data from Likert scales?: an evaluation of how ratings are made and the role of the response shift in the socially disadvantaged. *J Health Psychology*. 2012; 17(3):350-361
- Protest, D., & McCombs, M. E. (2016). *Agenda setting: Readings on media, public opinion, and policymaking*. Routledge.
- Quarmyne, A. T. (2006). From Homa Bay to Ada: Lessons on community radio, access, and participation. Proceedings of the Media, Development, and Poverty Eradication Conference, May 1–2, Colombo, Sri Lanka.
- Radio Akicha. (2019). Radio Akicha blogspot. Retrieved from <https://radioakicha.blogspot.com>
- Robins R, Fraley R, Krueger R. (Eds.) *Handbook of research methods in personality psychology*, pp.224- 239. New York: Guilford.2007
- Theofanidis, Dimitrios, & Fountouki, Antigoni. (2019). Limitations And Delimitations In The Research Process. *Preoperative Nursing(GORNA)*, E-ISSN:2241-3634,7(3),155–162. <http://doi.org/10.5281/zenodo.2552022>

UNESCO. (2024). Mtaani means community: Building peace through community radios in Kenya. Sago. Blog (2024), different Types of Sampling Techniques in Qualitative Research, <https://sago.com/resources/blog/different-Types-of-Sampling-Techniques-in-Qualitative-Research>

Wijayananda Jayaweera 'Forward' in Buckely S. (2011). *Community media: A good practice handbook*. United Nations Educational, Scientific and Cultural Organization (UNESCO), Paris.



APPENDICES

Appendix 1. Consent Form

Dear respondent,

My name is **Chuman Achumani** of registration number **MJMS/2019/47837**, a student pursuing **Master of Arts in Journalism and Mass Communication, Corporate Communications option in Mount Kenya University**. I am carrying out a research on the topic; *the role of Community Radios in Changing Perceptions of Cattle Rustling Communities: A case of Turkana County, Kenya*. The information I am seeking you to provide is purely collected and be used for only academic purposes and not for any other reason. The information will be treated with utmost confidentiality.

The information collected will be of great significance to the Turkana Community as the research will bring out strongly the role of community radios in changing perceptions of pastoralist communities towards cattle rustling as a social-economic problem that has for years resulted to lose of many lives and destruction of property. That, is anticipated to change the way pastoral communities live in regards to the retrogressive activity.

In this regard,

- Do you consent for the discussion to be recorded?
- Do you consent for direct quotes from the conversation to be included in the final report?
- Respondents are free to undertake the interview more conveniently or one could withdraw from participating in the research any time they so wish.
- You may not write your name.
- We only need your five minutes to administer this questionnaire.

Harm or risk to the participants

The Researcher considered the risks (information, emotional, social or legal risks) posed to participants by the research and any effort to mitigate those risks was made available.

The research determined that the risks had been both minimized and were reasonable in relation to the anticipated benefits to participants as well as to the importance of the knowledge that was gained. The study also considered that the informed consent process provides potential respondents with an accurate and fair description of the risks or discomforts.

In order to accomplish this study, you are kindly requested to complete the questionnaire and your participation is highly appreciated.

Thank you for your time and cooperation.



Appendix 2: Letter of Authorization (MKU)



REF: **MKU/ISERC/2764**
TO: **CHUMAN ACHUMANI**

Date: 19 May 2023

REG: **MJMS/2019/47837**

Dear Sir/Madam,

RE: ROLE OF COMMUNITY RADIOS' IN CHANGING PERCEPTIONS OF PASTORAL COMMUNITIES TOWARDS CATTLE RUSTLING: A CASE OF TURKANA COUNTY, KENYA

This is to inform you that **Mount Kenya University** has reviewed and approved your above research proposal. Your application approval number is **1776**. The approval period is **19/05/2023 - 18/05/2024**.

This approval is subject to compliance with the following requirements;

- i. Only approved documents including informed consents, study instruments, MTA will be used
- ii. All changes including amendments, deviations and violations are submitted for review and approval by **Mount Kenya University**
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to **Mount Kenya University** within 72 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affect the safety or welfare of study participants and others or affect the integrity of the research must be reported to **Mount Kenya University** within 72 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal
- vii. Submission of an executive summary report within 90 days upon completion of the study to **Mount Kenya University**

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://research-portal.nacosti.go.ke> and also obtain other clearances needed.

Yours sincerely,



Dr. Peter G. Kirira
Chairman, Mount Kenya University ISERC

The Chairman
Mount Kenya University
Ethics Review Committee
P. O. Box 342 - 0100, Thika

Appendix 3. Research Permit (NACOSTI)

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Ref No: 766935	Date of Issue: 17/June/2023
RESEARCH LICENSE	
	
This is to Certify that Mr.. Chuman N/A Achumani of Mount Kenya University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Turkana on the topic: Role of Community Radio's in changing perceptions of Pastoral Communities towards cattle rustling, A case with Turkana County, Kenya for the period ending : 17/June/2024.	
License No: NACOSTI/P/23/26687	
766935 Applicant Identification Number	 Director General NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
	Verification QR Code 
NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.	
See overleaf for conditions	

Turnitin Report:

Title: The Role of Community Radios on perceptions and attitudes of cattle rustling communities in Turkana County, Kenya.

Submission date: 20-Feb-2025 09:22AM (UTC+0300)

Submission ID: 2581080896

File name: ACHUMAN_S_FINAL_RESEARCH_PROJECT_SEPT._2024_.docx.docx
(3.66M)

Word count: 20000

Character count: 116511

Originality Report

15%-Similarity Index

13%-Internet Sources

3%-Publications

8%-Student Papers



Appendix 4. Blank Questionnaire

The role of Community Radios in changing perceptions of pastoralist communities towards cattle rustling. A case with Turkana County.

1. Do community radio programs promote change in perceptions of communities on cattle rustling in Turkana County?

(I) Strongly Agree (II) Agree (III) Neither Agree Nor Disagree
IV) Disagree (V) Strongly Disagree

a) Is the radio station accessible to most of the community members?

(I) Strongly Agree (II) Agree (III) Neither Agree Nor Disagree
IV) Disagree (V) Strongly Disagree

b) Can Community Radio be instrumental tool to change Community's perceptions in addressing cattle rustling menace in your community?

(I) Strongly Agree (II) Agree (III) Neither Agree Nor Disagree
IV) Disagree (V) Strongly Disagree

c) How often do you listen to the Radio programs on changing perceptions on cattle rustling?

d) What is the program you like listening to and why?

2. Are the stakeholders providing an enabling environment for community radio stations in changing perceptions of communities on cattle rustling?

(I) Strongly Agree (II) Agree (III) Neither Agree Nor Disagree
IV) Disagree (V) Strongly Disagree

a) Is the inclusivity of Youth, Women, Elderly and People With Disability helping radio stations change communities' perception on cattle rustling?

(I) Strongly Agree (II) Agree (III) Neither Agree Nor Disagree
IV) Disagree (V) Strongly Disagree

a) Is cattle rustling a pertinent problem that can be addressed by Community radio in your locality?

(I) Strongly Agree (II) Agree (III) Neither Agree Nor Disagree
IV) Disagree (V) Strongly Disagree

c) What radio programs made notable contribution to the community?

d) As listeners and community members, do you participate and get involved in the programs that are broadcast in the Radio station?

(I) Strongly Agree (II) Agree (III) Neither Agree Nor Disagree
IV) Disagree (V) Strongly Disagree

3) What strategies do you think if put in place by community radios can help in leveraging the radio stations in changing perceptions of communities on cattle rustling?

a) Which areas of improvement do you want community radio to consider in improving services in their stations?

4. What challenges do you think have hindered community radios in their attempts in changing perceptions of communities on cattle rustling in Turkana County?

Appendix 5: Key Informant Interview Guide

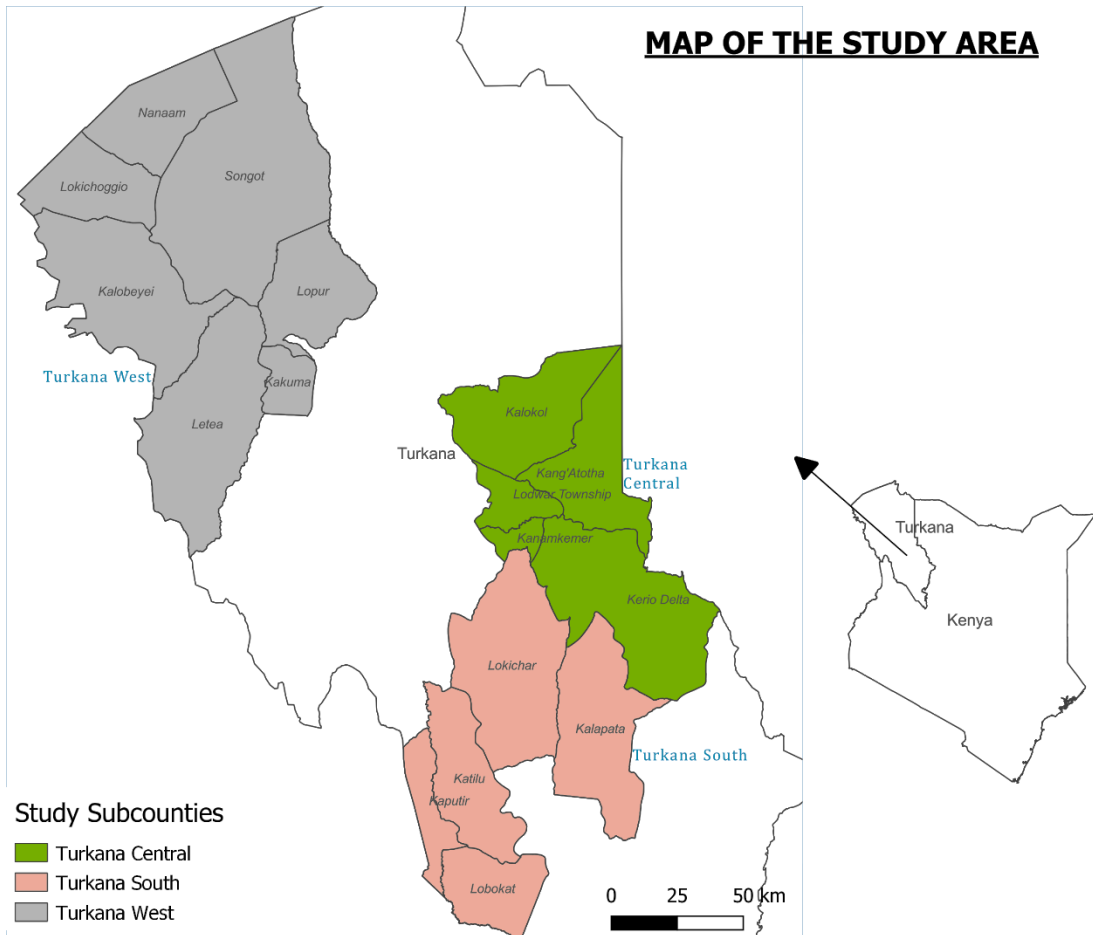
Section a): Editor/Program Producer

1. How do community radio programs promote change in perceptions of communities on cattle rustling in Turkana County?
 - a) How has the use of CR been instrumental in addressing community problems like cattle rustling?
 - b) What is your listenership (number) and areas radio station covers (signal reach in km²)
 - c) Which campaigns of public interest on cattle rustling do your station spearhead?
 - d) How does the station's management determine the programs that are geared towards changing the communities perceptions on cattle rustling in Turkana?
 - e) How many times in a week do you carry out community debates on pertinent issues like, cattle rustling in your station?
2. What is the role of stakeholders as an enabling environment for community radio stations in changing perceptions of communities on cattle rustling ?
 - a) How has the Radio Station actively involved stakeholders to participate in the design of programs that change perceptions of communities on cattle rustling?
 - b) Is there any kind of support the radio has ever received from the stakeholders in changing perceptions of communities on cattle rustling?
3. What are the strategies put in place by radio stakeholders in leveraging the community radio stations in changing perceptions of communities on cattle rustling?
 - a) How does your radio station integrate indigenous knowledge in programming in changing mindset of communities on cattle rustling?

- b) What's the CR's long term strategy in addressing Community issues like cattle rustling once and for all?
- c) What are the ways you generate funds to run your station?
- d) What support have the stakeholders been offering and what more they can offer to leverage on what the CR is already undertaking on changing communities' behavior on cattle rustling in Turkana?
- e) As a Stakeholder, what reforms are you recommending GOK, MCK, CAK to seriously consider in improving community radio in changing perceptions of communities on cattle rustling in Turkana?
- f) What support can Development Partners offer to CR without exerting their influence in efforts to making CR sustainable and independent in addressing community problems like cattle rustling in Turkana?

4. What are the key challenges community radios face in their attempts in changing perceptions of communities on cattle rustling in Turkana?

Appendix 6. Map of the Study Area



Mount Kenya

Appendix 7. Research Budget

S/No	Activity Description	Quantity	Amount (Ksh)	Total (Ksh)
1.	Hire of field transport and logistics		100,000	100,000
2.	Mobilization of participants	400	1,000	400,000
3.	General field stationery		30,000	30,000
4.	Designing and printing of questionnaires	1200	100	120,000
5.	Designing of Data Collection Instruments	4	10,000	40,000
6.	Airtime for communication		10,000	10,000
	Grand Total Ksh.			700,000

Appendix 8. Work plan for the research

S/No.	Activity	Time frame
1.	Research Proposal Defense	May 2023
2.	Considering corrections from the Panelists and Supervisor (Proposal)	July 2023
3.	Field Research and Data Collection	August 2023
4.	Mid-term defense	November 2023
5.	Data analysis	December 2023
6.	Findings, Discussions and Report Writing First Draft Presentation for examination	September 2024
7.	Work on examiner's corrections Project Reporting	October 2024
8.	Final Project Reporting	November 2024 December 2024
9.	Final Project Examination	January, 2025 February 2025
10.	Approval to submit Final Project	March, 2025