

# Impact of Broadcasting Media in Fighting Against Child Abuse a Case Study of NTV Uganda

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**Abstract:** *The study's goal was to examine how broadcast media impacted the fight against child abuse. Following the release of material into the world, children are now receiving more assistance in obtaining their rights. It is a tool that positively educates kids about their rights. Platforms for broadcast media have developed into a hub for conversation, idea exchange, and interaction. When it comes to their rights, youth, especially children, have benefited much from these media. The purpose of the study is to demonstrate how Uganda's broadcast media has campaigned against child abuse. The purpose of the study was to determine broadcast media's contribution to the fight against child abuse. According to the literature, children's use of broadcast media in the achievement of their rights is crucial. Also, it was proven by the research that children's emotional and physical growth is influenced by broadcast media. It was also proved by the literature that parents and guardians learn about the risks of abusing children through broadcast media. It is recommended that broadcast media share more information about the hazards of child abuse and that parents and kids should glean more helpful information from the media. It is also recommended that broadcasting media should motivate children who are victims in abusing so as to help them grow physically, socially and emotionally. As children are stopped being abused, parents, guardians or care takers should stop practicing this act.*

**Keywords:** Broadcasting media and child abuse

## Background of the study

Children as young as one year old have indeed been victims of child abuse, which is the psychological or physical treatment of children. Child abuse also includes the neglect of children by parents, guardians, community members, and school personnel, as well as sexual abuse like rape and child labor. For the purposes of this research, child abuse in Uganda was not previously as pervasive as it is today, especially from the 1990s to the present.

By providing information and covering stories about the crime, the broadcasting media has taken an active role in the fight for child abuse. Since then, it has been reported that over 8 million kids—more than 51% of them girls—are being mistreated.

It is significant to remark that, with the incidence of kid abuse rising, little has been done to address the issue, with those convicted for the crime being labeled as mentally disturbed in order to spare them punishment and limit their jail sentences to a few years. In general, child protection regulations are not consistently upheld, especially when it comes to the crime of child abuse.

According to Bowlby's (1973) theory of attachment, attachment is any conduct that leads to a person achieving or sustaining proximity to another distinct and preferred human, who is typically perceived as being stronger and/or wiser. Ainsworth and colleagues (1978) extended bowlbys (1973) definition of attachment and identified as well as categorized different types of behavior attachment styles. The attachment styles include; 1) secure attachment,2) insecure avoidant attachment,3) insecure ambivalent attachment, and 4) disorganized-disoriented attachment (Ainsworth et al, 1978; Main and Solomon,1986;1990).

## Statement of the Problem

In Uganda, child abuse has escalated, which was not the case in the past. Yet, it was anticipated that children ought to have the right to protection from society at large as well as their parents. Child abuse and neglect are prevalent in society, and the fact that they are more widespread than ever before shows that there is no protection for children. Although this essential right is recognized by both the Ugandan Constitution and human rights documents like the 1948 Universal Declaration of Human Rights (UNDR).

Children have greatly benefited from broadcast media in that it fosters relationships between children and society, enables children to collaborate with their parents or guardians, aids children in exchanging thoughts and feelings with others, exposes children to the skills necessary to fight for their rights, and informs parents, guardians, and caregivers of the risks associated with abusing children.

Even while broadcast media has helped to the fight against child abuse, there are still some areas where the media is unable to reach, leaving many children vulnerable to abuse and families unaware of the risks associated with child abuse. By airing incidents of child rights abuse and exposing all of the parents' transgressions, the broadcasting media have damaged the reputations of the parents.

This research study therefore seeks to examine how broadcasting media has tried to fight against child abuse focusing on the impact of broadcasting media in fighting against child abuse.

**The specific objectives of the study are;**

1. To find out the main causes of child abuse in Uganda
2. To analyze the impact of broadcasting media in fighting child abuse in Uganda.

**Research Questions**

1. What are the causes of child abuse in Uganda
2. What is the impact of broadcasting media in fighting child abuse in Uganda

**Methodology**

**Research Design**

Children have greatly benefited from broadcast media in that it fosters relationships between children and society, enables children to collaborate with their parents or guardians, aids children in exchanging thoughts and feelings with others, exposes children to the skills necessary to fight for their rights, and informs parents, guardians, and caregivers of the risks associated with abusing children.

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**Study Population**

The study population consisted of 70 respondents as indicated in the table below: These consisted of journalists, parents/guardians, children and community leaders. The administrators were chosen because they had the responsibility of overseeing the implementation of the media regulations in the media house. The lower media house officials were chosen because they were aware of what was taking place in the media house and the impact of the media regulation on the performance. **Determination of the Sample Size**

To determine the sample that was used in this study, sampling tables were used and the sample determination was done as reflected in table 1 below:

**Table 1: Sample Size of Respondents and Sampling Technique**

Category of Population	Population Size	Sample Size	Sampling Technique
Parents/guardians	10	9	Purpose sampling
Children	10	9	Purposive sampling
Journalists	30	26	Simple Random sampling
Community leaders	20	15	Purposive sampling
<b>Total</b>	<b>70</b>	<b>59</b>	

### **Sampling Techniques**

In sampling, the study involved purposive and simple random sampling techniques. Purposive sampling was used to select the managerial staff and the operational staff and media regulators as they were key figures in relation to their knowledge of the matter that was studied (Sekaran, 2003). Simple random sampling allowed equal representation of other respondents to be part of the study. And these included the journalists. The study respondents were divided up into categories as described in table 1 above.

### **Data Collection Methods**

Data was collected from primary sources. Qualitative and quantitative methods were used in the collection of data. Primary data was collected using self-administered questionnaires and interviews.

### **Survey**

According to Amin (2005) a questionnaire survey in research is a method that considers a series of questions that aim at acquisition of information from respondents. The questionnaire survey method was employed to gather primary data from lower media house officials through a semi-structured questionnaire. The respondents were the obligations of selecting responses in the tool basing on their choices as per their experience with the statements (Amin, 2005).

### **Interview**

The term "interview" represents the process of gathering data by questioning, following up, probing, and prompting of respondents' responses (Kathuri, 2004). The administrative and operational employees of NTV Uganda were questioned in order to gather first-hand information. As I suggested in my proposal, it entailed the use of semi-structured interviewing guides. The interviewing process allowed for unrestricted communication between the researcher and the respondents. The researcher was guided by the tool to ask the questions and record the respondents' answers when open-ended questions were used to gather information.

### **Data Analysis**

Data analyses involved arranging, sorting and organizing data and later attach meaning to create a sensible meaning that reflects the findings Patton (2017) using SPSS. This study involved both quantitative and qualitative data and each was analyzed in its form as shown below:

#### **Quantitative data analysis**

In analyzing quantitative data, the data was sorted as per its allocated codes and entered into a statistical package known as Statistical Package for Social Scientists (SPSS) to generate both descriptive and inferential statistics that created the mean, mode and median; the variance, standard deviation, frequencies and percentages. These were arranged in tables and later explained by the researcher on what they meant as per the set objectives and their implications in the study (Oso & Onen, 2008).

#### **Qualitative data analysis**

Through use of content and thematic analysis, qualitative data was analyzed and the findings were related to the study objectives and findings. The verbatim captions were tabulated in shorter sentences and pulling out key words that explained a certain phenomenon (Sekaran, 2003). These key words were used by the researcher to explain the occurrences that the study found out to answer the concerns that was raised in form of study objectives and answering the research questions.

### **RESULTS**

### Sex of the respondents

Since the sampling was done randomly, both female and male were interviewed. The table below indicates sex of respondents.

**Table 1: Sex of respondents**

Response	Frequency	Percentage
Female	40	60
Male	19	40
<b>Total</b>	<b>59</b>	<b>100</b>

Source: Primary Data, 2014

Table 1 indicates that, 40 out of the 100 respondents representing 60% were female while 19 out of 100 respondents representing 40% were male. Thus this indicates that male respondents were more than female.

### Status of the respondents

Most of the respondents who were interviewed were between the age of 10 and 49 and as a result most of the respondents were married. Table 3 shows the distribution in as far as the marital status is concerned.

**Table 2: Marital status of the respondents**

Response	Frequency	Percentage
Married	12	12
Divorced	22	63
Engaged	16	16
Single	<b>09</b>	<b>09</b>
<b>Total</b>	<b>59</b>	<b>100</b>

Table 2 indicates that 12 out of the 100 respondents representing 12% were married yet 22 out of the 100 respondents representing 22% were divorced, 16 out of the 100 respondents representing 16% were engaged and 09 out of the 100 respondents representing 50% were single.

### Age of the respondents

To access the validity of the result it was also important to evaluate the age ranges of respondents.

**Table 3: Age of the respondents**

Response	Frequency	Percentage
5-10	10	10
10-12	20	20
12-18	20	45
18-above	09	25
<b>Total</b>	<b>59</b>	<b>100</b>

Source: Primary Data, 2017

Table 3 indicates that 5 out of 100 respondents representing 10% were aged between 5-10 years, 10 out of the 100 respondents representing 20% were aged between 10-12 years, 20 out of the 100 respondents representing 45% were aged between 12-18 years and 20 out of 100 respondents representing 25% were aged between 18 years and above.

### Level of education of the respondents

With the use of the questionnaire the researcher collected Data on the level of education of the respondents. After analyzing the role of broadcasting media in fighting against domestic violence in Uganda, it was evident that most of those who participated in the activities of domestic violence were lowly educated since they lack knowledge of how rights

can be protected.

**Table 4: Levels of education of the respondent**

Response	Frequency	Percentage
Primary	30	35
Secondary	10	25
Tertiary	10	10
Vocational	09	30
<b>Total</b>	<b>59</b>	<b>100</b>

Source: Primary Data, 2017

From Table 4, 30 out of the 100 respondents representing 35% completed primary level, 10 out of the 100 respondents representing 25% completed secondary yet 10 out of 100 respondents representing 10% completed tertiary institutions and 09 out of the 100 respondents representing 30% finished with vocational certificates.

#### Duration of stay in Kampala district by respondents

**Table 5: Duration stayed in Kampala district by respondents**

Response	Frequency	Percentage
10years and above	20	30
7years	09	12
5years	18	18
Less than 5years	12	40
<b>Total</b>	<b>59</b>	<b>100</b>

Source: Primary Data, 2017

Table 5 shows that 20 out of the 100 respondents representing 30% had stayed in Kampala district for more than 10 years, 09 out of the 100 respondents representing 12% had stayed in Kampala for 7 years yet 18 out of the 100 respondents representing 18% had stayed there for 5 years and 12 out of the 100 respondents representing 40% had stayed there for less than 5 years.

#### The causes of child abuse in Uganda

**Table 6: the causes of child abuse in Uganda**

Response	Frequency	Percentage
Illiteracy	10	10
Poverty	10	10
Over population	14	14
Poor government policies	6	6
Corruption	12	12
Unemployment	07	48
<b>Total</b>	<b>59</b>	<b>100</b>

#### Illiteracy

Basing on the study findings, 10 out of the 100 respondents representing 10% were illiterate indicating that illiteracy is among the causes of child abuse in Kampala district which the media needs to work on.

### Poverty

From Table 6 on the study findings of child abuse, 10 out of the 100 respondents representing 10% showed that poverty is also another cause of child abuse in Kampala and Uganda as a whole.

### Overpopulation

Basing on the study findings, 14% of the response showed that overpopulation is another cause of child abuse in Uganda.

### Poor government policies

Study findings also showed that 6 out of the 100 respondents representing 6% argued that poor government policies have increased child abuse in Kampala for instance parents who mistreat their children are not severely punished as expected to end the incident for example they would have arrested them for ten years for others to learn a lesson.

### Corruption

Basing on the study findings, 12% of the respondents showed that corruption has increased child abuse in Uganda in such a way that violators of children's rights do give law enforcement agencies bribes to escape arrest.

### Unemployment

Lastly basing on the research findings, 07% of the response showed that unemployment causes child abuse in such a way that poor people are more engaged in family conflicts, ever drunk as well failing to provide basic necessities of life.

**Table 7: Whether respondents understand the meaning of child abuse as a social problem.**

Response	Frequency	Percentage
Year of course	30	30
Somehow	13	13
No idea	16	57
<b>Total</b>	<b>59</b>	<b>100</b>

In Table 7, according to the expressions of the respondents from Kampala district, it was observed that 30 out of 100 respondents representing 30% understand the meaning of the term child abuse. 13 out of the 100 respondents representing 13% stated that they somehow understand the meaning of the term. However, 16% of the response said that they had no idea about it.

### The effects of child abuse on the population

*Table 8: The effects of child abuse on the population in Kampala*

Response	Frequency	Percentage
Poverty	20	40
Child neglect	10	10
Death	10	20
Insecurity	10	17
Hatreds	09	13
<b>Total</b>	<b>59</b>	<b>100</b>

According to Table 8, 20 out of 100 respondents, or 40%, claimed that child abuse in Kampala has caused a rise in family poverty. For instance, if a guy beats his wife and children, he must either consent to being arrested or pay a fine, which is expensive, leading

to poverty. Yet, 10% of participants said that, despite the fact that it frequently occurs between a husband and wife, child abuse has led to an increase in child neglect. If a man is arrested, it will be difficult for the child to obtain basic necessities.

Still According to 10 out of 100 respondents (20% of the total), child abuse has led to the deaths of many children. For instance, a soldier in Bombo Barracks killed his wife, children, and other 10 individuals after hearing rumors that his wife was in love with another person. Insecurity in families has grown, according to 10 out of 100 respondents, or 17%, who claimed that even if a parent abuses their kids and pays a fine, the children are still scared to wait for what will happen next after all the court charges. Finally, 9 out of 100 respondents, or 13%, claimed that child maltreatment has significantly fueled animosity in households where parents are despised by their kids.

**Role of broadcasting media in fighting against child abuse**

The general objective of the study sought to illustrate the role played by broadcasting media in fighting against child abuse. The results from the general objective of the study were as follows;

**Table 9: Role of broadcasting media in fighting against child abuse**

Response	Frequency	Percentage
Influencing people	10	20
Entertainment	20	30
News coverage	15	15
Education and prevention campaigns	14	35
<b>Total</b>	<b>59</b>	<b>100</b>

Source: Primary Data, 2014

According to Table 9, 10 out of 100 respondents, or 20%, tried to claim that broadcast media had a positive impact on people's behavior. For example, NTV TV's weekly program Untold Stories helped to sensitize the public to the plight of children's rights violators. Nonetheless, 30% of participants believed that the media should spread information to the public through its entertainment programs to combat child abuse, such as through songs that the majority of listeners choose to view in order to prevent child abuse. 15 out of 100 respondents, or 15%, claimed that various news reports on outlets like NTV Television's "News at 9" had contributed to the exposure of all connected child abuse incidents.

Lastly 35% of the response had it that the media has provided education and prevention campaigns which have changed people's altitudes in families.

**Challenges faced by broadcasting media in fighting against child abuse**

*Table 10 Challenges faced by broadcasting media in fighting child abuse*

Response	Frequency	Percentage
Government policies	20	30
Competition	10	20
Corruption	10	12
Strict media laws	10	23
Low coverage	09	15
<b>Total</b>	<b>59</b>	<b>100</b>

Source: Primary Data, 2014

20 out of 100 respondents, or 30%, believed that government programs have faced opposition from the media in their campaigns against child abuse, for instance, because most of them are perceived as political in nature. 20% of participants said that the competition has had a significant impact on media outlets, especially privately owned media that are subject to higher taxes than public media.

According to 12% of respondents, corruption has injuries sustained media efforts to combat child abuse. According to 10 out of 100 respondents, or 23%, tight media rules have hampered the media's efforts to spread information.

15% of the response had it that broadcast media is challenged by the low coverage; this is because unlike the NTV television, other media houses reach few areas hence leaving other people in local areas don't get access to information.

### Solutions to child abuse

Table 11: solutions to child abuse

Response	Frequency	Percentage
Strict policies	10	20
Emphasis on education	20	20
Creation of job opportunities	10	15
Sensitization of public (Use of mass media)	5	5
Cooperation	14	40
<b>Total</b>	<b>59</b>	<b>100</b>

Source: Primary Data, 2014

According to Table 11, a majority of respondents believed that the aforementioned policies needed to be implemented in order to lower the incidence of child abuse. 20% of the respondents, who strongly endorse the passage of stringent laws to punish those who abuse children, reflect this. Following this, 20% of the respondents strongly agreed that there should be a focus on teaching members of the public who were presumption of innocence engaging in that behavior due to their lack of literacy. Additionally, 15% of participants stated that the issue might be resolved if emphasis was placed on the development of more work possibilities. However, 5% of the responses indicate that the government of Uganda should use various media outlets to educate the public on how to protect all citizens' rights since everyone helps to advance the nation. Lastly, 14 out of 100 respondents, or 40%, indicate that different stakeholders, including the ministry responsible for gender issues and human rights protection, locals, the government, and various NGOs, must work around each other.

### Conclusions

A variety of inferences were drawn from the study's findings, including the following:

The results of research question one showed that the role of broadcast media in preventing child abuse in Uganda is still unfulfilled and not satisfactory enough, though broadcast media does help in sensitizing the public in some ways because it is closer to locals and does so by, for example, monitoring parents who abuse their kids and don't take care of them as well as those who.

The research findings on research question two showed that the challenges experienced by broadcast media in combating child abuse in Uganda were primarily based on the fact that the majority of Ugandans were unemployed and poor, and that not every Ugandan had access to the security services provided by local authorities. The main cause in this case is unequal distribution of the state's resources, according to the study results. Thus, it was stressed during the research that, as suggested by His Excellence the President of the Republic of Uganda, achieving equality before the law, expanding employment opportunities, and combating corruption should start with court officials who were biased in their decisions on cases involving child abuse.

### Recommendations

From the study, it is recommended that seminars, workshops and meetings preventing domestic violence should be constituted country wide so that society can be sensitized on the importance of upholding health and nice looking family members

There is also need for management strategies to be put in place for fight child abuse through broadcast media because without the management output, there will be no good will in preventing child abuse.

From the study, the researcher recommends that members under NTV Television and other media houses should form a union amongst themselves to prevent child abuse in Uganda.



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