

Examining the influence of broadcast media toward the mitigation of the spread of covid-19 in ugnadafeb- a case study of ubc

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Abstract : Covid-19 sparked a complete lockdown of 2020–2022, as well as years of worldwide financial failure. The purpose of the study was to investigate how broadcast media may have slowed the spread of COVID-19 in Uganda. The study had three goals: to investigate the role of online programs in reducing COVID-19 in Uganda, to investigate the role of news in reducing COVID-19 in Uganda, and to investigate the role of social distance in reducing COVID-19 in Uganda. The study chose 138 participants using opportunistic, cluster, and simple random sampling methods, including 30 board members, 1 CEO, 10 executive committee, 23 editors, 52 speakers, 5 security personnel, and 17 casual employees. Males made up more of the study's population than females, and the majority of the respondents were young people. The study discovered that social communications aid in keeping in touch with friends, that quick and affordable access to web resources helps to slow the spread of Covid-19, and that news influences the public with health advice, regular updates, and good attitude. The study made a number of recommendations for the government of Uganda, including conducting studies on the types of different medications used by various doctors and medical professionals to treat patients with covid-19 and building perpetual research facilities in various parts of the nation to expand the mass testing.

Keywords: Broadcast media, mitigation and covid-19

Background to the Study

Covid-19 sparked a complete lock down in 2020–2021 and also a year of global economic failures. An communicable diseases known as COVID-19 spread over the world in December 2019 and originated in Wuhan, China's Hubei region. It is now present in 210 nations worldwide. On January 30, 2020, the World Health Organization (WHO) proclaimed it a global epidemic and voiced doubts about it for global public health [1]. And over 13 million persons had this condition as of July 15, 2020. Over 4.6 million fatalities have been documented up to this point. With a mortality ratio of 1.4%, it has proven to be much more lethal than other relatives of the Corona virus family (varying slightly among countries). A total of 44 instances were submitted to WHO between December 31, 2019, when the Chinese authorities announced their first incidence of pneumonia with an underlying condition, and January 3, 2020. Nevertheless, within the indicated period, the causative factor was not found. On January 7, 2020, a novel Corona virus was discovered, and its genetic material was made public (World health organization , 2020-2021). It was given that moniker because of a genetic similarity to the 2003 SARS outbreak-causing Corona virus. SARS Corona virus SAR-CoV and MERS Corona virus MERS-CoV are the other relatives. There have been instances of the new virus producing a venous thromboembolism situation in the body, leading to myocardial ischemia and collapsed lung, despite the fact that it causes adult respiratory distress syndrome (ARDS), which causes lung damage in the form of pulmonary embolism. Many patients may also experience renal failure as a result of it. Raindrops, airborne, Feco-oral, and touch transmission are all possible ways to transmit information. There have been reports of viruses remaining active on surfaces for several hours to days. This broad breadth of sickness is alarming and one of the causes for the greater lethality of the disease.

Egypt's confirmation of the very first incident just on African continent came on February 14. There were worries that the new virus could quickly devastate the continent's largely vulnerable health systems.

Rabe strain on health services, with increasing numbers of patients in the most afflicted countries which cannot be adequately cared for, which will likely further exacerbate disease mobility and morality (Micheal.E, Hochberg , 2021). In the MERS outbreak in 2012, the media played its role. With advancements in technology and an increase in the accessibility of the internet to the common man, public awareness increased manifold, thus urging better adherence to essential public health measures (Gabriel, 2016).

To avoid a greater outbreak and flatten the curve, WHO campaigns hygiene life style and new behaviors to be adopted by people. Wearing a mask, washing hands thoroughly, avoiding mass gatherings, and maintaining a distance whilst interacting with others are primary acts enforced to contain the outbreak. Therefore, health communication and social marketing play crucial a role to both control the virus and boost massive campaign on the so-called 'new norm. This study therefore, aims at examining the influence of the broadcast media in the mitigation of covid-19.

Specific objective

1. To examine the influence of social media programs of the mitigation of covid-19 in Uganda

2. To examine the influence of news on the mitigation of covid-19 in Uganda.
3. To examine the influence of social distancing on the mitigation of covid-19 in Uganda.

Research question

1. How has social media influenced the mitigation of Covid-19
- 2.
3. How has social distancing influenced the mitigation of Covid-19 in Uganda?
- 4.
5. How has news influenced the mitigation of Covid-19 at UBC Uganda?

Methology

Research design.

A study design is a plan of how the researcher will conduct the study (Kothair , 2004). The researcher used a cross sectional research design where by both qualitative and quantitative research methods were used. Qualitative methods were used to collect, present and interpret and analyze verbal data (descriptive) whereas qualitative methods were used to interpret and analyze numerical data and this was done in form of tables, figures, frequencies and percentages. Specifically, across sectional survey design was used because the study involved collecting data from a relatively large number of respondents in its natural setting cheaply and short time (Elliot , 1996).

Sample size

The study examined 137 respondents. The process of selecting apportion of the population to represent the entire population is known as sampling (Lo Biondo-Wood and Hungler , 1999).

Sample size and sampling techniques

Table 1 Showing sample size and sampling technique

CATEGORY	SAMPLE SIZE	SAMPLE TECHNIQUE
Board members	30	Purposive sampling
.C.E.O	1	Purposive sampling
Executive committee	10	Simple random sampling
Editors	23	Cluster sampling
Presenters	70	Cluster sampling
Security officers	6	Simple random sampling
Casual workers	20	Simple random sampling
Total	150	

Data Collection methods

These included both primary and secondary methods

Primary method

Primary method included interviews, Questionnaires and discussions.

Interviews

Interviews are person to person verbal communication in which a person or group of people are interviewed at a time. Interviews used because they have the advantage of ensuring more information, clarification and capturing facial expression of interviewees (Amin 2005). In addition they also give a researcher an opportunity to revisit some of the issues that has been over-sight in other instruments and yet they are deemed vital for the study. The target population interviewed was the employees at UBC station, local leaders, and citizens from Kampala city.

Questionnaire.

The researcher used both open-ended questions to get relevant information about broad cast media and the mitigation of covid-19 at UBC services Kampala.

For open-ended questions, citizens were given freedom to express their opinions on the questions and for the closed ended questions the researcher intended to get specific answers to the questions. For the purpose of the research, questionnaire focusing on the way of dealing with human rights were designed in two parts. The first part was to collect information about employees, board of governors and political leaders concerning their departments, position, and gender, level of education and duration of employment. The questions were important in understanding the demographic characteristic that can influence the mitigation of the spread of covid-19 at UBC.

The second part was designed with the purpose of finding out if employees and the leaders support the idea of mitigating of the spread of covid-19 at UBC Kampala.

Group discussion

Is a data collection method in which a selected group of people discusses a given topic

Secondary method

The secondary method included documentary reviews where the researcher reviewed a number of documents and records like text books, research reports, Newspapers and browsing the internet, policies and government laws.

Data analysis

The analysis of the study both quantitative and qualitative was computed, tabulated, analysed and presented using SPSS

RESULTS

Respondents demographic characteristics

The first section of this study was done through administering of questionnaires to respondents to generate data of respondents on gender, age group, level of education working experience, marital status and education back ground and the second section presents data basing on the study objectives.

Instrument return rate

The researcher administered 150 Questionnaires to the respondents. During data collection, a response rate of 50% is adequate for analysis and reporting, a rate of 60% is good and a response rate of 70% and above is excellent (Mugenda, 2008). However on the 150 administered questionnaires 138 questionnaires were returned and recorded valid for the study giving a response rate of 92% as represented in table 2 below.

Table 2 showing response return rate

Category	Questionnaires administered		Response rate from the questionnaire	
	Frequency	%	Frequency	%
Board members	30	100	30	21.7
C.E.O	1	100	1	0.7
Executive committee	10	100	10	7
Editors	23	100	23	17
Presenters	70	100	52	37.6
Security officers	6	100	5	4
Casual workers	20	100	17	12
Total	150		138	100

Source: primary source

Basing on table 2 the response rate was excellent for the study (Mugenda and Mugenda 1999). This response rate was realized since the researcher personally conducted the study herself with the respondents on the purpose of the study.

The researcher carried out the study on 138 participants including 30 board members, 1 C.E.O, 10 Executive committee, 23 Editors, 52 Presenters, 5 Security officers and 17 Casual workers.

Gender of respondents

The researcher sought to establish the gender of all respondents. The results are tabulated below.

Table 3 showing gender of respondents

Sex	Frequency	Percentage
Male	79	57
Female	59	43

Total	138	100
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Source: primary source

From table 3 above it is evidenced that 79 (57%) of the respondents were male while 59 (43%) were female. From the above it is concluded that there was gender imbalance of the respondents.

Age of respondents

The researcher sought to establish the age group of respondents and the results are presented in table 4 below.

Table 4 below shows the age distribution of respondents.

Age bracket	Frequency	Percentage
18-24	31	23
25-34	42	30
35-44	39	28
45-54	12	9
55-64	11	8
65-above	3	2
Total	138	100

Source: primary source

From table 4 above it is evidenced that 42 (30%) of the respondents are in the age group of 25-34, 39 (28%) are in 35-44, 31 (23%) are in 18-24, 12 (9%) between 45-54, 11 (8%) between 55-64 and 3 (2%) were between 65 and above.

Marital status of respondents

The researcher sought to examine the marital status of respondents since all categories are expected to be married, single, widowed or divorced.

Table 5 showing marital status

Marital status	Frequency	Percentage
Married	132	95

Single	5	4
Widowed	1	1
Total	138	100

Source: primary source

From table 5 it is shown that most of the respondents were married with 132 (95%), 5(4%) were single and 1 (1%) were widowed.

Education back ground of respondents

Table 6 showing education back ground of respondents

Education level	Frequency	Percentage
S.6 Certificate	7	5
Diploma	41	30
Degree	72	52
Masters and above	18	13
Total	138	100

Source: primary source

From table 6 it is shown that 72 (52%) achieved a degree, 41 (30%) diploma, 7 (5%) S.6 Certificate, and 18 (13%) were holding masters and above.

Working experience of respondents

The researcher sought to examine the working experience of the respondents. The results are presented in table 7 below.

Table 7 showing respondents working experience

Year gap	Frequency	Percentage
5-9	13	9
10-14	47	34
15-19	63	46
20-24	11	8
25-29	4	3
Total	138	100

Source: primary source

From table 7 it is evidenced that 63 (46%) of the respondents had a working experience between 15-19 years, 47 (34%) were between 10-14, 13(9%) were between 5-9, 11 (8%) were between 20-24 and 4 (3%) were between 25-29 years of working experience

The influence of social media programs of the mitigation of covid-19 in Uganda.

The first objective sought to establish the influence of social media programs on the mitigation of covid-19. Respondents were asked to indicate the strength of the statements by using a 5 likert scale which include strongly agree, agree, neither agree nor disagree. The results are shown in table 8 below.

Table 8 showing the micro-credits offered by micro finance institutions.

Social media programs helps through:-	Strongly agree		Agree		Neither agree nor disagree		disagree		Strongly disagree	
	f	%	f	%	F	%	F	%	f	%
Availability of online tools	137	99			1	1				
Easy and inexpensive access to the internet	98	71	37	27	3	2				
Maintains communication with friends	138	100								

Source: primary source

Table 8 shows that 138 (100%) strongly agreed that social media maintains communication with friends. While 137 (99%) strongly agreed that social media influences through availability of online tools and 1 (1%) agreed. However, on easy and inexpensive access to the internet 98 (71%) strongly agreed, 37(27%) agreed while 3 (2%) neither agreed nor disagreed.

The influence of news on the mitigation of covid-19 in Uganda.

This was the second objective of the study. The researcher sought to establish the influence of news on the mitigation of covid-19 in Uganda. The respondents were asked to rate the extent by using a 5 likert key scale which included strongly agree, agree, neither agree nor disagree, disagree and sTable 9 showing influence of news on the mitigation of Covid19

News influences the mitigation of covid-19 through	Strongly agree		Agree		Neither agree nor disagree		disagree		Strongly disagree	
	f	%	f	%	F	%	F	%	f	%
Providing knowledge to the people	138	100								
Elicit positive behavior	97	70	41	30						
Daily updates	59	43	43	31	34	25	2	1.5		
Health tips	89	64.5	43	31			5	4	1	1

Source: primary source

From table 9, 138 (100%) of the respondents show that news influence the public through providing knowledge to the people. 97 (70%) strongly agreed that news helps through eliciting positive behavior to the public, 41 (30%) agreed. The study further found 59 (43%) strongly agreed that news influences the public through daily updates 43 (31%) agree, 34 (25%) neither agreed nor disagreed, 2 (1.5%) disagree. However on health tips, 89 (64.5%) strongly agreed, 43 (31%) agreed however 5 (4%) disagreed and 1 (1%) strongly disagreed.

The influence of social distancing on the mitigation of covid-19 in Uganda.

This was the third objective and the researcher sought to establish the influence of social distancing on the mitigation of covid-19. Respondents were asked to rate the extent of the degree of the statement by using a 5 key Likertscale which include strongly agree, agree, neither agree nor disagree, disagree and strongly disagree. The results are shown in table 10 below.

Table 10 showing influence of social distancing on the mitigation of covid-19

Social distancing helps in:-	Strongly agree		Agree		Neither agree nor disagree		disagree		Strongly disagree	
	f	%	f	%	F	%	F	%	f	%
Isolation	138	100								
Contact tracing	41	30	32	23	65	47				
Physical distancing	68	49	53	38	10	7	4	3	4	3

Source: primary source

From table 10 above 138 (100%) of the respondents strongly agreed that social distancing helps in isolating of infected and suspected carriers. 41 (30%) strongly agreed that social distancing helps in contact tracing, 32 (23%) agreed however 65 (47%) neither agreed nor disagreed. But to physical distancing 127 (92%) strongly agreed, 10 (7%) agreed and 1 (1%) neither agreed nor disagreed.

Conclusions

From the study findings it can be concluded that males were the most sample than females, most of the respondents were youths. This is evidenced due to the kind of jobs done at century bottling company which requires energetic employees. The study still conclude that most of employees, administrators and supervisors at century bottling company are married, and attended school with a degree as a maximum level of education and they have a working experience of about 15-19 years at job.

The study found that Social media programs helps in Maintaining communication with friends, it availability of online tools easy and inexpensive access to the internet helps to mitigate the spread of Covid-19.

Recommendations of the study

The study made the following recommendations as discussed below.

The study recommends the government of Uganda to make more research on the kinds of different drugs used by different doctors and physicians in treating covid-19 patients

The study recommends the government of Uganda to construct permanent laboratories in different regions of the country to increase on the mass testing process. This will help in reducing on the time spent while transferring the tests to Entebbe and national laboratory center.

The study recommends Ugandans to observe Covid 19 preventive standard operating producers in to help the government to contain the pandemic in the country.

The study recommends government to extent more support to broad casting media to help them to increase more space and time on information concerning covid 19.

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