

# **International Research Conference On Media And Communication In The 21st Century Governance - 2020**



## **Report of Contributions**

Contribution ID: 1

Type: **Abstract for Research Paper**

## **Influence of Interpersonal Communication Channels on the Uptake of Cervical Cancer Screening in Uasin Gishu County**

Use of appropriate communication methods has the potential of influencing people's understanding of their susceptibility to a health problem and their receptivity to and uptake of interventions against the problem. Interpersonal communication has been identified as an effective tool for educating people about cancer risks and motivating them to seek screening services for early detection of the disease. This paper examined how interpersonal communication channels utilized in the cervical cancer campaigns influence the uptake of cervical cancer screening among women seeking healthcare services at Moi Teaching and Referral Hospital (MTRH) in Eldoret. The study used cross-sectional research design and mixed-methods approach in data collection. Data were obtained from MCH/FP clinic at the MTRH. A sample size of 308 women was drawn from the population using systematic sampling over a period of one month. Quantitative primary data were obtained from researcher administered-semi structured questionnaires. Qualitative data were gathered using four focused group discussions and 15 key informant interviews. Preliminary findings of this ongoing study reveal that the government is disseminating cervical cancer information using the mass media channels. Few interpersonal communication channels have been employed in the campaign, a possible cause of low uptake of cervical cancer screening. The study recommends a paradigm shift from the current emphasis on mass media channels to the integration of interpersonal communication channels to improve the uptake of cervical cancer screening among women. Community health workers and practising nurses at healthcare facilities are ideally positioned to identify women's information needs and provide appropriate information.

**KEY WORDS:** Cervical cancer, Screening services, Interpersonal communication channels, Uptake, Uasin Gishu County.

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**Track Classification:** Media and the Government's Big Four Agenda' Between 2017 and 2022.

Contribution ID: 3

Type: **Abstract for Research Paper**

## **Placement of the Media in the Implementation of the 'Big Four' Government Agenda of Between 2017 and 2022 in Kenya**

In 2017, the newly elected government set out to tackle four agenda in its last term spanning 2017-2022. The agenda is pinned on the urgent need to boost the employability of the Kenyan youth by revamping the manufacturing sector to be able to contribute 15 per cent of the country's GDP from the then 9 per cent by 2022. The second agenda was laying down plans and strategies to boost food production and supply while thirdly providing universal healthcare to all Kenyans homes. The last agenda was to come up with plans to build at least half a million affordable houses by the end of the Jubilee government's in the second term. Whereas the agenda is a road map towards sustainable development goals, its implementation needs to be closely monitored by relevant cultural institutions led by mass media; which is best placed as the most powerful cultural institution. The research sought to find out 1) whether the media have plans to oversee the implementation 2) how far they have gone in tracking the records of implementation and 3) their scorecard for the government performance on the agenda 4) and their strategic plans with regard to the oversight. The research examines the preparedness of the four leading media (the Nation Media Group [NMG], The Standard, the Royal Media Services, the Mediamax and the Kenya broadcasting corporation [KBC]) in the oversight of the agenda. The researcher collected data through questionnaires and interview schedules. Purposive sampling is used for respondents from the five targeted news media houses. Agenda setting theory, which positions the media as an influencer of citizens on salient issues was used. The assumption is that if media gives prominence and frequency to matters of national importance; the citizens and cultural institutions easily adopt the transformation agenda easily.

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**Track Classification:** Media and the Government's Big Four Agenda' Between 2017 and 2022.

Contribution ID: 4

Type: **Abstract for Research Paper**

## **SOCIAL MEDIA USAGE IN THE COVERAGE OF UNITED STATES 2020 PRESIDENTIAL ELECTIONS CAMPAIGN**

The purpose of this study is to investigate the heavy usage of social media in the upcoming U.S presidential elections campaigns. There are several political parties in the U.S with 2020 presidential candidates; however, this study is on the two leading political parties, the Republican and the Democratic Party. Both the Democratic and Republican candidates have resulted to online political campaigns with twitter and Facebook seen to be the platform of choice. The questions to be answered in this article are: why do presidential candidates prefer social media to other forms of media for their campaigns? What are the mostly used social media platforms? What impact do social media platforms have on the election outcomes? Since the media is inextricably connected to elections, there is the need to interrogate the social media coverage of the U.S presidential election campaigns. The study relied on descriptive research design and premised on Agenda Setting theory as espoused by Maxwell E. McCombs and Donald L. Shaw (1972). Purposive sampling is used to select social media contents with messages particularly from twitter posts of the presidential candidates talking about the presidential elections and the responses or comments from the followers or supporters. This data was extracted between the periods of March and August 2020. Textual analysis is the main form of data analysis in the study. The study findings are useful to the media houses and media in their course of media coverage of elections. It contributes to knowledge of how media content is received by the society and the way society behavioral pattern is shaped through media. The findings add to the existing literature on media coverage of elections.

Key Terms: Media Coverage, Presidential Elections, Campaign.

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**Track Classification:** New Media Use in Political Communication During Electoral Processes.

Contribution ID: 5

Type: **Abstract for Research Paper**

## **A Reinforcement Learning Approach to Service Based User Admission in a Multi-Tier 5G Wireless Networks**

The expected massive connectivity in 5G wireless network is bound to become a challenge to service providers. Many services over the 5G network will be aligned to a particular radio access network (RAN). As a result admitting a service based user to a particular RAN will depend to the most efficient radio access technology selection (RAT). This is because 5G network will adopt multi-tier radio access networks ranging from high power macro base stations to extremely low power Bluetooth connectivity. Selection of a service oriented RAT is critical because some wireless services have superior quality of service under certain RATs. Maintaining efficient RAT selection by network operators will improve power allocation efficiency, bandwidth allocation efficiency and operation expenditure. The complexity of associating a RAT to service based user while considering network state such as service packet size, the turn around time, the power allocation has not to been fully explored.

In this paper we propose a reinforcement learning approach to user admission based on efficient RAT selection considering wireless services in a cross tier wireless radio access network domain. The proposed algorithm is expected to improve RAT selection efficiency while minimizing the computation complexity. We perform extensive simulation using Python dynamic libraries and present our results along side existing approaches

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**Track Classification:** Media and the Government's Big Four Agenda' Between 2017 and 2022.

Contribution ID: 6

Type: **Abstract for Research Paper**

## **REVIEW ON THE ROLE OF MEDIA AMBASSADORS IN PREVENTING UNHEALTHY CULTURAL BEHAVIOURS**

Despite the increasing levels of education, integration, media penetration and globalization, retrogressive cultural practices still persist in certain parts of Kenya. Some of them are highlighted by the media while others equally harmful have escaped the attention of the media. The media as a tool for social change has been used to highlight these retrogressive cultural practices. Media ambassadors are influential or well-known personalities in the society such as celebrities who are engaged or contracted by the media to help bring about social or behavioral change. Therefore, it was important to establish how the use of media ambassadors can make significant change in the society and prevent the propagation of harmful cultural practices. The paper, thus, examined the role of media ambassadors in preventing unhealthy cultural behaviors. The study used the Agenda Setting Theory, Klapper Reinforcement or Limited Effects Theory and Interpretive Theories. The study found that media ambassadors such as celebrities were instrumental in raising the profile of an organization or campaign such as those seeking to promote behavioral change like abandoning retrogressive cultural practices. Media ambassadors were effective in changing peoples views on retrogressive cultural practices. This implies that more involvement of media ambassadors in anti FGM campaigns would improve effective communication of FGM information. However, it also emerged that use of media ambassadors could have both positive and negative effects on campaigns such as when they blacklist a product that they were supporting. The study recommends that media practitioners and social change campaigners to carry out careful planning and testing of campaign content and format with target audiences when seeking to promote cultural changes. There is need for media practitioners and social change campaigners to select the right media ambassadors who are free of controversy to help in their campaign against retrogressive cultural practices.

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**Track Classification:** Media and the Government's Big Four Agenda' Between 2017 and 2022.

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Type: **Abstract for Research Paper**

## **Media Audience as Consumers of Ethnopolitical Journalism in Kenya**

Media Audience as Consumers of Ethnopolitical Journalism in Kenya

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### **Abstract**

The objectives of the study were to interrogate the utility of ethnopolitical Journalism to media consumers (audience) in Kenya. The study relied on the political economy of media theory by Vincent Mosco the propaganda theory by Herman and Chomsky and the theory of agenda setting by McCombs and Shaw. The study used descriptive research design with population of the study drawn from Nakuru Town Sub-County. The researcher used observation schedules to obtain data from the televised political analyses shows and propaganda political videos clip. Interview schedules were used for media practitioners (editors, reporters and media sellers) and politicians (MPs and MCAs), while unstructured questionnaires were used for the media consumers (audience). All qualitative data were processed and analysed using the critical interpretative approach, while the quantitative data were presented descriptively in tables, graphs, charts and percentages generated using SPSS software. The study findings indicated that the mainstream media employed ethnopolitical journalism in television analyses, which were largely ethnic considering; limiting panellists to issues around two political sides and five ethnic groups. The study recommends that media, being the most influential cultural institution and player in the political economy, self-regulates to minimise ethnopolitics dissemination. The output of this study adds to the existing knowledge in communication and media studies and the political economy of mass media. The findings should be able to inform policy formulation among the mass media industry and media regulatory bodies in Kenya.

Keywords: Media audience, Ethnopolitical journalism, Media consumers

**Primary author:** NDONYE, Michael (Kabarak University)

**Track Classification:** New Media Use in Political Communication During Electoral Processes.