

The Role Of The Media In Influencing Public Attitudes Towards Environmental Sustainability In Uganda: A Case Study Of Radio Campaigns On Waste Management In Kampala City.

Namugabi Ritah¹, Freeman Crispus²

Metropolitan International University

Abstract

The study focused on evaluating the role played by the media in influencing public attitudes towards environmental sustainability in Kampala. The study employed both primary and secondary methods guided by research questions. The study found out that there are various roles played by the media in influencing public attitudes towards environmental sustainability in Kampala and these included: The media plays a crucial role in waste management by raising public awareness, educating the public on proper waste disposal and environmental issues, shaping public attitudes, and advocating for sustainable practices. The study discovered several ways of how best can the media role be enhanced for the effective publicity on environmental sustainability in Kampala district and these included: To enhance the media's role in promoting environmental sustainability, it must leverage its vast reach to educate the public about complex issues. Influence public opinion through compelling storytelling and data-driven reports. Mobilize collective action by providing clear calls to action and showcasing successful sustainable practices. Embracing social media for global outreach and dialogue, collaborating with experts and practitioners, and overcoming challenges of biased information. The concluded that the media plays a fundamental role towards changing people's attitudes in waste management. The study recommended that effective stakeholders' engagement is essential to boost their activities and strengths in the local communities is especially between the media, NGOs, private waste management firms and the local communities alongside local leaders.

Keywords: Media, Public Attitudes, Environmental and Sustainability

Background to the Study

Globally, the concept of sustainability and sustainable development is a broad issue that can be interpreted in many ways (Sarah & Audrey, 2024). Sustainable development is not only about our environment but also involves social, cultural, and economic issues (Lizelotte, 2014). People's environmental perceptions are different. For example, a study in Italy on sustainability awareness found that Italians seemed not particularly concerned about climate mitigation concerning environmental sustainability (Ferrucci & Petersen, 2018). Sweden is ranked among the top countries (5th) in the Environmental Performance Index (EPI), which measures a country's environmental performance, based on indicators such as air quality, greenhouse gas emissions, and waste management (Wolf M. J. et al., 2022). And yet it is still one of the most important issues for the Swedes (Eurobarometer, 2023). So even though Sweden has earned global recognition for its commitment to sustainability and is in the forefront regarding environmental consciousness the perception from its citizens is telling different story, that the environment and the climate are not developing sufficiently towards a sustainable future (Lizelotte, 2014).

Received: 04.04.2026

Accepted: 10.04.2026

Published on: 30.04.2026

Sustainable waste management is among the policy priorities for Africa, and various continental, regional, and country-specific policy initiatives and strategies are being implemented (UNEP 2018). Most Africa cities have partnered with the media to carry out environmental education to meet sustainability goals such as Lagos, Pretoria, and Accra city among others (Okonkwo, 2021). Environmental awareness is a prevalent phenomenon in Dar es Salaam City, the eastern part of Tanzania. Dar es Salaam is a major city in Tanzania with a large population about 6.7 million and hosts the headquarters of many radio stations, TV stations, and newspaper companies conducting several campaigns about waste management an element of environmental sustainability (Nokoko, 2020 & Lusagalika, 2021). Since Environmental education is a major concern which first gained international attention in the 1960s and 1970s through a series of intergovernmental meetings and reports. In the case of Tanzania, the idea of environmental education has been promoted since the 1980s (Julius & Kazaara, 2025). The government's response to the environmental issues is motivated partly by the country's diminishing natural resources and partly due to global environmental problems such as air and water pollution and global warming (Mtaita, 2007). Kenya's capital Nairobi runs similar several campaigns to ensure cleanliness of the city (Mwangi, 2023).

Media can play an active role in changing people's awareness of sustainable development influencing attitudes and actions (Lizelotte, 2014). There are numerous media sources in the city of Kampala, which have developed numerous campaigns and projects in response to environmental challenges, but Kampala is considered to be heavily polluted. Knowledge, action and effect are three important characteristics of environmental sustainability (KCCA, 2024). The mass media in Uganda includes print, television, radio and online sectors, and coverage is split between both state-run outlets and privately held outlets as well as English-language outlets and Luganda-language outlets (Frank et al., 2023). Media" refers to the accumulation of all communication outlets that share information, whether it's news, entertainment, or advertising. It includes but is not limited to books, newspapers, photography, television, websites, and social media platforms. "Legacy" media (sometimes known as traditional media or old media) includes print media, radio broadcasting, and television (Frank et al., 2023). It generally refers to media that existed before the late 1990s (Wikipedia). Solid waste includes all organic and inorganic waste materials that are normally non-free flowing and produced by human and animal activities. They have lost value to the user, and are therefore discarded by the last user as useless or unwanted (Yhdego, 2016).

In an effort to enhance awareness and improve waste management practices in Kampala, the Kampala Capital City Authority (KCCA) holds several media engagement session trainings at least 50 journalists on effective waste management strategies. The events always take place at City Hall, on, focusing on educating the media to lead by example and promote positive waste management practices among Kampala residents (Shakilah & Kazaara, 2023). Dr. Sarah Zalwango, KCCA's Acting Director of Public Health and Environment, emphasizes the critical role journalists play in shaping public behavior. She urges journalists to highlight the importance of proper waste

Received: 04.04.2026

Accepted: 10.04.2026

Published on: 30.04.2026

management in the city (KCCA report, 2025). Media can play an active role in changing people's awareness of sustainable development influencing attitudes and actions (Lizelotte, 2024). There are numerous media sources in the city of Kampala, which have developed numerous campaigns and projects in response to environmental challenges, but Kampala is considered to be heavily polluted (A. G. Kazaara et al., 2023). This study therefore aimed at providing an insight into the role of the media in promoting environmental sustainability in Kampala city by focusing on New vision media group (Julius & Audrey, 2025a).

Statement of the problem

Media can play an active role in changing people's awareness of sustainable development influencing attitudes and actions (Lizelotte, 2024). There are numerous media sources in the city of Kampala, which have developed numerous campaigns and projects in response to environmental challenges, but Kampala is considered to be heavily polluted. Knowledge, action and effect are three important characteristics of environmental sustainability (Alex et al., 2024). The way people behave is one important element of sustainable development. It is important that people develop a mindset of preserving and valuing the environment (Winny et al., 2023). The role of the media is very important in influencing public awareness on global climate change (Julius & Audrey, 2025b). Technologies such as radio and television media have played a more important role in increasing people's awareness about climate change and the protection of the environment than many other forms of human communication (Nicholas et al., 2023). Unfortunately in Kampala city, there is little engagement with the media especially radio broadcasting for collective waste management efforts (Nicholas et al., 2023). There seems little support to the media houses like New vision group to beef up its effort to engage the community into collective actions for environmental sustainability (A. G. Kazaara & Kazaara, 2023). Such media platforms are instead frustrated through government unfair taxation legal and policy frameworks (Vincent & Peter, 2023). This lack of effective media engagements have promoted poor environmentally unfriendly mindset amongst the urban dwellers yet the media power can reach a wide audience even in the slummy areas due to its flexibility and cost effectiveness if engaged effectively (A. G. Kazaara et al., 2023). This study therefore sought to unearth the effectiveness of media engagement towards attaining the environmental sustainability goals in Kampala taking a case study of New vision media group.

The purpose of the study

To evaluate the role of the media in influencing the public attitudes towards environmental sustainability in Uganda by focusing on radio campaigns on waste management in Kampala.

Research objectives

- i. To evaluate the role of the media in influencing public attitudes towards environmental sustainability in Kampala.
- ii. To recommend communication strategies that could enhance public commitment towards environmental sustainability.

iii. To establish measures of enhancing the role of the media for effective publicity on environment sustainability in Kampala district.

Research questions

i. What is the role of the media in influencing public attitudes towards environmental sustainability in Kampala?

ii. What are the communication strategies that could enhance public commitment towards environmental sustainability?

iii. Which measures can be established to enhance the role of the media for effective publicity environment sustainability in Kampala district?

Scope of the study

This includes the geographical, time and the content scope

The geographical scope

The study was carried out in Kampala city. The choice of the area was based on the fact that it was in Kampala city where there were more cases of poor waste management and the headquarters of Vision Group (MoH Report, 2025).

The time scope

The study covered the year 2025. This period was expected to be sufficient for the researcher to gather representative data.

The content scope

The study majorly focused on examining how the media influenced the attitudes of the people towards environment sustainability in the city, identified the communication strategies that could enhance public commitment towards environmental sustainability and measures that can be established to enhance the role of the media for effective publicity on environment sustainability in Kampala district.

Significance of the study

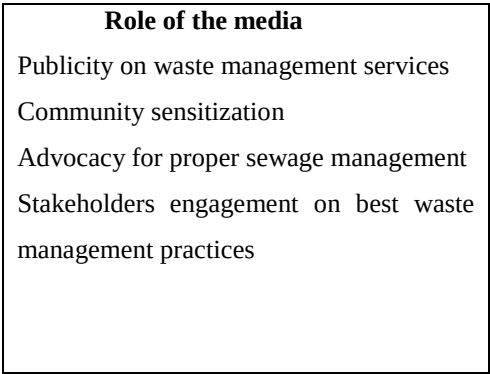
The study was of great significance as it revealed the relevance of media in changing people's attitudes towards environmental sustainability in Kampala

The study also influenced government support towards the media and influence government decisions in appreciating the fourth estate.

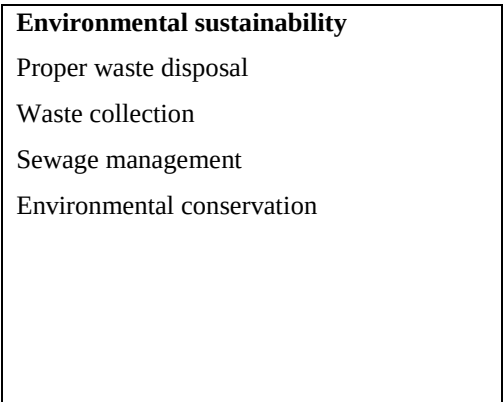
The study also contributed to the existing body of knowledge and the future researchers who may review literature may benefit as well.

Conceptual Framework

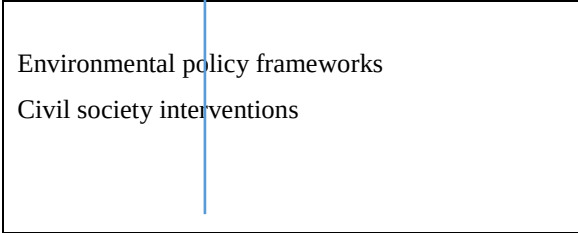
Independent variable
variable.



Dependent



Intervening variables



Independent variables such as publicity about best waste management practices, community sensitization campaigns, and engaging the stakeholders on environmental sustainability affect how the public dispose waste, collect and

Received: 04.04.2026

Accepted: 10.04.2026

Published on: 30.04.2026

conserve the environment in their communities. The civil society initiatives, government laws and policies on waste management and environmental conservation, intervene to regulate and abolish any such behaviors that undermine the effective waste management practices and environmental conservation.

Methodology

Introduction

This chapter presents the various methods which were used to collect data and these included both primary and secondary that generated reliable and credible data findings in the study.

Research design

A qualitative research design which was descriptive and explanatory in nature was used. The aim of this design was to ensure that the required data was collected objectively, accurately and economically to generate both credible and reliable findings that guided further action(Olanrewaju et al., 2021).

Study population

Population is any collection of a given specified group of human beings or non-human such as objects (Shawkat W, 2000). The study population comprised of officials from KCCA both political and civil, officials from UCC, media personalities and officials of the Civil Society Organizations that have a direct stake, officials of waste collection firms, the local masses as well as officials of the academia(Aslam et al., 2022). This was because such a population can offer credible information/ views concerning the educational affairs.

Sample size

The researcher interviewed about 180 respondents of whom 60 were officials from media personalities & their umbrella organizations, 20 from the CSOs who had reliable information about the research topic, 20 from KCCA, 10 officials from UCC, 10 officials from the ministry of environment and ministry of health, and 60 local masses in Kampala, 20 academicians and 10 officials of the waste collection firms(Gunto Lu et al., 2013).

Methods of data collection

The researcher used both primary and secondary methods.

Primary Method of data collection

Questionnaires

The researcher administered questionnaires to a selected number of respondents and used emails, cell phones more especially in cases where it was difficult to have interviews. This helped the researcher to generate as much information as possible.

Interview

Interview is a face to face conversation with the respondent. Structured and unstructured Interviews were used to generate as much information as possible

Secondary methods

The documentary review method of data collection was employed by the researcher to validate information collected from the primary sources.

Documentary review

The researcher reviewed literature of published materials such as media records and relevant reports KCCA & UCC, environmental management records, NGO reports and ministerial reports, newspapers and magazines, published articles and books on the environment and waste management. Some of the other literature that the researcher also reviewed included the 1995 constitution of the Republic of Uganda and the media laws and Acts of parliament, national health policy frameworks both local and national, published materials among others so as to collect enough data.

Sources of data

This included both primary and secondary sources

Primary sources

This included data collected directly from the respondents in the field. This was done to generate firsthand information.

Secondary sources

This included the data obtained from written literature and records and statistics. Such included legal documents and policies and reports from the relevant authorities. This was done to harmonize with data collected using primary methods.

Data collection instruments

These included Survey questionnaires and interview guides. Self-administered questionnaires and interview guides for the respondents were used and distributed amongst them to get their opinion on the topic.

Data quality control

This included both validity and reliability tests.

Validity.

Validity is the measure of truth or falsity of the data obtained through using the research tools/instruments. This included both internal and external validity (Burns et al, 2001). The data collected was subjected to both internal and external validity.

Reliability

This is a measure of the degree to which a research instrument generates constant results or findings in case the study is replicated (Cronbach, 2003). The researcher ensured that quality control was done by carrying out a pre-test of the questionnaire on at least 10 respondents to test the reliability using Cronbach's Alpha Coefficient (CAC).

Data collection procedures

Data was collected systematically using questionnaire guides and interview guides after the consent of the respondents. The researcher also identified herself to the respondents and explained to them the purpose and benefits of their participation in the study. This generated confidence for the respondents to open up.

Received: 04.04.2026

Accepted: 10.04.2026

Published on: 30.04.2026

Interpretation and presentation of data.

The qualitative data obtained from the questionnaires and interviews were coded and tabulated on a scale and after was computed using statistical package for social scientists (SPSS) (Nelson et al., 2022).

Data analysis

Data was analyzed qualitatively. This was because the study was basically qualitative that was meant to investigate the relationship between the two variables. Data was analyzed progressively using thematic qualitative analysis which is a descriptive presentation of qualitative data (Nelson et al., 2023). This method was used in order to be able to describe in detail the views and opinions of the respondents. Themes were defined and data was presented according to the identified themes which were based on the study objectives. Quotations were used to bring out the voices of the respondents for the case of interviews. For the case of questionnaires, tabulations were used to reduce findings or collected data into a tabular form.

Ethical considerations:

Consent. The researcher had to seek the permission of those people intended to be interviewed by presenting to them an introductory letter clearly stating the purpose and consequences of the study and had them sign a consent form.

Protecting participants from harm. The researcher protected the privacy of the participants at all times during the study.

Confidentiality. The researcher handled all the information that came into her possession from the respondents with strict confidentiality while that from government institutions, official permission was first be sought before making it public.

Deceit. This researcher ensured use of facts and only concealed the truth in case of national security concerns.

Limitations and delimitations of the study

The researcher envisioned the following:

Long distances. The respondents were located in distant localities which hiked the cost of accessing them. However, the researcher obtained the contacts and emails of the respondents for further interrogations without physical constant contacts

Some respondents could hide some crucial information due to fear of likely consequences. Here the researcher convinced the respondents by telling them the purpose of their involvement in the study and also assured them that their responses were confidential all the time.

The researcher was also constrained by financial limitations since resources were never sufficient. However, the researcher tried as much as possible to lobby for resources from parents, friends and relatives.

Results

The table showing the response rate of respondents on whether the media is involved in influencing the public attitudes towards environmental sustainability in Uganda by focusing on radio campaigns on waste management in Kampala

Received: 04.04.2026

Accepted: 10.04.2026

Published on: 30.04.2026

Response	Frequency	Percentage
Agree	70	38.9
Strongly agree	110	61.1
Disagree	00	00
Strongly disagree	00	00
Not sure	00	00
Total response	180	100%

Source: primary source (2026).

The above figure depicts that 110 respondents strongly agreed that the media is involved in influencing the public attitudes towards environmental sustainability in Uganda by focusing on radio campaigns on waste management in Kampala which constituted 38.9%, and those who agreed were 70 respondents constituting 61.1%, none of the respondents was no sure constituting 00%. There were no respondents who disagreed constituting 00%(Julius & Nancy, 2026). While 00 respondents strongly disagreed constituting 00%. This means that the majority of the respondents strongly agreed that the media is involved in influencing the public attitudes towards environmental sustainability in Uganda by focusing on radio campaigns on waste management in Kampala.

The table showing the response rate of the respondents on whether the media plays a crucial role in waste management by raising public awareness, educating the public on proper waste disposal and environmental issues, shaping public attitudes, and advocating for sustainable practices

Response	Frequency	Percentage
Agree	145	80.6
Strongly agree	35	19.4
Disagree	00	00
Strongly disagree	00	00
Not sure	00	00
Total response	180	100%

Source: primary source (2026).

The above figure depicts that 35 respondents strongly agreed that the media plays a crucial role in waste management by raising public awareness, educating the public on proper waste disposal and environmental issues, shaping public attitudes, and advocating for sustainable practices which constituted 80.6%, and those who agreed were 145 respondents constituting 19.4%, none of the respondents was not sure constituting 00%(Julius & Margaret, 2025). There were no respondents who disagreed constituting 00%. While 00 respondents strongly disagreed constituting 00%. This meant that the majority of the respondents strongly agreed that the media plays a crucial role in waste

management by raising public awareness, educating the public on proper waste disposal and environmental issues, shaping public attitudes, and advocating for sustainable practices.

The table showing the response rate of the respondents on whether media campaigns can inform the public about the urgency of environmental problems, the consequences of unsustainable waste practices, and motivate behavioral changes towards reducing waste and supporting environmental initiatives

Response	Frequency	Percentage
Agree	160	88.9
Strongly agree	20	11.1
Disagree	00	00
Strongly disagree	00	00
Not sure	00	00
Total response	80	100%

Source: primary source (2026).

The above figure depicts that 160 respondents of 180 respondents agreed that media campaigns can inform the public about the urgency of environmental problems, the consequences of unsustainable waste practices, and motivate behavioral changes towards reducing waste and supporting environmental initiatives which constituted 88.9%, and those who strongly agreed were 20 out of 180 respondents constituting 11.1%, none of the respondents were not sure constituting 00%(Nelson et al., 2023). There were no respondents who disagreed constituting 00%. While 00 respondents strongly disagreed constituting 00%. This meant that the majority of the respondents agreed that media campaigns can inform the public about the urgency of environmental problems, the consequences of unsustainable waste practices, and motivate behavioral changes towards reducing waste and supporting environmental initiatives(Regan et al., 2024)

The table showing the response rate of the respondents on whether the media serves as a primary source for information, introducing key concepts related to waste management, environmental issues, and hygiene to the public

Response	Frequency	Percentage
Agree	165	91.7
Strongly agree	15	8.3
Disagree	00	00
Strongly disagree	00	00
Not sure	00	00
Total response	180	100%

Source: primary source (2026).

The above figure depicts that 165 respondents out of 180 respondents agreed that the media serves as a primary source for information, introducing key concepts related to waste management, environmental issues, and hygiene to the public which constituted 91.7%, and those who strongly agreed were 15 respondents out of 180 respondents constituting 8.3%, and none of the respondents were not sure constituting 00%(Lydia et al., 2023). There were no respondents who disagreed constituting 00%. While no respondent strongly disagreed constituting 00%. This meant that the majority of the respondents agreed that the media serves as a primary source for information, introducing key concepts related to waste management, environmental issues, and hygiene to the public.

The table showing the response rate of the respondents on whether media can highlight the connection between unsustainable practices and environmental problems, making the public aware of the threats to health, ecosystems, and development

Response	Frequency	Percentage
Agree	165	91.7
Strongly agree	15	8.3
Disagree	00	00
Strongly disagree	00	00
Not sure	00	00
Total response	180	100%

Source: primary source (2026).

The above figure depicts that 165 respondents out of 180 respondents agreed that media can highlight the connection between unsustainable practices and environmental problems, making the public aware of the threats to health, ecosystems, and development which constituted 91.7%, and those who strongly agreed were 15 respondents out of 180 respondents constituting 8.3%, and none of the respondents were not sure constituting 00%. There were no respondents who disagreed constituting 00%(A. I. Kazaara, 2025). While no respondent strongly disagreed constituting 00%. This meant that the majority of the respondents agreed that media can highlight the connection between unsustainable practices and environmental problems, making the public aware of the threats to health, ecosystems, and development.

The table showing the response rate of the respondents on whether by disseminating information on waste reduction, recycling, and proper disposal, media can encourage environmentally friendly behaviors and sustainable consumption patterns

Response	Frequency	Percentage
Strongly agree	159	88.3
Agree	21	11.7
Disagree	00	00

Received: 04.04.2026

Accepted: 10.04.2026

Published on: 30.04.2026

Strongly disagree	00	00
Not sure	00	00
Total response	180	100%

Source: primary source (2026).

The above figure depicts that 159 respondents out of 180 respondents strongly agreed that by disseminating information on waste reduction, recycling, and proper disposal, media can encourage environmentally friendly behaviors and sustainable consumption patterns which constituted 88.3%, and those who agreed were 21 respondents out of 180 respondents constituting 11.7%, and none of the respondents were not sure constituting 00%. There were no respondents who disagreed constituting 00%. While no respondent strongly disagreed constituting 00%. This meant that the majority of the respondents strongly agreed that by disseminating information on waste reduction, recycling, and proper disposal, media can encourage environmentally friendly behaviors and sustainable consumption patterns.

The table showing the response rate of respondents on whether the media promotes publicity about waste management by creating awareness through educational content like blogs, videos, and info graphics

Response	Frequency	Percentage
Agree	05	2.8
Strongly agree	175	97.2
Disagree	00	00
Strongly disagree	00	00
Not sure	00	00
Total response	180	100%

Source: primary source (2026).

The above figure depicts that 175 respondents out of 180 respondents strongly agreed that the media promotes publicity about waste management by creating awareness through educational content like blogs, videos, and info graphics which constituted 97.2%, and those who agreed were 05 respondents constituting 2.8%, none of the respondents was not sure constituting 00%. There were 0 respondents who disagreed constituting 00%. While also 00 respondents strongly disagreed constituting 00%(A. I. Kazaara & Deus, 2024). This meant that the majority of the respondents strongly agreed that the media promotes publicity about waste management by creating awareness through educational content like blogs, videos, and info graphics.

The table showing the response rate on whether by highlighting eco-friendly practices through paid advertising and social media can influence people's attitudes about waste management

Response	Frequency	Percentage
Agree	155	86.1

Received: 04.04.2026

Accepted: 10.04.2026

Published on: 30.04.2026

Strongly agree	20	11.1
Disagree	00	00
Strongly disagree	00	00
Not sure	05	2.8
Total response	180	100%

Source: primary source (2026)

The above figure depicts that 155 out of 180 respondents agreed that by highlighting eco-friendly practices through paid advertising and social media can influence people's attitudes about waste management which constituted 86.1%, and those who strongly agreed were 20 respondents constituting 11.1%, and 05 of the respondents were not sure constituting 2.8%. There were no respondents who disagreed constituting 00%. While 00 respondents strongly disagreed constituting 00%. This meant that the majority of the respondents agreed that by highlighting eco-friendly practices through paid advertising and social media can influence people's attitudes about waste management.

The table showing the response rate on whether the media also utilizes effective messaging through memorable slogans, showcasing innovative waste reduction programs.

Response	Frequency	Percentage
Agree	150	83.3
Strongly agree	25	13.9
Disagree	02	1.1
Strongly disagree	00	00
Not sure	03	1.7
Total response	180	100%

Source: primary source (2026).

The above figure depicts that 150 out of 180 respondents agreed that the media also utilizes effective messaging through memorable slogans, showcasing innovative waste reduction programs which constituted 83.3%, and those who strongly agreed were 25 respondents constituting 13.9%, and only 03 of the respondents were not sure constituting 1.7%. There were 02 respondents who disagreed constituting 1.1%. While 00 respondents strongly disagreed constituting 00%. This meant that the majority of the respondents agreed that the media also utilizes effective messaging through memorable slogans, showcasing innovative waste reduction programs.

The table showing the response rate on whether the media through campaigns target specific demographics and promote waste management services or initiatives.

Response	Frequency	Percentage
Agree	25	13.9
Strongly agree	155	86.1

Received: 04.04.2026

Accepted: 10.04.2026

Published on: 30.04.2026

Disagree	00	00
Strongly disagree	00	00
Not sure	00	00
Total response	180	100%

Source: primary source (2026).

The above figure depicts that 155 respondents strongly agreed that the media through campaigns target specific demographics and promote waste management services or initiatives which constituted 86.1%, and those who agreed were 25 respondents constituting 13.9%, none of the respondents was not sure constituting 00%. There were 0 respondents who disagreed constituting 00%. While 00 respondents strongly disagreed constituting 00%. This meant that the majority of the respondents strongly agreed that the media through campaigns target specific demographics and promote waste management services or initiatives.

The table showing the response rate of respondents on whether the media's role in promoting environmental sustainability, it must leverage its vast reach to educate the public about complex issues

Response	Frequency	Percentage
Strongly agree	170	94.4
Agree	10	5.6
Disagree	00	00
Strongly disagree	00	00
Not sure	00	00
Total response	180	100%

Source: primary source (2026).

The above figure depicts that 170 respondents strongly agreed that the media's role in promoting environmental sustainability, it must leverage its vast reach to educate the public about complex issues which constituted 94.4%, and those who agreed were 10 respondents constituting 5.6%, and none of the respondents was not sure constituting 00%. There were 00 respondents who disagreed constituting 00%. While 00 respondents strongly disagreed constituting 00%. This meant that the majority of the respondents agreed that the media's role in promoting environmental sustainability, it must leverage its vast reach to educate the public about complex issues

The table showing the response rate on whether the media through influencing public opinion and through compelling storytelling and data-driven reports can change people's attitudes.

Response rate on challenges	Frequency	Percentage
Agreed	40	22.2
Strongly agree	140	77.8
Disagree	00	00

Received: 04.04.2026

Accepted: 10.04.2026

Published on: 30.04.2026

Strongly disagree	00	00
Not sure	00	00
Total response	180	100%

Source: primary source (2026)

The above figure depicts that 40 agreed that influencing public opinion and through compelling storytelling and data-driven reports can change people's attitudes which constituted 22.2 and those who strongly agreed were 140 respondents constituting 77.8%, and none of the respondents was not sure constituting 00%. There were 00 respondents who disagreed constituting 00%. While 00 respondents strongly disagreed constituting 00%. This meant that the majority of the respondents strongly agreed that influencing public opinion and through compelling storytelling and data-driven reports can change people's attitudes.

The table showing the response rate on whether mobilizing collective action by providing clear calls to action and showcasing successful sustainable practices can influence people's attitudes about waste management.

Response	Frequency	Percentage
Strongly agree	150	75
Agree	30	25
Disagree	00	00
Strongly disagree	00	00
Not sure	00	00
Total response	180	100%

Source: primary source (2026).

The above figure depicts that 130 respondents strongly agreed that mobilizing collective action by providing clear calls to action and showcasing successful sustainable practices can influence people's attitudes about waste management which constituted 75%, and those who agreed were 30 respondents constituting 16.7%, and 05 of the respondents were not sure constituting 25%. There were 00 respondents who disagreed constituting 00%. While 00 respondents strongly disagreed constituting 00%. This meant that the majority of the respondents strongly agreed that mobilizing collective action by providing clear calls to action and showcasing successful sustainable practices can influence people's attitudes about waste management.

Conclusions

From the results of the study or findings it can be concluded that:

It concluded that the media plays a fundamental role towards changing people's attitudes in waste management.

It is concluded that there are some households and individuals who have no access to media information due to poverty rates.

Recommendations

Received: 04.04.2026

Accepted: 10.04.2026

Published on: 30.04.2026

The researcher made these recommendations are as follows:

The media houses should consider benchmarking those other successful media platforms in other countries for further information and training skills for its staffs in order to improve their efficiency in waste management.

The government should be very supportive to the media through financial contribution and better friendly, flexible legislations and friendly taxation policies to facilitate efficient waste management in the urban centers.

Effective stakeholders' engagement to boost their activities and strengths in the local communities is vital especially between the media, NGOs, private waste management firms and the local communities alongside local leaders.

References

- Alex, I., Richard, K., Matovu, K., & Irumba, A. (2024). *Taxation Policies and SME Growth in Uganda: A Case Study of Small Businesses in Kampala*. 9(2), 14–19. <https://www.researchgate.net/publication/389178635>
- Aslam, M., Anwar, S. M., Khan, M., Abiodun, N. L., & Rasheed, Z. (2022). Efficient Auxiliary Information-Based Control Charting Schemes for the Process Dispersion with Application of Glass Manufacturing Industry. *Mathematical Problems in Engineering*, 2022. <https://doi.org/10.1155/2022/1265204>
- Frank, M., Nelson, K., Kazaara, A. G., Deus, T., Christopher, F., & Catherine, M. (2023). *The Macroeconomic Determinants of Economic Growth in Uganda a Case Study Of Wakiso District*. 7(2), 147–159.
- Gunto Lu, A. F. O., Abubakar, U. Y., Isah, A., Nafiu, L. A., & Rauf, A. K. (2013). on Inequality To Generate Some Statistical Distributions. *Asian Journal of Mathematics and Applications*, 2013, 1–14. <http://scienceasia.asia>
- Julius, A., & Audrey, A. (2025a). *Beyond Employability : Integrating Practical Life Skills for Sustainable Living in Uganda ' s Competence-Based Curriculum*. 9(12), 128–138.
- Julius, A., & Audrey, A. (2025b). *Beyond Skills Training : Addressing the Systemic Pathologies in Uganda ' s Education System for Genuine Work Readiness*. 9(11), 352–360.
- Julius, A., & Kazaara, A. G. (2025). *Age and Culture as Correlates of Learner Discipline in Higher Institutions of Learning in Uganda*. 9(11), 109–116.
- Julius, A., & Margaret, O. J. (2025). *Discipline : The Unyielding Engine of Graduate Success in Uganda ' s Public and Private Universities – Beyond the Aptitude Mirage*. 9(8), 237–245.
- Julius, A., & Nancy, M. (2026). *The Blame and the Burden : Deconstructing the Paradox of Maternal Socialization and Adult Masculinity in Uganda*. 10(2), 95–104.
- Kazaara, A. G., Charles, N., & Kazaara, A. I. (2023). *Investigating the Influence of Professional Code of Conduct on Journalist Performance among Women in Uganda . A Case Study of Uganda Broadcasting Cooperation (UBC) Uganda*. 7(3), 248–253.
- Kazaara, A. G., & Kazaara, A. I. (2023). *Assess The Impacts Of Inflation To The Development Of Societies . A Case Study of Kagadi District*. 7(3), 281–290.
- Kazaara, A. I. (2025). *The Double-Edged Sword : Discipline Practices and Student Academic Performance in*

Received: 04.04.2026

Accepted: 10.04.2026

Published on: 30.04.2026

Central Uganda ' s Secondary Schools. 9(8), 132–137.

Kazaara, A. I., & Deus, T. (2024). *Inclusive Recruitment and Admissions in Social Science Programs , A Case Study of Faculty of Arts and Humanities* . 8(8), 127–132.

Lydia, N., Kazaara, A. G., Kazaara, A. I., Brenda, T., & Bafaki, G. (2023). *Promotion of Small-Scale Industries and Development of Business . A Case Study ; Masafu Subcounty (Busia)* . 7(3), 240–245.

Nelson, K., Christopher, F., & Milton, N. (2022). *Teach Yourself Spss and Stata*. 6(7), 84–122.

Nelson, K., Kazaara, A. G., & Kazaara, A. I. (2023). *Teach Yourself E-Views*. 7(3), 124–145.

Nicholas, K., Nelson, K., Kazaara, A. G., Deus, T., & Moses, N. (2023). *Examining the Influence of Climatic Change Patterns on Tourism Activities in Uganda . A Case Study of Bududa District* . 7(2), 72–79.

Olanrewaju, R. O., Waititu, A. G., & Abiodun, N. L. (2021). *On the Estimation of k-Regimes Switching of Mixture Autoregressive Model via Weibull Distributional Random Noise*. 10(1), 1–8.

<https://doi.org/10.5923/j.ijps.20211001.01>

Regan, S., Alex, I., Kazaara, A. I., & Nancy, M. (2024). *Waste As Business : Firm Capabilities , Innovations And Growth Of Firms In The Sanitation Sub-Sector*. 8(6), 192–204.

Sarah, A., & Audrey, A. (2024). *Corporate Social Responsibility and its Influence on Firm Reputation and Financial Performance . A Case Study of Equity*. 8(8), 202–207.

Shakilah, K., & Kazaara, A. G. (2023). *Influence Of Mushrooming Media On Journalism Ethics In Uganda A Case Study Of Uganda Broadcasting Corporation (UBC)* . 7(3), 344–351.

Vincent, S., & Peter, M. (2023). *Examining The Relationship Between Poverty And Early Marriages Among School Going Girls - A Case Study Of Kimanya Sub County*. 7(4), 170–175.

Winny, N. D., Kazaara, A. G., Kazaara, A. I., & Deus, T. (2023). *Effect Of Motivation On Employee Performance In Non- Government Organizations (NGOS) : A Case Of Mbale City*. 7(3), 67–71.