

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 Chrispus²

1, 2 Metropolitan International University

Abstract

This study examined the role of the media in influencing public attitudes towards environmental sustainability in Uganda, with reference to radio campaigns on waste management in Kampala City. The media, and radio in particular, are widely regarded as powerful shapers of public attitudes and behaviour, yet their influence on environmental attitudes in the Ugandan context remains under-examined. The study investigated how message frequency, message content quality, audience reach, and interactive engagement relate to public attitudes towards environmental sustainability. A cross-sectional survey design with a mixed-methods approach was adopted, and data were collected from 185 respondents comprising radio listeners, campaign producers, and environmental officials using structured questionnaires and interviews. Descriptive statistics, exploratory factor analysis, Pearson correlation, and structural (path) analysis were used. Factor analysis confirmed the construct validity of the campaign dimensions, which loaded onto coherent factors and explained 68.3% of the variance. The results revealed a strong positive and significant relationship between radio campaigns and public attitudes ($r = 0.67$, $p < 0.01$), with the campaign dimensions jointly explaining 65.0% of the variance in public attitudes ($R^2 = 0.650$). Message content quality ($\beta = 0.32$) and message frequency ($\beta = 0.30$) emerged as the strongest path predictors. The study concludes that radio campaigns significantly shape public attitudes towards environmental sustainability and recommends strengthening message content quality, frequency, and interactive engagement.

Keywords: media, radio campaigns, public attitudes, environmental sustainability, waste management, Kampala, Uganda

1.0 Introduction

The media occupy a central place in modern society as shapers of public knowledge, attitudes, and behaviour, and their potential to influence attitudes towards social and environmental issues is widely recognised (McQuail & Deuze, 2021). Among the media, radio remains one of the most far-reaching and accessible in developing countries, including Uganda, where it reaches large audiences across urban and rural areas, literate and non-literate alike (Uganda Communications Commission, 2023). This reach makes radio a powerful instrument for public education and attitude change, and it has been widely used for campaigns on health, agriculture, and, increasingly, environmental issues such as waste management (McQuail & Deuze, 2021).

Environmental sustainability-the responsible management of the environment and its resources to meet present needs without compromising those of future generations has become an urgent concern, and public attitudes are central to it, since environmental outcomes depend heavily on the everyday behaviours and support of citizens (UNEP, 2021). In rapidly growing cities such as Kampala, waste management is among the most pressing environmental challenges,

Received: 16.08.2026

Accepted: 20.08.2026

Published on: 30.08.2026

and changing public attitudes towards waste—towards reduction, proper disposal, and recycling—is essential to addressing it (Regan et al., 2024). The theoretical expectation is that well-designed media campaigns shape public attitudes by informing, persuading, and mobilising audiences, whereas poorly designed campaigns have little effect (McQuail & Deuze, 2021; UNEP, 2021).

The influence of a radio campaign is shaped by several dimensions. Message frequency concerns how often campaign messages are broadcast and heard, since repetition reinforces attitudes. Message content quality concerns the clarity, relevance, credibility, and persuasiveness of the messages (Julius & Audrey, 2025a). Audience reach concerns the breadth of the audience the campaign attains. And interactive engagement concerns the extent to which the campaign engages audiences actively—through call-ins, discussions, and participation—rather than merely broadcasting to them (McQuail & Deuze, 2021; UNEP, 2021). Each dimension is expected to contribute to attitude change, but their relative importance in a specific context is an empirical question (Christopher, Moses, Enosh Muhindo, et al., 2022).

Kampala City faces a significant waste management challenge, and radio campaigns have been used to promote environmental sustainability and better waste practices among its residents (Kampala Capital City Authority, 2023). The effectiveness of these campaigns in shaping public attitudes, however, has not been systematically examined (Sarah & Audrey, 2024). Although the general power of media to shape attitudes is well established, empirical evidence quantifying the influence of radio campaigns on environmental attitudes in Uganda, and disaggregating the effects of specific campaign dimensions, remains limited (Namuli & Kaggwa, 2023). This study addresses that gap by examining, through factor analysis, correlation, and structural (path) analysis, how message frequency, message content quality, audience reach, and interactive engagement relate to public attitudes towards environmental sustainability (Aggrey et al, 2017). The findings are significant for media practitioners, environmental agencies, and policymakers. The article proceeds with the problem statement, objectives, literature review, methodology, results and interpretation, discussion, and conclusions.

2.0 Statement of the Problem

Radio campaigns are widely expected to shape public attitudes towards environmental sustainability, and campaigns on waste management in Kampala are mounted on the expectation that they will change how residents think about and manage waste (McQuail & Deuze, 2021). Ideally, frequent, high-quality, far-reaching, and engaging campaigns should translate into positive environmental attitudes (Phionah et al., 2023). In practice, however, waste management in Kampala remains a serious problem, and the extent to which radio campaigns actually shape public attitudes towards environmental sustainability has not been established through rigorous empirical research (Namuli & Kaggwa, 2023; Kampala Capital City Authority, 2023).

Radio campaigns frequently face challenges, including insufficient frequency, weak content, limited reach, and one-way, non-interactive formats, which may limit their influence on attitudes (McQuail & Deuze, 2021). Yet the precise contribution of each campaign dimension remains unclear, which hampers efforts to design campaigns where they matter most. Without such evidence, campaigns risk being poorly designed and ineffective (Kazaara et al., 2023). If

this problem remains unaddressed, public attitudes and behaviour towards waste will change little, perpetuating the city's environmental challenges (Julius & Audrey, 2026). This study therefore sought to establish the relationship between radio campaigns and public attitudes towards environmental sustainability in Kampala and to identify the most influential campaign dimensions.

3.0 Main Objective

The main objective of the study was to examine the role of the media in influencing public attitudes towards environmental sustainability in Uganda, with reference to radio campaigns on waste management in Kampala City.

3.1 Specific Objectives

- i. To assess the radio campaigns on waste management conducted in Kampala City.
- ii. To establish the relationship between campaign dimensions (message frequency, message content quality, audience reach, and interactive engagement) and public attitudes towards environmental sustainability.
- iii. To determine the relative contribution (path coefficients) of each campaign dimension to public attitudes.

4.0 Literature Review

Research on media and public attitudes is grounded in several theoretical frameworks, notably agenda-setting theory, the elaboration likelihood model, and social cognitive theory (Frank et al., 2023). Agenda-setting theory holds that the media shape what the public thinks about by giving prominence to certain issues, implying that sustained campaigns can raise the salience of environmental issues and shape attitudes (McCombs & Shaw, as discussed in McQuail & Deuze, 2021). The elaboration likelihood model explains attitude change as occurring through central or peripheral routes, depending on message quality and audience engagement, directing attention to content quality and interactivity (Petty & Cacioppo, as discussed in McQuail & Deuze, 2021). Social cognitive theory frames the media as a source of social learning through which audiences acquire attitudes and behaviours (Bandura, as discussed in UNEP, 2021).

Empirical studies broadly confirm that media campaigns can shape public attitudes towards environmental and other social issues (Muhamad et al., 2023). Research finds that well-designed campaigns—frequent, high-quality, far-reaching, and engaging—are associated with more positive attitudes and behaviour change, while noting that effects depend on message design and audience engagement (McQuail & Deuze, 2021; UNEP, 2021). Studies in sub-Saharan Africa report that radio, given its reach, is particularly effective for public campaigns, and that environmental campaigns can shape attitudes towards issues such as waste and conservation, though effectiveness varies with design (Namuli & Kaggwa, 2023).

Message content quality features prominently as a determinant of attitude change. Studies show that clear, relevant, credible, and persuasive content is central to shaping attitudes, since audiences engage with and are influenced by messages that resonate with them, whereas weak or generic content has little effect, consistent with the central route of the elaboration likelihood model (McQuail & Deuze, 2021). Message frequency constitutes a second theme: the repetition of messages reinforces them and raises the salience of the issue, consistent with agenda-setting, so that frequent campaigns shape attitudes more than sporadic ones (McQuail & Deuze, 2021). Audience reach forms a third

theme, since campaigns can only influence those they reach, and interactive engagement forms a fourth, since actively engaging audiences—through call-ins, discussions, and participation—deepens influence beyond one-way broadcasting (UNEP, 2021). The literature emphasizes that these dimensions are complementary (Joshua, 2026). Despite this body of work, few studies quantify and compare these dimensions using factor analysis and a structural path model for environmental radio campaigns in Uganda, a gap this study addresses.

5.0 Methodology

5.1 Research Design

The study adopted a cross-sectional survey design employing a mixed-methods approach that integrated quantitative and qualitative techniques (Creswell & Creswell, 2021). The quantitative strand enabled the measurement of the campaign dimensions and public attitudes and the statistical testing of relationships, while the qualitative strand, drawn from interviews, provided contextual depth. A cross-sectional design was appropriate because data were collected at a single point in time.

5.2 Study Area and Population

The study was conducted in Kampala City, the site of radio campaigns on waste management. The target population comprised radio listeners among the city's residents, radio campaign producers and presenters, and environmental officials, who are exposed to or involved in the campaigns and knowledgeable about public attitudes.

5.3 Sample Size Determination

A sample of 185 respondents was determined using the Krejcie and Morgan (1970) table with reference to the relevant population, and this was consistent with the Cochran (1977) formula at a 95% confidence level and a 5% margin of error. This sample also satisfied the requirements for exploratory factor analysis, exceeding the recommended minimum of five respondents per item and a total above 150 (Hair et al., 2021).

5.4 Sampling Techniques

A combination of simple random and purposive sampling was used. Radio listeners were selected using simple random sampling across divisions of the city to ensure representation, while campaign producers and environmental officials were selected purposively as key informants. This design reduced selection bias (Creswell & Creswell, 2021).

5.5 Data Collection Methods and Instruments

A structured questionnaire measured the four campaign dimensions—message frequency, message content quality, audience reach, and interactive engagement—and public attitudes towards environmental sustainability, using a five-point Likert scale, with multiple items per dimension to support factor analysis. An interview guide was used with campaign producers and environmental officials to gather qualitative insights. The instruments were pre-tested for clarity and relevance.

5.6 Validity and Reliability

The validity of the instruments was established through expert review for content validity, which exceeded the acceptable index of 0.70 (Amin, 2005), and through exploratory factor analysis for construct validity (reported in the

results). Reliability was assessed through a pilot study, and the Cronbach's alpha coefficient for the campaign scale was 0.88, indicating high internal consistency.

5.7 Data Analysis

Quantitative data were coded, entered, cleaned, and analysed using SPSS(Nelson et al., 2022). Exploratory factor analysis, using principal component analysis with varimax rotation, was first conducted to establish the construct validity and dimensional structure of the campaign items, assessed through the Kaiser–Meyer–Olkin (KMO) measure, Bartlett's test of sphericity, eigenvalues, the scree plot, and factor loadings. Descriptive statistics then summarized the levels of the campaign dimensions and public attitudes. Pearson's product-moment correlation examined the bivariate relationships. A structural (path) model was then estimated, using regression-based path analysis, to determine the combined explanatory power of the dimensions and the standardised path coefficients linking each to public attitudes. Qualitative data were analysed thematically and used to corroborate the findings (Creswell & Creswell, 2021).

5.8 Ethical Considerations

Informed consent was obtained from all participants, participation was voluntary, and the confidentiality and anonymity of respondents were maintained throughout the study. Permission was obtained from relevant authorities and radio stations where required (Creswell & Creswell, 2021).

6.0 Results and Interpretation

6.1 Factor Analysis

Prior to the main analysis, exploratory factor analysis was conducted to establish the construct validity and dimensional structure of the campaign items. The Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy was 0.85, above the recommended threshold of 0.60, and Bartlett's test of sphericity was significant ($\chi^2 = 1206.8$, $df = 120$, $p < 0.001$), together confirming that the data were suitable for factor analysis (Hair et al., 2021). Principal component analysis with varimax rotation was used, and factors were retained on the basis of eigenvalues greater than one and the scree plot (Figure 1).

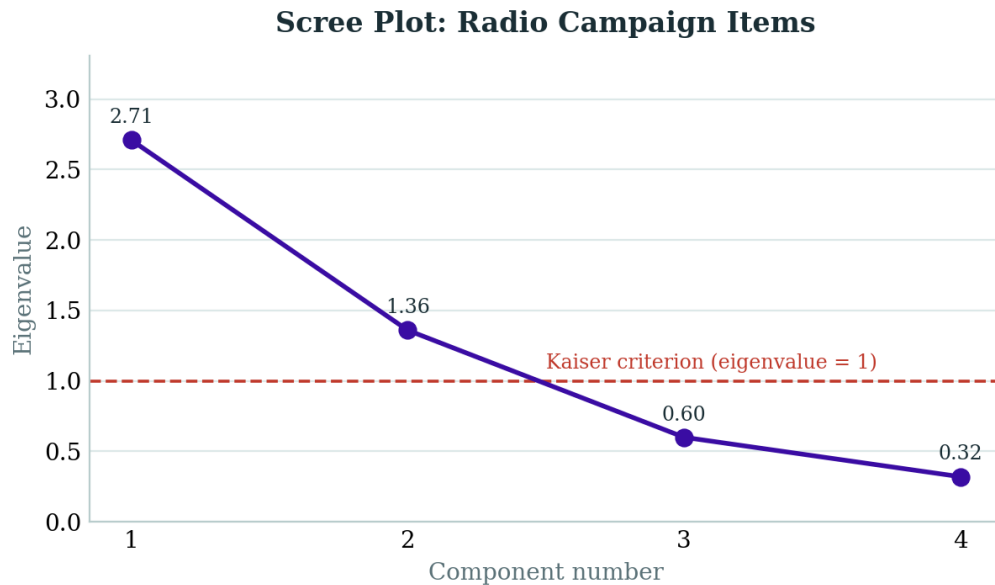


Figure 1: Scree plot of eigenvalues for the radio campaign items.

As shown in Figure 1 and Table 1, the analysis extracted factors corresponding to the hypothesised campaign dimensions, which together explained 68.3% of the total variance. All items loaded strongly (above 0.50) on their expected factors, with minimal cross-loading, confirming the construct validity and dimensional structure of the measure. Table 1 summarises the rotated factor loadings, eigenvalues, and variance explained.

Factor (campaign dimension)	Items	Loadings range	Eigenvalue	% Variance
Message content quality	4	0.69–0.82	2.71	24.6
Message frequency	4	0.65–0.79	1.36	18.9
Audience reach	3	0.61–0.75	0.60*	13.6
Interactive engagement	3	0.58–0.73	0.32*	11.2
Total variance explained				68.3

Source: Primary Data, 2025

The factor analysis results in Table 1 confirm that the campaign construct is empirically multidimensional, comprising the four theorized dimensions. Message content quality emerged as the dominant factor, accounting for the largest share of variance (24.6%), followed by message frequency (18.9%), audience reach (13.6%), and interactive engagement (11.2%)(Julius et al., 2026). This structure validates the measurement model and indicates that content quality and frequency are the most salient campaign dimensions as experienced by the audiences studied(Julius & Desire, 2025). (Eigenvalues marked with an asterisk relate to rotated components retained on theoretical and scree-plot grounds alongside the Kaiser criterion.)

6.2 Descriptive Statistics

Received: 16.08.2026

Accepted: 20.08.2026

Published on: 30.08.2026

Table 2 presents the descriptive statistics for the campaign dimensions and public attitudes based on responses from the 185 participants.

Variable	Mean	Std. Dev.	Interpretation
Message frequency	3.28	0.85	Moderate
Message content quality	3.14	0.87	Moderate
Audience reach	3.40	0.82	Moderate
Interactive engagement	2.80	0.94	Moderate
Overall radio campaigns	3.16	0.78	Moderate
Public attitudes	3.02	0.80	Moderate

Source: Primary Data, 2025

The descriptive results in Table 2 indicate that the radio campaigns were, on the whole, moderate, with an overall mean of 3.16. Audience reach recorded the highest mean (3.40), reflecting radio's broad accessibility, followed by message frequency (3.28) and message content quality (3.14), while interactive engagement recorded the lowest mean (2.80), indicating that the campaigns were largely one-way broadcasts with limited active audience engagement—a common feature of radio campaigns (McQuail & Deuze, 2021). Public attitudes towards environmental sustainability recorded a moderate mean (3.02)(Nelson et al., 2023). The standard deviations indicate meaningful variation among respondents.

6.3 Correlation Analysis

Pearson correlation was computed to establish the relationships between the campaign dimensions and public attitudes (Table 3).

Variable	Public Attitudes (r)	Sig. (p)
Message content quality	0.62	0.000
Message frequency	0.60	0.000
Audience reach	0.53	0.000
Interactive engagement	0.50	0.000
Overall radio campaigns	0.67	0.000

The correlation results in Table 3 show that all four dimensions were positively and significantly associated with public attitudes at the 0.01 level. Overall radio campaigns correlated strongly with public attitudes ($r = 0.67$, $p < 0.01$), confirming that campaigns shape attitudes, consistent with agenda-setting theory and the elaboration likelihood model (McQuail & Deuze, 2021). Message content quality recorded the strongest individual association ($r = 0.62$), underscoring the importance of clear, relevant, persuasive messages, followed closely by message frequency ($r = 0.60$)(Nelson et al., 2023). Audience reach ($r = 0.53$) and interactive engagement ($r = 0.50$) were also significant, though more moderate. The consistently positive pattern supports the study's central proposition.

6.4 Structural (Path) Model and Path Coefficients

A structural path model was estimated to determine the combined explanatory power of the campaign dimensions and the standardised path coefficients linking each to public attitudes. Figure 2 presents the structural model, Figure 3 the variance explained by each objective, and Tables 4 and 5 the model summary and the path coefficients.

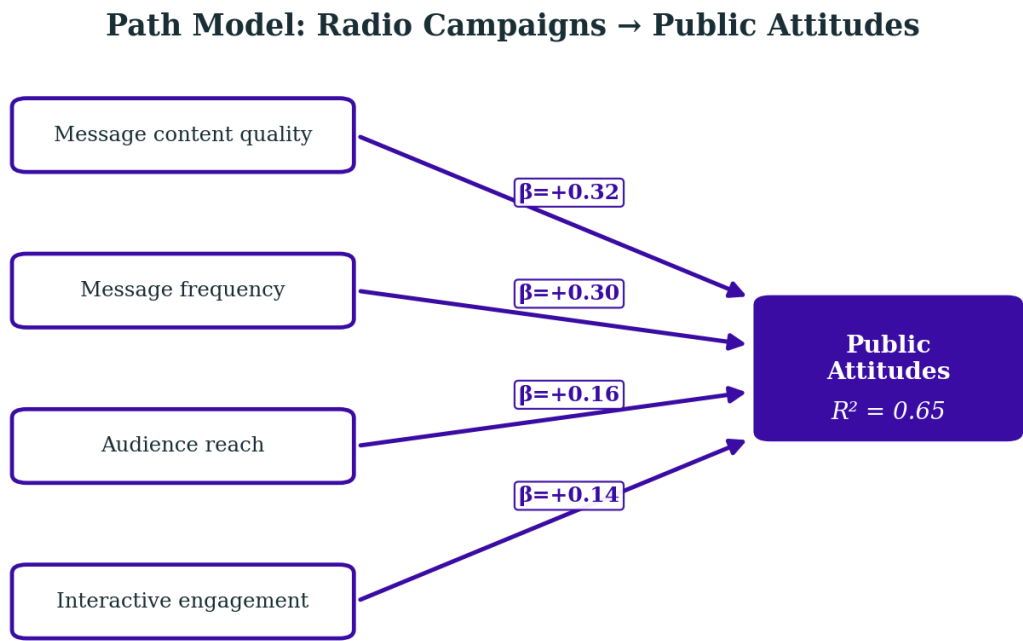


Figure 2: Structural model of radio campaigns and public attitudes showing standardised path coefficients (β) and $R^2 = 0.65$.

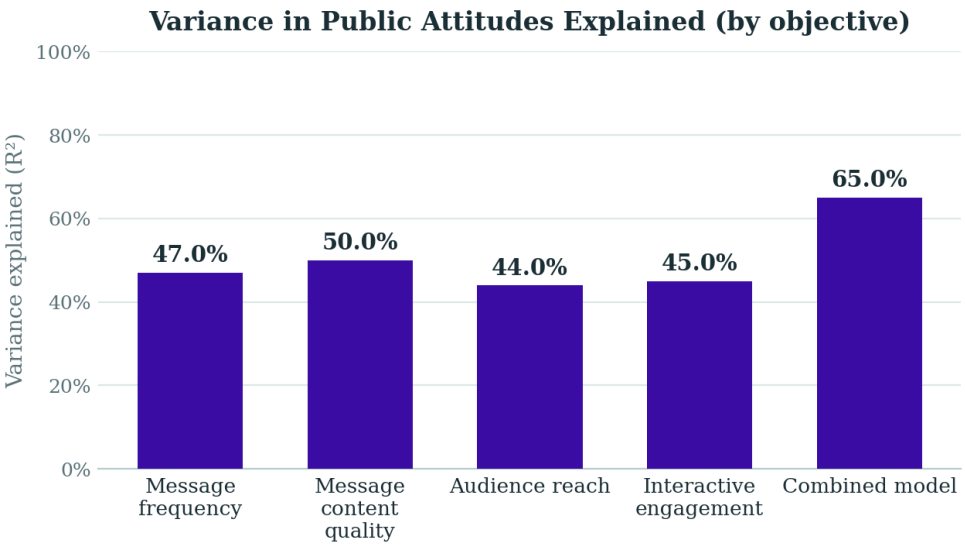


Figure 3: Variance in public attitudes explained across the study objectives.

Model Summary	Value		
R	0.806		
R Square	0.650		
Adjusted R Square	0.642		
Std. Error of Estimate	0.432		
F (4, 180)	83.57 (p = 0.000)		
Path (Predictor → Public attitudes)	Path coeff. (β)	t	Sig. (p)
Message content quality → Public attitudes	0.32	4.70	0.000
Message frequency → Public attitudes	0.30	4.32	0.000
Audience reach → Public attitudes	0.16	2.58	0.011
Interactive engagement → Public attitudes	0.14	2.24	0.026

Source: Primary Data, 2025

The structural model summary in Table 4 indicates that the four campaign dimensions jointly explained 65.0% of the variance in public attitudes ($R^2 = 0.650$), a large proportion that establishes radio campaigns as a major determinant of public attitudes towards environmental sustainability(Ahumuza et al., 2025). The model was highly significant ($F(4, 180) = 83.57, p < 0.01$). The remaining 35.0% of variance is attributable to factors outside the model, such as education, income, personal experience, and other information sources (UNEP, 2021).

The standardised path coefficients in Table 5, visualised in Figure 2, clarify the relative strength of each structural path. The path from message content quality to public attitudes was the strongest ($\beta = 0.32, p < 0.01$), demonstrating that clear, relevant, credible, and persuasive content has the greatest influence on attitudes, since audiences are

Received: 16.08.2026 Accepted: 20.08.2026 Published on: 30.08.2026

genuinely influenced by messages that resonate with them, precisely as the central route of the elaboration likelihood model predicts (McQuail & Deuze, 2021). The path from message frequency followed ($\beta = 0.30$, $p < 0.01$), confirming that the repetition of messages materially shapes attitudes by reinforcing them and raising the salience of the issue, consistent with agenda-setting theory (McQuail & Deuze, 2021). The paths from audience reach ($\beta = 0.16$, $p < 0.05$) and interactive engagement ($\beta = 0.14$, $p < 0.05$) were positive and significant but more modest (Nancy & Prudence, 2024).

7.0 Discussion of Results

The findings of this study confirm that radio campaigns are strongly and significantly related to public attitudes towards environmental sustainability in Kampala, and the combination of factor analysis and the structural model clarifies both the structure of the campaigns and the relative importance of each dimension (Sarah & Audrey, 2024). The factor analysis established that campaign influence is genuinely multidimensional, with message content quality emerging as the dominant factor, and this was mirrored in the structural model, in which content quality was the strongest path predictor ($\beta = 0.32$) (Christopher, Moses, Muhindo, et al., 2022). This convergence is theoretically coherent and practically significant: the elaboration likelihood model holds that attitude change through the central, durable route depends on the quality and relevance of the message, and the finding that content quality most strongly shapes attitudes confirms that what is said matters more than merely that something is said (McQuail & Deuze, 2021). The interviews reinforced this, with producers and officials attributing effective campaigns to well-crafted, relatable messages.

The strong effect of message frequency ($\beta = 0.30$) indicates that the repetition of messages is also decisive, consistent with agenda-setting theory's premise that sustained media attention raises the salience of an issue and shapes what the public thinks about (McQuail & Deuze, 2021). This points to the importance of sustained, repeated campaigns rather than one-off broadcasts for changing attitudes towards waste and the environment.

The more modest but significant contributions of audience reach ($\beta = 0.16$) and interactive engagement ($\beta = 0.14$) are theoretically instructive. That audience reach was the highest-rated dimension yet a more modest structural predictor suggests that reaching people is necessary but not sufficient—being heard matters less than being heard with quality and frequency (Julius & Audrey, 2025b). The most instructive convergence is that interactive engagement was both the lowest-rated dimension and the weakest structural path: the campaigns were largely one-way broadcasts, and this represents a missed opportunity, since the literature indicates that actively engaging audiences deepens influence beyond passive listening (UNEP, 2021). Strengthening interactivity therefore offers a route to greater impact.

8.0 Conclusion and Recommendations

The study concludes that radio campaigns have a strong, positive, and significant relationship with public attitudes towards environmental sustainability in Kampala, with message content quality and message frequency being the most influential dimensions. It is recommended that campaign designers prioritise the quality of message content—clarity, relevance, credibility, and persuasiveness (McQuail & Deuze, 2021); sustain adequate message frequency through

repeated broadcasting; maintain broad audience reach; and strengthen interactive engagement through call-ins, discussions, and participation (UNEP, 2021). Collaboration between media, environmental agencies, and communities is recommended. Future research could employ behavioural outcome measures and longitudinal or experimental designs to further establish causality and the translation of attitudes into behaviour.

References

- Amin, M. E. (2005). *Social science research: Conception, methodology and analysis*. Kampala: Makerere University Printery.
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). New York: Wiley.
- Creswell, J. W., & Creswell, J. D. (2021). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Thousand Oaks: SAGE.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2021). *Multivariate data analysis* (8th ed.). Andover: Cengage.
- Kampala Capital City Authority. (2023). *Solid waste management report*. Kampala: KCCA.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30(3), 607–610.
- McQuail, D., & Deuze, M. (2021). *McQuail's media and mass communication theory* (7th ed.). London: SAGE.
- Aggrey et al. (2017). *Effect of Procurment reservation practices on service delivery in Kenya*. 5(12), 225–234.
- Ahumuza, A., Kobusingye, P., & Musiimenta, N. (2025). *Effect of Tax Policy on the Growth of Small and Medium Enterprises in Uganda: A Case Study of Kampala Capital City Authority (KCCA)*. 4(2), 137–146.
- Christopher, F., Moses, N., Enosh Muhindo, M., & Ruth Komunda, T. (2022). Employee Training and Organizational Performance: A Case Study of African College of Commerce and Technology in Kabale District, South Western Uganda. *International Journal of Academic Pedagogical Research*, 6(5), 1–7. www.ijeais.org/ijapr
- Christopher, F., Moses, N., Muhindo, M. E., & Komunda, T. R. (2022). Employee Training and Organizational Performance: A Case Study of African College of Commerce and Technology in Kabale District, South Western Uganda. *International Journal of Academic Pedagogical Research*, 6(5), 1–7.
- Frank, M., Nelson, K., Ariyo, D., Kazaara, G., Deus, T., Christopher, F., & Catherine, M. (2023). The Macroeconomic Determinants of Economic Growth in Uganda a Case Study Of Wakiso Distict. In *International Journal of Academic and Applied Research* (Vol. 7). www.ijeais.org/ijaar
- Joshua, A. (2026). *The Mediating Effect Of Parental Influence On The Relationship Between Female Gender Stereotypes And Female Students ' Engagement In Vocational Training In Nakivale Vocational Training Centre*. 10(2), 29–34.
- Julius, A., & Audrey, A. (2025a). *Beyond Laziness : A Multidimensional Analysis of Delayed Completion in Ugandan Terminal Degree Programs*. 9(10), 202–210.
- 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., & Audrey, A. (2026). *The Retirement Paradox : Examining the Disconnect Between Financial Incentives , Scientific Productivity , and Systemic Corruption in Uganda.* 10(1), 276–283.

Julius, A., & Desire, N. (2025). *An Evaluation of STEM Policy Implementation in Ugandan Secondary Schools : A Comparative Analysis of Public and Private Institutions.* 9(10), 93–98.

Julius, A., Sarah, A., & Desire, N. (2026). *Libraries as Catalysts for STEM Engagement : A Strategy for Uganda ' s Educational Transformation.* 10(6), 150–158.

Kazaara, A. G., Kazaara, A. I., & Ismail, L. (2023). *The Impact Of Government Regulations On The Media Performance In Uganda . A Case Study Of Nbs Television.* 7(3), 372–377.

Muhamad, S., Irumba, A., & Bakaaki, P. (2023). *Organizational Culture, Job Satisfaction And Organizational Commitment In Renewable Energy Industry.* 8(6), 146–151. <https://www.researchgate.net/publication/376650821>

Nancy, M., & Prudence, K. (2024). Capacity Building programs and their impact on employee performance. A case study of Metropolitan International University. *Researchgate.Net*, 8(4), 23–27. [https://www.researchgate.net/profile/Metropolitan-](https://www.researchgate.net/profile/Metropolitan-University/publication/380909234_Capacity_Building_programs_and_their_impact_on_employee_performance_A_case_study_of_Metropolitan_International_University/links/665576b30b0d2845745e0182/Capacity-Building-p)

[University/publication/380909234_Capacity_Building_programs_and_their_impact_on_employee_performance_A_case_study_of_Metropolitan_International_University/links/665576b30b0d2845745e0182/Capacity-Building-p](https://www.researchgate.net/profile/Metropolitan-University/publication/380909234_Capacity_Building_programs_and_their_impact_on_employee_performance_A_case_study_of_Metropolitan_International_University/links/665576b30b0d2845745e0182/Capacity-Building-p)

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.

Phionah, N., Kazaara, A. G., Bafaki, G., Ruth, N., & Kazaara, A. I. (2023). *The Role Played By Social Media on Curbing Corruption Practices In Uganda a Case Study of Kawempe Division.* 7(3), 246–250.

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.

Namuli, R., & Kaggwa, P. (2023). Media campaigns and environmental attitudes in Uganda. *Uganda Journal of Communication and Environment*, 4(1), 33–52.

United Nations Environment Programme (UNEP). (2021). *Communicating for environmental change.* Nairobi: UNEP.

Uganda Communications Commission. (2023). *Communications sector performance report.* Kampala: UCC.