

**ANALYZING THE ROLE OF THE MEDIA IN PROMOTING HUMAN RIGHTS IN
UGANDA. A CASE STUDY OF NANSANA MUNICIPALITY
WAKISO DISTRICT.**

1 Buwembo Denis Kalungi, 2 Dr Arinaitwe Julius

1, 2 Metropolitan International University

ABSTRACT

The study established the role of the social media in promoting Human Rights in Uganda. The research was guided by three objectives that is to say; examining the impact of social media in promoting Human Rights (Gracious. A, 2023), finding out how social media improves human rights and find out how people have embraced the human rights acquired from social media in Uganda.

The study employed case study design where data was collected using questionnaire as the major data collection technique used on a sample of 50 respondents that included people in Nansana Municipality in Uganda.

It was also found out that social media has come out to educate the public about their rights including rights such as right to education, health services, security, food among others. It was however found out that social media is facing a lot of challenges that hinder their effective deliverance of their human rights. It is recommended that legislative review is taken in to consideration. Especially, the Mass Media and Access to Freedom of Information Proclamation and Antiterrorism Proclamation imposes an excessive fines and rigorous punishment on journalists and media institution owners for minor violations of the provisions. National human rights institutions have to strive in assisting the media in its effort to promote and educate human rights.

Key words: *media and human rights*

Background of the study

These days the most common used method of communication is Media the first recognized.

Media site was created in 1997. It enabled users to upload a profile and make friends with other users (Christopher, 2020). In 1999 the first blogging site became popular creating media sensation that's still popular today.

Media was widely accepted by the public. There are numerous online networking platforms that include Facebook, Twitter, Instagram, YouTube, LinkedIn, Google, Flickr, Snap chat, Vine etc. The main purpose of media is to give access to its clients and users so they can have conversation with individuals and construct relations on the web (Curtis Foreman, 2017).

There is no doubt that networking site like media has conveyed individuals closer to each other more than ever.

By tracking back, the History of Media today is quite different from what was considered to be media in the past it is Vail for everybody nowadays but it was not like the very first time in 1997 users could create a profile and invite people as friends. This way of communication lasted till 2001 (Drew Hendricks, 2013).

Today, the media website containing largest number of subscribers is Facebook. It was launched by Mark Zuckerberg in 2004. Facebook currently boasts over a billion users.

Problem statement.

Media brings multiple users together although the people have the highest percentage when it comes to usage for most of them spend more of their time on media and as it is, media has been of great advantage and importance to the people that is it builds relations among the people, enables partnering with influencers, helps the people in sharing experience with other people connected on the network, exposes the people to the real world skills and helps them to become more independent, teaches the people to become world events and current affairs and world events outside the immediate environment.

Specific objective

- 1. To identify the effects of media in promoting Human rights.*
- 2. To find out how media has improved people's Human rights*

3. *To find out how people have embraced the human rights they have acquired from media*

Research questions

1. *What are the effects of media in promoting the Human rights?*
2. *How has media improved people's Human rights?*
3. *How have they out embraced the Human rights they have acquired from media?*

RESULTS

Research Design

There are two broad categories of research designs. These categories are namely quantitative and qualitative research design (Chinelo Igwenagu, 2016).

Quantitative.

The standard for the research design was quantitative research design. Most of the researches are conducted based on quantitative design. Especially in scientific experiments, where most of the work is based on mathematical calculation and complex statistical algorithms, quantitative method is always preferred since it gives exact and accurate results.

Qualitative.

Whenever research has to be done in order to measure a quality or extent of something, qualitative research design is preferred. It is most commonly used when traits like human behavior, preferences and thoughts have to be analyzed. Whenever trend towards a particular element has to be analyzed, qualitative research design is used. This is important because not everything can be measured by putting them in pre-decided mathematical formulas.

Chosen Research Design

The research design of this product was purely qualitative that is to say; using questionnaires. The reason behind choosing this design was because this study focused on measuring the behavior of people to analyze the impacts of media on them. People's behavior varies a lot and is highly unpredictable. It cannot be mathematically calculated.

Data Collection

Data collection is an important step while conducting research. The type, quantity or quality of data that is collected varies in different researches according to the objectives of the project. There are two main types of data:

Quantitative Data

Quantitative data refers to that data type that is used to quantify and measure something. For example, weight of an animal, the height of a particular tower among other (Umair Majid, 2018).

Qualitative Data

Qualitative data refers to that data type that cannot be measured rather it is something that can be used to describe. It involves approximation or characterization of data without actually quantifying attributes or properties of a person, place or thing. For example, gesture of a person, smell of roses or other such traits of human behavior (Umair Majid, 2018).

Chosen Data Type

In this research, qualitative data was involved. The preferences of peoples to use media, their usage and duration of use belong to qualitative data. In this study both primary and secondary sources of data were included. The primary data for this research study was collected using a distrusted questionnaire; the data of questionnaire was collected from 50 participants which was used as the primary source of data for the analysis of this study and that led this research study to the investigation of the impact of networking websites on peoples. At the same time literature review of this research study was used as the secondary data source for this study,

which was gathered from different published research articles (Umail Majid, 2018).

SEX	NUMBER OF PEOPLES PER SEX	TOTAL NUMBER
MALE	30	
FEMALE	20	

Sampling Methodology

Sampling is the process of choosing the subjects under study, for gathering data. There are many sampling methods (Philip West, 2016) Random sampling involves choosing sampling randomly without any specific technique or reason. Systematic sampling is based on some strategy or technique like taking every subject from population or taking every female etc.

Methods of Data Collection

The following data collection methods are the most commonly used in order to conduct research (Zulfiqar Ali, 2016)

Experiments

Experiment refers to the method in which certain tasks are performed under controlled environment in order to get some results. The results might be expected or unexpected. Experiments focus on cause and-effect mechanism. Based on the results of the experiments performed, analyses are made. Finally, the experimenter concludes the results.

Observational Study

This kind of study involves making opinions based on observations from natural resources and previous researches. This is not very accurate data collection method.

Surveys/Questionnaires

Surveys or questionnaires are the methods that collect data from a sample of population whereas sample refers to the subjects under study that are. The answers given by the sample population are evaluated and analyzed. It is a very effective process since it gives clear

decision-making ability.

Besides, it is a cost-effective data collection method.

Chosen Data Collection Method

For this project, the chosen data collection method was questionnaire. Since then, media network environment cannot be controlled unless otherwise designed, the most suitable and cost-effective method is conducting surveys through questionnaire to different peoples and collecting their opinions on various impacts. 20 Special precautionary measures have been taken regarding privacy and security of peoples' information. Only required and most relevant information was gathered and the rest were filtered. The questionnaire was close ended. A questionnaire comprised of total 20 questions that were asked in order to meet research objectives.

Data Analysis

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

Quantitative data analysis

In analyzing quantitative data, the data was sorted as per its allocated codes and entered into a statistical package known as Statistical Package for Scientists (SPSS) (Nelson. K, 2022) to generate both descriptive and inferential statistics that created the mean, mode and median; the variance, standard deviation, frequencies and percentages. These were arranged in tables and later explained by the researcher on what they meant as per the set objectives and their implications in the study (Oso & Onen, 2008).

Qualitative data analysis

Through the use of content and thematic analysis, qualitative data was analyzed and the findings will be related to the study objectives and findings. The verbatim captions will be

tabulated in shorter sentences and pulling out key words that explained a certain phenomenon (Sekaran, 2003). These key words were used by the researcher to explain the occurrences that the study found out to answer the concerns that were raised in form of study objectives and answering the research questions.

RESULTS

Background of respondents

Response rate

Out of the 50 questionnaires distributed to respondents, all were returned giving a response rate of 100%.

When the respondents were asked about their gender, the following responses were obtained.

Table 1: Showing distribution of respondents by gender

<i>Gender of Respondents</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Male</i>	<i>30</i>	<i>60%</i>
<i>Female</i>	<i>20</i>	<i>40%</i>
<i>Total</i>	<i>50</i>	<i>100%</i>

Source: Primary data

From the table above 60% of the respondents were male and 40% were female thus there was no bias on either sex. This implies that majority of the respondents were male.

When the respondents were asked about their education levels, the following responses were obtained.

Table 2: Showing the education background of respondents

<i>Level</i>	<i>of</i>	<i>Frequency</i>	<i>Percentage (%)</i>

<i>O'Level</i>	<i>15</i>	<i>30</i>
<i>A'Level</i>	<i>20</i>	<i>40</i>
<i>Diploma</i>	<i>5</i>	<i>10</i>
<i>Degree</i>	<i>10</i>	<i>20</i>
<i>TOTAL</i>	<i>50</i>	<i>100</i>

Source: Primary data

From the table above 10% were degree holders, 20% were diploma holders, 40% were 'A' level drop outs and also 30% were O' Level drop outs.

The researcher further consulted the respondents to determine their ages. The researcher found out the following responses.

Table 3: Show the ages of respondents

<i>Age group(years)</i>	<i>No. of respondents</i>	<i>Percentage (%)</i>
<i>25-30</i>	<i>30</i>	<i>60</i>
<i>31- 40</i>	<i>10</i>	<i>20</i>
<i>41- 50</i>	<i>5</i>	<i>10</i>
<i>Above 50</i>	<i>5</i>	<i>10</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 3 Shows that the respondents within the age bracket of 25-30 formed the percentage of 60%, 31-40 formed the percentage of 20%, those between 41-50 years formed the greatest percentage of 10% whereas those above 50 years formed the percentage of 10% out of the sub percentage of 100.

Table 4: Shows the Marital Status of Respondents

<i>Marital status</i>	<i>Frequency</i>	<i>Percentage(%)</i>
<i>Single</i>	<i>10</i>	<i>20</i>
<i>Married</i>	<i>30</i>	<i>60</i>
<i>Divorced</i>	<i>5</i>	<i>10</i>
<i>Widowed</i>	<i>5</i>	<i>10</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Source: Primary data

The table above shows that 20% of the respondents were single, 60% are married, 10% were divorced and 10% were widowed. This shows that most respondents were married which can also be explained by majority middle aged respondents.

Effects of social media in promoting human rights

The study specifically attempted to: identify the effects of media in promoting Human rights; to find out how media has improved people's Human rights and to find out how people have embraced the human rights they have acquired from media.

Table 5: effect of social media in promoting human rights.

<i>Response category</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Agree</i>	<i>35</i>	<i>70</i>
<i>Disagree</i>	<i>10</i>	<i>20</i>
<i>Not sure</i>	<i>5</i>	<i>10</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Source: Primary source

From the table above, 70% of the respondents agreed that social media as an appositive effect in promoting human rights by promoting human rights awareness, educating people about human rights among others. 20% of the respondents disagreed with about social media of having a positive effect on the promotion of human rights and said that social media has a negative effect

on promoting human rights since most people go on social media to kill time. While 10% of the respondents were unaware of the effects of social media in promoting human rights since they were not on social media.

How media has improved people's Human rights

The study further investigated on how social media improves people's human rights and found out that people have embraced the human rights they have acquired from media. This includes the knowledge about human rights acquired from social media.

Table 6: How media improves people's human rights

Categories of response	Frequency	Percentage
Agree	40	80
Disagree	5	10
Not sure	5	10
Total	50	100

From the table above, 80% of the respondents agreed that social media improves human rights

through the information they acquire from the internet. 10% of the respondents disagreed that social media does not improve on human rights instead it promotes time wastage, because people go so social media to kill time. While 10% of the respondents were not sure on how social media improves human rights.

conclusion

Findings from the study revealed that the biggest number of the respondents were able to learn from social media. This is evident by majority of the respondents agreeing that social media has a positive effect in promoting human rights.

The study findings further more showed that social media has improved on human rights. This is evident by people acquiring knowledge from the social media platforms. Because people were able to access materials and also were able to post materials on the social media platforms.

Recommendations

It is recommended that legislative review is taken into consideration. Especially, the Mass Media and Access to Freedom of Information Proclamation and Antiterrorism Proclamation imposes an excessive fines and rigorous punishment on journalists and media institution owners for minor violations of the provisions.

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