

**IMPACT OF BROADCASTING MEDIA IN FIGHTING AGAINST CHILD ABUSE  
A CASE STUDY OF NTV UGANDA**

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**ABSTRACT**

*The study sought analyzes the impact of broadcasting media in fight against child abuse. In the wake of giving out information in the world, children have increasingly been helped to gain their rights. It is a tool that enlightens children about their rights in appositive way. Broadcasting media platforms have become a source of discussion, idea sharing and connection. Youths more so the children have gained a lot in these media when it comes to their rights. The study is conducted to show how broadcasting media has fought against child abuse in Uganda. The objectives which guided the study were to find out the impact of broadcasting media in fight against child abuse. It was established by the literature that broadcasting media is important to the children in fighting for their rights. Study findings also showed that 6 out of the 100 respondents representing 6% argued that poor government policies had increased child abuse in Kampala for instance parents who mistreat their children were not severely punished as expected to end the incident for example they would have arrested them for ten years for others to learn a lesson.*

*It was also established by the literature that broadcast media is important to the children for shaping their physical and psychological emotions.it was also established by the literature that through broadcasting media parents, guardians get to learn about the dangers of mistreating children. It is recommended that broadcasting media should provide more information about the dangers of child abuse, parents and children should take more of the positive and useful ideas from the broadcasting media. It is also recommended that broadcasting media should motivate children who are victims in abusing so as to help them grow physically, socially and emotionally. As*

children are stopped being abused, parents, guardians or care takers should stop practicing this act.

*Key words: broadcasting, media and child abuse*

### **Background of the study**

Child abuse which is the physical or emotional treatment of children and among others includes neglect by parents, guardians, community members and school authorities, sexual abuse such as rape, battering, child labor and for this study of child abuse in Uganda has not been so rampant until those late years especially from the 90s to date where child abuse has become common with children as young as one year being victims (Davids et al., 2023). The broadcasting media has played role on the issue of child abuse by giving information and covering stories related to the crime. It has therefore since reported that over 8 million children that over 51% of children are being abused especially females.

Broadcasting media involved electronically and simultaneously sending information containing signals, print messages and audio or video content. To a vast group of recipients using television, radio, newspapers, magazines and digital media including the internet, emails and texts.

Despite the widespread reach of the COVID-19's pandemic, children are an often-overlooked population due to their lower mortality rates.<sup>8-10</sup> For instance, one study has reported a mortality rate of 0.03 per 100 000 deaths among children aged 0-9 years,<sup>11</sup> with some countries having rates as low as 0.18%,<sup>12</sup> as compared with mortality rates exceeding 10% among adults.<sup>12-14</sup> However, child welfare organisations have warned that the various lockdown measures were lead to more cases of child sexual, physical and emotional abuse and neglect (Brighton et al., 2023). Since children are extremely vulnerable to the 'secondary' impacts of the pandemic, with a possibility of life-time effects,<sup>24</sup> it is crucial to look into the impact of COVID-19 on child abuse in a society with high baseline rates of child abuse (Oromo et al., 2023). This article aims to provide an insight into the increased cases of child abuse in Uganda during the COVID-19 pandemic, primarily examining data from the Uganda

Ministry of Health and international child welfare organisations (Save the Children, World Vision). We believe the highlights of this paper could be vital in informing the stakeholders of the actual scope of the problem. In addition, the article also highlights practical interventions to address this public health issue in Uganda during the COVID-19 pandemic.

### **Statement of the Problem**

Child abuse in Uganda has increased which not the case was in the past. Yet it was expected that children deserve a right to protection from not only their parents but the society at large. The fact that that child abuse was on the rise now more than ever is an indication that there is no protection for the children and there was child abuse and neglect in the society. Although Uganda's constitution as well as human rights instruments like the universal declaration of human rights (UNDR) 1948, recognizes this fundamental right (Mercy et al., 2023). Broadcasting media has been one of a great advantage and importance to the children that it builds relationship among children and society, enables children in partnering with their parents or guardians, helps children in sharing experience with other people, exposes children to know how to fight for their rights, teaches the parents, guardians or caretakers about dangers of mistreating the children.

Even when broadcasting media has played a role in fighting against child abuse there was still gap where media was unable to reach in some areas which has left many children being abused and parents not getting to know the dangers of mistreating children. Broadcasting media has ruined the parents' reputations by broadcasting violation acts against children's rights and also bringing to light all dirty acts against children. This research study therefore seeks to examine how broadcasting media has tried to fight against child abuse focusing on the impact of broadcasting media in fighting against child abuse.

### **The specific objectives of the study are;**

1. To find out the main causes of child abuse in Uganda
2. To analyze the impact of broadcasting media in fighting child abuse in Uganda.

### **Research questions**

1. *What are the main causes of child abuse in Uganda?*
2. *What is the impact of broadcasting media in fighting child abuse in Uganda.?*

### **Methodology**

#### **Research Design**

*This study was adopted a correlation research design (Saris and Revilla, 2015). A correlation research design refers to a quantitative research design involves two or more quantitative variables from a similar group of subjects and it tries to establish the relationship between the two variables as to whether they have anything in common (Sekaran, 2003). Theoretically, any 2 quantitative variables can be correlated (Amin, 2005). A correlation research design will be used in this study to enable the researcher to find out the relationship between the study variables (Sekaran, 2003). In addition, the study used a triangulation approach that includes both qualitative and quantitative approaches.*

#### **Study Population**

*The study population consisted of 70 respondents as indicated in the table below: These consisted of journalists, parents/guardians, children and community leaders. The administrators were chosen because they had the responsibility of overseeing the implementation of the media regulations in the media house. The lower media house officials were chosen because they were aware of what was taking place in the media house and the impact of the media regulation on the performance.*

#### **Determination of the Sample Size**

*To determine the sample that was used in this study, sampling tables were used and the sample determination was done as reflected in table 1 below:*

**Table 1: Sample Size of Respondents and Sampling Technique**

| <b>Category of Population</b> | <b>Population Size</b> | <b>Sample Size</b> | <b>Sampling Technique</b> |
|-------------------------------|------------------------|--------------------|---------------------------|
| <i>Parents/guardians</i>      | <i>10</i>              | <i>9</i>           | <i>Purpose sampling</i>   |

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|                   |    |    |                        |
|-------------------|----|----|------------------------|
| Children          | 10 | 9  | Purposive sampling     |
| Journalists       | 30 | 26 | Simple Random sampling |
| Community leaders | 20 | 15 | Purposive sampling     |
| Total             | 70 | 59 |                        |

### **Sampling Techniques**

*In sampling, the study involved purposive and simple random sampling techniques. Purposive sampling was used to select the managerial staff and the operational staff and media regulators as they were key figures in relation to their knowledge of the matter that was studied (Sekaran, 2003). Simple random sampling allowed equal representation of other respondents to be part of the study. And these included the journalists. The study respondents were divided up into categories as described in table 1 above.*

### **Data Collection Methods**

*Data was collected from primary sources. Qualitative and quantitative methods were used in the collection of data. Primary data was collected using self-administered questionnaires and interviews.*

### **Survey**

*According to Amin (2005) a questionnaire survey in research is a method that considers a series of questions that aim at acquisition of information from respondents. The questionnaire survey method was employed to gather primary data from lower media house officials through a semi-structured questionnaire. The respondents were the obligations of selecting responses in the tool basing on their choices as per their experience with the statements (Amin, 2005).*

### **Interview**

*Interview refers to the method of collecting data by asking people questions and following up or probing and prompting their answers (Kathuri, 2004). This was used to collect primary data from managerial and operational staff of NTV Uganda. It involved use of a semi-structured interview guides as presents in my proposal. The method of*

*interview involved a free interaction between the researcher and the respondents. Open ended questions were used to gather information where by the researcher was guided by the tool to ask the questions and the respondents' responses was recorded.*

### ***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 Social Scientists (SPSS) to generate both descriptive and inferential statistics that created the mean, mode and median; the variance, standard deviation, frequencies and percentages (Nelson et al., 2022). 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 use of content and thematic analysis, qualitative data was analyzed and the findings were related to the study objectives and findings. The verbatim captions were 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 was raised in form of study objectives and answering the research questions.*

### ***Results***

### ***Sex of the respondents***

*Since the sampling was done randomly, both female and male were interviewed. The table below indicates sex of respondents.*

**Table 1: Sex of respondents**

| <b><i>Response</i></b> | <b><i>Frequency</i></b> | <b><i>Percentage</i></b> |
|------------------------|-------------------------|--------------------------|
|------------------------|-------------------------|--------------------------|

|               |           |            |
|---------------|-----------|------------|
| <i>Female</i> | <i>40</i> | <i>60</i>  |
| <i>Male</i>   | <i>19</i> | <i>40</i>  |
| <i>Total</i>  | <i>59</i> | <i>100</i> |

**Source: Primary Data, 2014**

Table 1 indicates that, 40 out of the 100 respondents representing 60% were female while 19 out of 100 respondents representing 40% were male. Thus, this indicates that male respondents were more than female.

**Status of the respondents**

Most of the respondents who were interviewed were between the age of 10 and 49 and as a result most of the respondents were married. Table 3 shows the distribution in as far as the marital status is concerned.

**Table 2: Marital status of the respondents**

| <i>Response</i> | <i>Frequency</i> | <i>Percentage</i> |
|-----------------|------------------|-------------------|
| <i>Married</i>  | <i>12</i>        | <i>12</i>         |
| <i>Divorced</i> | <i>22</i>        | <i>63</i>         |
| <i>Engaged</i>  | <i>16</i>        | <i>16</i>         |
| <i>Single</i>   | <i>09</i>        | <i>09</i>         |
| <i>Total</i>    | <i>59</i>        | <i>100</i>        |

Table 2 indicates that 12 out of the 100 respondents representing 12% were married yet 22 out of the 100 respondents representing 22% were divorced, 16 out of the 100 respondents representing 16% were engaged and 09 out of the 100 respondents representing 50% were single.

**Age of the respondents**

To access the validity of the result it was also important to evaluate the age ranges of respondents.

**Table 3: Age of the respondents**

| <i>Response</i> | <i>Frequency</i> | <i>Percentage</i> |
|-----------------|------------------|-------------------|
|-----------------|------------------|-------------------|

|          |    |     |
|----------|----|-----|
| 5-10     | 10 | 10  |
| 10-12    | 20 | 20  |
| 12-18    | 20 | 45  |
| 18-above | 09 | 25  |
| Total    | 59 | 100 |

**Source: Primary Data, 2017**

Table 3 indicates that 5 out of 100 respondents representing 10% were aged between 5-10 years, 10 out of the 100 respondents representing 20% were aged between 10-12 years, 20 out of the 100 respondents representing 45% were aged between 12-18 years and 20 out of 100 respondents representing 25% were aged between 18 years and above.

#### **Level of education of the respondents**

With the use of the questionnaire the researcher collected Data on the level of education of the respondents. After analyzing the role of broadcasting media in fighting against domestic violence in Uganda, it was evident that most of those who participated in the activities of domestic violence were lowly educated since they lack knowledge of how rights can be protected.

**Table 4: Levels of education of the respondent**

| Response   | Frequency | Percentage |
|------------|-----------|------------|
| Primary    | 30        | 35         |
| Secondary  | 10        | 25         |
| Tertiary   | 10        | 10         |
| Vocational | 09        | 30         |
| Total      | 59        | 100        |

**Source: Primary Data, 2017**

From Table 4, 30 out of the 100 respondents representing 35% completed primary level, 10 out of the 100 respondents representing 25% completed secondary yet 10 out of 100 respondents representing 10% completed tertiary institutions and 09 out of the 100 respondents representing 30% finished with vocational certificates.

**Duration of stay in Kampala district by respondents****Table 5: Duration stayed in Kampala district by respondents**

| <b>Response</b>   | <b>Frequency</b> | <b>Percentage</b> |
|-------------------|------------------|-------------------|
| 10years and above | 20               | 30                |
| 7years            | 09               | 12                |
| 5years            | 18               | 18                |
| Less than 5years  | 12               | 40                |
| <b>Total</b>      | <b>59</b>        | <b>100</b>        |

**Source: Primary Data, 2017**

Table 5 shows that 20 out of the 100 respondents representing 30% had stayed in Kampala district for more than 10 years, 09 out of the 100 respondents representing 12% had stayed in Kampala for 7 years yet 18 out of the 100 respondents representing 18% had stayed there for 5 years and 12 out of the 100 respondents representing 40% had stayed there for less than 5 years.

**Table 6: the causes of child abuse in Uganda**

| <b>Response</b>          | <b>Frequency</b> | <b>Percentage</b> |
|--------------------------|------------------|-------------------|
| Illiteracy               | 10               | 10                |
| Poverty                  | 10               | 10                |
| Over population          | 14               | 14                |
| Poor government policies | 6                | 6                 |
| Corruption               | 12               | 12                |
| Unemployment             | 07               | 48                |
| <b>Total</b>             | <b>59</b>        | <b>100</b>        |

**4.2.1 Illiteracy**

Basing on the study findings, 10 out of the 100 respondents representing 10% were illiterate indicating that illiteracy is among the causes of child abuse in Kampala district which the media needs to work on.

**Poverty**

From Table 6 on the study findings of child abuse, 10 out of the 100 respondents

representing 10% showed that poverty is also another cause of child abuse in Kampala and Uganda as a whole.

### **Overpopulation**

Basing on the study findings, 14% of the response showed that overpopulation is another cause of child abuse in Uganda.

### **Poor government policies**

Study findings also showed that 6 out of the 100 respondents representing 6% argued that poor government policies have increased child abuse in Kampala for instance parents who mistreat their children are not severely punished as expected to end the incident for example they would have arrested them for ten years for others to learn a lesson.

### **Corruption**

Basing on the study findings, 12% of the respondents showed that corruption has increased child abuse in Uganda in such a way that violators of children's rights do give law enforcement agencies bribes to escape arrest.

### **Unemployment**

Lastly basing on the research findings, 07% of the response showed that unemployment causes child abuse in such a way that poor people are more engaged in family conflicts, ever drunk as well failing to provide basic necessities of life.

Table 7: Whether respondents understand the meaning of child abuse as a social problem.

| <b>Response</b> | <b>Frequency</b> | <b>Percentage</b> |
|-----------------|------------------|-------------------|
| Year of course  | 30               | 30                |
| Somehow         | 13               | 13                |
| No idea         | 16               | 57                |
| <b>Total</b>    | <b>59</b>        | <b>100</b>        |

In Table 7, according to the expressions of the respondents from Kampala district, it was observed that 30 out of 100 respondents representing 30% understand the meaning of the term child abuse. 13 out of the 100 respondents representing

13% stated that they somehow understand the meaning of the term. However, 16% of the response said that they had no idea about it.

### ***The effects of child abuse on the population***

**Table 8: The effects of child abuse on the population in Kampala**

| <b>Response</b> | <b>Frequency</b> | <b>Percentage</b> |
|-----------------|------------------|-------------------|
| Poverty         | 20               | 40                |
| Child neglect   | 10               | 10                |
| Death           | 10               | 20                |
| Insecurity      | 10               | 17                |
| Hatreds         | 09               | 13                |
| <b>Total</b>    | <b>59</b>        | <b>100</b>        |

From Table 8, 20 out of 100 respondents representing 40% argued that child abuse in Kampala has led to poverty increase in families for instance if a man mistreats his wife and children, he either agree to be arrested or pay for fine and the charges are high hence poverty. Yet 10% of the response had it that child abuse has increased child neglect, though it is commonly between a husband and wife, it strongly affects children that is to say if the man is arrested getting basic necessities becomes hard. Still 10 out of 100 respondents representing 20% argued that child abuse has led to death for many children, for instance a soldier in Bombo Barracks shot his wife, children and other 10 people to death after rumors that the wife was in love with another man. 10 out of 100 respondents representing 17% argued that insecurity in families have increased where even if a parent beat their children and pays fine, after arrest he puts their children in fear of waiting for what will come next after all the court charges.

**Table 9: Role of broadcasting media in fighting against child abuse**

| <b>Response</b>                           | <b>Frequency</b> | <b>Percentage</b> |
|-------------------------------------------|------------------|-------------------|
| <i>Influencing people</i>                 | 10               | 20                |
| <i>Entertainment</i>                      | 20               | 30                |
| <i>News coverage</i>                      | 15               | 15                |
| <i>Education and prevention campaigns</i> | 14               | 35                |
| <b>Total</b>                              | <b>59</b>        | <b>100</b>        |

**Source: Primary Data, 2014**

From Table 9; 10 out of 100 respondents representing 20% argued that broadcasting media has influenced people in changing their behaviors for example NTV TV has helped to sensitize the public through the untold story programme issued every Sunday to change children's rights violators. Still 30% of the response had it that media to fight child abuse passes its entertainment programme to send information to people for example through songs that are viewed most people pick information which limit people from practicing child abuse

**Table 11: solutions to child abuse**

| <b>Response</b>                                    | <b>Frequency</b> | <b>Percentage</b> |
|----------------------------------------------------|------------------|-------------------|
| <i>Strict policies</i>                             | 10               | 20                |
| <i>Emphasis on education</i>                       | 20               | 20                |
| <i>Creation of job opportunities</i>               | 10               | 15                |
| <i>Sensitization of public (Use of mass media)</i> | 5                | 5                 |
| <i>Cooperation</i>                                 | 14               | 40                |
| <b>Total</b>                                       | <b>59</b>        | <b>100</b>        |

**Source: Primary Data, 2014**

Table 11 indicates that there was a wide perception from the respondents that the above policies must be put in place to reduce the incident of child abuse. This was reflected by 20% of the respondents who strongly support strict policies to be put

*in place to punish those who engage themselves in child abuse. This was followed by 20% of the respondents who strongly say that emphasis must be put on education of the public who were assumed to practice that act because of being illiterate.*

### **Conclusions**

*The results indicated that the role of broadcast media in fighting against child abuse in Uganda is still left wanting and not satisfactory enough though to some extent broadcast media since it is nearer to local people, helps in sensitization of public," monitoring them for instance parents who mistreat their children and do not take care of their children plus those who circumcise children because of greed for money through encouraging them to stop the act for a better Uganda.*

### **Recommendations**

*From the study, it is recommended that seminars, workshops and meetings preventing domestic violence should be constituted country wide so that society can be sensitized on the importance of upholding health and nice-looking family members*

*There is also need for management strategies to be put in place for fight child abuse through broadcast media because without the management output, there will be no good will in preventing child abuse.*

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