
**EXAMINING THE INFLUENCE OF BROADCAST MEDIA TOWARD THE MITIGATION OF
THE SPREAD OF COVID-19 IN UGNADA**

A CASE STUDY OF UBC

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ABSTRACT

Covid-19 propelled a total lock down of 2020-2022 as well as years of economic fails in the world. The study was aimed at examining the influence of broadcast media toward the mitigation of the spread of covid-19 in Uganda. The study based on three objectives namely: to examine the influence of social media programs of the mitigation of covid-19 in Uganda, to examine the influence of news on the mitigation of covid-19 in Uganda and to examine the influence of social distancing on the mitigation of covid-19 in Uganda. The study sample 138 respondents who included 30 board members, 1 C.E.O, 10 executive committee, 23 editors, 52 presenters, 5 security officers and 17 casual workers and they were sampled by purposive, cluster and simple random sampling techniques. The study found out that males were the most sample than females; most of the respondents were youths. The study found that social media programs help in Maintaining communication with friends, its availability of online tools easy and inexpensive access to the internet helps to mitigate the spread of Covid-19 and news influence the public with health tips, daily updates and elicit positive behavior. The study made some recommendations which are the government of Uganda to make through research on the kinds of different drugs used by different doctors and physicians in treating covid-19 patients and to construct permanent laboratories in different regions of the country to spread up on the mass testing process

Key words: broadcast, media and covid-19

Background to the Study

Covid-19 propelled a total lock down of 2020-2021 as well as a year of economic fails in the world. COVID-19 is a global infectious disease that emerged from Wuhan in the Hubei province of China in December 2019. It has spread to 210 countries throughout the world. World Health Organization (WHO) declared it a pandemic on Jan 30, 2020, and raised international public health concerns for it [1]. As of Jul 15, 2020, more than 13 million people were affected by this disease (Brighton et al., 2023). To date, around 4.6 million deaths have been reported. It has proved far more fatal than other Corona virus family members, with a fatality ratio of 1.4% (varying slightly among countries). Between Dec 31, 2019, when the Chinese authorities declared their first case of pneumonia of unknown etiology to until Jan 3, 2020, a total of 44 cases were reported to WHO.

Coronavirus disease 2019 (COVID-19) is defined as an illness caused by a novel coronavirus now called severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2; formerly called 2019-nCoV) world health organization (WHO). On March 11, 2020, the WHO declared COVID-19 a global pandemic, its first such designation since declaring H1N1 influenza a pandemic in 2009 (Oromo et al., 2023). UBC Uganda broadcasting corporation” was founded in 2004 act. This cooperation was referred to as Uganda television in 1963 and radio Uganda in 1954 is now a public broadcaster network of Uganda with its headquarters at broadcast house, plot 17/19 Nile Avenue, Nakasero hill Kampala Uganda’s capital and largest city. Its main aim is to broadcast through all media to the whole country as the national broadcaster.

Problem statement

By its highly transmissible and virulent nature, covid-19 is putting considerable strain on health services, with increasing numbers of patients in the most afflicted countries which cannot be adequately cared for, which will likely further exacerbate disease mobility and morality (Michael E. Hochberg (202). In the MERS outbreak in

2012, the media played its role. With advancements in technology and an increase in the accessibility of the internet to the common man, public awareness increased manifold, thus urging better adherence to essential public health measures Yan Q, Tang S, Gabriele S, Wuj. J (2016). To avoid a greater outbreak and flatten the curve, WHO campaigns hygiene life style and new behaviors to be adopted by people. Wearing a mask, washing hands thoroughly, avoiding mass gatherings, and maintaining a distance whilst interacting with others are primary acts enforced to contain the outbreak. Therefore, health communication and social marketing play crucial a role to both control the virus and boost massive campaign on the so-called 'new norm. This study therefore, aims at examining the influence of the broadcast media in the mitigation of covid-19.

Specific objective

1. *To examine the influence of social media programs of the mitigation of covid-19 in Uganda*
2. *To examine the influence of news on the mitigation of covid-19 in Uganda.*
3. *To examine the influence of social distancing on the mitigation of covid-19 in Uganda.*

Research question

1. *How has social media influenced the mitigation of Covid-19*
2. *How has social distancing influenced the mitigation of Covid-19 in Uganda?*
3. *How has news influenced the mitigation of Covid-19 at UBC Uganda?*

Methodology

Research design.

A study design is a plan of how the researcher will conduct the study (Kothari 2004). The researcher used a cross sectional research design where by both qualitative and quantitative research methods were used. Qualitative methods were used to collect, present and interpret and analyze verbal data (descriptive) whereas qualitative

methods were used to interpret and analyze numerical data and this was done in form of tables, figures, frequencies and percentages. Specifically, across sectional survey design was used because the study involved collecting data from a relatively large number of respondents in its natural setting cheaply and short time (Elliot 1996).

Study population.

The study conducted at UBC Kampala. According to Polit and Hungler (1999: 37) population is an aggregate or totality of all the subjects or members that confirm to the set of specifications. In relation to this study, the population will be the 50 presenters, 20 editors, 6 security personnel's, 10 Executive committee, 1 C.E.O, 30 board members, 20 casual workers.

Sample size

The study examined 137 respondents. The process of selecting apportion of the population to represent the entire population is known as sampling (Lo Biondo-Wood and Haber 1998: Polit and Hungler 1999: 95).

Sample size and sampling techniques

Table 1 Showing sample size and sampling technique

CATEGORY	SAMPLE SIZE	SAMPLE TECHNIQUE
Board members	30	Purposive sampling
.C.E.O	1	Purposive sampling
Executive committee	10	Simple random sampling
Editors	23	Cluster sampling
Presenters	70	Cluster sampling
Security officers	6	Simple random sampling

<i>Casual workers</i>	<i>20</i>	<i>Simple random sampling</i>
<i>Total</i>	<i>150</i>	

Source and method of data collection***Data Collection methods***

These included both primary and secondary methods

Primary method

Primary method included interviews, Questionnaires and discussions.

Interviews

Interviews are person to person verbal communication in which a person or group of people are interviewed at a time. Interviews used because they have the advantage of ensuring more information, clarification and capturing facial expression of interviewees (Amin 2005). In addition, they also give a researcher an opportunity to revisit some of the issues that has been over-sight in other instruments and yet they are deemed vital for the study. The target population interviewed was the employees at UBC station, local leaders, and citizens from Kampala city.

Questionnaire.

The researcher used both open-ended questions to get relevant information about broad cast media and the mitigation of covid-19 at UBC services Kampala. For open-ended questions, citizens were given freedom to express their opinions on the questions and for the closed ended questions the researcher intended to get specific answers to the questions. For the purpose of the research, questionnaire focusing on the way of dealing with human rights were designed in two parts. The first part was to collect information about employees, board of governors and political leaders concerning their departments, position, and gender, level of education and duration of employment.

Data analysis

Data collected was coded and tabulated. Data was majorly analyzed qualitatively by the use of frequencies and percentage (%) this simplified by use of computer packages particularly SPSS (Nelson et al., 2022)

RESULTS

Instrument return rate

The researcher administered 150 Questionnaires to the respondents. During data collection, a response rate of 50% is adequate for analysis and reporting, a rate of 60% is

good and a response rate of 70% and above is excellent (Mugenda and Mugenda 1999). However, on the 150 administered questionnaires 138 questionnaires were returned and recorded valid for the study giving a response rate of 92% as represented in table 2 below.

Category	Questionnaires administered		Response rate from the questionnaire	
	Frequency	%	Frequency	%
Board members	30	100	30	21.7
C.E. O	1	100	1	0.7
Executive committee	10	100	10	7
Editors	23	100	23	17
Presenters	70	100	52	37.6
Security officers	6	100	5	4
Casual workers	20	100	17	12
Total	150		138	100

Table 2 showing response return rate

Source: primary source

Basing on table 2 the response rate was excellent for the study (Mugenda and Mugemda 1999). This response rate was realized since the researcher personally conducted the study herself with the respondents on the purpose of the study.

The researcher carried out the study on 138 participants including 30 board members, 1 C.E.O, 10 Executive committee, 23 Editors, 52 Presenters, 5 Security officers and 17 Casual workers.

Gender of respondents

The researcher sought to establish the gender of all respondents. The results are tabulated below.

Table 3 showing gender of respondents

Sex	Frequency	Percentage
Male	79	57
Female	59	43
Total	138	100

Source: primary source

From table 3 above it is evidenced that 79 (57%) of the respondents were male while 59 (43%) were female. From the above it is concluded that there was gender imbalance of the respondents.

Age of respondents

The researcher sought to establish the age group of respondents and the results are presented in table 3 below.

Table 4 below shows the age distribution of respondents.

Age bracket	Frequency	Percentage
18-24	31	23
25-34	42	30
35-44	39	28
45-54	12	9
55-64	11	8
65-above	3	2
Total	138	100

Source: primary source

From table 4 above it is evidenced that 42 (30%) of the respondents are in the age group of 25-34, 39 (28%) are in 35-44, 31 (23%) are in 18-24, 12 (9%) between 45-54, 11 (8%) between 55-64 and 3 (2%) were between 65 and above.

Marital status of respondents

The researcher sought to examine the marital status of respondents since all categories are expected to be married, single, widowed or divorced.

Table 5 showing marital status

<i>Marital status</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Married</i>	<i>132</i>	<i>95</i>
<i>Single</i>	<i>5</i>	<i>4</i>
<i>Widowed</i>	<i>1</i>	<i>1</i>
<i>Total</i>	<i>138</i>	<i>100</i>

Source: primary source

From table 5 it is shown that most of the respondents were married with 132 (95%), 5(4%) were single and 1 (1%) were widowed.

Education back ground of respondents**Table 6 showing education back ground of respondents**

<i>Education level</i>	<i>Frequency</i>	<i>Percentage</i>
<i>S.6 Certificate</i>	<i>7</i>	<i>5</i>
<i>Diploma</i>	<i>41</i>	<i>30</i>
<i>Degree</i>	<i>72</i>	<i>52</i>
<i>Masters and above</i>	<i>18</i>	<i>13</i>
<i>Total</i>	<i>138</i>	<i>100</i>

Source: primary source

From table 6 it is shown that 72 (52%) achieved a degree, 41 (30%) diploma, 7 (5%) S.6 Certificate, and 18 (13%) were holding masters and above.

Working experience of respondents

The researcher sought to examine the working experience of the respondents. The results are presented in table 7 below.

Table 7 showing respondents working experience

<i>Year gap</i>	<i>Frequency</i>	<i>Percentage</i>
5-9	13	9
10-14	47	34
15-19	63	46
20-24	11	8
25-29	4	3
<i>Total</i>	<i>138</i>	<i>100</i>

Source: primary source

From table 7 it is evidenced that 63 (46%) of the respondents had a working experience between 15-19 years, 47 (34%) were between 10-14, 13(9%) were between 5-9, 11 (8%) were between 20-24 and 4 (3%) were between 25-29 years of working experience

Table 8 showing the micro-credits offered by micro finance institutions.

<i>Social media programs help through:</i>	<i>Strongly agree</i>		<i>Agree</i>		<i>Neither agree nor disagree</i>		<i>disagree</i>		<i>Strongly disagree</i>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>F</i>	<i>%</i>	<i>F</i>	<i>%</i>	<i>f</i>	<i>%</i>
<i>Availability of online tools</i>	137	99			1	1				
<i>Easy and inexpensive access to the internet</i>	98	71	37	27	3	2				
<i>Maintains communication with friends</i>	138	100								

Source: primary source

Table 8 shows that 138 (100%) strongly agreed that social media maintains communication with friends. While 137 (99%) strongly agreed that social media influences through availability of online tools and 1 (1%) agreed. However, on easy and inexpensive access to the internet 98 (71%) strongly agreed, 37(27%) agreed while 3 (2%) neither agreed nor disagreed.

The influence of news on the mitigation of covid-19 in Uganda.

Table 9 showing influence of news on the mitigation of Covid19

News influences the mitigation of covid-19 through	Strongly agree		Agree		Neither agree nor disagree		disagree		Strongly disagree	
	f	%	f	%	F	%	F	%	f	%
Providing knowledge to the people	138	100								
Elicit positive behavior	97	70	41	30						
Daily updates	59	43	43	31	34	25	2	1.5		
Health tips	89	64.5	43	31			5	4	1	1

Source: primary source

From table 9, 138 (100%) of the respondents show that news influences the public through providing knowledge to the people. 97 (70%) strongly agreed that news helps through eliciting positive behavior to the public, 41 (30%) agreed. The study further found 59 (43%) strongly agreed that news influences the public through daily updates 43 (31%) agree, 34 (25%) neither agreed nor disagreed, 2 (1.5%) disagree. However, on health tips, 89 (64.5%) strongly agreed, 43 (31%) agreed however 5 (4%) disagreed and 1 (1%) strongly disagreed.

The influence of social distancing on the mitigation of covid-19 in Uganda.***Table 10 showing influence of social distancing on the mitigation of covid-19***

Social distancing helps in:	Strongly agree		Agree		Neither agree nor disagree		disagree		Strongly disagree	
	<i>f</i>	%	<i>f</i>	%	<i>F</i>	%	<i>F</i>	%	<i>f</i>	%
<i>Isolation</i>	138	100								
<i>Contact tracing</i>	41	30	32	23	65	47				
<i>Physical distancing</i>	68	49	53	38	10	7	4	3	4	3

Source: primary source

From table 10 above 138 (100%) of the respondents strongly agreed that social distancing helps in isolating of infected and suspected carriers. 41 (30%) strongly agreed that social distancing helps in contact tracing, 32 (23%) agreed however 65 (47%) neither agreed nor disagreed. But to physical distancing 127 (92%) strongly agreed, 10 (7%) agreed and 1 (1%) neither agreed nor disagreed.

Conclusions

From the study findings it can be concluded that males were the most sample than females, most of the respondents were youths. This is evidenced due to the kind of jobs done at century bottling company which requires energetic employees. The study still concluded that most of employees, administrators and supervisors at century bottling company are married, and attended school with a degree as a maximum level of education and they have a working experience of about 15-19 years at job.

Recommendations of the study

The study recommends the government of Uganda to make more research on the kinds of different drugs used by different doctors and physicians in treating covid-19 patients.

The study recommends the government of Uganda to construct permanent laboratories in different regions of the country to increase on the mass testing process. This will help in reducing on the time spent while transferring the tests to Entebbe and national laboratory center.

The study recommends Ugandans to observe Covid 19 preventive standard operating producers in to help the government to contain the pandemic in the country.

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