

GOVERNMENT REGULATIONS AND MEDIA PERFORMANCE IN UGANDA.

A CASE STUDY OF NBS UGANDA

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ABSTRACT

The study aimed at government regulations and media performance in Uganda and it was guided by the following objectives; To examine the effectiveness of media regulations making process in Uganda, to examine the level of awareness of government media regulations in Uganda and to establish the contribution of media in regulations making process. The sample size comprised of 150 respondents (local people- considering a number of issues affecting the area. The researcher used a non-probability sampling procedure where purposive and quota sampling techniques were employed. This was because, in purposive/judgmental sampling, the researcher purposively picked respondents who, in his opinion, were thought to be relevant to the research topic. The examination's findings, which are shown in the table above, show that the regression model successfully forecasts the variable that is the dependent variable. The regression model's statistical significance was denoted by $F=114.231$ and $P=0.000$, both less than 0.05. The disparity between the regression's initial mean square value of 8.607 and the remainder's mean square value of 0.075 served as more evidence for this. This demonstrated the relationship between media performance and government regulations. This was mainly because the media coverage on government regulations was very low and fear of victimization from the government. Government should provide incentives to those media owners who are making a contribution to the regulations making process.

Key words: government regulations and media performance

BACKGROUND OF THE STUDY

Diksha Nautiyal, (2020) affirmed that journalism is the gathering, organizing and distribution of information through a wide variety of outlets, considered as an integral part of the media industry journalism can be traced back to Rome circa 59 B.C. With passing time, the field of journalism has evolved tremendously from the news coverage of variety of areas and fields to delivery through different mediums; journalism has come a long way (Kazaara et al., 2023).

Skogerbo, (1997) noted that the distinction between market and state organization of media, or between commercial and public forms of broadcasting, masks important differences within each category, for instance because of the first amendment tradition, government intervention in the news media is more inhibited in the United States than in European democracies. In Norway, Sweden, France and Austria government for several decades has subsidized newspapers directly, especially to strengthen newspapers that offer substantial political information but receive low advertising revenues (Filstar, 2023). These policies have sought to stop the decline in the number of newspapers and so to increase public access to diversity of political viewpoints. There is no indication that the subsidized media are more likely to withhold criticism of the government.

UBOS, (2012) stated that Uganda is an east Africa country with an estimated population of 34,132,400 (male 16,741,400 and female 17,390,000) and an area of 197,058,000 square km (93,104 square miles), the major economic activity is agriculture with nearly 80% of population engaged in subsistence agriculture. with the economic growth of 7% per years quite above other African states structural adjustment policies triggered the transformation of the economy to middle class industries leading Uganda to trade and attract investment in infrastructure from countries like Kenya, the united kingdom , south Africa , India and the united Arab Emirates (Ronald & Kazaara, 2023)

Next Broad casting services Television Uganda went on air in June 2008 as a free to air across Uganda which is owned by Ugandan based Next broadcasting service which believes its news and information outlets have a vital role to play in the development of Uganda, and world at large. This belief is based on the acknowledged responsibilities and influential power of free press in a modern society.

Statement of the problem

In Uganda, most news and media broadcast are determined by the owners and gate keepers of the organizations. These owners are those in the helm of affairs of the government, and like the ruling government, the keepers take orders from the owners (Flavia et al., 2023). Their rank and files may include the management of radio stations and the various news editors and news program producers. The philosophy of any media operation in Uganda depends on the government in place because they want to protect their political interests. Like any other developing country world over, in Uganda most news and media broadcast are determined by the owners and gate keepers of the organizations (Kazaara et al., 2023). These owners are those in the helm of affairs of the government and like the ruling government, the keepers take orders from the owners. Their rank and files may include the management of radio stations and the various news editors and news program procedures. The philosophy of any media operation in Uganda depends on the government in place because they want to protect their political interests.

Uganda faces challenges in the struggle and efforts to better the lives of the people therein. Amidst all the progress, the media plays an integral role in the policy making process that help a country to attain sustainable development (Kazaara & Kazaara, 2023). The media has concentrated heavily on entertainment and other non-developmental issues thus creating a gap that has resulted into the citizens knowing

less on the policies in the country. Therefore, the study seeks to find out why the media has failed to play its part in the policy making process in Uganda

Research objectives.

- 1. To examine the effectiveness of media regulations making process in Uganda*
- 2. To examine the level of awareness of government media regulations in Uganda.*
- 3. To establish the contribution of media in regulations making process.*

Research questions.

- 1. How effective is the policy making process in Uganda?*
- 2. What is the level of awareness of government policies in Uganda?*
- 3. What is the contribution of media on policy making process in Uganda?*

Methodology

Research design

The research started utilized a case study design. A case study research intended to present facts concerning the nature and the status of the situation, as it exists at a time of the study ~d to describe the present conditions, events or systems based on impressions or reactions of the respondents of the research. This study concerned with the relationships and practices that exist, beliefs and processes that are ongoing, effects that are being felt or trends that are developing about poor waste management. The research used cross-section study and a mixed methods approach (i.e. qualitative and quantitative designs) was used. In this study, both methods were to utilized for instance the qualitative opinions that was to got was to confirmed by statistical data.

Study Population

The study conducted in NBS TV Uganda located in Kampala District. The study population targeted complies of 150 respondents to whom the Sloven's formula was used to get the sample size.

Sample size and sampling design

The sample size comprised of 150 respondents (local people- considering a number of issues affecting the area. The researcher used a non-probability sampling procedure where purposive and quota sampling techniques were employed. This is because, in purposive/judgmental sampling, the researcher purposively picked respondents who, in his opinion, are thought to be relevant to the research topic. In this case the researcher is convinced that his judgment is more important than obtaining a probability sample because the problem of conflict is not a new Phenomenon therefore, to obtain relevant data, one must choose relevant respondents.

Data Sources

Primary data collection

The primary data collection explored the originality of data through gathering information relevant to the study. Primary data was obtained from respondents. By use of the questionnaires and interview manuals, the research gathered data from the respondents which in fact were to the primary concern of this survey design approach.

Secondary data collection

Secondary data collection explored the supplementary to the above method where data will be obtained especially from Annual Reports were sourced from government, dissertations, text books, the internet and other materials such as journals, newspapers.

Research instruments

Questionnaire

Questionnaires were chosen because of its ability to reduce any bias and the collection of authentic data important for data analysis. The researcher used both closed ended and open- ended questionnaires aiming at getting underlying causes of poor waste management and seeks the local people's opinions on how the problem would be handled.

Key Informative Interviews

Structured questions and open ended statements were used by the researcher in trying to interview key informants and some residents of the area.

Data Analysis

Data analysis and processing was on-going and statistical analysis was too done using SPSS, frequencies of the emerging issues are then established and it was presented in a tabular or graphic form like pie-charts, bar graph and frequencies and percentages was too generated (Nelson et al., 2022).

RESULTS

Table 1: Sex of respondents (N=150)

<i>Sex</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Male</i>	<i>113</i>	<i>75</i>
<i>Female</i>	<i>37</i>	<i>25</i>

Source; Primary data

The table 1 above shows the classification of respondents by sex. It reveals that a large number of the respondents 113 (75%) are male, 37 (25%) are female, this clearly shows that there is gender bias towards men in the study are. and also, it is because men are easily accessible by the researcher.

Table 2: Age bracket of respondents (N=150)

Age bracket	Frequency	Percentage
19-27yrs	23	15
28-36yrs	27	18
37-45yrs	46	29
46-54yrs	52	35
55+yrs	2	1

Source; Primary data

The table 2 shows that the majority of the respondents belong to the age group of 46-54 constituting 35% it is followed by those in the age of 37-45 with 29%, followed by 28-36 with 18%, those in the group of 19-27 with 15% and then those in group of 50 and above with 1%. This implies that most of the respondents are mature enough to make decisions regarding the government regulations which affect them.

Table 3: Marital status (N=150)

Marital status	Frequency	Percentage
Single	41	27
Married	98	65
Separated	6	4
Widow	5	3
Widower	0	0

Source; Primary data

Table 3 above shows that the majority of the respondents 98(65%) are married followed by 41 respondents constituting 27%. This implies that the majority mind about family and they will be interested on those regulations which will help them to meet their ends.

Table 4. Educational level & of respondents (N=150)

<i>Education level</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Primary level</i>	<i>25</i>	<i>17</i>
<i>Ordinary level</i>	<i>27</i>	<i>18</i>
<i>Advanced level</i>	<i>54</i>	<i>36</i>
<i>Diploma</i>	<i>23</i>	<i>15</i>
<i>Graduate</i>	<i>21</i>	<i>14</i>

Source; Primary data

The table 4 above gives the classification of respondents by level of education. A number of respondents 54 (36%) had completed advanced level, 27 (18%) respondents had completed ordinary level of education, It is observed from the above table that the distribution of respondents in terms of education is more or less evenly distributed implying that they should be interested to know the regulations of the government and how it affect them.

Table 5 EFFECTIVENESS OF THE MEDIA (N=150)

<i>SN.</i>	<i>Effectiveness of Media</i>	<i>Mean</i>	<i>Interpretation</i>	<i>Rank</i>
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5	<i>Goals are compatible to satisfy very diverse groups</i>	3.93	<i>Very satisfactory</i>	1
6	<i>Many regulations have primarily symbolic value</i>	3.80	<i>Very satisfactory</i>	2
7	<i>Government agencies have a strong vested interest in “proving” that their programmes have positive impact.</i>	3.62	<i>Very satisfactory</i>	3
8	<i>Heavy investments on regulations which do not work.</i>	3.40	<i>Satisfactory</i>	4
9	<i>Any serious study on regulations impact undertaken by a government agency would involve some interference with ongoing programmer’s activities.</i>	2.05	<i>Fair</i>	10
10	<i>Lack of funds, facilities, time and personnel for implementations hinder procuress.</i>	3.02	<i>Satisfactory</i>	5
11	<i>Legislative and bureaucratic interests resist the effectiveness of regulations</i>	2.07	<i>Fair</i>	9
12	<i>Concentrated benefit with dispersed costs</i>	3.05	<i>Satisfactory</i>	6
13	<i>Incrementalism at work</i>	2.09	<i>Fair</i>	8
	<i>Average total</i>	3.00	<i>Satisfactory</i>	7

Table 5, presents the opinion of respondents regarding the effectiveness of media in regulations making process. it shows that Compatibility of regulations to satisfy diverse goals and symbolic value of regulations were rated highly with mean rate s of

3.93 and 3.80 respectively implying that the government has made effort to come up with good regulations only that the implementation is not effective. Bureaucratic interest has dominated the regulations making process and incrementalism were the statement ranked lowly by the respondents.

Table 6 AWARENESS LEVEL (N=150)

Source of information

TYPE OF MADIA	FREQUENCY	PERCENTAGE
News paper	25	17
Radio	43	29
Television	23	15
Both	59	39

Source; Primary data

Table 6 shows the opinion of respondents regarding their source of information. It is observed that 39% of the total respondents get to know about the regulations through both the media, 29% through radio, 17% through reading newspaper and television constitute only 15% of respondents. This implies that access to the media is not a problem to most of the respondents only that the media is not providing coverage for government regulations.

Table 7 awareness of government regulations (N=150)

	Frequency	Percentage
Yes	82	55
No	68	45

Source; Primary data

The table above shows that 55% agreed that they are aware about the government regulations while 45 percent disagreed. This implies that there is much to be done to sensitize people on the importance of their contribution to policy making process. It was also noted from the respondents that only few regulations they were aware of i.e. educational and agricultural policies while much of other policies were neither disclosed to them nor the media addressed them, also majority of the respondents use their leaders to express their ideas and the FM radio.

Table 8 Has the media contributed on disseminating information regarding government regulations. (N = 150)

	<i>Frequency</i>	<i>Percentage</i>
Yes	56	37
No	94	63

Source; Primary data

Table 8 above shows that majority of the respondents 63% disagreed with the statement that media has contributed in disseminating information regarding government regulations, other than news, much of the programs are just for entertainment.37% agreed that media has made a contribution in disseminating information regarding government regulations.

Table 9 CONTRIBUTION OF THE MEDIA (N=150)

<i>.SNO</i>	<i>Contribution of the Media</i>		<i>Interpretation</i>	<i>Rank</i>
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24	<i>Enabled citizen to monitor and hold government to account for its action</i>	1.90	<i>Fair</i>	7
25	<i>Encouraged government responsibilities to citizen's demands</i>	2.01	<i>Fair</i>	6
26	<i>Raised awareness of social problems</i>	2.50	<i>Fair</i>	3
27	<i>Improved understanding of and support for government regulations and encourages citizen ownership of reform</i>	2.10	<i>Fair</i>	5
28	<i>Influenced political outcomes</i>	3.07	<i>satisfactory</i>	2
29	<i>Led to rapid and fairer economic growth</i>	2.25	<i>Fair</i>	4
30	<i>Led to better governance and dynamic civil society</i>	3.40	<i>Very satisfactory</i>	1
	<i>Average total</i>	2.46	<i>Fair</i>	

Table 9 explores the contribution made by media in policy making process of which statement were posed to the respondents to agree or disagreed the mean rates were computed. It was clear from above table that the contribution of media is so minimal as the result shows an average mean rate of 2.47 which was interpreted to be fair. Other than showing a greater contribution in influencing political outcomes and governance (3.40), it has not helped much in monitoring government activities and

putting the government into task (1.90). This is mainly because the media coverage on government regulations is very low and fear of victimization from the government

Table 1: Model summary for government regulations and media performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712	.507	.503	.27449
a. Predictors: (Constant), media performance				

Source; Primary data, 2022

The R-squared value (0.507) shows that 51% of the variations in the dependent variable can be brought about by other variables. The R-squared value 0.507 is greater than the adjusted R-squared value 0.503 because it imposes a harsher penalty.

Table 2: ANOVA values for government regulations and media performance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.607	1	8.607	114.231	.000 ^b
	Residual	8.363	111	.075		
	Total	16.970	112			
a. Dependent Variable: media performance						
b. Predictors: (Constant), government regulations						

Source; Primary Data, 2022

The examination's findings, which are shown in the table above, show that the regression model successfully forecasts the variable that is the dependent variable. The regression model's statistical significance is denoted by $F=114.231$ and $P=0.000$, both less than 0.05. The disparity between the regression's initial mean square value of 8.607 and the remainder's mean square value of 0.075 serves as more evidence for

this. This demonstrates the relationship between media performance and government regulations.

Table 12: Coefficients of government regulations and media performance

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.562	.219		7.130	.000
	media performance	.629	.059	.712	10.688	.000

a. Dependent Variable: media performance

Source; Primary Data, 2022

Table 12 above includes T-values and Beta. The t-values look for deviations from zero in the coefficient. To reject this, a t-value greater than 1.96 must be used (with a 95% level of confidence). The t-value of government regulations decreases is 10.688, which is greater than 1.96. This implies that government regulations have an impact on media performance. Consideration is given to a substantial constituent (Sig = 0.000).

Conclusion

The study revealed that Compatibility of policies to satisfy diverse goals and symbolic value of policies were rated highly with mean rates of 3.93 and 3.80 respectively implying that the government has made effort to come up with good policies only that the implementation is not effective. Bureaucratic interest has dominated the policy making process and incrementalism were the statement ranked lowly by the respondents. On the overall the effectiveness of policy making process was satisfactory with a mean rate of 3.00. the government need to ensure that regulations are well implemented in order to achieve the desired results.

Recommendations for improving performance

Government should provide incentives to those media owners who are making a contribution to the regulations making process.

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