
**POLITICAL ENVIRONMENT AND JOURNALISM PRACTICE IN UGANDA. A CASE STUDY OF
KAMPALA DISTRICT**

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ABSTRACT

The role played by media in social unrest has been an issue of discussion all over the world. Although media influence has increased tremendously in the last decade, researchers are yet to agree on the impact of politics on the performance of media. The context of analysis of politics on the performance of media in Kampala District that revealed media can act as a double-edged sword. The study reviewed various literature on hate speeches & messages, political participation & violence, social protest movements and challenges facing media reporting. From the review the study adopted a conceptual framework developed from the libertarian theory and social responsibility theory of media reporting based on Aday Andersen (1974) & Buor (2004) with the propagation of social unrest as the dependent variable which relies on the media political incitement as the independent variable. In addition, people's response to conflict coverage is persuaded by their level of democratization, form of media, access to information and level of political maturity as intervening variables. This study investigated the impact of politics on the performance of media in Kampala district. The objectives of the study were to examine the nature of media political incitement in Kampala, document the different types of social unrest that have been caused by politics on the performance of media in Kampala and establish the challenges facing media in reporting on political issues in Kampala. The study used a cross sectional survey design, applied qualitative and quantitative approaches and collected data using interviews and questionnaires. Stratified random sampling technique was applied to the study population of 209,500 people from the Kampala district from which the sample of 84 participants were selected. The study found that politics on the performance of media in Kampala district was escalated by vernacular (local) FM stations. In particular, 76.7% of the media in Kampala, publish content with hate speeches and 60.4% broadcast messages of hatred and intolerance through media platforms like Twitter, Facebook (69.4%) on a monthly basis. Most of the incitement makes most people uneasy (76.7%), resulting in social unrest (53.5%) aimed at influencing Government decisions. This was associated with the wave of murders, kidnapping as the residents (>50%) were expressed dissatisfaction with the leadership (53.5%). The media however faced harassment from the police and some of the publics (58.9%) were unconformable talking to media on political issues. The study concluded that media in Kampala district politically incite people through hate messages, publishing content with hate messages, preaching hatred and intolerance which promotes social unrest. The political incitement is through platforms like Twitter, Facebook making most people uneasy and could result in social unrest associated with the wave of murders, kidnapping as the residents and aimed at influencing Government decisions. Residents expressed dissatisfaction with the leadership, were unconformable talking to media on political issues and asserted that media faced harassment from the police.

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Background to the study

The world is in an era of globalization in which the flow of ideas has become a common feature of the 21st century (The writer (Ralph) narrated that the media has played an important role and function in facilitating this flow of ideas that the issues that were global have become localized and the reverse is also true (Kazaara, Charles, et al., 2023). This work assesses the impact of politics on the performance of media with a particular bias on Kampala, Uganda Throughout history, information is a key factor in beginning of conflicts around the World (Frank et al., 2023). The media plays an important role of a watchdog in the society; exposing to the public what is essential but hidden, however, it can also be used to mobilize for violence and or hatred (Phionah et al., 2023). There is the mainstream media also known as traditional media and social media. Some scholars argue that there should be more restraints imposed on media political messages and freedoms of media at particular social settings in order to prevent social unrest, such atrocities mentioned above and enhance peace and prosperity (Turyatamba, 2023). To the contrary, other commentators argue that not all political media incitement reaches the level of prohibition and a clear edge must be developed (Davids et al., 2023). Incitement to violence or ethnic hatred, including by ordinary citizens or politicians, community leaders or journalists, has actually resulted in massive violence and mass killings in many countries across the continent. Rwanda presents the most extreme examples of how the relationship between a government, the media and politics can go horribly wrong (Kazaara, Kazaara, et al., 2023). But throughout the continent, there are sporadic instances of alleged incitement resulting in massive violence, such as in Kenya, Ivory Coast, Uganda, Burundi, Nigeria, etc. In an age when ordinary people have to express extreme views to get media attention, there is a need to advocate more peaceful rhetoric.

Statement of the Problem

Although media is expected to contribute to development, reconciliation and peace by widening the democratic space, recent world events have shown that social media, just like traditional media, can act as a double-edged sword (Damasus et al., 2023). On the one hand, the media can act as a tool for widening democratic space, but on the other it can lead to destabilization. Government opened up the political space to Multi Party in 2005 (Mercy et al., 2023). The media has been used to spread politics on the performance of media leading to violence. Since the previous political campaigns in 2005, at least 40 criminal charges have been levied against the media (journalists and talk show panelists). Fears have been raised about increased presence of politically inciting information in the Ugandan Media space (Flavia et al., 2023). On the 10th and 11th September 2009, Uganda experienced two days of rioting when government troops responded to rioters throwing stones, blocking roads and lighting fire with excessive lethal force, resulting in the deaths of at least 40 people (Ivan & Kazaara, 2023). Police and soldiers threatened journalists trying to photograph and reporting on the unfolding events and the Broadcasting Council suspended specific journalists deemed to have incited violence and four local FM stations CBS, Suubi FM, Radio Sapientia and Akaboozi were closed (Kazaara, Charles, et al., 2023). As contrasted to mainstream media which involves self-

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regulation and strict adherence to journalistic codes, the inability to regulate politically inciting content on social media has made it a fertile ground for the spread of hate content (and this has resulted into mass protests, riots, and rebellion within Kampala district. In the past, the government has used threats of judicial action to scare Ugandans to not post flammable messages online, however there is continued politics on the performance of media in Kampala district (Christopher et al., 2022). There is a challenge of drawing the line between freedom of expression, hate speech and the right not to be discriminated against. There is need to study the Influence of political on journalism practices of Uganda at UJA headquarters in Kawempe, Kampala district Uganda.

Research Objectives

1. To examine the nature of Journalism political incitement in Uganda.
2. To document the different types of social unrest that have been caused by politics on the practice of journalists in Uganda.
3. To assess the challenges facing journalists in reporting on political issues in Uganda.

Methodology

Research Design

The study was employed a cross sectional survey design. This design was chosen because it enables detailed investigation into the characteristics of a population was expressed at a particular point in time. It involves collection of data on attitudes, belief, opinions, practices and perceptions which related to the issue of interest as cited in. This design also found to be suitable for providing numeric descriptions of some of the selected participants.

Study Population/ Target Population

Explained that study population doesn't mean everyone that lives in the country but rather all the items in the category of things that are being researched. Kumar validated Denscombe's submission that a study population is that from which information to find answers to the research questions is obtained. The target population consisted of the entire population (209,500 according to the 2014 census) in Kampala district. The target population was from Kawempe, Lubaga, central, Nakawa where media houses, NGOs and CSOs were targeted totaling to 8442 from which 1% (84) of the population was considered for the study. The target population was chosen because of the inability of the researcher to reach the whole population besides the constraint of time and resources available for the study.

Study Sample

The study was taken a sample of 84 participants determined using table of sample size determination (see appendix).

Sampling Techniques

This study was employed stratified random sampling techniques. Since Kampala district is already divided into smaller units, the divisions were considered as a non-overlapping group of homogenous characteristics called strata. Simple random sampling may result in the population being considerably below or over represented (. The advantage of stratified random sampling over simple random sampling is that "stratified random sampling

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overcomes the problems of under or over representation of sample as each identifiable strata of the population is taken in to account” (Collis & Hussey, 2003).

Data Collection Techniques

Considering the nature of the data that will be collected is perceptual and attitudinal, self-report techniques were more relevant than any other for collecting them. The main techniques chosen for this study thus were questionnaires, interviews and documentary analysis.

Questionnaire survey was employed to collect data. The researcher will use an interviewer based semi structured questionnaire to collect information from the respondents. The technique will be appropriated because it handles a large sample size and saves time and money. Furthermore, the study will target categories of respondents who are literate and capable of responding to questionnaire items easily (Odiya, 2009).

Interviews were used to obtain data from the respondents (Interviewees). The researcher was conducted the interviews for the media officials, key politicians and key civil society leaders in the district. This technique will be allowed the researcher to obtain information that could not be directly observed, historical information and gain control over the line of questioning, and provide the opportunity to clarify items on the spot during the interview process (Odiya, 2009).

Data collection instruments

The instruments that were used for data collection are questionnaires and interview guides. *Questionnaires* was used because the study was concerned with variables that could not be directly observed such as views, opinions, perceptions and feelings of the respondents. Such information is best collected through questionnaires (Oso & Onen, 2009).

Interview guides was used for interviewing the key informants as detailed above. This enabled the researcher to gather first-hand information from the respondents over their perceptions about the study variables. The two instruments were able to collect very essential and consistent data.

Data analysis

Data was analyzed in form of tables, frequencies and percentages using SPSS (Nelson et al., 2022).

RESULTS

To examine the nature of media political incitement in Kampala.

Table 1: Showing responses on whether the media in Kampala publishes content that comprises hate speeches.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	0	0	0	
Disagree	0	0	0	0

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Not Sure Agree	3	5.4	5.4	5.4
strongly agree	10	17.9	17.9	
Total	43	76.7	76.7	94.6
	56	100.0	100.0	

Source: Field data, 2022

As to whether the media in Kampala publishes content that comprises hate speeches, 76.7% of the respondents strongly agreed, while only 17.9% agreed and 5.4% were not sure. These statistics confirm that the media in Kampala publishes content that comprises hate speeches. This shows that the media was a source of incitement because it published content that comprises hate speeches. This meant that the authorities had to understand what type of hate speeches that the media propagated in order to curb the resultant actions that might result in social unrest

Table 2: Showing responses on whether the media publishes/broadcasts messages of hatred and intolerance

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly	0	0	0	
Disagree	2	3.6	3.6	3.6
Disagree	4	7.2	7.2	7.2
Not Sure Agree	16	28.8	28.8	39.6
Strongly agree	34	60.4	60.4	100
Total	56	100.0	100.0	

Source: Field data, 2022

Table 2 shows the responses on whether the media publishes/broadcasts messages of hatred and intolerance, 60.4% of the respondents strongly agreed while 28.8% agreed. However, 7.2% were not sure and 3.6% disagreed. This confirmed that the media publishes/broadcasts messages of hatred and intolerance. For those that were not sure or disagreed, they may not have had knowledge on what hate messages or intolerance meant. These findings indicated that Kampala was one area where the media was in abundance and its regulation was found wanting because publishing /broadcasting messages of hatred and intolerance could result in social unrest. It was thus important that understanding media content is a contributing factor in understanding people's view and consequently social unrest.

Table 3: Showing responses on whether Media platforms such as Twitter, and facebook propagate issues of hate in Kampala

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	
	Disagree	0	0	0	0

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	Not Sure	7	12.6	12.6	12.6
	Agree	10		18	30.6
	Strongly agree	39	69.4	69.4	100.0
	Total	56	100.0	100.0	

Source: Field data, 2022

Table 3 indicates the responses as to whether Media platforms such as Twitter, and facebook propagate issues of hate in Kampala, 69.4% of the respondents strongly agreed while 18% agreed. The finding simply indicated that in Kampala, Media platforms such as Twitter, and Facebook propagate issues of hate in Kampala and therefore knowledge of the contributions of Media platforms such as Twitter, and Facebook to political incitement was important.

Table 4: Showing responses on whether Social Networking Sites (SNS) communicate hate messages that are spread via different media are in different forms.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	
	Disagree	0	0	0	0
	Not Sure Agree	6	10.8	10.8 35.7 53.5	10.8
	strongly agree	20	35.7	100.0	46.5
	Total	30	53.5		100.0
		56	100.0		

Source: Field data, 2022

As to whether Social Networking sites (SNS) communicate hate messages that are spread via different media and in different forms, 53.5% of the respondents strongly agreed while 35.7% agreed. However, 10.8% were not sure. It was concluded that Social Networking sites (SNS) communicate hate messages that are spread via different media and in different forms. This was strengthened by some respondents who noted that the social networking sites were very much accessible to most people literate and illiterate alike and therefore tagging, forwarding, creation and posting of hate messages therefore not easy to censor because some of the illiterate could not be stopped from posting hate messages.

Table 5: Showing responses on whether in the last one month, you shared, tagged someone, forwarded, or reposted any hate content on social media.

		Frequency	Percent	Valid Percent
Valid	Strongly Disagree	0	0	0

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	Disagree	0	0	0
	Not Sure	7	12.6 18	2.6 18
	Agree	10		
	Strongly agree	39	69.4	69.4
	Total	56	100.0	100.0

Source: Field data, 2022

Table 4.6 indicates the responses as to whether in the last one month; you shared, tagged someone, forwarded, or reposted any hate content on social media, 69.4% of the respondents strongly agreed while 18% agreed. However, 12.6% were not sure.

The findings pointed out that hate messages are always shared on social media. This was justified by a respondent who stated that “*the recipients of these messages and forward them, share them sometimes unconscious of the repercussions*”.

Table 6: Showing responses on whether in the last one month you received hate content messages on social media.

		Frequency	Percent	Valid Percent
Valid	Strongly Disagree	0	0	0
	Disagree	0	0	0
	Not Sure	0	0	0
	Agree	25	44.6	44.6
	Strongly agree	31	55.4	55.4
	Total	56	100.0	100.0

Source: Field data, 2022

Table 6 indicates that 55.4% of the respondents strongly agreed that in the last one month they received hate content messages on social media, while 44.6% agreed. This implied that in the last one-month people on social media received hate content messages.

Table 7: Showing responses on whether a big percentage of your friends on social media post hate content.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	
	Disagree	2	3.6	3.6	3.6
	Not Sure	4	7.2	7.2	7.2
	Agree	16	28.8	28.8	39.6

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	Strongly agree	34	60.4	60.4	100
	Total	56	100.0	100.0	

Source: Field data, 2022

Table 7 shows the responses on whether a big percentage of friends on social media posted hate content, 60.4% of the respondents strongly agreed while 28.8% agreed. However, 7.2% were not sure and 3.6 disagreed. This confirms that hate messages were always posted on social media. This was further justified by a respondent who noted that “...when you have data and someone sends you a message, you sometimes take it as a joke and find yourself forwarding it to your friends or the public sometimes without comprehending the consequences of one’s actions” Social media was thus considered as a gateway to political incitement which if not curbed would rise into social unrest.

Table 8: Showing responses on whether the media prints/ publishes content that makes people might feel uneasy and intimidated

		Frequency	Percent	Valid Percent
Valid	Strongly Disagree	0	0	0
	Disagree	0	0	0
	Not Sure	3	5.4	5.4
	Agree	10	17.9	17.9
	strongly agree	43	76.7	76.7
	Total	56	100.0	100.0

Source: Field data, 2022

As to whether the media prints/ publishes content that makes people might feel uneasy and intimidated 76.7% of the respondents strongly agreed, while only 17.9% agreed and 5.4% were not sure. These findings confirm earlier findings that the media in Kampala publishes content that made people feel uneasy as well as intimidated. This shows that the media was a source of intimidation because it published content that made people circulate hate speeches. This meant that the authorities had to understand what type of hate speeches that the media propagated in order to curb the resultant actions that might result in social unrest.

The different types of social unrest that have been caused by media political incitement in Kampala.

Table 9: Showing responses on whether there has been demonstrations and political violence in Kampala as a result of media incitement

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly Disagree	0	0	0	
	Disagree	0	0	0	0
	Not Sure	22	39.3	39.3	39.3
	Agree	4	7.2	7.2	
	Strongly agree	30	53.5	53.5	60.7
	Total	56	100.0	100.0	

Source: Field data, 2022

Table 9 indicates that 53.5% of the respondents strongly agreed that there has been demonstrations and political violence as a result of media incitement in Kampala, while 7.2% agreed with the statement. The findings indicated that media political incitement was one of the causes of social unrest and political violence in Kampala.

Table 10: Showing responses on whether demonstrations and political violence in Kampala have been aimed at influencing collective decisions by government

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly	0	0	0	
	Disagree	0	0	0	0
	Disagree	0	0	0	0
	Not Sure	17	30.4	30.4	
	Agree	39	69.6	69.6	100.0
	Strongly agree	56	100.0	100.0	
	Total				

Source: Field data, 2022

The findings in table 10 shows responses to whether the demonstrations and political violence in Kampala have been aimed at influencing collective decisions by government, 69.6% of the respondents strongly agreed with the statement while 30.4% agreed. It was concluded that demonstrations and political violence in Kampala have been aimed at influencing collective decisions by government.

Table 11: Showing responses on whether demonstrations activities have involved signing petitions, boycotts, traffic blockades and wild strikes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	
	Disagree	0	0	0	0

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	Not Sure	0	0	0	0
	Agree	22	39.3	39.3	
	Strongly agree	34	60.7	60.7	100.0
	Total	56	100.0	100.0	

Source: Field data, 2022

Table 11 indicates that 60.7% of the respondents strongly agreed with the statement that demonstration activities in Kampala have involved signing of petitions, boycotts, traffic blockades and wild strikes, while 39.3% agreed. In an interview with some of the respondents, when there was a demonstration most roads would be blocked with tyres burnt in the middle of the road thereby disrupting normal business and traffic. It was concluded that demonstration activities in Kampala have involved signing of petitions, boycotts, traffic blockades and wild strikes.

Table 12: Showing responses on whether there have been incidences of lynching or waves of murders in Kampala

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	3.4	3.4	
	Disagree	1	1.6	1.6	5.0
	Not Sure	13	23.5 18	3.5 18	23.5
	Agree	10			
	Strongly agree	30	53.5	53.5	71.5
	Total	56	100.0	100.0	

Source: Field data, 2022

Results in table 12 indicate responses on whether there have been incidences of lynching or waves of murders in Kampala. 53.5% strongly agreed while 18% agreed. It was concluded that there has been lynching and a wave of murders in Kampala. The lynching and the murders arise from a variety of reasons. Some of the people felt a lot of helplessness and nursed the feeling that the law and order institutions were not doing enough to protect them and so they had to take the law into their own hands. However, 23.5% of the respondents were not sure that in Kampala there have been incidents of lynching and a wave of murders.

Table 13 Showing responses on whether Kampala has of late experienced regional endangerment of security and criminal violence in the form of criminal youth gangs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	
	Disagree	0	0	0	0
	Not Sure	0	0	0	0

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	Agree	18	32.1	32.1	
	Strongly agree	38	67.9	67.9	100.0
	Total	56	100.0	100.0	

Source: Field data, 2022

The findings in table 13 indicate that 67.9% of the respondents strongly agreed with the statement that Kampala has of late experienced regional endangerment of security and criminal violence in the form of criminal youth gangs; while 32.1% agreed. One of the reasons they gave was that the Police had gone to bed with some of these gangs and that is what was making them more rampant.

Table 14: Showing responses on whether there have been incidents of kidnapping of political leaders and demanding for ransom in Kampala

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly	0	0	0	
	Disagree	0	0	0	0
	Disagree	1	1.8	1.8	1.8
	Not Sure	18	32.1	32.1	
	Agree	37	66.1	66.1	98.2
	Strongly agree	56	100.0	100.0	
	Total				

Source: Field data, 2022

Table 14 indicates that there have been incidences of kidnapping of political leaders and demanding for ransom in Kampala. This was represented by 66.1% of the respondents who strongly agreed while 32.1% agreed. Only 1.8% of the respondents were not sure. This showed the level of concern people have over the security of their leaders, while the leaders themselves lived in fear.

Table 15: Showing responses on whether in Kampala we have spontaneous expressions of dissatisfaction, frustration of government leadership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	
	Disagree	0	0	0	0
	Not Sure	4	7.2	7.2	7.2
	Agree	22	39.3	39.3	
	Strongly agree	30	53.5	53.5	92.8

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	Total	56	100.0	100.0	
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Source: Field data, 2022

Table 15 indicates that 53.5% of the respondents strongly agreed that in Kampala there have been spontaneous expressions of dissatisfaction and frustration of government leadership, while 39.3% agreed with the statement. However, 7.2% were not sure. The foundations of a good government some intimated is satisfaction among the population. When the people feel dissatisfied, they are compelled to react negatively towards the leadership of government.

Establish the challenges facing media in reporting on political issues in Kampala

Table 16: Showing responses on whether journalists face personal safety and security risks in the course of their work in Kampala

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	
	Disagree	0	0	0	0
	Not Sure Agree	30	53.5	53.5	53.5
	strongly agree	1	1.8	1.8	55.3
	Total	25	44.7	44.7	100.0
		56	100.0	100.0	

Source: Field data, 2022

The findings on whether journalists face personal safety and security risks in the course of their work in Kampala indicate that 44.7% of the respondents strongly agreed while 1.8% agreed. However, the majority of the respondents 53.5 % indicated they were not sure whether journalists faced a lot of risks in their work and if this affected their reporting during political periods. The findings however, indicate that to some extent journalists face a lot of safety and security risks during their work in political periods. One interviewee noted that because of these risks journalists now prefer to write stories that favor groupings considered to be more powerful and aggressive in order to avoid being attacked.

Table 17: Showing whether Police harass journalists during political periods/ times

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	

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	Disagree	0	0	0	0
	Not Sure	6	1.8	1.8	1.8
	Agree strongly	30	53.5	53.5	55.3
	agree	20	42.8	42.8	100.0
	Total	56	100.0	100.0	

Source: Field data, 2022

The respondents were asked to indicate whether police harass journalists in Kampala during political periods and 42.8% of the respondents strongly agreed while 53.5% agreed. In an interview with some of the respondents, they indicated that they have seen many journalists being beaten and their equipment confiscated especially those from media houses considered hostile to government.

It was concluded that Police indeed harass journalists during political times in Kampala. **Table 18: Showing responses on whether the public is uncomfortable talking to journalists on political issues**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly				
	Disagree	0	0	0	0
	Disagree	0	0	0	0
	Not Sure	0	0	0	0
	Agree	33	58.9	58.9	58.9
	strongly agree	23	41.1	41.1	41.1
	Total	56	100.0	100.0	100.0

Source: Field data, 2022

Table 18 indicates that 41.1% of the respondents strongly agreed that the public in Kampala fear to talk to journalists on political issues. While 58.9% agreed. It was concluded that journalists were thus finding it hard to find correct and accurate stories because the public feared sharing information on political issues with them. With no sources from the public, journalists are cut off from the gist of the issue at hand and thus have to either graft some stories or do not write about a particular political issue at all as they would not have information from the public.

Table 19: Showing responses on whether the media law in Uganda is rigid

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	
	Disagree	0	0	0	0
	Not Sure	1	1.8	1.8	1.8
	Agree				

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	strongly agree	29	51.8	51.8	46.4	
	Total	26	46.4	100.0		98.2
		56	100.0			

Source: Field data, 2022

Table 19 shows that cumulatively, 98.2% of the respondents agreed with the statement that the media law in Uganda is rigid. While only 1.8% were not sure. This was a consistent factor explaining the relationship between the media and state functionaries like the police and other security agencies. The laws make it easy for the security agencies to harass the media and at times deny them coverage of certain political matters accusing them of being anti-government and enemies of the state.

Table 20: Showing responses on whether Journalists lack the necessary equipment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly	2	3.6	3.6	
	Disagree	0	0	0	3.6
	not sure	2	3.6	3.6	3.6
	Agree	24	42.6	42.6	46.2
	strongly agree	28	46.4	50.2	100.0
	Total	56	100.0	100.0	

Source: Field data, 2022

Journalists lack the necessary equipment to do their work. This was indicated by 42.6% of the respondents who agreed while 50.2% strongly agreed. On the contrary, 3.6% disagreed and 3.6% were not sure. The conclusion on this was that journalists lack the necessary equipment to do their job. As a result, journalists find it hard to gather information and that they need to come up with a good story and a credible one at that.

Conclusions

The findings of the study were based on the research questions upon which the researcher drew the following conclusions. The media in Kampala publishes content with hate messages and preach hatred and intolerance which has led on many occasions to social unrest. Social media platforms such as Facebook, Twitter and WhatsApp also propagate issues of hate, while people continued to share these messages without even thinking about the content and the consequences of spreading such messages. The media itself is awash with hate messages thus inciting the people and promoting social unrest in Kampala.

Recommendations

The researcher recommends the media should be independent and try to give the public the correct information. However, they should avoid publishing hate messages and messages of intolerance which can lead not only to social unrest but also politically instability and genocide. It is also recommended that the government addresses the political concerns of the people in Kampala so that the journalists cannot use those issues to incite the public into social unrest.

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