

**INVESTIGATION OF PUBLIC OPINION REGARDING THE ROLE OF  
SOCIAL MEDIA IN PROMOTING GENDER EQUALITY IN TANZANIA:  
A CASE STUDY OF KINONDONI**

**CHRISTINA STEPHEN MPONJI**

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**CERTIFICATION**

The undersigned certifies that he has read and hereby recommends for acceptance by The Open University of Tanzania a dissertation entitled: **Investigation of Public Opinion Regarding the Role of the Social Media in Promoting Gender Equality in Tanzania: A Case Study of Kinondoni**. In partial fulfillment of the requirements for the award of degree of Master of Arts in Mass Communications of The Open University of Tanzania.



.....  
**Dr Albert Tibaijuka**

**(Supervisor)**

.....  
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.....

Signature

.....

Date

**DEDICATION**

This work is dedicated to my Husband and our little angle Careen, my father Mr. Stephen I. Mponji, my late mother Mwajuma Salimu, my brothers Henry and Ignatius, and all who participated in one way or another in making sure that I complete this work.

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## ABSTRACT

The current study aimed at investigating public opinion regarding the role of the social media in Tanzania in relation to promoting gender equality. The study employed both qualitative and quantitative approaches. Data were collected through questionnaires, interviews and focus group discussion. This essay explicates the performance of gender in social media beginning with the gendered history of digital technologies and an articulation of the social media venues' unique affordances for gender performance. Then, the chapter reviews the scientific research examining gendered online behavior in social media noting opportunities for enacting traditional sex role stereotypes and thus socializing others to do so as well as opportunities to enact equality and thus disseminating calls for liberation and increased equality between the sexes in all aspects of social life. Facebook, blogs, and online games are examined in detail as exemplars of specific social media sites of gender performance. Moreover, participants across all income level cited ITV as a channel with more contributions on gender equality than any other channel, respondents with primary education and below mentioned Clouds media as a biggest contributor in promoting gender equality. Generally, regarding public perception majority are knowledgeable towards gender equality. Proposed suggestions for effective gender equality include, more programs related to gender equality should be added in their media programs; local language should be largely used; community should be involved effectively; media organizations should be more gender sensitive; should allocate more time to gender related programs and media should be more accessible and observe confidentiality to any information given to them by victims or by informers.

**Keywords:** *Communication channel, gender equality, social media, public opinion*

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**LIST OF ABBREVIATIONS**

CEDAW	Convention on the Elimination of all Forms of Discrimination Against Women
EATV	East Africa Television
FGDs	Focus Group Discussions
GMAS	Georgia Milestones Assessment System
ITV	Independent Television
<i>MAELEZO</i>	Tanzania Information Service
MCT	Media Council of Tanzania
MISA	Media Institute of Southern Africa
SPSS	Statistical Package for Social Sciences
TAMWA	Tanzania Media Women's Association
TBC	Tanzanian Broadcasting Corporation
TGNP	Tanzania Gender Networking Program
UN	United Nations Organization
UNESCO	United Nations Educational, Scientific and Cultural Organization
USA	United States of America

## **CHAPTER ONE**

### **1.0 INTRODUCTION**

#### **1.1 Introduction**

Gender is greatly influencing the community as it can determine what is to be expected, allowed and what is valued in a woman or a man in the given situation. Although in most societies there are differences and inequalities between women and men in the responsibilities assigned, activities undertaken, access and control over resources still gender is part and parcel of the broader social-cultural context (Boler & Hargreaves, 2008).

According to United Nations Organization (UN) definition of Gender: “Refers to the social attributes and opportunities associated with being male and female and the relationships between women and men and girls and boys, as well as the relations between women and those between men. These attributes, opportunities and relationships are socially constructed and are learned through socialization processes” The United Nations (2015).

According to Finnish (2012) Social media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. This can be either pectoral messages of the early ages, or the high technology media that are available today, one thing that we all agree upon, is that social media are inseparable part of our lives. Entertainment and media always go hand in hand, but social media also remains to be an effective means of



communication, spreading information, advertising, marketing and in general, of expressing and sharing views, opinions, and ideas.

The media includes print media such as Newspapers, Magazines, booklets and brochures, billboards. Electronic media such as Television, radio. New age media such as mobile phones, computer, internet, electronic books. (Finnish, 2012).

Social media are accredited with the power to shape beliefs and opinions, to change habits of the public and to mold behavior more or less according to the will of their controllers. (Panos Eastern Africa, 2013).

The recognized key functions of social media in the third world countries particularly the poor countries are education, cultural transmission, and mobilizations (Bauer & Bauer 2000:417. The Number of women in media industry is growing so fast, though for so long has been dominated by men, who hold the vast majority of power positions. Studies show that are more likely to appear in the media than women and likely to cover serious topics (Women's media Centre 2012).

Gender inequality can be defined as allowing people different opportunities due to observed differences based merely on issues of gender. Gender discrimination is the negative treatment of an individual or group due to gender. Gender inequality and discrimination generally are discussed as pertaining to women, but anyone can experience gender-based inequality or discrimination, K. M. (2015).

According to Boler, & Hargreaves, (2008) they claim that in order for these definitions to have meaning; we must first define "gender." The

terms gender and sex are sometimes used interchangeably, but social scientists and medical personnel are beginning to recognize them as different. Sex refers to one's biological identity as defined by physical and/or chromosomal makeup. Generally, people are categorized as either male or female depending on their chromosomes and/or genitalia.

Gender inequality acknowledges that men and women are not equal and that gender affects an individual's lived experience. These differences arise from distinctions in biology, psychology, and cultural norms. Some of these distinctions are empirically grounded while others appear to be socially constructed (Duman, 2010).

In one empirical research conducted in Malaysia (Hirschman, 2016) including ethnographic studies of gender roles in rural villages and demographic surveys, shows that women were often economically active in agricultural production and trade, and men occasionally participated in domestic roles. These findings do not mean a complete absence of patriarchy, but there is evidence of continuity of some aspects of the historical pattern of relative gender equality.

Although Uganda has been discouraging gender mainstreaming, it is evident that gender inequalities are still persistent (Jamal, 1978). Uganda ratified the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) in 1995, without reservations. The Constitution of 1995 enshrines gender equality in many of its provisions. The Constitution also prescribes temporary affirmative action in favor of women, among other disadvantaged groups for purposes of redressing imbalances created by history, tradition and other factors.

According to WMS 2008 data in Malawi (Hirschman, 2016), the adult literacy rate (population aged 15 and above) is nearly 70 percent. There are however gender and geographical disparities in literacy rates. For instance, the overall literacy rate for women in Malawi is 60.5 percent, compared to 80 percent for men. Literacy rates in urban districts are substantially higher than those in rural districts – almost 93 percent in urban districts, compared to roughly 68 percent in rural districts. Urban literacy rates for both men and women (95 percent and 90 percent, respectively) are well above the national average. Gender differences are more significant in rural areas – nearly 58 percent of rural adult women are literate, compared to 78 percent of rural adult men. Hirschman, C. (2016).

Several demographic studies of gender preferences in Malaysia have found that Malay parents do not have strong sex preferences for their children, while Malaysian Chinese express strong preferences for boys (Hirschman, 2016). The lack of gender preferences in Malay culture is consistent with similar findings for the Philippines, Indonesia, and Thailand. A recent study of geographic variations in gender preferences in Indonesia reports almost no evidence of son preference in most regions of the country except for the eastern islands with a substantial Melanesian population that is more patrilineal (Guilmoto, 2015).

Several studies show that lack of access to education by girls and women can result to poverty, infancy rate increase, and high rate of child mortality, furthermore there will be less women employed in formal sector and the increase of fertility rate (Linda, .2014)

Several strategies documented are gender mainstreaming in teachers training college, change of poor cultural beliefs through social media education, protection of women and girls (Linda, 2014).

Furthermore, sexual harassments of girls by adult's men in the community plus poor cultural practices like forced marriage, polygamy, negative perception towards men prevents hundreds of girls from going to school and getting better education (Linda., 2014).

The attainment of gender equality in Tanzania Society is of critical point to its social, economic and political development. The consequences of having a wide gap between women and men in social, economic and political opportunities are so vivid. Gender inequality may contribute to high poverty levels among women and children, HIV and AIDS infections have also been linked to gender inequality, with the explanation that women do not have much control over their sexual life. Most of the time, a man decides when to have sex and whether to use a condom or not even if he has multiple sexual partners (Schramm, 1964).

Some other studies have shown that Gender based violence is powered by gender inequality (Boler & Hargreaves, 2008). This is the main reason some women regardless of all sorts of oppression they face from their husbands, still they cannot leave not because they don't want to but because they are economically disadvantaged and they think that it would be difficult for them to look after themselves (William T. et al., (2012).

Because of the role of the media in the community, the public expect it to contribute effectively to the wellbeing of the society. In recognizing the role of social media in the society, the 1995 Beijing Conference identified the social media as the key area in promoting gender equality (Yu & Sarri, 1997). Many studies that have been conducted in this area have focused on media performance from the social media perspective. They measure performance of the social media in promoting gender equality through the number of times that women appear as news makers, the number of adverts featuring women and the amount of time, space and frequency of stories on gender equality that social media outlets carry. It is in this regard that this study will focus on getting qualitative and quantitative information on public perceptions on the media's performance in promoting gender equality (OECD Development Centre, 2012).

## **1.2 Statement of the Problem**

Social media have the potential to open up new worlds of ideas – television, newspapers, advertising, blogs, social networks, film are accessed everywhere in our lives (Finnish 2012).

In the social media, women are often relegated to archetypical roles, or to peripheral characters. They are often underrepresented and are more likely to be portrayed as passive victims. When women in the media are reduced to stereotypes it is deeply damaging psychologically. For example, in advertisements normally women are used to advertise sophisticated goods while advertisements for banks, cars and other major financial investments are pitched to men (Hirschman, C. 2016).

Some studies show that in measuring the social media's performance in promoting gender equality in Tanzania, researchers have mainly used the quantitative approach, focusing issues like number of stories, time and space allocated to gender issues. However, measuring how the social media has performed in promoting gender equality should use more than that. It should take into consideration qualitative factors like what are the contents in the story, main themes in the story and impact or perceived impact of such stories, or programs on the citizens (Linda, 2014).

Previous research done on this area leaves the gap in terms of the perceptions of the community towards performance of social media in promoting gender equality. Furthermore, the literature reviewed lacked involvement of the public in developing suggestions on how the media could improve on the promotion of gender equality. This study focused on perceptions of the Dar es Salaam media audiences on the performance of social media in promoting gender equality. It also looked for suggestions as to how the media might do their work better in that regard.

### **1.3 Significance of the Study**

Because of its uniqueness this study was important as it adds to the body of knowledge on social media and the promotion of gender, an area which has not been explored much in Tanzania. The review of literature suggests that there was very little research in Tanzania conducted on the media's performance in promoting gender equality. This means there was a demand of more studies to fill this gap. This study therefore contributes to the field of knowledge on social communication and gender.

Secondly, the study contributed to the body of growing research in Tanzania, as this study was used as an academic dissertation for accomplishment of Master's degree in Social communications and will be available in library for further references of other researches. Lastly, the study will provide a much-needed link to the attitudes, opinions, beliefs and values held by the community in Dar es Salaam.

#### **1.4 Research Gap**

Even though gender equality is not confined to particular areas of a society, most often it is rife in local populations, where culture is revered and greatly cherished. The defence of culture and tradition is often used by men to rationalize practices that limit women's life chances and outcomes (Reeves & Baden, 2000). Efforts to challenge power imbalances are often denied legitimacy, or where an international agency is involved, denounced as western interference or cultural imperialism (Reeves & Baden). Women's domestic role and place within rural communities, both reinforces and is reinforced by dominant rural beliefs and practices (Little, 1987). Generally, in rural settings, compared to men, women hold positions that are secondary or marginal in importance (Bandiaky, 2008), which underpins the notions and expectations regarding household chores, responsibilities and decision making in families. Paechter (2003) asserts that in order to sustain gender power differentials in families and communities, males and females are required to behave in particular ways and they are recompensed or punished for conformity to, or deviance from the norm. While globally, rural women contribute through different livelihood strategies to lift their families and communities out of poverty and hunger, their potential to do so is hindered by various and diverse constraints due to systematic and structural

gender differences (Ministry of Women and Children Affairs, MOWAC, 2012). These gender disparities often prevent women from enjoying their economic, social and other rights outlined in the reports of the Convention on the Elimination of Discrimination Against Women and the Millennium Development Goals (MOWAC). This paper thus tries to expound on how the media comes in to comber gender in equality by focusing on the role of social media.

## **1.5 Research Objectives**

### **1.5.1 General Objectives**

The General objective of the study is to investigate public opinion regarding the role of the social media in Tanzania in relation to promoting gender equality.

### **1.5.2 Specific Objectives**

The specific objectives of the study are as follows:

- i) To establish people's perception in Kinondoni Municipal, Dar es Salaam region concerning the role of social media in promoting gender equality.
- ii) To identify people's opinion on what specific social media plat forms have positively contributed in promoting gender equality
- iii) To examine the relationship between social status and public views on the performance of social media in promoting gender equality i.e. how people with high, middle or low social status views the performance of social media in related matter.



## **1.6 Research Questions**

- i) What are the perceptions of people living in Kinondoni regarding the contribution of social media in promoting gender equality?
- ii) What is the public perception on specific social media institutions perceived to have contributed in promoting gender equality?
- iii) What is the relationship between social status and public views on the performance of social media in promoting gender equality? i.e. how people with high, middle or low social status views the performance of social media in related matter.

## **1.7 Scope of the Study**

The study will focus on investigating public perception on the performance of the social media in promoting gender equality in Tanzania and proposing measures to take to enable the social media effectively promoting gender equality.

## **CHAPTER TWO**

### **2.0 LITERATURE REVIEW**

#### **2.1 Introduction**

The literature review for this study consists of three major areas. The first part is about theoretical framework based on agenda setting theory, the discussion of this area concentrates on explaining how the social media can affect public perception on gender, the second part is about empirical studies related to this work and the third part is conceptual framework. The ultimate goal of this literature review is to establish the research gap that this study aimed to fill.

#### **2.2 Theoretical Literature Review**

According to Haralambo (2004), a theory “is a set of ideas that provides an explanation for something”. There are several theories which explain the relationship between social media and gender equality and the social media, also some theories explain why in most of media men appear to dominate the news compared to women. The current study is guided by Agenda setting theory which explain how the social media can affect public perception on gender equality.

#### **2.3 Agenda setting Theory**

The agenda setting theory states that social media determines the issue that concerns the public rather than the public views (Robinson, 1990).

Under this theory, the issues that receive the most attention from the media becomes the issue that the public discusses, debates and demands action on, this means that

the media is determining what issues and stories the public think about. Therefore, when the media fails to address a particular issue, it becomes marginalized in the minds of the public (Robinson, 1990).

Main assumptions on agenda setting theory as Fouries P.J. (2001, p.304) explains, naturally the social media creates particular image of reality. The media give us different information on different events which seems important. It can be observed that every day the media has a list of issues for us, in the process of selection there is omission of certain events and issues and over emphasis of others and hence establishing a particular way for media users to think about reality. For example, stories related to women are few just because they don't fit in the agenda; meaning that they are not of attractive to the public they cannot make a heading story. This tendency of prioritizing the agenda has normally lagged behind the minority groups. As the case for women, constructing a reality that women are not that active in the development sector, something not true, eventually this leads to poor coverage of women in the media.

However, even the little coverage women get, still is stereotyped in their roles as it is negatively portrayed like women are so weak, sexual objects, money diggers etc (Tafesset, 2006).

According to Fourier (2001), agenda settings are the interpretative and ideological frameworks from which journalist reports about an issue and the contextualization of reports within a specific (ideological) framework.

The research on the effect of agenda setting compares the salience of issues in news content with the public perceptions of the most important issue, and then analyses the extent of influence by guidance of the media; (Fourie, 2001). In this study, agenda setting theory serves as a strong explanatory tool to see how media in Tanzania can promote gender equality. How can that happen? Media in Tanzania through its programs has abilities to set an agenda on gender equality related issues.

The study theorizes that a continuous broadcast and circulation of messages, news, information and education on how gender equality is important, are likely to make people change their perceptions towards all gender based discriminatory activities and even become advocates of gender equality campaign.

The study uses agenda setting theory as a tool to illustrate how media promotes gender equality in Tanzania. It assumes that if media in Tanzania has an agenda on gender equality, then the perception of the public will be positive about the phenomenon. If the media is not talking of gender equality often, then this is likely also to influence negative perception from the public. Thus, a collection of public perception on media and gender equality will help the study to understand the situation of media and gender equality through the lenses of agenda setting theory.

#### **2.4 Empirical Literature Review**

According to different literatures, it is reported that the media is practicing unbalanced and gender balanced stories. This is evidenced in different Medias especially in advertisements where women are represented as sexual objects most of

the time. This stereotyped representation of women by the media matters a lot because it creates public's perception of women. According to Dow (1999) who examined the television coverage of the 1970 Women's Strike for equality in United States of America (USA), where Dow confirmed the cultivation effects of the media and warned not to over-look the power of television news reports in creating and maintaining long-term perceptions the public grasps on gender. Most of literatures do not concentrate on the public perception towards social media on promoting gender equality instead they concentrate on the packaging of the social media messages and contents (Dow, 1999.).

According to Oskamp and Schultz in their book entitled *Attitudes and Opinions* (2005:424) states that "the social media, which diffuse modern life, generally present consistent stereotyped messages about gender roles". They further revealed that the stereotyping of women cause enculturation, which they defined as the "process of instilling and reinforcing the attitudes and views of reality that are held by most members of a given culture (Ibid)." Oskamp and Schultz state that the media imparts and reinforces gender inequality through various means such as songs, language, and school curriculum among others.

In the Paris conference on March, 2018 pointed that in the social media women are often referred to archetypical roles, or to peripheral characters. They are often underrepresented and are more likely to be portrayed as passive victims. When women in the media are reduced to stereotypes it is deeply damaging psychologically.

In the news media, some progress has been made, but the 2015 Global Media Monitoring Project Report made some alarming conclusions: Women still make up less than a quarter of the persons featured in the newspapers, television and radio news and only 13% of stories specifically focus on women. Fewer than one in five experts interviewed by the media are women, and not only because they are underrepresented in the respective fields of expertise (Global Media Monitoring Project report, 2015).

This means major issues that affects women's lives do not make it into global conversation; the pay gap, voice and representation in public spheres, the challenge of balancing family with career, spouse and child abuse, the culture of victim-shaming of survivors of rape and harassment (Global Media Monitoring Project report, 2015).

Part of the root problem is that women are less presented in the newsroom: female reporters are responsible for only one third of all stories. Yet inferring from the global media monitoring 2010 report, female reporters trained in gender issues are more likely to challenge stereotypes and ensure gender equality in their coverage (Global Media Monitoring Project report, 2015).

UNESCO is playing the role to ensure that there is equal balance of reported stories in the Medias, by providing guidance for policy makers, editors and journalists to avoid falling into pitfalls of archetypal gender roles and ensuring women participation (UNESCO, 2016).

In the publication by Gender Links and Media Institute of Southern Africa (MISA) with the title *My views* (2005) revealed that the media in the Southern Africa region still practice unbalanced and stereotyping kind of reporting. According to the report, women constituted a lesser Percentage of news sources with 17 per cent, while the rest being that of men. The report further reveals that women are more likely to be portrayed as models, victims, health workers, home makers, sex workers and citizens. The study also revealed that “in reality and in perception of consumers, men are most frequently portrayed as politicians, government officials, police, business persons, criminals and sports persons. However, the percentage of women as sources of news increased by one percent in 2000 in the southern Africa. (Kubi & Colleen, 2005).

## **2.5 Social Media and Gender Equality Situation in Tanzania**

Several studies have been conducted and have proved that the social media has the power to influence opinions, attitudes and behavior of the social audience. Among these studies include the Media, Culture & Society Series: Television and the public sphere: Citizenship, democracy and the media (Dahlgren.P., 2000). This study and others have resulted in a number of theories about the power of the social media and how it influences the way society perceives the world.

Nearly 40 years ago, the words of Margaret Gallagher in her 1979 UNESCO report titled ‘The Portrayal and Participation of Women in the Media’ (the first major global report on the subject) still sound true even today: “The media have been

observed to lag behind change in the broader social system” (Global Media Monitoring Project report, 2015).

Current Tanzania situation in the news media, some progress has been made, but the 2015 Global Media Monitoring Project Report made some alarming conclusions: women still make up less than a quarter of the persons featured in newspapers, television and radio news and only 13% of stories specifically focus on women. Fewer than one in five experts interviewed by the media are women (Global Media Monitoring Project report, 2015).

About one decade ago Tanzania society witnessed a vast growth of social media, when media was still in early stages of growing, much concentration was directed in very serious information which could capture attention of the public like; politics, economics, social issues like education, health issues etc, but in recent years have grown modern radio stations, televisions and print media popular as “Magazeti ya udaku”, or “radio za mipasho” where more soft news like sports, entertainments, sexual scandal issues have become main themes and succeed to capture the attention of the public.

Some studies conducted revealed that the growth of media has brought about cries from the Tanzania elite women and the public at large concerning the portrayal of women. These studies show that men get more coverage than women in social media, and even the little coverage they get are stereotyped like house wives, weak,



and sexual objects, while men are portrayed as heroes, politicians, etc. (GMMP, 1995, 2000, and 2005).

Furthermore, in Tanzania there are a number of complaints from the concerned audience of the public, pressure group such as TAMWA, and media regulatory organs such as the Tanzania Information Service (MAELEZO) and the Media Council of Tanzania (MCT); they complain that the materials published in the tabloids contain pornography which is highly associated with women in terms of images and texts which are not only against Tanzania culture and national ethical and moral standards but also these materials are claimed to lower the reputation of women in Tanzania society (Media Council of Tanzania, 2017).

The media popular as “Udaku” or “Mipasho” enjoys significant readership from the public mainly from the lower-class citizens of the Tanzanian society, they also have enough members from the elite class (Mtambalike, 1996). This is because these media are after business so they write anything that can attract the attention of the public regardless of what the content is about, what matters to them is the selling.

As a result, what was formally hidden from the public eyes has become generally visible; For instance, to discuss about sexual matters openly is the taboo for Tanzanian context but it is written in udaku magazines and in TV stations, others are recorded CDs sold in public markets (Media Council of Tanzania, 2017).

The very recent story in social media, which attracted not only Tanzanians’ attention but also the international audience, the story about the prominent artist in the country

Amba Ruth whose phonograph's video was circulating in the media doing "sodomazation" (Anal sex) with his boyfriend, surprisingly the main dominating agenda of the story was not the boyfriend but Amba Ruth, the media coverage was mainly about her doing anal sex, though the offence was done by both but it is not his boyfriend who became a leading story but Amba Ruth was a leading story in the media.

In the same week another event took place, which involved the other famous and prominent artist Wema Sepetu, when his video having deep kiss and romance with his man circulated in the media particularly Instagram, Watsap, Face book etc. This video showing Wema Sepetu, the Ex Miss Tanzania was another story in the media portraying gender imbalance. These two examples reveal how gender inequality still exists in our society, and highly cultivated by the media.

Theories such as the cultivation theory are based on the potential of the social media to change the thinking and the way of life of a particular society, by communicating messages that have the potential to influence the social audience. Certainly, it is important to note that our decisions, beliefs and values are based on what we see, hear or read, and probably this is where the power of the media to influence comes from.

Medicalization theory (Swilla, I. N. 2000) states that the media shapes and frame the processes and discourse of political communication as well as the society in which that particular communication takes place. Although the theory is mainly used in

reference to politics, but still it emphasizes the fact that media influence, and help to shape and frame the processes of any kind of communication, gender being in particular.

In today's society, there is no way an individual to exclude from the social media in his/her daily activities, all we depend on social media for business, education, health, relationships, travelling and shopping's etc. This is supported by Friesen and Hug who argue that the media has "comprehensively interpenetrated everyday life and knowledge, making even the most banal tasks all but unimaginable without these forms and technologies" Johannessen, J. (2006).

It is further argued that most people make almost every day decisions on various things such as how to prepare for the weather based on the information from the media. They do not bother to conduct research on their own because they trust the media so much (Kubi R. & Colleen M., 2005).

It is because of this power of the social media that there is a realization that it could be used to maintain the well-being of society by promoting ideals that a large section of society believe in. Among those ideals is gender equality. Just like a number of studies have been conducted on the power of the social media to influence its consumer's beliefs and decisions, a number of studies have been conducted on how the social media could be used to promote gender equality. Actually, there have been studies measuring how well certain social media institutions are performing in promoting gender equality but did not study the perception the community have

towards these media specifically regarding gender equality (Kubi R. & Colleen M., 2005).

## **2.6 Conceptual and Operational Definitions**

Different authors have different approaches towards the meaning and the understanding of gender equality and the social media. Some of the most common cited definitions on the terms commonly used in this study are analyzed in the following paragraphs.

**Gender:** Gender can be referred to as the socially constructed roles of and relations between men and women. It is obvious many people to confuse gender with sex. The differences between the two terms; The difference between the two terms is that genders refer to the socially constructed roles and relations between women and men while sex refers to biological characteristics which define human as female or male (Saddc Information Resource Centre).

**Gender inequality:** In the current study gender equality will mean s an action of allowing people different opportunities due to perceived differences based solely on issues of gender.

**Gender discrimination:** In the current study gender discrimination will be referred to as the prejudicial treatment of an individual or group due to gender. Gender inequality and discrimination are generally discussed as pertaining to women, but anyone can experience gender-based inequality of discrimination (Dow, B. J., 1999).

**Gender equality:** According to (SIDSA and ZAMCOM, 2003) in the Gender and Media Training Manual, states that “Gender equality refers to norms, values, attitude and perceptions required to attain equal status between women and men without neutralizing the biological differences between women and men” This meaning will be referred to in this study.

**Social media:** In this study, social media will refer to various channels of social communication such as newspapers, television, internet, radio, magazines and publications. These are channels that are able to reach a wide spread, large and heterogeneous audience within the shortest period of time.

**Media Power:** According to (Mc Quail, 2000:423), media power refers to the “General potential on the part of the media to have effects, especially planned kind” In this study media power refer to the general potential of the media to have influence.

**Social Communication:** Social communication does not have an agreed upon definition like many concepts in social sciences. In this paper, it shall be used to mean communication through specialized technology that is able to reach a wide and heterogeneous audience at the same time

## **CHAPTER THREE**

### **3.0 RESEARCH METHODOLOGY**

#### **3.1 Introduction**

As it is indicated in the title, this chapter includes the research methodology of the dissertation. In more details, in this part the author outlines the research strategy, the research method, the research approach, the methods of data collection, the selection of the sample, the research process, the type of data analysis, the ethical considerations and the research limitations of the project.

#### **3.2 Research Approach**

The research approach that was followed for the purposes of this research was the inductive one. According to this approach, researchers begin with specific observation, which are used to produce generalized theories and conclusions drawn from the research. The reasons for occupying the inductive approach was that it takes into account the context where research effort is active, while it is also most appropriate for small samples that produce qualitative data. However, the main weakness of the inductive approach is that it produces generalized theories and conclusions based only on a small number of observations, thereby the reliability of research results being under question (Denzin & Lincoln, 2005).

#### **3.3 Research Design**

This study used both qualitative and quantitative methods of research to investigate what perceptions the public have towards social media role in promoting gender equality in Tanzania. Qualitative method was used to see inside the lives of the

people and capture various interpretations, stories and events regarding the issue of media content and gender equality. Furthermore, Qualitative research methods were used because they can help a researcher to capture both verbal and non-verbal responses including the emotional expressions by respondents (Lindlof, 1995).

Also, Quantitative methods were used because they emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques (Babbie. 2017). The rationale for using quantitative methods in this study can be summarized as follows: Firstly, the survey instrument is not time consuming, it can be administered to a large sample within a very short time. The researcher does not need to be always present when the participants are responding to the questioners.

Thirdly, (Spector 1997) contends that responses obtained through a survey instrument can easily be quantified and standardized.

Lastly, the researcher used quantitative methods because, it allows enough time for participants to respond to the questions at their own convenient time. This enables them to give accurate information to each and every question, Information related to people's perception towards social media performance need enough time.

### **3.4 Research Area**

The study setting was in Dar es Salaam region, the researcher chose Dar es Salaam region to be studying area because of its availability of the population with the

required characteristics in the study, almost all social media can be accessed in Dar es Salaam region, furthermore, the researcher is currently living in Dar es Salaam therefore reduces the costs of going outside Dar es Salaam.

### **3.5 The target Population**

The target population of this study was social media consumers living in Dar es Salaam region.

### **3.6 Data Collection Procedure**

For qualitative information Participants were interviewed in person whenever possible in any possible comfortable setting. Interviews took an average of half an hour, using semi-structured questions to guide conversations but for flexibility. Open ended questions allowed freedom for participants to add or emphasize anything that they think important for the topic. Interviews were casual to ease participants and get them thinking and talking. During Focus group discussion Participants were asked to explain logic behind observations of the social media regarding gender. Interviews were recorded and transcribed. For quantitative information probability sampling (simple randomly selection) was used to get Self-administered questionnaires to participants who were capable of reading and writing.

### **3.7 Sampling Design**

Sampling is the process of selecting units from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen. It means selecting a particular group or sample to represent



the entire population. Huber man (1994) defines a sample unit as a single section selected to research and gather statistics of the whole.

Due to the big population size of consumers of social media in dares salaam region, it is impossible to collect data from every element in this population of more than two (2) million people, therefore the study employed multi stage cluster sampling where the population was divide up into clusters according to the five districts forming Dar es Salam city; Ubungu, Kinondoni, Temeke, Kigamboni and Ilala. From each cluster elements to be included in the study was randomly selected. This ensured restrictiveness of the population.

### **3.8 Sample Size**

A sample is a subset of people, items, or events from a larger population that you collect and analyze to make inferences. Samples for qualitative studies are generally much smaller than in quantitative studies. There is a point of diminishing return to qualitative sample, as the study goes on more data does not necessarily lead to more information; Earl Babbie. (2017).

Determining sample size is a very important issue because samples that are too large may waste time, resources and money, while samples that are too small may lead to inaccurate results. In the current research, the researcher used a total of 82 participants, where 42 filled questionnaires, 20 participated in focus group discussion, and 20 participated in oral interview. The sample size was reached during data collection in the field after the researcher found there was no more new

information collected from respondents, there was repetition of information (Point of no saturation was reached).

### **3.9 Research Instruments**

#### **3.9.1 Questionnaire**

The researcher used a self-developed instrument (Questionnaire) for collecting information regarding people's perception on social media and gender. The instrument was pre-tested before actual use to ensure its validity and reliability. This ensured that the instrument used was well understood and it brings the intended results. 8 participants were used in pre-testing the instrument and the results were satisfactory, these 8 participants were not included in the main study. In the current study 42 participants who were randomly selected filled the questionnaires.

#### **3.9.2 Interview**

The research used both structured and unstructured kinds of interview. Interviewing is a way to collect data as well as to gain knowledge from individuals. Huberman, A. M., & Miles, M. B. (1994) regarded interviews as "an interchange of views between two or more people on a topic of mutual interest, sees the centrality of human interaction for knowledge production, and emphasizes the social situations of research data." Interviews are ways for participants to get involved and talk about their views. In addition, the interviewees are able to discuss their perception and interpretation in regards to a given situation.

Regarding the current research, the researcher decided to use interview because in-depth interviews were meant to assess the performance of the media in promoting

gender equality and suggestions from the gender experts' point of view were solicited, also interview were used to explore participant's inner information, lives of the people and capture various interpretations, stories and events regarding the issue of media content and gender equality, Also helped a researcher to capture both verbal and non-verbal responses including the emotional expressions by respondents (Lindlof, 1995). During the discussions, open ended questions were used which gave an opportunity to experts to expound on the topic than giving a yes or no answer. 20 participants purposively selected from the study population were included in the interview.

### **3.9.3 Focus Groups**

Generally, FGDs consist of small groups, usually of four to six participants, who are convened with a purpose (W. Creswell, 2014) namely to discuss a specific topic. Most often, the discussion is guided by a researcher and is observed by a second researcher. Sometimes, a third person or fourth person is involved in planning the sessions, helping to compile and analyze the data, or in financing the group. Sometimes the discussion is not guided, although this is rare. Twelve (12) participants were purposively selected to participate in the Focus Group Discussion., This discussion constituted 2 experts from the social media, and 2 experts from gender equality organizations to facilitate the program at hand; these experts were not included in the analysis.

### **3.10 Control of Bias**

Any bias was actively prevented from surfacing in interviews by not describing

researchers own concerns or experience with the topic at hand. Researcher also required not give any specific examples that have noticed in the media related to the topic at hand.

### **3.11 Data Analysis**

**Quantitative Data Analysis:** In the current research study, Quantitative data analysis was used to analyze data collected through questioners. This method is useful for researcher who attempts to draw meaningful results from a large body of quantitative data. This method was advantageous due to the fact that it provided the means to separate out the large number of confounding factors that often obscure the main quantitative findings (Abeya Sekera, 2000).

All statistical data were analyzed by means of the Statistical Package for Social Sciences (SPSS) version 23 computer software. The association between various variables which were in nominal level of measurement was examined using the Chi-square test.

**Qualitative data analysis:** A qualitative research methodology was employed for the study. Qualitative research methods give an understanding of the situation in its uniqueness, presenting what respondents perceive about the situation and what their meanings are (Patton, 2002). Specifically, a phenomenological approach was used because it provides a description of what people experience and how they experience what they experience (Patton, 2002). The phenomenological paradigm was useful because it provided complex descriptions of how respondents experienced the

phenomenon being studied (Mack, Woodsong, Macqueen, Guest & Namey, 2005). This study adopted an exploratory approach with the aim of seeking the thoughts and perceptions of rural households on gender inequality. The respondents were allowed to freely recount their lived experiences in relation to the objectives of the study.

## **CHAPTER FOUR**

### **4.0 RESEARCH FINDINGS, ANALYSIS AND DISCUSSION**

#### **4.1 Introduction**

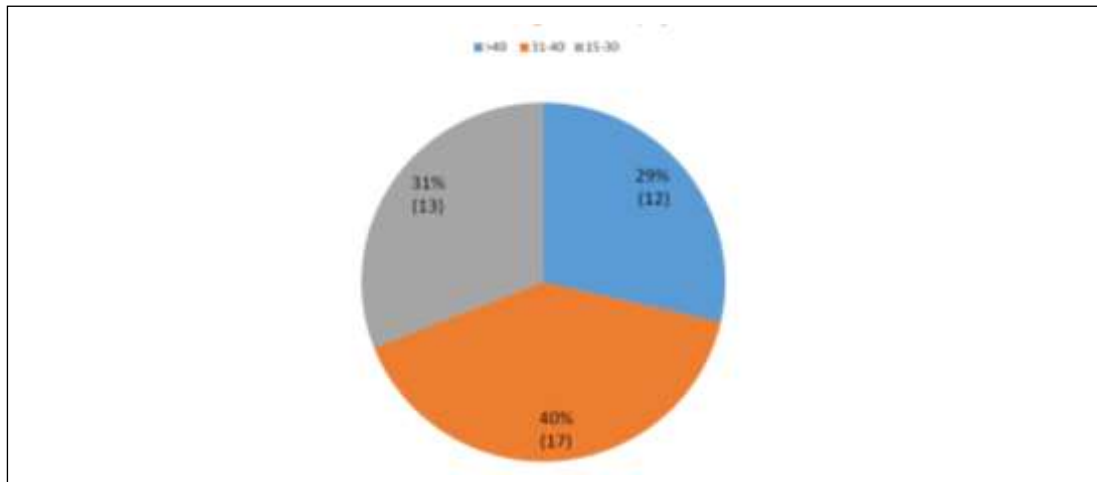
This chapter shows the findings of this study. The results of the study from both quantitative and qualitative methods of research seem to be consistent with the expectations of the study. In summary, the results show that the public perceive the social media as having a significant role to play in promoting gender equality. Despite the media having been perceived as being important in promoting gender equality, majority of the respondents were of the view that the social media still has a long way to go for it to effectively and efficiently contribute to the promotion of gender equality in the society. Another area worth noting is that while all the participants in the qualitative research and about three quarters from the quantitative research were of the view that the media still stereotype women, 91.1 per cent of the respondents cited television, radio and newspaper as their main source of knowledge on gender equality. Respondents were also of the view that the social media played a key role in shaping its consumers' attitude and behavior, including how a woman and a man are perceived in society.

#### **4.2 Results from the Quantitative Research**

##### **4.2.1 Socio-Economic Characteristics of the Respondents**

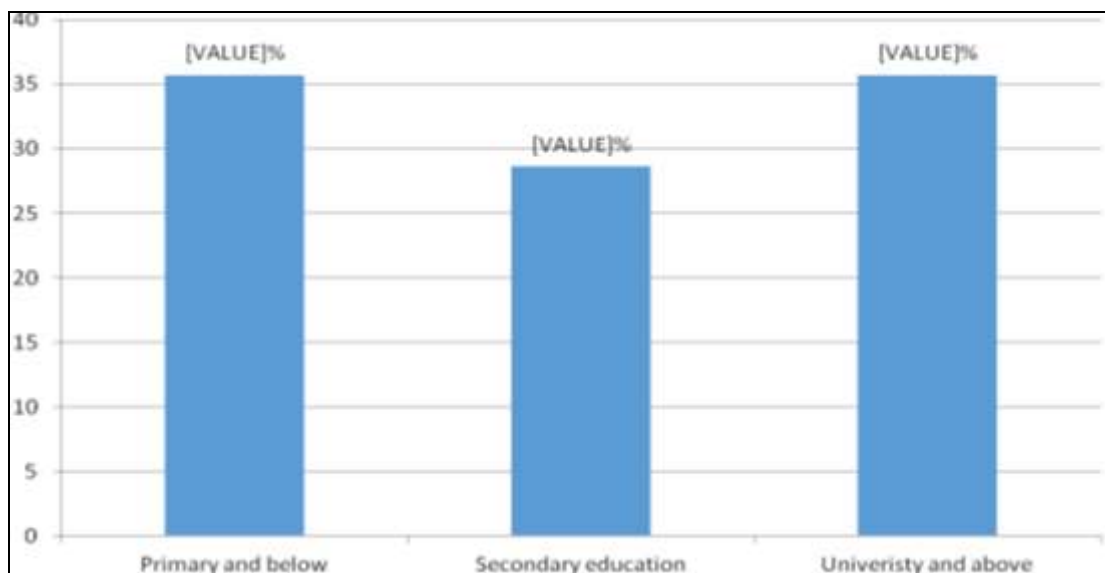
All participants (42) who completed the questionnaire had response rate of 100%, Majority of participants (40.5%) mean age range was from 31 to 40 years, very few had age above 41 (28.6%) figure 4.1. In terms of education of participants there was

no significant difference, majority had education of primary and below 35.7% (15), the same proportion with university and above 35.7% (n=15), few of participants had an education level of secondary school 28.6% (n=12). About 20 respondents participated in the oral interview, and 20 participated in the FGDs as it was anticipated.



**Figure 4.1: Distribution of participants by age**

(Source: Field Data 2018)

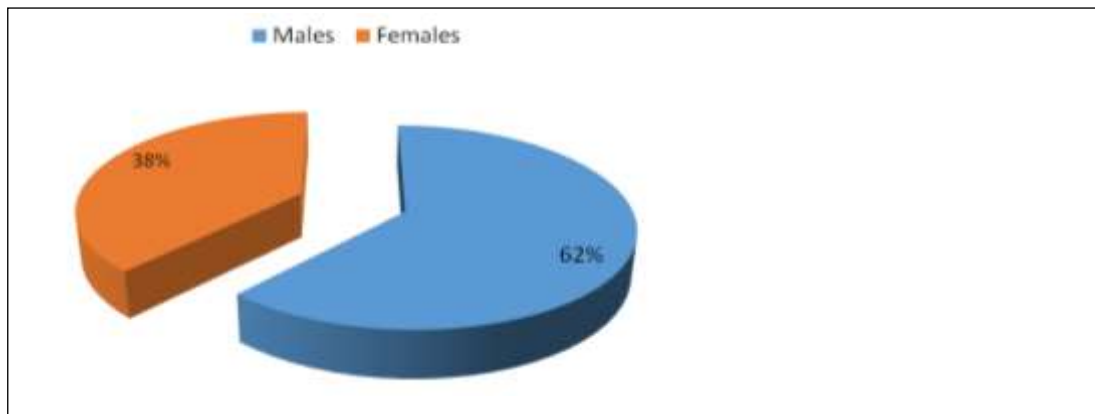


**Figure 4.2: Distribution of respondents by education**

(Source: Field Data 2018)

#### 4.2.2 Sex of Respondents

The number of females was low compared to male participants, about 38.1% (n=16) were females, and males constituted 61.9% (n=26). It was expected a number of females to be low because most of females do not see the importance of participating in such researches if no specific incentives are provided.

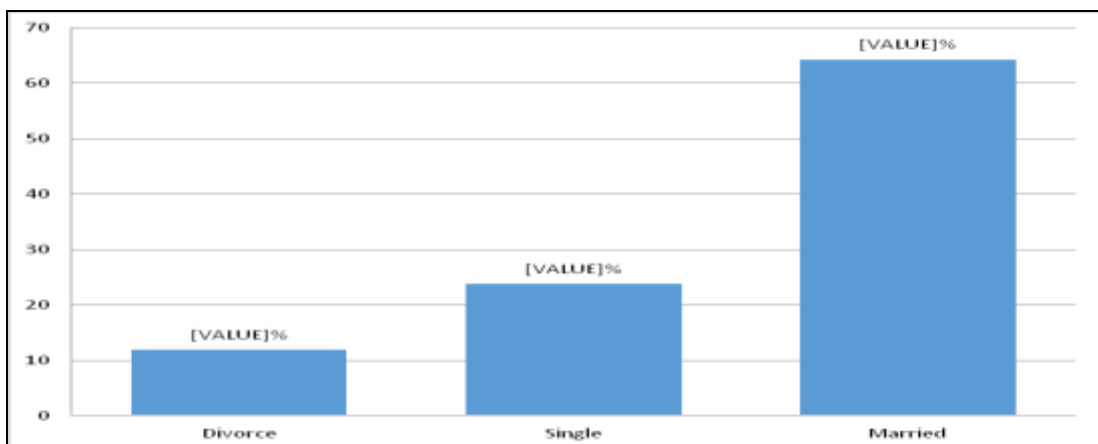


**Figure 4.3: Respondents' characteristics by sex**

(Source: Field Data 2018)

#### 4.2.3 Respondents' Marital Status

About 64.3% (n=27) of participants were married and about 23.8% (10) were not married, while divorced were 11.9% (5) (Figure 4.2).



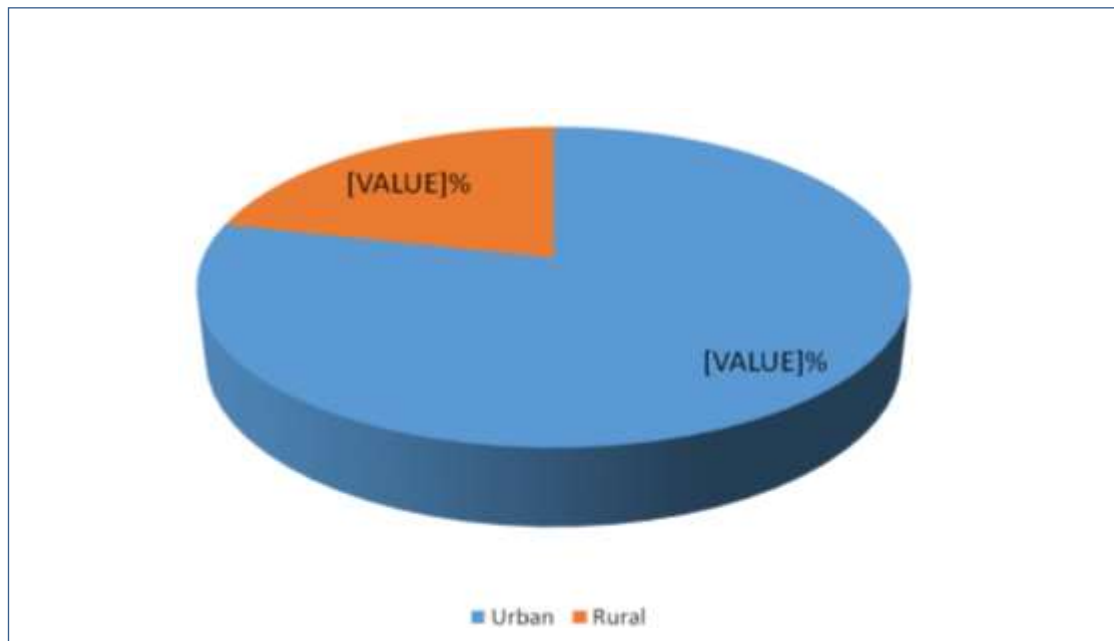
**Figure 4.4: Distribution of respondents by marital status**

(Source: Field Data 2018)



#### 4.2.4 Residence of Respondents by Percentage

Regarding the area of residence, 78.6% (33) of respondents live in the city while 21.4% (9) said they live outside the city. Knowing the area of residence will help us to determine if location of a participant can have any effect in their perception towards social media, this high number of participants living in urban areas is due to the fact that the big population in Dar es Salaam lives in urban Dar es Salaam. Figure 4.5

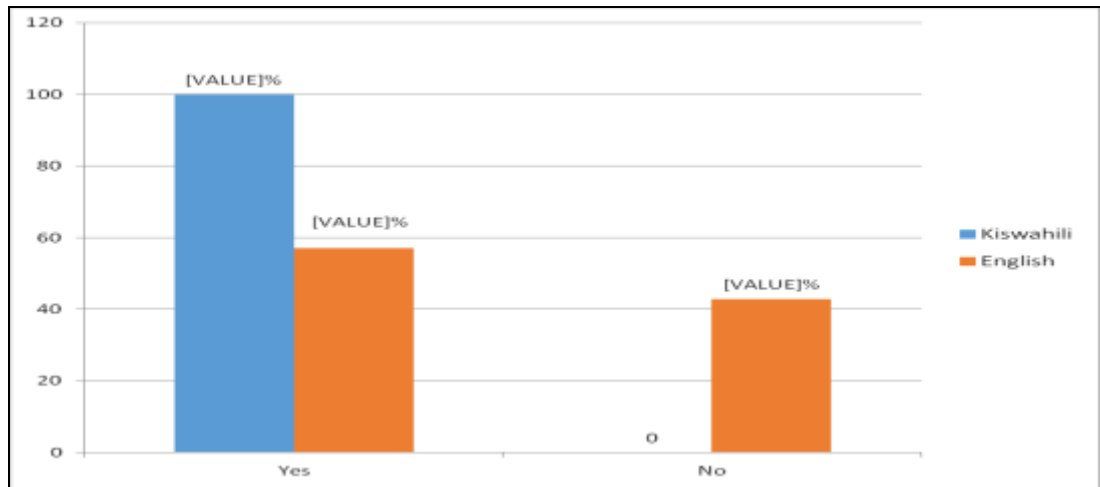


**Figure 4.5: Distribution of respondents by residential area**

(Source: Field Data 2018)

#### 4.2.5 Language of Communication of the Respondents

The most spoken language by the respondents who took part in a study is Kiswahili 100% and 57.1% can speak English as official language, while 42.9% cannot speak English. The reason for Kiswahili being spoken by the majority is because Kiswahili is the National language spoken with the majority across the country especially in big cities like Dar es Salaam where this study took place.

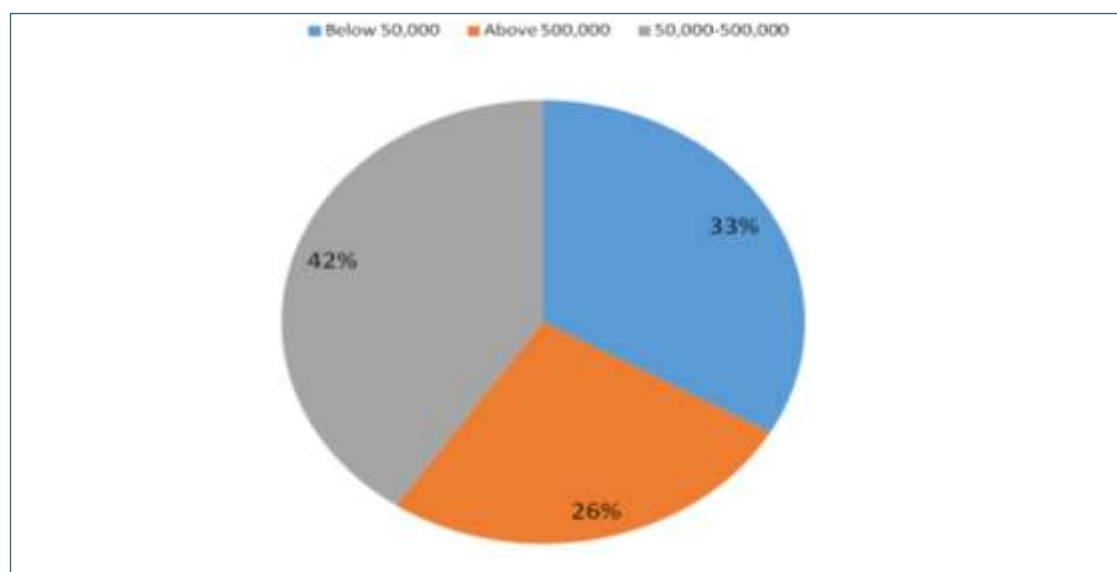


**Figure 4.6: Distribution of respondents by language spoken**

(Source: Field Data 2018)

#### 4.2.6 Average Income Per Month

In case of average monthly income earnings of respondents, 40.5% (n=17) of participants earns between 50,000 and 500,000. Slightly few 26.2% (11) earns above 500,000, and other 33.3% (14) below 50,000. The sample population was a mixture of participants from different sources of income.



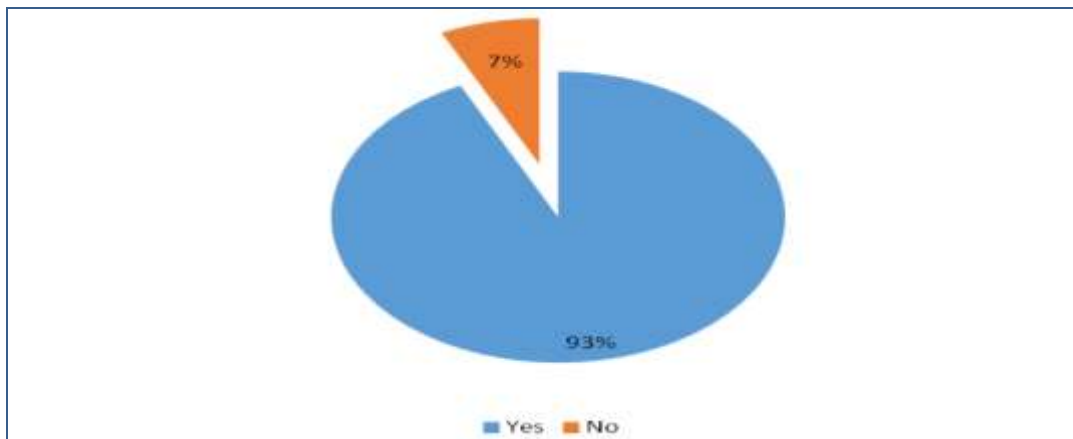
**Figure 4.7: Distribution of respondents by average income**

(Source: Field Data 2018)

## 4.2.7 Research Objective 1: Opinions of People Living in Dar es Salaam Urban Regarding the Contribution of Social Media in Promoting Gender Equality

### 4.2.7.1 Knowledge on Gender Equality

In order to understand level of understanding of participants on gender equality, a question was asked to define the term gender and giving answers according to their understanding. The answer provided should match the international global definition of gender as it has been discussed above in literature. About two in three respondents (92.9%) have an idea of what gender is, while (7.1%) had no idea of what gender is all about.



**Figure 4. 8: Participant's knowledge of gender equality**

(Source: Field Data 2018)

### 4.2.7.2 Knowledge on Gender Equality by Sex

The study was also interested to find out if there is any difference between participant's knowledge basing on gender; this could help the researcher to propose what should be done by policy makers and social media experts to increase knowledge of participants on gender equality.

Over half of both male and female participants had good knowledge of gender equality 96.2% and 87.5% respectively. The chi square results did not show any significant differences between female and male participants regarding gender equality knowledge ( $X^2=1.118$ ,  $p = 0.290$ ).

**Table 4.1: Knowledge on gender by sex**

Research Variable	Yes	No	$X^2$	P-Value
Female	25(96.2%)	1 (3.8%)	1.118	0.290
Male	14 (87.5%)	2 (12.5%)		

(Source: Field Data 2018)

#### 4.2.7.3 Knowledge on Gender Equality by Marital Status

The analysis results showed that the proportion of respondents with good knowledge on gender equality was almost the same across all groups, among the divorced individuals all participants (100%) had knowledge, followed by those who were married and single (92%) and (90%) respectively. Further analysis by chi square showed that there was no significant difference between marital status in terms of understanding regarding gender equality ( $X^2=0.511$ ,  $p = 0.775$ ).

**Table 4.2: Knowledge on gender by marital status**

Research Variable	Yes	No	$X^2$	P-Value
Divorced	5(100%)	0(0%)	0.511	0.775
Single	9(90%)	1 (10%)		
Married	25 (92.6%)	2 (7.4%)		

(Source: Field Data 2018)

#### 4.2.7.4 Knowledge on Gender by Age

Regarding knowledge of participants according to age, almost all participants were aware of gender equality. Interestingly, age group above 41 almost all participants

100% had knowledge on gender equality. In the other age groups above half of respondents responded to have knowledge of gender equality.

**Table 4.3: Knowledge on gender by age**

Research Variable	Yes	No	X <sup>2</sup>	P-Value
15-30	11(84.6%)	2(15.4%)	2.295	0.317
31-40	16(94.1%)	1 (5.9%)		
41 above	12(100%)	0		

(Source: Field Data 2018)

#### **4.2.8 Research Objective 2: To Investigate Public Opinion on Specific Social Media Institutions Perceived to Have Contributed in Promoting Gender Equality**

##### **4.2.8.1 Most Useful Communication Channel on Gender Equality Promotion**

Among the respondents who reported to have knowledge on gender equality were further asked about which communication channel was the main source of their knowledge. About 95.2% (40) pointed radio and TV to be the most influential in promoting gender equality, followed by internet 54% (23). In all other channels less than fifty percent were pointed as source of gender equality.

**Table 4.4: Most useful participant's communication channel as source of knowledge on gender equality**

Research Variable	Yes	No
TV	40(95.2%)	2(4.8%)
Radio	40(95.2%)	2(4.8%)
Internet	54.8(23%)	19(45.2%)
Newspaper	19 (45.2%)	23 (54.8%)
Magazine	5 (11.9%)	37 (88.1%)
Any	16 (38.1%)	26 (61.9%)

(Source: Field Data 2018)

#### 4.2.8.2 The Association between Communication Channel as A Source of Knowledge on Gender Equality with Sex of Respondents

In order to understand if there is any influence of sex in choosing what channel of communication to use as the source of knowledge on gender equality among the respondents, the study found there was a slight difference among the sex group where male participants (88.5%) compared to women 87% reported TV as their main source of knowledge, also among the listeners of radio there was a very slight difference found basing on sex, 87.5% of males 80.8% for females reported radio. Interestingly, all 16 females participants equal to 100% cited the internet as their main source of knowledge regarding gender equality, while 76% among male's participants.

**Table 4.5: Association between communications channel as source of knowledge with sex of respondents**

Research Variable	Males		Females		X <sup>2</sup>	P-Value
	Yes	No	Yes	No		
TV	23(88.5%)	3(11.5%)	14(87.5%)	2(12.5%)	0.009	0.926
Radio	21(80.8%)	5(19.2%)	14(87.5%)	2(12.5%)	0.323	0.570
Internet	20(76.9%)	6(23.1%)	16(100%)	0(0%)	4.308	<b>0.038</b>

(Source: Field Data 2018)

#### 4.2.8.3 The Association Between Communications Channel as Source of Knowledge with Education Level

Education level was also useful to evaluate if it can have any impact on medium of communication in acquiring of knowledge on gender equality, Table 9 shows channels of communication that were seem useful as source of information in

acquiring knowledge according to participant's level of education. The results were interesting because the proportion of TV viewers was decreasing as education level goes up. The big proportion of respondents who cited television as the source of knowledge was found among respondents who had primary school education (100%), and 93% among secondary school respondents, (73.3%) among respondents with university degree and above. The evidence was not as strong as to be accepted ( $p=0.07$ ). The results for those who cited radio as their source of knowledge majority (91%) were those with secondary school level of education though this result was not significant ( $p=0.657$ ). Big proportion of participants who mentioned newspaper as source of knowledge regarding gender equality was among participants with university degree and above (93%), this result was significant ( $p=0.01$ )

**Table 4.6: Association between communications channel as source of knowledge with education level of respondents**

Research Variable	Primary school		Secondary school		Univ. and above		X <sup>2</sup>	P-Value
	Yes	No	Yes	No	Yes	No		
TV	12(100%) 0(0.04%)		14(93.3%) 1(6.7%)		11(100%) 0(0.0%)	12(80%) 3(20%)	5.131	0.077
Radio	12(80%)		11(91.7%)		14.9(93%)	1(6.71%)	0.8400	0.657
Internet	3(20%)		3(20.01%)		8(53%)		1.16	0.558
Magazine	12(80%)		10(83.31%)		7(46.07%)		8.10	0.07
	3(20.01%)		2(16.7%)					
	1(6.7.1%)		3(25%)					
	14(93.3%)		9(75.01%)					

(Source: Field Data 2018)

#### 4.2.8.4 Public Perceptions on Specific TV Channel with Positive Contribution Towards Gender Equality

This study asked participants to give their opinions on social media in Tanzania how are useful to promote gender equality. Almost all participants agreed that social media plays major role in creating awareness.

They were further asked to specify TV station that they found very useful in promoting gender equality. ITV was mostly mentioned as having positive contributions towards gender equality 85%, followed by Star TV 73.8%, Channel 10. 47.6%.

Regarding the association between Sex and perception of participants towards gender equality, the research findings show that among male participants majority of them 21 (80.8%) mentioned ITV, while among female participants 15(93.8%) reported ITV as a most media with positive contributions towards gender equality, furthermore among females participants who watched EATV 5 (31.3%) reported EATV media as the most channel with positive contribution compared with the rest. Other channels got few proportions of participants regarding their contribution.

**Table 4.7: Proportion of TV station viewers as source of knowledge regarding gender equality**

Variable Name	F	Percentage
TBC	8	19
ITV	36	85.7
EATV	12	28.6
STAR TV	31	73.8
CHANEL 10	20	47.6

(Source: Field Data 2018)

**Table 4.8: Association between Communications Channel as Source of Knowledge with Sex of Respondents**

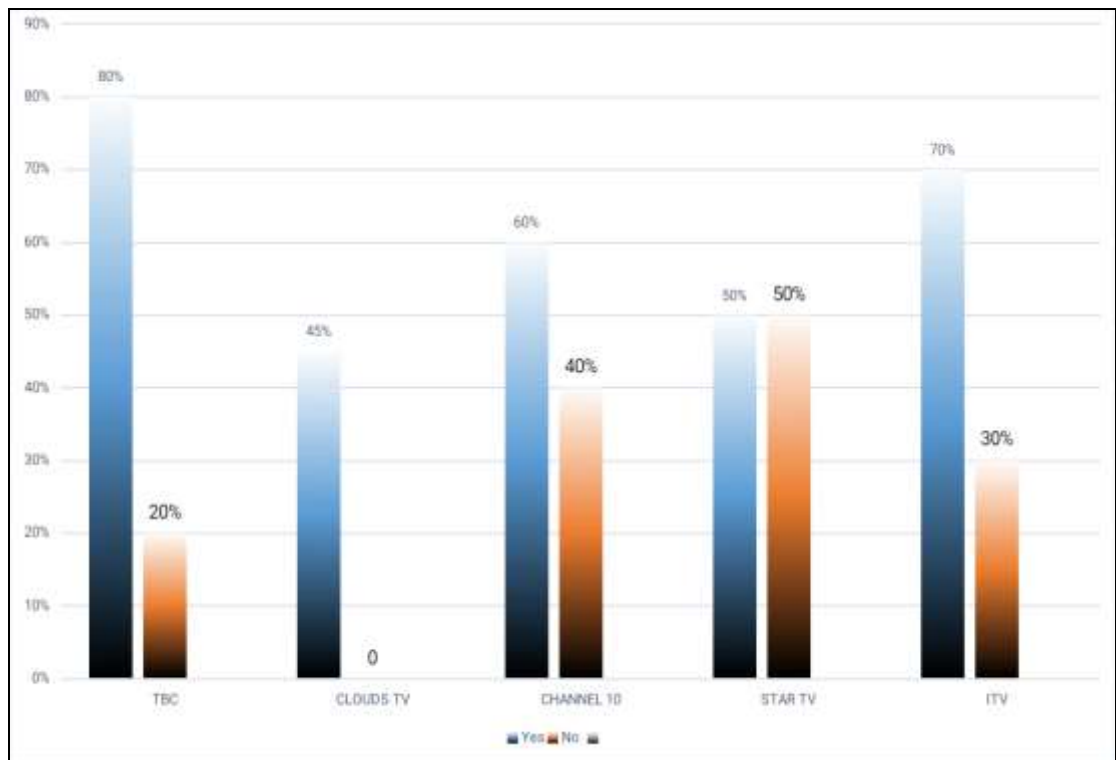
Research Variable	Male		Female		X <sup>2</sup>	P-Value
	Yes	No	Yes	No		
ITV	21(80%)	5(19.2%)	(93.8%)	1(6.3%)	1.363	0.243
TBC	5(19%)	21(80.8%)	3(18.8%)	13(81.3%)	0.01	0.969
EATV	7(26.91%)	19(73.1%)	5(31.3%)	11(68.8%)	0.091	0.763
Channel 10	14(53.8%)	8(30.8%)	6(37.5%)	3(18.8%)	1.081	0.303
Star TV	18(69.2%)	12(46.2%)	13(81.3%)	10(62.5%)	0.740	0.390

(Source: Field Data 2018)



#### 4.2.8.5 Portrayal of Women in Advertisements

Women have been portrayed in different perceptions by different people; in the current research the findings show how different televisions in Tanzania portray women in advertisements. About (80%) of respondents pointed TBC that it portrays women positively while few of them cited TBC to portray women negatively, among ITV viewers 70% said yes it portrays women positively. Among Clouds and EFM viewers about (78%) regarded these stations as portraying women positively.



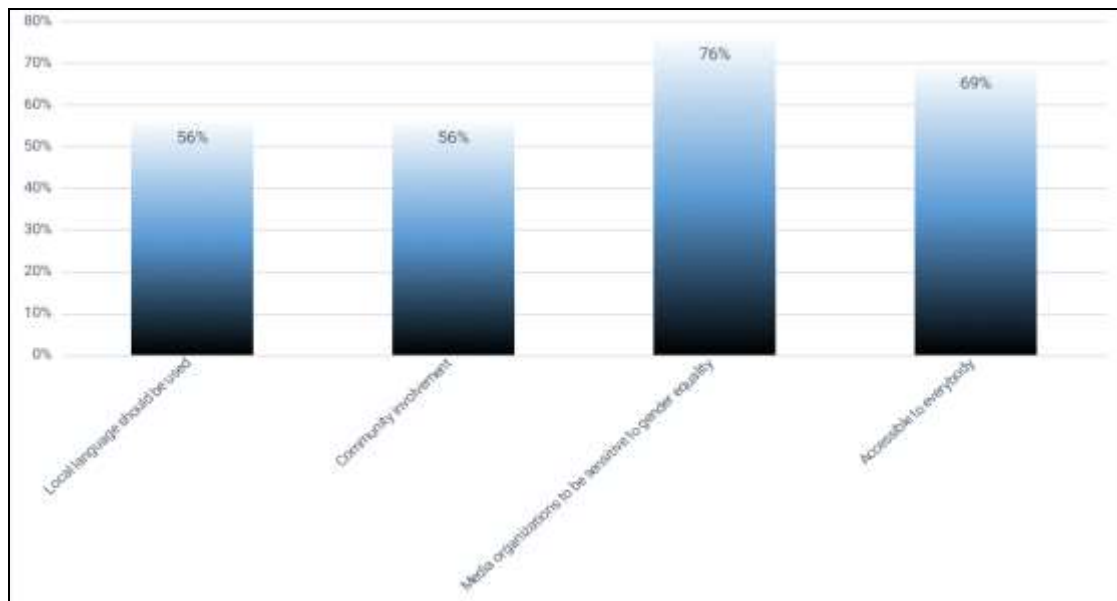
**Figure 4.9: Participant's responses on portrayal of women in advertisements**

(Source: Field Data 2018)

#### 4.2.8.6 Public Opinions on Improving Gender Equality Through Social Media

Respondents were asked what they think should be done by media organizations in Tanzania in order to improve effectively in changing's peoples' mind concerning gender equality. The following are some of their suggestions:

- **Increasing more gender related programs:** Some respondents 56% suggested that more programs related to gender equality should be added in their Medias.
- **Local language should be used:** More than 56% of participants suggested local language should be largely used to present the intended message in the media; this is because most of people will easily understand the content.
- **Community Involvements:** Majority of participants (76%) suggested that in order for the social media to successfully impact knowledge and awareness for effective gender equality in the society the community should be involved effectively in developing programs related to gender equality.
- **Media organizations to be gender sensitive:** More respondents (76%) suggested that media organizations should be more gender sensitive, so that in any program they give air time should consider the issue of gender so that the public can learn.
- **Accessible to everybody:** 69% of respondents suggested that media should be more accessible by everybody and should be confidential to any information given to them by victims or by informers so that any person can feel at ease to report any information related to gender mistreatment without being worry to be disclosed.

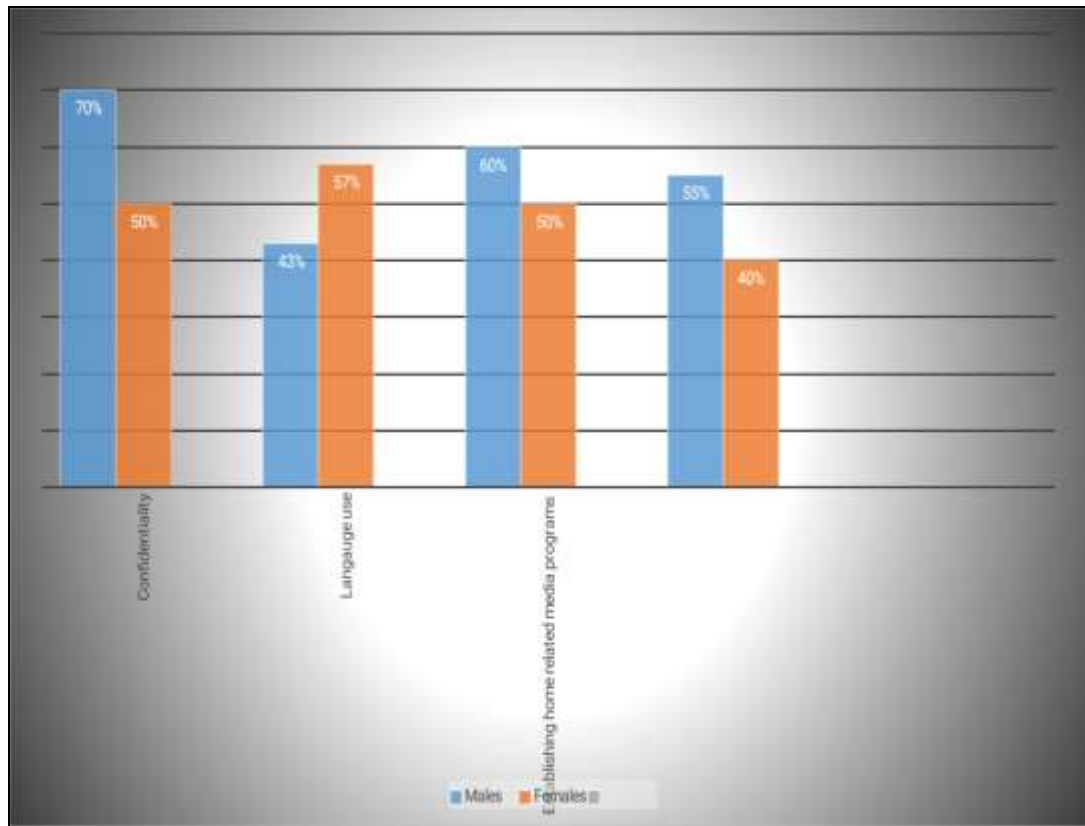


**Figure 4.10: Participants' suggestions on how social media could effectively promote gender equality**

(Source: Field Data 2018)

#### 4.2.8.7 Suggestions According to Demographic Characteristics

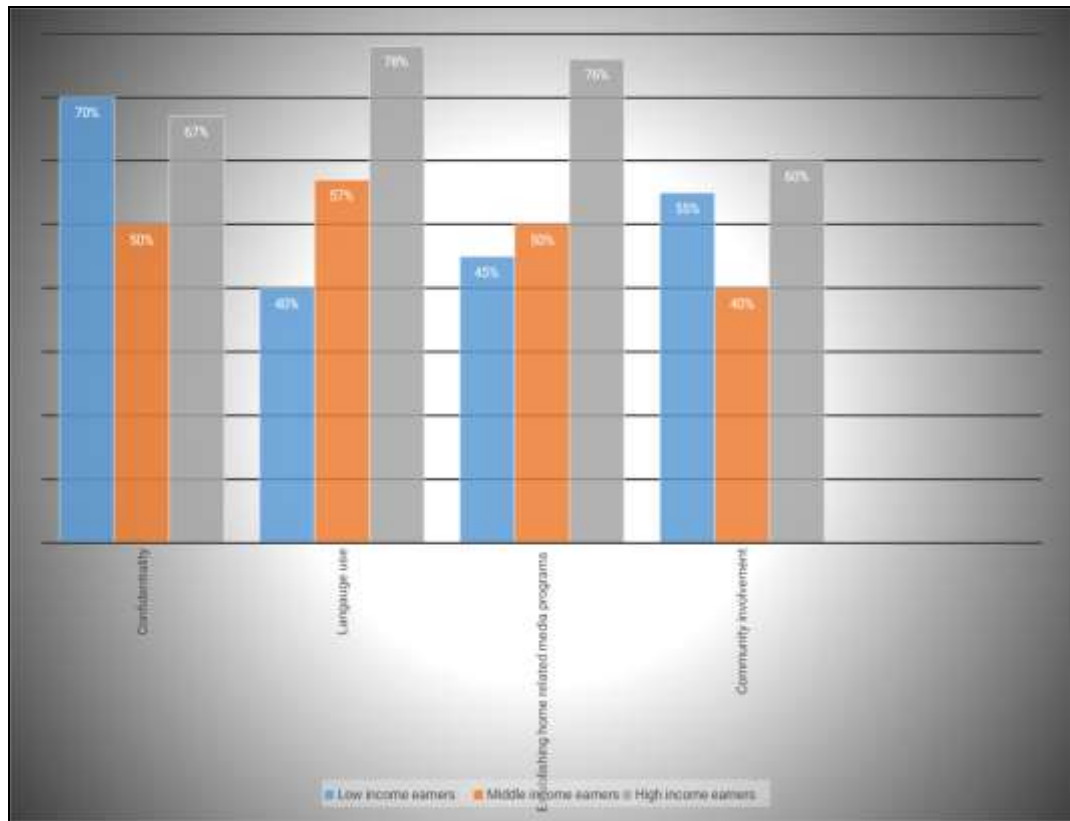
In analyzing the differences of suggestions according to demographic information, in terms of sex we found that more male respondents (55%) suggested more educational programmers related to gender equality should be provided to men through the media compared to 35% of females, also more male respondents (70%) suggested about confidentiality of information given by the victims or informers compared to women respondents where only (30%) cited to confidentiality. In terms of language use more females (57%) suggested on language use while their counterparts males only (43%) cited at language use. Furthermore (40%) of females respondents proposed at involving the community compared to number of males 55%, about (60%) of males and 50% among females group proposed the use of home related programs.



**Figure 4.11: Suggestions according to sex of respondents**

(Source: Field Data 2018)

According to income status, majority of low-income respondents (45%) proposed adding more programs and use of local language as an effective measure towards gender equality. Some others in this category suggested adding more time in current gender programs in local language. Among the middle-income earners there was no big difference in their suggestions towards gender equality almost they gave similar suggestions, majority (40%) suggesting that adding more programs in local language and involving the community in gender programs could be the best way to promote gender equality by the social media. Among the high income respondents, majority (50%) suggested accessibility of social media institutions by the minority groups in the society.

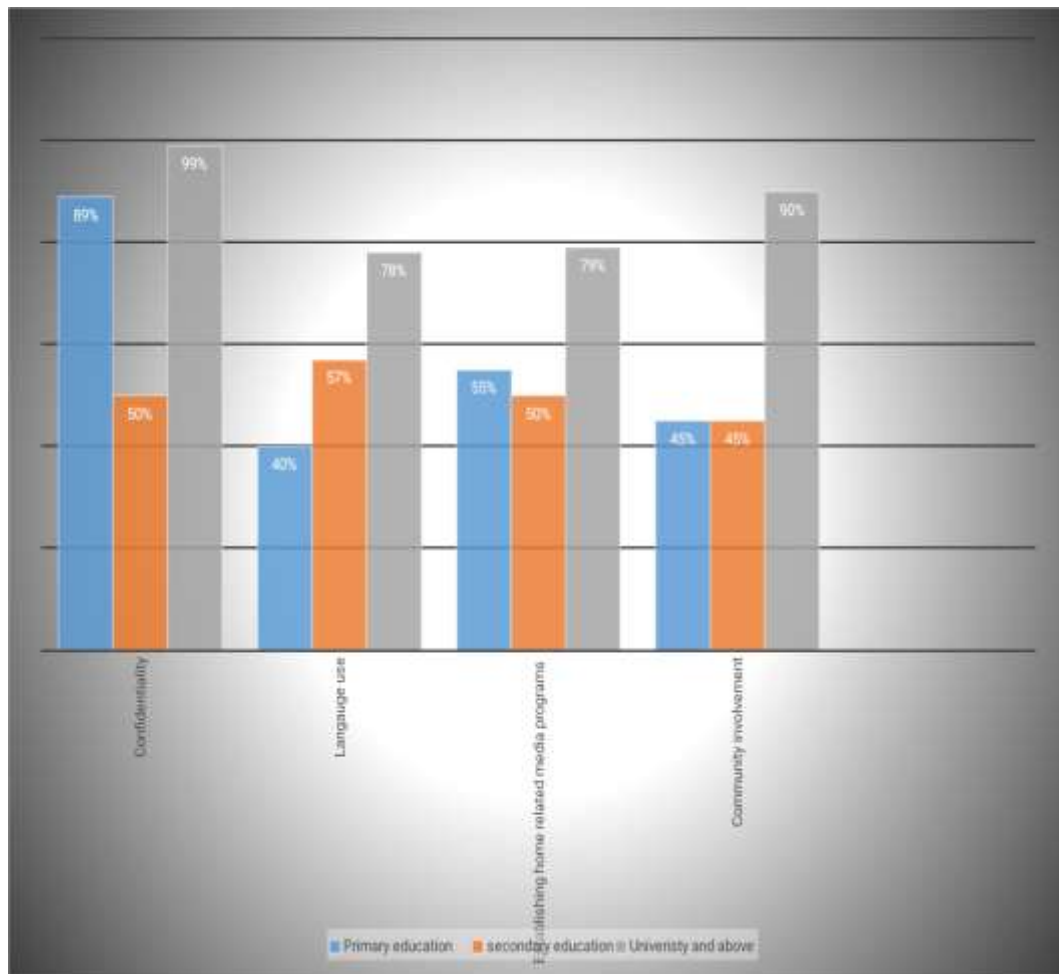


**Figure 4.12: Suggestions according to income groups of respondents**

(Source: field data 2018)

Analysis by education status, results showed that majority of respondents with primary and secondary school education level (45%) suggested community should be involved in developing contents analysis and use of local language in order to achieve gender equality, almost more than half of participants with primary school education level had one suggestion.

Respondents with University degree and above suggested that in order to attain gender equality social media organizations should be accessible to majority of participants, local language and community involvement in contents development should be encouraged.



**Figure 4.13: Suggestions according to educational groups of respondents**

(Source: field data 2018)

According to place of living, majority of participants living outside the city cited use of local language in media programs and community involvement as effectively methods to promote gender equality, further they suggested media accessibility and confidentiality of information. Participants who reside in town areas suggested that more time should be added, more programs should be established.

### 4.2.9 Research Objective 3: To investigate the relationship Between Social Status and Public Perceptions on The Performance of Social Media in Promoting Gender Equality

#### 4.2.9.1 The Association Between Communications Channel as Source of Knowledge with Income Status

The study also wanted to find out if there is any association between watching certain communication channel as a source of knowledge regarding gender equality with a level of income among participants. After analysis of proportions and Chi Square results, the data suggested that among the participants who cited television as the useful source of information majority (50%) were in the income group between 50,000 and 500,000 and above 500,000, ( $p=0.048$ ). Among those participants who cited radio as their source of information, almost all income group got the same proportion of participants ( $p=0.580$ ). Less than half of participants in all income groups selected the internet, ( $p=.894$ ). The magazine was selected by 50% of income group below 50,000, (41.7%) between 50,000 and 500,000 and 53.3% among those who earn above 500,000 ( $p=0.027$ ). Details are provided in figure 6.

**Table 4.9: Association between communications channel as source of knowledge with income status**

Research Variable	Below 50,000	Above 500,000	50,000-500,000	X <sup>2</sup>	P-Value
TV	10(27.0%)	10(27.0%)	17(45.9%)	6.088	<b>0.048</b>
Radio	12(34.3%)	10(28.6%)	13 (37.1%)	1.088	0.580
Internet	12(33.3%)	9(25.0%)	15 (41.7%)	0.225	0.894
Newspaper	2(50%)	1(25%)	1(25%)	0.632	0.729
Magazine	6(50%)	5(41.7%)	1(8.3%)	7.225	<b>0.027</b>
Other sources	8(24.2%)	10(30.3%)	15(45.5%)	5.756	<b>0.056</b>

(Source: Field Data 2018)

#### **4.2.9.2 Relationship between Specific TV Stations on Gender Equality with Income Status**

Findings from current research show that people with low income (67%) reported ITV as a channel that had more contributions on gender equality than any other channel. Among the middle-income earners (50,000 to 500,000) (60%) also mentioned ITV.

#### **4.2.9.3 Relationship between Specific TV Stations on Gender Equality with Education Status**

People with high income (more than 500, 0000), also pointed to ITV (70%), and followed by TBC (67%) as the most channel with positive contributions towards gender equality.

Analysis by level of education shows that all respondents with education of primary school and below mentioned Clouds media as a biggest contributor channel in promoting gender equality. Likewise, respondents with education above secondary school were in agreement with ITV as the most channels with positive contribution towards gender equality promotion.

There was more interviewee with secondary education (56%) who reported TBC as the number one channel in promoting gender equality awareness.

### **4.3 Part two: Findings from Depth Interviews**

Findings from a depth interview was carried out among 20 participants, as already stated the participants were purposively selected. The in-depth interviews were



aimed to collect participant's point of views, feelings, and what is the position of Media in Tanzania in promoting gender equality, and proposing what should be done to improve on the current media performance. Furthermore, participants were asked to review how the social media portray women in their daily programs.

#### **4.3.1 Role of the Media in Promoting Gender Equality**

In responding to question aimed to probe the understanding of the public toward the role of the media in promoting gender equality. Almost all participants acknowledged that a social media have key role in promoting gender equality. Majority of participants highlighted that the social media is very influential to their audience compared with other means of communications.

Recently there is a mushrooming of social media channels and the numbers of its users have increased abundantly, one participant was quoted;

“...The world has changed a lot, today people in the globe interact like they live in one village, an event can happen now in a local remote village but in few minutes later you find it already known all over, media is very powerful in changing people's attitudes....” Said participant number three.

On the contribution of social media towards gender equality, another participant said that the social media has a lot to do with the promotion of gender equality as it can be heard and watched by a big number of people at a single minute.

“.... Social media like televisions are watched and listened by a big number of people in a single minute, social media can change people's attitudes from one direction to another especially on gender equality matters....” participant number one.

Majority of participants mentioned Television and the internet as the main sources of their knowledge related to gender equality. Specifically, they mentioned ITV, TBC2, Clouds TV, and Millard Ayo TV as the main channels.

#### **4.3.2 Coverage of Gender Stories in The Social Media**

The research study also wanted to know how gender stories are covered in social media programs this can show how gender related matters are taken into considerations. Majority of participants acknowledged that there is a slight change and improvement in gender related stories or news coverage in most of social media though still there is a lot need to be done. Many interviewees said that in recent year's public owned social media and private owned all together are trying to balance the stories related to gender. In 1980's to late 1990's where social media was Government owned it was difficult to hear stories related to gender issue.

“Now days in almost every TV station you can hear programs related to gender issues, even *when* you read newspaper you can see stories about gender issues....” respondent no 4.

Other respondents proposed that it will be good if more stories related to gender should be emphasized in private owned social medias programs especially those whose main agendas are sports and entertainments because many people especially young people prefer to this media.

“More young *people* should hear a lot about gender issue so as in a future we can have Gender Inequality free generation. For example, private owned and entertainment TV's and Radio stations like Clouds, EFM, East Africa TV and radio stations should put more stories related to gender...” respondent no 6.

Respondent no 7 suggested although now days it is of encouraging that there are more stories related to gender in social media, community based social media should

be used effectively in promoting gender equality by creating more stories. He said that;

“.....In grassroots levels there are many incidences related to gender inequalities because of ignorance of people and due to lack of education, in some of these areas there are local community social media like radio, TV stations *operating*, it is a good idea if these community local social media should be used effectively by adding more emphasis in programs related to gender, example establishing exclusively women programs”

Among the 76% of Interviewee who said that it is not easy for an individual to air his/her gender concerns through the media, majority of them highlighted that many social media are running for business, therefore unless the program or advertisement is paid for it will not get an air time. Respondent No 3 said that:

“....it is not easy to get air time in a *radio* or TV station or in a newspaper because they are all running for business....”

Among the 24% of respondents who said it is easy to get air time in media concern gender related matters said that some of media institutions are not profit oriented organizations, therefore it is easy for them to receive all stories related to gender inequalities.

“...Some media organizations have specific programs related to gender equality promotions; hence it is easy to receive any information related to gender to be aired for freely....” respondent No 1.

Among 70% of respondents who agreed that women and men should be given equal opportunities while giving reasons said that God created all men equally and no need for human being to create any indifference among them. As respondent no 11 was quoted:

“.....Because all men are equal *before* God, that’s to say women have rights and opportunities just the same like their counterpart’s men....”

Respondent number 1 in his support of equal opportunity said that:

“...it can help to reduce poverty and encourage growth in variety of ways for stance when *women* have better education and health increases labor force participation, production, and earnings, improve wellbeing of children. Also providing equal opportunities to women and men can make humanitarian aids more effective...”

Few of respondents who opposed the statement that men and women should be given equal opportunity, gave their opinions that biologically men and women are different created therefore we cannot make them become equal, and this is the reason why some tasks especially those with nature of masculine type are performed by men but can't be performed by women.

“...Masculine works are performed by men this is because of their bodies' biologically formed compared with those of women naturally soft therefore require soft works, now how can you say they need to be equal...” participant No 7.

Majority of participants (67%) are not happy the way the media reports on gender issues, they commented that women are given more attention on gender issues as if men are not gender mister med something which is not true, there are many men who are mistreated by their wives but cases are not reported because of the nature of African societies thinking it is a shame to see a man saying is mistreated by his wife.

“.....It now *boring* because everything is all about women oppression and mistreatment as if we me are not mistreated by our wives, this notion supposed to change if they want to talk about gender equality let it talk in case of both sides' equality not relying only on women...” participant No 10.

### 4.3.3 Portrayal of Women in Advertisements

Advertisements have been very bias in terms of Portrayal of both men and women, women have been used as “the commodity to sell” using their sexually attraction. According to interviewee no 15, she said that women are used half naked to advertise a business while a man is used with suit and nice clothes. Men are portrayed as managing directors, head of departments, rich people while women are portrayed as housekeepers and dependent of men. She narrated that:

“.... You never find a man in a television advertise dressing half naked compared to women who advertise while half naked, what does this imply? Simply it means women are commodities for sexual purposes...” respondent No 15.

Most advertisers used Women as commodities to be seen rather than voices to be heard this is the perfect example of stereotyping.

All the interviewee seemed to agree that billboards, magazines and newspapers adverts seem to strengthen gender biasness because it was evident that most of them often use women as objects to attract attention, with no relationship to the actual product. Most women in adverts were classified as either being models, beauty contestant or homemakers while men would dominate in business, spots, and politics. The interviewees seemed to have the same perception that women are mainly associated with household goods, food and cleaning materials, while financial services were typically associated with men.

Look at most sports advertisements’ majority are men, you can’t find a woman, and does it mean there are no women in sports? This is a stereotype. Look at news

headings; many are captured by men stories very few are about women, while it was expected the contents to be fair and balanced.

According to Interviewee number 19, on his side women are portrayed as bread winners, another participant said that women are portrayed as good in creativity, designers and hard workers.

Interviewee number two added that from the adverts that appear in most of Tanzania social media, it can be concluded that high proportion of women in advertisement was not necessarily a measure of greater gender sensitivity, but more a reflection of the fact that advertising still rely heavily on women's physical attributes as a marketing strategy.

Furthermore, other interviewees pointed negatively to the social media as it is used to create negative *perception* towards women, participant number nine said that the media convince the audience to believe that men are more superior to women, take an example in different advertisements and posters where women appear half-naked, what does this translate to? This translates women as sexual commodities for business something not true, while at the same time men are portrayed as business people, professional people etc.

## **CHAPTER FIVE**

### **5.0 DISCUSSION OF THE FINDINGS**

#### **5.1 Introduction**

This chapter presents the discussion of the findings presented in chapter five both quantitative and qualitative results guided by the research objective and questions.

#### **5.2 Research Objective 1: Opinions of People Living in Dar es Salaam Urban Regarding the Contribution of Social Media in Promoting Gender Equality**

##### **5.2.1 Knowledge Of People Living in Dar es Salaam Towards Gender Equality**

In order to answer the question related to perception the study investigated what percentage of people have adequate knowledge on gender equality, this could give us the real picture on how the community perceive gender equality. In this regard a question probing this information was answered by almost all participants in the sampled population; the question asked “what is gender equality?” From the study findings about 92.9% of total participants had knowledge of gender equality while only 7.1% had no idea. Further analysis revealed that over half of each sex group in a sampled population had knowledge on gender equality, about(87.5%) of male participants were knowledgeable on gender equality, proportion of women was (96.2%), greater than that of men, this statistical analysis suggests that almost all participants in the study is knowledgeable regarding gender equality, furthermore, it suggests that both men and women have good knowledge regarding gender equality though men appear to be less knowledgeable than women. This result was not much

of surprise because it was expected that women who are most likely victims of gender inequality to be more aware of gender issues. Also having good knowledge can be because of trainings, education and women sensitizations campaigns and meetings directed to women regarding gender equality (Media Council of Tanzania, 2012). There are a lot of organizations established such as TAMWA, TGNP, radio and TV programs with gender equality messages all together act as spear head for women regarding gender equality in the country, this is a reason it is not surprising to see women are aware of gender equality.

Further, in terms of marital status women who were divorced had good knowledge on gender equality (100%), followed by those who were married (92%), and those who are single (90%). This result can be contributed by the fact that divorced women had many problems which they have been experiencing before divorce and after divorce largely because of wealth accumulated together. Because of this, it leads women to look for more information related to their rights and to look for organizations that assist women to demand for her right.

All these together add more knowledge to divorced women, compared to the other groups. In the study done by K.M Liyani (2015), he pointed that during social sensitizations campaigns those who consider themselves as in high risk of gender inequality were most likely to utilize effectively the information given compared to those who consider themselves less victims. From other studies and qualitative results of this study we found that more women were victims of gender inequality



than men, this seems to be similar with other findings that more women were more gender sensitive than men.

Also, the current finding is further supported by Nicholas Belkin in his study *Anomalous States of Knowledge* where he pointed that people who are victims of a certain problem are more eager to look for information related to the solution of that particular problem (Hirschman, C., 2016). In his study Temba (2010), in his investigation on the causes of divorce among the Evangelical Church in Members in Namakgale Township, he found that there was a belief that professional women with good pay had difficulty to stay with their husbands because they are disrespectful to their husbands, hence husband lack control over them which normally lead to divorce.

Other factor of divorce given by Temba was abuse of women by men, because of traditions and culture that encourage multiple wives. From this point of view, we can see that source of all these is gender inequality, and this is the reason why many divorced women are more knowledgeable and more aware of gender equality than any other group (Liyani, K. M.,2015).

### **5.2.2 How Does the Public Perceive the Performance of Social Media in Gender Equality Promotion?**

Regarding public perception of the social media performance in promoting gender equality, specifically the researcher wanted to know how the media contributes to gender equality in the society. From the study findings 95.2% and 60% reported

television and radio respectively to be the most influential in promoting gender equality, followed by internet on which about 54% accounted for, and only 6% of respondents less than 50% cited newspaper and magazine respectively as the most source of their knowledge, this statistics suggests that the public perceive the radio, television and internet to be positively most influential social media in promoting gender equality, while printed media are less influential as they are rarely accessed by the majority of the population.

Some other studies have pointed to the usefulness of the media in creating awareness as shown in the study among Police Officers (Lotti. F.A 2017) where it was found that social media (includes radio, television, and internet) as a source of information to Police Officers had positive association as a predictive factor for stigma; Social media is likely to increase 3 times stigmatizing attitudes among the police officers who get information through this means comparing with those who don't get information through this media. Therefore, the public perceive social media positively in promoting gender equality but still need some improvement as have been suggested by participants in this study.

In addition, on that finding, the UN acknowledges that television is one of the most influential forms of media for communication and information dissemination that could be used to change the world, hence the declaration of November 21st as world Television Day. This is a date on which the first World Television Forum was held.

The current finding was also consistent with the cone of learning which states that people are likely to remember things that they see and hear at the same time, for

example, watching movie, looking at an event among others. The capacity of remembering what was read or heard is actually lower than that of watching television.

In a study by cross platform report among the participants who mentioned television as the most useful media of information regarding gender equality, 67% were women. Several studies reported that women spend more time watching television than their counterpart's men (Cross-platform Report for 2011). And the 2001 survey by Japan-guide.com published on 15/05/2012, their results showed that women spend average of 112 minutes compared with men 90 minutes in front of television per day. This view is also supported by GMAS study, where television was the second most important source of news form women 34% and 25% for men.

### **5.3 Research Objective 2: Public Opinion on Specific Social Media Institutions Perceived to Have Contributed in Promoting Gender Equality**

#### **5.3.1 The Most Educative Social Media Channel on Gender Equality**

In assessing social media contribution on gender equality, the current study was also interested to find out what are specific media channels reported by participants to be the most educative and promoting gender equality and its association with their demographic information. Most of participants mentioned ITV, followed by Star TV, clouds TV, and channel ten as leading educative channels on gender equality. ITV coverage is almost in the whole parts of the country therefore it is heard by majority of people.

Furthermore, the current study found that among male's participants about (80%) reported ITV, while among females' respondents, ITV was reported by (93%) as a most media with positive contributions towards gender equality. Big proportion of females than males reported clouds media as the most channel with positive contribution compared with the rest. Clouds media is an entertainment media, this media reports very recent social news happening in the society, including gossips related news of famous people within the society especially those in the entertainment industry. These factors may attract many youth's especially young ladies and women to listen to this media. This media have programs specifically for women which are very influential for women, where they talk a lot about women matters, including women rights, women exploitation, gender inequality etc. The possibility for more men to report ITV as the media reporting positively gender equality it might be contributed by the fact that men prefers to watch news and breaking news than women, many people believe on ITV for news.

Analysis by level of education shows that all respondents with education of primary school and below mentioned Clouds media as a biggest contributor channel in promoting gender equality. Likewise, respondents with education above secondary school were in agreement with ITV as the most channels with positive contribution towards gender equality promotion.

There was more interviewee with secondary education (56%) who reported TBC as the number one channel in promoting gender equality awareness. Many elite people prefer educative information news and unbiased news, this is the reason for people

with education above secondary school reported ITV as the number one channel in promoting gender equality, as we saw earlier ITV was reported as unbiased television channel compared with other channels. There was no significant difference found among all groups.

### **5.3.2 What is the Public Perception Towards Social Media on How They Perceive A Woman and A Man?**

The findings of this study agree with the hypothesis that social media have greater role to play in promoting gender equality, data from all categories which were included in this study all showed that social media perceive women to be inferiors compared with men, this is evidenced by different advertisements where women are portrayed negatively. As it has already explained by different theories (McCombs, 1977), social media is very powerful in shaping individual's perception, the way the social media portrays women it creates a negative perception of a public towards that portrayal to that particular woman, the continual media's depicting of public life as a male domain, supports or perpetuate traditional beliefs that women are inferior to men, and men have a right to dominate women, this perception will increase gender stereotypes which will increase gender inequality.

Depicting of women as sexual commodities, respondents pointed that media portrays woman as a sexual commodity, this is because of the way woman is presented in a social media, women appears half naked in most advertisements, even in music's played in radio and TV stations women are shown as sexual objects to a man from the way she appears and acts, when we come to TV shows, bongo movies all portray

women as a commodity for sexual pleasure to a man, where a man is portrayed as somebody to ensure sustainability of a woman financially etc. This can be evidenced by a TV drama popularly known as “*Kimyamilele*” Which is aired by ITV every Saturday from 09pm where a woman is shown as sexual object of a man and has no say towards man.

Depicting of women as home care takers, majority of participants in our qualitative study said that social media portrays women as mothers to stay at home and taking care of the family, this is evidenced in different TV programs, and TV cinemas/movies where the role played by women is to stay at home and take care of children, ensuring cleanness at home, ensuring there is a food a and children behave in good manner.

People in the social media have to know that gender equality does not mean that man and woman should become the same biologically or in any other way against nature, instead gender equality is a provision of equal opportunities to both men and women, both genders should be treated the same, they should be give the same voice. In order to win against gender inequality requires women empowerment to ensure that decision making at private and public level and accessibility to resources are no longer weighted in man’s favor, instead are all treated in the same manner, this can only be achievable with the support of the media through their editorial comments and reports.

#### **5.4 Public Suggestions Towards Effective Gender Equality Promotion by Social Media**

The other objective of this study was to find out the suggestions of the social media consumers on effective ways to promotion of gender equality. About 56% of respondents suggested that more programs related to gender equality should be added in their Medias programs.

More than 56% suggested local language should be largely used to present the intended message, this will enable majority of people especially in rural areas to understand effectively the content message directed to them on gender equality. The effectiveness in use of local language in impacting knowledge is proved by the study conducted by Kafata (2016), when investigating the impact of teaching in local language on pupils and teachers in Kitwe district, Zambia. His findings suggested that local language is more beneficial as the pupils' grasp things faster; majority of participants suggested the use of local language.

Majority of participants (76%) suggested that in order for the social media to successfully impact knowledge and awareness for effective gender equality in the society the community should be involved effectively in developing programs related to gender equality. Community participation gives residents the opportunity to develop skills and networks that are needed to address social exclusion, it promote sustainability because community members have ownership of their communities and can develop the confidence and skills to sustain developments once the extra resources have gone (Danny B, T. Marilyn et al. 2004).

More respondents (76%) suggested that media organizations should be more gender sensitive, so that in any program they give air time should consider the issue of gender so that the public can learn. This can be strengthened by media owners to ensure equal opportunity in employment by balancing the gender, equal opportunity in presenting should be encouraged in the social media.

67% of respondents suggested that media should be more accessible by everybody and should be confidential to any information given to them by victims or by informers so that any person can feel at ease to report any information related to gender mistreatment without being worry to be disclosed.

### **5.5 Research Objective 3: Relationship between Social Status and Public Views on The Performance of Social Media in Promoting Gender Equality**

Also, the current study found people with low income cited ITV as a channel that had more contributions on gender equality than any other channel (67%). Among the middle-income earners (50,000 to 500,000) also mentioned ITV (60%). People with high income (more than 500, 0000), also pointed to ITV (70%), and followed by TBC (67%) as the most channel with positive contributions towards gender equality. This fact is interesting because almost across all categories of income majority mentioned ITV as the most channel with positive contribution, it is not very clear why ITV but the possibility is because of its accessibility and because of its news contents, ITV can be accessed from all decoders, and is pointed to be unbiased in reporting government news and other non-government news like issues related to



opposition parties, while TBC is bias in reporting mostly government and ruling party related issue.

In terms of education statues all respondents with primary education and below mentioned Clouds media as a biggest contributor channel in promoting gender equality. Likewise, respondents with education above secondary school were in agreement with ITV as the most channels with positive contribution towards gender equality promotion.

More respondents among participants with secondary school education mentioned TBC as the number one channel in promoting gender equality awareness.

## **CHAPTER SIX**

### **6.0 CONCLUSIONS AND RECOMMENDATIONS**

#### **6.1 introduction**

This chapter presents the conclusions and recommendations of the study. The study sought to investigate the perception of the Tanzanians public towards social media's role in promoting gender equality in Tanzanian society and proposing what measures should be undertaken to improve any weakness and challenges found in promoting gender equality.

The main reason that pressurized the conduct of this study was the absence of public's involvement in the assessment of the media's performance in promoting gender equality. There was a lack of qualitative studies on social media performance on gender equality this made media practitioners and gender activist to rely on quantitative information's. Hence this study was intended to fill this gape.

#### **6.2 Conclusion**

##### **6.2.1 Opinions of People Living in Dar Es Salaam Urban Regarding the Contribution of Social Media in Promoting Gender Equality**

The study highlighted a good number of the findings. However, it was not an easy task as each and every respondent had his or her own view on the subject matter. However, majority of respondents living in Dar es Salaam urban had good understanding of gender equality, women appear to be more knowledgeable on gender equality. In most cases women are victims of gender equality, from the

information collected and analyzed it could be safely concluded that people who were likely to be victims of gender equality were more likely to be knowledgeable on gender equality. More research needs to be carried out in rural areas to obtain a comparison standard of the current findings; Dar es Salaam urban is the big city with all communication channels compared with remote regions.

## **6.2.2 Public Opinion on Specific Social Media Institutions Perceived to Have Contributed in Promoting Gender Equality**

### **6.2.2.1 Public Perception on the Performance of Social Media in Promoting Gender Equality**

In the current study, regarding public perception of the social media performance in promoting gender equality, specifically the researcher wanted to know how the media contributes to gender equality in the society. The public view television stations performing relatively well in this area, this can be contributed by the fact that television uses combination of picture, sound and motion, something which is supported by learning theorists who highlight that memory information retaining capacity is high in someone who watch television 50% more than other medias, seeing 30%, reading 20% and hearing 10%.

### **6.2.2.2 The Most Educative Social Media Channel on Gender Equality in the Essence Women Empowerment**

Women in small and medium enterprises have been empowered economically by facilitating their access to financial facilities in the form of credit, training in entrepreneurship and business management, and accessing markets. Efforts are being

made to assist women to acquire standards certification of their products and to access internal and external markets.

Efforts have been made to mobilize communities to form Savings and Credit Cooperative Associations (SACCOs) and Community Banks through the media. Further analysis of these findings shows that the audience believe that private owned television is the most influential channel, and ITV was perceived the most positive contributing channel among television channels in changing public attitude in gender equality, reasons given by the public in justifying ITV to be the most positive contributing channel included suggestions that the station prioritized stories on gender and packaged them well, it was perceived that the way gender stories were packaged by ITV had more effects as the station would do in depth follow up and report of such story. Almost participants across all income level mentioned ITV as their source of gender equality information. Majority of participants with Primary education mentioned clouds as the major source of information regarding gender equality.

Generally, majority pointed that there is an improvement in social media performance towards gender equality, however more efforts need to be done to be directed to the social media performance.

### **6.2.2.3 Public Perception Towards Social Media on How They Perceive A Woman and A Man Regarding Their Dressing Style and Presentation**

The findings of this current study agree with the general public assumption that social media have greater role to play in promoting gender equality, data from all

categories which were included in this study all showed that social media perceive women to be inferiors compared with men, this is evidenced by different advertisements where women are portrayed negatively. This argument was supported by the TV shows, advertisements, kinds of music played in radio stations where women are depicted as sexual commodities, take an example of TV drama popularly known as “*Kimyamilele*” aired by ITV where a woman is depicted as a sexual object of a man and has no say towards a man.

#### **6.2.2.4 Public Suggestions Towards Effective Gender Equality Promotion by Social Media**

The public who are the media consumers were in the views that, the social media can improve on its performance in promoting gender equality if it could do the following:

- More programs related to gender equality should be added in their Medias programs.
- Local language should be largely used to present the intended message, this will enable majority of people especially in rural areas to understand effectively the content message directed to them on gender equality
- Community should be involved effectively in developing programs related to gender equality. Community participation gives residents the opportunity to develop skills and networks that are needed to address social exclusion, it promotes sustainability because community members have ownership of their communities
- Media organizations should be more gender sensitive, so that in any program they give air time should consider the issue of gender so that the public can learn

- Allocating more time to gender related programs
- Be gender sensitive in all programs
- Media should be more accessible by everybody and should be confidential to any information given to them by victims or by informers.

### **6.2.3 Relationship between Social Status and Public Views on the Performance of Social Media in Promoting Gender Equality**

The current study found people with low income cited ITV as a channel that had more contributions on gender equality than any other channel. Among the middle-income earners (50,000 to 500,000) also mentioned ITV. People with high income (more than 500, 0000), also pointed to ITV and slightly majority pointed TBC as the most channel with positive contributions towards gender equality. Point of interesting was the way all groups categories mentioned ITV as their source of income.

In terms of education status all respondents with primary education and below mentioned Clouds media as a biggest contributor channel in promoting gender equality. Likewise, respondents with education above secondary school were in agreement with ITV as the most channels with positive contribution towards gender equality promotion.

More respondents among participants with secondary school education mentioned TBC as the number one channel in promoting gender equality awareness.

## **6.3 Recommendations**

### **6.2.4 For Action**

In this part the researcher gave his opinion or suggestions which can help in finding the solution to the problems which were identified by the study. Therefore, these recommendations were directed to social media organizations, stake holders, and the community at large as media consumers.

- i) Further research needs to be carried out on a larger population and sample size to increase the generalizability of the findings. Though there is large number of studies investigating perception of the public towards social media performance on gender equality, a research should be carried out on a nationwide. It will be very important that the social media should be used effectively in promoting gender equality to the public.
- ii) The evaluation of social media channel performance should not rely on only space, time and frequency allocated to gender issues; it should base on programs on its audience.
- iii) As the current research show that majority of media institutions in Tanzania stereotype women in one way or another, there is a need for stakeholders to invest more resources in sensitizing journalists and media gate keepers on gender, this will help them to be sensitive of stereotype in their programming.
- iv) The social media industry in Tanzania needs to develop gender sensitization programmes that are the community self-developed, in other way there should be more local content on gender equality

- v) The ministry of Development, Gender and Children should deliberately develop a policy aimed at making media institutions more gender sensitive in their programming's.

#### **6.2.5 For Further Studies**

For Further studies, the prospective research out to find out how to facilitate women to graduate from the informal sector to the formal sector, particularly in the more productive sectors of the economy. Also, to investigate the need to enhance capacities to produce enough quality products required by the markets. Women have managed to participate in trade fairs and secure orders, but failed to meet large orders due to limited production capacities.



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- i) Below 50,000 Tsh [ ]
- ii) Between 50,000 and 500,000 Tsh [ ]
- iii) Above 500,000 Tshs [ ]

6. Educational level

- i) Primary school [ ]
- ii) Secondary School [ ]
- iii) College [ ]
- iv) University [ ]
- v) Masters and above [ ]

7. What language of communication do you use most of the time in your residential area?

- i) Your local language [ ]
- ii) Swahili [ ]
- iii) English [ ]
- iv) Any other, specify:

.....

**SECTION B. MEDIA KNOWLEDGE AND USAGE**

8. Which of the following channels of communication have been very useful to you when it comes to acquiring knowledge? (Number them in ascending order of usefulness).

- i) Television [ ]
- ii) Radio [ ]
- iii) Internet [ ]

- iv) Newspaper [ ]
- v) Internet [ ]
- vi) Magazine [ ]

7. Any other, specify:

.....

9. Name the specific media organization that has been useful to you in acquiring knowledge?

.....

**SECTION C: PERCEPTION OF MEDIA PORTRAYAL OF WOMEN AND MEN**

10. Which television station is your favorite?

- i) TBC 1 [ ]
- ii) ITV [ ]
- iii) EATV [ ]
- iv) Star TV [ ]
- v) Channel Ten [ ]
- vi) Clouds Tv [ ]
- vii) Any other (specify) [ ]

11. How women are generally portrayed on this channel?

.....  
.....

12. How men are generally portrayed on this channel?

.....  
.....



13. How would you like women to be portrayed on TV?

- i) Care - givers [ ]
- ii) House wives [ ]
- iii) Sex objects [ ]
- iv) Good follow [ ]
- v) Bread winners/workers [ ]
- vi) Leaders [ ]
- vii) Any other, specify:

.....  
.....

14. 14. How would you like men to be portrayed on TV?

- i) Home makers [ ]
- ii) Care givers [ ]
- iii) Husbands [ ]
- iv) Sex objects [ ]
- v) Good followers [ ]
- vi) Bread winners/workers [ ]
- vii) Leaders [ ]

8. Any other, specify:

.....  
.....

15. What is your favorite radio Station?

.....

16. How men are generally portrayed on your favorite radio station?

.....  
.....

17. How women are generally portrayed on your favorite radio station?

.....  
.....

18. Which sex is generally portrayed as being inferior to the other by the media?

i) Male [ ]

ii) Female [ ]

Why do you think this particular sex is portrayed as being inferior to the other?

.....  
.....

**SECTION D: MEDIA AND GENDER EQUALITY**

19. 19. Do you know what gender equality is?

i) Yes [ ]

ii) No [ ]

20. If yes to question 19, what is gender equality?

.....  
.....

21. Do you think that women and men should be given equal opportunities in all aspects of life?

i) Yes [ ]

ii) NO [ ]

Give a reason for your answer?

.....  
.....

22. Which of the following mass media channel has contributed more to your knowledge on gender?

- i) Television [ ]
- ii) Radio [ ]
- iii) Internet [ ]
- iv) Newspaper [ ]
- v) Internet [ ]
- vi) Magazine [ ]
- vii) Other people [ ]
- viii) Any other, specify:

.....  
.....

23. Are you happy with the way the media reports on gender issues?

- i) Yes [ ]
- ii) No [ ]

24. If not, what is lacking?

.....  
.....

25. Which media organization tries to give a balanced report on gender issues?

.....  
.....

26. In your opinion, how would you rate the media coverage of gender issues?

- i) Very good [ ]
- ii) Good [ ]
- iii) Moderate [ ]
- iv) Poor [ ]
- v) Very poor [ ]

27. Is it easy for an individual to air their gender concerns through the media?

- i) Yes [ ]
- ii) No [ ]

28. Give reason (s) to your answer

.....

.....

29. What do you think the mass media in Tanzania can improve on for it to contribute effectively towards achieving gender equality?

.....

.....

.....

.....

30. General comments:

.....

.....

.....

.....

**Thank you very much for your cooperation!**