EFFECT OF SOCIAL MEDIA ON PUBLIC AWARENESS PROGRAMMES:

A CASE OF LATRA AND TASAC, TANZANIA.

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A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF ARTRS DEGREE IN MASS COMMUNICATION (MAMC) OF THE OPEN UNIVERSITY OF TANZANIA.

2025

DECLARATION

I, **Salumu S. Pazzy,** declare that this research report is my own original work and

that it has not been presented and will not be presented to any university for similar

or any other degree awards.

Signature ………………………………….

Date………………………………………

CERTIFICATION

I, the undersigned certify that I have read and hereby recommend for acceptance by the Open University of Tanzania the research assignment report titled "***Effect of Social Media on Public Awareness Programmes; A case of LATRA and TASAC in Tanzania***" in fulfillment of the requirements for award of Master of Arts degree in Mass Communication (MAMC) of the Open University of Tanzania.

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DEDICATION

I dedicate this work to my father, Said Pazi, whose inspiration, support, and unwavering dedication have been a guiding force throughout my educational journey.

ACKNOWLEDGEMENT

ABSTRACT

The study examined the roles of social media on public awareness programmes. The study was conducted at Land Transport Regulatory Authority (LATRA) and Tanzania Shipping Agencies Corporation (TASAC), Tanzania.   The general objective of this study was to investigate on the effects of social media on public awareness programmes. The study was guided by four objectives; to analyse the roles of social media on public awareness programmes, to examine the extent to social Media usage on public awareness programmes; to identify its effects on public awareness programmes, and to find out challenges and opportunities associated with utilizing social media for public awareness programmes.

Basing on the nature of the study, the researcher adopted a case study research design; using quantitative and qualitative research methodologies. The data collected using interviews, observation and questionnaires. The data obtained were analyzed using SPSS under the help of frequencies and percentages. The study used a sample size of 82 who were obtained through purposive and random sampling techniques.

The findings found out that organizations use websites, social media pages like Instagram, Facebook, X (twitter), in educating and informing the audience on programmes, and allowing interaction with the audience on the campaign. Social media has also led to spread of misinformation and fake news on some programmes. Poor internet connection and internet costs were the common challenge faced majority of social media users in rural and urban areas.

The study concluded that social media has enabled organizations like LATRA and TASAC to reach beyond geographical boundaries instantly at low costs compared to the use of TV, Newspapers and radio. The study recommended that, government and other stakeholders should cooperate in improving internet connection, so as to allow even the rural communities to access to public awareness programmes through social media.

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1.0 INTRODUCTION

This chapter tries to analyse the case under study into these divisions, background of the study, problem statement, general objective, specific objectives, research questions, significance of the study; organization of the chapter, and limitations of the study, all these efforts are directed towards understanding the effects of social media on public awareness programmes.

1.1 Background of the study

Globally, the advent of social media has revolutionized communication and information dissemination, offering a powerful platform for public awareness programmes. Social media platforms have become integral tools for promoting public awareness on various issues such as health, environmental concerns, social justice, and civic engagement (Smith & Anderson, 2018). The widespread use and accessibility, social media platforms offer unique opportunities for government and non-government organizations to engage with the public and raise awareness about their programmes and initiatives. Recently reports show that 4.2 billion people (53.6%) of the world population are active social media users (Digital Report, 2021). In western countries such as USA and UK, the presences of social Media seem to change the communication technology at large extent, different to previous years of 1900's where majority depended much on journalism outputs like Radio and Television as source of news (Harshey, 2015). The emergence of social Media has

overthrown the use of TV and radio in spreading awareness to community in spreading awareness about different programmes at large extent (Hembadoon, 2013). In Africa, especially in South Africa and Nigeria, social media has overtaken Media like newspapers, TV and radios in informing and public awareness programmes (Hembadoon, 2013). In Kenyasocial Media has influences on public awareness programmes to the community; before the emergence of social Media, radio, TV and newspapers were used in awareness to the public programmes. Due to this, the newspaper market also has droppedin Kenya as a results of presence of social Media (Wairimu, 2018).

In Tanzania, in recent years, the government and non-government organizations has been using social media specifically Instagram and Facebook in spreading awareness to the public programmes. Different from previous years where awareness to the public programmes was provided through direct social meetings and assembly, Televisions, newspapers and radio (Wambiri&Ndani, 2016). Recently, three years back, the government authorities started to own, manage and use social Media's accounts to make the community awareness to different programmes. For instance, during Covid-19 pandemic, different government authorities specifically the Ministry of Healthy used Instagram to create public awareness on how to cope with the pandemic. There is little studies conducted on effects of social Media on public awareness programmes; studies conducted by Bertort, Jaeger, and Grimes, (2010): Dmour et al (2021), Salman et al, (2021); Tagi (2019) on social media and public programmes show that social Media play great role in awareness to the public

programmes. These studies entail that in public awareness programmes, social Media has the role of informing the community on time, anywhere and at low costs.

Individuals and academicians have been asking themselves, that if there are positives of social media on public awareness programmes; is there any effect of Social media on public awareness programmes? On that basis, this study investigated on the effects of social media on public awareness programmes.

1.2 Statement of the Problem

Public awareness programmes in society play significant role in enhancing education, information, and raising awareness among the general public about specific issues, topics, or causes (Borawska, 2017), though the practice of public awareness programmes are not effective among society (Durbin, & Filer, 2021). Moreover, Public awareness programmes are found to be worse in developing countries (Babinski, et al. 2016).

In less developing countries, particularly Africa, most of the countries including Tanzania have developed reform policies and regulation on social media (URT, 2019) to enhance public awareness among society on different issues. However, the policies and regulations are not well implemented in most of these countries. the problems of most African countries are insufficient social media experience and public awareness programmes concerning adherence and regulation and peace and tranquility.

Despite the abovementioned empirical studies on the role of social media factors in determining societies' public awareness programmes at community, available literature shows that only few studies focused on the effects of social media on public awareness programmes. Even if there are studies on social media on public awareness programmes the studies were limited to investigated.

In addition, despite several studies that have investigated different factors that influence public awareness progrsammes, most of them were conducted mainly in United States, Europe and Asia (Durbin, & Filer, 2021; Babinski, et al. 2016; Shan et al. 2022; Yang, 2017). Hence, public awareness programmes need further investigation in Tanzania, specifically, among transport regulation authorities because the results of previous researches may not be generalizable to the Tanzania context due to the differences in institutional culture, organizational structure, leadership style, working conditions, status of the institutions, characteristics of professionals, level of economy, technological level, and geographical location.

Therefore, based on the abovementioned gaps and the suggestions for further researches, this study investigates the relationship between social media and public awareness programmes among Tanzanian transport regulatory authorities which are LATRA and TASAC.

1.3 Objectives of the study

1.3.1 General Objective

The general objective of this study was to investigate on the effects of social media on public awareness programmes at LATRA and TASAC in Tanzania.

1.3.2 Specific objectives.

The specific objectives of the study were as follows: -

i. To analyse the roles of social media on public awareness programmes at LATRA and TASAC in Tanzania.

ii. To examine the extent to which LATRA and TASAC in Tanzania use social Media on public awareness programmes.

iii. To identify the effects of social media on public awareness programmes at LATRA and TASAC in Tanzania.

iv. To find out challenges and opportunities associated with utilizing social media for public awareness programmes.

1.4 Research questions

This study answered the following specific questions.

i. What are the roles of social media on public awareness programmes at LATRA and TASAC in Tanzania?

ii. To what extent to do LATRA and TASAC in Tanzania use social Media on public awareness programmes?

iii. What are the effects of social media on public awareness programmes at LATRA and TASAC in Tanzania?

iv. To identify challenges and opportunities associated with utilizing social media for public awareness initiatives.

1.5 Significance of the study

The study focuses on investigation of effects of social media on public awareness programmes; especially at Land Transport Regulatory Authority (LATRA) and

Tanzania Shipping Agencies Corporation (TASAC) in Tanzania. The findings would contribute to both theory and practice. From theoretical perspective, the potential findings from this study will contribute to the current body of knowledge on social media and public awareness programmes. Furthermore, this study contributes to the existing body of knowledge by providing empirical support on the role social media and public awareness programmes. This study will help researchers in identifying factors that are more likely to facilitate public awareness prohrammes. The effects of social media on awareness programmes could be explicated from two theoretical perspectives. These two theoretical perspectives are media convergence theory (Kincaid,2010) and diffusion of innovations theory of communication (Rogers, 1995). Media convergence theory suggests that digitalization of various media likely to form a binary code enables them to share the same process of production, distribution and storage installed by their institution is effectively imposed. Diffusion of innovations theory of communication suggests that public awareness programmes are implemented from diffuses or spreads of information throughout a society in a predictable pattern. Thus, social media are most important referent tools in helping society in acquiring of information. Therefore, the findings of this study validated and extended the media convergence theory and diffusion of innovations theory of communication by depicting that public awareness programmes are determined by on social in social media.

Practically, the findings of the study may also provide an effective contribution to the Land Transport Regulatory Authority (LATRA) and Tanzania Shipping Agencies Corporation (TASAC) managements, policymakers, NGOs, and other stakeholders

on the mechanisms for increasing public awareness programmes. This study will provide empirical evidence on the role of social media on public awareness programmes . Thus, helping the Land Transport Regulatory Authority (LATRA) and Tanzania Shipping Agencies Corporation (TASAC) managements, policymakers, NGOs, and other stakeholders to identify the most important factors in encouraging public awareness programmes Tanzanian society. This is a broader contribution that ranges beyond the Tanzanian context.

1.6 Limitation and Delimitations of the Study

1.6.1 Limitations

The study had several limitations that was considered when interpreting the findings. Firstly, the study sample size and selection would limit the generality of the findings. The participants were drawn from a specific population and geographical area, and their views would not fully represent the broader context. Secondly, the use of interviews introduces the possibility of biases, such as social desirability or recall bias. Respondents would have provided responses they perceived as socially acceptable or may not have accurately recalled their experiences, which could have influenced the validity of the collected data. Lastly, the study relied on data collected at a specific point in time, which its findings may vary depending on technological changes and time.

1.6.2 Delimitations

The study acknowledges limitations in data collection, including potential biases recall bias.

Efforts were made to mitigate these biases by designing interview protocols to encourage honest responses and employing multiple data collection methods like questionnaires and observations.

Data collection was limited to a specific timeframe, potentially overlooking public awareness programmes. These limitations and delimitations were important in providing a framework for understanding the boundaries and potential constraints of the research in interpreting the study results and drawing conclusions.

1.7 Organization of the Study

This chapter is the first of five chapters in this thesis. Chapter 2 gives general review of the literature on social media and public awareness programmes. The definition of the key terms, media, social media, public awareness programmes, and theoretical framework are also presented.   Discussion in Chapter 2 continues with past empirical findings on roles of social media on public awareness programmes. The chapter also discusses the conceptual Framework tested in the study and its' underpinning theories. The chapter concludes with the research gap.

Chapter 3 describes the method for the study, namely the research design and approach. The chapter reports research area, the selection of participants, sample size and technique and the development of questionnaire for the research. Chapter 3 ends with a brief explanation of the strategies and procedures used to analyze the data that were collected from the survey.

Chapter 4 reports the results of the study. This includes demographic profile of the respondents and the gender distribution of the respondents, age of the respondents,

marital status of the respondents, respondents experience of social media and public awareness programmes, academic levels of respondents, respondents working position, analysis of the findings, and discussion of the findings. The results are summarized in a number of tables and charts to facilitate interpretation.

Chapter 5 discusses summary of the main research findings. The findings are compared to those found in the past research reviewed in chapter 2. New findings are also discussed. The chapter ends with a discussion on recommendation of the study, and some suggestions for future research.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presented the definition of key words used in this study, theoretical framework, conceptual framework, and empirical literature review from various studies and publications.

2.1 Definition of key terms

2.1.1 Media:

Different authors have defined media in different ways; For example, Hall, (2024) defined media as the main means/way of mass communication.

Media in this study is understood as a means for publishing and broadcasting information. According to this study media as media include televisions, radios and newspapers.

2.1.2 Social media

Aichner at.al. (2021) defined social media as a group of internet-based applications that are built on the ideological and technological foundations, which allow the creation and exchange of user-generated content (UGC). Hermida (2012) defined social media as technologies, which have characteristics of participation, openness, conversation, community and connectivity.

In this study, social media were understood as internet-based platforms that allow online users to create and exchange messages through text, sound, picture and video;

separately or in combined way. According to this study, social media include Facebook, Instagram, twitter, YouTube, blogs and many others.

2.1.3 Public awareness programmes.

Borawska, (2017), Public awareness programmes refer to initiatives or campaigns designed to educate, inform, and raise awareness among the general public about specific issues, topics, or causes. These programmes aim to disseminate information, create understanding, and influence public attitudes and behaviours towards a particular subject matter.

2.2 Theoretical Framework

A theory is a systematic explanation for observed facts or laws that relate to a particular aspect of life. MacQuail (2005) views a theory as a systematic set of ideas that can help make sense of a phenomenon, guide action or predict a consequence. This study was guided by two (2) theories; Media Convergence Theory and Diffusion of Innovations Theory of communication.

2.2.1 Media Convergence Theory

This theory was proposed by Kincaid in 2010. This theory is highly related to the network theory and explains why some groups have common features and others are different from others. This indicates that those who share common beliefs, values and behaviour converged and those who share nothing will diverge (Jenkins, 2006). The bedrock for all scholars' definitions of convergence is technology.

This approach belongs both to media producers, and online consumers of information. Media convergence identifies five (5) aspects of it: that are

technological, organic, economic, cultural and global convergence. These aspects are handled on the border between multimedia and convergence (Jenkins, 2001). Kincaid explained that, media convergence is integrated to culture aspects as an interaction between new and traditional media. He considers not only the technological shift in convergence, but also has effects on the media sector and its audiences. As a result, convergence is a nonstop process and the media product is considered to be subject to everlasting change.

Digitalization of various media forms that reduces them to a binary code enables them to share the same process of production, distribution and storage (MacQuail 2005). Televisions, radios, and newspapers and other media content goes online, they may lose their long lived identity and start being viewed as one form of mass communication (Milkessa, 2019).

In general, the digital technologies of the social media platforms, journalism profession has entered a very different phase turn on the revolution of convergence. Media convergence is an endless process with complete and considerable implications on every aspect of journalism practices including producers, consumers, distribution of power, and influence (Jenkins, 2018).

The media convergence theory is appropriate for describing public awareness programmes and the social media, since it hypothesizes a circumstance in which attributes acquired by media convergence theory around a person are necessary for practicing public awareness programmes.

2.2.2 Diffusion of Innovations Theory of Communication

Diffusion of innovations theory of communication was firstly proposed by Rogers (1995) as its theoretical foundation. Diffusion of innovations theory states that an innovation (that is, an idea, new technique, or new technology) diffuses or spreads throughout a society in a predictable pattern. Some people will adopt an innovation as soon as they hear of it while others will take longer to try and copy, while others will take much longer (Borah, 2016).

Rogers and other diffusion researchers have identified five separate innovation adoption categories; that is the innovators (they are brave and ready to try new things/ideas), the early adopters, the early majority, the late majority and the laggards (members of this group are the last to adopt). The diffusion of innovations theory of communication discussed above conforms to this study because social media as new tools that journalists use in carrying out their duties, up till now some are still doubtful about its impact in the field of journalism and are unwilling to accept them or use them.

This study decided to use these theories simply because the theories tries to predicts and explain the way the changing world of science and technology change the aspects of life culturally, socially, technologically and politically. These theories highlight and mention several roles of technology specifically social media in parts of human life. The diffusion of innovation (DoI) theory is essentially a social process in which subjectively perceived information about a new idea is communicated and rests on the premise that a new idea, practice or object has

perceivable channels, time and mode of being adopted by individual or organizations (Rogers, 1983). Therefore, the theory is appropriate for underpinning the relationship between social media and public awareness programmes. In fact, diffusion of innovation theory facilitates the foundation of public awareness programmes among society through social media (Rogers,2014).

2.3 Empirical Literature Review

This section focuses on reviewing relevance literature that relates to the study objectives. This section provides other researchers experiences on the study topic, from local to global level, objective to objective, part to part as described here below.

2.3.1 Roles of social media on public awareness programmes

Social media platforms play a crucial role in disseminating timely and relevant information to the public. Scholars such as Kaplan and Haenlein (2010) on their study titled, *"The Challenges and Opportunities of Social Media"*, they emphasize on the speed and efficiency of social media in reaching a large audience especially in informing the community about public awareness. Public awareness campaigns leverage platforms like Facebook, Twitter, and Instagram to share updates, announcements, and critical information during emergencies (Veil et al., 2011). Apart from that, the study of Tucker at al., (2018) on roles of social media entail that, social media has become a sites where people interact freely, sharing and discussing information about each other and their lives, using a multimedia mix of personal words, pictures, videos and audio.

Shan et al, (2022), who investigated the empirical relationship between social media and public awareness on 176 news pieces were gathered from 2007 to 2017 found that social media have an direct and significant effects on public awareness. Shan et al, (2022), has paved the way to conduct further studies in another industrial context and cultural setting such as Tanzania to validate the findings.

The study of Smith et al. (2012), titled "*How does brand-related user-generated content differ across YouTube, Facebook, and Twitter*" they explained the way social media has become very useful in ensuring the content reach its audiences. The purpose of their study was to assess the role of social media in branding content of public programmes. The study found that, one of the distinctive features of social media is the potential for two-way communication. The study concluded that, public awareness programmes benefit from increased audience engagement facilitated by social media. Interactive features such as comments, shares, and likes allow organizations to connect with the public, understand concerns, and foster a sense of community.

Wairimu (2018) on the study titled "*The Impacts of social media* in Uganda" established that individuals, firms and organisations use social Media for the purpose of public awareness programmes. Apart from that, the entailed that individuals use social media for the purpose keeping in touch with friends and relatives, meeting new people, creating professional and business contacts, sharing photos, videos and music, playing games, discovering new music, books, films and other forms of entertainment, promoting public awareness programmes and many others.

Neiger et al., (2012) in the study titled *"Use of social media in health promotion program"* they explained the way social media play a great role in public awareness programmes, especially in health programmes. They added that Social media acts as an amplification tool, extending the reach of public awareness messages beyond traditional media channels (Neiger et al., 2012). Through sharing and retweeting, users become advocates, helping to spread information virally.

Addition to that, the study conducted by Peng, (2024), titled *"Evolution of Internet marketing"* showed that social Media is very useful in delivering contents programmes to the community. The general objective of the study was to assess the effectiveness of social media in delivering the contents to the audience especially those relating to public awareness programmes. The study found that, social media has the ability to facilitate targeted messaging and audience segmentation. The study suggests that, social media analytics enable organizations to modify content to specific demographic groups. This targeted approach enhances the effectiveness of public awareness campaigns by addressing the unique needs and preferences of diverse audiences, different to Television and other Media.

Waititu, (2021). conducted a study to examine the influence of social media on community awareness. The study was conducted on 98 respondents who participated on online survey. The finding indicates that social media have a significant effect on community awareness. Waititu, (2021) recommended for future research on different participants in other geographical locations in order to generalize the results.

2.3.2 Extent to which organisations use social media on public awareness programmes

The study conducted by Kim and Yang (2017), with a title *"Understanding public sentiment on Nuclear Power through Twitter data during the 2013 in Korea nuclear crisis"*, they found that many businesses and firms across different industries and organizations in the world have incorporated social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and others to reach a wider audience. Firms and organizations often use a mix of social media platforms to cater announcements, programmes and other too different demographics and target audiences. For example, visual-centric platforms like Instagram are used by firms to announce issues and public awareness programmes.

2.3.3 Effects of social media on public awareness programmes

The study conducted by Bakar, (2022) titled *"Systematic Literature Review on the Role of Social Media Influence in Raising Public Awareness of the Covid-19 Pandemic"* entails that social Media provides an opportunity to improve how people communicate and handle information. The study's purpose was to provide a comprehensive picture of how social media affected the emerging COVID-19 pandemic. The study discovered that using social media to prepare for the COVID-19 pandemic, acquire information, respond to it, and educate the public about it is a good strategy. Social media is often a breeding ground for misinformation and fake news, which can harm the credibility of public awareness program of an institution (Bakar, 2022). Public awareness messages may be distorted or undermined by inaccurate information, leading to confusion among the audience. The study also

discovered that social media platforms propagate bogus news and incorrect information regarding the COVID-19 pandemic. This undermines social Media trust toward public awareness programmes, and has become as the key effects of social media on public awareness programmes.

Kim and Yang (2017) discussed issues related to misinformation, privacy concerns, and the need for ethical considerations in crafting and disseminating messages as the effects of social Media on public awareness. They recommended that, despite the benefits of social Media on public awareness programmes, firms and organizations also highlight effects associated with social media use in public awareness programmes (Kim and Yang, 2017). Balancing openness with responsible communication remains a critical aspect of social media engagement in public awareness programmes. The reviewed study conducted by Balachandran et al. (2011), entail that social media platforms provide a global reach, allowing public awareness campaigns to connect with a broad and diverse audience. Messages can be disseminated quickly and efficiently, reaching people across geographical boundaries.

2.3.4 Challenges and opportunities associated to social media for public awareness programmes.

Despite the enormous benefits derived from using social media, critics maintain that there are many challenges to using social media for public awareness programmes purposes, particularly in developing nations.

In their study Regan, et al (2018), the explained that there are many types of social media and many ways in which they are used. While social media provides significant opportunities, firms also face challenges such as negative feedback, managing a crisis in the public eye, and ensuring consistent messaging across platforms.

The study conducted by Chinyamurindi, (2018); Chicharo, (2014) explained several challenges related to challenges of social media on public awareness programmes. Most of the mentioned challenges include lack of trust in peer feedback, ownership issues regarding public and collaborative spaces, difficulty in adapting publicly available tools, difficulty in integration of social media technologies into programme, lack of awareness, lack of access to computers, lack of a conducive environment, poor internet connectivity, bandwidth problems, technophobia, lack of maintenance culture and unreliable power supply.

Nagle (2018) argues "the social media sites are inherently designed for conviviality. To stay in these spaces in this way is to inhabit a space devoid of the abuse witnessed and experienced by others outside of that community, and one that is at risk of understanding itself as a cyber-utopia". These views seem to be both true and false at once. The effects of living in a filter bubble of like minds are well documented but equally notorious are the often heated and occasionally abusive disagreements aired in these media. Critics point out that social media use and information flow is self-segregated into interaction amongst sets of people with similar political and social views (Friesen & Lowe, 2012).

According to Friesen & Lowe, (2012) vast amount of information on social media can lead to information overload, making it difficult for the audience to get the important messages to stand out. Public awareness messages may get lost or diluted in the sea of content, reducing their impact to the audience. These remain as the one among the challenge of social media on public awareness programmes.

2.4 Research gap

Reviewing past empirical studies shows that public awareness programmes are important for organizations and institutions to survive and gain competitive advantage. Public awareness programmes are the society positive behavior to gate informed about knowledge for building brain capacity of other employees and enhancing public knowledge, which in turn lead to organizational performance, effectiveness and efficiency.

Previous studies have shown antecedents of public awareness programmes. Public awareness programmes have been shown to be influenced by different major factors, include social media. However, the previous studies were conducted in non-transport regulatory authorities' contexts such as IT (Shan et al. 2022), environment conservation (Waititu, 2021), marketing (Peng, 2024), Healthcare (Neiger et al., 2012), nuclear industry (Yang, 2017) left transport regulatory authority context with limited studies. Most of those studies on public awareness programmes were conducted in USA, Europe and Asian countries while there is a shortage of studies carried out in African countries, particularly in Tanzania. Since there are differences in organizational structure, institutional culture, technological level, leadership style, working conditions, status of the institutions, level of economy and geographical

location, it is recommended that public awareness programmes studies can be carried out in other cultural and geographical locations in order to generalize the findings (Waititu, 2021; Shan et al. 2022)

2.5 Conceptual Framework

A conceptual framework is a structure that helps the researcher to relate the variables within the study (Van der Waldt, 2020). It is essential in making sure that relationships between variables are well defined. In this study, the conceptual framework focuses on effects of social Media on public awareness programmes at LATRA and TASAC in Tanzania. The conceptual framework below comprised of independent and dependent variable. As shown in figure 2.1
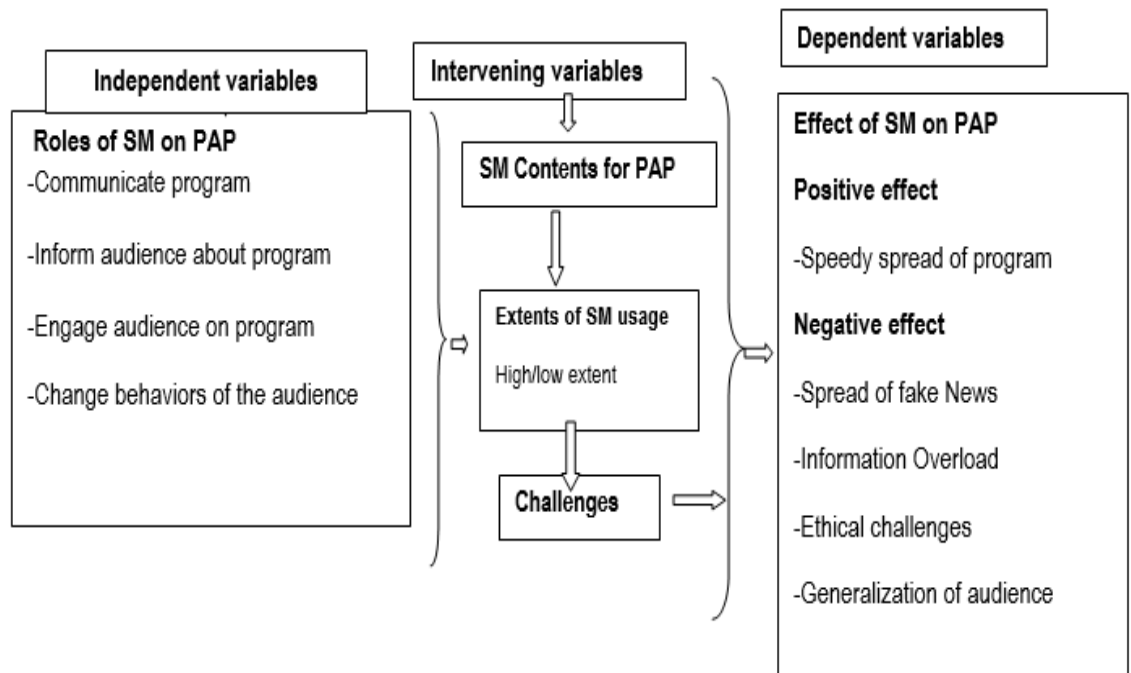
Figure: 2. 1   Effect of Social media on Public awareness programmes.

Source: Researcher (2024).

The conceptual framework in Figure 2.1 consists of three variables; independent variable, dependent variable and intervening variables. The *independent variables* in

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a research study are all variables that cause an effect on a dependent variable. In this study independent variables include all roles of social media on public awareness programmes. *Dependent variables* are the variable that changes as a result of the independent variable manipulation. In this study dependent variables include all effects of social media on public awareness programmes at LATRA and TASAC, all positive effects and negative effects. *Intervening variables*are all variables that interfere or interrupt the relationship between the dependent and independent variable. In this study intervening variables include all contents shared by the firms (LATRA AND TASAC), extent of social media usages; whether high usage or low and challenges.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter covers the research methodologies that was used in this study. This chapter specifically described the research design that was adopted by the researcher, research approaches, area of study, population of the study, sample size and sampling techniques, data collection method and tools, and data analysis technique

3.1: Research Design and Approach

3.1.1 Research design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure (Kothari, 2013). It is also the researcher's plan of action concerning the study, compressed into few paragraphs (Acholonu, 2012). This research study used a case study research design. Because this research design enlightened of the fact that it empowered the analyst to acquire an inside and out and comprehensive knowledge and comprehension of a particular institution on

3.1.2 Research Approach

A research approach is the procedure selected by the researcher to collect, analyze, and interpret data (Rwegoshora, 2006). This study used a mixed research approach. This means that, both qualitative and quantitative data were collected. This means the researcher corporates quantitative and qualitative research approaches. This research approach used by the researcher due to the following reasons. First, this

approach enabledcombining of quantitative and qualitative data, which balanced out the limitations of each method; secondly, this approach provided stronger evidence findings. Third, the qualitative research approach allowed the researcher to interact with the respondents of the study. On top of that, the mixed research approach allowedthe researcher and the respondents to share their experiences and perceptions towards the research questions posed by the researcher.

3.2 Area of the study

This study was conducted at LATRA (Land Transport Regulatory Authority) in Dodoma and Dar es Salaam and TASAC (Tanzania Shipping Agencies Corporation) in Dar Es Salaam, Tanzania. LATRA has its Head Office in Dodoma and has regional offices in all twenty-six (26) regions of Mainland Tanzania.

LATRA plays a significant role in the regulation of road transport, while TASAC regulates maritime transportation industry on Tanzania mainland. Altogether TASAC and LATRA regulates transport activities. Therefore, the study was conducted in these two transportation organs because transport is very important sector for the development of the country; and for long period of time these organs have been back in using social media in organizing their activities and general provision of public awareness programmes.

Addition to that, the study conducted at LATRA in Dodoma and Dar es Salaam because, the headquarters of LATRA is located in Dodoma while many of their public awareness programmes are produced in Dar es Salaam, on TASAC the study was conducted in Dar Es Salaam, at their headquarters.

3.3 Study Population, sample size and Sampling Techniques

3.3.1 Study population

Kothari (2014) defined population as the total number of elements, through which the sample size is drawn, and target population normally consists of elements or individuals having similar characteristics where sample was drawn to represent other elements. It is also the aggregate of all cases that conform to some designated set of specifications (Madueme, 2010).

According to the census report of 2022 Tanzania has a total population of more than 62 million people (National Bureau of Statistics, 2022) who are beneficiaries of transport services, regulated by TASAC and LATRA. But in order to have reliable data, population of this study is expected to include employees of TASAC and employees of LATRA, specifically, Public Relations and Communication Unit, Public Relations and Marketing Unit and few beneficiaries of the services provided by LATRA and TASAC. The total population of this study is thus 462 employees of LATRA and TASAC.

3.3.2 Sample Size and Sampling Technique

Sampling is a statistical process of choosing a sample of a population of interest to make observations and inferences about that population (Denscombe, 2014). Sampling technique is a technique of selecting individual members or a subset of the population to make statistical inferences from them and estimate the characteristics of the whole population (Creswell, 2013).

The researcher used purposive and random sampling techniques to get the sample size of the study, basing on probability and non-probability. Not only that, the researcher used the Slovenes formula $n = N / (1+Ne^2)$. Where**;**

n stand for the study sample

N stand for the given study population,

e- margin of error (that was 0.1)

In this study given, $n = N / (1+Ne^2)$; And N= 462, e= 0.1, finding n=?

$n=462/ (1+462(0.1)^2$

n=462/ 1+ 462(0.01)

n=462/1+4.62

n= 462/5.62

n= 82.2.

Thus, the study sample size was 82. The distribution was as shown in table 3.1 below.

Table 3.1 Distribution of the study population and sample size.

	Categories of participants	Population size	Sample size	Sampling method	Data Collection Tool
1.	TASAC management staff	22	8	Purposive sampling	Interview
2.	LATRA management	18	12	Purposive sampling	Interview
3.	Employees of LATRA	209	34	Random sampling	Questionnaire
4.	Employees of TASAC	213	28	Random sampling	Questionnaire
	Total	**462**	**82**		

Source: LATRA (2021); TASAC (2019), Researcher, (2024).

3.4 Data collection methods and tools

Data collection is the process of collecting and evaluating information or data from multiple sources to find answers to research problems, answer questions, evaluate outcomes, and forecast trends and probabilities (Denscombe, 2014).

For the case of this study, according to the research population and demands of the study; the researcher used both primary and secondary data collection methods to obtain the necessary information for research questions. Primary and secondary data was collected in following ways:

3.4.1 Primary data

Primary data are data from the original sources from which the researcher directly collects data that have not been previously collected (Rajasekhar, 2014). Primary data were obtained through interviews, observation and questionnaires as highlighted below.

3.4.1.1Questionnaires

A questionnaire is a tool of data collection that consists of a number of written information supplied directly by people in response to questions asked by the researcher (Denscombe, 2014). The researcher in this fieldwork used both open-ended and close ended questionnaires.

In this study, the questionnaires were administered by the researcher assistant by distributing them to TASAC and LATRA staff (employees) and other stakeholders who expressed themselves freely by giving a detailed answer. This technique enabled

the researcher to collect a lot of information over a short period of time to a considerable number of the respondents.

3.4.1.2 Interview

The interview method is a data collection method that involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. This method was used to LATRA and TASAC executives. The researcher used both structured and semi-structured interview.

The structured and semi-structured interview used to ask the LATRA and TASAC executive's oral questions that gave the researcher an in-depth understanding of the research objectives. The interview guide prepared and presented to participants to allow them to prepare themselves on topic understudy. The method administered to LATRA and TASAC Executives and staff in Dodoma and Dar es Salaam. The interview session covered about 20 to 30 minutes per respondents.

3.5.1 Observation

Observation method is the data collection method that involves a direct observing of issues and events at the area of study (Kothari, 2013). This data collection method is very reliable because it allows the researcher to observe issues at their natural behaviour and environment with his/her eyes.

The observation methodincluded observing the posts and comments of the TASAC and LATRA. This method helped the researcher to comprehend with the roles, extend and effects of social media on public awareness programmes at LATRA and TASAC in Tanzania.

3.5.2 Secondary data

The secondary data refer to the data which have already been collected and analysed by someone else (Kothari, 2013). Secondary data may either be published data or unpublished data (Kothari, 2013). This tool is appropriate because it facilitates the integration of first-hand information with the information gathered from in-depth interviews and focus groups with the key informants (Kothari, 2013). The researcher reviewed written documents regarding to effects of social media on public awareness programmes.

In this study secondary data was collected from various sources such as media reports, TCRA reports, reports from TASAC and LATRA, government sources, computerized databases and external syndicated data. The researcherused available documents such as books, journals, newspapers, annual reports, magazines, government policies for the sake of complementing the primary data.

3.6 Validity and reliability of the instrument

To limit the chances of getting the wrong response, a researcher has to pay close attention to the details of the study design, reliability, and validity (Saunders, 2009). Validity and reliability of the study were considered well in this study in following way.

3.6.1 Validity of the instrument

According to Mugenda and Mugenda (2009); Validity refers to the ability of the questionnaire to measure the different variables and how they interact and influence one another to avoid void data. To enhance data validity, the researcher evaluated the

validity of the questionnaires before the actual study. This included the questionnaires format and the ability of the questionnaire to capture information required in the question and the study in general. The process included the corrections of questionnaire so as to make them effective in research process to meet the study objectives.

To achieve the data validity, the supervisors and the discussants at the proposal stage reviewed and commented on the questionnaires. This increased the data validity and ensured that respondents respond to the study's objectives. Also the data collection tools were translated into Kiswahili language so that they can be understood easily by respondents who found to be not good in English.

3.6.2 Reliability of the instrument

The extent to which the instrument is continuous in measuring what it is designed to assess is referred to as instrument reliability (Rwegoshora, 2006). The researcher used the test-retest reliability approach to see if the same individuals' scores on the same test are constant across time. In this situation, the researcher provided the same set of tools to the same group of people twice, while maintaining the same conditions. The researcher compared the scores from the two sets after they have been administered to see if the results match.

3.7 Data analysis

Data analysis refers to the process of inspecting, transforming, and interpreting data to discover valuable insights and draw conclusions (Kelley, 2023). After collection of data, the data was analyzed in accordance with the study

objectives, laid in research questions so as to meet the requirements of the study. The data analysis involved the analysis of both qualitative data analysis techniques and quantitative data analysis technique.

After data collection, the researcher sorted out the valid data. Quantitative data derived from questionnaires and interview was coded, summarized so that they answer the research questions. Then, the summarised coded data was, computed, and analyzed using the Statistical Package for Social Sciences (SPSS). Tables, charts and figures, contained frequencies and percentages.

Analyzing qualitative data in research involves systematically organizing, interpreting, and making sense of the rich, textual, and non-numerical data collected from sources such as interviews, focus groups, observations, documents, and open-ended survey responses. Qualitative datawasanalyzed using content analysis technique (thematic analysis); the analysis involved examining data collected from observation, interviews and questionnaires.

3.8 Ethical considerations

Ethics in research refers to a code of conduct or expected social norm of behavior while conducting research (Gakuu, 2014). Ethicalconsidered in following ways: -
The researcher had an introduction letter from the Open University administrative office; this will introduce the researcher to respondents. A part from letter, a researcher considered a cultural diversity, respect dignity and worth of the person, informed consent and abusive behaviours, rights and all welfare of the research.

Researcher treated people with respects to ensure that the procedures are reasonable and fairly administered.

On top of that, the researcher made an agreement with respondents about confidentiality of their information including avoiding the respondents to write their names in the interview questions before given question, this contributed to freedom to the respondents in answering questions. All information collected from respondents remained and will still remain as the confidential forever.

CHAPTER FOUR

PRESENTATION AND DISCUSSION OF STUDY FINDINGS

4.0 Introduction

This chapter covers the research methodologies that was used in this study. This chapter specifically described the research design that was adopted by the researcher, research approaches, area of study, population of the study, sample size and sampling techniques, data collection method and tools, and data analysis technique.

4.1 Demographic profile of the respondents

The study established the overall respondent's information including respondent's gender, age, level of education, and experience on the effects of social media on public awareness programmes at LATRA and TASAC in Tanzania. The study sample comprised of 82 including TASAC and LATRA executives, and all of the respondents attended interview and answered well the questionnaires appropriately. The respondents were kindly asked to give their information about their sex, marital status, and their experience on the study topic as shown in tables below.

4.1.1 Gender distribution of the Respondents

The researcher analyzed the distribution of the respondents in gender category, at the areas of study in Dar es Salaam and Dodoma; and the distribution was as shown in table 4.1.

Figure 4. 1   Gender distribution of the Respondents

	Male	Female
■ Dar es Salaam	38%	23%
■ Dodoma	24%	15%
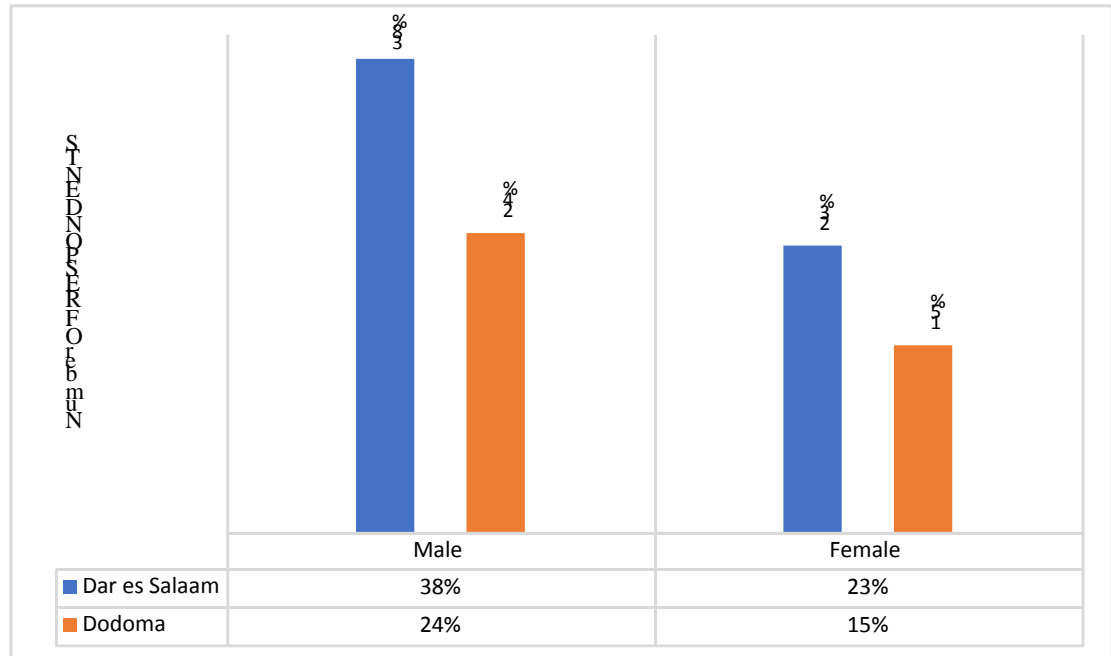
Source: Field data (2024)

The figure 4.1 illustrate the gender distribution of the respondents participated in this study. The statistics show that; Dar es Saalam region contributed about 38% of male, and 23% of female in this study; while Dodoma region had about 24% of male in sex distribution, while female had 15% only in this study. In general, in this study, 62% of male participated in this study; while a total of 38% of women participated in this study. This implied that, men are more active on social media especially in public awareness programmes and activities than women. Apart from that, this implied that, the researcher considered gender distribution in this study in investigating the effects of social media on public awareness programmes at LATRA and TASAC in Tanzania.

4.1.2 Age [years] of respondents

Age provided an insight into the composition of the population being studied. Different age groups had distinct behaviors, preferences, beliefs, and experiences that can significantly influence research outcomes. The ages distribution of the respondents participated in this study was as shown in chart below.

Figure 4. 2 Age groups of the respondents

	Below 20	21-30	31-40	41-50	51-60	61 +
■ Percentage (%)	10.5	19.1	22	19.6	15.7	12.9
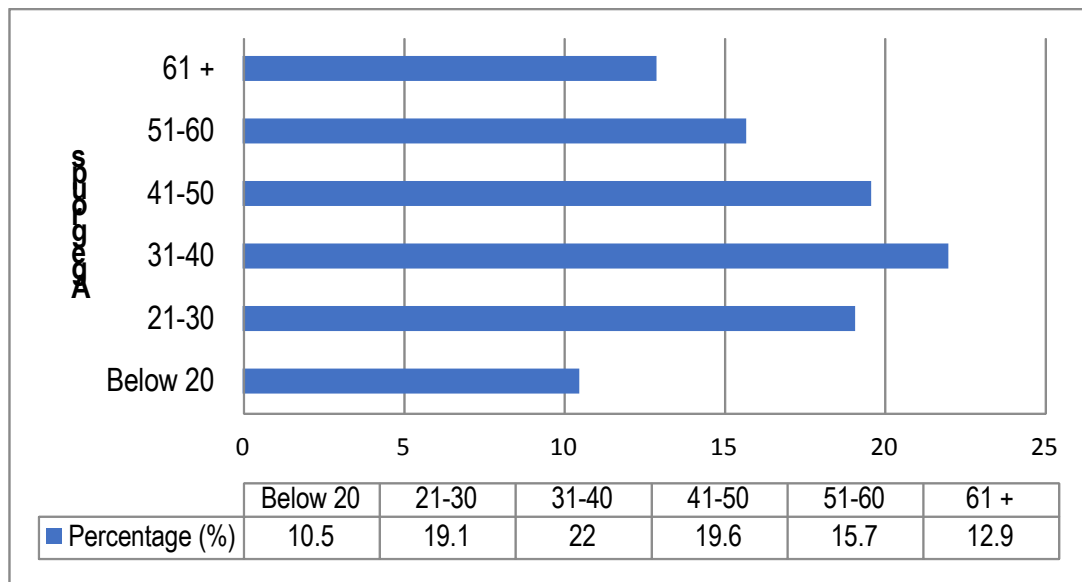
Source: Field Data (2024).

The figure 4.2 summarized on age groups of the respondents participated in this study. The figure shows that majority, 22.0% were aged between 31 years and 40 years; followed by 19.6% who were aged between 41 years and 50 years. About 19.1% were aged between 21 years and 30 years. Addition to that, 15.7%, were aged between 51 years and 60 years. Minority, 10.5% were aged below 20 years. In general, this meant the researcher involved all age groups in this study; though majority were aged 21 to 60, while minority were aged below 20 years this was

possibly due to their economic status; and those aged 60+ was due to adulthood challenges that hinder them to use social media especially in public awareness programmes; provided by social media by LATRA and TASAC.

4.1.3 Marital status of the respondents

The researcher worked on marital status so as to check if marital issues had an influence on the use of social media on public awareness programmes; especially the public awareness programmes provided by social media by LATRA and TASAC. The data on marital status of the respondents were as summarized in table 4.1.

Table 4.1   : Marital Status of the Respondents(N=82)

Sn	Marital status	Frequency (f)	Percentage (%)
1.	Married	47	57.3
2.	Single	26	31.7
3.	Separated.	6	7.3
4.	Widowed	3	3.6
	Total	**82**	**100.0**

Source: Field Data (2024).

The table 4.1 show the marital status of the respondents participated in this study. The table shows that, majority, 47 respondents equal to 57.3% were married. Also the field data show that, 26 respondents, equal to 301.7 % were single. Moreover, 6 respondents equal to 7.3% were separated from their marriages. On top of that, 3 respondents, equal to 3.6% were widowed (means their partners (husband/wife) died). This implied that, the researcher involved all marital status categories in this

study in investigating the effects of social media on public awareness programmes; a case study of LATRA and TASAC.; though married respondents were many than other categories. These statistics implied that, most of married individuals engaged in social media for public awareness programmes; for the purpose of helping, directing and governing their families.

4.1.4 Respondents Experience on social media use and public awareness programmes

In order to get valid and reliable information of the study, the researcher asked the respondents about their experience on social media use and public awareness programmes. The results were as shown in figure 4.3 .

Figure 4. 3   Respondents' experience on social media use and public awareness programmes
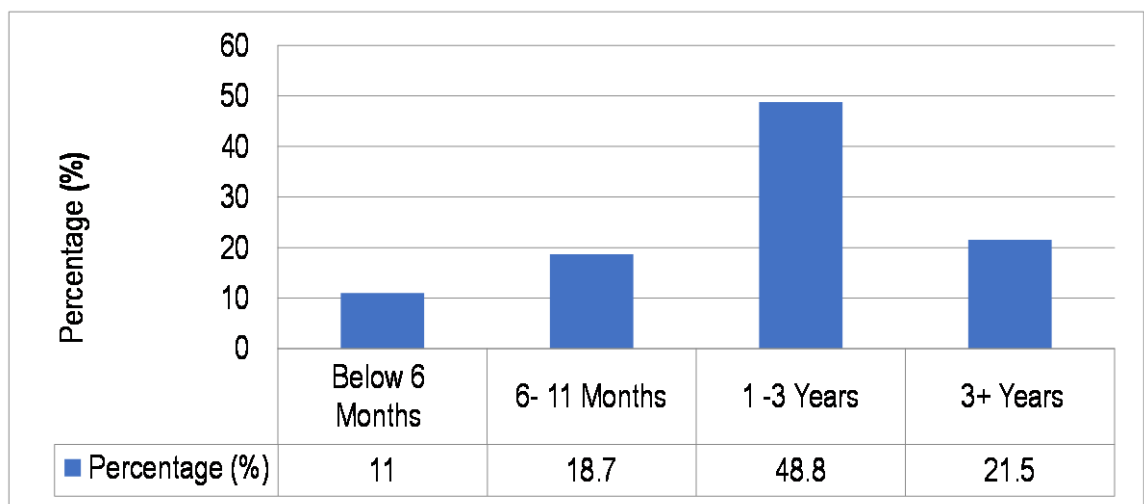
Source: Field data (2024)

Figure 4.3 illustrates on respondents' experiences on social media use and public awareness programmes at LATRA and TASAC in Tanzania. The findings showed

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that, majority 48.8% had an experience of 1-3 years on social media use and public awareness programmes; 21.5% had an experience of more than three (3) years on social media use and public awareness programmes. About 18.7% had an experience of 6-11 months on social media use and public awareness programmes. Minority, 11.0% had an experience of less than six months on social media use and public awareness programmes. This implied that, most of respondents participated in investigating the effects of social media on public awareness programmes at LATRA and TASAC had an experience on social media use and public awareness programmes. Therefore, the respondent experiences provided the information that facilitated the researcher to collect valid data to meet the study objectives.

4.1.5 Academic Levels of the Respondents.

The researcher assessed the respondents' levels of education so as to know their ability in explaining and analyzing issues; language and other terms relating to effects of social media use and public awareness programmes. The respondents' academic qualifications report was as shown in figure 4.4

Figure 4. 4 Respondents' Academic Levels

Certificate — 27.8
Bachelor Degree — 24.9
Diploma — 18.7
Primary and Secondary — 17.2
Masters — 7.1
PhD — 4.3
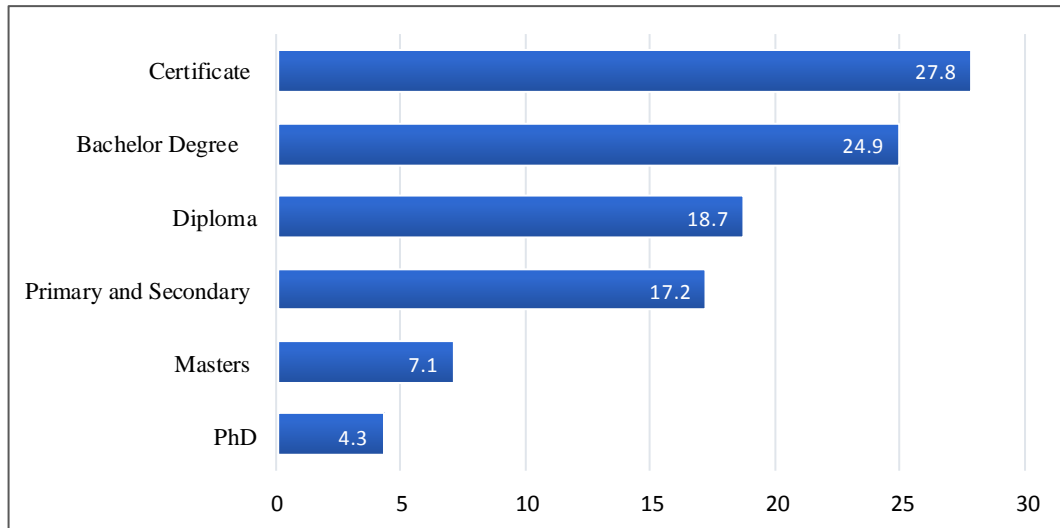
Source: Field Data (2024).

Figure 4.4 summarized the education level of the respondents participated in this study. The records entail that, majority 28% had certificate education level in different fields including driving, mechanics, and others; followed by 25% who had bachelor degree level in different fields. About 19% had diploma. Addition to that, 17% had primary and secondary level of education. Respondents with masters' level of education were only 7%. The rest 4% had PhD. Therefore, the researchers involved respondents with all levels of education so as to get their real experience on effects of social media on public awareness programmes at LATRA and TASAC in Tanzania.

4.1.6 Respondents Working Position

Table 4.2   Respondents working position(N=82)

Respondents position	Frequencies	Percentages
Employee at LATRA	29	35%
Employee at TASAC	21	26%
Others/ stakeholders	32	39%
Total	**82**	**100**

Source: Field Data, (2024)

The data in table 4.2 summarised the respondents working position; the working position grouped into employees at TASAC (executives, labours, staffs, employees), LATRA employees, and other stakeholders (that included drivers, travellers, motor vehicle owners, transporters and others). The researcher asked about the respondents working position so as to have a balanced story on the study topic. The findings recorded show that, majorities 32 respondents, equal to 39 percent were other stakeholders (TASAC and LATRA stakeholders), while 29 respondents, equal to 35 percent were LATRA employees. Minorities, 21 respondents, equal to 26 percent were TASAC employees. This implied that a researcher used all required groups working position so as to get ideas and experience from all groups.

4.1.7 Respondents Awareness about Public awareness programmes

Table 4.3 Respondents Awareness about Public awareness programmes (N=82)

Are you aware about public awareness programmes?	Answer	Frequency	Percent
	Yes	74	90%
	No	8	10%
	Total	**82**	**100**

Source: Field Data, (2024).

Table 4.3 describe the respondents' awareness about the effects of social media on public awareness programmes at LATRA and TASAC in Tanzania. The researcher asked the respondents awareness so as to know if the respondents he have was appropriate or not. The report showed that, majorities, 74 respondents, equal to 90 percent were aware about the effects of social media on public awareness programmes; while minorities, 8 respondents, equal to 10 percent were not aware about the effects of social media on public awareness programmes at LATRA and TASAC in Tanzania. This trend implied that, the study used the aware and unaware respondents; however, majorities were aware respondents. The use of aware respondents enabled the researcher to collect the appropriate data, for the purpose of attaining the study objectives.

4.1.8 Extents that Respondents come Across Public Awareness Content on Social Media

Figure 4.5   describe about to what extent respondents come across public awareness content on social media a case of LATRA and TASAC.
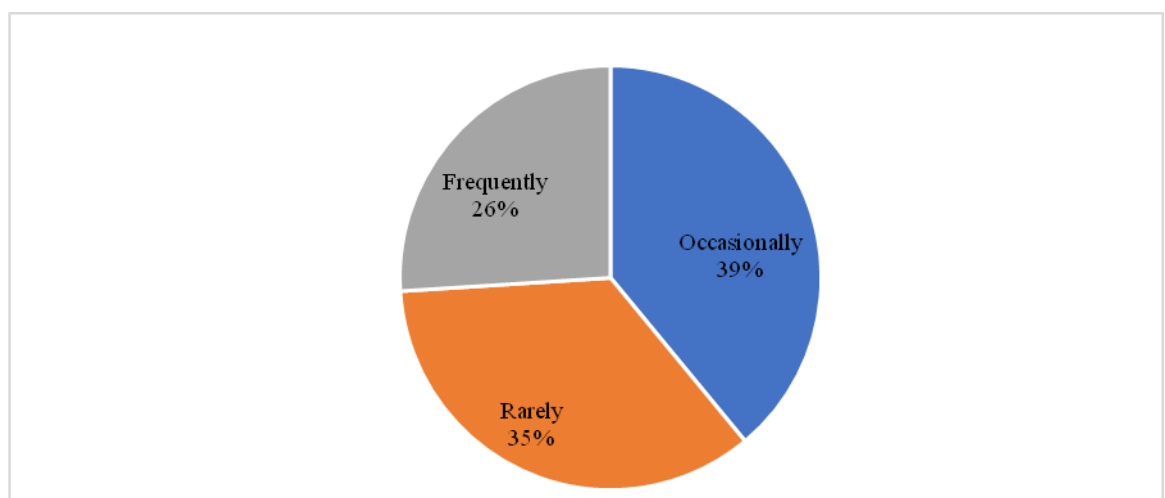
Source: Field Data (2024).

The figure above described the extent to which respondents come across public awareness content on social media in Tanzania. Social media has become a significant platform for disseminating public awareness content in Tanzania, much like in many other countries. Platforms such as Facebook, Twitter, Instagram, WhatsApp, and YouTube are commonly used.

The extent to which respondents come across public awareness content on social media in Tanzania varied based on several factors. The data showed that, majorities, 39 percent answered that they occasionally come across public awareness content on social media specifically on improving shipping and transportation services; improving the safety of water and roads transport, safety and protection. On other side, 35 percent, answered that, they rarely came across public awareness content on social media; while minorities 26perent answered that, they frequently came across public awareness content on social media in Tanzania. This implied that, there was some variations in extent to which respondents come across public awareness content on social media. However, the data showed that, it was occasionally respondents come across public awareness content on social media. This implied that social media were not very common in public awareness programmes. All these respondent characteristics help the researcher to meet the study objectives of this study.

4.2 Analysis of the Findings

The analysis below is done based on the objectives of the study

4.2.1 Roles of social media on public awareness programmes at LATRA and TASAC in Tanzania.

To meet the requirement of the objective number one (to analyse the roles of social media on public awareness programmes at LATRA and TASAC in Tanzania), the researcher established the answers of choices showing the roles of social media on public awareness programmes in questionnaires. The respondents answered according to the given choices of agreeing or disagreeing as indicated in key below.

Instruction: SA means strongly agree. *A means agrees. NS means not sure. D means disagree. SD means strongly disagree.* Basing on this answering mode, the respondents' responses on the roles of social media on public awareness programmes at LATRA and TASAC were as indicated in table 4.3

Table 4.4   Role of social media on public awareness programmes at TASAC/LATRA

	Role of social media on public awareness programmes at TASAC/LATRA	SA	A	NS	D	SD
i	Communicating and disseminating information	47(57%)	27(33%)	5(6%)	2(2%)	1 (1%)
ii	Engaging audience and interaction on programmes	26(32%)	28(34%)	20(24%)	6(7%)	2(2%)
iii	Educate and informs the programmes on time	37(45%)	26(32%)	12(15%)	1(1%)	6(7%)
iv	Changing the behaviors of the audience on programmes.	19(23%)	20(24%)	39(47%)	4(5%)	0(0%)

Source: Field Data (2024)

The data on table 4.3 highlighted the respondents' responses on the roles of social media on public awareness programmes at TASAC/LATRA. The data recorded showed that, used number then percent in brackets (57%) strongly agreed with the statement that social media has the roles of communicating and disseminating

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information about public awareness programmes specifically on improving shipping and transportation services; improving the safety of water and roads transport, safety and protection. On the similar way, 33% agreed with the views that, social media has the roles of communicating and disseminating information about public awareness programmes. Again, about 6% were not sure if social media has the roles of communicating and disseminating information about public awareness programmes. Minorities, with total of 3% disagreed that, social media has the roles of communicating and disseminating information about public awareness programmes; to minorities, social media has not the roles of communicating and disseminating information about public awareness programmes. Respondent 1 (R1) argued that;

> *"social media platforms have become powerful tools for communication and the dissemination of information, including public awareness programmes…."*
> *"social media platforms offer unique features that allow organizations, governments, and advocacy groups to reach a wide audience, engage with users, and promote awareness on various issues including LATRA programmes…"* (R1 added).

The researcher observed that TASAC/LATRA use social media to communicate and disseminate different information; including public awareness programmes. The researcher passed through several posts that communicate and disseminate information. Some of the posts were as attached in appendix part.

Also, majorities, 34 % out of 82 respondents agreed that social media has the roles of engaging audience and interaction on public awareness programmesspecially on improving the safety of water and roads transport. Addition to that, 32% strongly

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agreed with the statement that in organizations or authorities like LATRA and TASAC, social media has the roles of engaging audience and interaction on public awareness programmes. Majorities explained that, audiences are engaged in social media platforms, by liking, commenting and sharing. Also audience engagement in public awareness programmes by asking questions on respective social media pages. Again, the field findings indicated that, 24% were not sure if social media has the roles of engaging audience on public awareness programmes. About 7% disagreed with the statement. On top of that, minorities 2% strongly disagreed with the perception statement that, social media has the roles of engaging audience and interaction on public awareness programmes. Respondent 2 (R2) said that;

> *"Users (audiences) express their approval, agreement, or enjoyment of a post relating to public awareness programmes by clicking the "Like" button or using reaction emoji's ...."*

In addition to that, the researcher observed that, audiences were engaged and interacted through comments, that allowed the users (audiences) to share thoughts, opinions, questions, or feedback directly on posts related to public awareness programme. Not only that, the researcher also noted that, audiences were engaged in conversations with the content creator and other users on posted programmes.

Addition to that, it was recorded that, 37 respondents (45%) strongly agreed with the statement that, social media has the roles of educating and informing the audiences about programmes instantly, especially on improving shipping and transportation services; improving the safety of water and roads transport, safety and protection. On similar way, it was recorded that, 32% agreed that social media has the roles of educating and informing the audiences about programmes instantly, including

programmes implemented by authorities like TASAC and LATRA. On other hand it was noted that, 15% were not sure if social media educate and informs the audiences about programmes instantly. This group argued that, the authority posted programmes on social media but reached to the audiences lately, due to lack of good internet connection and lack of internet bundles. Vice versa to that, 7% strongly disagreed with the statement. This group urged that, it not true that social media informed the audiences about programmes instantly. Only 1% disagreed that social media has the roles of informing the audiences about programmes instantly. This concluded that, social media platforms inform the audiences about a programme on time, different to other informing ways like TV and Newspaper. This was supported when respondent 3 (R3) said that;

> *"By leveraging the instant communication features of social media platforms, organizations can quickly and effectively inform their audiences about programmes, events, news, and updates. Social media is a real-time engagement, that helps in building awareness, generating interest, driving participation, and fostering a sense of community among followers as how LATRA and TASAC do…"*

Furthermore, 47% were not sure if the use of social media platforms changed the behaviors of the audience on programmes at LATRA and TASAC. Again, 24% agreed that, social media platforms changed the behaviors of the audience on programmes at LATRA and TASAC. Executives explained that, social media platforms have become integral parts of our daily lives, influencing how we communicate, consume information, make decisions, and interact with others and general behaviors of the audience. About, 23% strongly agreed that, social media platforms changed the behaviors of the audience especially drivers on improving the

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safety roads transport by minimizing the occurrences of road accidents. On top of that, 5% disagreed that social media platforms changed the behaviors of the audience on programmes at LATRA and TASAC. This meant that, social media can drive behavioral trends and fads, with viral challenges, memes, and hashtags shaping users' actions and participation to somebody, the same applied to public awareness programmes implemented by LATRA and TASAC.

Thus, social media platforms play a diverse and impactful role in public awareness programmes by facilitating wide reach, instant communication, engagement, educational content sharing, event promotion, targeted advertising, real-time updates during emergencies and action encouragement especially drivers in controlling the speed of their motors, and passengers to report to the respective authorities when drivers drive roughly. Leveraging these capabilities enhance the success and impact of public awareness campaigns; including those programmes implemented by TASAC and LATRA in Tanzania.

4.2.2 Extent to which LATRA and TASAC in Tanzania use social Media on public awareness programmes.

In examining the extent that LATRA and TASAC in Tanzania use social media on public awareness programmes; the researcher asked the respondents different questions relating to the objectives.

Firstly, the researcher asked the respondents about which social media platforms that LATRA/TASAC used for public awareness programmes. The researcher randomly mentioned several social media like Facebook, Twitter, Instagram, YouTube and

other social media platforms; where the respondents were required to rate about which social media platforms that LATRA/TASAC used for public awareness programmes. Their answers were as summarised in figure 4.6

Figure 4.6 : Social media platform used by LATRA and TASAC
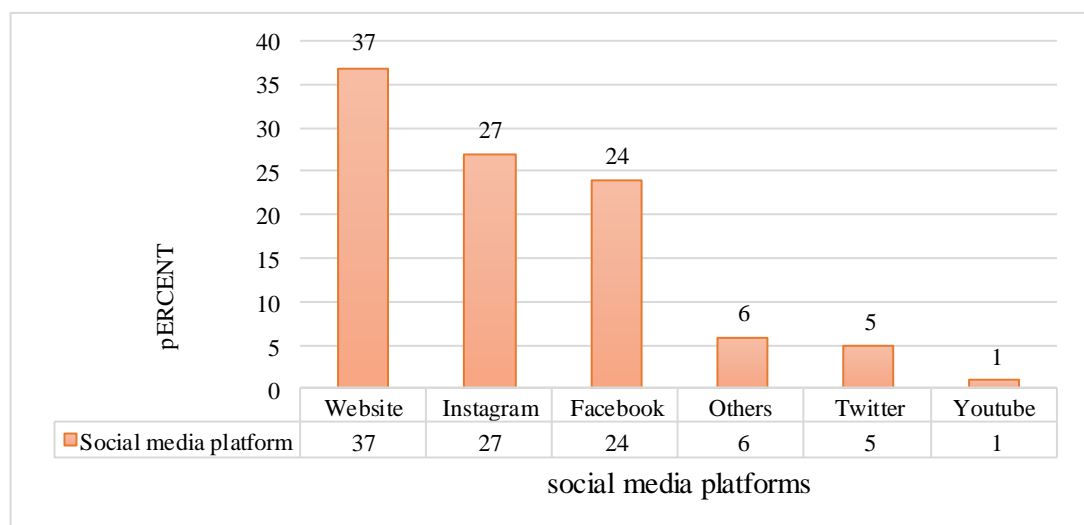
Source: Field data (2024)

The figure 4.5 above highlighted the respondents' responses about which social media platforms that LATRA/TASAC use for public awareness programmes. The data recorded showed that, 37% answered that website was the social media platforms that was highly used by LATRA/TASAC for public awareness programmes. This was followed by 27% of the respondents, who said that Instagram the highly used by platform by LATRA/TASAC for public awareness programmes. Again, 24% answered that, Facebook was the mostly used platform for public awareness program. Minorities 6% mentioned other platforms like threads, LinkedIn, WhatsApp, tiktok and telegram. 5% mentioned twitter as the most used platform,

while others mentioned YouTube as their mostly used platform for public awareness programmes.

This implied that an organisations; website, that was www.tasac.go.tz or www.latra.go.tz was mostly used than any other social media platform, followed by Instagram.

Secondly; the researcher asked the respondents about how often does LATRA/TASAC posted content on social media for public awareness; The responses of options were rarely, occasionally, regularly and daily. The respondents' responses were as indicated in figure below.

Figure 4.7   Extent that LATRA/TASAC posted public awareness content on social media.
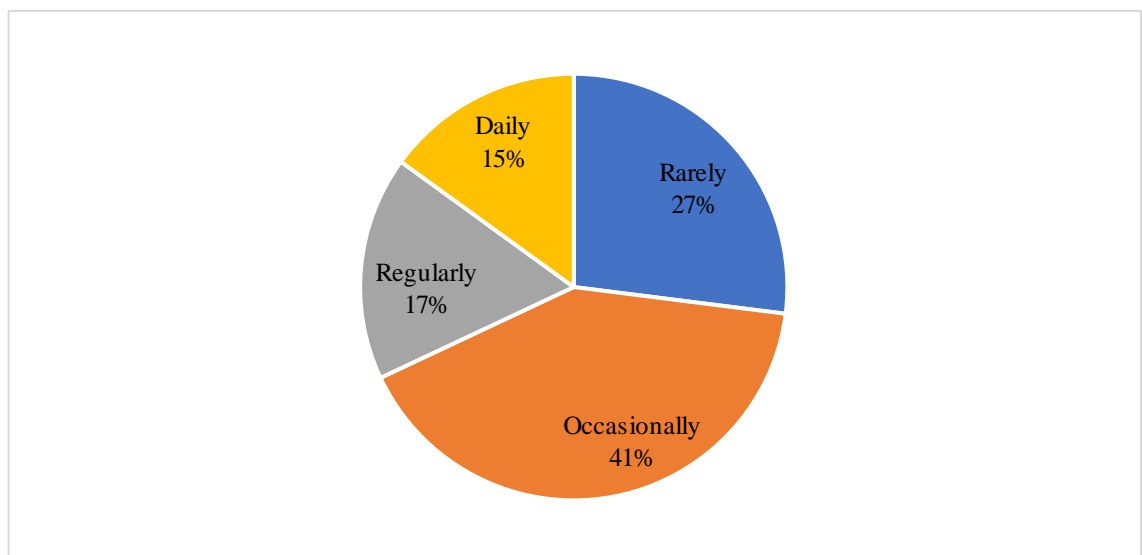
Source: Field Data (2024)

The figure 5.6 above analysed the respondents' responses on about how often does LATRA/TASAC posted public awareness content on social media; The reports showed that, majorities (41%) answered that, LATRA and TASAC posted public awareness content on social media occasionally. This means that, means posted from time to time, but not regularly or frequently. About 27% said that, LATRA and TASAC posted public awareness content on social media rarely. Addition to that, about 17% said that LATRA and TASAC posted public awareness content on social media regularly. Furthermore, LATRA and TASAC posted public awareness content on social media daily. The researcher observed on how many time the organisations posted about public awareness program on social media, specifically on Instagram, he found that TASAC and TASAC not posted on their social media always. This implied that, LATRA and TASAC not regularly or frequently posted about public awareness content on social media, they sometimes posted about other issues like announcements and appreciations (see the attachment in appendices).

Also, the researchers worked on the contents that were typically shared by LATRA or TASAC on social media for public awareness. The mentioned contents that were shared on social media were many; but the researcher grouped into five categories; of announcements, safety guideline, regulatory updates, success stories and other stories. These categorised contents types were rated by the respondents as summarised in figure below.

Figure 4. 8 Type of Ccontents Shared by LATRA/TASAC on Social Media
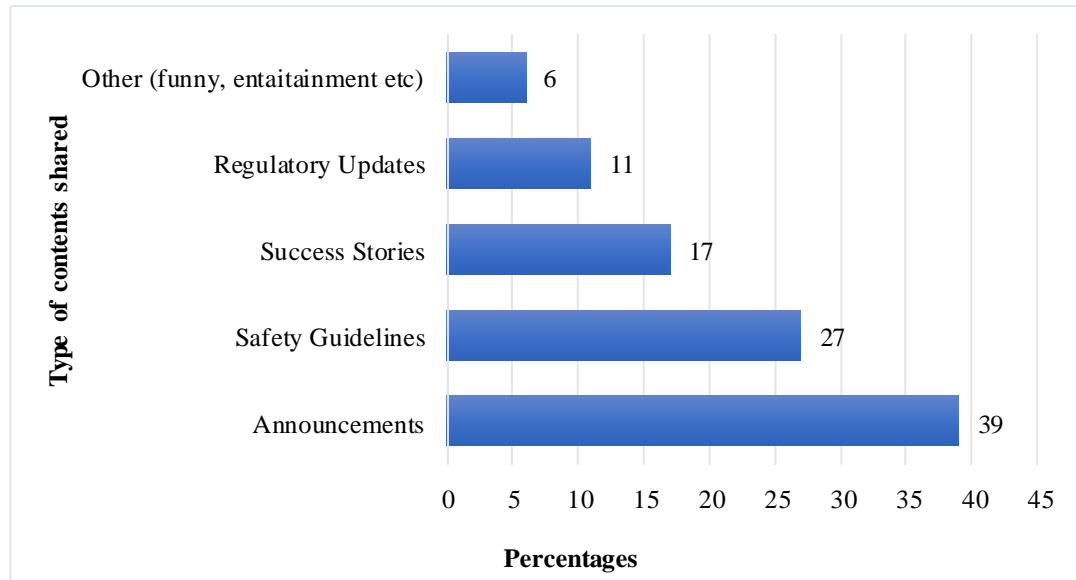
Source: Field Data (2024)

The figure above summarised about the contents type shared by LATRA and TASAC on social media for public awareness. The data showed that, 39% answered that, LATRA and TASAC posted announcement contents more on social media than other contents types. Majorities explained that, LATRA and TASAC have high number of announcement contents posts than other contents. This was followed by 27% who argued that, LATRA posted about safety guideline contents more on social media than other contents type. Not only that, about 17% answered that LATRA posted about success stories contents more on social media than other contents type. Under this perception, respondents explained that, LATRA has been posting success stories they have achieved in regulating land transport challenges. Others, 11% argued that, LATRA posted about regulatory authorities than other stories. Respondents, under this perception added that, LATRA has been posting different regulations, rules and laws relating to land transport issues. Minorities, 6% said that

TASAC and LATRA posted more about other stories like funny and entertainment than public awareness content. This implied that, LATRA and TASAC posted announcement contents more on social media than public awareness content. This evidenced when the respondents passed through the respective organisation social media pages.

Also, through observation the researcher observed a mixture of contents types posted by LATRA and TASAC on their social media pages. Some posts had an entertainment content, other were educating contents, and informing contents.

Finally, the researcher worked on how was the use of social media effective in raising public awareness for LATRA/TASAC in the country. The respondents were guided to state if the use of social media was effective or not. The answer on these questions were summarised in figure below.

Figure 4.9 : How the contents shared by LATRA/TASAC on S/M were effective
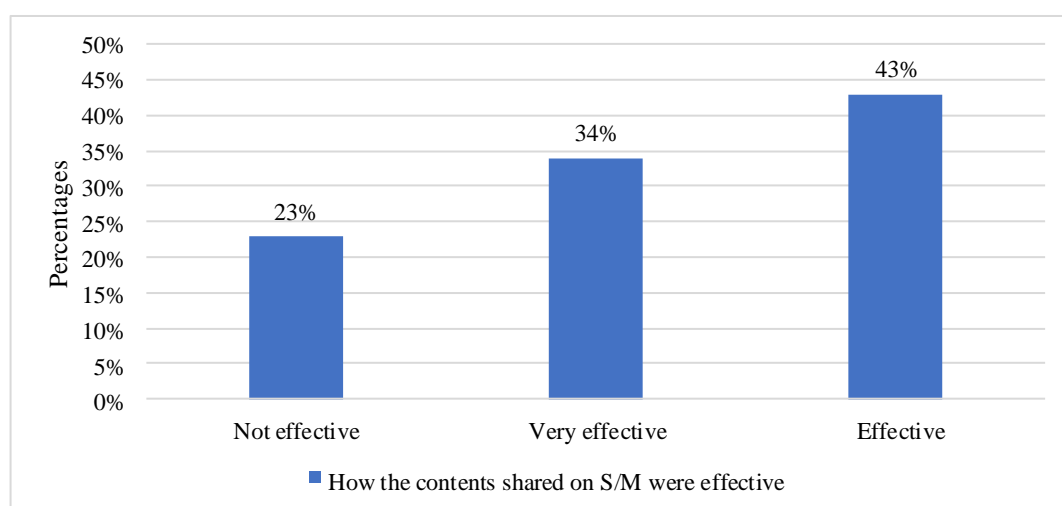
Source: Field Data (2024).

Figure 4.7 highlighted about how the use of social media was effective in raising public awareness for LATRA/TASAC in the country. The statistics show that, majorities 43% answered that, the use of social media to LATRA and TASAC was effective in raising public awareness in the country. Also, 34% said that, the use of social media to LATRA and TASAC was very effective in raising public awareness in the country. Minorities, 23% said that the use of social media to LATRA and TASAC was no effective in raising public awareness in the country. Respondent 4 (R4) explained that;

> *"The use of social media was highly effective in raising public awareness due to its wide reach, accessibility, and engagement potential to its audiences, by commenting, sharing and likes…."*

This implied that, the use of social media to LATRA and TASAC was effective in raising public awareness in the country.

4.2.3 Effects of Social Media on Public Awareness Programmes at LATRA and TASAC in Tanzania.

In attempting to objective number three; to identify the effects of social media on public awareness programmes at LATRA and TASAC in Tanzania; the researcher imposed several perception statement on the effects of social media on public awareness programmes. The respondents answered by putting a tick mark on a choices given**.** The responses were as follows.

> ***KEY****: SA= Strong Agree A= Agree NS=not sure D=Disagree SD=Strong Disagree*

Table 4.5 Effects of social media on public awareness programmes at TASAC and LATRA

Effects of social media on public awareness programmes at TASAC/LATRA	SA	A	NS	D	SD
Spread of misinformation and fake new	46(56%)	23(28%)	9(11%)	3(4%)	1(1%)
Information Overload	13(16%)	17(21%)	29(35%)	19(23%)	6(7%)
Engage audience instantly.	20(24%)	24(29%)	19(23%)	9(11%)	10(12%)
Risk of social amplification	18(22%)	22(27%)	27(33%)	8(10%)	7(8%)
Ethical effects	11(13%)	13(16%)	22(27%)	20(24%)	16(19%)
Inappropriate reach of audience	9(11%)	15(18%)	17(21%)	28(34%)	18(22%)

Source: Field Data (2024).

The table 4.4 showed the respondents responses on the effects of social media use on public awareness programmes a case of LATRA and TASAC. The findings showed that, majorities, 56% strongly agreed with the statement that, spread of misinformation and fake news was the one among effects of social media use on public awareness programmes at LATRA and TASAC. In similar way, 28% agreed that, social media use led to spread of misinformation and fake news on LATRA and TASAC. Addition to that, 11% were not sure on if spread of misinformation and fake news was the one among effects of social media use on public awareness programmes at LATRA and TASAC. Moreover, about 4% disagreed with the view that, spread of misinformation and fake news was the effects of social media use.

Minorities, 1% strongly disagreed with the statement that, spread of misinformation and fake news was not the effects of social media use. This meant that, public awareness programmes were affected by spread of misinformation and fake news at LATRA and TASAC. This was proved when executive 1 (E1) was quoted that;

> *"some of the effect that we encounter in using social media platforms in implementing public awareness programmes was the spread of fake news and misinformation; individual's users some time acts as the TASAC and LATRA officials, posts their information's on their fake pages, this led to spread of fake news…."*

On information overload; majorities, 29% were not sure if information overload affected the social media use on public awareness programmes at LATRA and TASAC.Information overload on social media means overwhelming amount of content, messages, and notifications that users are exposed to when using these platforms. 23% disagreed with the view that information overload affected the social media use. Also, 21% agreed that, information overload was the effect of social media use on public awareness programmes at LATRA and TASAC. On the similar way, 16% strongly agreed that information overload was the effect of social media use. Minorities, 7% strongly disagreed that, information overload was not the effect of social media use on public awareness programmes at LATRA and TASAC.

Addition to that, majorities 29% agreed that one of the effect of social media on public awareness program at LATRA and TASAC was to engage audience instantly. About 24% strongly agreed that, one of the effect of social media on public awareness program at LATRA and TASAC was to engage audience instantly. On one hand, 23% were not sure if, instantly engagement of audience affects social

media platforms on public awareness program at LATRA and TASAC. About 12% strongly disagreed with the statement; while minorities, 11% disagreed that, instantly engagement of audience not affected social media platforms on public awareness program at LATRA and TASAC. This implied that, instant engagement enables real-time communication between users, brands, influencers, and organizations like LATRA and TASAC. This got a supports when executive 2 (E2) respondents said;

> *"instant engagement of an audience on social media platforms has far-reaching effects, influencing the visibility, user retention, feedback…"*

On risk of social amplification as an effect of social media platforms on public awareness program at LATRA and TASAC; majorities 33% were not sure with the statement. Social amplification means the process by which social media users magnify or increase the visibility and reach of content through their interactions, such as likes, shares, comments, and reposts. Also, it was found out that, 27% agreed with the statement that social amplificationwas the one among the effect of social media platforms on public awareness program at LATRA and TASAC. About, 22% strongly agreed with the statement. Not only that, 10% disagreed with the statement. On top of that, 8% strongly disagreed that that social amplification was the one among the effect of social media platforms on public awareness program at LATRA and TASAC.

On inappropriate reach of audience; majorities, 34% disagreed with the view that inappropriate reach of audience; was not the effect of social media platforms on public awareness program at LATRA and TASAC. Similar to that, 22% strongly disagreed that, inappropriate reach of audience; was not the effect of of social media

platforms on public awareness program. Addition to that, 21% were not sure if, inappropriate reach of audience affected social media platforms on public awareness program. Moreover, 18% agreed with the views that inappropriate reach of audience has an effect social media platforms on public awareness program at TASAC and LATRA. Minorities, 11% strongly agreed that, inappropriate reach of audience has an effect social media platforms on public awareness program.

Through this trend the researcher concluded that, inappropriate reach of an audience on social media can have various effect, from personal embarrassment to legal risks and reputational damage. Thus it was very important for users and page owners to be mindful of their privacy settings, the content they share, and the potential impact to unintended audiences.

Over all, the findings implied that, social media has revolutionized the implementation of public awareness programmes; because it offers unparalleled reach, targeted messaging, real-time communication, engagement opportunities, cost-effectiveness, and measurable results. Social media empowers organizations and authorities like TASAC and LATRA to connect with audiences globally.

4.2.4 Challenges and Opportunities Associated with utilizing social media for public awareness programmes.

The field findings revealed some challenges and opportunities associated with utilizing social media for public awareness programmes at LATRA and TASAC in Tanzania. Some of the challenges and opportunities associated with utilizing social

media for public awareness programmes revealed at the field were as summarized in table below.

Table 4.6 Challenges of social media on public awareness programmes at TASAC/LATRA

	Challenges of social media on public awareness programmes at TASAC/LATRA	SA	A	NS	D	SD
i	Poor internet connectivity in some areas	28(34%)	32(39%)	13(16%)	6(7%)	3(4%)
ii	High internet costs	23(28%)	36(44%)	9(11%)	11(13%)	3(4%)
iii	Unreliable power supply.	9(11%)	17(21%)	20(24%)	32(39%)	4(5%)
iv	Lack of firms' feedback to audience	23(28%)	20(24%)	27(33%)	7(8%)	5(6%)
v	Difficulty in adapting programmes approaches	32(39%)	25(30%)	12(15%)	4(5%)	9(11%)
vi	Difficulty in integration of technologies into real programme	9(11%)	16(19%)	37(45%)	13(16%)	7(8%)

Source: Field data (2024).

The findings on table 4.5 indicated on challenges associated with utilizing social media for public awareness programmes at LATRA and TASAC in Tanzania. The data showed that, majorities, 39% agreed that poor internet connectivity in some areas was the common challenge, associated with social media use for public awareness programmes in Tanzania's organizations especially at LATRA and TASAC in Tanzania. Also, 34% strongly agreed that, internet connectivity in some areas was the common challenge, associated with social media use for public awareness programmes in Tanzania. Addition to that, 16% were not sure if internet connectivity limited the use of social media on public awareness programmes in Tanzania especially at TASAC and LATRA. Moreover, 7% disagreed with the statement on internet connection as the challenge for social media use on public

awareness programmes. Furthermore, minorities 4% strongly disagreed that internet connectivity was the common problem in social media use on public awareness programmes in Tanzania organizations;specifically, at LATRA and TASAC. Through interviews, Executive 3 (E3) explained that;

> *"internet connection challenges pose significant obstacles to the use of social media in public awareness programmes. Overcoming these challenges requires concerted efforts to improve infrastructure…"*

E3 added that,

> *"Some areas have poor internet infrastructure or limited connectivity. This limits the reach of public awareness posts campaigns, particularly in remote areas where internet access was scarce…."*

This implied that slow internet speeds and poor internet connection limits the users to engage with contents posted on social media platforms. Through observation also the researcher noted the presence of internet challenges in some areas where LATRA and TASAC stakeholders failed to view posts, comments and likes the public awareness contents on social media.

On high internet costs as a challenge toward the use of social media on public awareness programmes; majorities, 44% agreed that, high internet costs challenge the use of social media on public awareness programmes in Tanzania especially at TASAC and LATRA. On the similar way, 28% strongly agreed that, high internet costs challenge the use of social media on public awareness programmes. Not only that, 13% disagreed with the statement. Moreover, 11% were not sure if high internet costs challenged the use of social media on public awareness programmes.

Minorities, 4% strongly disagreed with the statement. To minorities, high internet costs was not a challenge toward the use of social media on public awareness programmes in Tanzania, especially at LATRA and TASAC. Executive 4 (E4) said that;

> *"Expensive internet access intensifies existing inequalities in access to information and resources; expensive internet leads to reduced participation to users/ audience on respective public awareness campaigns especial in viewing videos or live streams…"*

Through interviews, E4 added that;

> *"High internet costs pose significant challenges to the use of social media for public awareness programmes, because majorities (user) their income was not good; to have surplus for data bundles purchases…"*

This implied that, high internet costs discourage the organizations like TASAC and LATRA from using the social media platforms on public awareness campaigns. This also was observed by the researcher that, in Tanzania internet was at high costs; that limit users to use social media platforms like YouTube.

Moreover, majorities 33% were not sure if lack of firms' feedback to audience challenged the use of social media for public awareness programmes at LATRA and TASAC. Majorities explained that, organization posts different contents; therefore, there was no need to provide a feedback to each audience on each post. Also, 28% strongly agreed that lack of firms' feedback to audience challenged the use of social media for public awareness programmes. Similarly, to 24%, agreed that lack of firms' feedback to audience challenged the use of social media for public awareness programmes. The agreed respondents argued that organization posts for the purpose

of getting audiences responses, thus failure to give feedbacks on posts discourage the audience. Minorities, 6% strongly disagreed with the statement.

This implied that, giving the feedbacks to the audience was very important in encouraging and motivating the audience on public awareness programmes posted on social media platforms. Audiences ask questions on post and expected to be answered by the posters (organization).

Furthermore, majorities, 45% were not sure if difficulty in integration of technologies into real programme was the one among the challenge that limited the use of social media platforms on public awareness programmes implemented by organizations like LATRA and TASAC. About 19% agreed that difficulty in integration of technologies into real programme was the one among the challenge that limited the use of social media platforms on public awareness programmes. Moreover 16% disagreed that, difficulty in integration of technologies into real programme was the one among the challenge that limited the use of social media platforms on public awareness programmes. Also, 11% strongly agreed that, difficulty in integration of technologies into real programme was the one among the challenge that limited the use of social media platforms on public awareness programmes. On top of that, 8% strongly disagreed that difficulty in integration of technologies into real programme was the one among the challenge that limited the use of social media platforms on public awareness programmes especially those implemented by LATRA and TASAC in Tanzania. Respondent 5 (R5) explained that;

> *"Integrating technologies into real programmes, particularly public awareness initiatives, sometimes is challenging due to various factors such as lack of technical expertise, costs, resistance to change, compatibility issues, and user adoption. Overcoming these challenges requires building, stakeholder engagement, and a commitment ...."*

For example, the researcher used an example of e-ticketing as a public awareness services offered by LATRA, where it was found that the implementation of the programme was difficult in reality. Because majorities (travelers) had no smartphones that could allow them to access online tickets.

Table 4.7 Untapped Opportunities to enhance the use of social media for public awareness

	Untapped opportunities to enhance the use of social media for public awareness	SA	A	NS	D	SD
i	Partnerships and collaborations	32(39%)	25(30%)	12(15%)	4(5%)	9(11%)
ii	Social listening and engagement:	9(11%)	16(19%)	37(45%)	13(16%)	7(8%)
iii	Accessibility considerations	9(11%)	17(21%)	20(24%)	32(39%)	4(5%)
iv	Visual storytelling	23(28%)	20(24%)	27(33%)	7(8%)	5(6%)
v	Improving internet access	28(34%)	32(39%)	13(16%)	6(7%)	3(4%)

Source: Field data (2024).

The table 4.6 show the respondents responses on issues related to untapped opportunities to enhance the use of social media for public awareness at LATRA and TASAC. The data recorded showed that, majorities, 32 respondents, equal to 39% answered that partnerships and collaborations with influencers and other stakeholders was the one among the untapped opportunities to enhance the use of social media for

public awareness. On the same direction, 30% agreed that partnerships and collaborations was the opportunity that was not yet tapped to enhance the use of social media for public awareness programmes. About 15% were not sure if partnerships and collaborations was the untapped opportunities to enhance the use of social media for public awareness at LATRA and TASAC. Minorities, 11% strongly disagreed with the statement. This implied that, partnerships and collaborations was the untapped opportunity that organisations like LATRA and TASAC could use to enhance the use of social media for public awareness programmes. This got a support when interviewed Executive 5 (E5) added that;

> *Partnerships and collaborations play a crucial role in enhancing the use of social media for public awareness campaigns. Collaborating with influencers, or public figures like artists, politicians, comedians make campaigns more effective…"*

E5 added that;

> *"Collaborative campaigns can encourage more engagement from the audience. Leveraging partnerships and collaborations connect the full potential of social media in raising public awareness on society..."*

Respondents explained the way how partnerships and collaborations enhance the use of social media for public awareness programmes. However, it was noted that, LATRA and TASAC notcollaborated with others in the public awareness campaigns specifically influencers and public figures. This was untapped opportunity that organizations like LATRA and TASAC were supposed to use, in the public awareness campaigns.

Addition to that, 45% were not sure if social listening and engagement was the untapped opportunity in enhancing the use of social media for public awareness

programmes at LATRA and TASAC. Vice versa to that, 19% agreed with the notion that social listening and engagement was the untapped opportunity that organisation could use to enhance the use of social media. About, 11% strongly agreed with the statement. Minorities, 8 strongly disagreed with the statement that, social listening and engagement was the untapped opportunity that organisation could use to enhance the use of social media for public awareness campaigns.

Moreover, 33% were not sure if the use of visual storytelling was the untapped opportunity that LATRA and TASAC failed to use to enhance the use of social media for public awareness campaigns. On one hand, 23 respondents, equal to 28% strongly agreed that, the use of visual storytelling was the untapped opportunity that LATRA and TASAC could use to enhance the use of social media for public awareness campaigns. The strongly agreed respondents explained that, LATRA and TASAC used more picture posts than videos, (virtual) create attention to the audience. Additional to that, 20 respondents, equal to 24% agreed that the use of visual storytelling was the opportunity on the use of social media for public awareness campaigns. On top of that, minorities 5 respondents, equal to 6% strongly disagreed with the statement. Over whole, this implied that, TASAC and LATRA not used visual storytelling posts on the use of social media for public awareness campaigns; while they could use this as an opportunity in enhancing the social media for public awareness campaigns. This got a support when executive 6 (E6) said that,

> *"Visual stories have the power to create emotional connections with the audience. visual storytelling posts show real-life scenarios, personal stories, or journeys, they can evoke empathy and drive action on a certain public awareness programme...."*

Other respondent 5 (R5) explained that,

> *"The choice between visual storytelling and single images depends on the message, audience, platform, and campaign goals. A combination of both approaches can create a comprehensive and impactful campaign...".*

This implied that visual storytelling was preferred by respondents though it was not commonly used by LATRA and TASAC; thus it was the untapped opportunity that LATRA and TASAC failed to use to enhance the use of social media for public awareness campaigns.

Finally, internet access improvement was agreed by majorities that was the one among the opportunity that was not untapped by LATRA and TASACin enhancing the use of social media for public awareness campaigns.Addition to that, 34% strongly agreed that improving internet access to enhance the use of social media for public awareness campaigns. On other hand, 16% were not sure if improving the internet access was the opportunity that TASAC and LATRA can enhance the use of social media on public awareness programmes. Majorities explained that, internet was a common challenge that limits audience to use social media effectively. The internet improvement can be minimising the bundle costs and improvement of access (connectivity). This could be tapped as an opportunity to communication companies like Tigo, Vodacom, and others in facilitating the use of social media for public awareness campaigns.

Field findings indicated that poor internet connectivity in some areas, high internet costs, unreliable power supply, lack of firms' feedback to audience, difficulty in adapting programmes approaches and difficulty in integration of technologies into real programme was the challenges that challenged TASAC and LATRA on using social media on public awareness programmes. Also the findings found partnerships and collaborations, visual storytelling, and improving internet access were the untapped opportunities that individuals and organisations were supposed to tape to enhance the use of social media on public awareness programmes.

4.3 Discussion of the Findings

4.3.1 Roles of social media on public awareness programmes at LATRA and TASAC in Tanzania

The first objective of the study was to analyse the roles of social media on public awareness programmes at LATRA and TASAC in Tanzania. According to the findings of the study, social media has a lot of roles on public awareness programmes. For example, a total of 90% said that social media has the roles of communicating and disseminating public awareness information. Findings indicated that, social media platforms like Twitter, Facebook, and Instagram allows organizations, and individuals to share updates; also, it was discussed that social media has the ability to quickly disseminate information, engage with the public, and leverage various media formats like storytelling posts, and virtual storytelling that makes it a powerful tool for raising public awareness on a wide range of issues. These results relate with the findings Tucker at al., (2018) on roles of social media, that social media allow people to interact and disseminate information about each

other's, public awareness programmes and their lives, using words, pictures, videos and audio.

Again, the field findings indicated that, a total of 66% answered that social media engage audience and interaction on public awareness programmes at LATRA; because, social media platforms bid a lot of tools and features to engage audiences and foster interaction when it comes to public awareness programmes. For example, through social media audience interact through comments, likes, and shares. This interaction simplified the audience to interact with the organization like LATRA and TASAC, rather than depending on physical visit to office. In short this results concur with the study of Neiger et al., (2012) on the use of social media; thus, social media allow audiences interaction in a lot of issues including health programmes. The study added that social media extend the reach of public awareness messages beyond traditional media channels. Audiences interact with audience through sharing, comments and retweeting, as what the audience of LATRA and TASAC social media pages did.

Moreover, a total of 77% agreed that, social media educate and informs the audiences on different programmes. Social media platforms educate the audiences about a programme on time, different to other informing ways like TV and Newspaper. Social media platforms serve as powerful tools for education and information dissemination, providing a wide range of resources and content to audiences around the world. Social provide access to diverse perspectives and educate on public awareness programmes; through visual learning tools, live events, fact-checking services, campaigns and trending discussions.   The knowledge

provided in these social media change the behaviours of the audience on programmes. These results relate with the study conducted by Peng, (2024) on assessing the effectiveness of social media in delivering the contents to the audience on public awareness programmes. The study found that, social media educate the audience on public awareness programmes.

Overall, social media has the ability to quickly disseminate information and engage with the public on public awareness programmes. Social media also, leverage various media formats, utilize hashtags and trends, encouraging sharing, crowdsource data, build communities, and provide valuable insights through analytics makes it an indispensable tool for public awareness programmes across a wide range of issues.

4.3.2 Extent to which organisations use social Media on public awareness programmes

The second objective of the study was to examine the extent to which LATRA and TASAC in Tanzania use social Media on public awareness programmes. The findings found that, organisation; website, that was www.tasac.go.tz or www.latra.go.tz was mostly used than any other social media platform. Apart from that social media platform like Instagram and Facebooks were mostly used by the organisation like LATRA and TASAC in spreading public awareness programmes to the audience. This finding opposes with the findings of Kim and Yang (2017), that many businesses and firms across different industries and organizations incorporate social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and others to reach a wider audience.

The mentioned social media platforms were found to post occasionally on posted public awareness content on social media. This meant that, means posted from time to time, but not regularly or frequently; the observation method revealed that LATRA and TASAC sometimes posted about other issues like announcements, stories, entertainments, wishes and congratulations to government officials specifically president. But apart from being social media platform being used occasionally, it was found out that, the use of social media was effective in raising public awareness for LATRA/TASAC in the country.

4.3.3 Effects of social media on public awareness programmes

The findings show that, majorities answered that the common effect of social media use on public awareness program was the spread of fake news and misinformation to the audiences. The researcher noted that, the spread of fake news and misinformation poses a significant challenge to public awareness programmes, as it undermines efforts to inform, educate, and engage the public on important issues. Fake news and misinformation erode trust in reliable sources of information. Misinformation can create confusion and misunderstanding among the public. This results relate with the study of Bakar, (2022), that social media create a ground for misinformation and fake news, that harm the credibility of public awareness program of an institution. Public awareness messages undermine inaccurate information, leading to confusion among the audience. Social media platforms propagate bogus news and incorrect. This undermines social media trust on public awareness programmes.

Moreover, majorities 53% answered that social media engage audience instantly. Instant engagement enables real-time communication between audience, influencers,

and organization. Social media platforms enable instant engagement through features such as comments, likes, shares, and direct messages. Through social media, audience respond to posts, ask questions, share their thoughts, and provide feedback in real-time on a posed public awareness program. This study relates with the study of Balachandran et al. (2011), that social media platforms provide a global reach instantly, allowing public awareness campaigns to connect with a broad and diverse audience, quickly and efficiently, reaching people.

4.3.4 Challenges and opportunities associated to social media for public awareness programmes.

Despite the benefits that an individuals and organization get from using social media, the study found several challenges associated on social media use for public awareness programmes at LATRA and TASAC. The study found that, majorities, a of 73%% answered that poor internet connectivity challenged the use of social media for public awareness programmes in Tanzania's organizations especially at LATRA and TASAC in Tanzania. It was also found out that, slow internet speeds and poor internet connection limits the users to engage with contents posted on social media platforms. Some areas have poor internet infrastructure or limited connectivity. This limits the reach of public awareness posts campaigns, particularly in remote areas where internet access was scarce. These results relate with the study of Chinyamurindi (2018) and Chicharo, (2014) that social media use on public awareness programmes associate with several challenges like poor internet connection in developing countries especially in rural areas. Apart from that other challenges mentioned included difficulty in integration of social media technologies

into programme, lack of awareness, lack of access to computers, lack of a conducive environment, and unreliable power supply.

Furthermore, the study found out that, integration of technologies into real programme limited the use of social media platforms on public awareness programmes. The research found out that, integrating technologies into real programmes, particularly public awareness programmes was impossible due to lack of technical expertise, costs, resistance to change, compatibility issues, and user adoption. This results concur with the findings of Nagle (2018); that some public awareness programmes fail to be implemented due to lack of compatibility, including costs, preparedness and readiness.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter provides an overview of the study's findings in relation to each research objective, followed by conclusions that interpret the significance of these results within the study's context. Practical recommendations are then offered, aimed at addressing the issues identified and providing guidance for relevant stakeholders. The chapter concludes with suggestions for future research, highlighting areas for further investigation to build upon the insights gained in this study.

5.1 Summary of the Main Findings

This research work investigates on the effects of social media on public awareness programmes at LATRA and TASAC in Tanzania. The main focus of the researcher was specifically to analyze the roles of social media on public awareness programmes, to examine the extent to which LATRA and TASAC in Tanzania use social media on public awareness programmes, to identify the effects of social media on public awareness programmes, to find out challenges and opportunities associated with utilizing social media for public awareness programmes.

In collecting data; interview, questionnaire and observationmethods was used to collects primary data. The choice of the instruments based on flexibility for the researcher and enabled him into both depth and accurate data as the researcher had a direct interaction with respondents. The study involved a sample of 82 respondents that included executives, staff and stakeholders. The sample was regarded to be

enough for the research and was manageable to the researcher during data collection process.

The field findings showed that in this modern world of science and technology, organizations like LATRA and TASAC, and individuals used social media for public awareness programmes. It was found out that, organizations use websites, social media pages like Instagram, Facebook, X (twitter), and others to post about public awareness campaigns. The findings revealed that, social media play a significant of role in preaching about public awareness campaigns; most of the role discussed included educating and informing the public on programmes on time, changing the behaviors of the public on programmes, facilitating instant information dissemination, audiences' engagement, and allowing interaction with the audience on the campaign.

In examining the extent to which LATRA and TASAC in Tanzania used social media on public awareness programmes; the study found out that organization specifically LATRA and TASAC posted public awareness content on social media occasionally, apart from that it was found out that organisation posts not only about public awareness programmes only, but also provided information about stories, announcements, safety guideline, regulatory updates, success stories and other issues. Addition to that, it was noted that the use of social media was effective in raising public awareness programmes.

In identifying the effects of social media on public awareness programmes in organisations like LATRA and TASAC in Tanzania; it was discovered out that,

social media has revolutionized the implementation of public awareness programmes; though it led to several effects including the spread of misinformation and fake news, bringing about information overload on a public awareness program, risk of social amplification to audience and engagement of audience instantly in a campaign through sharing, commenting, liking and others.

Furthermore, on finding out the challenges and opportunities associated with utilizing social media for public awareness programmes in some authorities like LATRA and TASAC, it was found out that, the use of social media for public awareness faced with a lot of challenges. Some of the challenges included poor internet connectivity in some areas, difficulty in adapting programmes approaches, difficulty in integration of technologies into real programme, unreliable power supply, and high internet costs.

Apart from that, it was revealed some untapped opportunities that an organisation, individuals and companies can tap to enhance the use of social media for public awareness programmes. The untapped opportunities discovered included partnerships and collaborations (cooperating with others) especially influencers and public figures on a campaign, accessibility considerations especially on internet connection, using visual storytelling way (using video rather than still pictures only) and improving internet access in areas where the internet connection was challenging. By tapping these opportunities, the public awareness programmes can be easily achieved through social media.

Therefore, the following is the summary of findings under each objective:

The Role of social media in Public Awareness Programmes at LATRA and TASAC in Tanzania

This research found that social media plays a crucial role in public awareness campaigns. It serves as an effective tool for educating and informing the public about important programmes. Social media helps change public behavior, provides timely updates, and allows quick information dissemination. Additionally, it facilitates greater engagement by enabling real-time interaction between organizations and their audiences. LATRA and TASAC utilize platforms like Instagram, Facebook, and X (formerly Twitter) to share content related to public awareness, including safety guidelines, regulatory updates, success stories, and general announcements. This instant connection and engagement are key to the success of their campaigns.

The extent to which LATRA and TASAC in Tanzania use social media on public awareness programmes

While LATRA and TASAC do use social media to post public awareness content, the frequency of these posts is occasional rather than consistent. Beyond raising awareness about specific programmes, these organizations also share other types of content, such as announcements, safety tips, regulatory news, and success stories. Despite this, their use of social media for public awareness is effective in reaching large audiences and promoting engagement. However, there is still room for improvement in the regularity and exclusivity of posts related to public awareness campaigns.

Effects of social media on Public Awareness Programmes at LATRA and TASAC in Tanzania

Social media has significantly impacted how public awareness campaigns are implemented. One of the main benefits is the speed at which information can be disseminated, reaching a wide audience in real time. The research also highlights the role of social media in fostering audience engagement through comments, likes, and shares, which helps boost the reach of campaigns. However, the study also identified several negative effects. These include the spread of misinformation, which can undermine the credibility of campaigns, and information overload, where audiences may become overwhelmed by the sheer volume of content. Additionally, the risk of social amplification was noted, where messages can be exaggerated or distorted as they are shared and discussed online.

Challenges and opportunities associated with utilizing social media for public awareness Programmes

Despite the many advantages, LATRA and TASAC face several challenges in using social media for their public awareness efforts. One major barrier is poor internet connectivity in some areas, particularly in rural or remote regions, which limits the reach of their campaigns. Other obstacles include unreliable power supply, high internet costs, and the difficulty of integrating social media into existing program strategies. Additionally, adapting quickly to technological changes and keeping up with the fast-evolving digital landscape is a challenge that these organizations must overcome.

The research also identified several untapped opportunities that could improve the effectiveness of social media in public awareness campaigns. One key opportunity is forming partnerships with influencers and public figures who can help amplify messages and engage wider audiences. Improving accessibility is another significant opportunity, particularly by addressing internet connectivity issues in areas with poor infrastructure. The study also suggests the use of visual storytelling, such as videos, to engage audiences more effectively than still images or text. Lastly, improving overall internet infrastructure and reducing costs could enhance the reach and impact of social media campaigns, particularly in underserved areas.

6.2 Conclusions

Based on the findings, the study concluded that social media has enabled LATRA and TASAC to extend their reach beyond geographical boundaries, reaching audiences not only within Tanzania but also globally. This has been particularly beneficial for disseminating information on international maritime regulations and transport standards throughout the world. Through the use of social media platforms, organizations have effectively leveraged the power of digital communication to enhance public awareness, engagement, and information dissemination. LATRA and TASAC have fostered online communities on social media platforms, providing spaces for stakeholders to engage, ask questions, and share experiences on transport sector. This has facilitated a dialogue between the organizations and the public, allowing for the gathering of valuable feedback and insights.

While social media has transformed public awareness efforts at LATRA and TASAC, there are both challenges and opportunities. Issues such as misinformation,

internet connectivity, and the integration of social media into program strategies need to be addressed. However, with strategic partnerships, improved infrastructure, and more engaging content, these organizations can better leverage social media to increase the reach and impact of their public awareness programmes. The research shows that by tapping into these opportunities, LATRA and TASAC can enhance their use of social media and achieve more effective public engagement.

6.3 Recommendations of the Study

Based on the research findings on investigation on the effects of social media on public awareness programmes at LATRA and TASAC in Tanzania; the study recommends the followingsto further enhance the effectiveness of social media on public awareness programmes within the transportation sector;

i) LATRA and TASAC should continue to utilize a variety of content formats such as videos, infographics, images, and live streams on social media platforms to cater to diverse audience preferences on campaigns. The organization should incorporate storytelling elements into posts to make transportation regulations and safety guidelines more relatable and memorable to the audience.

ii) Organizations like TASAC and LATRA should collaborate and create partnerships with other agencies, NGOs, influencers and public figures on joint public awareness campaigns, to amplify messages for broader reach and impact.

iii) TASAC and LATRA should encourage users to share their transportation experiences, safety tips, or compliance stories on social media to showcase

real-life examples and foster a sense of community engagement on awareness campaign. For example, when LATRA posed the use of e-ticketing system, it will be better if the authority will allow the stakeholders to share the challenge of the system.

iv) It would be better if TASAC and LATRA would provide a social media training and capacity building workshops for staff responsible for managing the organizations' social media accounts. This would equip them with more advanced skills to create engaging content, manage online communities, and respond effectively to audience inquiries.

v) Addition to that, the organization especially TASAC and LATRA are recommended to collaborate with academic institutions or research organizations to conduct studies on the impact of social media on public awareness in the transportation sector. This will allow them to share insights and findings with the public, stakeholders, and policymakers to inform evidence-based decision-making on respective awareness program.

Implementing these recommendations, LATRA (Land Transport Regulatory Authority) and TASAC (Tanzania Shipping Agencies Corporation) can optimize their use of social media platforms to enhance public awareness, promote safety, improve regulatory compliance, and raise a culture of responsibility within the transportation sector in Tanzania. Other public institutions, policy makers and academicians may consider optimizing utilization of social media for effective public awareness programmes.

6.4 Suggestion for further research

The finding of this study based only on LATRA and TASAC. Based on this, there is a need to conduct further research on the contribution of social media on enhancing transport standards. Addition to that, there is a need to conduct studies on public awareness programmes to other public institutions like the Tanzania Revenue Authority (TRA), Tanzania Electric Supply Company (TANESCO), Tanzania Communications Regulatory Authority (TCRA) and others.

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APPENDICES

APPENDIX I: QUESTIONNAIRES   Questionnaire NO. …..

Dear Sir/Madam

My name is Salumu S. Pazzya student pursuing Master of Arts in Mass Communication (MAMC) at The Open University of Tanzania; the field work and dissertation is part of my course for the fulfillment of the award of mentioned Master's Degree. You are kindly requested to respond to the questionnaires to help me to accomplish the study with topic titled "***Effects of Social Media on Public Awareness Programmes; a case study of LATRA and TASAC in Tanzania''***. The required information will be treated with confidentiality and is only for academic purpose and not otherwise.

 I thank you in advance for your good understanding, cooperation, assistance, time and effort that you will spend in the completion and return of these questionnaires.

……………………………..

Salumu S. Pazzy

SECTION A: PARTICIPANT DETAILS

Instruction: Please tick (√) in appropriate choice in the boxes provided beside.

1. Please indicate your Age group	18-30	
	31-40	
	41-50	
	51-above	

2. Please indicate your gender	Male	
	Female	

3. Please state your Marital status	Married	
	Separated	
	Widowed	
	Single	

4. Please state your level of education	Primary level	
	Secondary	
	Certificate level	
	Diploma level	
	Bachelor	
	Masters and above	

5. Please state your working position	Employee of LATRA	
	Employee of TASAC	
	Other (please specify)	

6. State your working experience	Below six months	
	1 to 12 months	
	1 year to 3 years	
	4 to 6 years	
	7 to 10 years	
	Above 10 years.	

7. For how long have you been using social Media?	Less than six months	
	6 to 12 months	
	1 year to 3 years	
	4 years to 6 years	
	7years to 10 years	
	More than 10 years.	

8. Do you know anything about Public awareness programmes?	Yes	
	No	

8. Are you aware of the use of social media for public awareness programmes at LATRA/TASAC?	Yes	
	No	

9. How often do you come across public awareness content on social media?	Rarely	
	Occasionally	
	Frequently	

SECTION B: OBJECTIVES OF THE STUDY.

Objective One: Roles of social media on public awareness programmes at LATRA and TASAC

*Instruction:*Please rate the following statements on roles of social media on public awareness programmes; by putting a tick mark using a scale as indicated below.

KEY: SA= Strong Agree A= Agree NS=not sure D=Disagree SD=Strong Disagree

	Perception on role of social media on public awareness programmes at TASAC/LATRA	SA	A	NS	D	SD
v.	Communication and information dissemination					
vi.	Engage Audience and Interaction:					
vii.	Informs on real time					
viii.	Change behaviors of the audience					

Objective Two: Extent to which firms (LATRA and TASAC) use social Media on public awareness programmes.

1. Which social media platforms does LATRA/TASAC currently use for public awareness programmes?

        A. Facebook

        B. (X) Twitter

        C. Instagram

        D. LinkedIn

        E. YouTube

        F. Other (please specify)

2. How often does LATRA/TASAC post content on social media for public awareness?

A. Rarely

B. Occasionally

C. Regularly

D. Daily

3. What types of content are typically shared on social media for public awareness by LATRA/TASAC?

    A. Announcements

    B. Safety Guidelines

    C. Regulatory Updates

    D. Success Stories

    E. Other (please specify)…………………………

4. How would you describe the current reach of LATRA/TASAC's public awareness content on social media?

    A. Local

    B. National

    C. Regional

    D. International

5. In your opinion, how effective is the use of social media in raising public awareness for LATRA/TASAC?

    A. Not effective at all

    B. Somewhat effective

    C. Very effective

Objective Three: Effects of Social Media on Public Awareness Programmes at LATRA and TASAC in Tanzania.

1. In your opinion, how has the use of social media affected the effectiveness of public awareness programmes at LATRA/TASAC in Tanzania?

     A. Significantly improved

     B. Moderately improved

     C. No significant change

     D. Moderately hindered

     E. Significantly hindered

2. How often does LATRA/TASAC receive feedback from the public through social media regarding public awareness content?

     A. Rarely

     B. Occasionally

     C. Regularly

3. Does LATRA/TASAC actively engage with the audience on social media regarding public awareness topics?

     A. Yes

     B. No

4. Please rate the following statements on effects of social media on public awareness programmes; by putting a tick mark using a scale as indicated below

     KEY*: SA= Strong Agree A= Agree NS=not sure D=Disagree SD=Strong Disagree*

	Perception on effects of social media on public awareness programmes at TASAC/LATRA	SA	A	NS	D	SD
i.	Speedy spread of misinformation and fake News					
ii.	Information Overload					
iii.	Risk of social amplification					
iv.	Ethical challenges and considerations					
v.	Inappropriate reach of audience					

Objective 4: Challenges associated with utilizing social media for public awareness programmes.

1. Please rate the following statements on roles of social media on public awareness programmes; by putting a tick mark using a scale as indicated below.

   KEY: SA= Strong Agree A= Agree NS=not sure D=Disagree SD=Strong Disagree

	Perception on challenges of social media on public awareness programmes at TASAC/LATRA	SA	A	NS	D	SD
vi.	Poor internet connectivity, ,					
vii.	Unreliable power supply.					
viii.	Lack of trust in firms (LATRA/TASAC) feedback,					
ix.	Difficulty in adapting new programmes approaches					
x.	Difficulty in integration of social media technologies into programme,					

2. What **OTHER** challenges, does LATRA/TASAC face in using social media for public awareness programmes?

   …………………………………………………………………………………

   …………………………………………………………………………………

Are there any untapped opportunities for LATRA/TASAC to enhance their use of social media for public awareness?

……………………………………………………………………………………

……………………………………………………………………………………

What do you think could be done to overcome these challenges and improve the effectiveness of social media in public awareness?

……………………………………………………………………………………

……………………………………………………………………………………

Thank you for your cooperation

APPENDIX II: INTERVIEW GUIDELINES

i. What are your role, position, and responsibilities within LATRA/TASAC?

ii. What is your experience and involvement in public awareness programmes?

iii. What are the current social media platforms used by LATRA/TASAC for public awareness?

iv. What is the types of content shared and the frequency of postings?

v. What is the firm (TASAC/LATRA) primary target/role audience for public awareness campaigns on social media?

vi. How frequent does LATRA/TASAC post contents on social media for public awareness?

vii. How LATRA/TASAC measures user engagement on social media?

viii. How social media has impacted the effectiveness of public awareness programmes?

ix. Are there any challenges that LATRA/TASAC has encountered in using social media for public awareness?

x. What can be a solutions or strategies to overcome challenges to enhance social media effectiveness on public awareness program?

APPENDIX III: OBSERVATION CHECKLIST

1. Content and Engagement:

a. Common social media platforms used by LATRA/TASAC

b. Frequency of posts: How often is new content shared on social media platforms?

c. Types of content (e.g., news, announcements, safety guidelines, success stories) being shared?

d. User engagement: Observing the number of likes, shares, and comments on posts.

2. Reach and Audience Interaction:

a. Audience reach: In terms of likes, shares, and views.

b. Audience interaction: The organization responds to comments and questions from the audience?

3. User Feedback:

a. Are audience comments generally positive, negative, or neutral?

4. Trends and Hash tags:

a. Trending topics and hash tags related to public awareness programmes.

5. Visual Content:

a. The use of visuals (images, texts, graphics, videos) in conveying public awareness messages.

6. Response to Events/program

a. How quickly the organization responds to real-time events on social media.

7. Metrics and Analytics:

a. Presence of analytics tools to measure the effects of social media on public awareness.

8. **Innovation and Creativity:**

   a. The level of innovation and creativity in designing social media campaigns.

   b. The use of unique approaches or strategies employed to capture audience attention.

   c. Evidence of understanding and addressing the needs of the audience.

9. **Impact on Behavior Change**

   a. Evidence of social media campaigns leading to behavior change in the audience.

   b. Effectiveness of social media in driving actions outlined in programmes.

   10. Accessibility and Inclusivity of social media content for individuals with diverse abilities.

APPENDIX IV: OBSERVED LISTS

Contents posted by LATRA/ TASAC

Tasac Tanzania
Government organization
Shirika la Uwakala wa Meli Tanzania,
Posta, Mtaa Garden Avenue/Ohio PSSF Tower Ghorofa ya 8
Simu +2550800110141
www.tasac.go.tz

Followed by tpa_tz, latra_tz, ortamisemi + 1 more

| POSTS | REELS | TAGGED |

tasac_tz Shirika la Uwakala wa Meli Tanzania (TASAC) limetoa wito kwa wadau na Makampuni yenye uwezo wa kusafirisha Korosho nje ya nchi kupitia Bandari ya Mtwara kujitokeza kuomba leseni za usafirishaji kutokana na Serikali kufanya maboresho makubwa katika Bandari hiyo kwa sasa.

Hayo yamesemwa na Mkurugenzi Mkuu wa TASAC, Bw. Kaimu Abdi Mkeyenge wakati akizungumza na Waandishi wa habari tarehe 04 Novemba, 2023 jijini Dar es Salaam

Bw. Mkeyenge amesema kuwa tangu wameanza kutoa leseni hadi kufikia Novemba 03, 2023 Makampuni 207 yamepewa Leseni ambapo tani zaidi ya 5,300 zinatarajiwa kusafirishwa nje ya nchi.

"Nitoe rai kwa wafanyabiashara na Makampuni mbalimbali yenye uwezo wa kusafirisha korosho kujitokeza kuomba leseni za usafirishaji korosho, hadi sasa TASAC tayari tumeshatoa leseni

Gusa link hii ili kupata Jedwali la Nauli za mabasi ya Masafa marefu - Mikoa yote

⌖ LATRA.GO.TZ

HOW AUDIENCE ENGAGE AND INTERACT

toxik121 Habari, ni kwanini magari ya Morogoro hayana ratiba maalum ya mabasi kuondoka kama mabasi ya mikoa mingine?

7w   Reply   See translation

tasac_tz TAARIFA KWA UMMA
3w   See translation

msafirikizuki Asanteni sana Tasac na hongereni sana kwa kuujuza umma kilichotokea na kuondoa taharuki..
3w   1 like   Reply   See translation

—— View replies (1)

marthangasha Asante sana kwa taarifa
3w   1 like   Reply   See translation

—— View replies (1)

tasac_tz TAARIFA KWA UMMA.
26w   See translation

jenifa2714 Tunashukuru kwa Taarifa. Kaziii kwa kasiii
26w   Reply   See translation   •••

imma_chuwa Shukran 👏
26w   Reply

mwassa_winton Asante kwa taarifa
26w   Reply   See translation

_its.richsam Tunashukuru
26w   Reply   See translation

THE UNITED REPUBLIC OF TANZANIA

MINISTRY OF EDUCATION, SCIENCE AND TECHNOLOGY
THE OPEN UNIVERSITY OF TANZANIA

Ref. No OUT/PG2022000933   **11ᵗʰ July, 2024**

Director General,

Land Transport Regulatory Authority

P.O Box 1742,

DODOMA.

Dear Director,
           RE: <u>RESEARCH CLEARANCE FOR MR. SALUMU SAID PAZZY</u>
                     <u>REGISTRATION NUMBER: PG2022000933</u>

2.   The Open University of Tanzania was established by an Act of Parliament No. 17 of 1992, which became operational on the 1ˢᵗ March 1993 by public notice No.55 in the official Gazette. The Act was however replaced by the Open University of Tanzania Charter of 2005, which became operational on 1ˢᵗJanuary 2007.In line with the Charter, the Open University of Tanzania mission is to generate and apply knowledge through research.

3. To facilitate and simplify the research process therefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance, on behalf of the Government of Tanzania and Tanzania Commission for Science and Technology, to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you **Mr. Salumu Said Pazzy, Reg.No:PG2022000933),** pursuing a **Masters of Arts in Mass Communication.**

We hereby grant this clearance to conduct a research titled **"Effects of Social Media on Public Awareness Programs" A case of LATRA and TASAC Tanzania.** He will collect his data at your office from July 17th, 2024 to 23rd July, 2024.

4.   In case you need any further information, kindly do not hesitate to contact the Deputy Vice Chancellor (Academic) of the Open University of Tanzania, P.O. Box 23409, Dar es Salaam. Tel: 022-2-2668820.We lastly thank you in advance for your assumed cooperation and facilitation of this research academic activity.

Yours sincerely,

THE OPEN UNIVERSITY OF TANZANIA

Prof. Gwahula Raphael Kimamala

For: VICE CHANCELLOR

THE UNITED REPUBLIC OF TANZANIA

MINISTRY OF EDUCATION, SCIENCE AND TECHNOLOGY

THE OPEN UNIVERSITY OF TANZANIA

Ref. No OUT/PG2022000933   **11ᵗʰ July, 2024**

Director General,

Tanzania Shipping Agencies Corporation

P.O Box 1930,

DAR-ES-SALAAM.

Dear Director,

RE: <u>RESEARCH CLEARANCE FOR MR. SALUMU SAID PAZZY</u>
<u>REGISTRATION NUMBER: PG2022000933</u>

2.   The Open University of Tanzania was established by an Act of Parliament No. 17 of 1992, which became operational on the 1ˢᵗ March 1993 by public notice No.55 in the official Gazette. The Act was however replaced by the Open University of Tanzania Charter of 2005, which became operational on 1ˢᵗ January 2007. In line with the Charter, the Open University of Tanzania mission is to generate and apply knowledge through research.

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<div align="center">

Yours sincerely,

THE OPEN UNIVERSITY OF TANZANIA

Prof. Gwahula Raphael Kimamala

For*:* VICE CHANCELLOR

</div>