

## THE TEAM RADIO VERNACULAR: EXPOSURE, ATTITUDES AND INTERPERSONAL COMMUNICATION ABOUT POLITICAL PROCESSES: DATA ANALYSIS REPORT

Following the devastating presidential elections of 2008 in Kenya, radio broadcast of the Search for Common Ground's *The Team* began airing on Radio jambo. The study aimed to **investigate potential impact of radio broadcasts of *The Team* on Kenyan citizens' attitudes related to tolerance, communication, and participation in political processes.** Listeners and non-listeners were surveyed to reveal difference between those who exposed themselves to *The Team* through radio, and those who did not.

Measurements of exposure to the series included frequency of discussing issues related to political, religious and ethnic tolerance; engagement in the program while viewing; and three specific attitudes related to intergroup tolerance and political engagement:

- Perceived importance of “**Communication and Respect**” among members of different religious and ethnic groups
- Perceived importance of “**Political Engagement**”
- Perceived “**Political Efficacy.**”

In addition, respondents were posed with two scenarios in which the conflict is left unresolved, allowing the respondents to select one of four potential responses to the conflict scenarios.

Respondents (318) were interviewed in communities in and around Nairobi, Kisumu, and Eldoret. Almost two-thirds of respondents (196) had listened to one or more episode of *The Team*. Fifteen percent (47) had not seen or heard the program.

The evaluation utilized a qualitative method approach where **listeners and non-listeners were surveyed in person.** Questions about political attitudes and communication about political topics were asked first, followed by questions about awareness, exposure and location regarding *The Team*. Demographic questions were asked last.

Overall, the study found that listeners of *The Team* radio program are more likely to discuss topics covered in the program than non-listeners, but very few significant statistical differences between listeners and non-listeners in the three attitudes inquired upon that are outlined above. The findings for each of the study areas are outlined in more detail below.

### POLITICAL ENGAGEMENT

Those who listened to *The Team* were more supportive of **Political Engagement** than those who didn't listen to it, although there was *no significant difference* in attitude between those who were aware and

those who were unaware of the program. Political engagement attitude was measured by attitude that Kenyans should be more politically active and involved in the political process.

The *agree-disagree* 4-point scale (1 indicated *strongly disagree* and 4 indicated *strongly agree*) was used for questions concerning attitudes toward political engagement, presenting a mean score of 3.11 for listeners and non-listeners.

*Agree or disagree:*  
“We should engage more politically to make the government’s work more transparent”

## DISCUSSING ISSUES

The data shows that listening to *The Team* **encourages listeners to discuss issues relating to political, religious and ethnic tolerance**. More listeners (69.5%) than non-listeners (58.3%) reported frequently discussing issues related to politics and tolerance. This demonstrates that listening to the program is positively related to interpersonal communication with family and neighbors about politics and tolerance. There is no significant statistical difference, however, between the two groups.

More non-listeners (41.7%) than listeners (30.5%) reported rarely discussing these issues, although the difference was not significant. The difference between listeners and non-listeners who never talked about politics or social issues was minimal (non-listeners 4.0%; listeners 1.6%).

*Agree or disagree:*  
“People of different ethnicities would get along better if they made more of an effort to understand each other.”

## COMMUNICATION & RESPECT

**Engagement was positively related to perceived importance of communication and respect** within the communities, which suggests that the more programs like *The Team* can engage listeners, the greater their potential for positive influence. However, there was 1 indicated *strongly disagree* and 4 indicated *strongly agree* between listeners and non-listeners regarding their attitude about communication and respect.

In the 4-point *agree or disagree* scale (1 indicated *strongly disagree* and 4 indicated *strongly agree*), the mean score was a 3.59 attitude support toward communication and respect in the community for Kenyans. There was a significant difference between the supportive attitude of those who were graduated from universities (mean – 3.00) and those who reported having high school level education (mean – 2.29). Communication and respect was the only politically related attitude based on education.

In addition, two open-ended, hypothetical scenarios were posed to respondents, who were then required to select one of four responses to the situation. In both scenarios, the majority of respondents chose the least violent, most pro-social and most reconciliatory answers. In both scenarios, however, there was no significant statistical difference between the selected answers of listeners and non-listeners.

Source: This document is a summary of and taken directly from the final evaluation report “The Team Radio Vernacular: Exposure, Attitudes and Interpersonal Communication about Political Processes.” A copy can be acquired at <http://www.sfcg.org/programmes/cgp/the-team-kenya.html> or by contacting Lena Slachmuis, Chief Programming Officer at Search for Common Ground: [lenas@sfcg.org](mailto:lenas@sfcg.org).

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