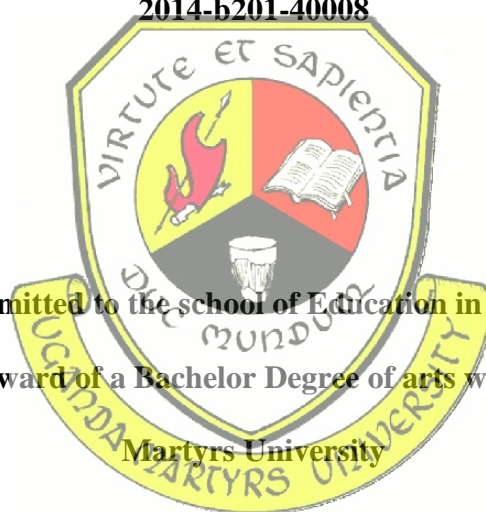


**The influence of media on student's Behaviour in selected secondary schools in Industrial
Division of Mbale Municipality.**

By

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**A Research report submitted to the school of Education in partial fulfillment of the
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DEDICATION

I extend my sincere appreciation to the Almighty God for enabling me compile this research report.

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List of abbreviations

M.D. Cs	:	Most Developed Countries.
TVs	:	Televisions.
U.S	:	United States
W.M	:	Wide media
W.W.W	:	World Wide Web
P.T.A	:	Parents, teachers association.

ABSTRACT

The purpose of this study was to establish the influence of media on the student's behavior in secondary schools in Mbale Municipality and the objectives were: To examine the current state of student's behavior and performance in secondary schools in Mbale Municipality. To assess the role of media in influencing student's behavior in secondary schools. To establish ways in which the media can be used to improve student's behavior in secondary schools in Mbale Industrial Division.

The study used cross-sectional survey design, the instruments used to collect data were questionnaires and interview guide. The questionnaires contained structured questions with provision of ticking the most appropriate answers. These were provided for each person a predetermined order (Davous 2002).

The findings were at Mbale Municipality. There were more males than 52% compared to females 48%. Majority of the respondents agreed that the performance of the students involved in the use of media in secondary school was with 70% therefore this showed that they must strive higher to fulfill the remaining 30%.

The study then concludes by prescribing way forward to the restoration and promotion of African cultures as it affects students with particular reference to Ugandan society.

The study therefore recommends that apart from government, teachers and parents, all should come in to sensitize the students on the negative behavior they are copying from media. This is because according to the study it was found out that many of this student use media in their leisure time and thus these behaviors are got from media.

CHAPTER ONE

1.0 Introduction

This chapter presents the background to the study, statement of the problem, objectives of the study, Research questions, and the scope of the study, significance of the study, conceptual framework and finally the operational / functional definition of terms adopted in the study.

1.1 Background of Study.

Media contexts are important because history tends to be cyclical. This factor was apparent for centuries since much ancient civilization relied on story tellers to hand down the history and cultures of their society so that they might learn from the past. The same was true for modern societies, for knowing what happened many years ago, might help the youth to understand what is going on now. For example, when radio communication first started in 1910 and 1920s, its future was uncertain. Many thought a radio would compete with a telephone and a telegraph as a means of sending messages from point to point, while others saw radios future in aviation providing beacons for aircraft according to Galeota, (2004).

The first organization to recognize radio's importance was the military. The US navy led the way during the World War 1, after the war as the interest in new medium increased, a total new function emerged; radio was used to broadcast information and entertainment to the mass audience. Many individuals and organizations scrambled to make use of the new means of communication, telephone companies, newspapers, business and even universities. None had any clear idea how radio broadcasting would pay for itself. Eventually radio became a commercial medium, dominated business that in less than ten years reached an audience of fifty million. Radio changed Americans news entertainment habits and became a medium whose influence on popular culture is still being felt as asserted by Joseph (1996).

The introduction of internet was envisioned as a means of point to point communication, it gained popularity through the effort of scientists and amateurs or amateur computer enthusiast. When the world wide web (www) and news groups offered a place where anyone could post messages and research a large potential audience businesses, educational organizations, government agencies and individuals all scrambled to take out a site. Everybody currently is trying to figure out how to make a website profitable, Will the web eventually become a primarily commercial media dominated by big business? (We are already seeing signs of this.), Will it change our way we get

news and entertainment? (Probably) and what sort of cultural impact will it have? (This may take a while to determine). History may help us to answer these questions. You have probably heard of the old joke about a teenager who was annoyed because he couldn't see a forest because all trees are tall or couldn't see the blizzard because of the snow or couldn't see the city because of all tall buildings. Well sometimes it can be hard to see history because of all events, names, places and dates. Consequently, this chapter discusses step backs and takes a wide view of media and its impact on the students at secondary schools in different colleges and institutions at large according to Hegener (2002). Specifically, this continues to discuss the different milestones in the development of human communication in so far as media is concerned, printing, telegraph and telephone, photograph, and motion pictures, radio and television, digital media, mobile media and social media.

On the other hand, Josep. (2011), describes as 8(eight) different kind of mass media which includes; television, radio, films, books, sounding recordings, newspapers, magazines, and internet. There are also billboards, comic books; posters, direct email, match books and buttons as some of other kinds of mass media one would choose to examine. These have large audience, employ most people and have the greatest impact and are also one of the most familiar. A combination of technological economic and social factors has made the traditional business models obsolete and several media are struggling to re-event themselves for the digital era. Other media are dealing with fundamental shift in the ways they reach their audience. Internet evolved two distinctive developments which were becoming clear, the first talks of the web being important for interpersonal and social functions as evidenced by the tremendous rise of social media, web most resemble inter-personal or machine assisted communication which are Blogs, email, skype, eBay, Facebook, twitter, Instant messages, my space Wikipedia and all of the napster like sharing programs. Here the youth use this at any time given to them to produce what they want for example, writing on some ones "wall" in face book this was new media which was added on to the traditional mass media contents which included: Tvs, movies, newspaper, magazines, sound recording, books, radios, eventually distributing over internet according to Alexander (2003).

The www provides access to w.m (wide media) on a scale never before possible. Radio stations in other countries for example are available on net world and hence this is where the youth pick in

what they produce, be it good or bad, especially considering countries like Britain, Brazil and others.

The earliest view of heavy viewing on media seems probably to have been the youngsters who are heavy TV viewers would display a pattern of beliefs and participation of constituent too with media portrayal. The research completed in 1930s shows or found the frequent viewing of crime or gang star movies could change the attitudes on topics such as capital punishment and personal reforms.

After independence across the African continent the major preoccupations African leaders had to contend with, was restoration of African cultures in their lay forms which were arguably polluted by the colonial masters during their reign. No doubt teenagers generally are important segment of society who could be instrumental, promoting African countries but unfortunately the mentality and lifestyle of the teenagers in African societies have been grossly affected more by exposure to media rather than in promoting African cultures. Due to all this Uganda has been affected by certain kind of media content and this has promoted aggressive behavior among the viewer's, especially the youth who are students, and this has made them become fearful of the world around them.

According to Mamman et. al (2008), media increment for example; radio, website, internet and television globally. The value of putting them was to help in development of technology through cooperation. Media appeal to the emotion of the youth and ultimately affect their world view because of developing emotions of adolescent as a result of the onset of puberty.

1.2Statement of the Problem

Most students' behaviors was as an effect of mass media especially radio prompts much of the early critical analysis brought out by researchers. There was increasing concern that mass media influences individual's decision making, disrespect of teachers, indecent dressing, and smoking in schools. A lot was documented on mass media but little effort was directed towards the influence of mass media on student's behavior in schools.

In 1967 a national commission concluded that a steady desire of media violence had an advance effect on human character and attitudes. Therefore, media influences student to do an undesirable behavior due to the following: Drug usage, bad language usage, pornographic material and laziness

which mismatched the brains of students not to read but to concentrate on bullying of others, incest and strikes in schools. This kind of behavior has always resulted into unrests in schools. Therefore, this motivates the researcher to investigate the influence of media on student's behavior in secondary schools, in selected schools in the industrial Area of Mbale municipality.

According to the above, ideally every school, parents, teachers out there can contribute to change of student's way of behaving by putting rules in order to reduce this. Communities too through supportive organizations can be willing to donate to charity or make a difference either by banning or putting rules.

1.3 General Objectives

To establish the influence of media on the behavior of students in selected secondary schools Industrial Division in Mbale municipality.

1.3.2 Specific Objectives

- 1 To examine the current state of student's behavior and performance in secondary Schools.
- 2 To assess the role of media in influencing student's behavior in secondary schools.
- 3 To establish the ways in which the media can be used to improve student's behavior in secondary schools.

1:3.3 Research Questions

1. What is the current state of student's behavior and performance in the use of media?
2. What is the role of media in influencing student's behavior in secondary schools?
3. What are the ways in which media can be used to improve student's behavior in secondary schools?

1.4.0. The Scope of the Study

This covers the content, geographical and Time scopes

1.4.1 Content Scope.

The study generally looked at the influence of media on student's behavior in secondary schools in Mbale municipality. This was because the problem comes after media being globalized.

1.4.2 Time Scope

The study analyzed the influence of media on the behavior of students from 2011 – 2017. This is because during this period of study the behavior escalated negatively in their schools as compared to the years before 2011. There was a line of occurrences such as; abuse of teachers and fellow students, involving in the usage of drugs, bullying and many others during this period.

1.4.3 Geographical Scope

The study gave attention to Mbale district with specific reference to Mbale Municipality. Mbale Municipality is bordered by Bukonde in the north, Bungokho- Mutoto in the east, Pallisa district in the south and in the west, is bordered by Nakaloke.

1.5 Significance of the Study

The study findings and conclusions may provide new insight on all schools in the Industrial Division and Mbale district education staff may encourage all teachers, head teachers and all other staff to restrict using newspapers on pornography and immoral behavior watching bad impression films drinking and finally use of phones at school or any compound of the school.

Furthermore, the ministry of Education sport and computer science and technology may put strict laws (implementing) for teachers to know how to handle such problems of banning media which support ways of student's behavioral change, that's to say drug abuse, dressing badly, pornography, lesbianism, gayism and many others.

Further still to be forwarded to human rights commission to check on some laws that humans have by restricting on the exposure of private parts in public because of such freedom. Too much freedom exposes even hidden things therefore media exposure has put many things into minds of students like Alcohol addiction is the primary cause, pornography, lesbianism hence human rights should be put but sometimes restricted because it has spoilt all over ninety nine percent of youth therefore this should be discussed by the panel of education to avert such characters.

1.6 Justification of the Study

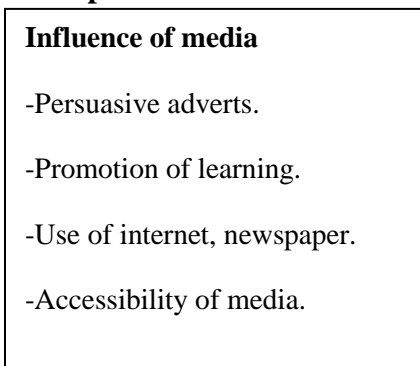
The researcher intended to do this research in this particular topic which was based on media due to change in behavior common in schools of Mbale district which was believed to be perceived from viewing and listening to whatever was being displayed. One sees them misbehaving with others and how they dress exposing themselves. This be strongly abolished like strikes, abusing

and fighting teachers and fellow colleagues, bullying others. Through the influence of media that's to say reading of newspaper like Kamunye, Red pepper, onion and many other magazines, watching of films, music, radio listening which rebuilds their confidence in doing things as the way they are.

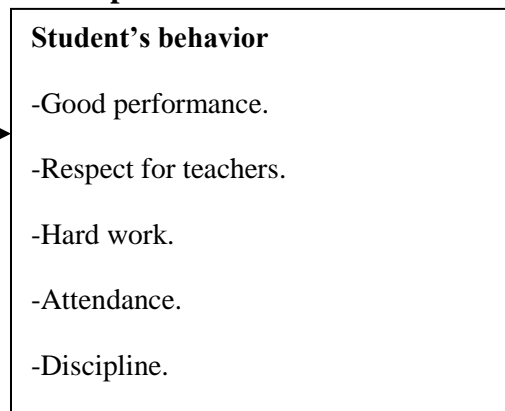
It was quite difficult to mitigate such situations due to the ways of massive encouragement though we needed to keep in mind however though media can also be called worldwide web. This new media is globally accessible to majorly those countries which are most developed (MDC) although ethical dimensions of this case are important. However, you can find that practical dimensions were also important. This should be strongly handled. The teacher should coach so that the aimed goal should be achieved without the hoax. Sometimes the ethically correct thing is also the one that gets results. Therefore, the concerned body should come into seek change by tightening the law enforcement on media like pornographic viewing.

1.7 Conceptual Framework

Independent variable



Dependent variable



Intervening variable

Government policy

-Parents teachers' association.

-Board of governors.

-Regulates media.

Adopted and modified by the researcher, Belo(2002) explains how students perceived media and how it influences them hence how it is practiced in their respective schools which are supposed to be checked through tightening of the law enforcement. Media influence students through persuasive adverts, use of internet, newspaper, media accessibility and promotion of learning. The expected student's behavior should reflect good performance, respect teachers, hard work, attendance which is daily, discipline and observance of school rules.

The above can be successful but due to government policy on media like school rules, good morals, board of governors regulates on media, and parents, teachers association (PTA)as written in the above conceptual framework.

1.8. Definition of key terms

Aviation : The operation of heavier than air-air craft.

Beacons : A light house or other signal for guidance.

- Billboard** : The sound recording industry publication that tabulates record popularity.
- Blizzard** : A long sever snow storm.
- Blog** : A personal journal kept on the web.
- Comic books** : A magazine containing sequences of comic straps or marked by comedy.
- Email** : Electronic messages sent from computer to computer.
- Gays** : Relating or used by homosexuals.
- Hoax** : Humorous or malicious deception or a plan to deceive someone.
- Lesbianism** : Female homosexuality.
- Mass media** : The channel and the institutions of mass communication.
- Milestone** : A significant point in development.
- Senate** : An assembly or council usually possessing high deliberative and legislative functions.
- Social media** : A set of internet tool that encourage content sharing and community relationship.
- Website** : A set of hypertext pages linked to each other that contain information about a common topic.

CHAPTER TWO

LITERATURE REVIEW

2.0. Introduction

This chapter presents literature related to the study as follows. It explains the influence of media on the student's behavior in secondary schools. The literature looked at several ways of how this influences their behavior, performance and even how to improve student's behavior.

2.1. The current state of student's behavior and performance in secondary schools.

The West African movies/shows, styles are copied and imprinted to students hence affects their grades. Educational system and the resultant effect of poor academic performance among Senior Secondary School students, some blame students for this apparent decline in the quality of education and moral values, majority blames the teachers for the loss in our schools, while the teachers shift the blame on the children and parental attitudes to their children. Education as recorded by Arony (2010), indicated that students who get involved in activities of social media sites while studying result in reduction in their focus of attention. These consequently affect the behavior of students as well as their concentration.

Jokayinfa (2007), blamed the government for unattractive conditions of service and poor performance facilities in some parts of the poor system. Nevertheless, it is essential to note that apart from the factor in research question. The advent globalization as a result of Urbanization and globalization, civilization such as access to internet. This have relegated most students to mere shows, and often distracted by series of cartoons, radio programs print and other media material.

Omojuwa (2009) noted that the media might help to reinforce language skills learnt at school thus its impact on student high exposure to students with poorer language scores and hence reduces the command. Munni (2010) Asserted that, this act of “real life” is particularly important for every child who developmentally think concretely and are unable to distinguish fantasy from reality. Students who attempt multi task, checking social media sites while studying show reduced academic performance. Their ability to concentrate on the task at hand is significantly reduced by distraction that is brought about by youtube, stumble upon, face book or twitter.

Popoola (2008). Believes that the more time students spend on social sites the less time they spend socializing in person. Because of lack of body signals and other non-verbal ones, like tone and inflection, social networking sites are not an adequate replacement for face – to – face communication. Students who spend a great deal of time on social networking are less able to effectively communicate in person hence tend to fear to speak or express themselves in person.

The popularity of social media and the speed at which information circulated to different individuals has created a lax attitude towards proper spelling and grammar. They reduce a student's ability to effectively speak different languages and creative writing skills. Students mostly use slang words or short hand form of words on social networking sites. They state relying on the computer grammar and spelling check features. This reduces the command over language and their creative writing skills.

Ferri (2009) submitted that children nowadays as compared to before are more exposed to different types of media; a particular study revealed that they spend most of their time in front of their media sets rather than reading and discovering what is going on around them, doing home works. Further he noted that it has been alarming that they get most of their attribute through this watching, reading and listening to it.

Many psychologists are worried about the identity crisis that our present generation may face today. The lives of people especially students are largely influenced by what is posted by other people on their profiles. The habits that students learn are decided more by what friends do and less by the teaching of parents or professors/teachers.

Many students rely on the information on social media specifically and the web in general to provide answers. That means a reduced focus on learning and retaining information written without relying on a computer.

The degree to which private information is available on line and the anonymity the internet seems to provide has made students forget the need to filter the information they post.

Many colleges and potential employers investigate an applicant's social networking profile before granting acceptance or interviews.

Most students don't constantly evaluate the content they are publishing on line which can bring about negative consequences months or year down the road.

2.2. The role of media in influencing student's behavior in secondary schools.

Media is one of the specific learning conditions believed to be a potential contributor to the growth of antisocial attitudes and behavior in the children, majorly students. Consideration about the impact of media can be traced back in 1905 at that. The earliest scientific investigation or research into impact of this effect began in western countries. As human are social animals we always like to remain in some group or company of one another and prefers to follow what this group does,

therefore social change hastens the transition. As media continues to evolve several trends are apparent (1) audience segmentation, (2) convergence, (3) increased audience transformation or control. The problem comes from the influence of media from the 1920s up to date where there is electronic independence is inherently dependent upon internet.

It illuminates the lives of thousands of people by spreading knowledge internally thereby making us a global village. All traditions and cultures are the product of this group-oriented facet of human nature as Abraham Maslow states in his theory of motivation. 'social needs of human beings is the third tier in his hierarchy of needs.' Obviously that one should have a right to do everything but always there is wrangles in school and homes.

While social scientists work on determining the major causation of violence such as environmental, cultural factor, family instruction and the group membership, parents, teachers, politicians and school administrators continue to blame media for increased, cultural alienation and attitudinal change among adolescents according to (Frazer 1996).

The emergence of globalization concept here Bello (2010) submits that globalizing principally and philosophically aims at globalizing the world. In all thinkable ramifications, cultural, economic, political and educational. Importantly however, homogenization of cultural relations worldwide has been a key factor in the process of globalizing and this undoubtedly, has improved the lots of humanity since its birth but each nation of the world has had to face a great deal of challenges most especially the developing countries...

Also, unfortunately the case of African countries and their third world nations of the world are quite nagging the culture fabrics of these countries and have suffered a seemingly irreparable damage in the face of globalization as Muyale (1998) rightly observes the overwhelming effects of globalization. This has affected people's cultural behaviors in different ways people have and this has had change in their ways of living.

According to Brown sexuality media act as sex super-agent to peers for teenagers by serving as a readily available and accessible source of sexual information. In the absence of significant counsel from family and school, Brown, Halpem (2005), hence the influence students behavior on media is by Western culture that has much effect on their behavior due to introduction of scientific gadgets.

“Television” is the source of the most broadly shared images and messages in the history. Television cultivates from infancy the very predispositions and preference that used to be acquired from other primary sources. The repetitive pattern of television mass produced messages and images from the main stream of a symbolic environment according to Gerber et.al(1989).

Cultivation theory, the most basic form, suggests that exposure to television over time subtly “cultivates” viewer`s perceptions of reality. This cultivation can have an impact on heavy viewers and has an impact on our culture.

Television is a medium of socialization of most people into standardized roles and behavior, its function is in a word enculturation according to (Gerber 1989).

The popularity of social networking sites increased rapidly in the last decade. This is probably due to the reason that colleges and Universities as well as teens use it extensively to get global access. These social networking sites such as twitter, face book and WhatsApp have become a raging craze for everyone today.

Socially media poses many threats in today`s society. It is accessible from any computer, phone, tables or iPad with an internet connection. This means that it is easier for children as young as 8 (eight) or 9 (nine) to connect to a social media site. This in turn exposes them to nudity, swearing and worst of all, pedophiles and rapists. Murray of New York Daily news stated that a shopping on line in ten profiles are fake (May 2013). This means that at least 10% or more of a child`s Friends on face book could be phony.

The Carly Ryan incident in 2006 proves that the internet is a very dangerous platform for children, teenagers and even adults to be using. Unfortunately, fake profiles are not just used for using fake allies. Even if someone has only; say 10 friends on a social media site; and know that all of these are authentic, there are still ways for hacker to access your information; such as your location photos or even bank details, bullying is also a huge danger to Youth on the internet, radios.

Back before social networking was created, bullying stopped when school stopped, now a child being bulled is also faced with bullying in the confinement of their own home.

Bullying on social media effect on society has become one of the top three reasons, for teens Suicide, with a further two teens saying that they had attempted suicide as result of cyber bullying.

Media today is damaging the minds of our youth according to Jasmine (2010). It does by suppressing their physical socializing because most of the time they communicate through, phones, Face book, hearing on Radio/studios and subsequently harming their part of the brain that allows them to have meaningful conversations, face to face. It is worse for the generation of those that were born from 2005 onwards as this means that media is all they grew up with.

It is also seen that Youth today do not have anything else to talk about other than what they “saw or heard on media last night or guess who is dating who! This is a perfect example of what is happening to their socializing skills. Teens are unable to hold a decent conversation without mentioning something they saw on social media on the weekend on the night before.

This is going to severely damage their interviewing abilities when they want to be able to stay in a relationship. It is important that people pay attention to how much they are relying on social media to communicate and limit themselves so they do not lose their ability to physically socialize altogether according to Zucker,(2009).

The high lighting of social media is a negative effect on society satiate to the people’s hunger for trivial information and rumors. They create buzz by hyping the issues with flowery words and provoking descriptions and controversies created left and right to get the attention of people; Young people often imitate their role models blindly. What is being highlighted in the entertainment industry is the wrongdoings of these celebrities whom the young people idolize. And because they are heroes in the Youth’s minds, they are still celebrated despite the bad behavior they have been showing to the Public according to Heatherton (2009).

Portrayals of alcohol use and displays to people’s viewing drinking on set among students this study demonstrated a strong and statistically significant relationship between viewing and alcohol taken by students. This makes them emotional without fear to do anything hence drinking among students in United States. This is copied by African students and thus decides to do this.

Putnam (2000) voiced that a significant number of youth nowadays are suffering from eating disorders attributable to unhealthy lifestyles that are emerging. The television programs, movies and even print material often showcase as this lifestyle as fund activities despite their negative effect on health media hypes the acceptability of vices.

2.3 The ways in which the media can be used to improve student's behavior.

The excessive broadcast of media in most Ugandan and Nigerian channels of media needs to be checked and punitive measures put on erring stations. There has been violation over years without any form of severity, The Uganda Communication Commission need to act heavily and emphasizing on mass censorship of media before publication Bello (2012).

The Uganda nowadays should have concern to be raised on kindness, African norms and attitudes that May inculcate the exposure to certain kinds on media contents, especially enculturation and violence in each of its membership according to Kuberly et. al (2005), this is not come without and just done in schools by students.

Joseph (2004) believes that the existent non-governmental organizations, churches and mosques also have to immerse duties to discharge in this regard the institutions should put frequently but mass campaign against antisocial behaviors which are non-African in nature and those anti-cultural ones. If the campaign and other enlightenments continue to advocate this (Joseph 2004):

The mosques and churches, their effective championing cannot be emphasized, this is because research has over the years shown that religious institutions have impacted a great influence in humanity especially in the twenty first century. It's on this occasion that it has been established by scholars that no society can grow without proper integration in cultures of our land. Culture itself cannot develop the society; in this case this regard to the role of teenagers in general cannot be over emphasized. The exposure of media project by Ugandans has affected their attachment and affiliation to Uganda's cultures therefore, ethnically the value system in general the situations are disheartening that needs urgent attention in order to restore cultural fabrics and make teenagers vacate this cause.

Through governments it should tighten laws which were reined against pornography in order to reduce certain problems of media influence in schools and society. The most important concern in this debate is about violent films, radio speeches, newspapers, television shows, music producing industries and other have been whether or not they promote aggressive behavior among learners and viewers even accessors on internet most especially the young ones as asserted by Evra (1990).

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents the study approaches both qualitative and quantitative, the research Design, area of study, population size, sample size, sample techniques, data collection Methods and instruments, quality control methods and the methods of data analysis.

3.2 Research Design

The study design according to Jen (2004:59), is the plan of how the study will be conducted. Here the study employed cross-sectional research design which was suitable method for getting the views of the people about their behavior and the way forward if given conditions. Therefore, in this study also, by use of different categories of people at the same time for example students, teachers, and parents.

3.3 Area of Study

This study explored the Industrial Division of Mbale Municipality, located 2km from Mbale central town in the southern part of the town.

3.4 Population Size

Peril (1982) defines population as all individuals that fit a certain specification. The targeted population for this research included Head teachers, Teachers, students, Parents. 200 students of Mbale Secondary Schools were chosen to represent the unit. Since they possess all the required characteristics of special importance and they are between the ages of 16-23 years who use media components regularly. Mbale Municipality schools has a population of more than 80,000 students but a small number of 200 students were selected to represent them in order to give relevant information.

3.5.1 Sample Size

The study entailed a large population which cannot all be studied. Therefore, the population may be small enough to warrant the inclusion of all of them in the study.

A sample therefore is a small group of Elements drawn through a definite procedure from an accessible population Mbale Municipality schools have a population estimated to 80,000 students but 200 were selected in number after which 43 teachers were selected at Random and

questionnaires were distributed, Parents of these students were chosen and 33 questionnaires were distributed to parents and stakeholders. In this also some were interviewed to also give additional information.

The sample size was determined by the Slovenes formula, $n = \frac{N}{1 + N(e)^2}$

Where, n- is the number of samples, N- is the total population, e-is error tolerance therefore,
 $\frac{340}{1 + 340(0.0025)^2} = \frac{340}{1.85}$
 $= 183.78 = 184$

Table 1: the table shows the sample size of the study population

Category	Population	Sample size	Sampling technique
Teachers	80	43	Random selection
Students	200	108	Stratification and random selection
Parents	60	33	Random sampling
Total	340	184	

3.5.2 Sampling Techniques

The techniques adopted for this study were random selection and stratification because it was not viable to study the whole of Mbale Secondary Schools. These techniques were employed to ensure a fairly equal representation of variables for the study.

The stratification was based on the government and private secondary schools in Mbale within each section of 7 schools, selection of staff and students were by simple random sampling.

Tejumaiye (2003:56) asserts that random sampling uses the principle of random sampling which is simple procedure for giving every unit in the population an equal chance of being selected.

3.6 Data Collection Methods and Instruments

The instruments that were used in collecting data included questionnaire, interview guide, these were useful in capturing of reliable information necessary for the study.

3.6.1 The Questionnaire: is administered to get information from respondents because it is a form containing a set of questions especially one addressed to a statistically significant number of subjects as a way of gathering information for a survey according to Harper (2014).

3.6.2 The interview: is a conversation where questions are asked and answers are given or Meeting of people face to face especially for consultation verbally.

This involved interaction between the interviewee and interviewer to seek information on how students have changed due to media and hence an impact and it was handled with the help of the interview guide.

3.7 Validity of the Research

The instruments of study were survey in which the questionnaire that were given to fellow colleagues for perfecting and also given to lecturers who specialized in Research. In using the same method and formula the end result was the same.

Martin. (2005) believes that validity is an idea that should appear superficially to test what it is supposed to test; and content validity is the motion that a test should be the sample the range of behavior represented by the theoretical concept being tested.

3.7.1 Reliability of instruments

The reliability was about consistency of the research scale items, this helped to refine the questionnaires so that the respondents are not having problems in answering the questions.

3.8 Ethical Issues.

The researcher expects to abide by human rights and international research policies in order to comply with the current legal requirements such as human dignity and autonomy. Therefore, attention was paid to ethical rules and regulations during the process of research. The researcher made sure that the respondents understood the purpose of the study in the selected area and asked for their consent. The respondents were not required to write their names anywhere and were assured of confidentiality.

3.9 Data Analysis

Here data analysis used researcher's description – statistical procedure

The method helped to represent the qualitative description in a manageable form hence aiming at reducing data to allow easy interpretation after. The concern was on conditions or relationships that exist and finding the current status. The answers to the questionnaire were analyzed manually and presented in simple percentages for simplicity.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

4.0 Introduction.

This chapter involves presentation, analysis and interpretation of the study results, The data is analyzed presented and interpreted according to the research objectives.

It is presented in form of tables and figures basing on the responses got from the respondents that were selected during the process of data collection.

4.0.1 Demographic Data of respondents:

This section of the chapter is the sample traits of the respondents that were selected in the study which included sex, age, level of education, marital status and religion.

The following subsection presents the demographic data of the respondents.

4.2. Sex composition of the respondents.

The sex of respondents was established. This aimed at knowing how males and females actively participate in media.

This targeted both males and females and therefore it gave a variety of findings that were not biased making it gender sensitive.

Table:2. Respondent's composition by sex.

Sex	Frequency	Percentages
Male	95	52
Female	89	48
Total	184	100

Source: Primary Data (2017).

According to the study findings as in the table 2, most of the respondents were male as compared to the female. The number of males who participate in the study was represented as 52% compared to 48% of female respondents.

Further findings by the study revealed that difference in percentage arose because most male use media in Mbale municipality.

The respondents were asked on their age and they responded as follows.

4.3. Age composition of respondents.

The age composition of the study respondents was also an important factor in the process of understanding media and how it influences students. This was so because different age groups were assumed to understand the study variables differently yet considered vital to the study as asserted by Evra (1990).

According to the findings, the respondent's views were as in Table 3.

Table:3. Distribution of respondents by age

Age range	Frequency	Percentage %
10-15	20	11
16-20	70	38
21-30	50	27
31-40	25	14
41-50	10	05
50 and above	09	05
Total	184	100

Source: primary data (2017)

According to the findings, 38% were between 16-20 years, 27% were between 21-30 years 14% were between 31-40 years, 11% were between 10-15 years, 05% were between 41-50, and 05 %

were between 50 and above. This was important because student as they grow they experience different stages in maturity, and thus indicated that majority of the students are exposed to worldly things because of their body functions.

Their views were highly reliable in regard to assessing the influence of media onto student's behavior in secondary schools in Mbale municipality since most of them were secondary school students.

The respondents were asked on the level of education and the response was as follows;

Table: 4. Distribution of Respondents by Educational level.

Educational level	Frequency	Percentage
Primary	32	17.3
O level	52	28.2
A level	48	26.1
Degree	42	23
Others	10	5.4
Total	184	100

Source: Primary Data (2017).

According to the findings 28.2% had studied up to O'level, 26.1 % had attained A' level, 23% were degree holders, 17.3% were primary leavers and 5.4% had attained other qualifications.

The study noted from the respondents indicated that most of them had attained O'level certificate

Table: 5. Respondent's composition by marital status.

Marital status	Frequency	Percentage
Single	94	51.1
Married	80	43.4
Widowed	04	2.2
Divorced	06	3.3
None		
Total	184	100

Source: primary data (2017).

The results from the field on marital status indicated 51.1% of the respondents were single while 43.4 % were married, those who were divorced were 3.3% and 2.2% were widowed.

Findings indicated that majority of the respondents were single, this is because these were youth who still want to enjoy and show off what they have and to some extent are free to expose themselves.

The researcher then asked the respondent on their nationality and they gave the following

Table:6. Distribution of respondents by nationality

Country	Frequency	Percentage
Kenya	16	8.7
Tanzania	2	1.1
Uganda	166	90.2
Total	184	100

Source: primary data (2017)

With reference to table 4.5 above, most respondents were Ugandans who use media, since the results of the findings were as follows 90.2% were Ugandans, 8.7% were students from Kenya while 1.1% were from Tanzania. This implied that the majority were Ugandans who took the level in the findings hence they were accessible and available.

The respondents were asked about their religious composition and they responded as follows;

Table:7. Religious composition of the respondents

Religion	Frequency	Percentage (%)
Catholics	50	27.2
Moslems	46	25
Born again	30	18.3
Protestants	52	28.3
Others	6	3.3
Total	184	100

Source: primary data (2017)

The results from the field indicated that 28.3% were Protestants, 27.2% were Catholics, 25% were Moslems, 18.3% were from Born agains and 3.3were from other religions which were not mentioned above.

The study noted from the respondents that majority were Protestants who had gone far with the use of media hence this helps to changing of better ones to worse students.

The respondents were asked to give their view on the current state of student's behavior and performance of students

4.4. The current state of student's behavior and performance in secondary schools.

The performance of students was an important factor in the process of undertaking media and how it influences students. Educational systems and the resultant effects of poor academic performance among Senior Secondary School students are as a result of media according to Arony(2010).

According to the findings, the respondent gave their views below in Table 8.

Table:8. Composition of the respondents on the performance of students involved in the use of media in secondary schools.

Performance	Frequency	Percentage
Excellent	14	18
good	29	38
Fair	24	32
Worst	9	11
Total	76	100

Source: primary data (2017)

With reference to Table 8 above, most of the respondents gave information that student's performance was just good. The table revealed that only 38% were good, this meant that students do not extremely perform well because much of the time they are enjoying media and have no time to concentrate. Strict laws should be put in place to guide these students in school or give them hard tasks in order to be able to get excellent results from them.

The respondents then were asked to give their opinion on why they use media during school and while at home.

Table: 9. The respondent's response to use of media during school and at home.

Response	Frequency	Percentage
Leisure	31	41

Educational purpose	19	25
love	26	34
Total	76	100

Source: primary source (2017)

The table above clearly indicates that students when got using media respond that it is for the purpose of leisure that is socialization which is represented by 41% of the respondents. This affirms that many do this and thus copying what they see.

Media generally shapes the attitudes and general life styles of students. This indicates that they do not resist whatever comes out of their youthful age, and it is a form of enjoyment to their live hood therefore they feel comfortable.

4.3. The role of media in influencing student's behavior in secondary schools.

This was very important in getting views from different respondents, Media is one of the specific learning conditions believed to be a potential contributor to the growth of ant-social attitudes and behavior in the children majorly students. Many respondents were met and this helped in this study.

Table: 10. Distribution of respondents by language used in media.

Language	Frequency	Percentage
English	24	32
Luganda	32	42
Kiswahili	20	26
Total	76	100

Source: primary data (2017)

According to the above table most respondents agreed that the language most if used is Luganda with a percentage of 42%, followed by English 32% and 26% Kiswahili. This implies that this language most of the students are interested and can hear it; since hobbies are divided in 4 types according to them, reading, watching, playing and listening, hence it tends to divert their mind and

sometimes it helps them to know what transpires/ takes place in others places or regions and finally it drives away boredom.

During the interview, the respondents were asked on the type of dresses mostly used by students.

Table:11. Composition of respondents on the type of dresses mostly worn by students.

Dressing code	Frequency	Percentage
Minis	29	38.2
Long dresses	17	22.4
Tight dress	30	39.4
Total	76	100

Source: primary data (2017)

The results from the field indicated that most student put on tights and minis. This are represented by 77.6% where those who put on tight dresses take 39.4% and those who put on Minis were 38.2% and finally those for long dresses takes 22.4%.

Therefore, the respondents agreed that both boys and girls put on tight short or long dresses in order to show what they have.

They further reported that this is due to the influence of alcohol, drugs and sometimes friends which makes them shameless. Therefore, this explains why the media influences the behavior of the students.

During the interview respondents were asked to mention who encourages students to use media

Table: 12. Student response on encouragement to media.

	Frequency	Percentage
Teachers	20	26
Parents	15	20

Fellow students	21	28
Others	20	26
Total	76	100

Source: Primary Data (2017)

The findings indicated that Fellow students take 28%, Teachers 26%, 26% were others like alcohol, drugs, media itself and 20% was for parents. In this case fellow students tend to convert someone in their groups easily because they say “birds of the same feathers fly together”. Therefore, students tend to hear from the easily other than elders because of age, sex. Hence this explains why media influences the behavior of the students.

Respondents were then accessed about the stakeholders in objective three below

4.5. The ways in which media can be used to improve student’s behavior in secondary schools.

This was an important objective on getting way to improve on the performance of students. The Ugandan students now days have been raised about kind, value and attitudes that May inculcate by exposure to certain kinds on media contents, especially enculturation and violence. Therefore, the respondents gave their views as in the tables below.

Table: 13. Distribution of the respondents about the stakeholder responsible for change media behaviors in schools.

Body	Frequency	Percentage
Parents	19	25
Teachers	26	34.2
Government	31	40.8

Total	76	100
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Source: primary data (2017)

The results from the field indicated that 40.8% of the respondents gave the responsibility to the government, 34.2% to teachers and 25% to the parents. Therefore, according to the majority, the government should ensure that strict laws are made in order for the teacher to implement them so as to improve on the performance.

Government intervention is necessary to provide appropriate capacity for teachers and students in order to improve on prospects of developing and maintaining behaviors in schools.

The respondents were further asked to give ways on how media can be best used on improving student's performance.

Table: 14. Distribution of respondents on the ways how media can be used to improve students' performance.

	Frequency	Percentage
Putting restrictions on media	39	51
Involving parents	24	32
Guidance and counseling	13	17
Total	76	100

Source primary data (2017)

With reference to the above table 13, it was observed that 51% agreed that there should be restricted on media in order to overcome such acts Therefore this should be used by all schools in order to make such good citizens in the country who are not obscene to the schools and the nation at large. This indicated strong relationship and positive way which has led to less performance of most of schools in the division.

The authorities need to encourage the production of localized content where by the cultural norms and values of the Ugandans are emphasized.

During the interview, the respondents were asked to give ways on how to improve on the performance of students and they gave as follows

Table: 15. Distribution of respondent on the ways to improve on the performance of students.

Changes	Frequency	Percentage
Time tabled programs	15	19.7
Putting education ideas	40	52.6
Discouraging bad groups	21	27.7
Total	76	100

Source: primary data (2017)

Results from the field indicated that 52.6% should putt educative ideas, and 27.7% discouraging bad groups in schools and home and 19.7% programs should be time tabled. According to the majority, putting educative ideas will help in the struggling to transform the society through bring/suggesting ideas that are beneficial to the society, and this will help students to learn through those discussions.

In so doing this will make students to concentrate on things that will benefit them and the society at large hence improving on their performance in schools.

The students also were asked to give their views on how they pick interest in media

Table: 16. Distribution of respondents on how they did pick interest on media.

	Frequency	Percentage
Our selves	30	33
Friends (peer groups)	52	48
Parents & teachers	26	19

Total	108	100
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Source: primary data (2017)

Results from the field indicated 48% interest of media was from friend /peers, 33% was by self-interest and 19% from parents and teachers. This indicates that Peers are so important in destruction because according to the majority, they suggested students copy these behaviors from the others for example American ancient, pull down, smoking, bullying of others. All this are imitated from friends who are seen doing them hence copied direct from them.

The researcher then asked the students to mention ways on how media shapes their attitude and general life style.

Table:17. Student’s response on how media shapes their attitude and general life style?

	Frequency	Percentage
Watching and practicing	60	56
Listening and doing	38	35
Self-impression	10	9
Total	108	100

Source: primary data (2017)

According to the findings, 56% were through watching and practicing, 38% were through listening and doing and 9% through self-impression. The study noted from the respondents that most of behavior is copied when students watch films, go to studios or live practice and so imitate it.

They said with increased innovation where still students are allowed to watch everything all social networks allow them to do what they want therefore it is equally hard to just stop them

Furthermore, the students were asked the level of resistance of western cultures through media and they gave the following.

Table: 18. Students response on the level of resistance of western cultures (norms) through media to their wellbeing

Resistance	Frequency	Percentage
Highest degree	18	16.7
High degree	20	18.5
Low degree	40	37
Lack resistance	30	27.8
Total	108	100

Source. Primary data (2017)

The results from the field indicated that 64.8% of the respondents could not resist western cultures, this shows that whatever they get or see is just accepted by students.

They said that because of market and increase of phones that has internet many students responded that, such phones since these phones can access anything they want on internet.

The students were asked to mention how media benefits them and they responded as follows.

Table: 19. Distribution of student's response on the benefit of media

	Frequency	Percentage
Socializing	55	51
Kills boredom	38	35
Education purpose	15	14
Total	108	100

Source: primary data (2017)

Results from the field indicated that students benefit from socializing with others given the percentage of 51%, 35% kills boredom and that of educational purposes 14%. This shows that most of time students enjoy with their peers in trying to look at what is happening around the world.

Consequently, exposure to foreign cultures by Ugandan students through media has deeply affected their attitudes, thoughts, belief system, life styles, cultural affiliation and general world view.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0. Introduction.

This chapter presents a summary of the findings of the study, the conclusion, the recommendations and suggested areas of further research on the influence of media on the behavior of students in secondary schools in Mbale Municipality.

The research was carried out to determine the influence of media on the student's behavior in schools of the Industrial Division Mbale Municipality. And the summaries presented are in respect to the three research objectives; to examine the current state of student's behavior and performance in secondary schools, to assess the role of media in influencing student's behavior in secondary schools, and to establish the ways in which media can used to improve student's behavior in secondary schools.

5.1. Summary of the findings

The general objective of study was to establish the influence of media on the behavior of students in secondary schools in Mbale Municipality.

Below is the summary of the findings in line with the specific objectives.

5.1.1. The current state of student's behavior and performance in secondary schools

This objective sought to determine whether the current state of student's behavior and performance in secondary schools in Mbale Municipality. The study revealed that there is change of student's behavior with in the schools in the division this having got a strong response from respondents with 38% compared to 18 percent who disagreed.

Data analysis and interpretation revealed that when schools and parents come in and fully participate in the finding out how students get involved in such mild things, students are able to change and do what is needed.

5.1.2. The role of the media in influencing student's behavior in secondary schools.

This area is the most important one in all schools where students of different age where results showed a positive response on the use of media. The learning environments where students are exposed to are also assumed to contribute to the increase of aggressive behaviors and attitudes as well as his inclinations to customs, values and norms of the society (Berkwoitz, 2001)

Majority of the respondents agreed that media plays a great role in suppressing the physical social way of life, because most of the time students communicate through phones, Facebook, listening to music on radio stations therefore this does not allow them to concentrate on meaningful conversations face to face with the others.

Their interviewing abilities are damaged through relying on social media and imitating what they get on media.

5.1.3. The ways in which the media can be used to improve student's behavior.

From the findings, it is observed that since many students are addicted to media therefore no society can develop without proper integration of the culture of the land.

Strong laws /rules and regulations should be put in place by government, churches, mosques and non-governmental organizations have to put duties to discharge in the pornography, these institutions should be put frequent but massive campaign against bad films which talk about pornography, and anti-cultural behaviors or values in Ugandan society.

5.2. Conclusions.

The researcher came up with the following conclusion;

In looking for the current state of student's behavior and performance in secondary schools in Mbale Municipality, the research concluded that most of the school's performance is fairly good with 60%. This implies that all schools have to put in effort to fulfill the 40% which is lacking

The conclusion was arrived at after examining some responsible bodies like parents and teachers. Although there were records in place at these schools showing fair performance to those who rarely use media but it should be strongly encouraged not to use it or give less attention to media.

(ii) On the role of media in influencing student's behavior in secondary schools it showed that there is need for media censorship to improve on the student's performance through showing educative programs.

(iii) To establish the ways in which media can be used to improve on the student's behavior in secondary school in Mbale Municipality Industrial Division, the research found out that there should be setting up of youth programs and churches and leaders should involve students in church choirs, conferences for guidance and counseling because findings showed that 40% media should be restricted and putting educative programs.

5.3 Some schools had challenges in dealing with students on the response to what is wrong to be put right. This implies that every student should be handled in a special way to be able to express fully what she/he feels. Therefore he/she should be guided basing on the findings of the study and discussion to the findings.

1. The current state of student's behavior and performance in secondary schools should be keenly looked at by both teachers and parents in order to improve on the performance therefore they should be behind this to support the students.

2. The government should set up laws that govern the mass production of media. This is through censoring before publication.

3. The non-governmental organizations together with the churches and mosques should put frequent massive campaigns against Western media that are anti-cultural to Ugandan setting. If this campaign and other public enlightenment continue, there may be drastic reduction in its impartation as well as reduced level of exposure among the teenagers.

5.4. Suggestions baring on influence of media on the behavior of students some other areas for further research could be on the following areas.

1. The research was based on small area and the study population, subsequent research should be taken in a large area with bigger sample size in order to come up and give much explanation in areas of behavior and media exploration
2. The effects of transfer of teachers on the performance of students.
3. The influence of the level of Economic Status of parents on the academic performance of students.
4. The role of guidance and counseling on the academic performance of students.

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APPENDICES

APPENDIX 1: QUESTIONNAIRES FOR RESPONDENTS

Dear Respondent,

I am Nagwere Joshua a final year student at Uganda Martyrs University pursuing a Bachelor's Degree in Education. I am conducting a study of knowledge on the influence of media on the behavior of students in secondary schools in the Industrial Division of Mbale municipality, as one of the requirements leading to the award of a Bachelor's Degree in Uganda Martyrs University.

The information given will purposely be for academic purposes and to improve on the student's behavior in secondary schools. It will be treated confidentially and for purposes of this research and at no time shall it be used against you. Please fill in diligently, honestly and freely. I therefore request for your active participation.

Thank you in advance.

SECTION A: BACKGROUND INFORMATION (Tick as appropriate)

1. Gender (a) Male (b) Female
2. Age group : (a) 10-15 (b) 16-20 21-30 31-40
(e) 41-5 (f) 50 and above
3. The level of education:
(a) Primary (b) O level (c) A level
(d) Degree (e) Others
4. Marital status: (a) Single (b) Married (c) Widowed
d) Divorced (e) None

5. Nationality: a) Ugandan b) Kenyan c) Tanzanian d) None

6. Religion: (a) Catholic (b) Protestant (c) Muslim

(d) Born again (e) others

**APENDIX II: THE INTEVIEW GUIDE FOR PARENTS AND TEACHERS (TICK
WHERE NECESSARY)**

SECTION A

Dear respondent,

I am Nagwera Joshua a final year student at Uganda Martyrs University pursuing a Bachelor's Degree in Education. I am conducting a study of knowledge on the influence of media on the behavior of students in secondary schools the Industrial Division of Mbale Municipality, as one of the requirements leading to the award of a Bachelor's Degree in Uganda Martyrs University.

The information given will purposely be for academic purposes and to improve on the student's behavior in secondary schools. It will be treated confidentially and for purposes of this research and at no time shall it be used against you. Please fill in diligently, honestly and freely. I therefore request for your active participation.

Thank you in advance.

1. To establish the current situation of students behavior and performance in secondary schools (please tick the answers)

(a) How is the performance of students involved in the use of media?

(A).Good (B).Excellent (C) Fair (D). Worst

2. What response do students give when found using media during school or at home?

3. What is the rate of recording /reporting cases from students to fellow student about behavioral change?

SECTION B

To examine the role of media in influencing student's behavior in secondary schools.

1. What is the language used in media

- (a). English (b). Luganda (c). Kiswahili (d) Chinese.

2. What type of dresses do students mostly wear?

- (a) Shot Dresses (Minis), (b) Long Dresses, (c) Tight Dresses

3. Who encourages these students to use media?

- (a) Teachers, (b) Parents, (c) Fellow students (teens)
(d) Other relatives and friends

SECTION C

To examine the ways in which media can be used to improve students behavior in secondary schools.

1. Who should be responsible to the change of this media behavior in schools?

- (a) Parents, (b) Fellow students, (c) Media itself,
(d) Government.

2. How best can we use media in improving student's performance?

3. What should be done/be changed mostly to improve on the performance.

APPENDIX III: THE INTERVIEW GUIDE FOR STUDENTS.

1. How did you pick interest in media?
2. How does media shape your attitude and general lifestyle?
3. How were you introduced you to the use of media?
4. How do you resist western cultures through media?
5. How does this media benefit you as a student?

TO WHOM IT MAY CONCERN

Dear Sir / Madame,

Re: Assistance for Research:

Greetings and best wishes from Uganda Martyrs University. This letter is to introduce to you NAGKIERE JOSHUA Reg. No. 2014-B201-40008 who is a student at Uganda Martyrs University. As part of the requirements for the award of a Bachelor's Degree of Education, the student is expected to submit research work which involves a field study carried out in an Institution of learning, an organization, an office or other Institutions.

The purpose of this letter is to request for your permission to allow and facilitate the student in carrying out this survey. Your support will be greatly appreciated.

Thank you in advance

Yours Sincerely,


SR IMALINGAT FLORENTINE

For, Dean of Education.

