



**ADDIS ABAB UNIVEFSITY**

**School of Journalism and Communication**

**An Assessment of Audience Satisfaction with Oromia Broadcasting  
Network (Television): With Specific Reference to Afan Oromo  
News**

**By**

**HikaFitesa**

**A Thesis Submitted to**

**Graduate School of Journalism and Communication**

**Presented in Partial Fulfillment of the Requirements for the Degree of Master  
of Arts in Journalism and Communication**

**Advisor: YohannesShiferaw (PhD)**

**Addis Ababa, Ethiopia**

**June, 2019**

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This is to certify that the thesis prepared by *Hika Fitesa*, entitled “*An Assessment of Audience Satisfaction with Oromia Broadcasting Network (Television): With Specific Reference to Afan Oromo News*” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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**Chair of the School or Graduate program Coordinator**

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## **Abstract**

*The purpose of this study was to assess the satisfaction of audiences with OBN Television fan Oromo News. Specifically, the study tried to see the extent to which Afan Oromo News meet the need of the audiences to examine how much the audiences are satisfied with selection of issues; to identify factors that affect audience satisfaction of OBN news and to examine whether audiences are satisfied with OBN Afan Oromo news presentation. In order to generate appropriate data, the study employed purposive sampling technique to select subjects for questionnaire and in depth interview. The researcher believed that purposive selection of participants was useful to get the right TV viewer. While two editors and 4 producers were selected for an interview from OBN, 150 audiences of the station were selected purposively for the questionnaire from Oromia Special Zones near Addis Ababa. The findings of the study showed that OBN Afan Oromo News is highly satisfying the need of its audiences with a few reservations. On the other hand, satisfaction of OBN Afan Oromo news audiences is not highly challenged by the factors affecting satisfaction of audiences. On the other hand, OBN has huge gap in conducting audience's satisfaction research and it solely depends on audiences' feedback via different methods. Thus, the researcher recommends that OBN should conduct audience's research routinely in order to stay in the market of mass media.*

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## **ACROYNM**

OBN	Oromia Broadcasting Network
OMN	Oromia Media Network
ORTO	Oromia Radio and Television Organization
EBC	Ethiopian Broadcasting Corporation
ETV	Ethiopian Television

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# CHAPTER ONE

## 1. INTRODUCTION

### 1.1 Background

Media were used and are being used differently in the world for various purposes such as: war, propaganda, religious indoctrination, state formation, development and so on. Television is one of mass communication medium which has paramount importance in communication. McQuail (1998) described the importance of television as creating awareness, surveillance of environment and correlation with parts of the society in responding to its environment and the transmission of culture heritage.

Television is one of mass medium which is important for educating, entertaining, informing and socializing people (Kasahun, 2017). Similarly, Mytton, (1999) as cited in (Abel, 2005) stated that pictures and reports of events and people from different parts of the globe, with their natural settings, are carried everywhere at a high speed through television. This implies that television has great power in attracting viewers and creates impact on their way of life. It plays great role in the world of information. Smith (1995) as cited in Badeso (2008) identifies that throughout the last half-century, television has established itself as the world's most important mass medium dominating human leisure hours and modes of family life. Smith (1995) added that nowadays television is diversifying its forms, extending its scope, penetrating further into public and private life, consequently. Becoming an object of social and political concern therefore, the activity of viewing television and, to which we devote so much of our time, whether it satisfies the need of its audience or not deserves study.

In Ethiopian context, television started in 1964 G.C during the regime of Emperor Hailesillase. Starting from this period, audiences have been consuming information without having optional channels until recent period. Starting from its conception in Ethiopia, broadcast media have been used for various purposes in different regimes. Actually, before 1991, it was obvious that media was fully controlled by the governments to serve only their purposes. During the military dictatorship, the programs mainly focused on propaganda and development issues. These

programs were socialist oriented in their nature. They showed the ultimate power of the military, the contribution of socialism to the development and enhancement of agriculture and agricultural products (Abel, 2006). After EPRDF overthrow the Derg regime and controlled power, the Ethiopian media, in principle, is claimed to serve public interest, voice of diversity, and democracy with all inconveniences and criticisms from various angles (Workineh, 2016). However, the reality is different from the claim. This implies that the broadcast media in Ethiopia has been serving the political and propaganda agenda of the past consecutive regimes.

Communication is the center of any media including television. Therefore, for an audience, in order to get satisfaction, there needs to be information/message that interests the need of the audience. The success of any communication is determined by response behavior of television viewers. The content and presentation of television has great contribution in changing the behavior and attitude of its audiences (Kasahun, 2017).

TV or media can't exist in the absence of audience. The term audience has been familiar in communication research since its earliest day. It is a collective word to denote the receivers in the simple sequential model of the mass communication (source, channel, message, receiver effect) deployed by pioneers in the field (McQuail, 1994). According to McQuail, gratification or the interest of audience forms on the basis of the some individual purpose or need existing independently of the media, relating, for instance, to a political or social issue or a general need for information or for some emotional, effectual satisfaction. TV audiences are heterogeneous people with different personality and interests. Fiske (1987) quoted in Abel (2006) says, "The television audience is composed of a wide variety of groups and is not a homogeneous mass---- these groups actively read television in order to produce from it meanings that connect with their social experiences."

This implies that TV audiences are not homogenous and do not share similar common psychological and cultural aspects. They tune to a media that they can produce meaning from. Like audiences watch television to gratify their need, television should also satisfy the interest of its audience. Kasahun (2017) stated that any media should gratify its viewer's interest. Producers or editors should know the interests of their viewers. Coming to the study, the main aim of this

research is to see whether the audiences of Oromia Broadcast Network (OBN) are gratified by Afan Oromo News.

Oromia Broadcasting Network (OBN) the former Oromia Radio and Television (ORTO) was founded in July, 2006. It was founded as the Oromia Mass Media Organization. In 2018, the media changed its nomenclature in to Oromia Broadcasting Network (OBN). Many people say that the media is changed in many ways since its name is changed especially regarding news. The parameter is that many audiences say the media started covering sensitive issues which were banned to cover in the earlier times. However, it needs empirical study to see the extent of gratification the audiences get from the news of the station.

## **1.2 Statement of the Problem**

In Ethiopia, media have been controlled by and served the government for many years. The same is true with Oromia Broadcasting Corporate as the Oromia Regional government has been using it in order to inculcate its political agenda in the mind of the mass. However, this media organization claims that it stands and works to fulfill the needs of its audience.

The motto of OBN, the former ORTO as stated in Workineh (2016) says,

*Oromia Radio and Television Organization (ORTO) is the voice of Oromo people. In aspects of campaign against poverty, ensuring rule of law and development in general and focused more on satisfying the needs of the Oromia Region 3*

Even if the claim of the media is standing to gratify and serve the need of its audience, Workineh (2016) in his study concluded that the media station has been serving the heart of government not what it claims to be.

The researcher of this study believed that TV audiences are active and they tune to other options if they do not get what gratifies them. Therefore, media organizations need to conduct audience survey to assess the reflection of their audiences on the programs and news.

Regarding Oromia Broadcasting Network (OBN), people are recently, heard expressing their satisfaction with the news coverage aired by the station. The change is believed to be the result of the public uprising that engulfed the country specially Oromia Region. However, this claim needs empirical study to see whether the audiences are satisfied with the news aired by the station. Regarding

Dawi (2011) studied “Audience satisfaction with TVO Afan Oromo programs” in which he concluded there is no audience satisfaction with content that OBN- the former TVO, produces. According to his study, the media has been used as the mouthpiece of the government. As to him, the content of the programs produced by the media outlet were well dominated by political content that comes directly from government.

Badaso (2008) conducted a study on Audience Satisfaction with ETV Afan Oromo Programs. In his finding, he concluded that the majority of the audiences were neither in a very satisfied nor in very dissatisfied positions. As to him, the audiences’ overall satisfaction was in a position of medium satisfaction level. However, he adds, if the respondents had not been influenced by the notion of sense of belongingness, their reaction would have been different from this. He added in his study that ETV’s Afan Oromo programs were not satisfying the needs of its audience. Rather they were at the verge of dissatisfying and losing its audience, particularly if other alternative channel in the language is available.

A more related study of audience satisfaction is done on OBN by Dawi (2011). This research is different from the one conducted by Dawi (2011) in many ways. Firstly, the subject area is different from that of Dawi. He dealt with audience satisfaction on OBN programs. However, this study is different because it focuses specifically on audience satisfaction with OBN television Afan Oromo news. Secondly, there is huge change and progress with regard to exercising media freedom now days than the previous time. After the new prime minister came to power, the government opened the sphere of media and there is light of freedom for the media in the country. Thus, the study is hoped to shade light on the possible changes in the stations media environment and practice.

## **1.3 Objective of the Study**

### **1.3.1 General Objective**

The main objective of the study is to examine the Audience Satisfaction with Oromia Broadcasting Network (TV) with Specific Reference to Afan Oromo News.

### **1.3.2 Specific Objectives**

The specific objectives of this study are to:

- ❖ Identify the extent to which OBN Afan Oromo News meets the needs of the audiences.
- ❖ Find out how much satisfied audiences are on the selection of issues of OBN Afan Oromo News.
- ❖ Identify factors, if any, that affects audience's satisfaction with OBN with Specific Reference to Afan Oromo News.
- ❖ Examine if audiences are satisfied with the presentations of Afan Oromo News at OBN.

## **1.4. Research Questions**

This study aims at answering the following research questions:

1. To what extent does OBN Afan Oromo News meet the need of its audiences?
2. How much are audiences satisfied with the selection of issues of OBN Afan Oromo News?
3. What are the factors, if any, that affect audiences' satisfaction of OBN Afan Oromo News?
4. Are audiences satisfied with the presentations of Afan Oromo News at OBN?

## **1.5. Significance of the Study**

Researching audience satisfaction is indispensable for both the audience and the media. The researcher believes that this study may help OBN as an input to strengthen its news and make it more interesting. It may also help OBN to know the gap between the message it produces and the need of its audiences. The researcher also believes that this research would help as an initial point to researchers who are interested in the area. Additionally, the researcher hopes that this study may indicate gaps in the media practices, rules and regulations at OBN.

## **1.6 Scope of the Study**

Oromia Broadcast Network (OBN) is owned by Oromia Regional Government and operates based in Adama town. The media broadcasts programs and news in three languages: Afan Oromo, Amharic and English. This study is delimited to assessing the level of audience satisfaction or dissatisfaction with Specific Reference to Oromia Broadcasting Network Afan Oromo News. The study deals only with OBN medium and doesn't include any other media. Even if the medium broadcasts so many formats of program and news, this study deals only with news. Therefore, it doesn't cover other programs which are transmitted by the station. The study uses audiences that live around Addis Ababa. It doesn't include all areas in Oromia region.

## **1.7 Limitation of The study**

This study focused only on news; satisfaction in all the programs would have given more robust picture. Covering the whole Oromia is impossible given the condition of the researcher. Thus the study is limited to only Burayu, Sabata and Holata audiences. Time and financial constraints forced the researcher from conducting the study in details.

## **1.8 Organization of the Study**

This thesis encompasses five chapters. The first part goes through background, statement of the problem, objective of the study and significance of the study. Next is review of related literature and theoretical underpinnings whereas the next chapter deals with methodology of the study. In the fourth chapter, audience satisfaction and findings are included. Finally, the fifth chapter summarizes the study and suggests recommendations.

## CHAPTER TWO

### 2. REVIEW OF LITERATURE

#### 2.1. An Overview of Television Audience

Audiences and mass media have direct relationship. Audiences are the center of media because all media produces news or programs for audiences regardless of whether their need is studied or not. If there are no audiences, there is no media. When media produce news for audiences, it is obvious that it considers the need of audiences and what gratifies them. Different scholars define audiences in different contexts. McQuail (2010) defined audience in a general term that the word 'audience' is very familiar as the collective term for the 'receivers' in the simple sequential model of the mass communication process (source, channel, message, receiver, effect) that was deployed by pioneers in the field of media research.

The term audience is used to describe a large number of unidentifiable people, usually united by their participation in media use. Given the varying demographics of this group, not to mention variations between nations, the concept itself is a means by which such an unknowable group can be imagined (Hartley, 2002). He added that naming an audience usually also involves homogenizing it, ascribing to it certain characteristics, needs, desires and concerns. The audience is a construction motivated by the paradigm in which it is imagined. According to Hartley (2002), the construction of audience serves three producer groups. Namely: media institutions, media researchers and regulatory bodies.

An audience can thus be defined in different and overlapping ways: by place (as in the case of local media); by people (as when a medium is characterized by an appeal to a certain age group, gender, political belief or income category); by the particular type of medium or channel involved (technology and organization combined); by the content of its messages (genres, subject matter, styles); by time (as when one speaks of the 'daytime' or 'primetime' audience, or an audience that is fleeting and short term compared with one that endures (McQuail, 2010).

On the other hand, television audiences are naturally heterogeneous. Fisk (1987) quoted in Abel (2005) strengthen this idea saying that television audience is composed of a wide variety of

groups and is not a homogeneous mass. These groups actively watch television in order to produce from it meanings that connect with their social experiences. One can understand from this that audiences are not similar in their interest while viewing TV, but they need information that gratifies their need. TV viewers have different views and interest even on the same program or news of certain media. Audiences of TV are diverse and heterogeneous.

Television viewers don't exist in nature. This means that we cannot get them in born like different artists or players, but are created in the course of human interactions with each other. This means that they are unnatural phenomenon. They are diverse in groups- not homogeneous. We invent to make our communications more enjoyable and entertaining, more powerful, fast and efficient with these diversified groups of people (Kasahun, 2017).

Therefore, in the mass media audience ship specifically, the idea of television audience is the recent phenomena. It came with the invention of television. It is the 20<sup>th</sup> century phenomena. However, the effect of television viewing on audience is very big. Mytton (1999) studied the importance of radio and television audience and came up with the idea that the years between 1900 and 2000 have probably seen more changes in technology than any previous century. The electronic media have played a major role in those changes and in all parts of the world now feature as an important part of the daily lives of most people.

Different scholars have different interpretation for the word audience. It has different meaning in different times. In the old time, audience had general meaning. McQuail (2010) elaborates this notion as follows:

*The audience as a set of spectators for public events of a secular kind was thus already institutionalized more than 2000 years ago. It had its own customs, rules and expectations about the time, place and content of performances, conditions for admission, and so forth. It was typically an urban phenomenon, often with a commercial basis, and content varied according to social class and status. Because of its public character, audience behavior was subject to surveillance and social control. P33*

This indicates that audience has its own meaning in the old time. It is open to public for scrutiny and everything of the scene is under the control of social or public. The public can comment

directly to the message of the scene whether satisfied by the message or not. However, after the invention of mass media communication, it has different meaning. McQuail (2010) differentiated the difference of the meaning of audience in the past time and now that the modern mass-media audience shares some of these features but is also very different in some obvious ways. McQuail (2010) identified the difference as follows:

*The audiences for mass media are much more diverse, in terms of content available and the social behavior involved. There is no element of public assembly. The audience remains in a state of continuous existence, rather than reforming occasionally for specific performances. The mass-media audience attracts a supply of content to keep it satisfied instead of reforming in response to some periodic performance of interest. P 33*

It is understandable that the mass media, specifically, television audience do not appear in the arena of event like in the past time; rather they remain in the state of conscious to identify which news or program gratify them or not. On the other hand, mass media audiences are diverse.

### **2.1.1. Types of TV Audience**

Any television station should know the interest of its audiences because television doesn't exist in the absence of audiences. Audiences watch television for different purposes. Nowadays, audiences have lots of media preferences because they can tune to any television they are interested in.

The media are continuously seeking to develop and hold new audiences, and in doing so they anticipate what might otherwise be a spontaneous demand, or identify potential needs and interests which have not yet surfaced (McQuail, 2010). This means that media are in competition to attract more audiences in to their content. In order to do so, they have produced contents that gratify the needs of audiences. Media have various groups of audiences that emerged from the society either by attraction of media content that they view a given medium to fulfill their desires or they exist before the media as a group of community or category of individuals that the media use them (Dawi, 2011).

Audience is the center of media. Media always try to address the audiences with different contents. The content can be what gratifies audience or not. Hartley (2002) indicated the following about the importance of audience in mass media:

*Audiences enable media organizations to sell advertising or to fulfill their public and statutory obligations, whether for television, radio, magazines or the press. It is important to know the size, quality (demographic composition) and characteristics of audiences for this purpose – these data relate directly to revenue. This accounts for the continual measurement of viewers, listeners and readers. For media institutions, the concept of audience allows the exchange of information and entertainment to become commoditized. P.11*

This indicates that audience is back bone of any media. Especially in commercial media, audience is the center of income. In order to do this, media need to know the characteristics, demographic and behavior of audiences.

Audiences originate both in society and in media and their contents. This can be formed either people stimulate an appropriate supply of content, or the media attract people to the content they offer. Media can be considered as responding to the needs of a national society, local community, pre-existing social group or some category of individuals that the media choose as a target group. Alternatively, if we consider audiences as primarily created by the media, we can see that they are often brought into being by some new technology such as radio, television, or they are attracted by some additional channels, such as a new magazine or radio station (McQuail, 2010). In this case, the audience is defined by the media source rather than by their shared characteristics. It can be easily understood that audience can be formed by media depending on the content formation and the other thing is audience is already in society.

Audiences have different typologies. There are four types of audiences depending on McQuail's (2010) classification. These four types of audiences are discussed below:

#### **2.1.1.1. Group or Public Audiences**

Today, the most common example of a media audience which is also in some sense a social group is probably the readership of a local newspaper or the listener group of a community radio station. Audience shares at least one significant social or cultural identifying characteristic; that

of shared space and membership of a residential community. The audience as public or group often has a wide range of media needs and interests, and derives its unity from shared social characteristics. The society has strong social bondage and interaction. Local media can contribute significantly to local awareness and sense of belonging. Local residence defines and maintains a wide range of media-relevant interests (e.g. leisure, environmental, work-related, social networks, etc.) and local media advertising serves local retail trade and labor markets as well as residents of the area. Social and economic forces together reinforce the integrative role of local media. Even if a local medium goes out of business, the local community that forms its audience will persist.

### **2.1.1.2. The Gratification Set as Audience**

The term gratification set is chosen to refer to multiple possibilities for audiences to form and reform on the basis of some media-related interest, need or preference (McQuail, 2010). Unlike public or group audience, there is no mutual tie between individuals in this gratification type of audience. Such audiences are typically aggregates of dispersed individuals, without mutual ties. Gratification set is identified by a particular need or type of need doesn't derive from social experience.

Gans (1957) cited in McQuail (2010) used the concept of test culture in order to describe something like the audience brought into being by the media based on a convergence of interests, rather than on shared locality or social background. He defined it as an aggregate of similar content chosen by the same people

### **2.1.1.3. The Medium Audience**

This version of the audience concept is the one that identifies it by the choice of a particular type of medium. The reference is usually to those whose behavior or self-perception identifies them as regular and attracted users of the medium concerned. Each medium be it newspaper, magazine, cinema, radio, television, phonogram has had to establish a new set of consumers or devotees, and the process continues with the diffusion of 'new media' such as the Internet or multimedia. This type of audience is close to the idea of a mass audience and it is often very large, dispersed and heterogeneous, with no internal organization or structure. It also corresponds

to the general notion of a market for a particular kind of consumer service. By now, most such audiences are so overlapping that there is little differentiation involved, except in terms of subjective affinity and relative frequency or intensity of use. The audience for any one mass medium is often identical with the audience for another (McQuail, 2010).

#### **2.1.1.4. Audience as Defined by Channel or Content**

This type of audience is channel or content oriented. In this regard, specific content or channel has usually been privileged as a basis for defining audiences.

This version of audience is also consistent with market thinking, according to which audiences are sets of consumers for particular media products. The audience consists either of paying customers, or of the heads and pockets delivered to advertisers per unit of media product and charged for accordingly. It provides the main criteria of success in any game of media politics, even where profit is not involved. It also involves a view of the audience as a product of the media – the first and indubitable effect of any medium (McQuail, 2010). He added that, content is often identified by audience according to genres, usually within the boundaries of a given medium.

#### **2.1.2. Characteristics of Audiences**

Audience has different characteristics in one to one communication and in mass communication. In interpersonal communication, the receiver (audience) is one person while mass communication has large audiences (listeners and viewers). Hibert (1979) as quoted in Dawi (2011) identified the following characteristics of mass communication audiences:

1. Audiences are composed of individuals who are apt to have commonly shared experiences and are affected by similar interpersonal social relationships. These individuals choose the media products they use by the actual conscious selection or habitual choice.
2. The audience tends to be large.
3. The audience tends to be heterogeneous rather than homogeneous. ... They still tend to be heterogeneous in terms of age, sex, education, etc. Mass media is different from print in a way that it doesn't select audience. Once the media content is aired, anybody from child to

adult listen to it. People from different cultural, education, age and religious background can follow the content of media.

4. The audience tends to be relatively anonymous. Communicators do not know the specific individuals with whom they are communicating, although they may be aware of the general characteristics of audience. This means that media houses do not know the identity of their audiences.
5. Audience tends to be physically separated from the communicator (media). These audiences live in different areas physically but tune to certain media content.

## **2.2 Audiences Satisfaction and Need Gratification**

Audience's satisfaction is the pleasure that audiences get from watching certain media outlet. Like factories produce products and sell to consumers, media also need to produce contents and sell to audiences. If a firm doesn't know what kind of products interests its consumers, it would fail in to crises because the success of that firm depends on the consumption volume of the customers. The same is true for television or other mass media. If a media outlet doesn't produce news that gratifies the interest of its audience, they tune to another television that fulfills their needs. People watch television in order to get what interests them because audiences are active not passive.

According to Godlewski L.R and Elizabeth M.P (2010), satisfaction is an affective reaction to media use that reflects the gratification of viewers' motives for viewing television programs. It is an important concept because it is associated with personal fulfillment, for instance, pleasure, positive evaluations of the program, and greater exposure to television. Research has shown that satisfaction is typically the result of more instrumental and active television use- that is, the more effort that viewers invest in watching certain programs, the more satisfied they are with viewing.

Most important, and often surprising to viewers and researchers, is the fact that even the routine ease with which we generally make sense of television does not necessarily imply that everyone makes sense of television in the same way. Indeed, it is divergences in interpretation which often make apparent the operation of interpretative processes in the first place. And the nature of these

divergences raises the question of why different people, or the same people under different circumstances, make sense of television in different ways (Livingstone, 2000).

One can understand from this argument that media audiences do not accept the content of media passively and their engagement in media is active. They sort out the content actively and follow the media. It is obvious that gratification of media is addressed by quality content of media be it news or program. If the interest of audience is not met, it is risk for the media because the audience can tune to another media. As Pearson J.C ...et al (2003) indicated, media houses should do audiences analyses or research in order to satisfy audiences with good content. The media stations should know the interest and attitude of their audiences. However, satisfying audiences wouldn't be a simple task for media. It is huge assignment for media houses in order to know and fulfill the need of audiences because satisfaction is something psychological and difficult get simply. Lots of effort is expected from media houses in order to provide audiences good content and gratify their needs.

Therefore, media should attract and make audiences loyal by providing media content that they want. In the context of this study, audience satisfaction is a process whereby audiences gain the need they want by viewing Orimia Broadcasting Network (OBN) and on the other hand, audience dissatisfaction happens when the medium failed to satisfy the need of audience.

The term 'gratification' is chosen to refer to multiple possibilities for audiences to form and reform on the basis of some media-related interest, need or preference (McQuail, 2010). There is no exact answer for the question, "How many people watch television?" What is obvious is that people do watch TV. It is difficult to predict whether people watch TV purposely and intentionally to get something from it or they watch it because they are influenced by the content and quality of the media. On the other hand, the question, "Why do people watch television?" has lots of answers. Some audience may watch TV in order to escape something while others may watch TV for entertainment and so on. For instance, I watch television in order to entertain myself or I watch it to escape depression. Therefore, audiences have different reasons of watching television.

In the past audiences have been seen as passive receivers of information. Others described them as if they are simply manipulated by media produced contents. However, the theory of Use and Gratification change the course of the notion that audiences are passive consumers of information. This approach came with the idea that audiences are active and consume information with purpose. Livingstone (2000) identified three arguments of active engagement of active audiences with mass media: the first is that audiences must interpret what they see even to construct the message as meaningful and orderly, however routine this interpretation may be. Secondly, audiences diverge in their interpretations, generating different understandings from the same text. Third, the experience of viewing stands at the interface between the media (and their interpretations) and the rest of viewers' lives, with all the concerns, experiences and knowledge which this involves. This indicates that audiences watch television reasonably and construct meaning from what they observe. On the other hand, they generate different meaning from the same content of media. This indicates the active perception of audiences towards media content. Morley(1986) added that watching television cannot be assumed to be a one-dimensional activity which has equivalent meaning or significance at all times for all who perform it. This indicates that audiences are not passive to accept only one directional communication that comes from media; rather they are active to respond to the message of the media.

Functionalist psychologists described the reason why audiences watch TV in another way. Wright (1974) as in McQuail (2010) viewed the media as serving the various needs of the society, for example, for cohesion, cultural continuity, social control and a large circulation of public information of all kinds. This, in turn, presupposes that individuals also use media for related purposes, such as personal guidance, relaxation, adjustment, information and identity formation. Different scholars give varies classification of the need of media audience of which while McQuil (1972) classified is widely accepted. He classified need of media audience in to four major needs.

### **2.2.1. Surveillance Need**

Surveillance need is a form of information seeking. As once, the late UN Secretary, Kofi Annan said, “Information is liberating,” people naturally want to hear or know about something in their daily life. Especially, in this age of technology, getting information about something is so vital.

The same is true for TV audiences that they may watch TV in order to get information. The information can be about daily events that happen around the globe or about specific program they like. Fisk (1990) says that surveillance need is the need for information about the complex world we live in.

McQuail(1987:73) as cited in Abel (2005) generalized the purpose of Surveillance need as follows:

- to find out information about relevant events and conditions in immediate surroundings, society and the world.
- to seek advice on practical issues or ideas and judgment choices.
- to satisfy curiosity and general interest.
- to learn, self-education and gain a sense of security through knowledge.

### **2.2.2. Personal Identity**

This type of need is also called personal integrated need. Personal identity as McQuail (2010) defined is self-reliance, reality exploration and value re enforcement. This indicates that people may watch television in order to improve and integrate themselves with the models or characters they on television.

By ‘personal reference’ McQuail (2010) refers to the way viewers use a program as a point of direct comparison with their real life: ‘I can compare the people in the program with other people I know’, or ‘it reminds me of things that have happened in my life’, are typical uses that he quotes. ‘Reality exploration’ involves a direct use of the program content to help the viewer understand their own life.... ‘Value reinforcement’ is self-explanatory: ‘it puts over a picture of what family life should be like’ or ‘it reminds me of the importance of family ties’ (Fisk, 1990). This indicates that there are people who watch TV in search of models who fit their life. These models can be athletes, actors, musicians, scientists, doctors and others.

### **2.2.3. Integration and Social Interaction**

Social interaction is attending media for companionship or for personal relationship. According to Fisk (1990) companionship is the media as compensation in a particularly clear form. People

tend to media especially when they feel loneliness. They need somebody who talks to them and media is good alternative in this case. Watson, J. (2003) says that people often know characters on TV as much as they know people in real life, in some cases more intimately. He added that when audiences watch TV they can take note from what they watch or the characters on TV become their friends, if not they can be friends and companions. Lull, J (1980) as described in Morley (1986) identified the importance of television viewing as follows:

*TV is a companion for accomplishing household chores and routines. It contributes to the overall social environment by rendering a constant and predictable assortment of sounds and pictures which instantly creates an apparently busy atmosphere. The activated television set guarantees its users a non-stop backdrop of verbal communication against which they can construct their interpersonal exchanges. P.21*

This well indicates viewing television or attending media can create a good atmosphere for audiences. The sound, picture and content of the media can help the audience feel sociable.

The 'social utility' use is usually the provision of something to talk about. The media provide a shared experience, a shared topic of conversation that makes social interaction that much easier. If all your friends saw a program and you did not, you feel temporarily excluded from their group (Fisk, 1990). From this it is understandable that media play great role in creating social integration.

#### **2.2.4. Diversion Need**

In their daily life, people may feel unhappy or uncomfortable due to different kinds of factors. The factor can be social issues, family, conflict, economic problem, work or other things. People sometimes become tired either physically or mentally. This time, they want to escape from the constraints that make them tired or they want relief from the burdens of problems. There are different factors that make people to feel sad, angry or depression. When audiences get angry, sad, tired or depressed, they normally need emotional release. According to Morley (1986, television viewing can be function as a way of avoiding conflicts or lessening tensions of the viewers.

## **2.3. Factors Affecting TV Viewing**

Now days, different TV channels casts different contents such as news, programs, entertainment, religious content, movies, drama, music, etc. Like all consumers of other products, television viewers' decision making process is influenced by both internal and external factors that can be measured by the viewer's choice of channels, programs and level of awareness. By measuring the factors that influence viewer's preferences, television stations can develop marketing strategies that are responsive to customer's needs and wants thus gaining a competitive advantage (Kasahun, 2017). Audiences have interest to watch television doesn't mean they understand all contents of the media.

### **2.3.1. Culture**

Culture according to dictionary definition is the arts and other manifestations of human intellectual achievement regarded collectively. It can be also be defined as the customs, institutions and achievements of a particular nation, people or group. What is understood from this definition is that culture is collective art or institution of certain group of people. Fisk (1990) defined culture as a sense-making process that makes sense not only of external nature or reality, but also of the social system that it is part of, and of the social identities and daily activities of the people within that system.

According to Hartley (2002), culture can be seen as the production and circulation of sense, meaning and consciousness- the sphere of meaning, which unifies the spheres of production (economics) and social relations (politics). In other words, culture is the sphere of reproduction not of goods but of life.

Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion... social habits, music and arts<sup>1</sup>. On the other hand, culture is different from place to place. The culture of one group of people/country is different from the other one. What is good in one nation may be bad in the other society.

Culture has its own impact regarding TV viewing. What is right in one culture is not right according to the society who views TV in another place. The message can have different,

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<sup>1</sup><http://amp.livesscience.com/21478-what-is-culture-definition-of-culture.html> accessed on 10/03/2019

sometimes, totally opposite meaning. When people watch TV, they give different meaning for the message that they get from the media according to the culture they are attached with. Fisk (1990) strengthened this notion stating the following about meaning:

*Meaning is not an absolute, static concept to be found neatly parceled up in the message. Meaning is an active process: semioticians use verbs like create, generate, or negotiate to refer to this process. Negotiation is perhaps the most useful in that it implies the to-and-fro, the give-and-take between person and message. Meaning is the result of the dynamic interaction between sign, interpreting, and object: it is historically located and may well change with time. P.69*

Meaning of certain message can be varying from place to place, depending on the culture of people. On the other hand, culture has impact on TV audience ship or viewing. People are sensitive for the culture and give meaning to message they consume from media. Unless, media houses understand the culture of their audiences and broadcast message that does go in harmony with the culture of the audiences. However, still message can go cross border, nationwide or cross continent and culture is there with the people and it is difficult for media houses to address this issue.

When we come to Ethiopian context, people are highly culture sensitive and their daily life is culture oriented. If they watched something that is against their culture, they would immediately switch off the media. The best example is what happened in Bishoftu Town regarding donkey butchering. A company from China planted an industry that butcher donkey's meat and export to China and other countries. Immediately the message was broadcasted on OBN and widely on social media in 2017/18. The reaction from the audience was total rejection of the message because eating donkey's meat is taboo in Ethiopian culture. The next morning, the Oromia Regional Investment Bureau has announced the cancellation of the investment. This indicates that culture can highly affect the television viewing.

### **2.3.2. Demography**

Demography is the study of the structure of human populations using statistics relating to birth, death, wealth, etc. The demographic factors that affect audience satisfaction are age, social class, gender, educational background and place residences of audiences and so forth. As Gerbner and

Gross (1976) quoted in Fisk (1990), found that women are far more likely than men to have a family, romantic, or sexual matter as their primary role in television drama. This means that women are selective in watching television. According to this finding, they tend to watch TV programs that are related to family, romance, fashion and etc.

### **2.3.3. Lack of Credibility**

Credibility is the value we give for something. Regarding media, it is the reputation that the media has in the sight of its audience. For media houses, credibility is the quality of reporting and presenting information which includes fact, impartiality, reality and many other qualities. When media house broadcast information that is fact, impartial, and realistic, it gets credibility and the number of audiences become increased. On the contrary, if the media presents poor, boring contents, the opposite would occur. The audiences do not give credibility to the media station because the information they consume is not what gratify their need.

Infante, Rancer and Womack, (1993) and Kovach and Rosenstiel, (2001) quoted in Abel (2005) suggested that Viewers should get new and up-to-date information and if not their attraction and satisfaction power will be very low. They added that the information should be accompanied by good script, narration and picture. This shows that mere fact and real information doesn't satisfy the viewers. The factual information should be decorated with art of presentation, writing and picture or video.

### **2.3.4. Personality**

Personality is the combination of characteristics or qualities that form an individual's distinctive character. According to American Psychological Association, "Personality refers to individual differences in characteristic patterns of thinking, feeling and behaving."<sup>2</sup>

Naturally, people have different distinctive personality or traits. They are different in feeling, behaving or having emotion towards something. Infante, Rancer and Womack, (1993) cited in Abel (2005) suggested that human traits come from biological, environmental sources or from both. For example, a study shows that rigid and dogmatic people accept the message and are satisfied with it if they give credibility for the source. If they dislike the source/speaker, whatever

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<sup>2</sup> <http://www.apa.org/topics/personality>

true and accurate it is, they will not swallow it. This indicates that there is direct relationship between television viewing and personality. The gratification of an audience can be affected by personality.

## **2.4. News Organization and News Content**

Before looking at news organization and it is ideal to see news in general. This world hosts vast number of events daily which news media institutions consider it important. These events are selected and produced then reach audience as news by news organizations. The meaning of news is changing from time to time. Watson (2003) suggested that what is regarded as news today in television newsroom would have been rejected without hesitation 30 years ago. On the other hand, McQuail (2010) stated that news information service of diverse items information is present to the audience and they select which interest them. For McQuail, news not learning, it is varies kind of items collected together just for information purpose.

This indicates that there is difference in defining news in the past time and in our period. In the old time, news can be defined as anything new and interests the large part of community; some defined it as anything that you don't know yesterday. This day, news has different meaning from the past. In the past time audiences have media like television, radio and newspaper. Now days, media at our disposal: new platforms are arrived with advancement of technology. The meaning of news also changed with technology. Wahl-Jorgensen and Hanitzsch (2009) indicated how the age of internet created media convergence which is different from the past:

*The Internet has changed much about the way news is produced and distributed. Journalists now can do their work on their own and distribute their messages on their own. While, at present, most journalists continue to work for organizations that distribute news—news organizations—it is not clear how long that will continue to be the case. P.59*

Media houses now days need professional journalists who are acquainted with all type of journalism such as TV, radio, online, and so on. This is the effect of media convergence. Therefore, there is no specific definition of news because of the nature if news- its meaning changes with time.

When we come to news organization and news content, the two have direct relationship because the content news is shaped by news organization. All news organizations claim that they produce good and objective news. Wahl-Jorgensen and Hanitzsch (2009) stated that news is both an individual product and an organizational product. This is to mean that the news the output of the cooperation between the journalists and the news organization/media itself. The organization alone can't produce news and so do journalists.

News organizations produce news for different purposes. Schudson (2002) as cited in Wahl-Jorgensen and Hanitzsch (2009) state that news construction has come from three perspectives. The first perspective is political economy approach which links news construction with the structure of the state and economy. This approach deals with producing news that supports the interest of the state rather than individuals' interest. A second approach draws mainly on sociology and attempts to understand news production from the perspective of organizational and occupational theory and the third purpose of news production focuses on broad cultural constraints on news work.

#### **2.4.1. News Values**

Good journalism helps people make sense of the world and give them the information they need to live their life (Ray, 2003). However, finding the right information and changing the information into story or news is the challenge of journalism. As stated in Ray (2003), Woodrow Wilson, the once president of USA, was asked how long it takes him to prepare his speech and his answer was, "If I am to speak for ten minutes, I need a week for preparation. If fifteen minutes, three days. If half an hour, two days. If an hour, I am ready now." If this much attention is given for speech, journalists have to have more attention and craft of writing news.

On the other hand, news value is another aspect of news production that journalists and media houses have to include in to consideration because news values are the compass of news production. The day to day agenda of news item may appear to change; the underlying principles are more constant. These principles are often known as news values (Watson, 2003). News values are elements of story that journalists or media houses use to determine whether as story is newsworthy to share with audiences. Some of the news values are universal while others are up to the subject of debate. News values are the elements of news that is essential to select news.

News values determine the newsworthiness of events, personalities and ideas. Mencher (2000) listed the following seven news values.

1. **Timeliness:** it is about events that are immediate and recent. No matter how significant the issue and how important the people involved, the value of news diminishes with time.
2. **Impact:** It is an event that affects many people. Journalists talk about the significance, importance or the kinds of information that interest people. Some news that has considerable impact in one community may be not important in another community.
3. **Prominence:** It is all about well-known people or institution involved in story. According to Mencher, prominence is not only about popular people; but also it applies to organizations and to some physical objects.
4. **Proximity:** Events that are geographically or emotionally close to the reader, viewer or listener interest them.
5. **Conflict:** strife, antagonism, warfare have provided the basis of stories since the early peoples drew pictures on their cave walls of their confrontations with beasts that surrounds them. Modern journalism recognizes conflict of a wider dimension. There is battle in the ideas and ideologies not only physical conflict.
6. **The unusual:** the unusual is events that deviate sharply from the expected, that depart considerably from the everyday life make news. This means deviation from normal. Newspapers and broadcast stations sometimes make discoveries of their own and push them so that they become cur
7. **Currency:** occasionally, a situation long simmering will suddenly emerge as the subject of discussion and attention. When it does, media catch it up and report it. Newspapers and broadcast stations sometimes

On the other hand McQuail (1994) classified primary news values in western media. These news values are: scale of events, Closeness (proximity), Clarity, Short time scale, Relevance, Consonance, Personification, Negativity, Significance and Drama and Action.

### **2.4.2. News Sources**

In order to make sound news a journalist or media house should primarily identify the source of news. Journalists can't do anything without assessing for reliable news sources. According to

Mencher (2000), reporters rely on three types of sources in order to get sound information for news. These three sources area:

- **Human Sources:** this includes authorities and people involved in news events. They can be less reliable than physical sources because some may have interests to protect or untrained observes. When using human sources, reporters should find the person most qualified to speak- an authority on the subject, an eye witness, an official or a participant on the event.
- **Physical Sources:** this kind of source consists of records, documents, reference works, newspapers, and so on.
- **Online Sources:** This type of news source includes the vast array of human and physical sources from academicians to government data.

## **2.5. Theoretical Framework**

In this study of Assessment of Audience Satisfaction with Oromia Broadcasting Network (OBN): With Specific Reference to Afan Oromo News, two theoretical frameworks are employed: Uses and Gratification Theory and Reception Theory which are discussed in detail in the following section.

### **2.5.1. Uses and Gratification Theory**

Use and Gratification theory is used to study audience satisfaction empirically. It is an audience-centered approach which is used to understand why and how people actively seek out specific media to satisfy specific needs. Use and gratification theory was introduced to the field of communication by communication scholar Elihu Katz. Before Katz, introduced use and gratification theory; many scholars have been dealing with the effect of media on audiences not what audiences do with media. According to Griffin (2009), Katz flipped the question around to ask, “What do people do with media?” which led communication scholars to think differently.

#### **2.5.1.1 Assumptions in Use and Gratification Theory**

Fisk (1990) summarized five assumptions of use and gratification theory. The first assumption is that audience is active. It is not a passive receiver of whatever the media broadcast. It selects and

uses program content. Godlewski L.R and Elizabeth M.P (2010) strengthened this notion that audiences are active because they select media content that they believe will provide the gratifications that they are seeking. Secondly, audience members freely select the media and the programs that they can best use to gratify their needs. The media producer may not be aware of the uses to which the program may be put, and different audience members may use the same program to gratify different needs. The third assumption says media are not the only source of gratification. Going on holiday, playing sport, dancing, etc. are all used as the media. According to the fourth assumption, people are, or can be made, aware of their interests and motives in particular cases. (For critics of this method, this is the assumption that is weakest. Such critics argue that the motives that can be articulated are often the least important, and that to link audience and program content only by a rational chain of needs and gratifications is limiting 'meaning' unacceptably.) The last assumption is that value judgments about the cultural significance of the mass media must be suspended. It is irrelevant to say that *Crossroads* is trash: if it meets the needs of seven million people it is *useful*, and the fact that it offends highbrow aesthetes is neither here nor there.

On the other hand, McQuail (2010:53) rediscovered and grouped the assumption of the used and gratification theory in to four. The first one is media and content choice is generally rational and directed towards certain specific goals and satisfactions (thus the audience is active and audience formation can be logically explained). Secondly, audience members are conscious of the media-related needs which arise in personal (individual) and social (shared) circumstances and can voice these in terms of motivations. The third assumption is that broadly speaking, cultural and aesthetic features of content play much less part in attracting audiences than the satisfaction of various personal and social needs (e.g. for relaxation, shared experience, passing time, etc.). Lastly, all or most of the relevant factors for audience formation (motives, perceived or obtained satisfactions, media choices, background variables) can, in principle, be measured.

### **2.5.1.2 Limitations of Use and Gratification Theory**

Even if Uses and Gratification Theory is introduced to answer the question "What audiences do with media?" many scholars suggested about the drawbacks of the theory. The first limitation of the theory is as Smurt (2004) cited in Abel (2005) suggested is that researchers couldn't identify

how many audiences are actively following media and how many are passive. McQuil (2010) criticized the approach as being too behaviorist and functionalist.

The other limitation of use and gratification approach is that even if the theory known in its descriptive typology of media, Griffin (2009) suggested that, for some scholars, the emphasis on description rather than explanation and predictions a serious weakness of the theory. Use and gratification theory failed to provide much successful prediction or causal explanation of media choice and use. The reasons for poor prediction may lie partly in difficulties of measurement of motives and partly in the fact that much media use is actually very circumstantial and weakly motivated (McQuail 2010).

On the other hand, Baran and Davis (2012: 256) summarized the limitations of use and gratification theory as follows:

- ✓ Relies on functional analysis, which can create a bias toward the status quo.
- ✓ Cannot easily address the presence or absence of effects.
- ✓ Many of its key concepts are criticized as immeasurable.
- ✓ Is too oriented toward the micro-level.

## **2.6 Reception Theory**

Reception theory as developed by Stuart Hall asserts that media texts are encoded and decoded. The producer encodes messages and values in their media which are decoded by the audience<sup>3</sup>. According to Iyasu (2008), reception studies came to the media research with idea that audiences are active and can reconstruct meaning which is not exactly intended by the media producers but as the audiences own life styles, experience and social interactions dictate.

### **2.6.1. Assumptions in Reception Theory**

Reception theory is introduced in to communication spectrum by Stuart Hall with the assumption that various types of audience members make sense of specific forms of content from

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<sup>3</sup> <https://revision world.com>

the information they get from media. Baran and Davis, (2012) stated the assumption of reception theory as Hall pointed out as follows:

*To make sense of a text—to read a text—you must be able to interpret the signs and their structure. For example, when you read a sentence you must not only decode the individual words but also interpret its overall structure to make sense of it as a whole. Some texts are fundamentally ambiguous and can be legitimately interpreted in several different ways. P. 257*

According to this notion, audience should interpret and analyze information before encoding because texts are ambiguous and need interpretation of individual audience.

In laying out his views about decoding, Hall proposed an approach to audience research known as reception studies, or reception analysis. One of its central features is its focus on how various types of audience members make sense of specific forms of content (Baran Davis, 2012). This indicates that audiences can create meaning from the information they get from media. The meaning created by audiences can be different from what the media intended to produce.

According to Baran and Davis (2012), the theory focuses on individual in the mass communication process. It also respects intellect and ability of media consumers and acknowledges range of meaning in media texts. It seeks an in-depth understanding of how people interpret media content. Baran and Davis added that reception theory provides an insightful analysis of the way media are used in everyday social contexts.

### **2.6.2 Limitations of Reception Theory**

Even if the theory is designed to analyze and interoperate meaning of message, symbol or text, it has its own weakness. Scholars like Baran and Davis (2012) pointed some out some limitations of reception theory. The first limitation is that the approach is based on subjective interpretation of audience reports. The second limitation is that reception theory cannot address presence or absence of effects.

The other drawback of the approach is that it uses qualitative research methods, which preclude causal explanations, and has been too oriented toward the micro level but is attempting to become more macroscopic (Baran and Davis, 2012).

## **2.7 Brief Background of Oromia Broadcasting Network (OBN)**

Broadcast media in Ethiopia is a recent phenomenon. Until recent time, Ethiopia has only one television station-Ethiopia Television. As Badeso (2008) stated ETV transmission was made to be coincided with the 33rd anniversary of the coronation of Emperor Haile Sellassie I. Its first transmission dates as far back as the anniversary on November 2, 1964. This is a very recent phenomenon when compared to the rest of the world. For about three decades, ETV monopolized the air of Ethiopia there was no optional television available for audiences.

Later, on regional governments started opening their own television station in which OBN, the previous TVO, stood first. According to the official website of OBN, the television station is started as Oromia Radio and Television Organization on July 12, 2006<sup>4</sup>. At that time the station rented air time from ETV and broadcasts its programs.

Two years later, it the construction of its own Radio and TV studio, the organization was based at Adama town started broadcasting in radio and Television programs for regional, national and international audiences. Workineh (2016) suggested that the previous (ORTO) and now OBN become competent in the country and understood as the leading media in the region. For many years, the station used to be called Oromia Television and Radio Organization (ORTO) and now changed its name in to Oromia Broadcasting Network.

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<sup>4</sup>[www.orto.et/we/homeen/history](http://www.orto.et/we/homeen/history)

## **CHAPTER THREE**

### **3. RESEARCH METHODOLOGY**

This research session contains research design, data sources, sampling technique, sample size and procedures, and instruments for data collection.

#### **3.1. Research Design**

Identifying the Research design plays paramount role in order to understand the nature of the research. It is a way to systematically solve the research problem (Kothahri, 2004). Selltiz and others (1962) quoted in Kothari (2004) say “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 (2004) further suggested that research design must, at least, contain a clear statement of the research problem, procedures and techniques to be used for gathering information, the population to be studied and methods to be used in processing and analyzing data. According to Bhattacharjee (2012) research design is a comprehensive plan for data collection in an empirical research project. It is a blueprint for empirical research aimed at answering specific research questions or testing specific hypotheses. Bhattacharjee (2012) added that research design must specify at least three processes: the data collection process, the instrument development process, and the sampling process.

This study employed both quantitative and qualitative approach. This means mixed approach is applied in the study. Different research scholars give analysis and definition of quantitative and qualitative research methods. As to Kothari (2004) quantitative research method is a research method that involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion while qualitative approach is concerned with subjective assessment of attitudes, opinions and behavior. On the other hand, Creswell (1994) as quoted in Kasahun (2017) has given a very concise definition of quantitative research as a type of research that is explaining phenomena by collecting numerical data and analyze them using mathematically based methods.

Thus, both quantitative and qualitative research methods are employed in this study. Employing quantitative and qualitative methods in an integrated way to make research is known as mixed method. Scholars define mixed method research in different ways. According to Johnson and Onwuegbuzie (2004), as quoted in Kasahun (2017), mixed method of research is formally defined as the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study. Mixed methods research also is an attempt to legitimize the use of multiple approaches in answering research questions, rather than restricting or constraining researchers' choices. It is creative form of research, not a limiting form of research. It is inclusive, pluralistic, and complementary, and it suggests that researchers take an eclectic approach to method selection and the thinking about and conduct of research. On the other hand, Bhattacharjee (2012) stated about the importance of using mixed approach as follows:

*Regardless of the specific research design chosen, the researcher should strive to collect quantitative and qualitative data using a combination of techniques such as questionnaires, interviews, observations, documents, or secondary data. For instance, even in a highly structured survey questionnaire, intended to collect quantitative data, the researcher may leave some room for a few open-ended questions to collect qualitative data that may generate unexpected insights not otherwise available from structured quantitative data alone. P. 41*

This indicates that the combination of qualitative and quantitative method of study fills the gap of one another. In addition to this Wimmer and Domnick (2011) stated:

*Despite the differences, many researchers now use a combination of the quantitative and qualitative approaches to understand fully the phenomenon they are studying. P.11*

One can usher from this notion that both quantitative and qualitative method can be used separately in different context; however, it is preferable to use the two approaches together depending on the phenomena of the study. Mytton (1999) clearly identified the importance of mixed approach as stated below:

*Qualitative research is often able to add depth, perspective, color and understanding to the dry data and figures from quantitative research. This is why we find that very often qualitative and quantitative research projects are done in conjunction with each other as part of the same project. The one set of methods can often complement the other. Results from quantitative research can often be understood better when combined with qualitative research. P. 126*

This indicates that qualitative approach helps to understand the motion, feeling, behavior and attitude of people while quantitative approach uses objective data and figures. Cresswell (2007) quoted in Dawi (2011) stressed the same idea that the combination of the two approaches provides a better understanding of a study. The researcher used mixture of qualitative and quantitative approach because the strength of one approach complements the weakness of the other approach.

### **3.2. Subjects of the Study**

The target population of this study was selected from government workers who work and live in towns found in Oromia Special Zones: Buaryu, Sabbata and Holota. These government workers were selected as target population for various reasons. Firstly, most of the government workers in these towns are Afan Oromo speakers because the working language for the region is Afan Oromo and they can understand Afan Oromo News which is the subject under study. Secondly, the towns inhabits hundreds of thousands residents and it can be the correct target study area. On the other hand, TV transmission is available in the area and specifically most of them tune to Oromia Broadcasting Network (OBN). The other reason is that the researcher shares similar social, cultural and way of life with the study population. Therefore, the researcher believed that having knowledge of the study population will help in facilitating the research and getting ample information that can serve as input for the study. Therefore, government workers are selected as study population.

### **3.3. Sampling Technique**

The researcher used purposive sampling technique to select the required sample because purposive sampling includes respondents, subjects, or elements selected for specific

characteristics or qualities and eliminates those who fail to meet these criteria because only the language speakers and those who view OBN were to be targeted. The scholars added that purposive sampling is mostly used in mass media studies when researchers need to select respondents who use a specific medium and are asked specific questions about that medium. In other words, the sample is deliberately selected by the researcher

Talking about purposive sampling, Kothari (2004) stated that items for the sample selected deliberately by the researcher; his choice concerning the items remains supreme. As to him, the organizers of the inquiry purposively choose the particular units of the universe for constituting a sample on the basis that the small mass that they so select out of a huge one will be typical or representative of the whole. This is to mean that personal element has a great chance of entering into the selection of the sample. This technique is believed as it enables the researcher to select real TV viewers depending on their TV viewing background. The selection of the respondents was done through simply asking government workers who work in the towns of Burayu, Holota and Sabbata whether they speak the language properly and regularly watch OBN news. This was done in selected government sectors.

### **3.4. Sample Size**

This research considered audiences who watch OBN Afan Oromo News. The total numbers of the study subjects are 150 respondents from the town of Burayu, Holota and Sabata. These towns are found in the surrounding area of Addis Ababa- Oromia Special Zone. The researcher well understands that 150 respondents are few in number to represent all OBN audiences across the country. However, due to time and financial constraints, the researcher is limited to deal with the stated sample size. The allocation of the sample size for questionnaire is 50 from Burayu, 50 from Holota 50 from Sabata and 6 additional respondents are selected from OBN for an interview.

### **3.5. Data Collection Tools**

To collect data from the respondents, two data collection tools were used: Questionnaire and in depth interview.

### **3.5.1. Questionnaire**

Questionnaire is a research instrument consisting of a set of questions or items intended to capture responses from respondents in a standardized manner (Bhattacharjee, 2012). Preparing questionnaire alone doesn't accomplish the intended target of a research unless articulated in understandable and simple fashion. Mytton (1999) said that if the questionnaire is not well constructed the results of the study can be distorted. Questionnaire is popular tool to collect data because as Kothari (2004) stated, it is time saving and free from the intervention of the researcher and answers are in the respondents' words.

The researcher used a questionnaire based on Likert's scale type of measurement, which is the most frequently used tool to measure attitude in social sciences. The respondents were requested to state their level of agreement with the listed attitude statements. Each degree of agreement or disagreement was given a value of a predetermined scale. The questionnaire has two parts: the first part contained demographic information of subjects like: name, age, education level, occupation, etc. The second part of the questionnaire focused on the level of audiences' overall satisfaction with Afan Oromo News at Oromia Broadcasting Network (OBN). Options given for the respondents ranged from strongly agree to strongly disagree. Both open-ended and close questions were included in the question.

### **3.5.2. Interviews**

In this regard, in-depth interview was used to collect information from six individuals from of OBN: [Two editors and four producers](#). The interview was done in order to cross check the response of the subjects and to investigate the audiences' attitude through assessing their feedback towards OBN Afan Oromo News. In this case, semi-structured interview was used to facilitate the discussion. As the news viewers are Afan Oromo speakers, the interview was conducted in Afan Oromo and then translated to English.

## **3.6. Data Analysis Techniques**

The researcher used mixed approach: quantitative and qualitative method. The collected data were analyzed based on qualitative and quantitative research methodology. The quantitative data

collected were analyzed using percentage, frequencies and the result was put in tabular form. Additionally, information gathered through qualitative instrument was categorized in to themes and then analyzed qualitatively.

## **CHAPTER FOUR**

### **4. PRESENTATION AND DATA ANALYSIS**

#### **4.1. Quantitative Findings**

This chapter deals with the presentation, analysis and discussion of results. As it has been stated earlier, the study deals with satisfaction of audiences with OBN Television Afan Oromo News. The main objective of the study is to examine the Audience Satisfaction with Oromia Broadcasting Network (Television) with Specific Reference to Afan Oromo News. To gather the required data for the study, questionnaire is designed to know about the demographic information and the degree of satisfaction of Oromia Broadcasting Network Afan Oromo News viewers. The questionnaire has two parts. The first part aimed at finding out demographic information of respondents, while the second part is designed to get information to help to know the degree of satisfaction the audiences gain from OBN Afan Oromo News. The questionnaire was distributed to government workers in three towns: Sabbata, Burayu and Holota.

The discussion of the study is preceded by demographic distribution results obtained from the data and then followed by questions related to audience satisfaction. The discussion of demographic results was done by using percentages; whereas the rest of the discussion is done by using average and percentages. Tables are used, in both cases, to present the data.

##### **4.1.1. Demographic Distribution of Respondents**

Questions regarding demographic information were designed on the first part of the questionnaire in order to know about the composition of viewers. Verifying the demographic aspect of the respondents could make the research more understandable and comprehensive. The respondents' demographic distribution in terms of their age, gender, occupation, educational background and marital status are presented below in table.

**Table 1: Demographic distribution of respondents**

<b>Demography</b>	<b>Number of Respondents N=150</b>	<b>%</b>
Age		
From 18-25	32	21.3
From 26-37	85	56.7
From 38-46	22	14.7
47 and above	11	7.3
Gender		
Male	90	60
Female	60	40
Occupation		
Contract	18	12
Employed	59	39.3
Permanent	73	48.7
Level of Education		
High School	5	3.3
Diploma	14	9.3
First Degree	113	75.3
MA and above	18	12
Marital Status		
Married	96	64
Unmarried	49	32.7
Divorced	5	3.3
Separated	0	0

From the above table, it can be seen that majority of the respondents were in age range of 26-37. This is 56.7% of the total population. This may be because government workers are mostly in fully adults. Youngsters between the ages of 18-25 were 21.3% which is the second considerable

figure in this table. People from 38-46 years of age counted about 14.3% while the remaining, above 47 years, were 7.3%.

Regarding gender distribution, 60% of the sample was male while the remaining 40% were females. In relation to occupation of the respondents, majority of them were permanent workers of government in different government sectors. About 48.7% of the respondents happened to be permanent workers while employed and contract workers recorded 39.7 and 12% respectively.

Regarding level of education of the respondents more than half of them had first degree which consists 75.3% of the total population. According to the above table, those who have MastersDegree were 12 %. Respondents with diploma were about 9.3% while those who finished high school were 3.3% which is few in number.

When we look at the marital status of the respondents, many of the respondents, about 64%, were married and 32.7% were unmarried. The remaining 3.3% respondents answered that they were divorced. On the other hand, there was no record of separation.

The researcher also assessed the length of time the selected audiences had in watching OBN AfanOromo News. The results are presented as follows in table format.

**Table 2: Length of time audiences watched OBN**

<b>Years</b>	<b>Number of Responders N= 150</b>	<b>%</b>
Less than 1 year	26	17.3
From 1-3 years	-	-
From 3-5 years	44	29.3
More than 5 years	80	53.3

As the above table shows, about 53.3% of the population watched OBN for more than 5 years. On the other hand, 29.3% of the audiences did watch OBN for 3-5 years which is considerable figure compared to those who watched OBN for more than 5 years. The remaining 17.3% was the

record of the audiences who watched OBN for less than 1 year. From the above table, one can summarize that the respondents of this study have good experience of watching OBN.

This is a good indication of the fact that the more audiences spend time watching television, the more they understand the content of the media and consume it. If audiences have long year habit of watching certain media outlet, they can easily identify whether the content of that media, be it news, program or other thing, worth enough to watch.

**Table 3: Number of hours Respondents Spend Watching OBN in a day**

<b>Time Interval</b>	<b>Number of Respondents N= 150</b>	<b>Percentage (%)</b>
Less than 1 hour	43	28.7
From 1-2 hours	64	42.7
From 3-5 hours	35	23.3
More than 5 hours	8	5.3

As can be seen from the above table, 42.7% of the total respondents stated that they watched OBN from 1-2 hours in a day. On the other hand, about 28.7% of them responded that they watched OBN less than 1 hour in a day. Additionally, 23.3% of the respondents said that they watched OBN from 3-5 hours while few of them, about 5.3%, answered they spent more than 5 hours in a day to watch OBN. This indicates that dominant size of respondents watched the channel between 1-5 hours.

Below, the researcher tried to assess the expectation of audiences that they have from OBN Afan Oromo News. This is to see whether the audiences get what they expected from OBN or not. The answer of the respondents is summarized as follows.

**Table 4: Audience Expectation of OBN Afan Oromo News**

<b>Item</b>	<b>Answer</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Do you get the content of OBN Afan Oromo News as you expect?	Yes	92	61.3
	No	55	36.7
	I do not know	3	2

As the above table indicates, the respondents were asked whether they got the content of OBN Afan Oromo News as they expected or not. More than half of them, around 61.1% of the respondents answered yes (they got what they expected). The other respondents, 36.7% of them, said that they didn't get what they supposed to get from the content of the news while very few number of them, only 2%, responded they did not know whether their expectation were met or not.

We can conclude from the above table that the content of OBN Afan Oromo News more or less met the expectation of the audiences while there were still some gaps to be fulfilled. That is why 36.7% of the respondents answered OBN was not meeting their expectation. Of course, the expectation of audiences depends on the type of news or program they need from the media. Expectation varied depending on the need of audiences.

#### **4.1.2. Viewers' Reasons for Watching OBN news and their Satisfaction in the news**

This part of the study contains 30 questions. These questions are divided in to four major categories and analyzed depending on the four research objectives of the study. The researcher preferred to arrange and categorize the questions in to four in order to ease the analyses. All items are scored based on a five-point Likert's scale which ranging from "strongly agree" to "strongly disagree".

The researcher classified the items in to four categories depending on the research questions. The first eight items, as indicated in table 5 (questions from 1-8) are classified under Meeting the Need of Audience. This is to see whether OBN meets the gratification of its audience while

broadcasting news. Secondly, six items (from 9-14), as indicated in table 6, are grouped and analyzed Level of Satisfaction. Another nine items (from 15-23), as shown in table 7, are classified under Factors Affecting Satisfaction of OBN Afan Oromo News Audiences. The remaining 7 items (from 24-30) is grouped under Level of Satisfaction on OBN News Presentation. All the items are arranged according to their category.

**Table 5: Meeting the Need of Audience**

Item	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	N	%	N	%	N	%	N	%	N	%
1 I get relevant information from OBN News.	35	23.3	83	55.3	4	7.2	20	13.3	8	5.3
2 I learned new things about what is going around world.	44	29.3	68	45.3	6	4	21	14	8	5.3
3 It covers current issues.	45	32	67	46.7	2	1.3	26	17.3	10	6.7
4 OBN news covers impartially.	42	28	54	36	7	4.7	36	24	11	7.3
5 I enjoy OBN News a lot.	42	28	79	52.7	8	5.3	17	11.3	4	2.7
6 OBN broadcasts its news on prime time.	43	28.7	80	53.3	7	4.7	17	11.3	3	2
7 It covers information in my local area.	38	25.3	58	38.7	14	9.3	28	18.7	12	8
8 OBN news is not biased.	32	21.3	50	33.3	23	15.3	30	20	15	10

As indicated in above table 5, the respondents were asked to respond to the items listed from 1-8. The main aim of the items was to know whether the need of audiences is met or not and I was analyzed under table 9.

**Table 6: Level of Satisfaction of Audiences on OBN News**

Items		Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
		N	%	N	%	N	%	N	%	N	%
9	the selection of topics of the news.	31	20.7	85	56.7	5	3.3	21	14	8	5.3
10	the diversity of issues in the news.	36	24	74	49.3	8	5.3	24	16	8	5.3
11	the presentation of the news.	44	24.4	73	48.7	3	2	21	14	9	6
12	the timeliness of the news.	33	22	60	40	9	6	37	24.7	11	7.3
13	the objectivity of the news.	43	28.7	57	38	7	4.7	33	22	10	6.7
14	the completeness of the news.	34	22.7	60	40	5	3.3	40	26.7	11	7.3

As indicated on the above table 6, respondents were asked items listed from 9-14 to know their level of satisfaction with OBN Afan Oromo News. This data was analyzed under table 9.

**Table 7: Factors Affecting Satisfaction of Audiences**

Items		Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
		N	%	N	%	N	%	N	%	N	%
15	Carries too much of government issues.	71	47.3	36	24	10	6.7	25	16.7	6	4
16	There is lack of proportion in the news type.	60	40	34	22.7	18	12	33	22	5	3.3
17	Sources used are only government officials.	34	22.7	22	14.7	21	14	65	43.3	10	6.7
18	Presenter's use of language is in appropriate.	22	14.7	19	12.7	13	8.7	74	49.3	22	14.7
19	I do not get stories I am looking for.	46	30.7	20	13.3	12	8	58	38.7	14	9.3
20	I do not get news at appropriate time of the date.	37	24.7	11	7.3	15	10	64	42.7	23	15.3
21	I find the news hard to trust.	26	17.3	23	15.3	14	11.3	57	38	30	20
22	The stories are not timely.	29	19.3	14	9.3	13	8.7	62	41.3	29	19.3
23	Presenters are not up to the standard.	20	13.3	10	6.7	13	8.7	64	42.7	33	22

As the above table indicates, respondents were enquired to respond to the items listed from 15-23. This was to illicit and know the factors that affect the OBN AfanOrono News viewers. The data incurred in table 7 was analyzed under table 9.

**Table 8: Satisfaction on OBN News Presentation**

Items		Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
		N	%	N	%	N	%	N	%	N	%
24	The way OBN presents its news is attractive.	40	26.7	75	50	8	5.3	16	10.7	11	7.3
25	News presenters of OBN are talented professionals.	46	30.7	75	50	8	5.3	12	8	5	3.3
26	The effects OBN uses for news are different from other media.	45	30	59	39.3	11	7.3	27	18	8	5.3
27	Visual story combination is satisfactory.	47	31.3	71	47.3	6	4	16	10.7	8	5.3
28	The presentation of OBN news is consistent.	27	18	50	33.3	13	8.7	45	30	15	10
29	The studio for news cast is attractive.	55	36.7	69	46	6	4	14	9.3	6	4
30	Dressing style of presenters is attractive.	53	35.3	77	51.3	5	3.3	12	8	3	2

According to the above table 8, the respondents were asked to respond to the items listed from number 24 to 30. This was to identify whether viewers of OBN Afan Oromo were satisfied with the news presentation of the organization. The analyses of the data were discussed under table 9.

In order to analyze the data, the researcher classified the items in tables 5-8 in to four categories. The table below, table 9, illustrates the average score and percentage of responses of the respondents.

**Table 9: Average score and Percentages of Responses**

Items	Viewers Response in Percentage					Both SA + A and DA+SDA	
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	AG &SAG	DA & SDA
	%	%	%	%	%	%	%
Meeting Need of Audiences	23.5	45.17	6.4	16.2	5.9	68.67	22.2
Level of Satisfaction of Audiences on OBN News	23.8	45.5	4.1	19.6	6.3	69.2	25.9
Factors Affecting Satisfaction of Audiences	14	25.6	9.8	37.2	12.7	39.6	49.9
Level of Satisfaction on News Presentation	29.8	45.3	5.4	13.5	5.3	75	18.8

*AG= Agree, SAG= Strongly Agree, DA= Disagree, SDA= Strongly Disagree*

### **4.1.3. Meeting the Need of Audiences**

People watch television for different reasons. As Mc Quail (2010) stated some may watch television for information, while others watch it for escape or to create relationship with different people and so on. Here, what the audience need is satisfaction in respective of their reason of watching television. Audiences need to be gratified by what they get from the content of media they exposed to. Regarding meeting the need of audiences, questions of different content (questions from item 1-8 of table 5) were distributed to respondents and arranged under meeting the need of audiences as indicated in the above table 9. As indicated in the above table, majority of the respondents (about 45.17%) agreed that OBN Afan Oromo News were meeting the need of audiences. In addition to this, 23.5% strongly agreed with the idea that OBN news does meet the need of audience.

In this case, the respondents were asked issues like impartiality of news, whether the media covers issue, whether they get relevant and new information about what is going in the world. Thus, the media seems meeting the need of its audience. On the other hand, 16.2% of them responded that OBN Afan Oromo did not meet the need of its audiences with additional 5.9% of

the respondents strongly disagreeing with the notion. Here, one can conclude that even if the majority of the figure shows the news of the media meets the need of its audiences, still OBN news has gaps that need to be improved. If audiences do not get what they intended to get from media, they tend to tune to another optional media. Audiences stay tuned to certain media only if their gratification is met. Another 6.4% of the total population remained neutral on the issue.

#### **4.1.4. Level of Satisfaction of Audiences on OBN Afan Oromo News**

In this section, the respondents were asked to indicate their level of satisfaction with items like selection of topic of news, diversity of issues, presentation, timeliness, objectivity and completeness of OBN news. The level of satisfaction of audiences can vary as the above table shows that 45.5% of them were satisfied while 23.8% of the respondents said they were highly satisfied with news content of the news. This indicates that OBN audiences were satisfied with news. However, 19.6% were not satisfied; in addition, there were 6.3% of the respondents who were highly dissatisfied with the news of the media. This considerable figure shows that OBN should improve its news regarding satisfying the need of audiences by providing timeless, objective and diversity issues in news coverage.

News should be always timely, objective, complete content wise and diverse in its nature. News is perishable commodity; it should be consumed on the right time and media should select in a ways that is appealing to the ear and eye of audiences. Time is very important in news broadcasting. Mencher (2000) stated that the value of news diminishes with time. The more time goes on, the more the value and acceptance of news decreases. In this case, OBN should improve the level of satisfaction of its audience and become stronger in incorporating all the news values in its news production.

#### **4.1.5. Factors Affecting Satisfaction of OBN Afan Oromo News Audiences**

Audience satisfaction can be affected, as stated in the literature, by many things like culture, personality, credibility, demography and so on. For instance, a culture in one place can be different from place to place. In this section, the researcher asked audiences to know whether there are factors that affect the satisfaction the audiences of the media. Under this category, items like whether government issues are too much in the news, lack of proportion, government officials as news sources, use of language, trustworthy of the news, presenters' capacity and

other issues were selected and given to the respondents in order to see whether these items were factors that affect satisfaction of audiences of OBN. According to the above table, 37.2% of the respondents said the satisfaction of audience is not much affected by the listed factors while 12.7% of them highly disagree with the idea that there are factors that affect the satisfaction of OBN Afan Oromo News.

On the other hand, 25.6% of the respondents, which is not small figure, said that there were factors that affect the satisfaction of OBN news audiences. In addition to this, some 14% of the respondents strongly agreed that OBN was not free from external and internal influences that affect satisfaction of audiences. Internal factors can be inappropriate use of presenters, lack of proportion in the news type, lack of trust of the news, presenting untimely stories and the external affecting factors can be using government officials as news source and carrying too much of government issues. Some 9.8% of them didn't respond to the items.

#### **4.1.6. Satisfaction of Audiences on OBN News Presentation**

Here, the main focus of the researcher is to see whether audiences are satisfied with the way the media presents its news. The items included under this category are talent and professionalism of the presenters, visual story combination, consistency in news presentation dressing code and other issues. News presentation is just like presenting food. If delicious and full of variety is prepared and presented on a dirty plate, nobody is interested in the food no matter the quality and variety of the food. News is also the same. If talented producers and reporters produced a good quality of news and presented by unprofessional presenter, audiences get dissatisfied with the news.

According to table 9, majority of the respondents were satisfied with presentation of OBN news. About 45.3% of them were satisfied while 29.8% of them said they are highly satisfied with the presentation of OBN news. This indicates that OBN is on good move regarding presentation of news. To the contrary, 13.5% of the respondents are not satisfied with presentation of news and few number, 5.3%, said they were highly dissatisfied with OBN Afan Oromo news presentation. On the other hand, 5.4% of the total population didn't identify whether they are satisfied or dissatisfied with the presentation; they remained neutral.

## **4.2. Qualitative Data Analyses**

This part of the study is designed to give additional responses to issues that were not efficiently addressed by the quantitative data. As it is pointed out in chapter three, semi-structured questions were prepared and interview was conducted with producers and directors of OBN. Four producers, one branch director and one chief editor at news desk were interviewed in order to get additional information that strengthen and complement the result of quantitative data. These interviewees were selected purposely depending on their experience in the media house and their professionalism and in the quoted part of the interview, the real name of the interviewees are replaced by pseudo names for ethical purpose. Thus, in this session, the researcher discussed the analyses of the qualitative data

The analyses the data started with whether the audiences were satisfied with OBN Aan Oromo news then how the media manage to know the attitude of audiences towards OBN News. Then, the appropriateness of the transmission time of news for audiences is seen. The researcher also analyzed how the media selects issues for news and whether people watch OBN news than other media. Lastly, whether the media has shown change in selecting and covering hard issues than previous time.

### **4.2.1. Viewers Satisfaction or Dissatisfaction with OBN Afan Oromo News**

Almost six of the interviewees gave similar answer to the question. They all said the news of OBN satisfies the viewers because broadcasting by Afan Oromo language by itself is something the audiences need regardless of the quality and other technical errors. According to their response, OBN is a new medium in the spectrum of Ethiopian broadcasting media and contributing a lot to the socio economic and political arena of the region as well as the country. Specifically, one interviewee said:

*In the last 3 years after the protest broke out in Oromia and Lemma Megarsa became president of the Oromia Regional State, the media got courage and boldness to cover hard issues. The president used the media and started strong speeches which helped audiences to tune to the media (GariGoshu) Pseudo name.*

The other respondent added, “Lemma and Abiy became the news all days in the last two years which helped the media to cover each and every speech of these two leaders.”

All the respondents unanimously agreed that especially in the last two years, OBN Afan Oromo News got huge amount of acceptance and they said they are satisfied with Afan Oromo News. Additionally, according to these respondents, what makes the news accepted is that it covers most of the time human interest stories and political issues in the region and the country. One of the interviewees said, “The media gives much time for Afan Oromo news coverage.” This indicates that audiences of OBN are satisfied because Afan Oromo has much air time. However, the respondents admitted that the scale of satisfaction of OBN audiences is not as the beginning. During the protest in Oromia and political reform in the country, the medium focused on reporting conflict, crises mal administration and other hot issues which the audiences were satisfied with. Recently, the media changed its course more on stabilizing the country and bringing economic revolution. This doesn’t go well, as the respondents said, with what the audiences have been watching. This indicates that the satisfaction of OBN Afan Oromo news is not the same as it was in the beginning of the last two and three years.

#### **4.2.2. Knowing Attitude of Viewers to OBN Afan Oromo News**

According to the response of the interviewees, the media checks the attitude of its audiences through feedbacks that come from its audiences. All six of the respondents said the media receives feedback via different means such as calling, SMS and sometimes through postal address of OBN. One of the interviewees said, “Comments can come from the official social media page of the media. Depending on the media, the desk of the social media collects and identifies the comments of our audiences.” The other respondent said:

*Most of the time the feedback come from OBN audiences, regarding Afan Oromo news, are positive comments that motivates us to press on our broadcast and the problem they encounter regarding infrastructure, shortage of water, electricity, unfinished projects and so on. They mostly call or write to us to go to their area and cover their problem. Some of the audiences come to the head office in group and tell us their problem (GariGoshu) Pseudo name.*

This indicates that audiences’ comments and feedback are good way of understanding what kind of attitude audiences have towards the news casted from OBN. In order to know the attitude of

audiences towards news or certain program, media can do audiences research because research is the best way of understanding the view of audience.

Comments and feedback that come from audience alone can't give the full picture of attitude of audiences. In this regard, all of the respondents, in one voice, criticized the media for not consistently doing audience research. One interviewee said:

*The media has huge gap regarding doing research on audience. I know only a research done before three years and then after I haven't seen or heard any research done by OBN as a media (BantiLaggese) Pseudo name.*

The other respondent added,

*OBN did a study on audience satisfaction five years ago and there is no research conducted on this regard after this long five years. This is a huge gap we have to tackle in the future (BonsaGada) Pseudo name.*

Thus, the media is inconsistent regarding doing research to know the attitude and satisfaction of audiences which should be the centre of one media organization.

#### **4.2.3. The Appropriateness of Afan Oromo News broadcasting time**

The main Afan Oromo news broadcasting time of OBN is 12 o'clock at day time and 7 o'clock in the evening local time. The interviewees have different view on this regard. Four of the respondents said that it is inappropriate time for the audience because OBN broadcasts news on the time at which the audiences sit for rest. One of the respondents said:

*It is appropriate time for audiences because at day time, people sit down for lunch and tune to the media. At night, they come either from work or another place and open their TV. Therefore, it is appropriate time for audience (BonsaGada) Pseudo name.*

Contrary to this, the remaining interviewees argued that the Afan Oromo news broadcast time is not appropriate because most of the time people watch television on their rest time at night when they come home from work. The main argument of these respondents is that people watch news after 8 o'clock at night. Therefore, it is better for OBN to move its news time from 7 o'clock in the evening to 8 o'clock at night. One anchor man said the following:

*To my understanding the Afan Oromo broadcast time of OBN is not appropriate for audiences. The media should set its primetime hour at 1 o'clock at day time and 8 o'clock at night, however; we were receiving news from EBC by linking. We need to have our own news at these hours but there was external pressure from government. Now there is no external pressure and we are not broadcasting EBC Amharic news at this time; instead we have our own news in Amharic. If we move the Afan Oromo news to the time occupied by EBC news, we fear that we may lose our audiences who are adopted by the AfanOromo transmission time (Loti Gurmu) Pseudo name.*

We can conclude from the above suggestion that not all audiences are satisfied with news transmission time. On the other hand, the external pressure led the media not to set up Afan Oromo on the most needed time.

Generally, most of the audiences believe that the Afan Oromo news transmission time is appropriate. Majority of the respondents claimed is that the news hour for the media is already branded in the mind of the audiences. On the other hand, there is no much critique from the audience that comes to the media to change the transmission hour.

#### **4.2.4. Issue Selection Process for News of OBN**

All the respondents mentioned that the media selects issues for news depending on different factors. The first and main factor is events like holidays, government meetings and so on. They said that the media doesn't cover all events. The interviewees said that they select issues depending on the newsworthy of the event. They added that they consider which event is more valuable for the audiences especially, if two or more events are happened at the same time. According to their response, some event news comes directly from government which the media can't revoke it. These are events that are related to regional or national interests.

Secondly, OBN Afan Oromo news issue is selected by planning a head. One of the respondents said the following statement:

*Planning is the other techniques we use to select issues of news. We have a news conference in news desk and we often get together and discuss on which issue should be selected and when should it be broadcasted. Sometimes, we plan for story selection on situation in the region or the country. For instance, if there is political tension or other*

*current issue in the region, we give priority for this kind of issues (BonsaGada) Pseudo name.*

This indicates that planning is one of the issue selection methods OBN uses. Other respondents also said the media give priority for economic revolution and agricultural topics because it is the main agenda of government. Angel selection is the most important thing the media focuses on after the issue of news is selected according to information obtained from the interviewees. Thus, still events, mainly government related issues, are crammed in the issues selection of news. Even though OBN plans to cover strong issues such as problem of society, the media selects issues of news mainly depending on the events come from government even if there is no external pressure mentioned.

#### **4.2.5. Factors Affecting Audience Satisfaction of OBN News**

Audience satisfaction can be affected by many things. It can be affected by the internal policy of the media or external pressure such as government interference. Regarding OBN Afan Oromo News Audiences, both positively and negatively affecting factors are mentioned by the interviewees. When we see the positive effect, it is both external and internal factors. Almost all of the respondents said the revolutionary leaders both at Oromia Regional State and federal level helped OBN news to produce balanced and reliable news. Especially, the positive effect came from the former Oromia Regional State president- Lemma Megarsa whose role is unforgettable in equipping and strengthening OBN to broadcast hard issues. Then came Dr. Abiy to the highest echelon of power of the country and opened the freedom of press. These respondents highly regarded the role of the two leaders and other supporting team in changing the overall broadcast system of OBN. One of the respondents said:

*Regardless of the press freedom is guaranteed by the government, OBN is operating by the budget of the government it is difficult to believe there is no external factor. Even if the government doesn't directly interfere in to the news content of OBN news, the journalists and governance of the media are not free from self-censorship of the old system (GariGurmu) Pseudo name.*

This indicates that the media house is still not totally rid off from the old system. This is to mean media is used to be the mouth piece of government in the past time.

When we see the internal factor that affected Afan Oromo news, majority of the interviewees suggested that lack of capacity as a major problem affecting news production. The media lacks capacity as an organization in news production, presentation and attracting audiences.

The other external factor, the respondents, mentioned is the competition the media encountered from new emerging media such as OMN and other mainstream media in the country. They suggested that unless the OBN strengthens its internal capacity and create new approach, it will not compete with newly emerging media such as Oromia Media Network (OMN).

#### **4.2.6. Nature of Change in Hard Issue Coverage in OBN**

The interviewees were asked whether there is change in OBN Afan Oromo News coverage regarding selecting hard issues when compared to the past time. All of the respondents agreed OBN is totally changed regarding covering hard issues especially issues that criticize government. Now, the media can freely operate and cover issues that are newsworthy and human interest. In the past time, the media experienced dark time which led OBN to be called the “media of maize” because it has been always reporting on development and agriculture according to the direction from government. One producer said, “If somebody had reported on any story that criticize the government, we would have been purged out or punished because we have been experiencing a total silence.” The producer added that we can report without suppression and interference.

According to the respondents, OBN is the first media to broadcast hard issues including stories that criticize government than any other media in the country. The protest that contributed a lot in the political and reform in the country helped OBN to come out and speak on the side of the mass people. According to the respondents, the last two years is the spectacular moment for OBN because it has shown dramatic change in selecting and covering hard issues.

Therefore, there is paramount change in OBN’s selecting and covering hard issues than in the past time. The media used the political reform as means and got courage to start selecting and covering hard issues.

## **CHAPTER FIVE**

### **5. SUMMARY, CONCLUSION AND RECOMMENDATIONS**

This chapter deals with a brief summary of the works, conclusions of findings and some recommendations. The first part is about summary and conclusions of the research while the second part dealt with some possible recommendations that the researcher believes, may minimize or curb some of the problems.

#### **5.1. Summary and Conclusion**

The main aim of this study is to assess the satisfaction of audiences with Oromia Broadcasting Network (OBN) with specific reference to Afan Oromo news. To support the study with previous works related literature on the issue has been discussed. The literature mainly focused on “why people watch TV” and their satisfaction. Moreover, it covered news and news values and factors that affect TV viewing based on Use and Gratification Theory and Reception Theory.

In order to conduct the study, both quantitative and qualitative research approach, were used. At the beginning quantitative data was analyzed in order to know the satisfaction of audiences with OBN Afan Oromo news. To support this, in- depth interview was conducted with four producers and two editors of the media.

The designed questionnaire was distributed to respondents in three towns Holota, Sabbata and Burayu. Then, the data collected were coded. After that, the data were systematically organized and interpreted.

Regarding audiences’ expectation of OBN Television Afan Oromo News, as indicated in table 3, more than half of them, around 61.7% of the respondents, answered they got what they expected from the television station. On the other hand, 36.7% said that they didn’t get what they supposed to get from the content of the news. Generally, OBN Afan Oromo met the expectation of its audiences. However, there are still gaps to be fulfilled.

As pointed out in table 9, about 62.5 percent of the viewers expressed their satisfaction that OBN meets their need. This is huge gain for OBN that majority of the audiences are getting what they need from the news of the media.

When we come to the level of satisfaction of audiences regarding news selection, objectivity, timeliness, issue selection and completeness of news, majority of the respondents said they were highly satisfied. As indicated in Table 9, the total percent of 69.3 of the population said they were satisfied with the news of the media organization. The response from the interview also indicated that OBN selects issues for news depending on event and planning. Therefore, OBN is highly satisfying the need of its audiences with a few reservations.

Regarding factors affecting OBN Afan Oromo news, the audiences were asked to give their view and 49.9 % of them argued there is no big affecting factor to the satisfaction of audiences. This indicates that OBN is more or less not under pressure from factors affecting the satisfaction of its audience. To the contrary, 39.9 % argued that there are so many affecting factors to the satisfaction of OBN Afan Oromo news. As the data from the interview shows, the pressure comes both from inside and outside. From the inside, lack of capacity of journalists and organization itself is a big problem to the media. The external factor can be considered both negatively and positively. The positive affecting factor is that the role of the revolutionary leaders like Lemma Megarsa and Prime Minister Abiy Ahmad helped the media to speak boldly on hard issues. The negative effect is that the media is not free from the pressure that comes from government indirectly because OBN is a state funded media. Thus, satisfaction of OBN Afan Oromo audiences is not highly challenged by affecting factors even if the challenge is not simple.

In relation to the presentation of OBN news, majority of the respondents agreed that they are satisfied with it. According to the data obtained from table 9 above, 75 % of the respondents answered they were interested in the news presentation of OBN. This indicates that OBN is on a good move in satisfying its audiences regarding news presentation.

Additionally, OBN media house uses social media as a platform in order to address its audiences as well as to know the attitude of its audiences. According to the response from interview, OBN audiences actively are participating in giving comment for the media through social media platform in addition to writing SMS or calling to the media.

Regarding selecting hard issues and reporting in news format, OBN brought remarkable changes when compared to the past. The respondents said the last two years are golden years for OBN

because the media has changed in many ways like never before. OBN started covering the issues which were untouched for many years especially, political, corruption, border conflict other critical topics were selected and aired.

The media became the icebreaker in the last two to three years in confronting with government leaders and corrupted systems. The media granted high kudos to the former president of Oromia Regional State- Lemma Megersa and his team known as “Team Lemma” which helped the media to select hard issues and report on it.

In relation to conducting audience research, all of the respondents agreed that OBN didn’t conduct any research in the recent years. The only study conducted by the media on audience satisfaction was in the past five years. This shows us the media is not consistent in conducting audience satisfaction analyses.

Therefore, the media has shown change in selecting hard issues and reporting on the issues when comparing the past trend with the present. There is a difference of black and white between the way OBN select issue and broadcast news in the past and present.

## **5.2. Recommendations**

Audience satisfaction is what all media claim to achieve. However, the claim can be achieved only providing what the audiences need. It is just like supply and need transaction. If there is good and quality supply, there is always need to buy the product. The same is true for audiences. They stay with certain television station only if they get what gratify their need. Regarding OBN, when we see the finding of the study, majority of the audiences are satisfied with the content, production and presentation of the news.

Based on the research findings, the researcher forwarded the following recommendations:

- The media should conduct audiences satisfaction study in order to identify the satisfaction level of its audiences rather than depending on receiving feedback from audiences through social media, SMS, phone and sometimes postal.
- OBN should upgrade its internal capacity including training its producers, reporters and editors with all necessary technical and other standards.

- The media station has to strength the present credibility it had from the wide majority of its audiences in order to stay in the market of media and survive competition.
- OBN has to revisit its news production and selection because all the news making public figures like Lemma Magarsa and his team in the past two years are promoted to the federal level and they are not in a position to use OBN as they used to be. The Television station (OBN) should focus more on planning for news production instead of depending on public figures. If the media continues like this, it would lose its credibility and acceptance because most of OBN audiences in one or another way become audiences of OBN through these revolutionary leaders.
- OBN news selection and covering hard issues should be consistent like in the past two years. Unless the media keep consistency in its news production and topic selection, losing its credibility eminent.
- Even if the whole satisfaction level of audiences with OBN Afan Oromo news is very good at this time, there is an indication of external forces especially from government looming in to the media news production system which may drag the media back to the so called “MidiyaaBoqqoolloo” which means the media of maize-the name that was given for OBN before two years for its coverage focusing on agriculture.

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## **Appendixes**

### **Appendix 1**

**Addis Ababa University**

**School of Journalism and Communication**

**Graduate Program**

**Research Questionnaire**

Dear respondents,

The purpose of this questionnaire is to assess the level of satisfaction OBN audiences have towards Afan Oromo News. Therefore, it is designed to collect data that will serve as an input to the completion of study that will be done in partial fulfillment of the requirements for the degree of Master of Arts in Journalism and Communication. The success of this study depends on the information you provide. Therefore, you are kindly requested to provide your genuine and honest response to all the questions. The information is used only for study purpose and I assure you that it will be kept confidential.

Thank you in advance!

#### **Part I: Demographic Information**

Instruction: Answer the following questions by putting an 'X' mark in the boxes given below.

1. Age:  18-25     26-37     38-46     47 and above
2. Gender:  Male     Female
3. Religion:  Orthodox     Muslim     Protestant     Wakeffata     Other
4. Occupation:  Contract     Employed     Permanently Employed
5. Educational Background  High school  Diploma     First Degree     Masters and above
6. Marital status  Married     Unmarried     Divorced     Separated
7. Income in ETB     Less than 1000     1001-3000     3001- 5000     5001-10,000     10,000 and above

Part II: Nature of Viewing

1. How long have you been watching OBN Afan Oromo News?
  - More than 5 years
  - 3-5 years
  - 1-3 years
  - Less than 1 year
2. How often do you watch OBN in a day in hours?
  - More than 5 hours
  - 3-5 hours
  - 1-2 hours
  - Less than 1 hours
3. Do you get the content of OBN Afan Oromo News as you expect?
  - Yes
  - No
  - I don't know

The statements below show why people watch TV. Please, use the following scale to indicate the extent of your agreement or disagreement with the statements.

Agree	Neutral	Disagree
Strongly agree		Strongly disagree

		Put (✓)				
		Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Meeting Need of Audience						
OBN Afan Oromo News						
1	I get relevant information from OBN News.					
2	I learn new things about what is going around the world.					
3	It covers currant issues.					
4	OBN news covers impartially.					
5	I enjoy OBN News a lot.					
6	OBN broadcasts its news on prime					

	time.					
7	It covers information in my local area.					
8	OBN news is not biased.					
Level of Satisfaction on OBN News Audiences.						
I am satisfied with:						
9	the selection of topics of the news.					
10	the diversity of issues in the news.					
11	the presentation of the news.					
12	the timeliness of the news.					
13	the objectivity of the .					
14	the completeness of the news.					
Factors Affecting Satisfaction of OBN Afan Oromo News Audiences						
OBN News:						
15	carries too much of government issues.					
16	there is lack of proportion in the news type.					
17	Sources used are only government officials.					
18	Presenters use of language is in appropriate.					
19	I do not get stories I am looking					

	for.					
20	I do not get news at appropriate time of the date.					
21	I find the news hard to trust.					
22	The stories are not timely.					
23	Presenters are not up to the standard.					
Satisfaction on OBN News Presentation						
24	The way OBN presents its news is attractive.					
25	News presenters of OBN are talented professionals.					
26	The effects OBN uses for news are different from other media.					
27	Visual story combination is satisfactory.					
28	The presentation of OBN news is consistent.					
29	The studio for news cast is attractive.					
30	Dressing style of presenters is attractive.					

## Appendiksii2

### Yuunivarsiitii Addis Ababaa

#### MuummeeJoornaalizimii fi Komiinkeeshinii

#### GaaffileeQoranoo

KabajamtootaHirmaattotaGaaffileeQorannooKanaa,

Gaaffiinkunkanqophaa'eYuunivarsiitii Addis Ababaa, MuummeeJoornaaliziimi fi Kominikeeshiittiulaagaqorannoodigriilaammaffaaguutuufodeeffannoobarbaachisaata'ewalittiqa bachuudhafi. Kaayyoonisaasdaawwattoonni OBN oduuAfaanOrommoottiquufuu fi dhiisuusaaniiqorachuufidha.Milkaa'inni qorannookanaadeebiiisinkennitanirrattihundaa'a.Kanaaf , gaaffileearmaangadiihuundumaairrattideebiiqabatamaa fi amansisaata'eakkakennitankabajaanisingaafadha.Odeeffannoonkunqorannoo kana qofaafkanfayidaarraooluyommuuta'u, icciitiinodeeffannooisinkennitaniiakkaeegamuwaadanisiiii gala. Galatoomaa!

Kutaa I: OdeeffannooWaliigalaa

Qajeelfama: Gaaffileearmaangadiisaanduuqakenamekeessaattimallattoo '✓' gochuundeebisaa.

1. Umurii:  18-25  26-37  38-46  47 fi isaaol
2. Sala:  Dhiira  Dhalaa
3. Amantii:  Ortodoksii  Musliima  Pirotestaantii  Waaqeffataa  Kanbiraa
4. Hojii:  Kontiraata  Kanqacarama  HojiiDhaabbataa kana qabu
5. SadarkaaBarnootaa:  Sadarkaa 2ffaa  Dippiloomaa  Digriijalqabaa  Maastarsii fi isaaol
6. Gaa'ila:  Kanfuudhe/heerumte  kanhinfuune/heerumene  Kanhiike/hiikte  
 Gargarkanbahe/baate
7. GaliiJi'aaBirriiItiyoophiyaatiin:  1000 gadi  1001- 3000  3001- 5000  
 5001- 10,000  10,000 fi isaaol

Kutaa 2ffaa: AkkaataaDaawwannaaTeleviziinii

1. OduuAfaanOromoo OBN waggaameeqaafilaalaaturte?
  - Wagga 5 oli       Wagga 3-5       Wagga 1 gadi
2. Guyyaatokkotti OBN sa'aatiimeeqaafilaalta?
  - Sa'aatii 5 oli     Sa'aatii 3-5    Sa'aatii 1- 2    Sa'aatii 1 gadi
3. QabiyyeeOduuAfaanOromoo OBN hangaeegdusiifta'eeargiteertaa?
  - Eeyyee                       Lakki                       Hinbeeku

Himootniyookinyaadoliinarmangadittieeramannamoonnimaaliif TV akkailaalanagarsiisu.Kanaaf, iskeeliigabateearmaangadiikeessattitarreeffamanfayyadamuunhimootaarmaangadiirrattihamma makkawaliigaltuu fi waliihingalleagarsiisi.

Ittanwalii gala	Yaadakennuuhindanda'uIttiwaliihingalu
Sirriittanittiwalii gala	Tasumaaittiwaliihingalu

FedhiiDaawwattootaaGuutuu		Mallattoo (✓) kana bakkaduwwaarmaangadiikeessattifayyadami.				
		Sirriitt anittiw alii gala	Ittanwalii gala	Yaada kennu uhinda nda'u	Ittiwal iihinga lu	Sirriitt iittiwali iihinga lu
1	Odeeffannoobarbaachisaaoduu OBN irraa nan argadha.					
2	Addunyaa kana					

	keessattimaaltuta'aaakkajiruwaanhaaraairr aanbaradha.					
3	Mata dureewwanwaktaawaa (current issues) ta'annigabaasa.					
4	OBN qaamakamuuosoowalhincaalchisinoduuta msaasa.					
5	Oduun OBN baay'eenattitola.					
6	OBN sa'aatiioduufmalutti (prime time) oduudhiyeessa.					
7	Odeeffannoonaannookoottiargamugabaasa.					
8	Oduun OBN loogii of keessaahinqabu.					
Oduu OBN IlaalchiseeSadarkaaFedhiiDaawwattootaa						
9	OBN matadureeoduufilachuuirratti nattitola.					
10	Oduuun OBN dhimmootahedduwaan of keessaaqabuufnattitola.					
11	Akkaataanoduunittidhiyaatunattitola.					
12	Oduundhiyaatukanyeroonirrahindabarre waanta'eefittanquufa.					
13	Oduundhiyaatuyaadadhuunfaakanhincala qqisiisnewaanta'eefnagammachiisa					
14	Oduundhiyaatuguutuuta'uunisaanattitola.					
WantootaFedhiiDaawwattoonniOduuAafaanOromoo OBN IlaaluufQabanMiidhan						

Oduun OBN:						
15	Qabiyyeenisaahedduajandaamootummaat i.					
16	Gosaoduudhiyaatukeessahanqinapiroopo rshiniitu (bakkabu'uumsa) tujira.					
17	Maddoonnioduudqondaaltotamootummaa qofa.					
18	Afaan (jechoonni) gaazexeessitoonnioduudubbisanfayyada mansirriimiti.					
19	Oduunsilaabarbaaduirraahinargadhu.					
20	Oduuammee fi yerooisaaeggateirraaargachaahinjiru					
21	Oduu OBN irraatamsa'uamanuufbaay'eenarakkisa.					
22	Oduuleendhiyaatanyerooisaniikaneegga tanmiti (yeroonkanirradarbeedha).					
23	Gaazexeessitoonnioduudubbisangahuum sahinqaban.					
AkkaataaOduun OBN IttiDhiyaatu (Dubbifamu) IrrattiFedhiiDaawwattootaa						
24	Akkaataan OBN oduunittidhiyeessunamahawwata.					
25	Namoonni OBN irrattioduudhiyeessanciccimoo fi gahuumsacimaaqabu.					
26	Sagaleen, halluun, fakkiini fi ifni OBN oduudhaaffayydamukanmidiyaaleebirooi rraaadda.					

27	Akkaataanittiviidiyoonoduu (visual story combination) OBN irrattiqindaa'uunamagammachiisa.					
28	Akkaataan OBN oduuittidhiyeessuwalfakkaatadhayknhinji jjiirau.					
29	Stuudiyoon OBN oduunkeessaatamsa'unamahawwata.					
30	Akkaataanuffannaagaazexeessitoota OBN oduudubbisaniinamahawwata.					

## Appendix 2

## Part II: Interview

1. Do you think OBN Afan Oromo News satisfies its audiences?
2. How do you know the attitude of your audiences towards OBN News?
3. Based on audiences' feedback, which type of news of OBN satisfies them?
4. For what purpose, most of the time, do audiences call to or write for your station?
5. Do you think the transmission time of OBN Afan Oromo News appropriate for the audiences?
6. How do you select issues for news?
7. Is there any research conducted by your medium organization on audience satisfaction to know the level of satisfaction of your audiences?
8. Do you think people prefer watching OBN news than other medium? And why do you think so?
9. Is there any factor that negatively or positively affects audience satisfaction specifically Afan Oromo News?
10. Do you think there is change in selecting issues and covering hard issues than the previous time?

## Appeendiksii 2

### Gaaffii fi Deebii

1. Oduun OBN AfaanAfaanOromoodaawwattootanigammachiisajetteeyaaddaa?
2. Namoonniillachaakkamiiioduu OBN irraadarbuufakkaqabanmaalinbeekta?
3. Duubdeebiidaawwattootaairrattihundaa'uunoduu OBN kamtuisaangammachiisa?
4. Daawwattoonni, yerooheddu, maaliifgaradhaabbatakeessaniittibilbiluyookinbarreessu?
5. YeroonoduunAfaanOromoo OBN  
irraaittimsa'udhaggeeffatootaafmijataadhajetteeyaaddaa?
6. Oduudhaafmatadureeyknajandaaakkamittifilattu?
7. Dhaabbannimiidiyaakeessaniisadarakaafedhiiyookinittiquufuudaawwattootaabaruudhaaf,  
ittiquufinsadaawwattootaakeessanirrattiqorannootaasiseebeekaa?
8. Oduudhaabbatamiidiyaabiraacaalaanmoonniioduu OBN nihordofujetteeyaaddaa?  
Sababniisaamaalidha?
9. Wantoonnifedhiidaawwattootniioduu OBN  
keessummattuuoduuAfaanOromooirrattikaraapoozatiiviista'eekaraanegatiivaadhiibbaage  
essisanjirujetteeyaaddaa?
10. Dhimmootaciccimoofilataniioduuirrattihojjachuulaalchiseekan kana duraacaalaa OBN  
jijjiiramaagarsiiserajetteeyaaddaa?