



**ADDIS ABABA UNIVERSITY GRADUATE SCHOOL OF
JOURNALISM AND COMMUNICATION**

MA THESIS

**Practises of Electronic Media Stations in Supporting Prevention against
Human Trafficking in Ethiopia**

(The Case on EBC, Fana FM and Facebook)

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This is to certify that the thesis prepared by Thomas Kebede, entitled *practices of electronic media stations in supporting prevention against human trafficking in Ethiopia*. And submitted in partial fulfilment 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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Abstract

The purpose of this research was to study electronic media's supplementary prevention practise against human trafficking in Ethiopia. The study was conducted in Hossana city administration of the Hadiya Zone. To meet the objectives of the study, both qualitative and quantitative methods of data collection were used. A questionnaire was administered to 200 purposely selected respondents. In addition, in-depth interviews were conducted with ten key informants, and a focus group discussion session was held with five participants taken from different associations. Furthermore, document analysis and review of related literatures were also made. Qualitative data was presented by descriptive narration and quantitative were analysed using SPSS and presented in the form of table and graph. Experience of two electronic media institutions (Ethiopia Broadcasting Corporation and Fana FM radio) were analysed by review programs already broadcasted on the issue. What's more, the role and practice of Facebook, as one of electronic and social media site was also studied. Besides, both internal and external challenges electronic media stations faced in trying to assist prevention against human trafficking were described. In conclusion, the research demonstrated that, electronic media stations were not strong in shaping the behaviour of the public. Hence, there is a strong need to work more on electronic media. As a result, actual and anticipated challenges of electronic media stations minimize. And they can be one of effective intervention mechanism in prevention of human trafficking like social institutions

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List of Acronyms

A.D- After Death of Christ

AIDS- Acquired immune deficiency syndrome

BBC- British Broadcasting Corporation

CNN- Cable News Networking

EBC- Ethiopia Broadcasting Corporation

FDRE- Federal Democratic Republic of Ethiopia

FM- Frequency Modulation

GDP- Gross Domestic Product

HIV- Human Immune Deficiency Syndrome

IOM- International Organization for Migration

ILO- International Labour organization/office

IO- International Organization

MoFA- Ministry of Foreign Affairs

NGO- Non Government Organizations

SNNPR- South Nations Nationalities and Peoples Regional State

TIP- Trafficking In Persons

UK- United Kingdom

UN- United Nations

USD- United States Dollar

UNODC- United Nations Office on Drugs and Crime

Table of Contents

	Pages
Abstract	i
Acknowledgments.....	ii
Acronyms	iii
Table of contents.....	iv
List of tables and graphs	vi
Glossary of non English terms	vii
CHAPTER ONE: Introduction	
1.1 Background.....	1
1.2 Statement of the Problem.....	3
1.3 Objectives of the study.....	5
1.4 Background of EBC, Fana FM and Facebook	6
1.5 Significance of the study	8
1.6 Operational definition	8
1.7 Scope of the study.....	8
1.8 Limitation of the study.....	9
1.9 Organization of the research.	9
CHAPTER TWO: Review of literature and Theoretical Frameworks	
2.1 Review of Literature.	10
2.1.1 Definition of human trafficking	10
2.1.2 Human trafficking versus human smuggling.....	10
2.1.3 Causes and consequences of human trafficking.....	13
2.1.4 Business of human trafficking	14
2.1.5 Ethiopia and human trafficking	15
2.1.6 Interventions to combat human trafficking.....	16
2.1.7 Is media powerful and useful in preventing human trafficking?	16
2.1.8 Preventive efforts of electronic media to combat human trafficking	17

2.1.9 Global, regional and National Coverage of human trafficking by electronic media.....	18
2.1.10 challenges electronic media stations faced	23
2.1.11 social media and human trafficking.....	24
2.2 Theoretical frameworks	27

CHAPTER THREE: Methodology of the Study

3.1 Research design	31
3.2 Instruments of data collection.....	32
3.3 Sampling technique	36
3.4 Data gathering procedure.....	37
3.5 Data analysis and presentation.....	37
3.6 Background of the study area	37
3.7 Ethical consideration	39

CHAPTER FOUR: Presentation of Findings and Discussion

4.1. Presentation of quantitative data.....	40
4.2. Discussion of qualitative results	54
4.3. Content analysis of Reviewed programs.....	57
4.4. The role of electronic media in Ethiopia.....	59

CHAPTER FIVE: Summary, Conclusions and Recommendations

5.1. Summary	63
5.2. Conclusions	64
5.3. Recommendations.....	66
References	68

ANNEXES

List of Tables and Graphs

Table 1: socio-demographic characteristics of respondents/returnees in Hosanna, February 2016

Table 2: Respondents judgment on the current rate of human trafficking

Table 3: Belief of respondents about the primary cause of human trafficking

Table 4: Respondent's perceived primary source of information on human trafficking

Table 5: Respondents' level of awareness about human trafficking

Table 6: Respondents electronic media usage and the level of trust they have on the information acquired from electronic media.

Table 7: Choice of the respondents between electronic media and other mechanisms in preventing human trafficking

Table 8: Possible role of electronic media in minimizing human trafficking to a great extent

Table 9: Coverage and Effectiveness of electronic media

Table 10: How much had been Facebook used as a tool to prevent human trafficking?

Table 11: Opinion of respondents for the question did electronic media played their role at expected level?

Graph 1: Respondents' educational level and their electronic media usage

List of Annexes

Annex I. English version of Questionnaire

Annex II. Amharic version of Questionnaire

Annex III. English version of in-depth interview

Annex IV. Amharic version of in-depth interview

Annex V. English and Amharic version of FGD guideline questions

Annex VI. Photos of in-depth interview key informants and FGD participants

Glossary of Non English terms

Idir- An association that provides financial assistance and other forms aid for people during mourn.

Iquib- It is an informal financial association that encourages saving culture within a society. Member of the association share periodically collected money in round.

Zone- It is a government administration unit which is consisted of woredas.

Woreda- A local government administration and it might interchangeably use with city administration.

Kebele- Lower administrative unit in the local government

CHAPTER ONE

1. Introduction

1.1 Background of the study

Human beings have been sold like commodities, though slavery was abolished 151 years ago in America by Amendment XIII in 1865 by maxim:

“Neither slavery nor involuntary servitude, except as a punishment for crime where of the party shall have been duly convicted, shall exist within the United States, or any place subject to jurisdiction”. Involuntary movement from ‘third world countries’ to ‘developed’ ones becomes agenda of this time. According to 2014 global slavery index, 35.8 million people are living in modern slavery.

The term human trafficking did not have any single definition until 2000. The United Nations published a definition in a protocol to prevent, suppress and punish trafficking in persons, especially women and children (also known as Palermo protocol). Article 3 of this protocol clearly defined human trafficking as:

The recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the Purpose of exploitation.” (UN, 2000)

The Protocol’s Article 5 proclaimed, each state that signs the Protocol must adopt the Palermo definition of human trafficking and create legislation that ensures the criminality of trafficking.

Pertaining to causes of human trafficking basically it meant to happen due to two factors. Pushing and pulling factors. Systematic poverty, high level of unemployment, political instability, social exclusion, resource chattering, environmental degradation, corruption, civil war and the absence of fair justice system and high level of militarization is taken as pushing factor. Better job opportunity, searching superior security, peer and family pressure are counted as

pulling factors or they call it magnet of human trafficking. (California Alliance to Combat Trafficking and Slavery task force report, October 2007)

The flow of human trafficking touches every part of the world. Cross border within sub region type of trafficking takes the upper hand by 37%, whereas, nearby sub region 3%, domestic (within national borders) 34% and trans regional 26%, respectively. (Global report on trafficking in persons, 2014, P: 8).

Concerning the illegal profit that the crime earns, according to 2010 US state department report, business of trafficking seems illegal lucrative business sector next to drug dealing. With less or no value addition, traffickers do their illegal business to produce a huge sum of money.

In relation to the issue, Ethiopia is also known as the origin or source of human trafficking. According to international labour organization's (ILO) 2005 study, among Ethiopian women who worked in different Arab countries, 76.7% of them were victims of human trafficking. Consequently, they faced psychological, physical and gender based abuses. To protect against trafficking of individuals to other countries, Ethiopia had been trying to criminalize the act. Federal Democratic Republic of Ethiopia (FDRE) constitution article 18 (2) reads "*No one shall be held in slavery or servitude.*" In addition, the 1997 revised criminal code of Ethiopia inculcated provisions (articles 596, 597, 598 and 635) that criminalize human trafficking can be mentioned in this regard. However, Ethiopia still has not begun implementing anti trafficking legislation though it is drafted by the House of People's Representatives. Indeed citizens are suffering from mental and physical trauma, unwanted expense, intimidation, their life is threatened and they have become lost of life and means of income to illegal individuals, groups and organizations. Therefore there is a need to work seriously and effectively towards curbing the problem.

1.2. Statement of the problem

“No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.” (Art. 4 Universal Declaration of Human Rights)

In this heightened period of globalization, it is almost unimaginable to stop the movement of individuals from one place to another. Yet, it is considered useful if the flow is consensual and legal. However, to the contrary, human trafficking, which is complex by its very nature, has become a grim reality with gruesome consequences to our contemporary world. Global slavery index 2014 report ranked Ethiopia at 13th place by number of people living with modern day slavery. Around 167 countries are covered by the report. By the same token, International Labour Organization (ILO) 2013 background paper confirms that on the average 21 million people are victims of human trafficking every year out of which 3.7 million people are from Africa. Also, International Organization for Migration (IOM) 2004 report indicated that ‘Human Trafficking was increasing in Ethiopia at an alarming rate.’

Likewise, Hadiya zone illegal human trafficking prevention council 2016 six months’ performance report illustrated that starting from 2013 to mid of 2016- Two thousand six hundred forty nine (2649) individuals died due to human trafficking. Out of which one thousand three hundred five (1305) died on the journey to Republic of South Africa. The rest one thousand one hundred thirty four (1134) passed away after arriving in the Republic of South Africa. Additionally, one thousand seven hundred seventy one (1771) were physically disabled while crossing borders in their tragic journey to the Republic South Africa. And one thousand two hundred eighty four (1284) were registered as missed persons. All these information indicate the gruesome suffering human trafficking has brought on Ethiopia in only one administrative zone that’s taken as a sample area of this study.

Given that this is the problem of the whole world, all countries implemented a number of mechanisms to prevent it. Many of them principally rush to sign a legislation known as the Palermo Protocol. As of January 2015, signatories to the United Nations convention against transnational organized crime have reached 185 countries which include 180 United Nations member states. Over 165 member states have ratified it. But, studies have depicted that illegal human trafficking keeps on increasing from time to time.

Ethiopia has also been taking measures to curb the problem. Nevertheless, research works so far conducted by journalism and communication are limited. Only few works have been done on the issue. Moreover, these studies mainly focused on analysis of the problem from specific point of view: Either from analysis of coverage like Ephrem Beshaha 2008 thesis entitled “Coverage of human trafficking: analysis of ‘Enewaq’ programme”, Ephrem demonstrated best coverage is the only solution for tackling human trafficking and another thesis with the topic “investigation of communication strategies for tackling regular migration from Ethiopia to the Republic Of South Africa” studied by Tekelu Eliyas in 2016. He focused only on communication strategies and in the fact that, during his study period the zone did not have any communication strategy. Thus, these two studies could not provide full picture of human trafficking. Additionally, these studies did not consider the power of social institutions in shaping individuals behaviour. It is also; hardly possible to find a single research work that addresses the roles of Facebook in supporting prevention of human trafficking in Ethiopia.

Fundamentally, the researcher is of the opinion that almost all research worked on the area failed to offer satisfactory attention to the preventive or awareness creating function of electronics media.

The present study focuses on the role of Television, Radio and Facebook to be a supporting human trafficking preventive mechanism. Above and beyond, none of previously studied researches tried to delve into the potential challenges electronic media stations faced in prevention against human trafficking.

Taking into account the problem human trafficking has brought on Ethiopia, this study, then, tries to bridge the gap and thereby provide workable recommendations.

Therefore, the present study attempts to answer the following research questions:

- To what extent is the issue of human trafficking uncovered by selected electronic media outlets?
- How far effective are the electronic media stations in preventing human trafficking?
- What potential challenges do electronic media outlets face in the prevention against human trafficking in Ethiopia?

1.3. Objective of the study

The main objective of this research is assessing the practice of electronic media outlets in supporting prevention against human trafficking in Ethiopia. More specifically, the study aims examine the extent to which human trafficking issues were entertained in selected electronic media outlets, analyze the role of electronic media stations play in prevention of human trafficking and present the potential challenges electronic media stations face as to be one of human trafficking preventive mechanisms in Ethiopia

1.4. Background of Ethiopia Television, Fana FM and Facebook

A. Ethiopia Television and Radio

With the objective of informing, educating and entertaining the public the state-run Ethiopian Television began broadcasting in 1964. According Electoral Reform International Services (ERIS), Ethiopia Television is Ethiopia's only national TV channel which broadcasts from 27 transmitters around the country and claim to reach a potential audience of 25 million people which is less than a third of Ethiopia's total population. There are also five regional TV stations which are run by some of the government's regional mass media agencies. Addis Ababa, Adama, Dire Dawa, Harar and Jijiga are cities that TV programs broadcast from. In 2016, it added new stations in Bahirdar, Jimma, Awassa and mekelle regional states. The largest of the regional TV stations is Oromia Television, which is based in Adama. It claims to cover a population of 15 million people in Oromia region and beyond through a network of 16 transmitters. The regional stations make greater use of local languages. According to the 2011 audience survey by the Electoral Reform International Services (ERIS) News programming on all stations is tightly controlled by the government and also controversial issues and criticism of the authorities are hardly possible. ERIS depicts news and current affairs, drama and entertainment are the most-popular types of television programming on the main channel.

Besides to Television, Ethiopia radio is also mentioning as one of government owned electronic media with its own historical landmarks.

B. Fana Broadcasting Corporate

According to the Electoral Reform International Services (ERIS) Audience Survey Ethiopia 2011 report, Radio is the main source of news and information in Ethiopia, especially in the rural areas where 80% of the population lives. Four out of five (4:5) Ethiopians used radio as source of information, (www.eris.org.uk/news/index.php?id=476&year=2011)

Fana Broadcasting Corporate S.Co is the first commercial national multi-lingual radio station inaugurated in 1994 with the vision of being 'favourite, progressive and popular voice of Ethiopians and Africans.' As of January 2011, radio Fana S.Co grew into Fana Broadcasting

Corporate. Currently the corporate has 100 million birr capital. Primarily it works by the values of ‘development journalism’ so as to foster nation building and to alleviate poverty.

C. Facebook

As a social networking site Facebook was founded and launched by two Harvard university students named Mark Zuckerberg and Eduardo Saverin in February 2004. Initially the website membership was open only for Harvard University community. But, later it expanded to cover other collages in Boston area and gradually all universities in United States and Canada. Starting from 2006 it has become available to all individuals aged 13 and above.

The beginning capital was covered by few advertisement companies. In consecutive years Facebook had become the most popular and one of the richest social media in the world. Many companies want to buy a share or the whole of it. It was in February 1, 2012 that Facebook proposed an initial public offering (IPO). From the IPO Facebook got 16 billion dollars, this made it the third largest company only behind general motors and Visa Inc.

Regarding the users, in its first quarter of 2015 earnings announcement , Facebook revealed that it has more than 1.44 billion monthly active users (up 13 percent year-over-year). Of those, 1.25 billion were mobile users, an increase of 24 percent year over year. If we take Facebook, as a country it will be the third populated nation next to China and India.

Facebook users in Africa have reached 100 million, according to second quarter 2014 Facebook report. But, the penetration rate is very low when compared with other continents.

Ethiopia scored 902,440 users until Dec 31 2012 with 1.9% penetration rate. But, due to the expansion of mobile phones and internet cafes the number of Facebook users in the country is expected to increase enormously. Addis Fortune on its April 23 issue 2014 reported the increment of Facebook users by the title “Ethiopia: the business face of Facebook.”

1.5. Significance of the study

Doing a media- centred research in the struggle against human trafficking evidently sheds optimistic light on possible solutions. The researcher believes that this study would have some contribution to the existing and future activities on the area. Apparently, policy makers, researchers, non-government organizations, media professionals, sociologists and human right activists are among the possible beneficiaries of the study. Majorly, Ethiopia as a country will benefit a lot in fight for human trafficking from the perspective of electronic media.

1.6. Operational definition

Electronic Media (Medium) – *“Ways of communicating information that are electronic rather than using paper, for example, television and the internet.”* (Cambridge dictionaries)

Human trafficking- *“The recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of Abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the Purpose of exploitation.”* (UN, 2000)

Social Institutions- *“consist of a group of people who have come together for a common purpose. These institutions are part of the social order of society and they govern behaviour and expectations of individuals.”* (yourDictionary.com)

1.7. Scope of the study

To have manageable sample size and data the researcher studied only one woreda/city administration named ‘Hossana’ which is found in Hadiya zone. The woreda is publicly known as the origin of trafficking individuals. Specifically, the research studied only trafficking from Ethiopia to Republic of South Africa.

1.8. Limitation of the study

During the study, the researcher faced some potential limitations. Shortage of time and finance limited the researcher from increasing the sample size. Lack of research materials and researcher experience were the other major limitations to be mentioned. But, as much as possible the researcher coped up with these Limitations and converted them into best experience that can use for future studies.

1.9. Organization of the research

The research is organized into five chapters: Chapter One cover introduction, statement of the problem, research objectives, and research questions, significance of the research, scope and limitation of the study. Chapter Two is all about review of related literatures and theoretical frameworks. Methodology of the study is entertained in Chapter Three of the paper. Finding and discussion is found in Chapter Four. Chapter Five embraces summary, conclusions, recommendations.

CHAPTER TWO

Literature Review and Theoretical Frameworks

2.1. Literature review

This part of the research covered review of related literatures and theoretical frameworks. As much as possible, ample spaces were given to the main focus of the study which is: Selected Electronic media outlets preventive practices and challenges faced in prevention of human trafficking.

2.1.1 Definition of human trafficking

Many individuals and organizations have given different definition for 'human trafficking.' Most of them attached it with exploitation of any kind. Whereas others with prostitution, slavery and human smuggling. Yet, this researcher choose the definition stated under article 3(a) of the Palermo protocol to prevent, suppress and punish trafficking in persons, especially women and children as to be one and common throughout the thesis. The protocol defines human trafficking as:

“The recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of Abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the Purpose of exploitation.” (UN, 2000)

All the same, the researcher agreed with much of the ideas mentioned in the protocols' definition, the researcher totally differs on the term 'exploitation'. As a matter of fact, all kinds of exploitation are not trafficking, and all trafficking is not merely for exploitation.

2.1.2. Human trafficking versus human smuggling

The effort to prevent human trafficking did not bring the expected result due to so many reasons. Misunderstanding between two interrelated and similar concepts which is human trafficking and smuggling is one of the reason. These are two separate crimes that should be understood and

treat as such. At first look, human smuggling is not a human right violation. But, when an element of exploitation is added on, it becomes human trafficking. Two have similarities in terms of both are crimes which is source of huge profit for traffickers/smugglers at the expense of victims (Bales, 2005:132). In turn, this makes difficult to give required protection and legal support (UNODC, 2008). For example, when the government approaches human trafficking in the eyes of smuggling, it is quite probable that, it dwells energy and resource on issues like fortification of migration policy, revising legislative mechanisms and treat trafficked persons as illegal or undocumented migrants. (Olateru-Olagbegi and Ikpeme, 2006:5). In the case of Ethiopia; it has been a very recent phenomenon to named trafficking victims as illegal migrants yet by our mainstream electronic Media.

2.1.2.1 Smuggling defined

Smuggling of migrants' protocol supplementing the United Nations convention against transnational organized crime defines smuggling of migrants as:

“The procurement, in order to obtain, directly or indirectly, a financial or other material benefit, of the illegal entry of a person into a State Party of which the person is not a national or a permanent resident.”

Innate in the meaning of smuggling is the crossing of international borders. If an individual pays transportation costs prior to departure and, upon entering the destination country, terminates his or her relationship with the transporter, the individual has been smuggled. The individual then enters the destination country and applies for asylum or, as an illegal migrant, seeks work in the shadow economy.

Both illegal migrants and trafficking victims are approach by someone to facilitate entering to another country. Commonly smuggled persons pay the entire amount prior to the departure. But trafficking victims may pay a portion of it and incur a debt for the remainder. The difference between smuggled individuals and trafficked persons may be apparent when the journey is ended. (Aronowitz, A. 2009:3-4)

But, as one understands explicitly both are not without perils. Boatloads of African migrants from Libya and Tunisia attempted to reach the Italian island Lampedusa or the Spanish Canary Islands has been remaining danger. Many of them have died in the Mediterranean Sea. The Sahara Deseret in North Africa and jungle of Tanzania has also taken the life of many young

Ethiopians in terrific way. Even on the moment of writing this short paragraph, the researcher guess many Ethiopian trafficked victims are suffering to a great extent.

The subtle difference between human trafficking and smuggling are portrayed in the following table.

Table1. The difference between human trafficking and smuggling

Trafficking	Smuggling
Must contain an element of force, fraud or coercion (actual, perceived or implied) unless 18 years of age involved in sex acts.	The person being smuggled is generally cooperating
Forced labour and/or exploitation	There is no actual or implied coercion
Persons trafficked are victims	Persons smuggled are complicit in smuggling crime; they are not necessarily victims of the crime of smuggling (though they may become victims depending on the circumstances in which they were smuggled)
Enslaved, subjected to limited movement or isolation or had documents isolated	Persons are free to leave, change jobs. Etc
Need not involve the actual movement of the victim	Facilitates the illegal entry of the persons from one country to another
No requirement to cross the international border	Smuggling always crosses an international border
Persons must be involved in labour/services or commercial sex acts, i.e. it must be “working”	Person must only be in a country or attempting entry illegally.

Source: Adopted from united state department of state (2006)

2.1.3. Causes and consequences of illegal human trafficking

No one can mention specific reasons for human trafficking preordained to happen. However, there is a trend to classify causes into two: Demand side factors (pull factors) and supply side factors (push factors).

2.1.3.1. Supply-side factors (push factors)

Likewise the global image, structural and continuous unemployment rate, underemployment and socio- economic poverty are the major factors behind the prevalence of trafficking from Ethiopia. (ILO, 2011:12). But, the government of Ethiopia and a number of experts on the area has been arguing that, low attention and disrespect for job opportunities created in Ethiopia, the false promise of traffickers and low awareness of victims are the basic pushing factors. On the other hand, as far as the understanding and position of the researcher is concerned, as human trafficking is amalgamation of multiple reasons, every single causes mentioned by both ILO and government does have their own contribution for human trafficking to be incrementing from Ethiopia.

2.1.3.2. Demand- side factors (pull factors)

Opposite to the supply side factors demand side factors has also play a great role in facilitating human trafficking. Better economic opportunities in destination countries, misguide of traffickers and strict migration policy of origin countries can be pointed out in this respect. (ILO, 2011:P13). Here also, government of Ethiopia focuses more on the negative roles that human traffickers have been playing. But, the researcher believe, the bad deeds of traffickers cannot hold a position of all causes. Rather it is just a cause. So every single cause's play their own part.

2.1.3.3. Consequences of human trafficking

Human trafficking does have a variety of negative consequences on individual victims, on community, on the country and for the entire globe. The effect can be social, political and economical. As known, the end result of trafficking is exploitation of victims for different purposes. On the move to other countries, victims hope that they will have better economic opportunity with the aim of back home they will earn their own and family life. Divergent to

this, majority of them get ruined. In most instances they sold movable and immovable properties such as cattle and land. In addition they take credit from siblings and neighbours. Furthermore, the effect does not last on individual victim but although to the society. Badly enough most of the returnees faced mental illness due to dissonance between what they expect and get actually on the ground. Even if it is not tantamount that, the political consequence human trafficking has been brought when compared with economy and social, it harms countries good image and also impact the opportunities that would gain from foreign relation. (Gudetu Wakgari, 2014 P: 240-241)

Death of victims, loosing productive labour, increases domestic dependency and increases the chance of spreading HIV/AIDS can also be mentioned. (Gebru and Beyene, 2012:P26)

2.1.4. Business of human trafficking

Human trafficking has become the third most lucrative illegal business just next to drug and gun smuggling. In fact, it is very difficult to find the exact numerical profit gained from human trafficking. But, many stakeholders have been estimating the profit based on available data and trend analysis. In 2005, Patrick Belser of ILO estimated a global annual profit of human trafficking to be \$31.6 billion, which stood second following illegal drug trafficking. By the same story, traffickers earned 32 billion US dollar in year 2010. Which is more than Nike, Starbucks and Google made jointly. Along with, it was the same as Tanzanians 2005 total GDP. (US catholic sisters report, 2015). As well, Interpol proclaimed in its 2010 report “Human trafficking is a kind of enterprise which in average 28 billion dollar is circulated in.” And US state department in 2013 reported illegal human trafficking earns total revenue of \$32 billion USD. For the moment, ILO 2015 report shows \$150 billion profit. The trends indicate how the profit of this illegal business is incrementing dramatically.

In the case of Ethiopia, it is quite hard to get appropriate data regarding the amount of monetary profit that traffickers make. But, from concerned office of ministry, we can guess the profit that traffickers earn. According to Ministry of foreign affairs, dealing office 2011 study the amount of money that victims provide to traffickers is increasing from time to time.

2.1.5. Ethiopia and human trafficking

In Ethiopia the issue of human trafficking has got more attention since the past two decades. Before that, it was mainly taken as illegal migration. In 2004, IOM reported ‘human trafficking is increasing in Ethiopia at alarming rate.’ Meanwhile, Global Slavery Index 2014, presented data on human trafficking status of 167 countries. Accordingly, the report put Ethiopia at the rank of 13th in terms of estimate absolute number of people which is living under modern slavery, which is 389 700. And rank of 71 by prevalence of population in modern slavery. Based on the governments initiation to tackle modern slavery Ethiopia got grade cc. with the description of the government limited response to modern slavery, a limited justice criminal framework, with limited coordination and cooperation, few protection for those vulnerable to modern slavery. There may be evidence that some government policies and practices encourage slavery. Services are largely provided by IOs/ NGO with little funding from the government.

The report released by different concerned bodies regarding the gender proportion of trafficking individuals from Ethiopia is women’s and children. Like other countries in the horn of Africa region, Ethiopia has experienced political instability, war and famine over the course of history. This and other reasons make Ethiopia as an origin and transit of human trafficking. Discrimination based gender division is also another cause that makes women more vulnerable. In Ethiopia gender based job division is strictly patriarchal. Females are given for work which believes easy and requires less mental effort and physical energy i.e. spinning in the traditional cloth making whereas males are providing with skilled labours like weaving. (Pankhurst 1990, in van Blerk 2008) The other reason is the kind of arranged marriage which had been dominant in the society. The mean of age of females during marriage in Ethiopia is 14, when young girls marry older man in polygamous marriage. (Bogalech Alemu, 2007:1). Ethiopia laws clearly state the minimum age of marriage as 18. But, it is not clearly applied. (Bogalech Alemu, 2007:2).

In addition early marriage leads to low education, high health risk and economic dependency on girls (Ibid). In some instances a harmful traditional practice categorized under marriage called ‘*Telefa*’ is occurred. Once the girl is taken away, it is considered as a marriage and the family does not have any power to back her. (Pankhurst 1992, in van Blerk, 2008) And the family will not reverse the decision (van Blerk, 2008). Divorce is also prevalent in Ethiopia due to the ease with which men can divorce their wives for reasons such as disobedience, barrenness,

challenging male authority, and not keeping the house properly; this places women in a precarious position (Pankhurt 1992, in van Blerk, 2008).

The other portion of the society which is highly vulnerable to trafficking is children's. Due to their immature mental capacity and emotional thinking, majority of them are driven by temporary benefits at the expense of their golden future. So that, traffickers can easily misguide them without much effort.

Women and children are not the only victims of trafficking. Unemployed male adults are also trapped by traffickers' network. In the hope of getting better economic opportunity they have been passing through painful desert routes and dangerous Mediterranean Sea trip. The researcher agreed by van Blerk factual premises about causes and possible potential trafficking victims.

2.1.6. Interventions to combat human trafficking

Numerous potential intervention mechanisms have been put on work by nations to combat human trafficking. UN divides intervention mechanisms mainly into two tools. These are Hard and soft tools. Practically, countries are run to work on hard tools. Reform of laws, disruption of criminals' network, prosecution of criminals and creating coordination among countries of origin, transit and destination can be mentioned as hard tools. While, soft tools encompass: socio-economic development, poverty eradication and protection mechanisms so preventing by electronic media. Awareness creating programs through variety of mass media vehicles are fall under preventive tool. Furthermore many countries have been delivering their resource and attention on hard tools including Ethiopia. However gave less attention to soft tools. Both tools can be named by an abbreviation called 3ps': which stands for prevention, protection and prosecution. Parallel, the researcher studied why countries focus more on the 2nd and 3rd P's? While not give enough emphasis to on the first P. That is prevention.

2.1.7. Is media powerful and useful in preventing human trafficking?

People have been questioning over the power of media for centuries and it remains point of discussion and dialogue. This researcher confidently relies on powerfulness of media's. Emanates from its very nature media is a very powerful and useful vehicle. Though, its power curtails when compared with the era of mass society, when it was taken as a magic bullet.

However, in these days as repetitively called the “fourth estate”, the media is powerful in influencing public opinion and creating awareness about issues. That is why Thomas Jefferson, the 3rd president of United States once said “*Were it left to me to decide whether we should have a government without newspapers, or newspaper without government, I should not hesitate a moment to prefer the latter.*” In the quotation newspaper is representing media in general. Similarly, Malcolm X stated, “*The Media’s is the most powerful entity on the earth. They have the power to make the innocent guilty and to make the guilty innocent, and that’s power because they control the minds of the masses.*”

So, the researcher totally accepted as true that, the media is not just vehicle. Rather, as Marshal McLuhan says “*The medium is a message*”, whereby “*we become what we behold*” in the case of human trafficking, it can be reflected as trafficking victims might have a desire to live comfortably like what has been watching in television program episodes, listening to radio or looking from social media sites about other destination countries living style or potential trafficking victims might stay in their respective countries due to consuming fearful programs by Television, radio and social media sites.

2.1.8. Preventive efforts of electronic media to combat human trafficking

Preventive efforts are a key component of the global movement to monitor and combat human trafficking. Historically, efforts focused on public awareness campaigns that inform and educate communities in a source and destination countries about human trafficking so that they can identify victims or specifically warn migrants and other vulnerable populations. Today however, prevention encapsulates cross- cutting endeavours and tries to communicate more effectively. The effort to prevent human trafficking is closely intertwined with protection and prosecution measures. (TIP, 2012)

Awareness of human trafficking remains low, as evidenced by a research study in Thailand, china, India and Japan where, an average, less than 40% of the respondents are familiar with this crime.(TIP, 2009). In case of Ethiopia, all the same hardly possible to find a research work regarding the awareness level, according to the professional guess of the researcher, it could not be at higher level than those countries mentioned above due to economic, social and cultural reasons. The challenges to promote public awareness on human trafficking persist. Unlike the

issue of HIV/AIDS, which was swiftly brought into the world's attention because of its visible and devastating impact on the loss of human life since the 1980's, human trafficking is still relatively unknown to the public due to the underground nature of its criminal activity. Furthermore, as repetitively said it is because of little attention given to preventive works. Most mainstream and social Medias make it agenda for some period of time and ignore it until the next human trafficking incidents come into happen. The researcher believes, on and off awareness creation through electronic media only remains to create on and off knowledge

2.1.9. Global, regional and national coverage of human trafficking by electronic media

A. Global coverage of human trafficking.

United Nations Global Initiative to Fight Human Trafficking (UN.GIFT.HUB) discloses media coverage is weak in many parts of the world. Let us examine quantitative and qualitative aspects of electronic media coverage of human trafficking.

The Vienna forum, 2008 (unedited version) demonstrated the role of media in combating human trafficking. Indeed, Uncover illegal human trafficking in mass media is a recent phenomenon. Into the bargain, in most instances the issue has been covered from one angle. Mostly, from the side of victim like- women's for the purpose of prostitution. Though there are many forms of illegal human trafficking like trafficking of men's and children's for the purpose of domestic servitude, forced labour for agriculture, construction and textile.

(Farr 2004, kangaspunta 2003; kllgman and limocell 2005) claims on the qualitative side of media, they said: "Most of the literatures on human trafficking have focused on horrific narratives." In fact, no one is expected to be a high scholar on the area to evaluate the dreadful narratives of human trafficking, what is enough is being critical reader of media message. The researcher agreed on the writers claim due to the fact that, most of literatures present human trafficking as devilish incident rather than portrayed manmade crime. So that, inputs from those literatures merely became fleeting information than being knowledge used for life time.

The other peculiar feature is presented victim women's' story of as linear with prostitution. Portrayed trafficked women victims and prostitution as one and the same. But, Forced

prostitution is just only one face of human trafficking. On the flip side, we can get domestic labour, forced marriage or forced women's to participate in other criminal activity. Moreover, at some occasions, women's might get into prostitution, if there is autonomy to decide her condition of work. Indeed, the roles of mass media is particularly important for raising awareness and for accurately inform the public on trafficking in human beings with the aim of combating and preventing the phenomenon and sensitizing the society. The general public needs to be aware of potential risk threatening all citizens. It is off course understood that mass media when covering an issue, should use appropriate definitions, preferring the use of the term 'victim' rather 'prostitutes' which may mislead public opinion for the real problem.

Trafficking in human beings and Greek mass media, Guide for journalists disclosed:

Commonly journalism has two main functions: to provide accurate information to the public on specific issues, and, to protect persons from risks resulting from the exposure of their case. Thus, journalists, before dealing with human trafficking and its consequences have the duty to acquire the necessary knowledge and education on these issues. By doing so, they can avoid the creation of wrong impressions on the part of the public. Usually journalists deal with trafficking for sexual exploitation and not with other form of trafficking. TV media operate exclusively operate pursuing the increase of their popularity. To attract viewers they pursue the manipulation of their moral code.

Moreover, Most TV media reportage is filled with images of naked dancers or sensual movie scenes leading to the confusion of human trafficking with prostitution. They adopt inexpensive sensualist method and present victims in general as if they are prostitutes. As well as focus on specific part of the case, this portrayed in a melodramatic manner. In addition, electronic media news makes disproportionate and abusive use of police press release reports as the only trusted sources and it repeats reference to the same personal case in such a way that news is turned to be a dramatic movie series, coupled with powerful music background and commentary that motivates the viewers' disgust and anger. It uses adjectives that reflect the cultural identity or personal trait to describe persons. As a result, population groups as a whole are indirectly identified with one or few individuals. The best example can be Aljazeera TV documentary about women's coming from different parts of the world and working as a prostitute in United

Arab Emirates, i.e. Badly representing the whole Eastern Europe due to few ladies 'working' as prostitutes in United Arab Emirates.

Furthermore, they underestimate the 'spare' and hard to understand information on the nature of human trafficking crime, such as the income it generates, its international and local trends, the role of the victim, corruption....As a result, public opinion is disoriented and forms a false picture of the phenomenon.

What is also common is the use of public languages that is based on stereotypes, prejudice and generalizations.

BBC documentary by the title 'working lives' episode 6 with a reconstruction video footages shows the story of a woman from Kenya named 'Fatima' who suffered a lot in Saudi Arabia. Though she worked only for two Arab households, the documentary depicts how women's were suffering in all Arab households. The documentary also Scapegoat's Saudi Arabia without interviewing concerned Saudi officials.

Likewise Aljazeera by 17 January, 2016 came up with the story "female refugees heading to Europe face violence." the story narrates how Arab girls face trauma in Europe, but the researcher understand that, it is due to political economic ideological difference between the Arab nation and Europe. Media houses found in both blocks report illegal human trafficking cases to have an upper hand in political discourse rather than as transcendental crime. Ahead of one day, in 16 January, 2016 there was a news story with the title "Tight borders boost business for traffickers, say refugees and groups." However, the researcher does not think tight borders can be source of profit for traffickers. Even, at some instances tense borders are recommended to fight with high inflow of illegal human trafficking victims. Rather, the researcher considers snug borders are convenient to the business of traffickers as it allows them to spread their deadly line across many countries.

The use of the term foreigner while presented human trafficking issue was also common. Various human trafficking programs transmitted by giant media of the world like BBC, CNN and Aljazeera used it as normal. By doing so, they miss the big element that is 'human being' and focus only on miniature conception called 'citizenship.' At some case in points, they only tend to built only their countries good image at the expense of others, For instance, BBC news

with the headline “I could not escape” was transmitted by the day 31 July 2015, about human trafficking victim named ‘Emma’ not her real name, she was forced into prostitution in Albania and trafficked across Europe and now she lives in a safe life in the UK. However, the researcher does not think UK is the only country in Europe which is convenient for an individual. Plus it hold element of haste generalization. That is, judging all Europe excluding UK by the up and down of one trafficking victim.

By the same story, media houses inclined to blame other countries. For instance, BBC by its 18 October, 2012 news entitled human trafficking to UK ‘rising’ said, “Trafficking gangs in china, Vietnam, Nigeria and eastern Europe now pose the biggest threat to the UK.” But, the researcher does not assume this happens in this intensified retro of globalization. It is hardly possible to a country to be perfectly free from human trafficking involvement. Rather what makes countries different is the kind and degree of immersion either as origin, transit or destination and their level of contribution to human trafficking.

The other common attribute appeared on media is the confusion of concepts between illegal human trafficking and human smuggling. In BBC news, broadcasted on May 22, 2015 about “Thailand’s human trafficking trade” the narrator says smugglers land while talking about issue of human trafficking.

Exaggeration is the other basic element that many media houses are done repetitively. Mostly journalists are trying to make it fictions out of the blue or give concluding remark by rising from some specific instances. For example- CNN broadcasted on November 11, 2015 demonstrated the story of human trafficking survivor from Mexico City named Karlo Jacinto, reported by journalist Rafael Romo: by her own estimates 43,200 is the number of times she was raped after fall into the hands of human traffickers. She says “Up to 30 men a day, seven days a week, for the best part of four years..... 43,200.” But, the researcher takes it only as extreme exaggeration. How on earth a human being can stand alive while passed through these much painful experience?

In general, the above broadcasted programs by Electronic mainstream media outlets which have a higher number of recipients usually ignore the real dimensions of the phenomena of human trafficking and try to attract viewers for achieving higher ratings/viewers instead of providing the

public with accurate and relevant information. So that, most of them does not line up to its ideal in raising awareness, informing and educating the public.

B. The regional coverage:

Coverage of human trafficking in Africa is not satisfactory. Especially in countries found in Eastern and Horn of Africa. To this effect, the report of Eastern and Horn Africa conference on human trafficking and forced labour held in Kenya in 2005, demonstrated, coverage of human trafficking by electronic media was nominal. However, Uganda takes the first initiative. Uganda hosted the first anti-human trafficking conference in eastern Africa. On the conference, things must be done in the realm of media was raised and discussed. Besides, the main aspect of the regional action plan which is media prevention technique was elaborated. Republic of South Africa was also mentioned the other African country in terms of combating human trafficking through media. Knowingly, Republic of South Africa hosted World cup in 2010. The coverage was similar during and post 2010 world cup. The researcher considered it was good opportunity though RSA not exploited. All things considered, the continental as well as regional initiatives to combat human trafficking by electronic media were not enough as to the problem of human trafficking demanded.

C. The national coverage:

In the first place there is no electronic media station in Ethiopia which produces continuous programs on human trafficking. Only FM ADDIS 97.1 was exceptional in this regard. Little effort had been made by FM ADDIS 97.1 with weekly radio program entitled 'ENEWAQ.' By the financial aid of USAID and IOM. And, it was also terminated before years. As result, currently electronic media stations took for sample give coverage for human trafficking only when the incident of human trafficking is happen. Even, in some instances, they jumped without gave coverage. In the realm of online reach, Facebook, almost nothing was done. As a country, Ethiopia does not have country coded Facebook page, whereby, individual's can contribute in the move to prevent and protect human trafficking incident. As well, prosecute traffickers whom they became millionaires at the expense of million human trafficking victims.

2.1.10 .Challenges electronic media stations faced in prevention against human trafficking

Journalists worked in Electronic media stations faced numerous practical and ethical constraints, during coverage human trafficking stories. The Vienna forum, 2008 (Unedited version) mentions some of the basic challenges that electronic media faced when fight against human trafficking.

Approaching traffickers and victims and its associate risks are the most obvious ones. In the context of human trafficking- a crime where reliable information is difficult to access, sources are dubious and even dangerous to approach and where victims have personal stories of a very sensitive nature. At some occasions, it is quite difficult to find an appropriate angle for presenting evil stories or the journalist might unconsciously intrude in the privacy of the victim.

The pressure to get ‘media exclusives’ or stiff competition between media houses to make profit from the market, has its own effect on the kind of human trafficking story presents to the audience. Usually they make it sensational, melodramatic and attractive. In fact, primarily, media in this era of capitalism is driving to make a huge proportion of Monterey profit. Social profit may think next to money.

The other big challenge pose on the journalists is the application of the basic pillar of journalism called “objectivity.” Before being a reporter/story teller a journalist is a human being with his likes and dislikes. So that, it is hardly possible to find absolute detachment with the story as human beings are not machines. However the researcher accepts as true, a journalist must do anything which can boost her objectivity as much as possible and minimizes her subjectivity as well.

One of the ethical dialogues which journalists have been facing is the presence of themselves as of trafficked person or customer/client in order to get to traffickers for making investigative stories. Nevertheless, here comes the big concept of journalism name it ‘truth telling’. Not truth by it is philosophical meaning but referring to little, relative, contingent and journalistic truth. Coming to the profession of journalism it is said to be the heart of journalism. The question remains can the journalists always achieve their goal only going through truth? Personally the

researcher does not think. Because there are circumstances or cases which needs to pretend not as a journalist like when confronted with traffickers. With no doubt the researcher believes it would be better if the means justifies an end. If not, the end justifies the means remain the only alternative for journalists. There is also a high probability of losing one's own life if the traffickers know or guess if there is a journalist in their circle.

Attention economy has been remaining challenge to combat against human trafficking. Most of human trafficking programs are primarily intended to attract viewers rather than creating awareness to the public. (Kelly McBride and Tom Rosenstiel, 2013 P: 177-188) explains that, the technology has shepherded us into 21st century has magnified the value of attracting an individual's attention such that it challenges journalism core value of truth, transparency, and community. Fear sells particularly well a social media environment. Indeed, journalism has a tradition of fear selling; the news and radio programs use auditory cues, linguistic patterns, and segment cliff hangers in order to entice people to stay attentive. Media organizations regularly employ fear because it works. Fear generates attention and helps draw an audience. The researcher totally agreed by the above two writers idea due to the fact that, media reconstructs reality which is found in the physical world as factual as possible. Even at some instances issues like human trafficking make a fuss of in order to create fear among potential out-migrants' rather than tries to create awareness. Showing dead body of out-migrant's in a desert and sea, screening disable trafficking returnee victims as much as possible and presentation of families who suffered due to their trafficked children's can be taken as an example.

2.1.11. Social media and human trafficking

Online outreach and social media are critical to combat and prevent human trafficking. The internet fuels the anti trafficking movement by increasing awareness, mobilizing advocacy and strengthening programs as well as providing victims and families with access to information about rehabilitation and reintegration services. Just as it look the train and telegraph to get out of the abolitionists (in the united states...ed) to the general public in 1850's, the internet and other new technologies are playing the same role in fighting human trafficking today.

Recently social media becomes buzzword in the field of public relations, and rightly so, because it has brought about mass awareness for many once unknown organizations and causes.

However, as a social media becomes more prominent, critics have begun to question whether or not this tool can bring about the kind of awareness that promotes action. In one such study, Adamoli studied whether or not people believe that they can use Facebook as means for food activism. The author examined the perception that people have of their influence in sharing their opinions on important issues. (Adamoli 2012:103). His study showed that 93% of the respondents felt that Facebook allowed them to share their opinions freely and honestly. The researcher does not think it is practicable in Ethiopia. Most activists of different issues participate in Facebook anonymously and by changing their profile picture. And most of users are not exploited the service for serious issues like human trafficking.

In a study conducted by Dey on social Media's effect on active social change in individual's lives, he studied whether or not social media was a useful medium for social change. in the study, he found that about 96.6% of organizations surveyed used twitter and about 93.1% used Facebook (Dey,2013:50) when asked which media were most effective at engaging customers personally, 63.3% said that Facebook was effective while 8.2% thought twitter was effective. In Ethiopia, it is vivid that the number of Facebook users has an upper hand than other social networking sites. However, it is hardly possible to find a research on its effectiveness in creating social change in Ethiopia regarding in prevention against human trafficking.

Peskier discovered this question of whether social media can be a vehicle for creating effective social change in her 2011 literature review 'The communication of participation': an exploratory study of the effects of social change. In this article she writes two- way communication is needed in order to effectively inspire people to action. Social media, in this way, offers an interactive way for people to seek out change because the theme of social media is engagement. Peskier discusses Gladwell's scepticism of social media's ability to promote social change. In her article, she writes, "social change demands strong ties between participants as challenging the status quo is a high- risk activity" (Peisker, 2011:21). Yet, Gladwell seems sceptical of social media and its power. McChesney suggests in his book the digital Disconnect, that the internet and social media have become such fixtures in our society that they have become a new fashion of living. He writes "we are in a position, in some respects for the first time, to make sense of the internet experience and highlight the cutting- edge issues it poses for society (McChesney, 2013:3).

McChesney goes on to say that our society has the power right now to define the internet and choose how we want it to be and how we want to coexist with (McChesney, 2013:3).

With that logic in mind, McChesney suggests that Gladwell's views of the power social media can have might be too limited. These ideas that McChesney suggests are just that ideas. So how does this play out practically? He later shares Eli Pariser's thoughts from his 2011 book "The filter bubble" that says that people merely flock to ideas that, "reinforces their known preferences." or personalized internet services like Google and Facebook can put you into a "you loop" in which they show you what you think you want, and then you wind up wanting those things more because you see them more often. Invisibly, momentary impulses (click on this, ignore that) shape your reality, and your reality shapes what respond to. The researcher is fervent to see which (Gladwell or McChesney) idea works best in preventing illegal human trafficking in Ethiopia.

2.2 Theoretical frameworks

This part of the literature holds theoretical frameworks, which dictated the thesis. Based on the nature of the topic researched, two theories were selected. That is, Diffusion of innovation and social learning theories from the perspective of electronic media.

2.2.1 Diffusion of innovation theory

The father of the theory Everett Rogers believes that an innovation is “*an idea, practice, or object that is perceived as new by an individual or other unit of adoption.*” The characteristics of an innovation, as perceived by the members of a social system, determine its rate of adoption.

He also seeks to explain four main elements in the diffusion of new ideas. These are: The innovation, communication channels, time and the social system (context).

Innovativeness- is the degree to which an individual or other unit of adoption is earlier in adopting than other members of a social system.

Communication channels- are the means by which messages get from one individual to another. Mass media channels are more effective in creating knowledge of innovations, whereas interpersonal channels are more effective in forming and changing attitudes toward a new idea, and thus in influencing the decision to adopt or reject a new idea. In the case of human trafficking interpersonal communication are essential in disseminated information about what going on within the environment.

Time- it involved in the diffusion of innovation process in three ways: first, time is involved in the innovation decision process. The innovation decision process is the mental process through which an individual or a decision making unit passes from an initial knowledge about innovation towards forming a certain attitude to accept or reject an innovation. An individual seeks information at various steps in innovation decision process in order to decrease uncertainty about an innovation expected consequences. If individuals get prior information about the badness of human trafficking it is highly probable to decrease their uncertainty and they accept innovations transmitted through electronic media. The second way in which time involved in diffusion of idea is innovativeness of an individual or other unit of adoption. And the third way time is involved in diffusion is the rate of adoption.

A social system- The fourth and the last element is the social system or context. It is defined as a set of interrelated units that are engaged in joint- problem solving to accomplish a common goal. The members or units of a social system may be individuals, informal groups, organizations,

and/or subsystems. The social system constitutes a boundary within which an innovation diffuses. And the rate of adoption is the relative speed with which an innovation is adopted by members of a social system. Innovations related with human trafficking can diffuse easily within the social system due to the fact that it touches every one of us. However, within the social system there are traffickers and other individuals who work with traffickers. As a result, their presence can ruined healthier problem solving engagement of the masses.

The innovation characteristics which determine an adoption are: Relative Advantage, compatibility, complexity, trial-ability and observe-ability to those people within the social system. Potential trafficking out-migrants' went from Hadiya zone of Ethiopia to the Republic of South Africa closely observed other previously migrated individuals. Besides, majority of migrants tried the journey to Republic of South Africa at least for once until succeeded or failed. Moreover, given most of potential migrants are propagated by traffickers, they did not take human trafficking as a complex problem. Hence, most of migrants trust the false promise of traffickers though other sources of information are on their hand.

Basic characteristics of adopter categories

Evertt Rogers numerically describe five adopter categories of members of a social system on the basis of their innovativeness: innovators 2.5%, early adopters 13.5%, early majority 34%, late majority 34% and laggards 16%.

Innovators- These are category of peoples whereby, they are rushing to taste new ideas before others in the social context to the extent of seems obsession. Regarding Finance, innovators are believed to be at a better position and also they have good technical knowledge. High Risk taking identity of innovators makes unique in the eyes of others. And others presume them 'cosmopolitan'. Whatever the case innovators will accept the opportunity cost for all unsuccessful innovation. (Rogers, 2003: P5-6)

Early Adaptors- They disposed to be assimilated in the social system better than innovators. They contemplate being sense of locality. Early adopters do have greater degree of opinion leadership within the social system. Besides, they are expected to provide information and advice to others about the innovation. Most of the time, early adopter is recognized and respected by her or his peers for successful and discrete use of new ideas. The researcher believes works to prevent human trafficking through electronic and social Medias must do here because of availability of many opinion leaders.

Early majority- They adopt just before the average of member of a social system. The innovation decision process of early majority is relatively longer than innovators and early adopters, since they devote more time to decide whether to accept or reject an innovation.

Late Majority- like early majority they adopt the innovation process just before the average member of a social system. And they are known as sceptical with in category of adopters. Unless, there is incrementing economic value and high social pressure, late majorities remain reluctant in accepting new idea. They are wary of accepting innovations until other members of the social system do so first.

Laggards- This group of adopter category is very conservative and they are also last in terms of accepting innovation. All of laggards' decision is made on bases of aforementioned generation. An innovation finally accepted by a laggard may already be rendered superseded by more recent ideas before this time in use by innovators. Laggards are suspicious not only to innovations. But, to innovators and change agents too.

2.2.2. Social learning theory

Albert Bandura firmly emphasized on cognitive and information processing capacities that mediate social behaviour. His taught seems influenced by skinner's radical behaviourism. Albert Bandura focuses more on behaviour accusation and change than being merely biological. When we critically observe trafficked from Ethiopia, the researcher consider most of them do have adequate information and knowledge about what can happen in the journey to the destination country and arrive there. However, the 'influence' or 'role' of their relatives, friends, and neighbours is more powerful than what electronic media outlets have been doing. In addition, many people in the countryside simply rely on word of mouth, particularly what they hear at community meetings or through their respective local church or mosque. Due to this, the researcher of this thesis studied role of electronic Media compared with social institutions. Albert Bandura was also believed in observational learning. Whereby, behaviour is learned from the environment through the process of observation. And he illustrated this with the famous Bobo Doll experiment (1961). Individuals that are observed are called models. In case of human trafficking in Ethiopia, potential trafficking migrants are surrounded by many influential models. Family, friends, media..... These models provide the victims with pseudo positive behaviours to observe and intimate. I.e. going abroad though reasonable opportunities are found domestically, foreign is better than local in every parameter. In conjunction with Observational learning reward

and punishment is accompanied. If a migrant intimidate behaviour is accepted by majorities in the society then other migrants is likely to continue performing the same behaviour and punish otherwise.

Hence, the theory demonstrated that, even if every best mechanisms has put into effect, potential trafficking victims kept going outside. Unless and otherwise, punishment is greater than reward it is hardly possible to tackle human trafficking. And, in light of the thesis research questions, if electronic media stations coverage were good and effective in prevention of human trafficking it were possible to assist prevention of human trafficking. But, the role of 'models' was big in shaping behaviour of individuals' as far as human trafficking is concerned.

CHAPTER THREE

3. Methodology of the research

This chapter presents methods of the study, data collection instruments, sampling technique, Procedures of data gathering, data analysis and presentation, background of the study and ethical considerations applied in the research.

3.1. Research design

A Mix of qualitative and quantitative research methods was used for the study. This approach enables the triangulation of data gathered from different sources. Stating the advantages of triangulation, David Dooley (2004, P.260) argues ‘the researcher does have a vantage point to check divergent techniques of gathering data and able to come up with qualified figures.’

The concept of mixing different methods probably originated in 1959, when Campbell and Fiske used multiple methods to study validity of psychological traits (John W. Creswell and Clark Vicki L. piano 2007). They encourage others to employ their “Multi method matrix” to examine multiple approaches to data collection to a study. Prompted others to mix methods, and soon approaches associated with field methods such as observation and interviews (qualitative data) were combined with traditional survey (quantitative data) (S.D Sieber, 1973). The researcher of this thesis recognizes that, all methods have limitations; biases in every single method could neutralize or cancel the biases of other methods. For example, the results from one method can help develop or inform the other method (Caracelli, Graham, Green 1989). Alternatively, one method can be nested with another method to provide insights into different levels or units of analysis (Tashakkori and Teddlie, 1989). Mixed method can serve a larger, transformative purpose to change and advocate for marginalized groups such as women, ethnic/racial minorities, members of gay and lesbian communities, people with disabilities and those who are poor (Mertens, 2003). This researcher inculcated human trafficking victims on mertens list; believing that they have been facing trauma and discrimination.

Qualitative researchers point to the strength of non-reactivity (little impact on the natural setting) and triangulation as setting standard by which to judge other research methods. That is, the data of qualitative observer may provide more details than those of other approaches. In addition to

qualitative approach, as this thesis employed numbers which are most convenient for summarizing results, assessing measurement reliability and validity, testing inferences from samples and planning precise research design with high internal validity, quantitative come as a second method.

Both methodologies have strengths and weaknesses. The choice of the methodology is dependent on two reasons. The first reason is the scholar's philosophical stance (e.g. positivism, interpretivism...) as it favours one or another method of gathering and presenting information. And the second one is, besides the philosophical aspect the practical limits on the way researchers operate can be mentioned as the other reason that has got to do with choice of research approach. However, when researchers employ both traditions, strengths will outsmart limitations.

3.2. Instruments of data collection

The research made use of two sets of data source- primary and secondary (documents) data. Primary data was obtained directly from respondents by questionnaire, in-depth interview and focus group discussions. In other words, primary data provided direct evidence or testimony about the subject under investigation. Secondary sources offered the researcher with second hand information which is essential for the thesis. Secondary source include books, journal articles, periodic newspapers and magazines, proclamations, meeting minutes, speeches, reports, declarations, published and unpublished literatures, thesis, recorded audio and video materials and brochures.

Solicitous to the idea of mixed methodology and opting to gather sufficient required data for the research the researcher used questionnaire, in-depth interview and focus group discussion as methods of study.

3.2.1 Questionnaire

Kothari (2004) stated applying questionnaire to research has advantages and disadvantages like any other data gathering tools. (Jonathan Grix, 2004) claims, questionnaires are most effective when used in conjunction with other methods especially with one or more interview methods. Like any other data gathering tools, using questionnaire has its own merits. The absence of researcher effects (socio-economic background, gender....) and presence of relative freedom for respondents can be mentioned. Among many types of questionnaire, the researcher of this study employed only a structured form of questionnaire with the intension of creating standard frames for all respondents'-responses. Anything left are concealed by other means of data gathering methods. The questionnaire was prepared in Amharic language and then translated into English.

Structured questionnaire is rigid and same for all in terms of wording and order of questions. Resort is taken to this sort of standardization to ensure that all respondents replay to the same set of questions. It can be closed ended question type (yes or no) or open ended questions (providing space for extra response), it also has fixed question alternatives or questions of likert scale type which ranges from strongly agree to strongly disagree.

This researcher used face –to- face communication to gather data from surveyed respondents. Although, face-to-face communication has become too expensive for many researchers, this researcher chose it because of the fact that, it maximizes trust and cooperation. Plus, it decreases refusals and permits questioning on more intimate topics.

3.2.2. In depth interviews

Grix, (2004), contends interview is the other most famous means of information gaining. He further classified interviews into four: structured, semi structured (in-depth interview), unstructured and group interview. Furthermore, he suggested not using interview as the sole method. Rather, suggests utilizing it in collaboration with other methods so as to have qualified data for the research. He also emphasized the need for searching interviewees as soon as possible, arrange time with interviewee beforehand and being sure to hold all the required equipment's like note pad, pen and recorder and listening to the recoded equipment before leaving the interview place.

For this study the researcher conducted applied in-depth interviews. Given the room it provides for flexibility and pursuit of gaining unexpected information. In depth interview was found to be an appropriate way of data gathering for the current study.

Interviews were conducted with ten purposely selected key informants. The interviewees include Ethiopia broadcasting corporation news and current affairs higher officer and a journalist who produced many stories on the topic (phone interview) , Fana FM Broadcasting Corporate program unit head and two journalists who wrote investigative stories on the issue, Hadiya zone labour and social affairs bureau business process team leader, Hossana city administration labour and social affairs business process team leader and Hosanna city administration tourism and communication head, website and media monitoring office head at Walta information centre and chair person of the standing committee for social issues with the House of Peoples' Representatives. All interviews, except one were made in face-to-face situation. Where there is no limitation of resources, most researchers would probably prefer face-to-face interview. Small sample size for the interview and accessibility made it manageable for this research to conduct face-to-face interviews.

3.2.2.1. Rationales for selecting each interviewee and key informants

Ethiopia Broadcasting Corporation- The researcher selected EBC due to the fact that, it is the only nationally owned media station and experienced media house. Moreover, the researcher presumed EBC has been reaching almost every part of the country with its different television and radio programs. Within EBC, program unit head and one journalist were purposely selected. The researcher acquired information about how the station has been playing its deterrent role in the prevention of trafficking in human beings and challenges faced while uncovered.

Fana Broadcasting Corporate- As the study was conducted on electronic media outlets; the researcher had a desire to encompass radio from commercial side. For this reason, the researcher selected Fana Broadcasting Corporate, due to the reason that it is the only radio station which transmits its program by seven local languages and its' accessibility in almost every part of Ethiopia and all over the world through online means. The same as EBC, program unit head and two journalists who had best experience on human trafficking were interviewed.

Walta Information Centre- the researcher incorporated the centre, due to the rationale that institutions indulged only on production of electronic media programs is quite relevant for topics like human trafficking.

Hadiya zone Labour and Social Affairs Bureau- Though, human trafficking has been primarily addressed by national and regional steering committees, this bureau was the only one in reporting number of human trafficking victims from the zone. In addition, the bureau coordinated activities in collaboration with other stakeholders. The researcher obtained information about how much Hadiya zone has been suffering from trafficking of human beings.

Hossana City Administration Tourism and Communication Office and Labour and Social Affairs Team Bureau- the researcher included this two due to the fact that, having the voice of the city officials was useful and definitely gave very handy and practical information for the study.

House of People Representative (Hpr) Social Standing Committee- since the topic studied can categorized under social issue. So that, got information from the social standing committee within the HPR beyond doubt gave spice to the study. It also provided the researcher with policy related information issue and the response of the Ethiopian government to human trafficking challenges.

3.2.3. Focus group discussion (FGD)

It usually involves small number of individuals which is divergent in demographic status. In this kind of technique the researcher is expected to play the role of facilitator rather than a player. It has so many advantages. For instance there are pieces of information's which are so important for the research but not found in printed or any other format. In this case it becomes the better source of information. Furthermore it can be assisted by snowball technique, whereby the participants can give contact address of important individuals. Grix (2004)

Kothari (2004) provides tip on effective application of focus group discussion. Providing group members with questions before the group session and the moderator must be prepared to facilitate the discussion forum is quite necessary. In addition, by creating rapport the moderator must systematically make all the participants active without demoralizing the active ones.

For this study, five Hossana dwellers came from different demographic and associations were discussed on April 3 2016. The FGD that lasted for about an hour was held in Hosanna city administration's office. FGD was conducted with five key participants who came from: youth federation, youth league, religious institutions, students and tribe elders.

3.3. Sampling technique

This research is about how far electronic media stations in Ethiopia have been playing their deterrent role in the effort to curb human trafficking. The study took three electronic media outlets as sample to study I.e. EBC, Fana FM and Facebook. Thus, the researcher studied how they practiced, challenges they faced and came up with recommendations.

Attributable to the nature of the topic researched, the researcher choose non-probability sampling. In situation like human trafficking, the population may not be well defined. In this case, non-probability sampling technique remains the only choice. As David Dooley (2004) defines, *“any method in which the elements have unequal chances of being selected to identify secondary data sources, the non random kind of sampling mechanism is the perfect fit.”* More specifically this thesis researcher employed purposive sampling. Other similar researches used this technique owing to the fact that, researchers choose respondents based on certain characteristics. In plain language, it created a perfect fit between what is researched and from whom relevant information is gained.

Yogesh Kumar Singh, (2006) state the advantage of purposive sampling by saying *“The samples do have the better chance of representing the total population, since initially samples are selected based on some criterion.”* The researcher of this thesis applied stakeholder and snowball types of purposive data sampling mechanisms.

As to numbers, 200 copies of questionnaire were dispatched and administered with human trafficking returnees of Hossana woreda/city administration: where the woreda is found in Hadiya zone and known for trafficking of human beings from Ethiopia to Republic of South Africa. 200 questionnaire respondents were selected purposely. As to the Hadiya zone labour and social affairs bureau information, approximately, 1000 returnee individuals were found in hosanna city administration during the study period.

3.4. Data gathering procedure

As John W. Creswell and Clark Vicki (2007) explained, it is a kind of procedure in which a researcher uses theoretical lens as an overarching perspective within a design that contains both qualitative and quantitative data.

The Questionnaire (open ended and closed ended) is administered to the sample group in the presence of the investigator. So as to avoid possible problems concerning the questionnaire, the participants instructed verbally on how to read and fill the questionnaire carefully. The researcher collected the questionnaire as soon as the participants fill them out. To eliminate contingency and to gather data by interview and FGD, the researcher sent advance notice to all the informants and participants.

A questionnaire consists of closed ended and open ended questions for 200 returnees from the Republic of South Africa. Of which, 196 respondents filled the questionnaire successfully. That means the return rate was 98%. In addition to quantitative data, qualitative data generated through interviews and FGDs. The interview was held with 10 key informants composed of journalists who covered human trafficking issues, programs unit heads with media houses, government representatives and individual who works in production centres.

3.5. Data analysis and presentation

The qualitative data obtained through questionnaire, in-depth interview and FGD was analyzed and presented by narrative form. Whereas, quantitative raw data from questionnaire analyzed by descriptive and inferential statics; using computer software named SPSS (Statically package for Social science) version 20 with 95% confidence of interval level. Tableau and graphical presentation is used to present quantitative data.

3.6. Background of the study area

The study was conducted in the Hadiya zone which is found in the South Nations, Nationalities and Peoples' Regional State (SNNPR) of Ethiopia owes its name to the name of its inhabitants, the Hadiya people. 'Historically Hadiya was powerful vassal kingdom of Ethiopia which had marital ties with many of kings that ruled the vast Ethiopian empire. The earlier known record

about the presence of the Hadiya people dates back to the 13th century AD. Presently the Hadiya zone is a much smaller territory consisting of ten *Woredas* known as *Lemo, Mish, Gibe, Gombora, Sorro, Duna, Shshego, Anlemo, East Badawach and west Badawach and Hossana* (of the study area), which is the capital of the zone, enjoys the status of special administration. (Solomon Mulgeta, 2008)

3.6.1. The Study Woreda

The Hossana Woreda/city administration is located to North-west of the Hadiya zone. Approximately between 7 X and 33 X North and 37 X and 51 X East with an elevation of 2177 KM above sea level. It shares boundaries with the Misha woreda in the Western, Shashego woreda in the east, and the Silte and Kembata Tembaro zone to the north and south respectively.

According to the 2007 population and houses census of Ethiopia, the Woreda has the total population of 69,995, of which 50.75% are male while 49.25% are female. The great majority of the population goes to the people in the rural areas.

3.6.2. Rationale for selecting the study area

The area is selected because, even if, all woreda's found within Hadiya zone was known by high outflow of human trafficking to Republic of South Africa. Only Hossana city administration selected as study area due to one factor. That is, during the study period it was only Hosanna city administration that provided 'kebele' identity cards while dwellers of other 'Woreda's' brought clearance from their respective woreda's. Knowingly, to get travel document 'Kebele' identity card is obligatory prerequisite. However, that did not mean all individuals who had passport went abroad legally. Rather as many informants notified it was mainly used only to act as if they are legal.

3.7. Ethical consideration

The researcher respected the privacy of all questionnaire respondents, interviewees and FGD participants and pledged them that it was not to be disclosed and not exposed to anyone. It will only be for the purpose of the research and there will not be names on the questionnaires and other unique identity of the participants will not be revealed. Besides, they were informed that, if they were not comfortable to answer some of the questions they are not forced to answer. During, interview and FGD, the researcher asked their willingness to tape record the information and get hold of their photograph. Moreover, every sources used for this thesis accredited so as avoided plagiarism in any form.

CHAPTER FOUR

4. Findings and Discussion

This chapter focuses on the presentation of findings and discussion of results generated from data collected in the form of questionnaire, interview and focus group discussion (FGD). Table and graph are used to present responses obtained from questionnaire. In-depth interview and FGD results are displayed in the form of descriptive narration.

4.1 Presentation of quantitative results

4.1.1. socio- demographic characteristics of the respondents

Table 1: socio-demographic characteristics of respondents/returnees in Hosanna, February 2026 (n= 196)

Variables	N=196	100%	Per cent
Sex			
Male	147		75.0
Female	49		25.0
Total	196		100%
Age			
15-25 years	80		40.8
26-35 years	62		31.6
36-45 years	49		25
46 and above	5		2.6
	196		100%
Educational status			
do not have any formal education	18		9.2
1-8 grade	90		45.9
9-12	60		30.6
first degree and above	28		14.3
	196		100%

Marital status		
Single	107	54.6
Married	79	40.3
Divorced	10	5.1
Total	196	100%

A total of 196 returnees from the Republic of South Africa were included in the study. Out of these, 147 are male and the other 49 are females. Most of them were teenagers and youngsters (40.8%) their age ranges from 15-25, while 31.6% or 62 of them were aged in between 26-35. The remaining 25% were between 36 to 45 years old and only 2.6 were aged 46 and above.

The majority of the respondents 90 (45.9%) had educational qualification of 1-8 grade, while 18 (9.2%) of the respondents did not have any formal education. 30.6% of the respondents were found between grade 9-12 and 14.3% had first degree and above educational qualification.

One hundred seven (54.6%) respondents were single, seventy nine (40.3%) were married and the remaining ten respondents had divorced marital status.

4.1.2 Respondents' perceived rate of human trafficking

Table 2: Respondents judgment on the current rate of human trafficking

Alternatives	No	%
scale of human trafficking flow		
very high	98	50.0
High	68	34.7
Medium	21	10.7
Low	8	4.1
very low	1	0.5
	196	100%

During the study, half of the respondent's convicted that human trafficking flow from their area increased in a very high rate. 34.7%t of the respondents replied the flow was high. Twenty one (10.7%) responded medium. 8.1% of respondents believed the flow was low and very low respectively.

4.1.3. Opinion of respondents about possible causes of human trafficking

Table 3: Belief of respondents about the primary cause of human trafficking

Alternatives	No	%
Cause of human trafficking		
Economic problem	93	47.4
Peer pressure	41	20.9
Family pressure	45	23.0
False promise of traffickers	13	6.6
False information of media	1	0.5
Any other reason	3	1.5
Total	196	100%

Among possible primary cause of human trafficking, Economic problem is selected by 93 (47.4%) of the respondents as the primary cause of human trafficking. 20.9% of respondents claimed family pressure was the major reason. Forty one respondents believed pressure from the peer was the major cause. 6.6% claim false promise of traffickers was the principal cause of human trafficking. Only one respondent choose false information by media was the primary cause for human trafficking. And the remaining three individuals mentioned other reasons to be primary cause of human trafficking.

For the question, majority of FGD participants and key informants disclosed the rate of causes of human trafficking from Hadiya zone/ Hossana city administration to South Africa as: Human trafficking increased at alarming rate. Concerning the primary reasons, though the public knows danger of human trafficking very well, it keeps flowing. For example- during the study period community based communication was held in 167 'kebeles'.

Informants also mentioned many factors as possible reasons to human trafficking. Attitude problem and family and peer pressure are put on top of other reasons. They disclosed the case in hosanna city with examples- An individual who owned 200,000.00 (two hundred thousand birr) went to South Africa in search of better economic opportunity while he/she can run profitable business in Ethiopia. The family also sent his children to South Africa by selling treasures. To the worst, ‘pseudo religious’ guys found in some faith institutions prayed for those who planned to go to South Africa even if they went through illegal means. Moreover, there were monetary contributions for those who go to South Africa. Some community members staged fare well parties for them. As a result, unless the electronic media works in collaboration with these organs, its endeavours will remain fruitless.

All focus group discussion participants and key informant journalists who made investigative story on the area favoured the role of social institutions. They described: In one way or another every individual has attachment with one or more social institutions. At least, everyone belongs to a family, friends, and traditional institutions (EDER, EQUB...). But, it is hardly possible to generalize everyone has access to electronic media. For these reason social institutions has the power to influence individuals’ behaviour and action. In addition to inaccessibility, most of electronic media program contents on human trafficking were focused on the general expressions. Akin to- this much illegal migrants died on the road to South Africa.

4.1.4. Respondents source of information

Table 4: Respondent’s perceived primary source of information on human trafficking

Alternatives	No	%
Primary source of information on human trafficking		
From media	16	8.2
From friends	70	35.7
From family	98	50.0
other sources	12	6.1
Total	196	100%

Of all the respondents, 16 (8.2%) respondents used media as the primary source of information. 50% of the respondents got current information about human trafficking primarily from their family. Seventy respondents (35.7%) stated they depend on their friends as prime source of information as regards human trafficking. The remaining 6.1% mentioned other sources as their primary source of information about human trafficking.

4.1.5 Respondents level of awareness about human trafficking

Table 5: Respondents' level of awareness

Alternatives	No	%
Level of awareness		
very high	15	7.7
High	45	23.0
Medium	48	24.5
Low	70	35.7
very low	18	9.2
Total	196	100%

Table 5 indicates that, at the time of the study, 70 (35.7%) of respondents confirmed that they have low level of awareness. 9.2% of respondents claim they have very low level of understanding about human trafficking. 24.5% believed their level of understanding is at medium level. While 7.7% and 23% of respondents considered they have very high and high level of understanding respectively.

4.1.6. Electronic media usage and human trafficking

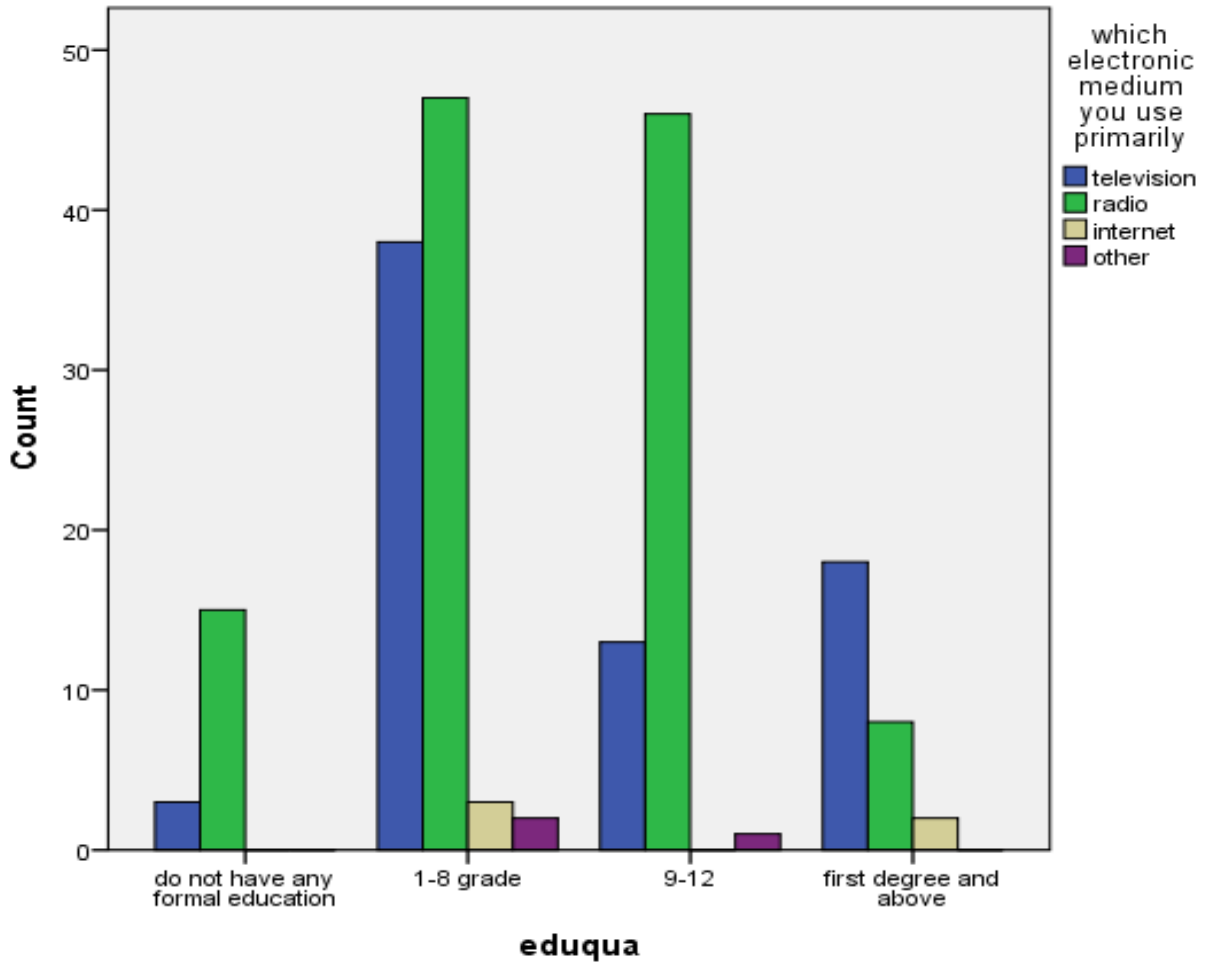
Table 6: Respondents electronic media usage preference and the level of trust they have on the information acquired from electronic media.

Alternatives	No	%
Preferred media		
Television	72	36.7
Radio	116	59.2
Internet	5	2.6
Other	3	1.5
Total	196	100%
Level of trust		
Great trust	14	7.1
Just trust	45	23.0
Neutral	47	24.0
No trust	81	41.3
No trust at all	9	4.6
Total	196	100%

Close to 60% of the respondents preferred radio as their primary electronic media type. 36.7% of respondents reported they preferred television as a principal form of electronic media. 2.6% of respondents' internet as their ideal prime source of information. And 1.5% mentioned other electronic media types as their chief sources of information.

Concerning trust that respondents have on the information they got from electronic media the above table shows, 41.3% of respondents answered they do not trust the information gained from electronic media. While 4.6% reported they do not have any trust at all on the information they acquired from electronic media. 47 (24%) respondents disclosed they are neutral. 45 (23%) revealed they have just trust. That is, they did not have in-depth trust. The left over, 7.1% of respondents have great trust on the information they obtained from electronic media.

Graph 1: respondents' educational level and their electronic media usage



The above graph shows that, respondents with lower educational level used radio as their primary means of information. Moreover, radio was also utilized by every educational qualification levels with different degree of usage. Meanwhile, Television was the most employed electronic medium for those who have first degree and above educational qualification. The consumption of internet and other electronic media were too minimal at every educational level.

4.1.7 Comparing electronic Media versus other mechanisms to prevent human trafficking

Table 7: choice of the respondents between electronic media and other mechanisms in preventing human trafficking

Alternatives	No	%
Is there any other better mechanism?		
strongly agree	49	25.0
Agree	81	41.3
Neutral	29	14.8
do not agree	33	16.8
strongly disagree	4	2.0
Total	196	100%

As shown in the table above, quarter of the respondents (25%) strongly agreed that to prevent human trafficking there are other better mechanisms than electronic media and 81 (41.3%) of the respondents believed that they agreed on idea that there are other better mechanisms than electronic media. About 14.8% responded neutral. 16.8% did not agree and 2% strongly disagree respectively.

4.1.8. The role of electronic media in combating human trafficking

Table 8: possible role of electronic media in minimizing human trafficking to a great extent

Alternatives	No	%
Role of electronic media		
Giving prior awareness	78	39.8
Providing continuous education	96	49.0
Giving coverage whenever the incident happens	18	9.2
Other	4	2.0
Total	196	100%

49% of respondents believed that the role of electronic media should be providing continuous education to the public through electronic media, 39.8% of respondents asserted the role of electronic media as to be giving prior awareness to the public. And 9.2% of samples selected coverage role, whereas 2.0% of respondents disclosed other roles.

4.1.9. Respondents opinion on coverage and effectiveness of electronic media in combating human trafficking

Table 9: Coverage and Effectiveness of electronic media

Alternatives	No	%
Coverage level	-	-
very high	4	2.0
High	16	8.2
Medium	28	14.3
Low	104	53.1
very low	44	22.4
Total	196	100%
Effectiveness level of electronic media		
very high	3	1.5
High	30	15.3
Medium	21	10.7
Low	112	57.1
very low	30	15.3
Total	196	100%

Majority of the respondents that is 53.1% replied electronic media give low coverage to human trafficking issue; 22.4% fraction of respondents believed human trafficking is given very low coverage. 28 (14.3%) respondents judged human trafficking was get medium coverage. Eight point two percent of respondents replied high coverage was give and two percent of respondents answered human trafficking issue had been enjoyed very high coverage.

Concerning effectiveness, 112 (57.1%) of respondents asserted electronic media have low level of effectiveness; 15.3% responded electronic media have very low effectiveness. 10.7% respondents reported effectiveness level of electronic media as medium. While, 15.3% and 1.5% judged its effectiveness as high and very high correspondingly.

Regarding coverage of human trafficking by selected electronic Medias and their effectiveness, all FGD participants and key informants agreed on one statement. That is:

Electronic media did not provide enough coverage for human trafficking. Besides, programs on human trafficking were highly project based and lead by incidents rather than by planned course of action. For example in 2013 when Saudi Arabia deported almost one hundred sixty thousand Ethiopians, all electronic media gave coverage and dropped the case immediately after few days. Moreover, most of electronic media stations found in Ethiopia gave generous space for entertainment and European football matches at the expense of critical issues like human trafficking. Due to that, their effectiveness remained too minimal in decreasing human trafficking. And they said: coverage did not strictly indicate effectiveness.

Meskerem and Dawit (2016) disclosed issues like human trafficking need strict plan of action and must provide with good coverage. More to the point, programs on human trafficking must be weighed by social, political, peace and security parameters before aired to the audiences (Ibid, 2016).

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Coefficient of Correlation

		Effectiveness level	Coverage of Human Trafficking
Effectiveness level of Electronic Media Outlets	Pearson Correlation	1	.469**
	Sig. (2-tailed)		.000
	N	196	196
Coverage of Human Trafficking	Pearson Correlation	.469**	1
	Sig. (2-tailed)	.000	
	N	196	196

The above correlation table demonstrated that, coverage and effectiveness is positively correlated. It was perfectly positive correlation (+1). That means coverage had a positive impact on effectiveness. Increment in coverage was good for electronic media stations to be effective in prevention against human trafficking. But, it did not mean coverage is the only thing that must be done to increase effectiveness of electronic media stations in prevention of human trafficking.

4.1.10 Facebook and human trafficking

Table 10: how much had been Facebook used as a tool to prevent human trafficking?

Alternatives	No	%
Number of Facebook users		
Yes	62	31.6
No	134	68.4
Total	196	100%
If yes, for what purpose you used at most?		
For work	2	3.2
For entertainment	36	58

To get new information	21	33.9
To bypass the time	3	4.9
Total	62	100%
If no, what is your reason?		
I do not think I get relevant information from using Facebook	43	32.1
I do not have convenient situation for using Facebook	71	52.9
Other	20	15
Total	134	100%
Have you ever post a message about human trafficking?		
Yes	38	19.4
No	158	80.6
Total	196	100%
The number of times messages are posted		
From one to four times	21	55.3
Five to ten times	13	34.2
Minimum of ten times	4	10.5
	38	100%
Do you know a Facebook community page created for combating human trafficking in Ethiopia?		
Yes	196	100.0
No	-	-
Total	196	100.0

Among the total 196 questionnaire respondents, 62 use the service of Facebook at the time of this study. Out of these, 3.2% of used Facebook for work, 58% of the respondents' utilized Facebook for entertainment. Twenty-one per cent (33.9%) reported they used Facebook to gain new information. And 4.9% of respondents employed Facebook to bypass the time.

As shown in the above table, among all 196 respondents, 134 respondents did not use the service of Facebook during the study period. They provided different reasons for that. 52.9% of respondents reported, they could not use the service of Facebook due to inconvenient situation they had. 32.1% of respondents reported they did not use Facebook as to the case they presumed not to acquire relevant information from Facebook. And 15% of the respondents reported other reasons for not using Facebook.

38% (19.4%) of respondents posted message about human trafficking and the big majority which was 80.6 % never posted message about human trafficking. Of which, messages posted one up to four times was 55.3%, messages posted from five to ten times were 34.2% and 10.5% posted ten and above times.

All respondents (196) of the questionnaire did not know a Facebook community page created to prevent human trafficking. That means 100% of the respondents did not have a social networking communal platform so as to exchange their views on human trafficking.

In nearly every one of key informants believe, the power of social media/ Facebook intervention for fighting human trafficking. But, they described the practice by the following paragraph.

In view of the fact that, Facebook is administered by individuals it could not set a reliable agenda for public discussion forum. Furthermore, most of the time Facebook users categorized themselves into blocks and quarrel each other to have upper hand in agendas raised for discussion. As a result, they miss their core of discussion. Additionally, the majority of Facebook users focus more on negative critics than advice and recommendation. Also it created sense of mob mentality.

4.1.11. Did electronic media including Facebook played their expected role in preventing human trafficking?

Table 11: opinion of respondents for the question did electronic media played their role at expected level?

Alternatives	No	%
Degree of believe		
I strongly believe	4	2.0
I believe	14	7.1
Neutral	29	14.8
I do not believe	126	64.3
I strongly do not believe	23	11.7
Total	196	100%

One hundred twenty-six (64.3%) of the respondents reported that, they did not believe electronic media played their expected role. 11.7% of the respondents responded they do not believe on the idea that electronic media played their role at expected level. 14.8% of respondents disclosed they are neutral, 7.1% respondents reported they believe electronic media played their expected role and 2% of the respondents strongly believe media played its expected role.

Similar with questionnaire respondents, all key informants and FGD participants criticized preventive deeds of electronic media stations. They said: Roughly all electronic media stations did not played their expected preventive task. They failed to create awareness to the public. What they did was report after the incident. Deterrent role of electronic media were ignored due to internal and external challenges they faced. Furthermore, electronic media stations rushed to report unpleasant part of human trafficking stories after incident became a public agenda. Most of the time, they did not make it a continuous agenda for public discussion forum. Rather, they gave a great deal of attention to fire fighting kind of activity.

4.2. Discussion of qualitative results

In this part of the chapter, only qualitative data gathered through in depth interview and FGD presents.

Among the primary causes of human trafficking, key informants divulged the negative roles of electronic Media in the following way:

In most of electronic media production about human trafficking, they portrayed foreign countries only as lands of opportunity and prosperity. For this reason, individuals were attracted and became aspirants of foreign land. Especially, the youth who have ample physical and mental energy to work and change in Ethiopia were seen dreaming about countries they have no sufficient information about. In addition, most of the time electronic media programs transmitted on human trafficking focused on one of pushing factors that is 'lack of awareness' or 'evil work of traffickers' whereas ignored other pushing like- economic problem, social and political pressure and lack of good governance.

Key informants explained about the level of awareness journalists have on the issue. Majority of them unveiled: Many journalists worked in electronic media houses have less understanding about human trafficking. Their understanding is somewhat equal with other 'ordinary citizens.' So that, the attempt to prevent human trafficking by electronic media stayed minimal.

Likewise, some key informants classified understanding level of journalists into two: In electronic media houses there are journalists who know very well about human trafficking due to their exposure with the issue. And there are others who did not know anything about the nature human trafficking at all.

A producer and journalist in Fana FM 98.1 Dawit Mesfin disclosed his divergent view by said:

“In Ethiopia it is hardly possible to find at least one journalist who can give in-depth analysis on human trafficking. Those who got good understanding on the case just because of experience they had. Dawit Also advised, given that human trafficking changes its character from time to time the journalists needs to create close attachment with it.”

In the move to assist prevention against human trafficking, electronic media stations confronted various challenges. Key informants representing electronic media houses selected for this study mentioned the following core challenges that hindered their activity were:

The complex nature of the crime remained the biggest and their primary challenge. Human trafficking was not occurred in a day light. Rather it is a crime happened in a dark. Due to this, it was quite difficult to provide audiences with accurate data about the crime.

Financial shortage- To explore human trafficking incident in-depth it needs enough budget. However, studied electronic media stations did not set a separate budget headline for critical issues like human trafficking. For this reason, it is hardly possible to send journalists to undercover stories gone unto transit and destination countries by covering their and other crews per day allowance and other expenses.

The other big challenge pointed out by key informants was Lack of organized documentation and research.

Like in many cases, lack of documentation about human trafficking was prevalent in electronic media stations. In most instances, programs were started from blue moon in the absence of previously stored data and without conducted preliminary research. Similarly, Programs were prepared without considered socio- demographic character of mass audience. Also the outcome/impact of programs was not assessed after aired to the public.

Journalists' low level of awareness revealed as other big challenge by key informants.

A large amount of journalists worked in sample electronic media houses had low level of understanding about human trafficking due to different reasons. Hence, it was very difficult for the stations to teach the public knowledgably and in demanded way. And so, journalists indulged human trafficking with other similar, but different crimes like human smuggling.

The other big challenge was that, most victims of human trafficking were reluctant to provide information to journalists.

To the most awful case scenario, as majority of human traffickers were armed and worked in a close cooperation with individuals from government offices, it was tough to find within their circle and made investigative stories.

Not being multilingual was also one of the challenges mentioned by key informants. In multilingual countries like Ethiopia, language remains the critical parameter for programs transmitted through electronic media. Both EBC and Fana were weak in this regard. Most programs were transmitted by Amharic while ignored the other language

The subsequent limitations were raised by respondents of questionnaire about electronic media transmitted programs on human trafficking.

Many programs aired were boring and uniform in presentation. Even, in some of the programs it was common to look politicized version of human trafficking. That was, the government passed the ball to the public and the public whistled to the government. In addition, in few programs role of major stakeholders were scrambled to shift the attention of the audience. Furthermore in most of electronic media productions traffickers had been presented exaggeratedly.

Concerning triangulation of facts respondents stated, in nearly every of the programs it was almost impossible to find the voice of traffickers. In place of real traffickers view, experts on the area described about the nature of traffickers.

Moreover, respondents claimed: Revolved too much on some causes for human trafficking than tried to see from wide angle was also apparent. Wicked deed of Traffickers and lack of awareness were repetitively mentioned ones. But, economic problem and other pushing factors were mostly disregarded in the transmitted programs.

4.3. Content analysis of reviewed programs conducted on human trafficking by Ethiopia Broadcasting Corporation (EBC) and Fana FM Broadcasting Corporate

4.3.1. Notable characteristics of EBC reviewed programs

The researcher reviewed a total of eighty-one programs conducted on illegal human trafficking by EBC. Out of it, twenty four programs were worked by video/television format and fifty seven of which were by audio/radio formats. News, Documentary, panel discussions and interview were the type of programs reviewed. Of those, most programs were transmitted through youth's and police programs.

Nearly all of EBC human trafficking programs were done after the incident had brought damage on individuals and country. Besides, many programs were done subsequent to covered by international Media like- BBC, Aljazeera, CNN....

In some of the programs, human trafficking portrayed as if one and the same with other illegal migrations especially with human smuggling. Also, there was a monotonous narration which conveyed, so many job opportunities were created in Ethiopia though not exploited to the expected level; specifically job opportunities created by small scale enterprises.

The other characteristics observed in reviewed programs were horrific portrayal of traffickers. As much as possible EBC used as its business language. Likewise, reported an ongoing good deed of the government appeared to be pillar of the programs while ignored to criticize the weakness of government.

Intended to create negative reinforcement on the society, overstated negative outcome of human trafficking were apparent in most of reviewed programs. Such as- recounted more about the suffering, number of dead individuals on the journey and while reached in destination countries, interview with physically disabled returnee victims and illustrate how a family faced mess due to existence of trafficked victims. Moreover, any of reviewed programs did not told or shown about the other side of the story. That is, when a trafficked individual help his family and involved in development of the country. Simply, all reviewed programs were one sided so as to sold fear in the mind of potential migrants.

On top, reviewed programs focused more on externalizing causes of illegal human trafficking or gave emphasis for pulling factors than pushing ones. Perhaps: False promise of traffickers, lack of awareness, and misleading information of friends, family and neighbours had been played their own big role. None of the reviewed programs strictly criticized the government and other stakeholders' limitations. To the contrary, reviewed programs trumpeted about Ethiopia's double digit economic growth. So as to assert, there was no gap in the realm of wealth accumulation and distribution. Moreover, most of video format programs on human trafficking revealed identities of victims and their families.

4.3.2. Review of programs conducted by FANA FM

Fana FM broadcasted fifty five programs started from 2012. Much of the programs were news. That was forty six out of fifty five. And the other nine was documentary, panel discussion and Vox-pop. Different from other electronic Medias, Fana FM did an investigative story on human trafficking. A journalist named Dawit Mesfin went up to Galafei, where it is a border between Ethiopia and Djibouti to see how human trafficking was done to Saudi Arabia. On the journey he was acted as if one of migrant. And he even recorded the voice of trafficker. Like Dawit, the other journalist named Tadesse Bezuallem was also conducted investigative piece on the route to South Africa. He started the journey from Hadiya zone and went up to Moyalhei (Border between Ethiopia and Kenya) along with he confronted with actual practice of human trafficking to South Africa.

4.3.3. Remarkable features of Fana FM human trafficking programs

In the first place, Fana FM did not have any program that awake the public about human trafficking in a continuous package. Most programs were done either by government initiation or when the problem becomes an agenda by itself.

The other was that, seventeen news programs were aired when Saudi Arabia deported thousands of Ethiopian migrants in 2013. At that time, almost every media houses run to cover the story. For this reason this thesis researcher do not think Fana FM could get special attention from audiences though it broadcasted that much of news to the event.

Too much negative portray of traffickers were also apparent in their transmitted programs on human trafficking. For example- In Dawit Mesfen's interested investigative piece, traffickers were pictured as non- human being and savage as possible. Additionally, the story did not tell possible causes of trafficking at satisfactory level. Rather focused more on description of the scenario. That is narrating about the starting place of trafficking, places of transit and destination, chattering voice of migrants and voice of trafficker.

Furthermore, Fana FM did not assessed feedback for future course of action. So that it was hard to measure the possible impact of the programs on listener's future course of action.

All things considered Fana FM programs were good at least in instigating the agenda than other FM radio stations. In fact, Fana FM had an opportunity than other most electronic stations due to its access to rural parts of Ethiopia. Thought it failed to play its role in pleasing level.

In addition, in most of reviewed programs human trafficking was taken as arena of debate. The incumbent government externalized the case to the public. Plus, in many of reviewed programs Ethiopia's continuous economic development and job opportunities created in small scale enterprises were recommended as a long lasting solution.

In conclusion, electronic media stations taken as a sample gave too much attention to entertainment and current issues. For example, Both EBC and Fana FM have sports programs on a daily bases. But, they do not have at least a twenty minutes program about human trafficking in a week or two.

4.4 The role of electronic media as to be a supporting human trafficking preventive mechanism in Ethiopia

In Ethiopia there is well known and accepted proverb which goes on "Prevention is better than Cure". Currently, prevention becomes primary focus area of many policy frameworks. Preventive health care policy, preventive conflict management policy and fraud and corruption prevention policy can be good examples. Coming to roles of media, preventive role becomes indispensable. It has a great role in informing what is happening around the globe. Thanks to the emergence of new technology information is passing instantly from one point of the globe to

another in fraction of seconds. So those, citizens can consume fresh information which fits with their need.

Trafficking in Persons, 2014 report, stated: “The government of Ethiopia made moderate efforts to prevent human trafficking. It coordinated both regional and national awareness raising campaigns. In 2013, nationally- owned media campaigns aired drama series which portrayed the dangers of being trafficked.”

The researcher of this thesis disagree on the report due to the fact that, it did not consider the number of rural households which did not have television sets, besides as Ethiopia is a multiethnic country with multilingual ethnic groups, nationally owned media campaigns could not aired by every single language, so that; not being multilingual becomes a barrier. Plus the report did not take into account the roles of other factors above and beyond media.

Similar to electronic media performance as business as usual: that was, reporting hard and soft news, making documentary, writing feature stories and making advertisement, continuous awareness creation about human trafficking has a big contribution to tackle it. Repetitively higher government officials claim the usefulness of continues awareness creation through electronic media.

Mr. Solomon Tesfayei, while presenting paper on behalf of Prime Minister Office, about 2014 performance of the national council to protect human trafficking disclosed:

“We have grateful to our media performance. But, for changing the attitude of the public consistently, unless, continuous media programs must do, not like what was done by emotion when our fellow Ethiopians was executed in Libya. I think it is one of our limitations.”

The researcher of this thesis is a protagonist of Mr. Solomon Tesafeyei’s view. Most of electronic media stations in Ethiopia focused more on reporting after the incident than create aware to the public. Chiefly, they report after human trafficking incidents happen. News like these much of Ethiopian youngsters are passed away on the way to Republic of South Africa and a trafficker named Mr X is cache in Tanzania by federal police of Ethiopia and Interpol joint effort seems our electronic Media stations identity. But, unless and other wise continuous

awareness creating campaigns are conducting through electronic media human trafficking remain as Ethiopia's problem for long.

The researcher also believes that, Owing to its reach and powerfulness, the electronic media has the ability to mould public opinion and bring expected social change. Broadcast an item about the badness of human trafficking through electronic media undoubtedly would shine a light on a crime which happens wearing a veil in dark.

Presentation of human trafficking in Ethiopia most often come to be sensational portrays human traffickers as non-human beings and sadists. Most of the times, broadcasted sad stories without considered pushing and pulling factors. Such as: poverty, unemployment, marginalization, stereotype, better employment opportunity in destination country. And also report human trafficking cases as smuggling and illegal migration.

4.4.1. Initiatives taken

To minimize human trafficking as to satisfactory level Ethiopia has been taking the following major remedies. The grand law of the country named the Federal Democratic Republic of Ethiopia constitution by its Article 18 sub article 2 clearly states "*No one shall be held in slavery or servitude, trafficking in human beings for whatever purpose is prohibited*". In addition, the revised 2005 criminal code of the country gave high emphasis to the crime of human trafficking. Articles 571(endangering the life of another), 596(enslavement), 597(trafficking in women and children), and 598(unlawful sending of Ethiopians to work abroad) can be mentioned. But, it is Article 571 and 598 which most of the time used to prosecute human traffickers. Furthermore, Ethiopia adopted many international conventions and covenants which take as law of part and parcel of the country. It was back to 2012 that Ethiopia ratified the Palermo protocol and also put into work prevention and suppression of trafficking in persons and smuggling of migrants proclamation No. 909 in 2015.

Previously the assignment of combating human trafficking was granted only to some government offices. Ministry of foreign affairs, Ministry of labour and social affairs, Federal Police and, Immigration and national affairs can be stated in this respect. But, when the problem of trafficking was expanded in a large scale, in September 2011 a national steering committee was come into action which embraces eighteen members.

Currently, the steering committee is working under facilitator of office of prime minister. And it integrates regional bureaus, Non Government Organizations and religious institutions. Meanwhile, on 29/12/2015 Ethiopian people representative parliament ratified a new private employment proclamation to halt illegal migration and human trafficking.

The rehabilitation programs for returnee victims are also somehow encouraging. Efforts made by a government for Returnees from Saudi Arabia and Beirut can be stated in this respect.

However, all the above efforts give a pleasing result, only and only when they are accompanied by preventive and continuous public awareness campaigns principally through electronic media outlets. But, the intervention mechanisms tended to focus more on firming up law enforcement machineries and migration policy; while did not give satisfactory attention to electronic media as to be a supporting human trafficking preventive mechanism.

CHAPTER FIVE

5. Summary, Conclusions and Recommendations

This chapter of the research point up summary of the study, conclusion and recommendations that can be used for future research on the topic.

5.1. Summary

The very purpose of this research was to study the practise of electronic media stations in supporting the prevention of human trafficking in Ethiopia. Also, this research tried to see challenges of electronic media in the prevention of human trafficking. And the effectiveness of electronic media stations was also examined.

For this research, two mainstream media namely Ethiopian Broadcasting Corporation (EBC) and Fana FM were taken as sample electronic media stations based on rationales of accessibility and their exposure with the issue. Additionally, Facebook was also analyzed as an alternative electronic and social media. To see the issue in detail, one hundred thirty-six programs found both in EBC and Fana FM were reviewed and analyzed for their content.

A comprehensive study on human trafficking required multiple kinds of data gathering tools. For this cause, questionnaires, key informant interviews, focus group discussions were done on top of the review of related literature and documents..

To apprehend the general and specific objectives of the research, the researcher utilized two theories. That is diffusion of innovation and social learning theory. Further, it was essential to give background information about human trafficking, EBC, Fana FM and Facebook. A mix of quantitative and qualitative methods was applied to deal with the research objectives and research questions.

Enatalem (2016) believed that, with no doubt, the transmitted programs ignited something in the minds of audiences and at least that can be used to break the silence. She also added that, the programs were used as an initial for public discussion forum. Conversely, Assefa (2016) claimed there was a gap between the actual problem and the devised methods through electronic media. For example-Yet Hadiya zone did not have community radio or FM radios, which can inform

about the problem. For this reason, the zone still depended on Wolayita Fana FM and EBC. However, Assefa considered any little effort made by electronic media must be appreciated so as to see the better future in prevention of human trafficking.

Along this lines the research found out that, social institutions were powerful in shaping individual's behaviour and action. One of the findings of the research was the negative roles electronic media played in catalyzing human trafficking by way of exaggerating the living standards of foreign countries. The other basic aspect the research looked upon was identification of common notable characteristics of reviewed programs.

Regarding the practise of social media, Facebook was not utilized optimally to prevent human trafficking. Amazingly, there was no a single Facebook page that entertained community's ideas and views on the issue. Little attention was given by concerned government institution to the use of Facebook as an additional electronic media supporting the prevention of human trafficking.

Many challenges facing electronic media stations have been identified during the study period. complex nature of the crime, journalists' low level of awareness, shortage of finance and logistics, absence of previous data, focus of electronic media more on contingent tasks, unwillingness of human trafficking victims to provided information, biased and boring presentations were among the mentioned ones.

Due to the presence of challenges mentioned above and others, sample electronic media stations and Facebook did not play their preventive role against human trafficking.

5.2 Conclusions

On the basis of the study results, the researcher has come up with the following conclusions. The study indicated that human trafficking increase at high rate in Hadiya zone especially from Hossana city administration to the Republic of South Africa. It was learnt that, electronic media can be used in the prevention of problems like that of human trafficking. As well the research verified messages of opinion leaders or models were powerful. To this effect, the society gave attention to models regardless of age, gender, religion, educational level and economic class lines. Besides, not all innovations cannot promote through the mass media, however. Some rely on informal channels. In instances, issues like human trafficking it was observed and thoroughly

learned that, determined innovations through physical proximity accepted more than other means. The media can help diffuse ideas effectively and if used in together with other mechanisms, a positive change result could be achieved. The research revealed that, the awareness level of trafficking returnees about human trafficking was low.

The study pointed out that, social institutions were influential. FGD discussion result proved family pressure was too high in influencing the minds of their children. For this reason, this particular research demonstrated, electronic media did not play their expected supporting preventive role against human trafficking.

Regarding electronic media preference, most of the respondent's preferred radio and television primarily. While, the number of internet users was low. All together, remarkable majority of respondents did not prefer the service of Facebook as their primary electronic and social media; besides, entertainment was the major purpose for the user ones. In addition, the study found out, there was no known Facebook community page owned by concerned government office. Majority of the respondents did not trust the information acquired from electronic media. In addition, the greater part of respondents, all key informants and FGD participants believed providing continuous education on human trafficking has to be the primary role of the media.

The study also revealed coverage of human trafficking by the sample electronic media was low. Only 136 programs were conducted and broadcasted by both EBC and Fana FM starting from the past five years. And almost, all programs were aired after human trafficking incident happened. Concerning the challenges, Nature of the crime, journalists' low level of understanding, shortage of finance and logistics, problems with presentation were found major challenges of sample electronic media station while they tried to prevent human trafficking.

5.3. Recommendations

To enhance the role of electronic media stations in supporting the prevention against human trafficking in Ethiopia, the subsequent recommendations are made

- The famous Ethiopian proverb “Prevention is better than cure” must be the motto of electronic media stations. Most of the time, electronic media stations found in Ethiopia focus on reporting human trafficking incident after it has happened. This trend urges Ethiopians to pay a huge price on the worth full life of individuals so far. The electronic media must create better and engagement with the public by providing continuous education on subject of human trafficking.
- The current study revealed that most respondents used radio and TV than the Internet. Thus, there is a need to expand the service to remote parts of Ethiopia. Electronic media stations must allocate satisfactory air time to human trafficking awareness creation programs. Similar to the time devoted for entertainment and other programs, electronic media stations must offer air time to fundamental issues like human trafficking. Obviously, most of the electronic media in Ethiopia give much air time to inviting music, talking about celebrities and European football matches. It is essential to aware the public about how bad human trafficking is. Likewise, it would be better if there is an identified individual who must inform the public about human trafficking.
- Facebook can be utilized as an alternative to electronic media if we need to use it. We have to create a well administered country and regionally coded Facebook community page. As a result, all the public has access to information and have awareness on human trafficking, exchange information and create platform for whistle blowing.
- In the view of the fact that electronic media stations presentation styles on human trafficking were boring, it would be better for the media to set up a research department. Although, every department is essential in electronic media stations, the research department is the one that defines the very existence of stations and know the need of audience through conducting survey. Moreover, the department should be equipped with qualified manpower and technology.
- Working in collaboration with different stakeholders (government and Non-government) and other preventive mechanisms is pretty essential. As human trafficking is the problem of all,

the remedy given for it must integrate with the effort of other stakeholders. More to the point, prevention by electronic media must integrate with legal, sociological and economical mechanisms. Otherwise, it could not be effective as expected. Besides, given that issues like human trafficking needs plenty of monetary resource, electronic media stations have to create relationship with donors or sponsors Like IOM, UNHCR, ILO. Also, electronic media stations must focus on early adopters and models so as to convince the mass society through them.

- Journalists should be given long and short term training on human trafficking.
- Share best experience of other countries- For example, in the republic of Kenya there is a well known nonprofit organization since 2010 named Awareness against human trafficking (HAART). At HAART they run prevention project which entails capacity building at grass root levels through training of volunteers about nature of human trafficking, how to keep oneself from being trafficked and referring victims to office. They strongly believe awareness creation is the best way to curb problem of human trafficking. The researcher believes launching such kind of programs in Ethiopia, will bring about positive result.
- The journalists who work in electronic media stations have to use words carefully. So as not to distort or blur facts between similar but slightly different concepts. i.e. Human trafficking versus human smuggling. In addition, it is a must for television stations to use masking or other techniques not to reveal the identity of trafficking victims.
- Visa vice.

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ANNEXES

Annex-I

ADDIS ABABA UNIVERSITY

School of Journalism and Communication- A Questionnaire Helps to Gather Data for Graduate Study Thesis.

The aim of this questionnaire is to gather data on how electronic media assist prevention of human trafficking through coverage, their effectiveness and challenges they face. Additionally, it is only used for research purpose; besides any answer you give will be kept confidential. So as your answer has a big value to the achievement of this research. For providing reliable and honest answer i thank you a lot.

Notice:

- You are not expected to write your name
- For questions of choose type, you must only chose one and put × sign in the box of your answer. Whereas, for questions which needs further description please write on the lines given.

- Sex: Male Female
- Age: 15-25 26-35 36-45
46 and above

- Educational status: I do not have any formal education
Grade 1- 8
Grade 9- 12
Firsts degree and above

- Marital status: single married divorced

1. How do you perceive the current status of human trafficking from your area?

Very high High medium low very low

2. In your belief what do you think as the primary cause of human trafficking?

Economic problem

Peer pressure

Family pressure

False promise of traffickers

False information of media

Mention if there is other reason-----

3. How much is your level of awareness about human trafficking?

Very high high medium low very low

If your answer is low or very low for, what do you think as a reason?-----

4. Which electronic medium you used primarily?

Television radio internet

Mention if there is other-----

5. What is your primarily source of information about contemporary situation of human trafficking?

From media you used

From friends

From family

Mention if there is other-----

6. How much trust do you have about human trafficking information you gain from electronic media?

Great trust just trust neutral no trust

No trust at all

If your answer is I have great trust or just trust what is your reason?-----

If your answer is no trust or no trust at all what is your reason?-----

7. Do you agree in the idea which says that, “there are other better mechanisms than media to prevent human trafficking?

Strongly Agree agree neutral
do not agree strongly do not agree

If your answer is strongly agree or agree what is your reasons?-----

If your answer is I do not agree or strongly do not agree what is your reasons?-----

8. What do you think as the role of electronic media is for minimizing human trafficking to a great extent?

Giving prior awareness to the public about how human trafficking is bad before it happens

Providing continuous education about human trafficking

Giving media coverage while human trafficking incident happens

Mention if there is any other-----

9. To what extent do electronic media outlets found in your area give coverage to human trafficking?

Very high high medium low
very low

If your answer is low or very low, what do you think to be a reason?-----

10. How do you describe the effectiveness level of electronic media outlets in your area regarding prevention of human trafficking?

Very high high medium low
very low

11. Do you use the service of Facebook currently?

Yes No

12. If your answer is yes for question number 11, then for what purpose do you use the service most of the time?

For work for entertainment
to get new information to bypass the time

Mention if any other-----

13. If your answer is no for question number 11, what is your reason?

I do not think I gate relevant information from using Facebook

I do not have convenient situation for using Facebook

Mention if any other-----

14. Have you ever post a message about human trafficking?

Yes No

15. If your answer is yes I did, then for how many times you post a message?

For Minimum of ten times

From five to ten times

From one to four times

If your answer is no, can you mention your reasons?-----

16. Do you know a Facebook community page created for preventing human trafficking?

Yes there is No there is not

If there is, what is the name of the page -----?

17. Do you think electronic media including Facebook are playing their role of preventing human trafficking at the expected level?

I strongly believe I believe neutral

I do not believe I strongly do not believe

18. What kinds of challenges/problems electronic media including Facebook faces while in the move to prevent human trafficking?

19. In general, to prevent human trafficking continuously what kinds of work do you think electronic media to perform?-----

1. በአሁኑ ወቅት በአካባቢያችሁ የሚታየው ህገ ወጥ የሰዎች ዝውውር ምን ደረጃ ላይ ነው ብለው ያስባሉ?

በጣም አፍተኛ አፍተኛ መካከለኛ ዝቅተኛ
በጣም ዝቅተኛ

2. በእርስዎ እምነት ለህገወጥ የሰዎች ዝውውር ዋነኛ ምክንያት ምንድነው ብለው ያስባሉ?

የኢኮኖሚ ችግር የጓደኛ/የአቻ ተጽዕኖ የቤተሰብ ተጽዕኖ
የህገወጥ አዘዎቻቸው ሀሰተኛ መረጃ
የመገናኛ ብዙሀን የተሳሳተ መረጃ

ሌሎች ካሉ ይግለጹ-----

3. ስለ ህገወጥ የሰዎች ዝውውር ሁኔታ ያሉት ግንዛቤ ምን ያክል ነው?

በጣም አፍተኛ አፍተኛ መካከለኛ
ዝቅተኛ በጣም ዝቅተኛ

መልሶዎ ዝቅተኛ ወይም በጣም ዝቅተኛ ከሆነ ምክንያቱ ምንድነው ብለው ያስባሉ-----

4. በቀዳሚነት የሚጠቀሙት የትኛውን ዓይነት የኤሌክትሮኒክ መገናኛ ብዙሃን ዘዴ ነው? ለምን?

ቴሌቪዥን ሬድዮ ኢንተርኔት

ሌላ ካለ ይግለጹ -----

5. ስለ ህገወጥ የሰዎች ዝውውር ሁኔታ ወቅታዊ መረጃ በቀዳሚነት የሚያገኙት ከየት ነው?

ከሚጠቀሙት የመገናኛ ብዙሀን ከጎዳኛዎት ከቤተሰብ
ከጎረቤት

ሌላ ካለ ይግለጹ-----

6. ስለህገወጥ የሰዎች ዝውውር ከኤሌክትሮኒክስ ሚዲያ በሚያገኙት መረጃ ላይ ምን ያክል ይተማመናሉ?

በጣም እተማመናለው እተማመናለው እተማመናለው/አልተማመንም
ለማለት እቸገራለው አልተማመንም በጣም አልተማመንም

መልስዎ በጣም እተማመናለው ወይም አልተማመንም ከሆነ ምክንያቶችን ቢገልጹልን---

መልስዎ በጣም አልተማመንም ወይም አልተማመንም ከሆነ ምክንያቶ ምንድነው?

7. ህገወጥ የሰዎች ዝውውርን ለመከላከል ከኤሌክትሮኒክስ ሚዲያ የተሻሉ ሌሎች ዘዴዎች አሉ በሚለው ሀሳብ ምን ያክል ይስማማሉ?

በጣም እስማማለው እስማማለው እስማማለው/አልስማማም
ለማለት እቸገራለው አልስማማም በጣም አልስማማም

8. ህገወጥ የሰዎች ዝውውርን በሚገባ ለመቀነስ የኤሌክትሮኒክ መገናኛ ብዙሀን ሚና ምን መሆን አለበት ብለው ያምናሉ?

ቀድሞ ስለችግሩ አስከፊነት ግንዛቤ መስጠት

ስለህገወጥ የሰዎች ዝውውር ተከታታይ ትምህርት መስጠት

ህገወጥ የሰዎች ዝውውር ክስተት በተፈጠረ ቁጥር ሽፋን መስጠት

ሌላ ካለ ይግለጹ-----

9. ስለ ህገወጥ የሰዎች ዝውውር እርሶ በሚኖሩበት አካባቢ የሚገኙ የኤሌክትሮኒክ መገናኛ ብዙሀን ምን ያክል ተከታታይ ሽፋን ሰጥተውታል ብለው ያስባሉ?

በጣም ከፍተኛ ከፍተኛ መካከለኛ ዝቅተኛ

በጣም ዝቅተኛ

መልሶ ዝቅተኛ ወይም በጣም ዝቅተኛ ከሆነ ምክንያቱ ምንድነው ብለው ያስባሉ-----

10. እርሶዎ በሚኖሩበት አካባቢ አገልግሎት የሚሰጡ የኤሌክትሮኒክ ሚዲያዎች ህገወጥ የሰዎች ዝውውር ከመከላከል አኳያ ውጤታማነታቸው በምን ደረጃ ላይ ነው ይላሉ?

በጣም ከፍተኛ ከፍተኛ መካከለኛ
ዝቅተኛ በጣም ዝቅተኛ

መልሶዎ ዝቅተኛ ወይም በጣም ዝቅተኛ ከሆነ ምክንያቱ ምንድነው ብለው ያስባሉ-----

11. በአሁኑ ወቅት የፌስቡክ አገልግሎት ተጠቃሚ ናዎት?

ተጠቃሚ ነኝ ተጠቃሚ አይደለሁም

12. ለተራ ቁጥር 11 ጥያቄ መልስዎ ተጠቃሚ ነኝ ከሆነ ለምን ጉዳይ ነው በአብዛኛው ጊዜ አገልግሎቱን የሚጠቀሙት?

ለሥራ ለመዝናናት አዳዲስ መረጃዎችን ለማግኘት

ጊዜ ለማሳለፍ

ሌላ ካለ ይግለጹ-----

13. ለተራ ቁጥር 11 ጥያቄ መልስዎ ተጠቃሚ አይደለሁም ከሆነ ምክንያቱ ምንድነው?

ፌስቡክ በመጠቀሜ ጠቃሚ ነገር አገኛለው ብዮ ስለማላሰብ

ፌስቡክ ለመጠቀም የሚያስችል ምቹ ሁኔታ ስለሌለኝ

ሌላ ካለ ይግለጹ-----

14. የፌስቡክ ተጠቃሚ ከሆኑ፣ በአካባቢዎት ስለሚካሄደው ህገ-ወጥ የሰዎች ዝውውር ሁኔታ በፌስቡክ አድራሻዎት አማካኝነት መልዕክት አስተላልፎው ያውቃሉ?

አውቃለው

አላውቅም

15. ለተራ ቁጥር 14 ጥያቄ መልሶዎ አውቃለው ከሆነ ለምን ያክል ጊዜያት

ቢያንስ ለ10 ጊዜያት

ከ5- 10 ጊዜያት

ከ1- 4

መልሶዎ አላውቅም ከሆነ ምክንያቶትን ቢገልጹልን-----

16. እርስዎ የሚያቁት ህገወጥ የሰዎች ዝውውርን ለመከላከል የተፈጠረ የፌስቡክ ማህበረሰብ ገጽ/ፔጅ አለ?

አለ

የለም

ካለ የገጹን/የፔጁን ስም ቢገልጹልን-----

17. የኤሌክትሮኒክ ሚዲያ ፊስቡክን ጨምሮ በሰዎች የመነገድ ተግባራትን ከመከላከል አንጻር የሚጠበቅባቸውን ሀላፊነት እየተወጡ ነው ብለው ያምናሉ

በጣም አምናለው

አምናለው

አምናለውም አላምንምም ለማለት

ያስቸግረኛል

አላምንም

በጣም አላምንም

18. የኤሌክትሮኒክ መገናኛ ብዙሀን ፊስቡክን ጨምሮ ህገወጥ የሰዎች ዝውውርን በመከላከል ሂደት ውስጥ ምን ምን ዓይነት ተግዳሮቶች/ችግሮች ይገጥማችዋል ብላቸው ታስባላቸው?

19. በአጠቃላይ ህገወጥ የሰዎች ዝውውርን በቀጣይነት ከመከላከል አኳያ የኤሌክትሮኒክስ መገናኛ ብዙሀን ምን ዓይነት ስራዎችን መስራት አለባቸው ብለው ያስባሉ?

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Annex- III

ADDIS ABABA UNIVERSITY

School of journalism and communication- An interview helps to gather data for Graduate study Thesis.

The aim of this interview is to gather data on how electronic media covered human trafficking, their effectiveness and challenges they face So as to play their preventive role. And it is only used for research purpose; besides any answer you give will be kept confidential. So as your answer has a big value to the achievement of this research. For providing reliable and honest answer I thank you a lot. Moreover, based on your consent the researcher might record your voice by audio recorder.

Questions:

1. How do you perceive the current flow of human trafficking from Hadiya zone hosanna city administration to Republic of South Africa?
2. How do you rate the awareness level of journalists worked in electronic media stations about human trafficking?
3. What can be electronic media negative roles for the increment of human trafficking?
4. How much influence electronic media has when compared with social institutions (family, religious institutions, associations...)?
5. How much coverage did electronic media gave to prevent human trafficking?
6. By the criteria of preventing human trafficking how much is electronic media effective?
7. How much is Facebook applied In Ethiopia regarding prevention of human trafficking?
8. What kinds of challenges electronic media faced while in the move to prevent human trafficking?
9. What do you recommend for electronic media to be effective and so as to minimize their challenges?

Annex- IV

አዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነትና ኮሚኒኬሽን ትምህርት ክፍል ለድህረ ምረቃ ፕሮግራም ለመመረቂያ ጽሁፍ የመረጃ ማሰባሰቢያ የሚረዳ ቃለ-መጠየቅ

የዚህ ቃለ መጠይቅ ዓላማ ህገወጥ የሰዎች ዝውውርን እንቅስቃሴ ለመከላከል የኤሌክትሮኒክስ መገናኛ ብዙሀን ያላቸውን አጋዥ ሚና ለመዳሰስ ነው። ቃለ መጠይቁ የሚውለው ለትምህርት ጥናት ብቻ ሲሆን፣ ለጥያቄዎቹ የምትሰጡት የትኛውም ዓይነት ምላሽ ሚስጥራዊነት በጥብቅ እንደሚጠበቅ እያረጋገጥንሎታል። መልሶ ለጥናቱ መሳካት ትልቅ ድርሻ አለው። በመሆኑም ለሚሰጡኝ እውነተኛና ቅን ምላሽ ምስጋናዬ የላቀ ነው። ለተጨማሪ ማስረጃ ያገለግል ዘንድም እንደ እርሶዎ ፍቃደኝነት ቃለ- መጠይቁ በመቅረጸ ድምጽ ሊታገዝ ይችላል።

1. ከሀዲያ ዞን ሆሳዕና ወረዳ (ኢትዮጵያ) ወደ ደቡብ አፍሪካ የሚደረገው ህገ ወጥ የሰዎች ዝውውርን በምን ደረጃ ነው ብለው ያምናሉ?
2. በኤሌክትሮኒክ ሚዲያው ውስጥ የሚሰሩ የሚዲያ ባለሙያዎች ስለ ህገ ወጥ የሰዎች ዝውውር ያላቸው ግንዛቤ ምን ያክል ነው ብለው ያስባሉ?
3. ለህገወጥ የሰዎች ዝውውር መባባስ የኤሌክትሮኒክ ሚዲያ አሉታዎ ሚናዎች ምን ምንድናቸው ይላሉ?
4. የኤሌክትሮኒክ እና ማህበራዊ ድህረ ገጾች ከሚፈጥሩት ተፅዕኖ ጋር ሲወዳዳር የማህበራዊ ተቋማት (የቤተሰብ፣ የትምህርት፣ የሀይማኖት ተቋማት...) ተፅዕኖ ምን ያክል ነው ብለው ያስባሉ?
5. የኤሌክትሮኒክ መገናኛ ብዙሀን ህገ-ወጥ የሰዎች ዝውውርን ከመከላከል አኳያ እየሰጡት ያለው ሽፋን ምን ያክል ነው?
6. የኤሌክትሮኒክ መገናኛ ብዙሀን ህገ-ወጥ የሰዎች ዝውውርን ከመከላከል አንጻር ውጤታማነታቸው ምን ደረጃ ላይ ነው ብለው ያስባሉ?
7. በኢትዮጵያ ማህበራዊ ድህረ- ገጽ/ፌስቡክ ህገወጥ የሰዎች ዝውውርን ከመከላከል አንጻር ያለውን ሚና እንዴት ይገልጹታል፣ ተግባራዊነቱን በምን ደረጃ ላይ ነው ብለው ያስባሉ?

8. የኤሌክትሮኒክ ሚዲያ ፌስቡክን ጨምሮ ህገወጥ የሰዎች ዝውውርን ለመከላከል በሚያደርጉት ጥረት ምን ምን ዓይነት ተግዳሮቶች ይገጥማቸዋል?
9. የኤሌክትሮኒክ ሚዲያ ህገ-ወጥ የሰዎች ዝውውርን ለመከላከል ምን ማድረግ አለባቸው ብለው ያምናሉ ተግዳሮቶቻቸውን እንዴት መቀነስ ይችላሉ?

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Annex- V

ADDIS ABABA UNIVERSITY

**School of journalism and communication- Guideline Questions Presented for
Focus Group Discussion participants to gather data for Graduate study
Thesis**

1. How do you perceive the current rate of human trafficking flow from hosanna city administration to republic of South Africa?
2. What is the level of electronic media coverage about human trafficking?
3. How do you rate the role of electronic media regarding prevention of human trafficking?
4. Which influence prevails in the society? Social institutions or electronic media influence?
5. Recommended course of action electronic media should do in the future to prevent human trafficking?

ለቡድን ውውይት የቀረቡ ጥያቄዎች

1. ከሆላዕና ከተማ አስተዳዳር ወደ ደቡብ አፍሪካ የሚደረገውን የሰዎች ዝውውርን በምን ደረጃ ላይ ነው ያለው ትላላችሁ?
2. የኤሌክትሮኒክስ ሚዲያ ለህገወጥ የሰዎች ዝውውር የሰጠው ሽፋን ምን ያክል ነው?
3. ኤሌክትሮኒክስ ሚዲያዎች ህገወጥ የሰዎች ዝውውርን ከመከላከል አኳያ የሚያደርጉትን እንቅስቃሴ እንዴት ትመለከቱታላቸው?
4. የኤሌክትሮኒክ ሚዲያ ተጽዕኖ ከማህበራዊ ተቋማት ተጽዕኖ ጋር ሲወዳዳር የየትኛው ያመዝናል?
5. ህገወጥ የሰዎች ዝውውርን በኤሌክትሮኒክስ ሚዲያ ለመከላከል ምን መደረግ አለበት ብላችሁ ታስባላቸው?

Annex VI

Ato Solomon Tesfaye Opinion, Photo of interview key informants and FGD participants



Abreham Haile, news and current affairs head in Fana Fm 98,1



Assefa Haile, head of Hossana city administration culture, tourism and communication office.



Besegawe Debebe .Team leader in Hosanna city administration labour and social affairs work process



Dawit Mesfin, a journalist and a producer in Fana FM 98.1 and who made an investigative piece of story on human trafficking from Ethiopia to Saudi Arabia.



Enatalem Melese, higher officer in Ethiopian broadcasting corporation news and current affairs.



Meskerem Getachew, EBC journalist who made stories on human trafficking



Molla Meteku, website and media monitoring office head in Walta information center



Tadesse Bezuaem, a journalist and producer and who conducted an investigative story on human trafficking from Ethiopia to South Africa.



yerega werede, coordinator at Hadiya zone labor and social affairs bureau core business process

Photo of Focus Group Discussion Participants



“የሚዲያ ስራዎች ሊመሰገኑ ይገባል፤ የፕፕሊክን አይምሮ ከመቀየር አኳያ ግን ተከታታይነት ያለው ስራ ካልሰራን፤ ልክ አሁን ከሊቢያ እነዚያ ኢትዮጵያዊያን ወገኖቻችን ከተሰዉ በኋላ የነበረው ዓይነት ግለት በመስዋትነት ሰሜት ብቻ ሳይሆን ቀጣይነት ባለው መልኩ ቢኖር ኖሮ ጥሩ ነው። አንደኛውም ክፍተታችን ይህ ነው።”

አቶ ሰለሞን ተስፋዮ (ጠቅላይ ሚኒስቴር ጽ/ቤትን ወክለው በ2006 ዓ.ም ካደረጉት ንግግር ውስጥ የተወሰደ)

Declaration

This thesis is the original work of the researcher who undersigned below. And all sources used for the thesis is properly recognized.

Name: Thomas Kebede woldemariam

Signature

Date of submission

Place of submission: Addis Ababa University, Addis Ababa, Ethiopia.