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ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

EFFECTS OF SATELLITE TELEVISION ON YOUTH IN ADDIS
ABABA: A COMPARATIVE STUDY BETWEEN HEAVY AND
LIGHT VIEWERS

By

Rahwa Youssuf

ADDIS ABABA, ETHIOPIA
June, 2011

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Dedication

This Thesis is dedicated to my Family with due respect, love, indebtedness and with all the best wishes; as a tribute for what they have done for me through out my life, and particularly during the course of my postgraduate study. My family, I know the prices you paid. You will be in my heart always! I love you!

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Abstract

This study investigates the “effect of satellite television on the life patterns of youth in Addis Ababa” through survey using Questionnaire and Qualitative individual in-depth interview as a tool of data collection. It targeted 77 youth viewing satellite television aged 15-29 years. The study recorded the respondent’s consumption patterns, level of viewing, preferred channels and programs. It crossed checked the above factors with the level of viewing.

The major hypothesis studied was “the greater the exposure to satellite television the greater the impact on the lives of youth.” The sub-hypothesis included ‘heavy viewing has greater effect on their activities, family and social interaction patterns and cultural practices. And they are more influenced by the television characters especially depicting western youth than the light viewers. And it is proved by applying chi-square test that there a significant association between level of viewing and level of effect.

The general findings revealed that heavy viewing affected persona activities of the youth like studying, newspaper and book reading, going to local cinema, the meals serving schedule, their interaction with family, friends, neighbors and relatives it also affects the youth style and appearance and heavy viewers show greater change on their cultural practices. The study also identified a few areas for future researchers and made recommendations towards their improvement.

Acronyms

SPSS	Statistical Package for the Social Science
AA	Addis Ababa
AAU	Addis Ababa University
ETV	Ethiopian Television
FJC	Faculty of Journalism and Communications
THS	True Hollywood Story
MYS	Ministry of Youth and Sports
CSA	Central Statistics Authority
EE	Entertainment-Education
CT	Cultivation theory
UGA	The Uses and Gratification Theory
GSJC	Graduate School of Journalism and Communications

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CHAPTER ONE

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

In the last 50 years the media influence has grown exponentially with the advance of technology, we live in a society that depends on information and communication to keep moving in the right direction and do our daily activities (Craig et al, 2003).

Media products need to reach the target audience with the targeted message. Media effects largely depend on the reaction and reception mechanisms of the targeted audiences bring to bear in watching media products. Mass media has a specific agenda and once values and ideals are shaped, it's very difficult to undo.

Among different sources of information it is commonly agreed that television has become the source of the most broadly shared images and messages in history (Gerbner, 1994). Of all the media distribution channels the most influential has been the television. Television's symbolic impacts in shaping and directing viewers perceptions and behaviors toward others and society have been widely researched and documented in many countries.

In Ethiopia, television is the least accessible type of mass media in contrast to the press and radio. Yet it is perhaps the most appealing type of mass media to most people (Tsega and Abebe, 2000).

Nowadays globalization penetrates cultural and social borders around the world and simultaneously strengthens smaller regions and feelings of social identity. Political and social power is taking as new dimensions. Cultural awareness and misunderstanding are growing. So it is possible to say that, journalism is at the center of these changes (as cited in Dilalew, 2008).

With the growth of advance technology and digitalization, the media has possibly become the most noticeable engine of globalization more than ever. Globalization of media brings opportunities to broaden young generation out looks and provide more equal access to information, but is also threatens cultural identifications and values (Steven, 2003).

Here it is possible to say that the case in Ethiopia is no different. Ethiopia; as part of this world-wide trend of influence is subject to this situation, which I think can be exemplified by the increased flow in to the country and consumption by the local audience of foreign produced cultural materials of the media. Global media in the form of print, broadcast and online (magazine, newspapers, television, radio and internet) are particularly in the capital Addis Ababa. With more and more video, and satellite TV service giving homes spreading, young Ethiopians opportunity for access and use of global media particularly popular

culture is increasing. Nowadays, electronic materials and satellite equipments are becoming cheaper, affordable, and easily accessible. This gives an opportunity to investigate how the global media products are being consumed by local audience and to identify the consequences (Dereje, 2009)

Governmental organizations, NGOs and civic associations in Ethiopia and other countries adopt and use various age ranges for the concept "Youth" from the standpoint of the purpose which they stand for and the activities they undertake. For example, the United Nations (UN) defines the youth as persons between 15-24 years; WHO, 10-24; and the Ethiopian Social Security and Development Policy, 15-24. Experiences of other countries indicate that different age ranges have been used in defining youth. For example, Uganda has used the age ranges 12-30; Mauritius 14-29; South Africa 14-28; India 15-35; Nigeria 18-35; Djibouti 16-30 for defining youth (MYSC, 2005).

Taking in to consideration the age ranges given from different directions indicated above and the objective conditions prevailing in our country, and in order to mobilize and utilize the potential capacities and competence of youth for the building of a democratic system and development purposes, this Youth Policy defines youth as to include part of the society who are between 15-29; years (MYSC, 2005).

Population censuses and projections conducted in different years show that youth constitute a high proportion of the Ethiopian population. For instance, according to the 1999 medium variant projection, Ethiopia's population was estimated at 63.5 million out of which 17.9 million or 28.2% (14.2% male and 14% female) were youth. Of these, 17.9% and 82.1% were living in urban and rural areas respectively. According to the 2004 projection, the population will reach 73 million and the youth population will be 28.4% (14.4% male and 14% female) of which 18.6% and 81.4% will be living in urban and rural areas respectively (CSA, 2006).

The apprehensions of media communication, as well as evidence for its effects, are as old as the history of the subject itself. People have always wondered how media messages are affecting them by bringing about an imperceptible change in their culture, values and behavioral patterns. They have always been concerned for the negative influence of a particular message or message system and have been curious about the potential pro-social effects of others (Wimmer, 1993).

By exposure to satellite television, the researcher intends to define the time that youth allocate towards viewing satellite television. The number of hours devoted to viewing satellite television programs per day determines the level of viewing for this study. As Gerbner classified viewers into heavy, medium or light on the basis of a global measure of self-estimated television viewing in terms of hours of viewing per day.

Hirsch (1980) challenged this division of viewers on the basis of their claimed viewing behavior. He pointed out that different definitions of heavy and light viewers were used by the Gerbner group in different studies. Here the researcher divided the viewers into two categories i.e., heavy and light instead of three this because the main aim of this study is to compare two extremes i.e. heavy and light viewers. The respondents who watch satellite television channels for 4 and more than 4 hours per day are considered as heavy viewers. Whereas the respondents who watch satellite television less than 4 hours per day are considered as light viewers.

1.2 Statement of the problem

There are effects of mass media in societies, they buy what they see on TV, what their favorite celebrity advertises and what is acceptable by society based on the fashion that the media has imposed them (Craig, 2003). Over the past 20 years, a large number of studies

have found out that those who spend more time watching television are more likely than light viewers to express viewers' beliefs, and assumptions that are congruent with television's depiction of life and society (Morgan, 1983). The possibility that behavior can be acquired observationally and retained without necessarily being performed immediately has important implications for our understanding of the effect of television (Robert, 2000).

Many studies have been conducted to observe the impact of television on viewers, particularly on their behavior (Bukhari, 2002; Malik, 2003; Naseem, 2001; Emrakeb, 2005; Dilalew, 2008; Dereje, 2009). Findings of previous research had made the researcher to conclude that television does have some direct or indirect effects on viewers.

With the popularity of foreign television channels, fears have been expressed that lifestyles of viewers may be affected. As Schiller (1996) confirms 'importing programs is importing lifestyles and exposure to foreign television programs may transform the values of youth.' Concerns over the impact/effects of media always reinforce whenever a new communication technology is introduced in the society because technology always has positive or negative impact.

As elsewhere in Africa, Ethiopia has been one of the countries most affected by the surge of global media into its borders, as lack of resources and poor local film industry have prevented the country's capacity to produce local contents. Young people as patrons of the global media framework comprise the considerable part of the local audiences in Ethiopia; particularly in Addis Ababa where ease of access is better. In real meaning the occurrence and division of global media in Ethiopia is quickly increasing enterprise and this could provide the suggestion that Ethiopian youth are potentially consuming it or, at least, have the right to consume it.

The question arises that satellite television, as a communication technology, is quite affordable, available to majority for 24 hours, enhances the choice and provides variety of

channels and programs that are foreign and local may have effects. Schiller (1996) defines cultural imperialism as a process of imposition of cultural institutions and values of less developed nations and dependant states by developed countries.

The core purpose of this study is to dig out the influence of foreign channels and with foreign contents on social life, values and behavior patterns of youth viewers through satellite television. The researcher was interested to examine if the satellite television has any affects on youth and if 'yes', to what extent has it affected the youth at basic level in terms of the following factors: Personal activities is especially significant in a Ethiopian youth's life. Personal activities of youth include studying, reading newspapers, magazines, books, listening to music, going out for game and recreation, going to bed and dining schedule etc.

The researcher was interested in seeing the effects of paying time to watch satellite television on youth's activities'. Family and social interaction patterns traditionally, families in Ethiopia have close relationship and interact with each other affectionately. Majority is used to live in joint family system and spend leisure time with parents, friends and relatives. They are used to share their feelings, emotions and family matters with each other. Similarly, social interaction is a part of Ethiopia's culture. People meet frequently with their friends and peers. They arrange gatherings, visit their neighbors and welcome them at their homes, interacting with family members or going out and meeting friends and neighbors. Therefore, this research was aimed at identifying if changes occurring in the family and social interaction patterns of youth.

Appearance and style this research tried to discover the target audience associating their personal appearance and lifestyle with television characters. The study described appearance and lifestyle as of dressing up, hairstyle, make up and posture adopted by youth. Cultural practices can be defined in several ways. It is the way of life in a particular

society. Every culture has its own values system. In socialization, culture guides people what to do and what not to do. But there is no standardized definition of culture. Various scholars have defined it in different ways. Williams (1997) says culture is the sum of available description through which society makes sense and reflects their common experience. Williams states “culture is a way of life”. Therefore, it was intriguing for the researcher to find out if changes occurring in the cultural practices in youth and its relationship (if any) with the viewing of satellite television. Thus, the researcher has taken language, food and some traditions as indicators of cultural practices.

The Researcher selected the above-mentioned factors based on the conclusion, after reviewing the relevant literature i.e., most of the researchers were of the view that television viewing generates socio-economic and cultural changes. The following hypothesis was formed on the basis of the above-mentioned factors.

Hypothesis

- Greater the exposure to satellite television the greater the effect on the lives of youth

1.3 Objective of the study

The general objective of the study is to explore effects of satellite television viewing on youth in Addis Ababa: By comparing their level of viewing, the study tries to find out respondents' preferred channels and programs.

Specifically the study aims at

- Exploring how viewing of satellite television affecting their household chores and other activities;

- Gauging association between viewing of satellite television and change in family and social interaction patterns of youth (15-29 years) in Addis Ababa;
- Finding out relationship between viewing of satellite television and its effects on personal appearance and style of youth;
- Determining relationship between viewing of satellite television and changes in cultural practices;
-

1.4 Significance of the study

However, there are only few studies that have been conducted in the area of satellite television consumption in Ethiopia. Therefore, this research might be the first of its kind and initial study for other related researches that would be undertaken in the future. Therefore, the research will benefit mainly ‘youth’ focused organizations, policy makers and program implementers, as well as organizations. Pertaining stakeholders, researchers, media institutions, government and non governmental organizations that are involved in youth matters shall get supplementing explanatory facts and recommendations from the findings of this study.

Therefore, this study will help to better understand the youth and their interaction with media messages and proofs the possible influence of their encounter with satellite television: and this will help youth focused policy makers and program implementers to better identify the needs and challenges of the youth, especially in relation to culture. It can also serve as a reference to subsequent research works in the area of this field.

1.5 Scope of the research

The total area of study covered only Addis Ababa. And total population of the study was focused on youth aged 15-29 only. The reason of keeping others out of the sample is that

they might get affected from their peer group instead of directly viewing of satellite television.

1.6 Limitation

The time taken to investigate such a topic, effects of satellite television on youth in Addis Ababa is not enough. While there are many age groups: the focus was made only on youth investigation of several media outlets and wider study are for an extended period of time could have given deeper understanding of the problem, but because of resource and time constraints, this was not possible. Absence of prior research on the area and shortage of reference materials has also been a big challenge.

1.7 Organization of the thesis

The content of this thesis is divided in to six chapters. The first chapter presents a general background to the study, statement of the problem, objective of the study, research questions, significance, scope and limitation of the study, finally comes this part, organization of the study.

Chapter two reviews related literature, deals with some of literature available on globalization and the role of media in the process of globalization. This chapter also looks at media effect theories, which represent the theoretical frame work of the study.

The next, chapter three, is where methodological aspects, methods, procedures and techniques used in this thesis are discussed. It also gives justifications for the selection of mixed approach over each other. The main reasons for using each tool, quantitative survey, in-depth interview are also explained.

Chapter four is where the collected data are presented and analyzed. It presents analysis of the quantitative and qualitative data independently, which helped the researcher clearly see where they agree and where they disagree. And this led to the need of treating the discussion further but in combination.

Chapter five, therefore, provides a more general conclusion and recommendations with particular reference to the research questions of the study. It also highlights the potential the topic has for further research.

CHAPTER TWO

2. LITERATURE REVIEW

2.1 The role of media

In the world of today, media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society; it's a mirror of the society. Its duty is to inform, educate and entertain the people. It helps us to know what's going on around the world. It put its life in danger during attacks or natural disasters, just to inform us of the situation. It is partly because of that awareness is spreading in the society. It is the media who shape our lives. Our lives would be incomplete without the media (Paterson, 1997).

Media is the watch dog of the political democracy. If it plays its role honestly, it will be a great force in building the nation but now a days, media has become a commercialized

sector eyeing only for news that is hot and sells. Instead of giving important information and educative programs, all that one gets on television is sensational depiction of all news stories, their only goal being gaining television rating points (Tomlinson, 2004).

Media is an integral part of our society, but that's also a fact that its too much intervention in everything is a matter of concern. Sometimes, just for making money, insignificant news is given so much priority that the real news is not even brought into notice. Yes, it does also entertain but again it's a debatable issue because by 'entertainment' we mean healthy entertainment and not those nonsense TV serials. So at last, like science it is a tool, which we have to use by our judgment to provide maximum satisfaction side by side without harming ourselves. Sometimes, some channels also broadcast and publish the messages in such situation that the real messages are left beyond our hands. The other disadvantage is that some times they also publish or broadcast some vulgar news, and sometimes unessential activities are served as very important news and broadcasted again and again. This does not broaden the reach of media (Paterson, 1997).

The trance of entertainment through television channels is so great that no common man irrespective of his age, sex and education can claim immunity from it. The entire study of mass communication is based on the premises that the media has significant effect in every society. Yet there is little agreement on the nature and extent of these assumed effects. He argues that their affects take various forms. We choose what movies are based on what we see in advertisement or in newspaper. We dress in accordance to the weather broadcasts that means our buying habits are shaped through media (Mcquail, 2003).

Media has occupied a prominent place in our daily lives, providing stuff from which we form our identities, construct meaning and organize our very existence. Today, media service is the nervous system of modern society. Electronic media, particularly television, is the most important invention in the communication technology. Teachers teach,

government governs and religious leaders preach but media totally changes the lifestyle of people. (Mcquail, 2003)

2.2. New media and society

Latin American communication researchers began to analyze the nature and perceived effects of the rapid spread of mass media, particularly commercial television as the foreign cultural influence in their region. Before 1970s, a good deal of attention in Latin American communication writing was focused on critical analysis of media but with relatively little attention to audience. Later, emphasis was laid on media and audience by exploring what popular culture meant for Latin American audience (Mcanany, 2004). The importance of audience and media relationship has been recognized in the western countries thus the researcher felt the need of addressing the impact of satellite television on the audience (youth) in Ethiopia also.

Mender (1995) wrote that if you could somehow drop all preconceptions of television and read this list. Then people were describing some instruments you had never seen yourself. I think the picture you would obtain is of machines that control the people who view it. It is not unlike alien operated influencing machine of the psychopathic fantasy.

A review of the knowledge on new communication technologies pertaining to cultural identity by Shariffadeen (1995) summarizes that fear burns rife over the negative impact potential of new communication technologies on cultural identity in rural Asia. Yet technology is not neutral. Technology is good or bad depending on the use to which it is put. Research results have shown both positive and negative aspects of media technology. In contrast, the ambivalent nature of new communication technology and research, in short, should inform media policy. It should inform the choices that people make in their media usage. The appropriate research approach builds on the primacy of social needs, not merely

at the whims of market forces. And, individual citizens should be intellectually prepared to be discerning if not critical users of communication media and products.

Shariffadeen (1995) looks at some of the major economic, cultural and social issues faced by developing countries arising from new technology. He concludes that the new communication era should not be perceived as a purely technological phenomenon. Its ultimate impact is social and cultural, although technological advancement is the key enabler. This new era invites a change in social and cultural patterns. At individual level, it raises the importance of mental and intellectual ability. For society at large, it engenders new forms of social organizations. Economic restriction will result from information intensification in production and delivery of goods and services.

Finally considers how society and culture could change as a whole with increased dissemination of new media, changes in communication and states. As a result of new media as a whole speeding up the flow of information, the world will undergo radical changes such as it has never before experienced. These changes will, like it or not, transform social organizations, bringing about what business administrators call 'temporariness'. And the world will shift to a value system that applauds changes. The new media, if used improperly, may not only bring about serious social problems but also give rise to a new rich-poor gap in information between those who know to use the media and those who do not. We need to firmly establish media literacy and media ethics if we are to prevent these problems from arising (Malik, 2001).

Keeping in view the concerns of the above mentioned researches the present research is the first in Addis Ababa on similar grounds except some on similar frame works. The results of this study could provide a guideline to the audience how to critically analyze the content of media and keep watch of negative impacts. Goonasekera (1993) relates the relationship between media and social imperatives. It is possible for a third world country to adopt

communication policies to bypass early stages of industrialization and leapfrog the modern technology.

Much depends on the behavior of broadcasters and program makers and, more particularly, governments in the face of technological advance. Both neophiliacs and cultural pessimists emphasize the power of new technologies. Machines and inventions are not inherently powerful. Now is the use to which they are put inevitable. While the new technology brings with it many dangers and some opportunities, its impact will depend crucially and especially in the early years on how it is managed (James, 1988).

2.3 Globalization and media

In spite of being sensational and biased, the significant of media can not be ignored, especially in an age, in which globalization and liberalization have become the order of the day. In this globalize world, task and duties of media are increasing day by day. There is still a lot to be done by the media for the betterment of the society.

As Sen narrates(1993) that in today's world with fiber optics and satellites, it is hard to isolate one self from sounds and images from the west but no established and traditional and cultural entity wants to be overwhelmed and dominated by the accoutrements of another alien culture. If the global culture means domination of one over the other or replacing one by the other, then there is less scope of development of a truly global culture which could include interaction, assimilation, exchange of ideas, artistic and scientific cross fertilization.

He concludes that there is no clear evidence of a global culture at present. On the contrary, evidence suggests that the third world people are changing more to their own music, art, language and customers. Prevalence of the American pop culture is more apparent in urban areas and among the elite of the third world countries but still the majority is in rural areas.

The consumption of American products will more likely continue to expand the gap between the rich and the poor urban and the rural cultures.

Sen (1993) conducted a study on to see whether the lives of people living in Lahore were under the influence of satellite television channels. The researcher made the following conclusions:

- The socio-cultural and religious thinking of the people was under the influence of foreign cultural values
- Satellite channels were influencing the language, fashion, food, architect and social behavior of the viewers
- There was an impact of the satellite channels on the style of living of the people living in Lahore
- Pakistani mass media was under the influence of satellite programming
- Satellite channels were intermingling the eastern and western cultures resulting in the formation of an “International Culture”

A strategic approach involving full mobilization of critical resources is suggested as being the key to a higher level of achievements. Finally, it is suggested that developing nations promote a learning culture among their people in order to gain foothold in the emerging information based economy.

Malik (2001) on her study shows that the viewers who spend time watching cable television transmission, their routine and activities are affected. Inter individual communication has decreased. Results of the survey indicated that powerful culture traditions of alien culture, particularly Indian culture, are getting popularity due to cable television transmission. Moreover, this transmission is promoting the modern way of life.

A research by Eashwer (1994) on the impact of cable television on women at a very basic level in terms of activities, time management and interaction with family members and the outside world revealed that 16 out of 30 women spent over 4 hours a day watching cable television and 10 of them spent 2 to 3 hours a day. The researcher reported that the major activities affected are:

- Exposure to other media and reading habits
- Interaction with children, husband, other family members, friends and neighbors
- Cooking and other household work

Bryanc (1990) found that average individual in Britain today gives more time to mass communication in particular to television than to general reading or part time education. Personal interests and relationships are thus fed up with what media provides and it is altogether acceptable that the attitude of mass media should be taken in with materials.

The above mentioned studies target the scope and impact of television on education and information based economy. In this study the researcher will measure the impact of satellite television on family and social interaction, social role, personal activities of youth in Addis Ababa. This study gave a new scope and dimension to researchers in other countries.

The role of new information/communication technologies (NICT) in the field of education is examined by Karnik (1995). Her study revealed that NICT facilitate the extension and outreach of education. She says that increasing privatization and commercialization of education is an evident trend worldwide. To this, technology has added a new dimension: globalization through trans-national satellite broadcast of distance education programs. Though this is just the beginning but this trend is likely to continue. The implications and

effects of this trend, especially for developing countries, need to be carefully examined. There are also numerous issues about cultural diversity versus homogeneity that need consideration but still NICT throw open a vast field of opportunities in the education sector.

Herman (1997) traces the emergence of global media system and chronicles the political, economic and technological factors in his book. It also reviews some of the local and national responses to the spread of a global media system. Its purpose is to contribute to an understanding of the economic and political dynamics on growth and the effects of the globalization of media while pointing up alternatively and arguably more democratic media structures and policies.

2.4 Media and youth

Eashwer (1994) emphasizes on the influence or impact of daily night transmission of Star Plus family dramas on social and cultural values and norms of Pakistani youth of middle class. The survey research concludes that the socio-cultural thinking of Pakistani youth is under the foreign cultural values through these Star Plus dramas. They are also affecting the language, fashion food and architect, social behavior and daily life style of Pakistani society. These dramas have increased the generation gap. And through these dramas, Pakistani youths have become more money oriented.

They have created impact on the 'lifestyle' of middle class Pakistani youth and influenced the thoughts of modernist and traditionalist thinkers. Star plus is actually inter mingling the eastern and western culture resulting in the formation of an 'International Culture' and promoting more liberalism and modernism in Pakistani society and youth.

Research findings of Atkin & LaRose (1991) suggest that access viewers do not fit the upscale information seekers profile typical of other public affairs consumers. While better educated and heavy access viewers are nevertheless likely to be older, tired and have lower incomes. Such research indicates, for instance, that general viewer ship is higher among larger, younger and non-white families. This is clearly not the case with access.

2.5 media effect theories

This study analyzes “Effects of satellite Television in Addis Ababa”. The core purpose of this study is to dig out the influence of foreign channels, particularly western, on the life patterns of youth viewers. As a communication technology, satellite television has a great acceptance and is being used extensively in Addis Ababa. Satellite television viewer ship is no more restricted to the upper and upper-middle class of Local audience.

Being inexpensive and easy to access, satellite television spread rapidly in Ethiopia. It has become one of the common household commodities. Kaye (2000) states “A good theory helps predict what will happen in future by giving practical insight into how the phenomenon being studied works”. New communication theories that explain uses of new technologies are surely needed. As the new century progresses, the continual challenge for communication theorists will be to catch up and keep up. There is a need of such theories that could explain the uses and consequences of this new media technology in Ethiopia.

Satellite television provides a variety of local and foreign channels and helps people in selecting programs according to their taste and choice. Therefore, the first part of this study explored respondents preferred channels and kinds of programs, reasons for watching satellite television. It justified the application of ‘Uses and Gratification Theory’. This theory identifies satellite television consumption patterns according to needs and satisfaction of targeted class. The gratification factor leads to the exposure of channels/programs which in turn can generate effects.

Main part of the present research comes under the effect tradition. It demands discussion on theories based on observational learning and information processing emphasize lasting effects of exposure to media contents. Thus, the study also applies 'Cultivation Theory' in terms of effect (which can be small, gradual, indirect but cumulative and significant) through exposure (depending upon heavy and light viewer ship of satellite television) and 'Social Learning Theory' which says that viewers attend and learn from models which are attractive, powerful, rewarding and similar to themselves. They do not usually act immediately on what they learn from television. Instead, they store such knowledge to be used when their own circumstances elicit it. Hence, the framework of this research is based on the set of three theories i.e. Uses and Gratification Theory, Cultivation Theory and Social Learning Theory. These theories are discussed below in relation with the present study in brief.

2.5.1 Uses and Gratification

Utility Theory, often known as the "Uses and Gratifications Approach", offers another way of explaining why people expose themselves to some communications and not others (the preferred channels/programs); why they perceive a fraction of these to which they are exposed and why they remember –correctly or incorrectly-- only some of these (effects on lingo). Blumler and Katz's Uses and Gratification Theory suggest that media users play an active role in choosing and using media. Users take an active part in the communication process and are goal-oriented in their media usage. Theorists say that media users seek out source that best fulfills their needs. Uses and Gratifications Theory assumes that users have alternate choices to satisfy their needs (Griffin, 2000). Focus of this theory is that viewers attend, perceive and remember information that is pleasurable or that will in some way help satisfy their needs. Therefore, this research probed into which satellite television

channels and programs are preferred by the targeted audience and which of their needs are satisfied by viewing them.

The idea of this study was to look for reasons for the evident appeal of media and various types of contents by asking the audience what they think, feel and appreciate on the basis of their personal media usage. The approach was described as a “functional orientation” which could account for the appeal of “escapist” media content. He named simple functions of media as providing relaxation, stimulating the imagination, providing vicarious interactions and providing a common ground for social intercourse. Variation in motives for attending to media was also studied as variables in effect research (Mcquail, 2003).

Uses and Gratifications Theory takes a more humanistic approach to looking at the media usage. Blumler and Katz believe that there is not merely one way that the populace uses media. Instead, they believe there are as many reasons for using media as there are media users. According to the theory, media consumers have a free will to decide how they will use the media and how it will affect them. Blumler and Katz believe that media consumers can choose the influence media has on them as well as the idea that users choose media alternatives merely as a mean. Uses and Gratifications Theory is the optimist’s view of media. The theory takes out the possibility that media can have an unconscious influence on our lives and how we view the world. The idea that we simply use media to satisfy a given need does not seem to fully recognize the power of media in today’s society.

2.5.1.1 Uses and Dependency Model

Research has shown that dependency on a medium is the result of two major factors: viewer motives for obtaining gratifications and the availability of viewing alternatives. Each of these factors may be affected by any number of social or psychological characteristics. For example a person with poor health and limited mobility would be more

likely to be dependent upon a medium such as television for entertainment and diversion than a healthy person who enjoys many different activities. Further, a person with limited mobility would be more likely to become dependent upon a medium such as television if he/she did not have access to other media options such as personal computer, VCR, computer games, etc at his/her home(West and Turner 2000).

The Uses and Dependency Model (Rubin, 1994) proposes that certain elements in media system (e.g. system itself, structure of society and individual differences that result in highly personal motives) cause people to use and depend upon media. Dependency upon media may lead to effect in itself. For example, attitude change might occur and thus affect other elements in the model.

The greater the dependency upon a medium the greater the likelihood that medium will have effects upon the viewer. Miller & Reese (1982) studied political effects and found that these (effects) were more likely to occur among those who relied more upon the medium rather than those who did not rely upon it.

Finn (1992) described the motives for media use as falling under one of the two headings: proactive or passive. Examples of proactive media use and watching a particular television program in order to learn more about a specific subject of interest, watching a certain movie for the purpose of being entertained or using internet for information for a project at school or work. In other words, media user actively seeks something from media based upon his/her wishes, needs and motives. As the name suggests, passive motives describe the usage of media in a lackadaisical (passive) sense. For example, sometimes we turn on the television simply because it is there just to “see what’s on”. We are not actively seeking information, entertainment or anything in particular. This does not mean that we will not be entertained or learn something we very well might. It only suggests that we did not begin the viewing experience with a particular proactive motive in mind.

Most recent activity in the area of Uses and Gratification Theory had examined the motives behind the media usage. In other words, researchers have sought to find out why people watch television programs or why they are influenced by some commercials but not by others. Instead, focusing on what media do to peoples, these studies question: what do people do with media (Rubin, 1994), was among the first to suggest that media uses and effects should be linked. Research should ask what effects particular gratification may have or what effects particular uses of media may have. They found that people depend upon the media to fulfill certain needs such as vicarious experience and escapism or involvement or interaction.

Other researchers have also suggested that a synthesis of the two research realms would be logical and beneficial. These research domains are similar in that each examines the consequences of mass communication from an individual or societal level, changes in attitudes, perception or behavior.

Since the mid-1970, research has provided greater understanding of the uses and effects of mass media. In answer to criticisms regarding lack of uniformity, uses and effects researchers have adopted similar measures for viewers' motives. Based upon the work by Rubin (1994), most uses and gratification research now recognizes the following motives for media use among audience members: learning, habit, companionship, arousal, relaxation, escapism or a way to pastime (Rubin, 1994). Studies by Rubin produced similar results. And found, for example, the motives for viewing changed with person's age. Most habitual viewers liked watching comedies rather than news bulletins. Most viewers seeking excitement tended to watch action/adventure programs.

2.5.2 Cultivation Theory

This study has used Cultivation Theory by George Gerbner as a guide in exploring the consequences/effects. Under guidance of this theory, this study may be able to emerge as a

new theory. Essentially, the theory states that heavy exposure to mass media namely television creates and cultivates attitudes more consistent with a media conjured version of reality than with what actual reality is. The Cultivation Theory asserts that heavy viewers' attitudes are cultivated primarily by what they watch on television. Gerbner views this television world as "not a window on or reflection of the world, but a world in itself" (Mcquail, 2003). Cultivation Theory, in its most basic form, suggests that television is responsible for shaping or 'cultivating' viewers' conceptions of social reality. The combined effect of massive television exposure by viewers over time subtly shapes the perception of social reality for individuals and, ultimately, for our culture as a whole. Thus, cultivation research is in the effects tradition.

Cultivation theorists argue that television has long-term effects which are small, gradual, indirect but cumulative and significant. They emphasize the effects of television viewing on attitude rather than the behavior of viewers. Heavy watching of television is seen as 'cultivating' attitudes which are more consistent with the world of television programs than with the everyday world. Cultivation theorists are best known for their study of television and viewers and, in particular, for a focus on the topic of violence. However, some studies have also considered other mass media from this perspective and have dealt with topics such as gender roles, age groups, ethnic groups and political attitudes.

George Gerbner stands as the pioneer of the Cultivation Theory. He begins developing cultivation as a structural piece for the long term examination of public messages in media influence and understanding. Gerbner clarifies that his objectives are not with "information, education, persuasion, and the like, or with any kind of direct communication effect". More accurately, his concern remains with "the collective context within which, and in response to which, different individuals and group selections and interpretations of messages take place". Nonetheless, Gerbner's work presents a Social Psychology Theory on communication effect on persuasion as related mass media. He argues that the mass media cultivate attitudes and values which are already present in culture. Media maintains

and propagates these values amongst members of a culture, thus binding it together. The Cultivation Theory got its start with the cultivation hypothesis, created by George Gerbner, which attempts to understand how "heavy exposure to cultural imagery will shape a viewer's concept of reality" (Pierce, 2007).

Gerbner argues that television has become the central cultural arm of the American society. "Television set has become a key member of the family, the one who tells most of the stories most of the time." Gerbner and his associates (Gerbner et al, 1994) have written that there are two types of television viewers: heavy and light viewers. For heavy viewers, television virtually monopolies and subsumes other sources of information, ideas and consciousness. Gerbner says that the effect of all this exposure to the same messages produces what he calls cultivation or the teaching of a common worldview, common roles and common values. Gerbner presents research supporting "Cultivation Theory" that is based on comparison between heavy and light television viewers. Gerbner analyzed answers to question posted in surveys and found that heavy and light television viewers typically give different answers. Further, heavy television viewers often give answers that are closer to the way the world is portrayed on television.

Cultivation theorists argue that heavy viewing leads viewers (even among high educational/high income groups) to have more homogeneous or convergent opinions than light viewers (who tend to have more heterogeneous or divergent opinion). The cultivation effect of television viewing is one of the 'leveling' or 'homogenizing' opinion. Gross considered that 'television is a cultural arm of the established industrial Television Viewing Incidental Information Social Reality Inference Skills, social structures, other experiences (Learning) (Construction) Capacity, focusing strategies, attention, involvement order and as such serves primarily to maintain, stabilize and reinforce rather than to alter, threaten or weaken conventional beliefs and behaviors' (Boyd et al, 2002).

Cultivation research looks at the mass media as a socializing agent and investigates whether television viewers come to believe the television version of reality the more they watch it. Gerbner and his colleagues contend that television drama has a small but significant influence on the attitudes, beliefs and judgments of viewers concerning the social world. The focus is on 'heavy viewers'. People who watch a lot of television are likely to be more influenced by the ways in which the world is framed by television programs than the individuals who watch less television programs, especially regarding topics of which the viewer has little first-hand experience. Light viewers may have more sources of information than the heavy viewers. Judith van Evra argues that by virtue of inexperience, young viewers may depend on television for information more than other viewers do (Evra, V, 1990). Although Hawkins and Pingree argue that some children may not experience a cultivation effect at all where they do not understand motives or consequences (cited by Evra, *ibid.*). It may be due to the fact that lone viewers are more open to a cultivation effect than those who view with others (Evra, 1990).

Cultivation theorists are best known for their study of television and viewers and in particular for a focus on the topic of violence. However, some studies have also considered other mass media from this perspective and have dealt with topics such as gender roles, age groups, ethnic groups and political attitudes. A study of American college students found that heavy soap opera viewers were more likely than light viewers to over-estimate the number of real-life married people who had affairs or who had been divorced and the number of women who had abortions (Wimmer and Dominick, 1993).

Gerbner reported evidence for 'resonance' a 'double dose' effect which may boost cultivation. This is held to occur when viewer's everyday life experiences are congruent with those depicted in the television world. For instance, since on television women are most likely to be victims of crime, women heavy viewers are influenced by the usual heavy viewer mainstreaming effect but are also led to feel especially fearful for themselves as

women. The cultivation effect is also argued to be strongest when viewer's neighborhood is similar to that shown on television. Crime on television is largely urban. So urban heavy viewers are subject to a double dose and cultivation theorists argue that violent content 'resonates' more for them. The strongest effects of heavy viewing on attitudes to violence are likely to be amongst those in the high crime areas of cities (Gerbner, 1993).

2.5.3 Social Learning theory

The principal understanding of Social Learning Theory is tied to the social context of learning. Bandura has emphasized the fact that people who observe responses of individuals tend to exhibit the same when placed in similar settings. According to Bandura, behaviors and responses that are repeated, perceived as real, distinct, functional and salient are more likely to be attended to, thus more likely to be learned.

When observing an event, which receives some kind of reward like social approval, pleasant experience and when the observer feels confident to perform, its symbolic imitation is facilitated. The social cognitive principle has been widely employed to explain the television effects on a variety of social issues such as aggression, ethnic stereotypes, alcohol attitudes and behavior. It also stresses the importance of viewer's cognitive activities when consuming television messages (Bandura, 1977).

Any person's socialization process is influenced by innumerable factors such as family, school, environmental factors etc. Direct experience and participation are important parameters which shape the youth's impressions of the perceived structure of their environment. However, these forms of experience are usually limited to the immediate environment. Mass media, particularly television, plays a crucial role in bringing the outside world into homes. As an important institution, mass media enters the socialization process of an individual.

The Social Learning Theory explains how environment influences the behavior of an individual. DeFleur & Sandra (1989) stated “despite general in nature, Social Learning Theory is particularly relevant to study the impact of mass communication because the description and portrayal of social life is a frequent subject in media contents”. The most common (and pervasive) examples of social learning situations are television commercials. Commercials suggest that drinking a certain beverage or using a particular shampoo will make us popular and win the admiration of attractive people. Depending upon the component processes involved (such as attention or motivation), users may model the behavior shown in the commercial and buy the product being advertised.

Actions of characters in the audio-visual media can serve as a model for others to imitate. Modeling Theory is also useful for describing the application of general Social Learning Theory which explains how new behaviors are acquired by people from media portrayals. An individual observes a character, identifies him/her as a model and remembers actions of model and performs them when confronted with similar circumstances (DeFleur and Sandra, 1989). Literature has shown that viewers acquire attitudes, emotional responses and new styles of conduct from media especially from films and television (Bandura, 1977). The theory clearly establishes that the media can serve as agents in the socialization process.

In the light of all these theories stated above, it is important to mention that the researcher has formulated an amalgam of the three theories in order to assess what is the main reason of their watching, their preferred channels and programs (Uses and Gratifications Theory). While on the other hand, it has also measured what kind of effects are taking place in the lives of the sample under study. If there are effects, that are changing attitudes of youth under the study? Are these effects long-lasting or short term (Cultivation Analysis and Social Learning Theory). Hence, the researcher intended to explore all this for which the base of above mentioned theories was most suitable and required.

Based on the Social Learning, Cultivation and Uses and Gratifications theories, the present study examined if characters and their behavior in programs of satellite television channels serve as a model for heavy viewers. They may acquire certain characteristics which in turn influence their attitudes. It was also assumed that the youth (aged 15-29 years) are vulnerable to influences and tend to be inclined towards change. Youth would serve as a barometer to assess the influence of satellite television. Hence, youth (15-29 years) were selected for the study to determine the degree to which their attitudes were influenced by satellite television.

Now, with the availability of the foreign channels, an important question arises; does a youth's behavior reflect what they have watched on the television screen? The impact of foreign television programs on youth involves a number of indispensable factors such as interest in the programs, viewing pattern, reasons for watching, attitude towards programs and models of social reality that these programs promote. The study aimed at finding out whether and to what extent satellite television channels affect youth. The researcher aimed at finding answers to questions such as what youth think about these programs in terms of their preferences and relevance. Whether they experience an impact of these programs on their attitudes or not?

CHAPTER THREE

3. METHODOLOGY

The purpose of this study is to examine effects of satellite television on Ethiopian youth in Addis Ababa. In order to collect and analyze data appropriate to this goal, a combination of qualitative and quantitative methodologies, was used. Hence, data have been collected both qualitatively and quantitatively. Obviously, earlier to data collection, decision was made on selection of the study area and sample of the population who would give the required data. This section, therefore, discusses the research methods employed, the data collection instruments, procedures followed in gathering the data, the study area, sampling and data analysis.

3.1 Qualitative and quantitative approaches

Qualitative and quantitative methods have for long been used as separate and distinct approach to scientific investigation. It was in the 1950's that the initial interest to using more than one method in a study has been started, (Creswell and Clark, 2007). Since then

however, the debate doing for or against combining methods has continued. The concerns that frequently arise in opposition to combining methods are mostly from philosophical and practical grounds. However, as Creswell and Clerk claim, things are changing since the turn of the millennium. There has been a growth in the interest in mixed methods research as well as authors advocating for mixed methods research as authors advocating for mixed methods research as a separate design in its own. (Creswell and Clark, 2007)

3.1.1 Quantitative survey

Survey research has been used for a long especially for the research of media effect association. Survey for this thesis, a questionnaire was filled through face to face interaction with sample population using a combination of cluster and snowball sampling.

In this study, survey method was applied to obtain the data (by using close ended and open ended questions) from large representative but diverse and widely scattered population. The survey will aid the researcher in collecting information directly from the satellite television viewers (heavy and light viewers) so that a proper analysis will be made by comparing their lives. The changes in their lives have hence figured out through the information provided on a quantitative and qualitative scale.

3.1.2 Individual in-depth interview

The reason to use in-depth interview arose out of the need to corroborate the data gathered through questionnaire and to further elicit in-depth responses from the informants. Hence,

it is in light of this potential of in-depth interview that individual semi structured interviews were conducted in this study.

The one to one interviews is a form of qualitative research interview in which the interviewer is expected to come up with a clear list of questions or specific topics to be addressed, which are commonly referred to as an interview guide (Bryan, 2004) and Denscombe (2003) stress the flexibility it allows the interviewer in terms of using the interview guide the open ended nature of responses required from the informants. The interview is prepared to be flexible in terms of the order in which the topics are considered and, perhaps more significantly, to let the interviewee develop ideas and speak more widely on issues raised by the researcher. The answers are open-ended, and there is more emphasis on the interviewee elaborating points of interest. (Denscombe, 2003)

3.2 Subject area

The total area covered by the study is Addis Ababa only. Wimmer and Dominick (1993) define population as “Group or class of subjects, variables, concepts or phenomena.” In the light of the above definition, total population of this study comprises all youth satellite television viewers aged 15 to 29 years and residing in Addis Ababa. The researcher preferred this age group of youth for the study because it is the age number given to youth by the country’s constitution and they are most vibrant, active and dynamic part of their lives. (MYSC, 2005)

3.3 Sampling method

The researcher applied both probability (cluster) and non-probability (Purposive and snowball) sampling techniques to collect the data. The researcher selected Addis Ababa as the field of study because it consists of heterogeneous population. Addis Ababa is considered as the center of media industry. An established Ethiopian television (ETV)

located in Addis Ababa is working. Besides ETV, various FM radio channels are working there.

Addis Ababa is divided into ten sub cities. And it is not feasible for the researcher to include all therefore cluster sampling technique was applied. As cluster sampling can be used when a sampling frame listing population elements is not available and would not be feasible to create, it does have deficiencies (Deacon, 1999). Then Bole and Arada sub cities are selected randomly. As each sub cities also contain ten kebeles the researcher also applied cluster multi stage sampling method to select two kebeles from each. As the end, 12 and 13 kebeles from Bole and 03/04 from Arada selected as subject areas.

To select respondents the researcher used snowball sampling method as this sampling method is mainly used where no list or institution exists that could be used as the basis for sampling (Deacon, 1999). Also in this research, the subjects are potentially scattered in every part of the sub cities. No authentic and systematic list of viewers of satellite television is available to the researcher. Then it is decided to use this sampling method to select subjects with reach experience. This was made possible by the fact that I approached the leaders of the kebeles youth league association (Alebachew Degu, a leader of youth league in Bole 12/13 kebeles and Yirga Berta leader of youth league in Arada 03/04 kebeles) and established a positive rapport by explaining to them the purpose of my study and what I intended to achieve from the interview. And selection informants for the individual in-depth interview resulted from my discussion with the leaders of the youth league association. And more informants for questionnaire included into the research process through snowball sampling as a result of the suggestion from the previously selected members. Consequently, the total numbers of people made part of the interview were 14 and questionnaire 63. To this end informants were selected after direct and /or indirect contacts like snow ball rolling down a hill, a snow ball sample grows through

momentum: initial contacts suggest further people for the researcher to approach, who in turn may provide further contact (Deacon, 1999).

During the research period the researcher used questionnaire and interview as a tool for data collection. The researcher engaged some interviewers who conducted data from the selected youth from each kebeles through the questionnaire and interview.

3.4 Data analysis

The researcher used chi-square (χ^2) to test the association between the given variables (i.e. examining each hypothesis) by using statistical package for social science (SPSS) and percentage distribution to analysis the quantitative survey.

Procedures for testing hypothesis

Testing hypothesis if associations for contingency tables:

1. Formula the null and alternative hypothesis:

H_0 : The two variables of classification are not associated

H_1 : The two variables of classification are associated

2. Decide the significance level at α

3. Test statistic to be used is $\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(o_{ij} - e_{ij})^2}{e_{ij}}$

where o_{ij} is observed value and e_{ij} is expected value

Which, if H_0 is true has an approximate chi-square distribution with $(r-1)(c-1)$ degrees of freedom.

4. Compute the expected frequencies under H_0

$$e_{ij} = \frac{(A_{ij})(B_{ij})}{n} = \frac{(\text{ith row total})(\text{jth column total})}{\text{number of observation}}$$

Also calculate the value of χ^2 and the d.f.

5. Determine the critical region which depends up on and the number of d.f.

6. Decide as below:

Reject H_0 if the computed value of $\chi^2 \geq \chi^2_{\alpha(r-1)(c-1)}$, accept H_0 otherwise

And after having the interview, the researcher translated them in to English. All the interviews were conducted in Amharic, and doing that helped me get round. “The task of translating the materials in to English was a challenge though, and thus made every effort to be sensitive to the need of capturing the same sense of the meaning of the respondents discourse in the translation. Then, the researcher was faced with task of interpreting and analyzing the materials.

The mode of analysis that was made use of in this study is thematic coding. According, Jansen, this approach represents “loosely inductive categorization of interview or observational extracts with reference to various concepts, heading, or themes” (1982). My task, therefore, was to categorize and report those extracts from the transcripts which the researcher thought would illuminate the research questions put forward in the introductory chapter.

The presentation of the data was then structured in a narrative form with pertinent quotations used to illustrate and serve as supporting evidence for the major findings of the study.

CHAPTER FOUR

4. DATA ANALYSIS AND INTERPRETATION

This study measured the association between the exposure to satellite television channels and changes in life patterns of Ethiopian youth in Addis Ababa. Both quantitative and qualitative data pertinent to the objective were collected. The survey part was analyzed through figures, percentage, tables and chi-square test. And the individual in-depth interview analyzed thematically.

4.1 Demographic characteristics of respondents

Table 1. Demographic characteristics of the respondent

No	Demographic characteristics	Description of characteristics	Female		Male		Total	
			Freq	%	Freq	%	Freq	%
1	Age (Years)	15-18	3	15.8	9	20.5	12	19.0
		19-22	6	31.6	20	45.5	26	41.3

		23-26	7	36.8	8	18.2	15	23.8
		27-29	3	15.8	7	15.9	10	15.9
	Total		19	100	44	100	63	100
2	Education	Up to primary	3	15.8	5	11.4	8	12.7
		Secondary	9	47.4	21	47.7	30	47.6
		Graduation	5	26.3	13	29.5	18	28.6
		Graduation plus	2	10.5	5	11.4	7	11.1
	Total		19	100	44	100	63	100
3	Profession	Not working	3	15.8	10	22.7	13	20.6
		Student	10	52.6	19	43.2	29	46.0
		Working	6	31.6	15	34.1	21	33.3
	Total		19	100	44	100	63	100
4	Marital status	Married	3	15.8	10	22.7	13	20.6
		Unmarried	12	63.2	32	72.7	44	69.8
		Other	4	21.1	2	4.5	6	9.5
	Total		19	100	44	100	63	100

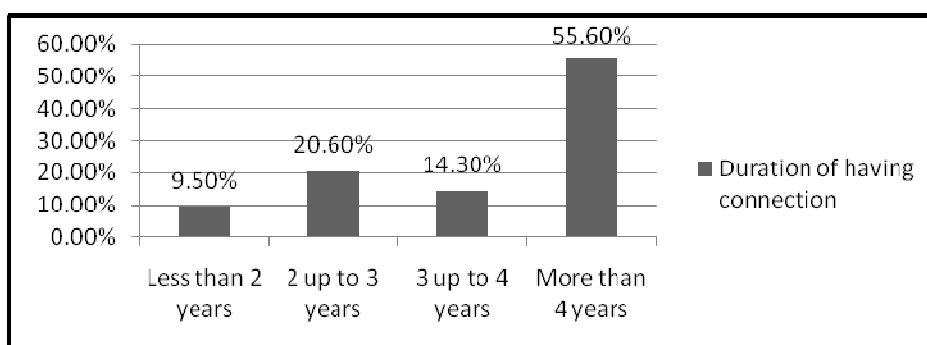
A total of 63 respondents from Addis Ababa were selected as subjects of the survey. As illustrated through table 1, majority of the respondents are aged between 19-22 years 41.3 percent studying the impact of satellite television on their lives was important due to the fact that youth of this age group are considered as matured but vulnerable. It is the period in their lives when they are learning more about family life style through interaction with others and most importantly through television channels now available easily- courtesy satellite network.

Table 1 show minimum qualifications of 41.6 percent respondents are secondary. 20.6 percent of the respondents were not working who stayed at home and are directly or indirectly involved in domestic affairs. As the highest percent of respondents were students, highest percent of respondents belonged to non monthly income indicating that they had relatively less economic pressure and has enough time to watch satellite television.

The highest percent 69.8 of the respondents were unmarried, 20.6% married whereas 9.5 % were either divorced or widowers.

4. 2 Duration of having satellite connection

Figure1 Duration of having connection



The longer the duration of viewing of satellite television, the greater may be the impact. Therefore, the study instead to know the respondents' past association with satellite television in general and relation ship between the time since the satellite television facility was available and viewing level in particular. As illustrated through Figure 1 respondents enjoying satellite facility for more than four years are more in percent 55.6% than those having satellite television connection for the last four years or less than.

4.3 Level of viewing

Figure 2 Level of viewing

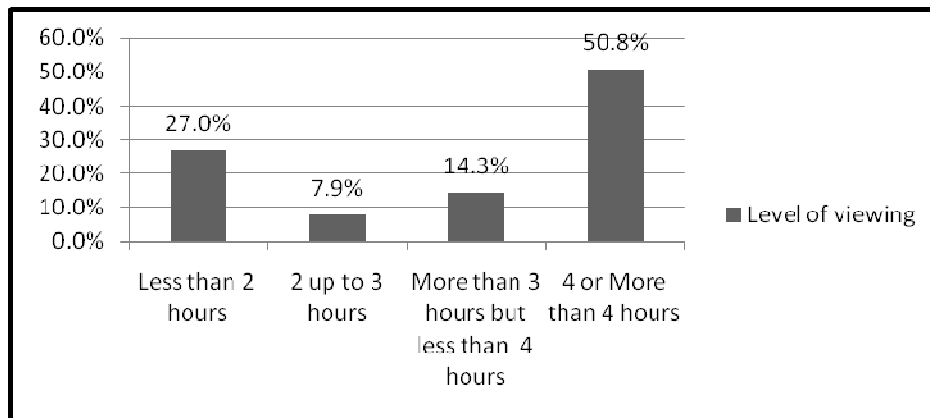
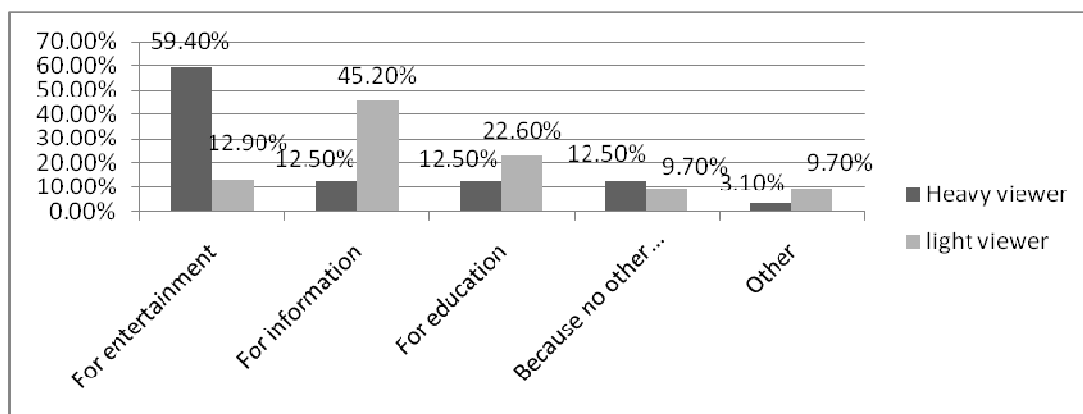


Figure 2 illustrates the distribution of viewers according to their level of viewing among 63 respondents; heavy viewers (Daily four hours and above watching time) are 50.8% of respondents and light viewers (Daily Less than four hours watching time) are 49.2% (27% less than two hours, 7.9% 2 up to 3 hours and 14.3% more than 3 but less than 4 hours).

4.4 purpose of watching satellite television

Figure 3 Purpose of watching satellite television and level of viewing



The study also analyzed the respondent's aim of watching satellite television channels. Respondents gave multiple answers for the purpose of their watching the satellite television. The researcher took the first mentioned purpose only. Their responses are mentioned in

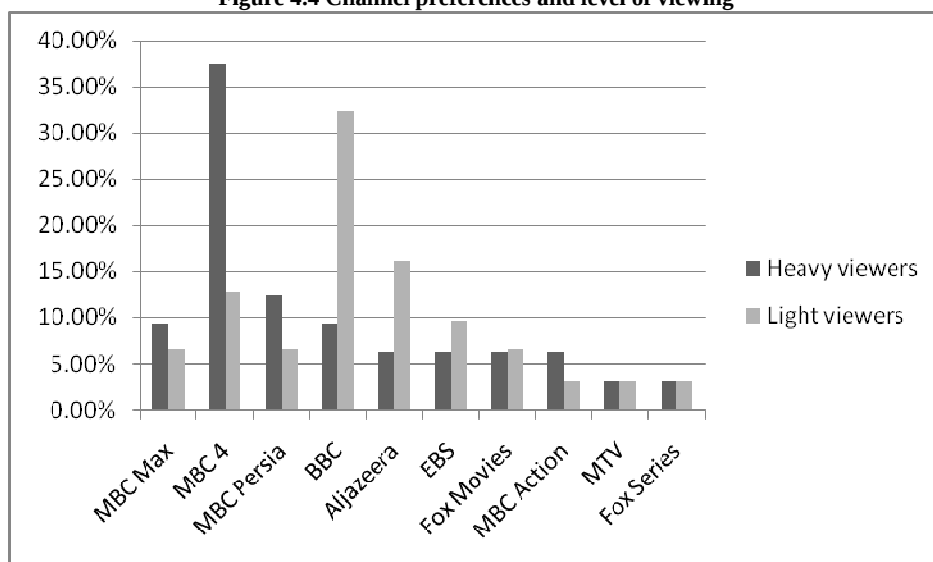
figure 3 which indicates that the most frequently mentioned reason was entertainment followed by information.

A considerable percent of respondents mentioned that entertainment is their major reason for viewing satellite television. Their responses indicate that the highest percent of respondents 54.4 heavy viewers and 12.9 light viewers watch satellite television for entertainment and 12.5 heavy and 9.7 light respondents watch satellite television because they have no other choice which is basically another way of watching satellite television for entertainment.

Figure 3 exposes heavy viewers those who watch satellite television for the purpose of entertainment is 59.4%. In contrast, the highest percent of light viewers are those who watch satellite television for information. This is followed by those whose purpose is for education.

4.5 preferences for channels

Figure 4.4 Channel preferences and level of viewing



Respondents were asked to enlist their preferred satellite television channels; local or foreign. They were allowed to make multiple choices. The accumulate response put the total number of preferred channels to only 10. Their responses are mentioned in Figure 4

The first overall preference was MBC 4 channel followed by BBC. The next preference channels are Aljazeera, MBC Persia, EBS and MBC MAX. An interesting thing to be noted is that 'MBC' topped all categories of channels. Nevertheless, its popularity was attributed to the dominant movies and talk shows having ample chances of influencing viewers. Movies present western content/ stuff which pours western culture in the minds of their viewers.

It is evident from Figure 4 that a respondent of heavy viewer's first preference is MBC 4 and light viewers first preference is BBC. Aljazeera is the second highest preference of light viewers whereas MBC Persia got the second highest preference by heavy viewers. Significantly, these channels present movies and other entertainment programs.

4.6 Respondents preferred programs

Figure 5 Respondents preferred programs and level of viewing

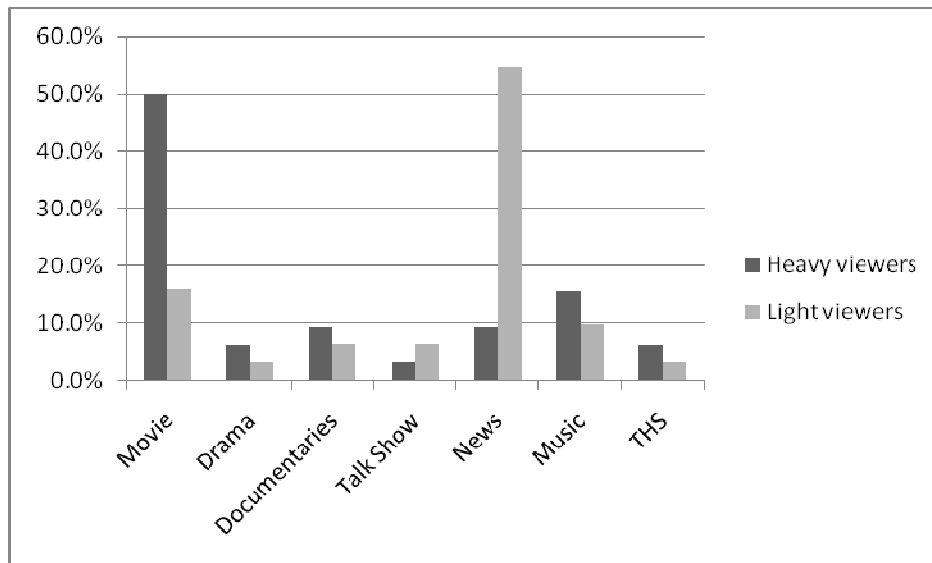


Figure 5 show respondents preferred programs on satellite television. The most favorite program of the highest percent of respondents is movies followed by news and music. This shows that respondents are receiving foreign culture through entertainment and news programs presented by the top favored television channels.

Figure 5 indicates that movie is the first preference of heavy viewers whereas news is the first choice of light viewers. Movies are the first choice of heavy viewers because of their willingness to sit before television for a long period of time. And news is an across the broader first choice of light viewers.

4.7 Preference of watching satellite television

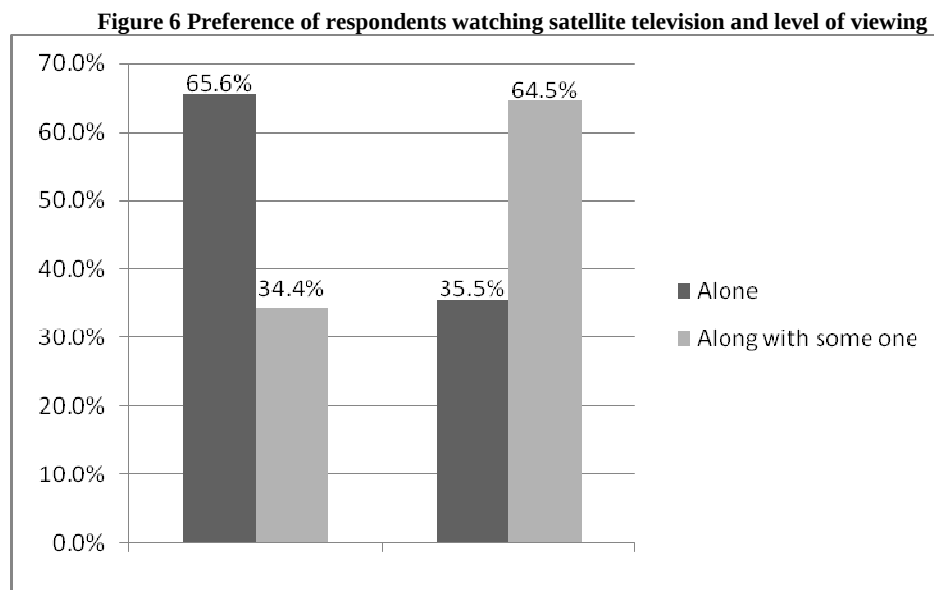


Figure 6 indicates that most of the respondents watch satellite television alone whereas the others watch along with some one. The difference is narrow but it indicates that a growing number of people can separately watch channels of their choices. Thanks to the availability of variety programs or channels through satellite television. It also states that 34.4% of heavy viewers prefer to watch satellite television with some one and 65.5% alone. Majority of light viewers preferred to watch satellite television with family 64.5% and 35.5% alone. So this data shows that highest percent of heavy viewers preferred alone and the highest percent of light viewers preferred along with some one.

4.8 Bivariate analysis:-hypothesis tests, exposure and effect association

Sample data has been analyzed separately to examine each hypothesis. As the study evaluated the association between the exposure to satellite television and change in life style of youth therefore statistical tool chi-square was used. For the purpose of this study, the change in life style of youth has been conceptualized as having four factors, personal activities, family and social interactions, personal appearance and style, and cultural

practices. The results of chi-square for each hypothesis are summarized in the following sections in sequence of the hypothesis being tested.

4.8.1. Exposure and effect on personal activities

Table 2 chi-square test for association; exposure and effect on personal activities

	Value	d.f	P-value
Pearson Chi-Square	11.046	2	.004
N of Valid Cases	63		

Tab 3 level of effect on personal activities and level of viewing

Personal activities affected	Heavy viewers		Light viewers		Total	
	Freq	%	Freq	%	Freq	%
Agree	20	62.5	7	22.6	27	42.9
Undecided	8	25	12	38.7	20	31.7
Disagree	4	12.5	12	38.7	16	25.4
Total	32	100	31	100	63	100

Chi-square value in table 2 shows the null hypothesis is rejected at 5% level of significance. Therefore, an alternative hypothesis of significant association between the level of satellite television viewing and effect on personal activities of youth is proved. The percentage values as seen in table 3 also indicate that among the heavy viewers there is high percentage of those who experienced effect on their personal activities. On the other hand, among the light satellite television viewers there is high percentage of those who have a low effect. It is conclude that there is a significance association between the level of satellite television viewing and level of effect on personal activities.

4.8.2. Exposure and effect on family and social interaction

Table 4 chi-square test for association; exposure and effect on family and social interaction

	Value	d.f	p-value
Pearson Chi-Square	6.067	2	.048
N of Valid Cases	63		

Tab 5 Exposure and effect on family and social interaction

Family and social interaction	Heavy viewers		Light Viewers		Total	
	Freq	%	Freq	%	Freq	%
Agree	16	50	9	29	25	39.7
Undecided	9	28.1	6	19.3	15	23.8
Disagree	7	21.9	16	51.6	23	36.5
Total	32	100	31	100	63	100

Patterns of interaction were subdivided into two groups i.e. family and social interaction. The first one included interaction of the viewers with their families and the second group included relatives, neighbors and friends. Chi-square value shown in table 4 the null hypothesis is rejected at five percent level of significance. An alternative hypothesis of significance association between level of satellite television viewing and level of family and social interaction is accepted. The percentage values in table 5 indicate reduced their interaction. On the other hand, among the light satellite television viewers there is high percentage of those whose interaction has not been affected. Therefore, it was conclude that there is a significance association between the level of satellite television viewing and level of interaction.

4.8.3 Exposure and effect on appearance and style

Table 6 chi-square test for association: exposure and effect on personal appearance and style

	Value	d.f	p-value
Pearson Chi-Square	11.696	2	.003
N of Valid Cases	63		

Tab 7 Exposure and effect on personal appearance and style

Effect on appearance and style	Heavy viewers		Light Viewers		Total	
	Freq	%	Freq	%	Freq	%
Agree	14	43.8	6	19.4	20	31.7
Undecided	11	34.4	5	16.1	16	25.4
Disagree	7	21.9	20	64.5	27	42.9
Total	32	100	31	100	63	100

Chi-square value in table 6 indicates that the null hypothesis is reject at 5% level of significance. Therefore an alternative hypothesis of significant association between level of satellite television viewing and level of acceptance of television characters' appearance and style is acknowledged. Also percent value as seen in table 7 indicates that among heavy viewers of satellite television, majority of the respondents imitate television characters' appearance and style. On the contrary, among the satellite television viewers there is high percentage of those who have denied imitating television characters' appearance and style. It confirms that there is a significance association between the level of satellite television viewing and level of adoption of television characters' appearance and style.

4.8.4 Exposure and effect on cultural practices

Table 8 Chi-square test for association: Exposure and effect on cultural practices

	Value	d.f	P-value)
Pearson Chi-Square	9.748	2	0.008
N of Valid Cases	63		

Tab 9 Exposure and effect on cultural activities

Effect on cultural practices	Heavy viewers		Light Viewers		Total	
	Freq	%	Freq	%	Freq	%
Agree	19	59.4	10	32.2	29	46
Undecided	9	28.1	6	19.4	15	23.8
Disagree	4	12.5	15	48.4	19	30.1
Total	32	100	31	100	63	100

Chi-square value in the table 8 indicates that null hypothesis is rejected at 5% level of significance. Hence, an alternative hypothesis of significance association between level of satellite television viewing and level of effect on cultural practices stands proved. Percentage values as seen in table 9 also indicate that among heavy viewers of satellite television, majority of the respondents have had effect on their cultural practices as compared to light viewers. On the basis of above results it was concluded that there is a significant association between the level of satellite television viewing and levels of effect on cultural practices.

4.9 Qualitative data

Apart from the survey, qualitative data from individual in-depth interview has been collected it was believed from the beginning that, through triangulation, it would be possible to find out elements which could not be found if only one data gathering method was used. Hence, in order get deeper insight in to the respondents with respect to viewing satellite television qualitative data has been collected through in-depth interview. This part analysis the findings of the study how satellite television affect the youth viewers grounding it self in media effect theories.

4.9.1 The effect of satellite television on youth personal activities

Most of the interviewees indicate that they watch satellite television for entertainment and they are also indicated they watch satellite television because they have no where else to go, because no other choice, which is basically another way of watching satellite television for entertainment.

For entertainment, because I haven't been good at school, and as a result, I can't score good result that enable me to join university. So since I have no where to go I spent my time watching satellite television. (Misraketsehay)

When I watch satellite television, I don't plan it. It is because I have nothing else to do or no where else to go. (Nahom)

On the contrary for Solomon and Sisay satellite television is a source of information and education

In satellite television I get to see how the other world lives, learn about new things. (Solomon)

To get new information. And you need be informed to discuss something, to know how new things in other countries affect us, to diversify my out look; it is useful to understand people from other places. I see some new things n their cultures that shades light o the peculiar. (Sisay)

Moreover, for Yosef, Frehiwot and Daniel satellite television is their preferred during their free time, other activities such as studying, reading and outing are their next preferences.

Concentrating too much on satellite television could go straight to my head; they can drive me crazy if I continually watch them only. This habit could even be harmful to my health and my life. For example after watching I don't want to read books or newspapers, I don't want to study. (Yosef)

I am enjoying in watching satellite television very much. And most of the time I forgot an appointment with my friends or colleagues. And some times also I go work late. (Daniel)

Satellite television makes me feel relaxed and being happy. And that's why I enjoyed it. Some times I feel bad when the time of class is approached because I prefer to watch satellite television for a long time rather than studying, my family always gets fight with me. (Frehiwot)

For Million and Jargachew satellite television is a hurdle in the way of their personal activities where as Sisay is not clearly understand whether her activities are being affected by it or not. As Joseph Dominick comments that 'individuals who watch TV simply to be pass time or because it becomes a habit appear to be more affected than people whose viewing is planned and motivated'(Dominick 1993).

Of course it has side effects on my domestic and personal activities, because it takes my time, my mind and my attitude. I watched it for a long time and any other activities may badly affect. I ignored those activities because I am highly addicted by satellite television. (Million)

I don't know whether it is by that or not. Cause some time after I watch satellite television I feel hazard and I don't like to do other things. I also some times feel good and happy, that makes me motivated in doing other things. So I don't clearly understand my personal and domestic activities are affected by it or not. (Sisay)

I watch satellite television, for a really long time and I don't get much sleep and rest. That makes me to feel discomfort and to be passive participator at work. (Jargachew)

Moreover, other interviewees have mentioned that their activities are not affected due to satellite television viewing. From the interview with Ethiopia and Tewodros;

No ofcourse I know that this satellite television has nothing to do with my life. Because I watch satellite television on program and

when I have got time I watch news to find out what is going on around the world. (Ethiopia)

Satellite television opened my eyes to how to be more communicative to people around me. They taught me how to be a good communicator, to talk reasonably instead of resorting to force when things go wrong. (Tewodros)

Satellite viewing had affected majority of the respondents the respondents studying and reading habits. Biruk and Yared mentioned that their bed, dining and school time and local movie watching in cinemas have been affected.

I don't want to do such things rather than watching satellite television. While I am watching satellite television I forgot my studying, reading newspaper, going out for games so on. And most of the time I go to bed late. In the morning I walk up late, I go to school late and I think these activities are highly damaged. But I don't care I enjoy with it. (Biruk)

I almost forgot to see local films and go to cinemas because of the habit I have to watch satellite television; as it has different movie channels that I can enjoy watching. (Yare)

Findings revealed that majority of the respondents claimed that satellite television is affecting their domestic and other activities whereas some of the respondents disagreed with the statement. Heavy viewers mentioned that their activities are adversely affected by watching satellite television. However, some of light viewers agreed to this statement. When types of activities affected were asked, the respondents replied that their habit of studying, reading newspapers and magazines, going for bed and dining time are badly affected. Similar results were also presented by William Belson (1991) when he stated that television has affected reading habits and changed routine of viewers. His survey concluded: Television appears to stimulate reading items dealing with television programs.

Lundberg (1998) conducted the same kind of research study on behavioral changes entitled "The Impact of Television on Family Life in the Boston Area". The researcher declared

“Nearly all owners have their television sets on at some time during the after-supper hours each day. This means that reading, playing and conversation are at a minimum in the living room of television homes during evening.”

Bryanc (1990) had the similar opinion when he wrote “average individual in Britain today gives more time to mass communication in particular to television than he gives to general reading, part time education and personal interests. Relationships are thus fed up with what media provides and it is altogether acceptable that attitude of mass media should be taken in with materials”.

4.9.2 Youth satellite television viewing and socialization

Patterns of interaction were subdivided in to two groups i.e. family and social interaction. The first one included interaction of the viewers with their families and the second group included relatives, neighbors and friends.

The interview with Biruk, Million and Solomon shows that their interaction patterns are changing. They indicate that their inter action time with their relatives, friends and neighbors is declining because of watching satellite television. They do not like to welcome guests and dislike interference of family members during watching satellite television.

I watch satellite television so that I can watch movies. I don't want to go to my friend's house because I like choosing my favorite program I watch and that choice may not there at other peoples place. (Biruk)

What I dislike is when guests are coming to our home while I am watching satellite television and tried to interfere, I become very angry and don't want to talk to them at that time. Most of the times I have got fight with my mom because of that. She told me the guests may get angry and have some bad attitude on me; that they think I don't like guests. But my feeling is not like that it is only because I want to show my prime time. (Million)

When I am watching my prime time every family must silent. I don't want anyone disturbs me, or making noise. If by chance one makes sound I should tell them to shut up. (Selemon)

Ethiopian tradition proclaims that family and social interaction should be given proper importance. Guests are warmly welcome by people; family comes first but with the introduction of satellite television the time spent in front of television readily increased which raised certain concerns. One of these concerns was erosion of family ties as well as changed social interaction patterns. This study also targeted to find out how our socialization patterns are changing.

A few years back when ETV was the only choice available to the people in Ethiopia. It was a tradition that the whole family of Misraketehay would sit together and watch prime time programs and would have greater degree of interaction, but with the introduction and acceptance of satellite television in their home Misraketehay and her family developing a habit of watching satellite television alone instead of watching it along with their families. Main reason is the choice and variety of channels.

Before satellite television was settled in our home, we (our family) were sitting together and enjoying different programs of ETV. But nowadays, the whole family has its own preference of channels and most of the time I wish I stay home alone and watches what enjoys me most from satellite television. (Misraketehay)

The interview with Misraketehay shows that the family watches channels of their choices, thanks to the availability of variety of programs or channels through satellite television.

Lundberg (1998:53-68) expressed in her research that television brings families together in the sense that they spend more time in each other's presence after they acquire a television set. However, there is very little interaction among family members when they watch television together and the amount of time family members spend together without

watching television is reduced. It is therefore doubtful whether television brings the family together in any psychological sense.”

The interviews clearly stated that interaction patterns were under the influence of satellite television and changing rapidly. There were indicators chosen for the confirmation of this theory which included interaction with relatives, neighbors, friends, visits to others, guests arrival, family interference and outing. It was found out that respondents disliked visiting others' houses during primetime hours. Similarly, they are not ready to welcome or entertain their guests during these hours.

Any person's socialization process is influenced by innumerable factors such as family, school, environmental etc. Direct experience and participation are important parameters which shape his/her impressions of the perceived structure of their environment. However, these forms of experience are usually limited to the immediate environment. Mass media, particularly television, plays a crucial role in bringing the outside world into homes. Mass media as an important institution enters the socialization process of an individual.

For Sisay and Abyot Socialization have special place in their lives, that they like the culture that people socializing each other at any time they meet.

I don't want one thing to change. We share things here, which is our culture. People come home unannounced, uninvited and it is taken for granted that they join you for discussion. I like to welcome guests and visiting someone at any needed time (Sisay).

I like watching satellite television while discussing with family, friends or colleagues when we are free. Simply talking about new things, about what we have seen. And sometimes we make a fun from the programs (Abyot).

4.9.3 Effect of satellite television on youth appearance and style

The responses of the interviewees show that most of them do take satellite television characters as role models and want to copy them in style. Interviews with Daniel, Frehiwot and Yosef state that they do relate the characters to their own lives and do copy n more than one area.

You see there is this one emotion that I feel when ever I watch satellite television. You know what that is to act like the actors in the movies I am watching. What I mean is that in my imagination I feel like I am in the world of the film and I wish if I were him or her. (Daniel)

If that is good I don't hesitate I do that thing. But if it is not I don't. I like to compare TV characters in the way the life I lead like posture, hair style and such things like that. (Frehiwot)

Actors wearing clothes and living in houses that are so wonderful and fascinating to me that I want to be like them. (Yosef)

It is based on Stanford professor Albert Bandura's social learning theory... entertainment – education is premised on the idea that individuals learn behavior by observing role models, particularly in the mass media. Imitation and influence are the expected outcomes of interventions. (Waisboard, 2000:13)

Moreover, Yosef and Nahom indicated that they feel and like to act like different characters of satellite television and dress like them.

I see some characters on the satellite television always dressed well. I wanted to look like them. To dress or follow style of them cost a lot but I don't care (Yared).

I watch satellite television a lot. After watching ask my self where I stand as a person and blame my self if I feel that my reflection turn out to be negative. I even ask my self whether I can behave or act like some of the characters that I see and sympathize with (Nahom).

However, Sisay and Ethiopia did not agree to this statement as their aim of watching satellite television is to get information about the globe rather than copying their style and this is the result of their ignorance about the style of the satellite television characters.

I don't think so. Because I watch satellite television only to get information rather than taking their style. The way we watch in movies and the way they do it in western is different (Sisay).

There are so many things satellite television brings to us. It is the result of our ignorance we can prevent from the influence of it (Ethiopia).

The interviews with Tewodros, Million and Daniel shows their favorite program is movie and their favorite channel is MBC 4 unlike Ethiopia and Sisay whose favorite program is news and their favorite channel is BBC.

The reason why I watch satellite television is to watch movies that give me satisfaction especially series movies transmitted by MBC 4 (Tewodros).

My favorite program is Movie transmitted through MBC 4, because I get to know about the outside world through films. I learn about the technological advancement made, what cities look like in the developed world. (Million)

Movies educate me. Movies make you well prepared for new things and it becomes easy to adopt and accept it later. I prefer MBC 4 (Daniel).

I usually have the TV on BBC till the work time is approached. If I don't watch it I like to switch that channel (Ethiopia).

When I come home for lunch I put on BBC. I take a nap afterwards and go off to work. In the evening I enjoy watching news and other programs (Sisay).

The result indicates that majority of the respondents do take television characters as their role models and want to copy them in appearance and style. Interestingly, majority of the respondents disagreed that they did relate characters to their lives despite they do copy in more

than one area. This shows that the respondents just follow the outlook of characters with respect to lifestyle and not themselves as a whole. Reason may be that characters shown in satellite television movies are not acceptable or may not be rewarded in our society.

Programs on satellite television are conceived and produced with overwhelming approach of profit maximization for the television channels. In order to attract greater commercial value they have to generate larger viewer ship and that in turn provides in roads for larger than life glamorous characters and startling lifestyles, the Social Learning and Modeling theories.

Naseem (2001) have also presented similar results in and state: 'If we look around, we will see more faces wearing make-up, more girls wearing fashionable clothes, more stylish hair-cuts and more boys with long hair, more teenagers fond of burgers, Coke and hostelling'. Thus, we can say that the effect of satellite television channels on its audience is not simply to the extent that it has left very

little time for family get together but is introducing new trends, behaviors, attitudes and standards for a modern life. So we can conclude that because of its interest-oriented programs, satellite television channels have greatly affected the society.

4.9.4 The operation of satellite television as cultural space for youth

The interviewees give their responses on the cultural practices and show that majority of them have started trying western dishes they learnt from satellite television. Nevertheless, an overwhelming majority of respondents considered satellite television as an effective source of learning new foods. Interview with Frehiwot and Yosef shows that, they dine in front of television and discuss television programs more than their own issues during meals.

Most of the times I like to eat western diet foods that are introduced on satellite television. Because they are fast foods and I like to enjoy

with them. And I like to eat while I am watching satellite television.
(Frehiwot)

We discuss stories from the satellite with my family during meal especially about movies. And most of the time we dine in front of it
(Yosef).

Biruk and Misraketehay agreed they like to wear western occasional dress because it is comfortable for them. But they said they did not want to wear western party dress.

On the party days like wedding and holidays I like to wear our cultural dress but occasionally I don't want to wear them because they are not comfortable, so I prefer to wear western dresses. (Biruk)

Western dresses are more comfortable for me than our cultural dress on day to day wearing. And I like to wear like I saw in the westerns. But you know in parties our cultural dress is best. It is very attractive I like to wear that or to see that on other persons during parties.
(Misraketehay)

The interviews with Frehiwot and Abyot indicate that satellite television is creating a significant impact on their language. They are inclined in using foreign languages in their daily routine. They considered television as the best source of learning other languages. They are learning English and other languages through satellite television.

Satellite television is the best source for developing languages. I have developed my English language through satellite television. I want to talk like different satellite television characters in order to develop my language and with my friends we are interested to talk in English. Not only English I am trying Arabic language also. (Frehiwot)

Nowadays you have to include one or two English words while you are speaking to others. What I notice is that we Ethiopians are very much influenced by Europeans. (Abyot)

Majority of the respondents are celebrating foreign traditions in marriage ceremonies and some of them are likely to celebrate Valentines Day. The following interviews show that adoption level of some of the western traditions is increasing in our society.

What I personally believe is that we Ethiopians have lost, and keep loosing a lot of traditional and cultural assets of ours for various reasons. We have let go of cultural practices that we once considered to be our own, and hence, we lost a complete sight of them. (Abyot)

Nowadays we have seen in our country marriage ceremonies are totally changed. They are like westerns. A highly decorated stage, a highly decorated dresses and foods they are westerns. Of course our family is also interested in celebrating ceremonies in such kind of that way. (Daniel)

Me and my friend are celebrating Valentines Day by wearing red closes, going out for drink and have fun. It is good it makes our love relation ship strong and we care to each other. But in home they don't know such thing like that ... oh my father may kill me and kick me out from home if he has heard. But you know that every body must accept it. (Frehiwot)

As to me, what I have notice is we are very much influenced by westerns from the ordinary things such us ways of celebrating holidays, weddings and also like valentines so on.(Biruk)

Ethiopian traditional culture advocates that all the family members should have one main meal a day together at home. This practice ensures family interaction and discussion on family and general matters of interest. The traditional Ethiopian cuisine has a great value and taste in our culture. Injera is the main ingredient of most of the dishes. Therefore, food and dining habits were selected as a part of the study to judge the impact of satellite television on the cultural practices.

Proud nations take pride in promoting their language and expanding its use. The strength of culture and character of a nation can be judged by the vastness of its language. Introduction

of new words and different ways to use them provide continuity and diversity in language. Amharic (Ethiopian official language) has its roots embedded in a rich cultural heritage and a history with superb literary work performed over the ages. Amharic has experienced and survived hard and tough times while co-existing with foreign language. But Amharic language was being influenced by English language and the impact is evident from the study. The respondents agreed that television is the best source of learning languages. Introduction of foreign languages' words in Amharic is on the rise and most of the respondents have agreed to this. Majority of the respondents liked to use colloquial English and are learning new English words from satellite television. Amharic language is getting strong impact due to invasion of foreign words. Since youth are centre to every household and early education, training and learning of children is carried out by them. Any effect on youth shows up in the upbringing of the children.

Traditions play an important part in every culture and they play a key role in the formation of cultural identification. Impact of foreign traditions that are being introduced through satellite television has been studied in this study. Majority of the respondents admitted that they celebrate foreign marriage traditions. Most startling revelation has been that although a very small number of the respondents are celebrating *Holiday*. This is a start of accepting something totally against our traditions. *Valentine's Day* is warmly celebrated by some of respondents. Both Social Learning and Cultivation theories can be aptly applied to the situation.

Shahbaz, Z. (2004) conducted studies and emphasizes on the influence of Star Plus family dramas on social and cultural values and norms of Pakistani youth of middle class. The survey research concludes that socio-cultural thinking of Pakistani youth is under the influence of foreign cultural values. They are also affecting language, fashion, food and architecture, social behavior and daily lifestyle of Pakistani society. The eastern and

western cultures are intermingled in these dramas, resulting in an 'international culture' and promoting liberalism and modernism in Pakistani society.

CHAPTER FIVE

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

This study explored the “effects of satellite television on life patterns of youth in Addis Ababa” The study provided results by comparing life patterns of heavy and light viewers. Satellite television technology has been introduced in Ethiopia during the last decade. This raised the question that the satellite television may have effects on viewers because it is quite affordable, available round the clock, enhances the choice and provides a variety of channels and programs, both foreign and local. Findings of previous related research have made the researcher conclude that television does have some direct or indirect effects on viewers but no study has been carried out to gauge it in Addis Ababa except in similar ground “the impact of English premier league satellite TV on Ethiopian youth foot ball viewers in Addis Ababa “by (Dereje Mekonnen, 2009). Therefore, this research probed into whether or not and how much effect satellite television has on youth in Addis Ababa.

The core purpose of this study was to dig out the influence of foreign channels or local channels with foreign contents on the social life and attitudes of youth viewers. Therefore, at one level the study records the consumption patterns and measures their level of viewing i.e. duration of having connection, channels and kinds of programs are preferred, reasons of watching, on viewing.

The major hypothesis studied was “greater the exposure to satellite television greater the impact on the lives of youth.” The sub-hypotheses included heavy viewers of satellite television experience a greater degree of effect on their domestic and other activities, on their family and social interaction patterns and on their cultural practices than the light viewers. It was also hypothesized that heavy viewers (youth) of satellite television tend to

show a greater degree of acceptance of television characters appearance and style and of role of western youth than the light viewers. These factors were based on the conclusion drawn after reviewing the relevant literature as most of the studies were of the view that television viewing generates socio-economic and cultural changes.

The researcher has formulated an amalgam of three theories. In order to assess what is the main reason of the respondents' watching satellite television, their preferred channels and programs 'Uses and Gratifications Theory' was applied. Main part of the present research comes under the effect tradition. It demanded discussion on theories based on observational learning and information processing to emphasize lasting effects of exposure to media contents. Thus, the study also applied Cultivation Theory in terms of effect (which can be small, gradual, indirect but cumulative and significant) through exposure (depending upon heavy and light viewer-ship of satellite television) and Social Learning Theory which says that viewers attend and learn from models which are attractive, powerful, rewarding and similar to themselves. Hence, the framework of this research was based on the set of three theories i.e. Uses and Gratification Theory, Cultivation Theory and Social Learning Theory.

In this study, a mixed of qualitative and quantitative methods have been applied to obtain data that was from large representative but diverse and widely scattered population. The total area covered by the study was Addis Ababa only. The total population of this study was youth satellite television viewers, aged 15 to 29 years, reside in Addis Ababa and viewing satellite television. It was not feasible for the researcher to approach the total population therefore both probability (cluster) and non-probability (purposive and snowball) sampling technique was applied.

The respondents selected for data collection were aged 15-29 years and viewing satellite television. The researcher preferred this period of life for the study because it is the most

vibrant, active and dynamic part of life. This criterion was further divided into two categories-heavy viewers (viewing satellite television for 4 and more than 4 hours a day), and light viewers (viewing satellite television for less than four hours a day) -- as the researcher intended to have two extremes i.e. light and heavy viewers.

The total sample size was 77 and questionnaire was preferred as a tool for 63 respondents and individual in-depth interview for 14 respondents for data collection. The data was collected during June 2011.

The researcher has used the Statistical Package for the Social Science (SPSS Version 13.0) for analyzing the data collected by questionnaire and thematic analysis qualitative method for analyzing the data collected by individual in-depth interview. Sample data of the survey has been analyzed separately to examine each hypothesis. As the study evaluated the association between exposure to satellite television and change in the life patterns of youth, therefore, statistical tool chi-square test has been used.

The general findings concluded that majority of respondents have satellite connection for the last four and more than four years, and they are enjoying watching satellite television instead of reading books, studying and going out for leisure. It also analyzed the respondents' aim of watching satellite television channels. The most frequently mentioned reason was entertainment followed by information, and education. It makes respondents vulnerable to outlandish influences including culture. Foreign channels preferred by respondents included MBC 4, BBC, Aljazeera and MBC Persia. It has been noted that foreign channels are the most popular among the respondents.

As far as respondents preferred programs are concerned, they were asked to enlist all of their favorite programs on satellite television channels and their responses were accumulated and found that majority of the respondents preferred to watch purely

entertainment-oriented programs. The data indicated that the most favorite program of the respondents is movie. On the contrary, information programs are preferred by more of light viewers of the respondents.

Majority of the heavy viewers prefer to watch satellite television alone whereas the highest number of light viewers was interested in watching satellite television while sitting with their families. It indicates that heavy viewers prefer to be isolated or watch such programs which they cannot watch with their families. It has already been verified that the respondents' first priority in programs was movie, preferably watched on MBC 4. Majority of the respondents also claimed that they enjoy watching satellite television instead of reading books, studying and going out for leisure during their free time.

The data analyzed the effect on personal activities and it shows it have effect based on the level of viewing. Types of activities affected are studying, newspaper and magazines reading and going for bed and dine. Most heavy respondents experience a greater degree of change on their family and social interaction patterns. It confirmed that their social interaction patterns are under the influence of satellite television. Most heavy respondents dislike visiting others and do not welcome open heartedly or entertain their guests during primetime hours. It is concluded that satellite television is affecting social interaction patterns as respondents are rather enjoying their satellite television programs than socializing.

This research also tried to discover: "Was the target audience associating their personal appearance and style with television characters"? The study describes appearance and lifestyle as dress style, hairstyle, make-up and posture adopted by youth. Heavy viewers of satellite television tend to show a greater degree of acceptance of television characters' appearance and style than the light viewers.' A majority of heavy viewers was being highly affected and light viewers were showing minimal effects in terms of appearance and style.

The data showed that greatest impact of watching satellite television is on Dress and life style. Some of the respondents considered television characters as their role model for appearance and style and they wanted to imitate those characters. Respondents copy these characters for dressing, make-up, and try to copy their posture. But majority of respondents does not agree that they relate themselves to television characters. The style and glamour projected through movie is although out of line from our original style but is making an impact on viewers according to their level of their viewing. Our youth are inclining towards change, for better or worse, by following television characters. This study also confirms and approves the Social Learning and Modeling theories.

Another investigated factor through this research was culture practices. This factor was dealing with language, food, dressing, and some of the traditions. Heavy viewers of satellite television experience greater degree of effect on their cultural practices than the light viewers.

There has been an evident impact of satellite television on food habits as majority has introduced western food dishes in their homes. Most of the respondents preferred to dine in front of television and discuss television characters than family issues. This hints at a major change in our society, robbing people of the tradition of eating together and making the routine an opportunity of discussing their issues. Those who still dine together mainly discuss television programs they watch. This proves that now the television is connecting people to the world unknown while creating a communication gap in their own families.

Casual western dressing has inspired the respondents and they like to wear western dresses. But a majority of the respondents does not feel inclined to western dresses. Respondents consider satellite television as an effective source of learning about fashion trends. Therefore, it is convincing that satellite television is affecting its viewers in dress trends

and its effects are directly related to the viewer ship, with heavy viewers being affected the most.

Amharic language is getting unwanted additions due to invasion of foreign words. The study concluded that high impact on language of heavy viewers and light impact on language of light viewers. A new language which is a mix of Amharic and English words are emerging. Since youth are centre to every household and early education, training and learning of children is carried out by them. Any effect on youth's language is transferred to their elders.

Traditions play a key role in the formation of cultural identification therefore effect of foreign traditions that are being introduced through satellite television has also been studied in this study. Majority of the respondents admitted that they celebrate foreign marriage traditions and a very small number of the respondents were celebrating *Holidays*. This is a start of accepting something totally against our traditions. *Valentine's Day* is warmly celebrated by some of respondents. The impact again shows high influence on heavy viewers and little on light viewers. These findings strongly suggest that satellite television is resulting in erosion of culture and is introducing western culture.

The major hypothesis is sustained by all the factors under the study included personal activities, appearance and styles, social and family interaction patterns and cultural practices. The statistical analysis chi-square proves all the sub-hypotheses of the study. Thus proves the major hypothesis 'greater the exposure to satellite television greater the effect on the lives of youth. It implies an association between satellite television viewing and affects on viewers. The study has claimed that this relationship can in some cases be life-changing and personality molding, but definitely life impacting. More importantly, it appears that it can occur and one may not even realize it.

This study strengthens the concept of Blumler and Katz's Uses and Gratification Theory, which suggests that media users play an active role in choosing and using the media. As far as the consumption patterns and reasons of their watching were concerned the study concluded that youth use satellite television primarily for fantasy and to escape their routine lives. It is not a source of seeking reality and using media as a learning instrument for the majority. The study supports the Uses and Gratifications Theory because media consumers (youth in this study) have a free will to decide how they will use media and how it will affect them. Although a variety of channels (news, informative, educational, cooking, entertainment, etc.) are available to youth but a majority of the respondents were used to watch entertainment channels and their most favorite program was movie followed by news.

Respondents with limited mobility would be more likely to become dependent on a medium such as television if they do not have access to other media options such as a personal computer, VCR, computer games etc., at home. Thus the study concludes that television is the best or the only source available to youth for entertainment. To satisfy their recreation needs like sports facilities, outing, parties, etc., they are dependent on television for this purpose. Thus, the best possible option for gratifications for most of youth in Addis Ababa is television and particularly entertainment channels and programs. It is easy to assume that television has become a daily activity in our society so it is not surprising that in some cases youth may go beyond the actual act of just watching for entertainment. Through movies and music the respondents get fascinated and managed to escape from the bitter realities of their lives for some time but these lead to effects. Apparently the reason for watching satellite television is entertainment but the unconscious influence as a result of it is change in the attitude and getting away from real and personal values.

To investigate the effects of satellite television watching on youth, the present study also applied cultivation research by George Gerbner, which states that heavy exposure to mass media, namely television, creates and cultivates attitudes more consistent with a media-conjured version of reality than with what actual reality is. It says television is developing thinking of human being slowly and steadily which affects social, cultural and traditional values of the societies. According to this theory, those who are heavy viewers are affected more. The result of the study supports the theory as heavy viewers are affected more than light viewers at all levels – personal activities, appearance and styles, social and family interaction patterns and cultural practices.

A majority of the respondents have accepted and are practicing the western values systems consciously or unconsciously. The heavy viewers' attitudes are cultivated primarily by what they watch on television. It seems that mass media has worked as a socializing agent. Therefore, the study witnessed a clear change in food and eating habits. Western traditions celebrations are followed more by heavy viewers as compared to light viewers. Their language has been affected. Their socialization patterns are gradually changing as heavy viewers' family and social interaction time is reducing particularly with friends and relatives. The Cultivation Theory in its basic form suggests that television is responsible for shaping or 'cultivating' viewers' conceptions of social reality which is being confirmed through this study. It may be concluded that combined effect of massive television exposure by viewers over time subtly shapes the perception of social reality for individuals and, ultimately, for culture as a whole.

The conclusion of the study also corresponds to the observation made by Albert Bandura while discussing Social Learning Theory. According to him, learning occurs when the observer perceives events or behavior in television and he/she feels competent in performing them. Actions of the characters in satellite television movies have served as a model for respondents to imitate. They have also acquired behaviors by people from media

portrayals. Social Learning Theory also suggested that behavior is likely to be imitated when it is socially rewarded. The result indicates that majority of the respondents do take television characters as their role models and want to copy them in appearance and style. Interestingly, a majority of the respondents have agreed that they relate characters to their lives despite copying them in more than one area. This shows that the respondents just follow the outlook of characters with respect to lifestyle and themselves as a whole. Reason may be that viewers have the fear that characters shown in satellite television programs are not acceptable or may not be rewarded in the society.

6.2 Recommendations

This study proved the hypothesis 'greater the exposure to satellite television greater the effect on the lives of youth in Addis Ababa and implied that there is an association between satellite television viewing and effects on viewers. The study claimed that this relationship in some cases can change life patterns or mould personalities.

More importantly, it appears that these changes can occur and one may not even realize them. Television is one of the most dynamic media vehicles influencing more people than most other communication vehicles. Therefore, viewers are required to be alert and use it sensibly. Policy-makers should take extreme care while formulating rules and regulations. This kind of situation may arise because Ethiopian society is not media literate. Majority of population is not trained how to analyze/utilize different forms of media like news papers, radio, television and internet. It is therefore recommended that efforts should be made for the enhancement of media literacy at mass level.

It is recommended that effects of these programs must be targeted for research studies in future. Especially the aspect of sexual behavior should be stressed upon because the

Cultivation Theory suggests that peoples' values and their outlooks on life can become distorted and greatly affected by soap operas.

To minimize and resist the effects of western channels, it is suggested that local channels should be strengthened and programs should have better content. These local channels should produce and broadcast quality programs that could help in the promotion of Ethiopian values and traditions and improve the image of Ethiopia at international level.

This section presents some recommendations for future research regarding the effects of satellite television channels.

This study has provided a baseline study on the effects of satellite television technology particularly on youth. It has explored only some factors and analyzed the effects on youth in general. However, the researcher has planned to work in future on more specific aspects and evaluate effect on youth with different demographic background. There is a need to gauge the impact on population belonging to different social classes, income levels, qualifications and among different age groups. Similarly, some other dimensions like family norms, music preferences, etc. can also be investigated.

The present research did not study the impact of specific programs of foreign television on the viewers. So a combination of content analysis and a survey in a study may be more interesting and valuable. Therefore, the researcher is interested in conducting such a study in future for publication in research journals.

Research in this area (effects of satellite television) requires inter-disciplinary approaches as its effects may be social, psychological, economical, etc.

Satellite television has spread all over the country due to its legalization, easy access, availability of satellite channels and large number of television viewers. The satellite television requires systematic studies based on a variety of methods and diverse populations. The validity and reliability measures of this research cannot be generalized to all of the population as it only targeted youth. There is a need to begin with small scale studies and move to a larger field and longitudinal studies. Small-scale studies (laboratory, survey, observational) can permit refinement of questions, measures and methods in a relatively low-cost and efficient way.

Satellite television provides a variety of channels including local and foreign. One can find sexual media content easily in the foreign programs which enhancing the importance of research on effects of sexual media contents in Ethiopia. Further research must take into account gender difference in general and also in different environments. Functions and effects of media contents may vary for boys and girls or for males and females substantially.

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Appendix I
Questionnaire

Basic Information

- Age:

A) 15 to 18 years

B) 19 to 22

years

C) 23 to 26 years

D) 27 to 29

years

- Education:

A) No formal education

B) Primary

C) Middle

D) Secondary

E) Diploma

F) B.A / B.Sc

G) M.A / M.Sc

H) Other

- Profession: -----

- Marital Status:

A) Married

B) Unmarried

C) Other

1. Do you have satellite TV connection (Arab satellite, DSTV so on) at home?

A) Yes

B) No

If YES, get answers for the following questions.

2. Since when do you have satellite connection at home?

A) Less than 2 years

B) 2 up to 3 years

C) 3 up to 4 years

D) More than 4 years

3. How many hours daily you watch satellite television?

- A) Less than 2 hours
- B) 2 up to 3 hours
- C) More than 2 hours but less than 4 hours
- D) 4 or more than 4 hours

4. Why do you watch satellite television?

Start from the most important reason and finish with the least important reason.

- A) For entertainment_____
- B) For information_____
- C) For education_____
- D) Because no other choice_____
- E) Other_____

5. Which satellite television channels do you usually watch?

Start from your most preferred ones.

- A) _____
- B) _____
- C) _____
- D) _____

6. Which satellite television programs do you usually watch?

Start from your most preferred ones.

- A) _____
- B) _____
- C) _____
- D) _____

7. With whom would you like to watch satellite television?

- A) Alone
- B) Along with someone

8. What do you like to do for entertainment in your free time?

- A. _____ B. _____
C. _____ D. _____

Activities

9. Satellite television causes difficulty in my domestic and personal activities.

- A) Agree B) Undecided C) Disagree

9.1. If 'YES', then which activities?

- A) _____ B) _____
C) _____ D) _____

Interaction

10. Interaction with my relatives is decreasing these days since I start watching satellite television.

- A) Agree B) Undecided C) Disagree

10.1. Interaction with my neighbors is decreasing these days.

- A) Agree B) Undecided C) Disagree

10.2. Interaction with my friends is decreasing these days.

- A) Agree B) Undecided C) Disagree

10.3. I don't like to visit anyone at my time of watching satellite television.

- A) Agree B) Undecided C) Disagree

10.4. I don't like anyone visiting us at the time of my watching satellite television.

- A) Agree B) Undecided C) Disagree

10.5. I don't like to be disturbed by my family while watching satellite television.

A) Agree

B) Undecided

C) Disagree

Appearance and Style

11. I consider satellite television characters as my role models

A) Agree

B) Undecided

C) Disagree

11.1. I like to formally dressed up like different characters of satellite TV

A) Agree

B) Undecided

C) Disagree

11.2. I like to wear jewelry resembling jewelry worn by different characters of satellite TV.

A) Agree

B) Undecided

C) Disagree

11.3. I like to talk in style resembling characters of satellite television.

A) Agree

B) Undecided

C) Disagree

11.4. I like to track resemblances between television characters and myself.

A) Agree

B) Undecided

C) Disagree

Cultural Practices:

Food Habits

12. There is an evident addition of foreigners' dishes in our everyday food.

A) Agree

B) Undecided

C) Disagree

12.1. Television is the best source for learning new food types.

A) Agree

B) Undecided

C) Disagree

12.2. My family prefers to dine in front of television.

A) Agree

B) Undecided

C) Disagree

12.3. Television programs are under discussion instead of family topics at the dinning table.

A) Agree

B) Undecided

C) Disagree

Dress

12. I prefer to wear western dress casually.

A) Agree B) Undecided C) Disagree

12.1. I consider satellite television to be the best source of information for new designs and fashion trends.

A) Agree B) Undecided C) Disagree

12.2. I prefer to wear western dress formally.

A) Agree B) Undecided C) Disagree

Language

13. I like to speak foreign languages.

A) Agree B) Undecided C) Disagree

13.1. Satellite television is the best source to learn other languages.

A) Agree B) Undecided C) Disagree

Traditions and Celebrations

14. At the event of Celebration the tendency to perform foreign rituals in addition to Ethiopian traditions, is increasing.

A) Agree B) Undecided C) Disagree

14.1. I have started celebrating foreign rituals like “Valentine’s Day”, “Halloween”, and “Bon Fire”.

A) Agree B) Undecided C) Disagree

መጠይቅ

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- ፅድቃማ
- ሀ. ከ15 እስከ 18 ዓመት
ለ. ከ19 እስከ 22 ዓመት
ሐ. ከ23 እስከ 26 ዓመት
መ. ከ27 እስከ 29 ዓመት
- የታ
- ሀ. ወንድ ለ. ሴት
- የትምህርት ደረጃ
- ሀ. መሰረተ ትምህርት ለ. አንደኛ ደረጃ
ሐ. ሁለተኛ ደረጃ መ. ዲፕሎማ
ሠ. ዲግሪ ረ. ማስተርስ
ሰ. ሌላ
- ሞያ-----
- የጋብቻ ሁኔታ
- ሀ. ያገባ/ች ለ.ያላገባ/ች ሐ. ሌላ
- ሳተላይት ቴሌቪዥን /ዲቪ/ በቤትዎ ይገኛል?
- ሀ. አዎ ለ. አይገኝም
- መልስዎ «ሀ» ከሆነ የሚቀጥሉትን ጥያቄዎች ይመልሱ፡፡
- ሳተላይት ቴሌቪዥን ማየት ከጀመሩ ስንት ጊዜ ይሆንዎታል?
- ሀ. ከ2 ዓመት በታች ለ. ከ2 እስከ 3 ዓመት
ሐ. ከ3 እስከ 4 ዓመት መ. ከ4 ዓመት በላይ
- በቀን ለስንት ሰዓት ያህል ሳተላይት ቴሌቪዥን ይመለከታሉ?
- ሀ. ከ 2 ሰዓት በታች ለ. 2 ሰዓት
ሐ. ከ 2 ሰዓት በላይ ግን ከ4 ሰዓት በታች መ. 4 ሰዓትና ከዛ በላይ
- ሳተላይት ቴሌቪዥን ለምን ይመለከታሉ?
- ሀ. ለመዝናናት ለ. መረጃ ለማግኘት
ሐ. ት/ት ለማግኘት መ. ሌላ አማራጭ ስለሌለ,,
ሠ.ሌላ

5. በብዛት የሚመለከትዎቸው የሳተላይት ቻናሎች የትኞቹ ናቸው?

በጣም ከሚመርጡት/ከሚወዱት ይጀምሩ ::

ሀ. _____

ለ. _____

ሐ. _____

መ. _____

6. በብዛት የሚመለከትዎቸው የሳተላይት ፕሮግራሞች የትኞቹ ናቸው?

በጣም ከሚመርጡት ይጀምሩ ::

ሀ _____

ለ _____

ሐ _____

መ _____

7. ሳተላይት ቴሌቪዥን ከማን ጋር ሁነው ቢያዩት ይመርጣሉ?

ሀ. ብቻየን

ለ. ከሰው ጋር

8. በትርፍ ጊዜዎ ምን ማድረግ ይፈልጋሉ?

ሀ. _____

ለ. _____

ሐ. _____

መ. _____

እንቅስቃሴ

9. ሳተላይት ቴሌቪዥን ዕለተ ተዕለት በማደርጋቸውን እንቅስቃሴዎች ላይ ተፅዕኖ

አለው ::

ሀ. እስማማለሁ

ለ. መወሰን አይቻልም

ሐ. አልስማማም

9.1. «ሀ» ከሆነ መልስዎ ምን ዓይነት እንቅስቃሴዎች ላይ?

ሀ. _____

ለ. _____

ሐ. _____

መ. _____

ግኑኝነት

10. ሳተላይት ቴሌቪዥን ማየት ከጀመርኩ ወዲህ ከዘመድ ጋር ያለ „ ግኑኝነት ቀንሷል ::

ሀ. እስማማለሁ. ለ. መወሰን አይቻልም ሐ. አልስማማም

10.1 ከሰፈር ጋር ያለ „ ግኑ „ነት ቀንሷል ::

ሀ. እስማማለሁ. ለ. መወሰን አይቻልም ሐ. አልስማማም

10.2 ከጓደኞቼ ጋር ያለ „ ግኑ „ነት ቀንሷል ::

ሀ. እስማማለሁ. ለ. መወሰን አይቻልም ሐ. አልስማማም

10.3 ሳተላይት ቴሌቪዥን ማየት ባለብ „ ሰዓት ማንንም መጎብኘት/መጠየቅ አልፈልግም ::

ሀ. እስማማለሁ. ለ. መወሰን አይቻልም ሐ. አልስማማም

10.4 ሳተላይት ቴሌቪዥን በማይበት ሰዓት ማንንም እንዲጎበኝ/እንዲጠይቀን አልፈልግም ::

ሀ. እስማማለሁ. ለ. መወሰን አይቻልም ሐ. አልስማማም

10.5 ሳተላይት ቴሌቪዥን በማይበት ሰዓት በማንም የቤተሰቦቼ አባላት እንድረበሽ አልፈልግም ::

ሀ. እስማማለሁ. ለ. መወሰን አይቻልም ሐ. አልስማማም

አለባበስና ፋሽን /ሙድ/

11. የሳተላይት ቴሌቪዥን ካራክተሮች እንደ ሞዴል አያቸዋለሁ ::

ሀ. እስማማለሁ. ለ. መወሰን አይቻልም ሐ. አልስማማም

11.1 ሳተላይት ቴሌቪዥን ላይ እንደማያቸው ካራክተሮች ብለብስ እመርጣለሁ ::

ሀ. እስማማለሁ. ለ. መወሰን አይቻልም ሐ. አልስማማም

11.2 ሳተላይት ቴሌቪዥን ላይ ያሉትን ካራክተሮች የሚያደርጉትን ጌጥ ዓይነት ማድረግ አልፈልጋለሁ ::

ሀ. እስማማለሁ. ለ. መወሰን አይቻልም ሐ. አልስማማም

11.3 አነጋገሬ ሳተላይት ቴሌቪዥን ላይ እንዳሉ ካራክተሮች ብናገር ደስ ይለኛል ::

ሀ. እስማማለሁ. ለ. መወሰን አይቻልም ሐ. አልስማማም

11.4 ሳተላይት ቴሌቪዥን ላይ ከማያቸው ካራክተሮች ጋር ራሴን ማነፃፀር

እፈልጋለሁ፡፡

ሀ. እስማማለሁ

ለ. መወሰን አይቻልም

ሐ. አልስማማም

ባህላዊ እንቅስቃሴዎች

ምግብ

12. በምንመገባቸው ምግቦች ላይ ተጨማሪ የውጭ ምግቦች እንጠቀማለን ፡፡

ሀ. እስማማለሁ

ለ. መወሰን አይቻልም

ሐ. አልስማማም

12.1 አዳዲስ የምግብ አይነቶችን ለመማር ሳተላይት ቴሌቪዥን ቀዳሚ ሚና አለው ፡፡

ሀ. እስማማለሁ

ለ. መወሰን አይቻልም

ሐ. አልስማማም

12.2 ቤተሰቦቼ ከቴሌቪዥን ፊትለፊት ሁነው መመገብን ይመርጣሉ ፡፡

ሀ. እስማማለሁ

ለ. መወሰን አይቻልም

ሐ. አልስማማም

12.3 ምግብ በምንበላበት ሰዓት በብዛት ከቤተሰባዊ ጉዳይ ይልቅ ስለ ሳተላይት ቴሌቪዥን ፕሮግራሞች ነው የምንወያየው ፡፡

ሀ. እስማማለሁ

ለ. መወሰን አይቻልም

ሐ. አልስማማም

ልብስ

13. የውጭዎች ዕለታዊ ልብሶች ብለብስ እመርጣለሁ ፡፡

ሀ. እስማማለሁ

ለ. መወሰን አይቻልም

ሐ. አልስማማም

13.1 ስለ አዳዲስ የልብስ ዲዛይንና ፋሽን መረጃ ለማግኘት ሳተላይት ቴሌቪዥን ቀዳሚ ሚና አለው ፡፡

ሀ. እስማማለሁ

ለ. መወሰን አይቻልም

ሐ. አልስማማም

ቋንቋ

14. የውጭ ቋንቋዎች መናገር ደስ ይለኛል ፡፡

ሀ. እስማማለሁ

ለ. መወሰን አይቻልም

ሐ. አልስማማም

14.1 አዳዲስ ቋንቋዎችን ለመልመድ ሳተላይት ቴሌቪዥን ቀዳሚ ሚና አለው ፡፡

ሀ. እስማማለሁ

ለ. መወሰን አይቻልም

ሐ. አልስማማም

በዓላትና አካባቢ

15. በዓል በምናከብርበት ሰዓት በኢትዮጵያዊ ባህል አከባበር ተጨማሪ የውጭ አከባበር ዘይቤ እንጠቀማለን ።

ሀ. እስማማለሁ ለ. መወሰን አይቻልም ሐ. አልስማማም

15.1 ውጭዎች የሚያከብሩዎቸው በዓላት እንደነ ሻላንታይንስ ደይ፣ ሃለዊን፣

ቦንፋዮር፣ የመሳሰሉትን ማክበር ጀምራለሁ ።

ሀ. እስማማለሁ ለ. መወሰን አይቻልም ሐ. አልስማማም

Appendix II

Questions for interview

1. Do you have satellite television at home?
2. How long have you been watching satellite television?
3. Approximately how many hours of satellite television do you consume every day?
4. So tell me is there any thing particular that you watch satellite television?
5. What is your favorite channel? Why?
6. What programs do you usually prefer to watch? Why?
7. With whom would you like to watch satellite television? Why?
8. Do you think satellite television causes difficulty in your day to day activities? Which activities?
9. What do you feel about your family interference while you watch your favorite?
10. Tell me your feeling when some one (from your friends, colleagues or relatives) comes to visit you in the middle of your prime time?
11. Do you like visiting some on at your favorite time of watching?
12. Have you ever considered television characters as your role models and want to relate yourself with those characters?
13. Dose satellite television has effects on cultural practices? Like food, dress, language and celebrations?

የቃለ መጠይቅ ጥያቄዎች

1. ሳተላይት ቴሌቪዥን በቤትዎ ይገኛል?
2. ሳተላይት ቴሌቪዥን ለምን ያህል ጊዜ አይተዋል?
3. በቀን ምን ያህል ሰዓት ሳተላይት ቴሌቪዥን ያያሉ?
4. ሳተላይት ቴሌቪዥን የሚያዩበት ምክንያት ምንድን ነው?
5. ከሳተላይት ቴሌቪዥን በአንደኛነት የሚመለከቱት ቻነል እና ፕሮግራም ምንድን ነው? ስሙ?
6. ሳተላይት ቴሌቪዥን ከማን ጋር ሁነው ቢመለከቱት ይመርጣሉ ? ስሙ?
7. ሳተላይት ቴሌቪዥን ዕለት ተዕለት በሚያደርጉት እንቅስቃሴ ላይ ተፅዕኖ አለው ብለው ያስባሉ? ምን ዓይነት እንቅስቃሴዎች ላይ?
8. ሳተላይት ቴሌቪዥን በሚያዩበት ሰዓት አንድ የቤተሰብዎ አባል ቢረብሽዎ ምን ስሜት ይሰማዎታል
9. መመልከት በሚፈልጉበት ሰዓት አንድ (ከቤተሰብዎ፣ከጓደኞችዎ፣ከዘመደችዎ) ቢመጣ ስሜትዎ ምን ይመስላል?
10. ሳተላይት ቴሌቪዥን መመልከት በሚወዱበት ሰዓት ሰው መጎብኘት ይፈልጋሉ?
11. ከሳተላይት ቴሌቪዥን ገፀባህሪያት ውስጥ እንደ ሞዴል ወስደው ያውቃሉ? እራስዎንስ ከነዚህ ገፀባህሪያት ጋር አመሳስለው ያውቃሉ?
12. ሳተላይት ቴሌቪዥን በባህል ላይ ተፅዕኖ አለው ብለው ያምናሉ? እንደ ምግብ፣አለባበስ፣ቋንቋና ባህል አከባበሮች ላይ?

Appendix III
List of key informants

No	Name	Sub city	Profession	Address	Date of interviewed
1	Alebachew Degu	Bole	Leader of youth league association fore Bole sub city Kebeles 12/13	0911094813	08/07/11
2	Yirga Berta	Arada	Leader of youth league association fore Arada sub city Kebeles 03/04	0913031954	08/07/11

No	Name	Sex	Sub City	Kebeles	Profession	Date of interviewed
1	Million	M	Bole	12/13	Student	09/07/11
2	Jargachew	M	Bole	12/13	Working	09/07/11
3	Tewodros	M	Bole	12/13	Working	09/07/11
4	Nahom	M	Bole	12/13	Not-Working	09/07/11
5	Yosef	M	Bole	12/13	Working	09/07/11
6	Frehiwot	F	Bole	12/13	Student	09/07/11
7	Biruk	M	Bole	12/13	Working	09/07/11
8	Sisay	F	Bole	12/13	Working	09/07/11
9	Yared	M	Arada	03/04	Student	10/07/11
10	Selemon	M	Arada	03/04	Working	10/07/11
11	Ethiopia	F	Arada	03/04	Student	10/07/11
12	Misraketehay	F	Arada	03/04	Not-Working	10/07/11
13	Daniel	M	Arada	03/04	Working	10/07/11
14	Abyot	M	Arada	03/04	Student	10/07/11

