INFLUENCE OF MASS MEDIA ON ADOLESCENTS’ EXPRESSION
OF SEXUALITY AND SEXUAL BEHAVIOUR IN NAIROBI
PROVINCE, KENYA

BY

JOSHUA GITONGA M’IMAITA
157/7524/2002

A Thesis submitted to the School of Pure and Applied Science in partial fulfillment of the
requirements for the Degree of Master of Public Health and Epidemiology of Kenyatta
University

JUNE 2005

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DECLARATION

This thesis is my original work and has not been presented for a degree in any other university.

Signature Date

Joshua Gitonga M’Imaita 157/7524/02

This thesis has been submitted for examination with our approval as University supervisors

Signature Date

Dr. Isaac Mwanzo
Department Health Sciences
Kenyatta University

Signature Date

Dr. Ephantus W. Kabiru
Department Health Sciences
Kenyatta University
DEDICATION

This thesis is dedicated to my parents Francis M'imaita & Julia M'imaita, together with my brothers and sisters for their unfailing love, support and encouragement throughout my study.
I am highly indebted to my supervisors Dr. Isaac Mwanzo and Dr. Ephantus W. Kabiru whose effort, constant advice and encouragement saw me through this thesis. The Director of Kenya Medical Training College (KMTC) who was kind enough to allow me to pursue my education. The unfailing support offered by Evelyn Makena cannot be underscored. The help given by Headteachers and students of the selected schools made this work easy. To all my friends and the students who participated in one way or another to make this thesis a success through excellent co-operation. Thank you all.
TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declaration</td>
<td>i</td>
</tr>
<tr>
<td>Dedication</td>
<td>ii</td>
</tr>
<tr>
<td>Acknowledgement</td>
<td>iii</td>
</tr>
<tr>
<td>Table of content</td>
<td>iv</td>
</tr>
<tr>
<td>Abbreviations</td>
<td>xiii</td>
</tr>
<tr>
<td>List of tables</td>
<td>viii</td>
</tr>
<tr>
<td>List of figures</td>
<td>ix</td>
</tr>
<tr>
<td>Appendices</td>
<td>x</td>
</tr>
<tr>
<td>Abbreviations</td>
<td>xi</td>
</tr>
<tr>
<td>Operational definition of terms</td>
<td>xii</td>
</tr>
<tr>
<td>Abstract</td>
<td>xiii</td>
</tr>
</tbody>
</table>

CHAPTER 1: INTRODUCTION

1.1.0 Background information of the study..............................................................1
1.2.0 Statement of the problem..................................................................................2
1.3.0 Research questions .........................................................................................2
1.4.0 Null Hypotheses ..............................................................................................3
1.5.0 Objectives of the study ..................................................................................3
1.5.1 General objectives ..........................................................................................3
1.5.2. Specific objectives .......................................................................................3
1.6.0 Justification ................................................................................................. 3
CHAPTER 2: LITERATURE REVIEW.

2.1.0 Adolescence changes ................................................................. 5
2.1.1 Normal adolescent development ............................................... 6
2.2.0 Consequences of sexual activity ............................................... 8
2.2.1 Adolescence pregnancy ............................................................ 8
2.2.2 Adolescence abortions ............................................................. 9
2.2.3 STI/HIV/AIDS ........................................................................ 10
2.3.0 Global situation on mass media influence .................................. 11
2.4.0 African situation on mass media influence .................................. 13
2.5.0 The Kenyan situation on mass media influence ............................ 14
2.5.1 Magazines and books ............................................................... 15
2.5.2 Electronic media in Kenya ......................................................... 15
2.5.3 Internet use ............................................................................ 16

CHAPTER 3: MATERIALS AND METHODS.

3.1.0 The study area ........................................................................... 17
3.2.0 The study population ............................................................... 18
3.2.1 Selection criteria ..................................................................... 18
3.3.0 Study design ........................................................................... 18
3.4.0 Sample size determination ...................................................... 20
3.4.1 Sampling method ................................................................... 21
3.5.0 Piloting .................................................................................... 22
3.6.0 Research instrument ............................................................... 22
CHAPTER 4: RESULTS

4.1.0 Social demographic characteristics of the respondents

4.1.1. Distribution of respondents by sex and age

4.1.2. Distribution of respondents by religion

4.1.3 Distribution of respondents by student type

4.2.0 Mass media as source of sexual information for adolescents

4.3.0 Type of sexual information accessed

4.3.1 Preferred source of sexual information for adolescents

4.4.0 Gender perspective in media usage among adolescents

4.5.0 Determinants of mass media accessibility

4.5.1 Religion as a determinant to material access

4.5.2 Age as determinant to material access

4.5.3 Occupation of the parent as determinant in material access

4.5.4 Pocket money as a determinant

4.5.5 Type of student as determinant to material access

4.6.0 Sexual behaviour expressed by adolescents

4.6.1 Sexual experience among adolescents

4.6.2. Condom use among adolescents
CHAPTER 5: DISCUSSION

5.1.0 Social demographic information.................................................................51
5.2.0 Sources of sexual information for adolescents................................................52
5.3.0 Factors determining material access by adolescents........................................54
5.4.0 Relationship between sex materials accessed and expressed behaviour........56

CHAPTER 6: A SUMMARY OF CONCLUSIONS, RECOMMENDATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

6.1.0 Conclusions....................................................................................................58
6.2.0 Recommendations........................................................................................59
6.3.0 Suggestions....................................................................................................60

REFERENCES..........................................................................................................61
## List of Tables

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 4.1</td>
<td>Age distribution of the respondents</td>
<td>24</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Frequency of material access according to religion</td>
<td>33</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Frequency of material access in relation to age</td>
<td>34</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>Economic status of the parents</td>
<td>35</td>
</tr>
<tr>
<td>Table 4.5</td>
<td>Type of student and frequency of accessing materials</td>
<td>37</td>
</tr>
<tr>
<td>Table 4.6</td>
<td>Influence of pornographic materials to sexual desire</td>
<td>47</td>
</tr>
<tr>
<td>Table 4.7</td>
<td>Sex demand after watching a movie with a partner</td>
<td>48</td>
</tr>
<tr>
<td>List of figures</td>
<td>page</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td>Figure 3.0 Map of the study area</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Figure 4.1 Distribution according to religion</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Figure 4.2 Distribution to student type</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>Figure 4.3 Source of sex information</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Figure 4.4 Sexual information accessed by the adolescents</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>Figure 4.5 Source of sexual information for adolescents</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>Figure 4.6 Best source of sexual information</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Figure 4.7 Gender disparities in media use</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>Figure 4.8 Time of sexual material access by gender</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Figure 4.9 Media access in relation to pocket money</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>Figure 4.10 Occasion when adolescent accessed materials</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>Figure 4.11 Consequences of having sex</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>Figure 4.12 Contraceptives listed by the respondents</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Figure 4.13 Condom use among adolescents</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td>Figure 4.14 Sexual partners among adolescents</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>Figure 4.15 Sexual partners according to division</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>Figure 4.16 Movie attendance with sexual partners</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td>Figure 4.17 Consequences of sexual materials</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>Figure 4.18 Influence of sexual materials to sexual debut</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>Figure 4.19 Condom use in relation to material access</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>Figure 4.20 Pornographic material access and sexual partners</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>
## APPENDICES

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Research instruments</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix 1</td>
<td>Research instruments</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) Questionnaire for the students</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>b) Interview schedule for parents and teachers</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>c) Focus group Discussion for the students</td>
<td>72</td>
</tr>
<tr>
<td>Appendix 3</td>
<td>Research Authorization from MOEST</td>
<td>73</td>
</tr>
<tr>
<td>Appendix 4</td>
<td>Research Authorization Kenyatta University</td>
<td>74</td>
</tr>
</tbody>
</table>
### List of Abbreviations

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIDS</td>
<td>Acquired Immune Deficiency Syndrome</td>
</tr>
<tr>
<td>AMREF</td>
<td>African Medical and Research Foundation</td>
</tr>
<tr>
<td>CBS</td>
<td>Central Bureau of Statistics</td>
</tr>
<tr>
<td>Et al.,</td>
<td>Et Alia</td>
</tr>
<tr>
<td>FGD</td>
<td>Focus Group Discussion</td>
</tr>
<tr>
<td>HIV</td>
<td>Human Immunodeficiency Virus</td>
</tr>
<tr>
<td>IPPF</td>
<td>International Planned Parenthood Federation</td>
</tr>
<tr>
<td>KBC</td>
<td>Kenya Broadcasting Corporation</td>
</tr>
<tr>
<td>Ksh</td>
<td>Kenya shillings</td>
</tr>
<tr>
<td>MOH</td>
<td>Ministry of Health</td>
</tr>
<tr>
<td>MSI</td>
<td>Marie Stopes International</td>
</tr>
<tr>
<td>MTV</td>
<td>Music Television</td>
</tr>
<tr>
<td>PHC</td>
<td>Primary Health Care</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for Social Sciences</td>
</tr>
<tr>
<td>STDs</td>
<td>Sexually Transmitted Diseases</td>
</tr>
<tr>
<td>STIs</td>
<td>Sexually Transmitted Infections</td>
</tr>
<tr>
<td>UNICEF</td>
<td>United Nations Children’s Fund</td>
</tr>
<tr>
<td>WHO</td>
<td>World Health Organization</td>
</tr>
</tbody>
</table>
### OPERATIONAL DEFINITION OF TERMS

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td>It has been used in this study to mean sexual intercourse between a boy and a girl.</td>
</tr>
<tr>
<td>Mass media</td>
<td>Channels of communication, which include but not limited to Television, Video/cinema, books, magazines and Internet</td>
</tr>
<tr>
<td>Sexuality</td>
<td>sexual behaviour, the state or quality of being sexual. Can also refer to pre-occupation with or involvement in Sexual matters or the possession of sexual potency</td>
</tr>
<tr>
<td>Sexually experienced</td>
<td>those who have indulged in sexual intercourse</td>
</tr>
</tbody>
</table>
ABSTRACT

Kenya has had a rapid expansion of media whose large proportion of features is western oriented. This, in turn, has influenced the behaviour and attitude of adolescents especially their sexual behaviour rendering them vulnerable to STI/HIV/AIDS, early sexual debut, adolescence pregnancy, abortions and school drop out. This study, aimed at establishing the influence of mass media on expression of sexual behaviour among high school adolescents in Nairobi Province. It sought to: identify the different types of mass media that provide adolescent with sexual information; factors that determine accessibility of materials and, determine the relationship between access to mass media and adolescents’ expressed sexual behaviour. A sample of 418 adolescents in selected high schools participated in this study. Self-administered questionnaires were used to collect the required information. Focus group discussions and interviews for teachers and parents were organized to solicit qualitative information. Descriptive data analysis was done by use of the Statistical Package of Social Sciences (SPSS). Chi-square test of independence was used to establish the relationship between access to mass media and the expressed sexual behaviour of adolescents. The findings are presented by use of frequency tables, pie charts and graphs. Most of the respondents were boys (57%), with majority aged between 16 and 17 years. The study shows that magazines are the most popular media that provide sexual information (42.6%). It is further revealed that though magazines are popular, more girls (63.2%) than boys (36.8%) had received sexual information from the television. Information accessed through the media by adolescents included; pornographic picture and text (87.6%), dressing and fashion (63.4%), sex styles (54.2%) and contraceptive use (25.6%). More pocket allowance on the part of the adolescents seemed to increase the frequency of material access. The respondents whose parents received monthly payment accessed the materials more frequently (55.5%) than those whose parents were not on monthly payments. Approximately 46.2% of the respondents who accessed materials more frequently were day scholars compared to 17.2% of the boarders. This study found that half of the respondents (50.7%) had experienced sexual intercourse. Among the adolescents who claimed to have had sexual intercourse, 63% did not use condom during their first sexual intercourse. Despite the risk associated with multiple sexual partners, it was found that 54% of the respondents had had more than one sexual partner in the last one year. The results revealed that the majority (55.6%) of the adolescents were influenced into sexual debut by pornographic materials ($\chi^2 = 5.726$, df = 1, $P=0.017^{**}$). A relationship was found to exist between watching pornographic movies and sex demand from a sexual partner afterwards ($\chi^2 =5.365$, df= 1, $P=0.018^{**}$). A further relationship was also found to exist between the frequency of material access and non-condom use during adolescents’ first sexual intercourse ($\chi^2 =168.976$, df=1, $P=0.000^{***}$). The frequency of material access was found to determine the number of sexual partners among the school going adolescents ($\chi^2 =165.040$, df= 1, $P=0.000^{***}$). Based on the findings of this study, it is concluded that the mass media can significantly influence adolescents’ sexual behaviour with the magazine having the greatest effect. It is the recommendation of this study that the government should formulate regulations to control pornographic materials, which are abundant in the streets of Nairobi. Further research has been proposed to find out why parents and teachers have continued to shy away from the task of addressing sexuality issues affecting adolescents.
CHAPTER 1: INTRODUCTION

1.1.0 BACKGROUND

Mass media is defined as any printed or audio-visual material (electronic media) designed to reach a mass audience (Naidoo and Wills, 1998). It comprises those channels of communication, which are capable of receiving heterogeneous audiences simultaneously with uniform massages. Examples of electronic media include; radio, television, cinema and interactive multi-media, while the print media include; newspapers, magazines, billboards, exhibition displays, posters and leaflets among others. Depending on the intention of the producer, different types of mass media could be used either to create awareness, increase knowledge or change attitude and behaviour of targeted consumers. In recent years, the mass media has become increasingly important in public health debates, conferences and seminars due to its ability in changing attitude and behaviour of the targeted consumers.

Thus, despite the overwhelming evidence of the effectiveness of the mass media in raising awareness, increasing knowledge and changing attitude and behaviour of the consumers, certain materials such as pornographic movies, magazines and Internet pictures have been associated with corrupting morals of the adolescents (Ann, 2003). For instance, the teen magazines have been frequently criticized for their emphasis on sexual content and for the sexual explicitness of cover lines, which are thought to be “smutty” ‘lewd’ and in poor taste. It is on this premise that the current study sought to determine the influence of mass media on the adolescents’ expression of sexual behaviour in Nairobi Province, Kenya.
1.2.0: Statement of the problem

Most adolescents report very early sexual debut. In Kenya for example, sexual debut is said to be at a younger age than elsewhere in sub-Saharan Africa. It is reported that a great deal of pressure on these adolescents comes from mass media including soap operas in the television programs. Coupled with this is the disintegration of extended families due to movement to towns in search of formal employment. This has created a situation where the parents and relatives are preoccupied with routine work, denying the adolescent time to discuss sexual issues. The ultimate result has been heavy reliance on the media with devastating consequences such as unprecedented increase in unwanted pregnancy, Sexually Transmitted Infections (STI) and Human Immunodeficiency Syndrome/Acquired Immune Deficiency Syndrome (HIV/AIDS). For instance, each year, one million girls aged 15 years to 19 years become pregnant and three million adolescents acquire STDs, which currently are taken as risk factors for HIV/AIDS (IPPF, 1994). Hence, it is imperative to undertake a study that explores the influence of mass media on adolescents’ expressed sexual behaviour.

1.3.0: The Research Questions

a) What are the common types of mass media that provide sexual information to the adolescents?

b) What factors determine the accessibility of materials that provide sexual information to the adolescents?

c) Is there any association between access to mass media and the expressed sexual behaviour of adolescents secondary schools?

1.4.0: NULL HYPOTHESIS

The expression of sexual behaviour of adolescents is not influenced by the mass media.
1.5.0: OBJECTIVES

1.5.1: General objective
To determine the influence of mass media on the adolescents’ expression of sexual behaviour in Nairobi, Kenya

1.5.2: Specific objectives
   a) To identify the common types of mass media that provide sexual information to adolescents.
   b) To establish factors that determine accessibility of materials that provide sexual information to the adolescents.
   c) To determine the association between access to mass media and the expressed sexual behaviour of adolescents.

1.6.0: Justification

The mass media has generally been known to influence both the behaviour and the attitudes of the targeted consumers. Studies have identified the television as one of the major influencing agent in adopting behaviour second only to the family, while the print media is ranked third (Elfituri et al., 1999). Since the mass media has been criticized for being responsible for moral decay in the society, the young people are bound to suffer because information obtained at this stage in life is essential as it shapes opinions and attitudes that persist in adult life.

The uncontrolled nature of the media, and lack of proper guidance on the choice of entertainment materials, has resulted in consequences such as early sexual debut, teenage pregnancies, abortions, school dropout, and STI/HIV/AIDS (Cline and Haynes, 2001).
The findings of this research are vital in that they provide data, which can be very vital in planning of adolescent programs especially on their sexual behaviour. Most of the studies carried out in Kenya on adolescents, have concentrated on the outcomes of sexual behaviour like pregnancy, abortion, drug abuse and STI/HIV/AIDS, while ignoring potential behaviour determinants such as the influence of mass media. It is, therefore, important to address the issue of the mass media influence on adolescents’ expression of sexual behaviour especially in the urban settings where they have unlimited access.
CHAPTER 2: LITERATURE REVIEW

2.1.0 Adolescence changes

The adolescents, defined by WHO (1994) as those aged between 10 years to 19 years, forms an important target group for the media. One reason for this is that at this stage, they undergo tremendous changes physically, psychologically and socially. These changes increasingly predispose the adolescents to many consequences some of which affect their sexual behaviour. Though the development patterns of adolescents are the same, the rate may differ. Increase in height, change in size and in general shape, experimentation, rebellion, and drive for emotional autonomy are some of the changes expected during adolescence transition to adulthood (Steinberg, 2000). Fenwick and Smith (1998) portray adolescence as a period when adolescents experiment continuously to find an image they may feel comfortable to identify with. They collect new experiences, test boundaries and take risks some of which are borrowed from the mass media.

Sexual adjustment is part of adolescent’s total development into a mature individual. If sexuality does not evolve properly, the whole process of growth and development is affected negatively. The desire to explore and experiment that accompanies adolescence, and the increased libido in turn increases their sexual activity. Lam et al., (2001) warns that premarital sex has become more acceptable among the adolescents and the society in general increasing the number of adolescence pregnancies. UNESCO (1991) reveals that the sexual permissiveness observed among these adolescents is as a result of sexual messages conveyed through the mass media.
During adolescence, thought processes are changing and the capacity to think about things in a new way is emerging. At about the age of 12 and 13 years, adolescents begin to develop new capabilities in the way they process information, but these capabilities usually are not fully developed until late adolescence. Young adolescents thought processes are generally not concrete. This abstract thinking characterized by a focus on the present and in what is real in the immediate experience may put these adolescents at risk of the uncontrolled mass media (Spain, 1988). This abstract thinking hampers the adolescent from connecting sexual intercourse with pregnancy or STI/HIV/AIDS especially in this era of media culture where sexual activities are openly shown with no accompanying consequences.

2.1.1 Normal Adolescent Development

The table 2.1 below shows some of the Physiological and anatomical changes that take place during adolescence.

<table>
<thead>
<tr>
<th>GIRLS</th>
<th>BOYS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Growth spurt</strong></td>
<td><strong>Growth spurt</strong></td>
</tr>
<tr>
<td>Growth spurt starts at 9 years but should not be later than 13 years.</td>
<td>Growth spurt starts at 11 but should not be later than 15</td>
</tr>
<tr>
<td><strong>Breast development</strong></td>
<td><strong>Testes and scrotum</strong></td>
</tr>
<tr>
<td>Breast development is usually the first sign of puberty. The area around the nipple swells and the nipple itself starts stand out. Breast buds should appear by age 15 years.</td>
<td>The skin of the scrotum darkens as the testes grow. Testes should descend in babyhood. If testes have not started to enlarge by 14 a doctor should be consulted.</td>
</tr>
<tr>
<td><strong>Pubic hair, underarm and body hair.</strong></td>
<td><strong>Penis</strong></td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Pubic hair appears at the age of 10 to 11 years. The hair under the arm and body appears at age 12 to 13 though the age of appearance greatly varies.</td>
<td>The penis starts to lengthen before it thickens at age 12 and 13.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Vaginal discharge</strong></th>
<th><strong>Ejaculation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaginal discharge decreases once periods begin, but should not stop altogether. The age expected for an adolescent to receive periods is 10 to 13 years.</td>
<td>Ejaculation of a mucus-like fluid begins about a year after the penis starts to lengthen. This occurs at the age of 13 to 14. The first ejaculate contains no sperm.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Production of underarm sweat</strong></th>
<th><strong>Pubic hair, underarm and body hair; facial hair.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Underarm sweat and adult odour starts at the age of 12 to 13 years with the development of apocrine glands.</td>
<td>Development of all body hair varies greatly and depends largely on family patterns. Hair growth from abdomen up to chest continues into adulthood.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Menstruation</strong></th>
<th><strong>Development of underarm sweat glands</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls receive their first menstruation at the age of 10 to 16 years.</td>
<td>With the development of apocrine glands at the age of 13 to 15 come increased underarm sweating and an adult body</td>
</tr>
</tbody>
</table>
Deepening of voice

About a year before the voice starts to deepen, the larynx enlarges and an Adam's apple may develop.

Source: Adapted from Fenwick and Smith (1998)

2.2.0 Consequences of sexual activities among adolescents

2.2.1. Adolescence pregnancy

Because the majority of adolescents who engage in sexual relations do not intend or want to get pregnant, they are usually upset or embarrassed when they discover who they are. The embarrassment and anxiety-surrounding discovery of an unexpected pregnancy, makes the girl to be secretive (Allen & Bender, 1980). Such adolescents may resort to mass media for information on pregnancy but the potency of such information remains unclear.

From reasons that range from denial of the pregnancy, ignorance of health care alternatives to lack of support by family and other community members, adolescents rank higher than average for low prenatal care. One of the reasons that adolescents’ deliveries are so often classified as high risk is inadequate prenatal care. Mainly the first time an adolescent is seen professionally is when they present at the hospital in full labour. The question of where they get any required information reveals that friends and the mass media form the bulk of information source through out the gestation period. This, in turn, leads to a situation where the opportunity is lost to monitor food intake, test for vitamin and iron deficiencies, check for blood pressure,
and to watch for indicators of toxemia (Allen and Bender, 1990). For the adolescents who become pregnant, mortality is 60% higher than for women in general. Mothers under 15 years are 3.5 times more likely to die from toxemia. Infant mortality is 2.4 times higher for babies born to adolescents, than for babies born to mothers in their 20s (UNESCO, 1991).

Adolescence pregnancy has not escaped the critical eye of the society and in many countries pregnancy out of wedlock is not acceptable. Strong social pressure may lead to a forced marriage or illegal abortion and may also provoke the woman to commit suicide. Illegitimate children may face the problem of social and legal discrimination as well as economic hardships. If marriage is forced on the mother, there is a high probability of marriage failure. In the developing countries, a major problem of adolescence pregnancy is school dropout. Studies have also revealed that it has been associated with low educational level of women hence reduced employment opportunities and perpetuated dependence on others for their livelihood. Reduced marriage prospects and the emotional and physical torture are all major drawbacks resulting from adolescence pregnancy.

In order to prevent early motherhood, many societies have adopted some measure to prevent pre-marital sexual activity and usually entail confinement of girls to domestic sphere. In this way, a young girl’s potential for acquiring skill to deal with a wide range of experiences in the outside world is severely limited compared to that of boys. This makes their highest source of information on sexuality to be radio and television (WHO, 1993).

2.2.2 Adolescence abortions

Adolescent girls often seek unskilled services (no medical background at all), since they often are willing to accept whatever they have to quickly terminate a pregnancy before others
discover the secret. As a result, they are often unwilling to delay the procedure to raise funds for more costly safer services. Death is a frequent consequence of unsafe abortion.

2.2.3. STI/HIV/AIDS

A major consequence of sexual activity in adolescence is the acquisition of sexually transmitted infections and AIDS which have devastating effects on the individual. AIDS has become a serious public health problem in many parts of the world, more so, because of its impact among the youth. UNESCO (2001) reports that Young people between the ages of 10-24 years are the most affected and at risk of sexually transmitted diseases and HIV transmission. An estimated 20% of the youth aged 15-19 years (mainly secondary school students) are infected with HIV the virus that causes AIDS. The NASCOP report further reveals that of the 15,000 new heterosexual HIV infections, 60% of new infections occur among young people aged 15 and 24 (NASCOP, 2000). Currently it is estimated that 350,000 young people aged between 15-24 years are HIV positive in Kenya and the number is expected to rise to 560,000 young people by the year 2005.

Sub-Saharan Africa remains by far the region worst affected by the HIV/AIDS epidemic. In 2003, an estimated 26.6 million people in this region were living with HIV, including the 3.2 million who became infected in the previous year. AIDS killed approximately 2.3 million people in 2003. Of these, 2.5 are young people (UNAIDS, 2003).

In Kenya, STIs are ranked high among the causes of morbidity. They are responsible for 15% of all outpatient consultations and 80% of female sterility. A study carried out in Machakos found that 44.1% of the women aged 10-24 years and 57% of those aged less than 20 years had contracted an STD (Rogo et al., 1994). STIs are common among the urban as well as
rural adolescents. A study carried out in rural areas showed that the reported cases of STIs among the adolescents range as follows; gonorrhea (3-12%), chlamydia (1-13%) and syphilis (0-9).

In a study carried out in Nyamira District, 13.6% of adolescents reported to have suffered a Sexually Transmitted Infection (STI).

A large part of the fight against AIDS has largely been through prevention of the spread of the disease. This, according to UNESCO (2000), can only be achieved if the mass media through films, radio and television will ensure that accurate information is given. In fact, it proposes media control through censorship of films containing pornography. Feldblum (2002) adds his voice by claiming that the use of mass media in the campaign against STI/HIV/AIDS requires tight control of the messages because the audience can be misled. This can be through misinterpretations of the messages as in the case of condom campaigns which some feel promotes sexual activity among the adolescents who at this period are experiencing increased libido.

2.3.0 Global situation on mass media influence

A wide body of literature has shown that pressure for young people around the world to become sexually active emerges from different types of media such as pornographic magazines and television soap operas (MSI, 1995). For instance, a study carried out in Nigeria and Kenya established that adolescents find it impossible or uncomfortable to discuss sexuality issues with their parents or other family members. The major sources of information were peers, adult movies and magazines (Barker and Rich, 1992). This concurs with WHO (1993) findings, where expression of sexuality among adolescents was found to be greeted with anxiety and anger by adults and frequently fear, guilt and shame by the adolescents themselves. This makes
communication between adolescents and adults on sexuality within affectionate and responsible relationships more difficult (WHO, 1993).

For most adolescents, pornographic videos and literature are the most common sources of information about sexuality. This situation is alarming since films and magazines hardly provide any positive education and often portray distorted images of sexual relationships (Veaceslav et al., 1996). In a study carried out by Ferag (1996), it reported that soap operas, music video and movies are among the most popular television materials, especially for young adults. For instance, content analysis of network television soap operas shown during the summer of 1987 in the USA showed that the ratio of unmarried to married sexual behaviour in soap operas was 23.7 to 1. More importantly, there was no reference (verbal, implied or physical) to pregnancy prevention or sexually transmitted infections including HIV/AIDS.

In another study done earlier in 1986 in the same country, it was documented that soap operas contained scenes touching on behaviour 24.5 times per hour; suggestions and insinuation 16.5 times per hour; sexual intercourse implied 25 times per hour; and socially taboo sexual behaviour, such as sodomachism and masturbation implied 6.2 times per hour. In contrast, educational programme appeared only 1.6 times per hour (Ferag, 1996). Promiscuous role models set by “idols” such as musicians, sports stars and media images showing casual sex in glamorous, wealthy context are also reported to impact on the youth negatively (Ann, 2003).

With increasing number of pornographic materials in the world and young people being the targeted consumers, studies have revealed that many teenagers are becoming sexually active early; a situation that perpetually poses serious public health concern. Thus, early initiation of sexual intercourse is associated with a variety of health risks such as unwanted pregnancy,
sexually transmitted diseases and human immunodeficiency virus (HIV). For instance, adolescent pregnancy and sexually transmitted diseases (STDs) are a major public health concern in the United States. More than 15 million girls aged 15-19 years give birth every year, out of which 5 million may have abortions (IPPF, 1994). Infants born to adolescents have lower birth weights and are at a greater risk to abuse, neglect, and poor academic performance (Dina, 2000). Two-thirds of 12 million who acquire a STD each year are younger than age 25 years, among them being three million adolescents. This group has disproportionately high rates of gonorrhea, chlamydia, Syphilis and AIDS which is one of the leading causes of death among this group (Colleen et al., 2001).

2.4.0 African situation of mass media influence

In many African countries, the mass media has had an unprecedented influence on the adolescents. A survey carried out in Libya found that television is the most efficient medium for raising health knowledge, with a total score of 73.5%. More than 67% of the respondents considered television as one of the major influencing factors in adopting behaviour second only to the family as a source of influence. The Participants ranked books, magazines and newspapers third in increasing the knowledge with a score of 50.4%. In addition, 58%, 52% and 36%, of the participants selected reading books, magazines and newspapers respectively as factors influencing their behaviour (Elfituri et al., 1999).

Regarding information flow to young people, parents and other community members have blamed video houses for the decaying moral standards among the young people. For instance, in Ethiopia and Tanzania, video houses are growing business because the relevant government bodies have not censored them (Amunyunzu, 1997).
Considering that adolescents get their information from the media and their friends, exposure to inaccurate, misleading and even encouragement of risky sexual behaviour, cannot be ignored. Such sexual behaviour has resulted mostly in high numbers of unwanted pregnancies among the adolescents in Africa. Findings of a study involving 1,862 rural and urban youths in Tanzania revealed that nearly 15% of boys and over 5% of girls reported coital experience by the age of 12 years. These rates increased to 85% and 91% among boys and girls respectively by the age of 24 (Matasha et al., 2000). A study carried out in Liberia in 1987 estimated that half of the females aged 14-21 years who were attending school had had an induced abortion. This study estimated that in 1981, 6% of the 1,489 patients treated for complications resulting from unsafe abortion were adolescents enrolled in school (Okunnu et al., 1996).

2.5.0 Kenyan situation on mass media influence

Sexual debut in Kenya tends to be at a younger age than elsewhere in sub-Saharan Africa (Johnston, 2000). The gradual change in the family structure from that of extended families to one of nuclear family has affected the adolescent. With this change in family structure and way of living, the role of members in the hitherto extended family set-ups like uncles, aunts, grandmothers in educating and modeling the youth on sexual behaviour has disappeared, leaving the youth with no suitable options (Ojwang and Maggwa 1991). In traditional Kenyan society aunts, uncles and grandparents were responsible for sex education and supervision of young people’s transition period between childhood and adulthood. Life cycle changes were marked by celebrations and ceremonies with corresponding rewards as well as punishments for people who did not conform to the social norms. Sexual education was a continuous process with help and support from community members as people passed through life cycle stages such as puberty, first pregnancy and birth, menopause and old age. With the Westernization of society mainly through media influence, traditional practices and customs
have largely disappeared (Niau, 1992). The influence of foreign cultures is growing fast with import of consumer goods, advertising and television shows which have mainly appealed to the adolescents (MSI, 1995). This trend may impact negatively on the adolescents considering that studies have revealed that, a high proportion of parents do not discuss sex topics with their adolescents. The reason given is that they are too pre-occupied with economic gains to be able to spare time for their own children. This has left the adolescents to rely on their peer, teachers, magazines or films for information on such matters. The ability of these to equip the youth with appropriate knowledge and attitude adequately is questionable. A study done by AMREF (1999) found that although parents are assumed to be the main source of sexual education in Kenya, 56% of the youth received sex information from the mass media and friends.

2.5.1 Magazines and books

Magazines and books are key sources of information for adolescents on the practice of developing sexuality. In Kenya, prime sources are the magazines “True Love” “Emotions” and “Drum”, all of which are glossy publications, attractive to youth, with articles in boy-girl relationships and the practical aspects of sexuality as well as romantic stories. These magazines are very popular and each copy is widely circulated amongst the peer group, but hidden from the parents and teachers. Romantic books are also used to supplement information from other sources. Adolescents often feel guilty about using these sources, fearing that they are “stealing adult information” (Barker and Rich, 1992)

2.5.2 Electronic media

Television, radio and movies are important information sources in Kenya. Talk-back programs, special programs on aspects of sexual health, soap operas and pornographic movies are all used by adolescents to gather information on how to handle relationships with the
opposite sex. These have a major influence on the opinions, aspirations and value system that adolescents develop (Ojwang and Maggwa, 1991). Adolescents are also major consumers of music. They watch a lot of music videos and music television (MTV) as well as listen to a variety of music. MTV one of the major source music with sexual appeal is common in Kenya especially with the launch of channel ‘O’ in Africa in 1997. The channel is aired under the courtesy of Media Network (M-Net) and caters for teenagers and young adults. The introduction of East African Television Network commonly called channel five among the three East African countries, has played a key role in sexually explicit programs. Some parents feel that the above channels may corrupt the youth by copying what they see and hear (Njau, 1993).

2.5.3 Internet use by the adolescents

As the use of the Internet as a source of information increases, there has been growing concern that this new technology may influence adolescents both positively and negatively. Due to the unregulated nature of the Internet materials, all pornographic literature and pictures are readily available to the adolescents. This kind of information may have detrimental effect on their sexual behaviour. Some information from the Internet has been found to be bad, dangerous, inaccurate, erroneous, misleading and even fraudulent (Cline and Haynes, 2001).
CHAPTER 3: MATERIALS AND METHODS

3.1.0 Study area

This study was carried out in Nairobi, the most densely populated city in Kenya, with a large adolescent representation (Figure 3.0). Nairobi is also a cosmopolitan city, housing almost all cultural, social, economic and religious groups. Secondary schools provided the adolescent population required. The province has approximately 224 Secondary Schools with a total student population of approximately 15,000.

The city of Nairobi where the study was based, has grown from a mere railway depot in 1899 to the prime urban center in Kenya, covering an area of 696 square Kilometers (CBS, 2001). It lies around latitude 1° 17' S and Longitude 36° 48' E and its altitude range from below 1675 meters in the city center to 1905 meters above the sea level at the North-Western part.

According to a series of Census since 1969 to 1994 is that Nairobi is the most densely populated Province and the fastest growing urban center in Kenya (Obudho and Obudho, 1994). This has been due to both natural increase and immigration. On average, adolescents have continuously comprised 10% of the population of Nairobi (CBS, 1999). The total population of Nairobi in 1999 was estimated at 1,758,715, with those aged 10-19 years comprising 387,626 most of these being in High School.
Nairobi Province is divided into seven administrative Divisions which are; Starehe (city center), Embakasi, Dagoretti, Westlands, Langata, Kamukunji and Makadara. The Divisions, which were sampled for this study, were Starehe, Embakasi and Dagoretti.

3.2.0 The study population

The study population comprised of secondary school students in Forms II, III, IV and their guiding and counseling teachers. Parents of adolescents living in Nairobi were also interviewed.

3.2.1 Selection criteria

3.2.1.1 Inclusion criteria

a) Consentng boys and girls in Form II, III and IV from the selected schools.

b) Parents living in Nairobi with an adolescent in secondary school.

c) Guidance and counseling teachers from the selected schools.

3.2.1.2 Exclusion criteria

a) Students in Form two, three and four but younger than age 12 and above 19 years

b) Teachers in the selected schools not trained in guiding and counseling

c) Parent living in Nairobi but without an adolescent in high school.

3.3.0 Study design

This is a cross sectional descriptive study. The study design was chosen since it gathers data at a particular point in time with the intention of describing the nature of existing conditions. The purpose of this study was to describe the extent of mass media influence on adolescents’ expression of sexual behaviour.
Figure 3.0. The map of Nairobi, which is the study area with the map of Kenya inset.
3.4.0 Sampling and sample size determination

3.4.1 Sample size determination

The sample size was arrived at, using the formula as previously used by Fisher et al., 1998. Below is the application of the formula.

\[ n = \frac{Z^2 pq D^2}{d^2} \]

- \( n \) = desired minimal sample size
- \( n \) = Where \( \text{pop} > 10,000 \)
- \( Z \) = standard normal deviate which is equal to 1.96 at 95% confidence level
- \( p \) = proportion of the largest population estimated to have a particular characteristic = 0.5
- \( q \) = 1 - \( p \) = 1 - 0.5 = 0.5
- \( d \) = degree of accuracy desired for the study at 95% confidence level = 0.05
- \( D \) = design effect = 1

\[ n = \left( \frac{1.96}{0.05} \right)^2 \times 0.5 \times 0.5 = 384 \]

The number of respondents taken was higher to allow for any attrition in order to ensure that the minimum sample size was achieved. Therefore, after calculating the ratio of each class then a sample of 418 students was picked.
3.4.2 Sampling methods

Three Divisions were purposively sampled in Nairobi Province. The first Division was Starehe, which encompasses the city center where printed materials and movie/video houses are readily available. The second Division, Dagoretti, was to represent the furthest division from the city center where availability of pornographic materials and Movie/Video houses were expected to be few. The third Division Embakasi was picked to represent the area just next to the city center.

Schools in each Division were stratified into Girls only High School, Boys only High School and Mixed (boys and girls) High School in each Division. Each stratum was then randomly sampled to get three schools from each Division. Form 2,3 and 4 classes were chosen purposively as the group that could represent the High school population. Form one students were not included because they form a group that had just joined High school and therefore could not provide accurate representation of High School.

Ratio size sampling technique was used to arrive at the number of pupils in each Division, hence, $\frac{1}{3} \times 418 = 134$. The ratio of schools in the three Divisions being 3:3:3, each school had a total of $\frac{3}{9} \times 134 = 45$. The ratio of classes in each school was 1:1:1 therefore; $\frac{1}{3} \times 45 = 15$ students were selected per class.

Finally random sampling was used to determine the respondents the 418 respondents. In each class, a table of random numbers was used to get 15 qualified respondents. A student could be picked at random and told to point a location in the table of random numbers which would be treated as the starting point, then proceed downward and across until the number required was achieved.
3.5.0 Piloting

Pre-testing of the questionnaire was done with 30 students in a day/boarding school in a Division that was not included in the final study. This was done to determine feasibility of the questions and the respondents were encouraged to seek clarification on any item that was not clear. Unclear items were reconstructed and additional items constructed where applicable. This helped to ensure that the items elicited what they were intended to (validity) and that they consistently measured the variables in the study (reliability).

3.6.0 Data collection

Data were collected using pre-tested self-administered questionnaires. The selected students were taken into a convenient venue from where the researcher and two trained research assistants distributed the questionnaires. The respondents were then instructed on how to fill the questionnaire. Confidentiality of the results was re-affirmed to ensure that the respondents gave the correct information. All completed questionnaires were handed over to the researcher at the end of each day for safe custody. Focus group discussions were later conducted on students to enhance collection of qualitative information. Parents and teachers were interviewed as key informants.

3.7.0 Ethical consideration

Clearance for the study was obtained from the relevant authorities, beginning with Kenyatta University Ethical Committee, Ministry of Education Science and Technology, local administration and heads of the selected schools. Further Consent was obtained from the respondents before the questionnaires could be issued. The purpose of the study was clearly explained to the participants while requesting for their consent. Confidentiality of the
information obtained was ensured to make sure that the raw data did not leak to those to whom it was not intended.

3.8.0 Data management

The raw data were processed using the Statistical Package for Social Sciences (SPSS). Chi-square ($\chi^2$) test of independence was used to check for any relationship between access to mass media and the expressed sexual behaviour of adolescents. Level of significance was taken at 0.05. Data was presented by use of frequency tables, pie charts and bar graphs while percentages have been used to show proportions.

A three-step scale on the frequency of material access was formulated to enable the tabulation of the results. The respondents who accessed materials on daily basis are classified as accessing the materials most frequently. Those who accessed the materials at least thrice a week are classified as accessing frequently, while those who accessed once in a week as occasionally.
4.1.0 Demographic characteristics of respondents

4.1.1 Age and sex distribution of the respondents

A total of 418 secondary school going adolescents from three Divisions of Nairobi Province participated in the study. The age of these adolescents ranged from 12 to 19 years. Specific age distribution shows that the majority 56.9% were aged 16 and 17 years. Approximately, 25.8% of the respondents were aged 14 and 15 years, while those aged 18 and 19 comprised 15.4%. The lowest percentage was found among those aged 12 and 13 years, representing 1.9% of the total number of the respondents. Table 4.1 below shows the distribution of the respondents according to their age. With regard to gender, 57% were boys whereas 43% were girls.

Table 4.1: Age distribution of the respondents

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>Respondents (n=418)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 and 13</td>
<td>1.9% (8)</td>
</tr>
<tr>
<td>14 and 15</td>
<td>25.8% (108)</td>
</tr>
<tr>
<td>16 and 17</td>
<td>56.9% (238)</td>
</tr>
<tr>
<td>18 and 19</td>
<td>15.4% (64)</td>
</tr>
</tbody>
</table>
4.1.2 Religious Affiliation of Respondents

The religion of the respondent was considered to establish whether the respondents were Christians or non-Christians. The results demonstrated that the majority of the respondents (97%) were affiliated to Christianity (Catholics and Protestants). Those that belonged to other religions such as Muslims and Buddhists (non-Christians) accounted for 3% as shown in figure 4.1 below.

![Diagram showing distribution of respondents by religion]

Figure 4.1: Distribution of respondent according to religion

4.1.3 Distribution of Respondents according to Student Type (Day Scholar or Boarder)

As shown in figure 4.2, 78% of the respondents were day scholars while 22% of them were boarders.
Figure 4.2: Distribution of respondents according to type of school

4.2.0 Media as a Source of Sexual Information for Adolescents

With regard to the main sources of sex information for the adolescents, approximately, 42.6% of the respondents claimed to get sex information from magazines, while 3.8% chose cinema halls as their main source of this information. Television accounted for 20.8% of the respondents, while video and Internet accounted for 24.6% and 8.2% respectively. Figure 4.3 shows the responses given by the adolescents concerning their main source of sexual information.
4.3.0 Type of sexual information accessed by adolescents

The adolescents were asked to describe the kind of information that they sought in the mass media. Majority of the respondents (87.6%) reported that they accessed sexual materials containing pornographic pictures and text. Those that accessed these materials to identify ways of dressing and fashion were 63.4%, while styles of playing sex accounted for 54.2%. Access of sexual material for the sake of acquiring knowledge on use of contraceptive was given by 25.6% of the respondents. Figure 4.4 shows the type of information that adolescents accessed from sexual materials.
** Multiple responses were allowed.

Figure 4.4: sexual information accessed by the adolescents

4.3.1 Preference of sources of sexual related information

With regard to the most preferred source of sexual information, about 44% preferred sexual information from the media, 31% would inquire from the teachers while 25% cited their parents.

Figure 4.5 shows the percentage of the respondents in relation to most preferred source.
When asked to indicate their most current source of information, 60.5% had used the media, 24.6% got information from parents, while 14.8% mentioned teachers. However, it was clear that some of the respondents 39.7% felt that parents should be the best source of sexual information as illustrated in figure 4.6. This contrasted with 32.3% and 28% who felt that media and teachers respectively, would be the best source of sexual information.

Despite the fact that majority of the respondents believed that parents are the most reliable source of sexual information, a slightly higher percentage (44.8%) would prefer using the media for sensitive sexual information compared to 19.1% and 36.1% who would get sensitive sexual information from their teachers and parents, respectively.
4.4.0 Media as a source of sex information: gender perspective

More girls (47%) used magazines as their main source of sexual information compared to boys (39%). Cinema halls were frequented by a higher proportion of boys (4.2%) compared to girls (3.3%). However, more girls 30.5% used television for sexual information than boys 13.4%. More boys 29.8% utilized video to acquire sexual information, compared to a small proportion of girls 17.7%. Internet was the least used source of sex information among adolescents. However, the study found that more boys 13% than girls 1.7% claimed to have searched the Internet for sexual information. Figure 4.7 outlines the access of sexual information from the media by gender.
The results also revealed a marked gender difference in the exact time the respondents access materials. It was found that more boys (52.9 %) preferred to access the materials during the night compared to girls (43.3 %). Figure 4.8 shows the time that adolescents preferred to access sexual materials.
4.5.0 Determinants of mass media accessibility among adolescents

4.5.1 Religion as a determinant to material access

To find out if the religion of the respondent influenced the frequency of accessing sexual materials, a cross-tabulation was performed between religion of the respondent and the frequency with which they claimed to be accessing the materials. Among the respondents who professed Christian faith, 58% of them accessed materials most frequently, 27% accessed frequently and 15% occasionally. This proportion was high compared to 16.6% of those from other affiliations such as Muslims and Buddhist who accessed the material most frequently,
58.3% frequently and 25.1% accessed the materials occasionally. Table 4.2 below shows the religion of the respondents in relation to the frequency with which they claimed to access sexual materials.

Table 4.2: Frequency of material access according to the religion of the respondents

<table>
<thead>
<tr>
<th>Frequency of access</th>
<th>Christians (n=405)</th>
<th>None Christian (n=13)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most Frequently</td>
<td>58%</td>
<td>16.6%</td>
</tr>
<tr>
<td>Frequently</td>
<td>27%</td>
<td>58.3%</td>
</tr>
<tr>
<td>Occasionally</td>
<td>15%</td>
<td>25.1%</td>
</tr>
</tbody>
</table>

4.5.2 Age as a determinant of material access

The proportion of respondents aged 12 and 13 who claimed to be accessing sexual materials on most frequently were only 12.5 %, 25% of them accessed the materials frequently, while 62.5% did it occasionally. Those aged 14 and 15 had 17 % of the respondents accessing materials most frequently, 39.4% of them accessed the materials frequently and 43.6% occasionally. About 27.5% of adolescents aged 16 and 17 had accessed materials most frequently, 24% accessed the materials frequently, while 48.5% accessed the materials occasionally. Those of age 18 and 19
had the highest proportion of the respondents that accessed the materials most frequently with 32.3%, 23% frequently and 44.7% occasionally as shown in table 4.3 below.

Table 4.3: Frequency of material access in relation to the age of respondents.

<table>
<thead>
<tr>
<th>Frequency of material access</th>
<th>Age of the respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12 -13 (n=9)</td>
</tr>
<tr>
<td>Most Frequently</td>
<td>12.5%</td>
</tr>
<tr>
<td>Frequently</td>
<td>25%</td>
</tr>
<tr>
<td>Occasionally</td>
<td>62.5%</td>
</tr>
</tbody>
</table>

4.5.3 The economic status of the parent as determinant of material access

It was found in this study that the respondents whose parents received monthly salaries had the highest proportion of respondents (55.5%) who had the access to sexual material at least once a day. About 37.9% claimed to be accessing the materials at most three times a week, while 6.6% read the materials once a week. For those whose parents were not salaried (not paid monthly), only 24.4% could access the sexual materials everyday, 41.4% thrice a week, while 34.2% claimed to get access at most once in a week. Table 4.4 on the next page shows the frequency of material access in relation to the economic status of the parents.
Table 4.4: Economic status of the parent as a determinant to material access

<table>
<thead>
<tr>
<th>Frequency of material access</th>
<th>Parents paid monthly (n=171)</th>
<th>Parents not paid monthly (n=247)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most Frequently</td>
<td>55.5%</td>
<td>24.4%</td>
</tr>
<tr>
<td>Frequently</td>
<td>37.9%</td>
<td>41.4%</td>
</tr>
<tr>
<td>Occasionally</td>
<td>6.6%</td>
<td>34.2%</td>
</tr>
</tbody>
</table>

4.5.4 Pocket money as a determining factor in accessing sexual materials

The amount of money available to the student determines the accessibility of sexual materials provided by the Internet, videotapes and movie houses. This is outlined in figure 4.9 on the next page. The proportion of respondents that attended movie houses increased with rise in “pocket money” given to the students. Those who received Ksh 1000 and below as pocket money and claimed to be attending movie houses accounted for 44.4%, compared to those who received more than Ksh 1000 per term (55.6%).

The results show that access of sexual material from the Internet is also greatly influenced by the amount of money at the respondents’ disposal. A greater percent 62.5% of the respondents who accessed the Internet are those who received more than Ksh 1000 per term. This was different in the case of respondents who received Ksh 1000 and below among whom only 37.5% accessed the Internet.

As in the case of movie and Internet, the amount of money at the respondent’s disposal was found to determine the frequency of video hall attendance. More respondents who received over Ksh1000 per term 59.4% reported to attend video halls compared to those who received Ksh 1000 and below 40.6%.
4.5.5 Accessibility in relation to type of student (day scholar or boarder)

The frequency of accessing materials was cross tabulated against the type of student. Approximately 46.2% of the day scholars had access to sexual materials most frequently, 25.5% accessed materials frequently, while 28.3% of them accessed the materials occasionally. The boarders, presented with a lower proportion of those who accessed the sexual materials frequently (17.2%), whereas 21.5% read frequently and 61.3% occasionally. Table 4.5 on page 37 shows frequency of materials in relation to type of student.
Table 4.5: Type of student and frequency of material access

<table>
<thead>
<tr>
<th>Frequency of material access</th>
<th>Day school respondent (n=325)</th>
<th>Boarding respondents (n=93)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most Frequently</td>
<td>46.2%</td>
<td>17.2%</td>
</tr>
<tr>
<td>Frequently</td>
<td>25.5%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Occasionally</td>
<td>28.3%</td>
<td>61.3%</td>
</tr>
</tbody>
</table>

The findings further revealed that more than half of the respondents (53%) accessed sexual materials over the holidays, 19% and 28% accessed the materials during the weekend and on their way from school respectively. Figure 4.10 on the next page shows the occasion when the respondents accessed sexual materials.
Figure 4. 10: Occasion when adolescents accessed materials

4.6.0 Sexual behaviour expressed by the adolescents

To relate media use and sexual behaviours expressed by the adolescents, various sexual behaviours were outlined as given by the respondents. These included sexual debut, condom use, movie attendance with sexual partners and multiple sexual partners among the respondents. The expressed behaviour was later related to the frequency of material use among the adolescents.

4.6.1 Sexual experience among adolescents

To find out the proportion of school-going adolescents that already had sexual intercourse, the respondents were asked to state the age at their first sexual debut. Slightly more than half of the respondents (50.7%) reported to have had sexual intercourse. The distribution according to age revealed that those aged 17 to 19 had more respondents who had engaged into sex with 44.4%. Age 14 to 16 comprised 40% while those aged 12 to 13 years accounted only 15.6% of the
respondents who reported to have had sexual intercourse. Specific experience according to sex revealed that more boys (59.5%) reported having had sexual intercourse than girls who accounted for 40.5%. It was also found out that the respondents were aware of the consequences of having sex as illustrated in figure 4.11 below. Teenage pregnancy was listed by 88.5%, STI by 68.2% while school drop out and abortion were listed by 29.7% and 21.3% respectively as consequences of having sex. About 7.4% of the respondents reported to have suffered a sexually transmitted infection in their lifetime.

![Figure 4.11: Consequences of having sex as reported by the respondents](image)

4.6.2 Pregnancy prevention methods among the adolescents
When asked to list down various pregnancy prevention methods known, condom emerged to be the most popular with 74.7%. Whereas injections and pills were listed by 55.3%, natural method had 21% and abstinence listed by 16.7% respondents, respectively. Figure 4.12 shows a summary of contraceptives listed by the respondents had sexual intercourse.

![Figure 4.12: Pregnancy prevention methods listed by the respondents](image)

This study established that among the respondents who claimed to have had sex, only 37% reported to have used a condom during their first sexual encounter (Figure 4.13). It was also found that only 45.2% of the respondents considered it necessary for high school students to be provided with condoms.
An equal proportion of boys (38%) and girls (38%) reported to have used condom during their first sexual intercourse.

Figure 4.13: Condom use among the adolescents

4.6.3 Number of sexual partners among school going adolescents

A person with more than one sexual partner has been associated with a greater risk of contracting HIV/AIDS. Therefore, the respondents were asked to give the number of sexual partners that they had had for the last one-year. Slightly over half (54%) of the respondents who had had sex reported more than one sexual partner, while the rest 46% reported one sexual partner (Fig 4.14).
4.6.3.1 Number of sexual partners according to Divisions

To find out whether the distance from the city center determined the sexual behaviour in particular number of sexual partners, the division of the respondents was cross tabulated with the number of partners that one reported to have had. Respondents from Starehe 62 % were found to have the highest percent of adolescents that claimed to have had more than one sexual partner in the last one year. Embakasi had the second highest percentage 52.6 % of the respondents claiming to have had more than one sexual partner, while Dagoretti had only 44.1%. See Figure 4.15.
4.6.4 Movie attendance with sexual partners among the adolescents

Movie attendance on the part of the adolescents especially with their sexual partners may predispose them to pornography, which may influence their sexual behaviour. This, in turn, may lead to consequences that result from early indulgence into sex. The respondents who reported to have sexual partners were asked to state whether their partners ever took them out for a movie. The findings revealed that 57% of the respondents, who claimed to have sexual partners, had at least been taken out for a movie. Figure 4.16 shows the percentage of adolescents who had gone out for a movie with their sexual partners.
4.7.0 Association between the frequency of material access and expressed behaviour

About 91.9% reported sexual intercourse as one of the consequences of accessing sexual materials, 57.4% gave kissing as a consequence of access to materials while dressing styles was stated by 24.4% as behaviours caused by sexual materials access. This is demonstrated in figure 4.17.
Those who acknowledged having had sexual intercourse were asked to give what might have influenced them. About 48.1% reported to have been influenced by printed pornographic materials, 25% by friends, 19.3% by electronic media and 4.2% by the Internet materials. The results indicated that those who had accessed materials most frequently had a significantly earlier sexual debut than those who had no access to sexual materials. ($\chi^2 = 5.726$, df=1, $P = 0.017^{**}$).

The results also revealed that pornographic materials have greater influence on the adolescents' sexual behaviour than any other source of sexual information.

Figure 4.17: Resultant behaviour due to material access as reported by the respondents

4.7.1 Sexual materials access and sexual debut
4.7.2 Pornographic materials access and the influence on sexual desire of the adolescents

A high proportion of the respondents (76.2%) claimed to have had experienced increased sexual desire after watching pornographic movies. Pornographic books and magazines accounted for 62.9% and 59.5%, respectively. The results found that the respondents who watched pornographic movies experienced increased sexual desire than those who did not watch pornographic movies ($\chi^2 = 50.638$, df = 1, P = 0.000***) (Table 4.6).
4.7.3 Demand for sex by a partner after watching a movie

Those who claimed to have sexual partners and had been taken out for a movie were asked to state whether their partners ever insisted on having sex after the date out. It was found that 64.1% of those who had watched pornographic movie had their partners insisting on having sex afterwards. The result indicated that the desire to have sex seemed to develop among the respondents after watching pornographic movies ($\chi^2 = 5.635$, df= 1, P= 0.018**). Table 4.7 shows the proportion of respondents that had their partners demand for sex after watching a movie.
Table 4.7: Watching pornographic movie with a partner and sex demand

<table>
<thead>
<tr>
<th>Kind of movie</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pornographic</td>
<td>64.1</td>
<td>35.9</td>
<td>78</td>
</tr>
<tr>
<td>Non pornographic</td>
<td>45.0</td>
<td>55.0</td>
<td>20</td>
</tr>
<tr>
<td>Christian</td>
<td>25</td>
<td>75</td>
<td>8</td>
</tr>
</tbody>
</table>

4.7.4 Pornographic material access and condom use

It was established in this study that those who accessed materials most frequently (daily), had the lowest proportion of adolescents 28.4% who claimed to have used condom during their first sexual intercourse. Approximately 58.5% of the respondents who claimed to have had accessed materials most frequently did not use a condom at all during their first sexual intercourse. Overall, 64.3% of the respondents who claimed to have had sexual intercourse did not use condom during their first intercourse. The respondents who access materials most frequently were found to use condom less than their counterparts who accessed materials less frequently. ($\chi^2 = 168.976, df= 1, P=0.000***$). Figure 4.19 shows the proportion of respondents that used condom in relation to the frequency of material access.
4.7.5 Pornographic materials access and the number of sexual partners

Pornographic movies portray casual relationships mainly among young people. Soap operas will show characters moving from one sexual partner to another, which may influence the attitude of the adolescents. This in itself is a risk factor to STIs. This study found out that, the proportion of respondents that claimed to have been accessing sexual materials every day (most frequently), demonstrated a higher percentage 59.8% of those that had multiple sexual partners in the last one year. The practice diminished with decrease in frequency of material access, hence only 49% of those that accessed material occasionally (once in a week) had more than one sexual partner. The respondents who accessed materials most frequently were found to have more sexual
partners than those who accessed materials less frequently ($\chi^2 = 165.040, df= 1, P= 0.000***$) (Fig. 4.20 below).

![Bar chart]

Figure 4.20: Frequency of Pornographic material access in relation to sexual partners
CHAPTER 5: Discussion

It is widely documented that magazines, books and movies, which in many cases contain misleading sexual information, have now taken up the traditional roles of parents. By and large, they provide information, which may lead to risky behaviour on the part of the adolescents. Colleen has argued that with increasing number of pornographic materials in the world and young people being the targeted consumers, many teenagers are becoming sexually active early; a situation that perpetually poses serious public health concern (Colleen et al., 2001). It is on this premise that the current study should be assessed.

5.1.0 Socio-demographic factors

A total of 418 students from nine secondary schools in Nairobi formed the sample of this study. The majority of the respondents were aged 16 and 17 years accounting for 56.9% of the sample. This age had the majority because it is the age expected for students who are in high school taking into account that the form ones who present with a lower age margin were not included. With regard to gender distribution, male constituted 57%, while the females were 43%. This may be due to the fact that the enrollment of the male pupils in high schools is higher in Kenya than that of the girl child. This was evident mainly in the mixed schools. Majority of the respondents (97%) claimed to belong to Christian families. Christians are the majority in Kenya; hence many respondents claiming a Christian background.

Parents in most urban areas prefer day schools since they are considered to be less expensive. This would therefore explain why a great percentage (78 %) of the respondents attended school as day scholars. The high number of day schooling students can also be attributed to the fact that
some of the selected schools were located in the city center where the environment is not conducive for students to board.

5.2.0 Sources of sex information for the adolescents

In this study it was found that the majority of the respondents (42.6%) obtained sexual information from pornographic printed materials. This finding concurs with that found in a survey carried out in Moldova where pornographic magazine was reported to be the main source of sex information followed by electronic media and friends (Klouda, 1996). Considering the recreational amenities that go with an urban set up, facilities such as video/movie houses are found to be abundant. These facilities were found to provide sexual information to 28.4% of the respondents.

Internet usage as a means of communication is gaining popularity in developing countries. The unregulated nature of the web sites which carry with them pornography, has made this type of media popular among the adolescents. Though expensive and requires one to be computer literate, at least 8.2% of the respondents were able to access sexual information through this medium. A study carried out in the U.S.A., found out that among other internet activities carried out by adolescents such as e-mailing, gaming and school work, majority of them 65% spent more time on pornographic sites (Stahl and Fritz, 2002). Most respondents (44%) preferred media for sexual related information, than teachers and parents who had 31% and 25% respondents respectively. Respondents confirmed this during the group discussions where it was reported that their parents are too busy at work and therefore have no time to discuss sex issues.

Moreover, parents were reported to shy off from sex topics in fear of triggering the sexual desire in them. These sentiments agree with those contained in a study in Tanzania where parents were
of the opinion that information on sex should be given sparingly because it can encourage children into early sexual activities. It was also believed to encourage prostitution and that passing of sexual related information is against certain religious beliefs (UNICEF, 1999). The teachers were blamed for being too academic for the students to consult them on such issues. This could be compared with a qualitative study carried out in Kenya, which found out that the removal of useful informal as well as formal set ups which used to provide sex information to the adolescents has lead to a gap that is being filled by magazines, books and movies (Ojwang and Maggwa, 1991). However, more respondents (39.7%) acknowledged that their parents would be the most reliable source of information concerning sexual matters.

The results showed a marked difference in material access between boys and girls. Boys accessed sexual materials most frequently compared girls. During focus group discussion, the respondents associated this to the free time given to boys more than the girls by the parents. Regarding usage of cinema halls, videotapes and the Internet, the boys still demonstrated a higher percentage. Earlier, a study carried out in Nicaragua, found that 20 % of men obtained information on sexuality issues from magazines compared to 1 % women (Manju et al., 2003). The fact that boys are less restricted by the society concerning outdoor entertainment, explains the major gender differences noted regarding access to sexual information sources. The same reason explains why more boys (52.9 %) than girls (43.3 %) accessed the material in the evening. However this study found out that more girls (63.2%) than boys (36.8 %) got information on sex from the television.

When asked to describe the kind of information that they access through the mass media, 87.6% of the respondents mentioned pornographic pictures and text. Dressing and fashion was given by 63.4%, while 54.2% claimed to access sexual materials with an intention of discovering sex styles. The respondents who claimed to have accessed different media in order to acquire
knowledge on contraceptive use were 11%. The high proportion of adolescents who accessed media for pornography can be associated with the fact that adolescence is a period that is characterized by experimentation and exploration. During the focus group discussion, one boy claimed that when they view pornography especially from the Internet they “feel good” and are able to view materials that their parents would otherwise not allow. A study carried out in Kenya and Nigeria, reported that adolescents like viewing adult movies and magazines where the content has more pornographic text and pictures (Barker and Rich, 1992).

5.3.0 Factors determining the accessibility of sexual information

The accessibility of sexual materials is likely to depend on the distance between the source and the consumers. The proximity of Starehe Division to the city center makes it easy for the students to access sexual materials, and more so pornographic magazines. This probably explains why Starehe division had more respondents 35.7% that accessed the sexual materials more frequently compared to Dagoretti 33.6% and Embakasi 34.4%. Observation made during the research period revealed that pornographic magazines and books are displayed and freely sold on the streets of Nairobi, therefore making it possible for the students to access them on their way home after school. This observation agreed with the results in that majority of respondents 56.6% from Starehe division preferred sexual related information from the media compared to those from Dagoretti 25.5% and Embakasi 44.4%. The cyber cafes that are abundant in the city also provide opportunities for the adolescents to browse pornographic materials from the Internet. This explains why the frequency of access of the materials and the preference of the media for sexual information was higher in Starehe compared to the other two Divisions.

The time spent out of school is important as it may determine the free time that the young people have which may be used to access pornographic materials. The results in this study indicates
that, respondents that leave school after classes and spend their weekends at home accessed materials most frequently 46.2% than their counterpart who had only 17.2%.

Entry fee is a prerequisite for one to enter movie/video houses and the cyber cafes. Therefore, it is expected that the school-going adolescents who at this stage are dependants, would only use the money given in order to access such places. The result indicates a difference in movie/video houses attendance, between those who received the lowest amount (1000 and below) and those who received the highest amount of pocket money (above1000). This can be attributed to purchasing power that increases with the amount of money at one’s disposal. The same applies in the case of browsing the Internet for pornographic pictures. The number of the respondents that visited the cyber cafes increased with the amount of money that they claimed to receive per term. Only 37.5% of those that received Ksh 1000 and below could browse the Internet, compared to 62.5% of those who received Ksh 1000 and above and accessed the Internet for sexual information.

Besides, the occupation of the parent can determine among other things the amount of money given, time available for discussion and the attitude of the parent towards sexual issues. Those respondents whose parents were paid monthly (salaried) were found to access the sexual materials most frequently 55.5% compared to those whose parents were not on similar terms of work. This can be attributed to the fact that parents receiving salaries on monthly basis were more likely to be working in offices and often too busy to get time for their children. This is the same class of parents that is expected to purchase materials such as magazines, which may land in the hands of the adolescents, hence the resultant behaviour.
Religious background of the adolescent helps in the formation of beliefs, which will mainly determine the behaviour expressed. The fear of the supernatural for the reward or punishment that might be attached to some behaviour like sexual experience, may highly determine the kind of materials accessed. Christians were found to have accessed materials more frequently 58% than non-Christian (Muslims and Buddhists) who accounted for 16.6%. Christians are more lenient to adolescent especially on their behaviour compared to Muslims who are strict on issues concerning sex. When asked to recommend on what should be done to avoid the effect of pornography on adolescents a participant in a focus group discussion (protestant) proposed that they should get “saved” because pornography is devilish.

5.4.0 Relationship between sexual material access and expressed behaviour

Exposure to pornographic materials has been said to lead to early sexual experience among adolescents. The research findings indicate a strong association between the frequency of accessing materials and sexual debut among the adolescents (P= 0.017**). Those who claimed to access sexual materials most frequently were found to have indulged into sexual activities more than their counterparts who had accessed materials less frequently. It was confirmed that pornographic material influenced more respondents (67.4%) into sexual intercourse, compared to 25% who reported to have been influenced by their friends. Similar findings have been documented elsewhere among High School students (Brown, 2002). In these studies, Brown notes that it is possible that teens saw the ubiquitous and typically risk-free sexual media content as encouragement for them to engage in sexual behaviour sooner than they might have otherwise. However the result differs with those from a study carried out in Lebanon where friends were cited as leading source of influence to sexual intercourse compared to media which was ranked second (Faysal et al., 2001). The fact that pornographic materials are easily accessed from the streets and can be perused in privacy might have contributed to the high number of
students that were influenced. The results have also revealed that more boys 65.6 % than girls 34.4 % had already experienced sexual intercourse. This can be explained by findings made in Nicaragua where men perceived themselves to be under social pressure of friends, whom they believed were already sexually active (Manju et al., 2003).

The study showed a strong association between use of pornographic materials and the desire for sex there after (P=0.000***). Those who accessed material most frequently were found to have expressed increased sexual desire than those who had accessed materials less frequently. Pornographic movies had more impact on the respondents' sexual feelings (76.2%) than printed pornographic materials such as books and magazines, which had 62.9% and 59.5% respectively. During a focus group discussion, the respondents revealed that when they see such movies they “felt good” which meant that it gave them emotional satisfaction. One teacher also commented that many adolescents go for movies and browse Internet to achieve sexual satisfaction, which is otherwise prohibited by both parents and teachers at school.

The media has been accused of portraying irresponsible sex especially through movies and soap operas. Characters are shown to change partners without dire consequences. One parent during an interview gave an example of a famous soap opera “Bold and the Beautiful” in Kenya Broadcasting Corporation (KBC) – which has a wide coverage in the country. In this program young men and women change sexual partners among themselves with no consequences being portrayed. Such programmes can lead to lack of responsibility concerning sexual partners among adolescents (parent interview). This study found that as the frequency of material access increased, the higher the proportion of adolescents that claimed more than one sexual partner in the last one year. Those who accessed materials occasionally had only 49.5 % of respondents compared to 59.8% who accessed the materials most frequently. There was a relationship
between material access and the number of sexual partners among the adolescents (P=0.000***). Those who accessed materials most frequently were found to have multiple sexual partners than those who had accessed material less frequently. A similar study carried out in Nyamira District, found that 65.6% of adolescents had multiple sexual partners demonstrating that this practice is prevalent among this group (Obiero et al., 2000).

It was established in this study that the use of condom decreased with increase in frequency of material access. Those who accessed materials most frequently presented with the highest proportion 71.6% of respondents who did not use condom during their first sexual experience compared to 58.5% of those who had accessed sexual materials occasionally. This can be attributed to the fact that many sexual episodes found in movies rarely show condoms being used. Content analysis of sexual intercourse portrayed through soap operas in USA, revealed that the characters used no protection whatsoever (Ferag, 1996). A relationship between frequency of sexual materials access and non-condom use was found (P=0.000***). Those who had accessed sexual materials most frequently were found not to have used condom during their first sexual intercourse compared to those who had accessed materials less frequently.
CHAPTER 6: A SUMMARY OF CONCLUSIONS, RECOMMENDATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

6.1.0 conclusions

Regarding sources of sex information for adolescents, Pornographic magazines were found to be the main source. The other sources included: movies, video, television and Internet. Proximity of the school to the city center, the time spent in or out of school, amount of money given to adolescent per term and the religion of the respondents seemed to determine the frequency of material access.

Sexual debut, non-condom use and multiple sexual partners were the Sexual behaviour expressed by adolescent as a result of accessing materials from the mass media. Printed pornographic materials were found influence the expressed sexual behaviour of the adolescents most.

6.2.0 Recommendations

a) The Government of Kenya should formulate policies concerning mass media to ensure that adolescents are protected from pornography. This can entail putting checks on production and dissemination of pornographic materials, including raiding the city streets of such materials.

b) Parents should encourage and guide their adolescents on the type of media they use

c) Well-planned programs need to be formulated by both the government and other stakeholders with an intention of addressing adolescents’ sexuality.

d) Adolescents should have more recreation facilities within their estates of stay to provide an alternative way of spending their free time and energy in a more constructive way.
e) Cinema/video hall administrators should be targeted in ensuring school-going adolescents are not exposed to materials that are not right for their age.

f) Health clubs can be formed in schools where school-going adolescents can discuss freely about sexual issues. Through such clubs Health education personnel from MOH to visit schools and in conjunction with teachers give topics on adolescent sexuality.

g) School libraries to include books that can inform the adolescents on their sexuality.

h) Every high school to have at least one trained counseling and guiding teacher who can help especially on sexuality problems facing adolescents.

i) Health Education for the adolescents should be mainly channeled through such media like magazines, videos and cinema, which seem to be popular among the adolescents. This can also help in case of urban setup where parents under whose responsibility this task falls are busy at their places of work.

j) Majority of the respondents were Christians by faith therefore, a strategy targeting the church in dealing with sexuality issues may have an impact. This strategy should target the church leaders who mainly are the determinants of what is taught or done in their respective denomination. The belief of the adolescents as a bible truth on anything that is taught in the church can help in giving weight to any information given through the church.

i.3.0 Suggestions for Further Research

a) A cohort study should be done to establish whether there is a cause-effect relationship between mass media access and sexual debut among school going adolescents. This can involve following up students who access materials frequently and those who do not access to establish at what age they will have their sexual debut.
b) A study should be done to find out the effectiveness of teachers and parents as sources of sexual information for the adolescents.

c) A comparative study involving the urban and the rural school going adolescents can be carried out to establish whether the influence of mass media between the two groups is similar or different to help in formulation of programs meant to bring solution to adolescent sexuality problems.

d) Out of school adolescents have free time and at the same time enjoy more independence from the watchful eye of the parents and the teachers. A study to establish whether the same influence exist as with the school going adolescents will help in providing complete research findings on adolescents sexuality in Nairobi province.

e) Media content especially of electronic media that touches on attitude and practice of the adolescents should be studied to help in making such media healthy to the adolescents.
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APPENDIX 1: DATA COLLECTION INSTRUMENTS

A) Questionnaire for the adolescent

- This questionnaire is meant to collect information on the influence of mass media on adolescent expression of sexuality and sexual behavior in Nairobi.
- Information given will be treated with uttermost confidentiality

Instructions
Please don’t write your name.
Please don’t leave the questions unanswered

Personal Details
Serial No. ____________________ Parent occupation ______________________
Division ____________________ School ___________ Form _________
Age ________________________ Residential area (where in Nairobi) _______
Sex ________________________ Day scholar □ boarder □
Religion  a) Catholic □  b) Protestant □  c) Muslim □  d) Others ___________

Common types of media
1. Which of the following mass media have you ever used?
   □ TV   □ Radio  □ Books □ Magazine  □ Computer □ Internet
   Others (Specify) __________________________

2. Tick the entertainment place you have ever attended?
   □ Movie houses  □ Video hall  □ Theatre □ Cyber café  □ Internet
   Others (Specify) ________________
3. Choose your main source of sexual information (choose one only)

- Magazines
- Books
- Cinema Hall
- Theatre
- Television
- Radio
- Video Movies
- Internet
- Others (Specify)

4. When do you access the sexual information materials/movies?

- Weekend
- Over the Holiday
- On my way home (after school)
- Others (specify)

5. How often do you access sex information materials/movies?

- Less frequent (sometimes)
- Frequently (weekly)
- Very frequent (daily)

b. Mainly what time do you access the sex materials

c. Which is the main source of sex information for adolescents?

---

Sexual behaviour and the determinants

6. What age were you at first sex experience?

7. Did you use a condom?  Yes  No  Never

8. Do you always use a condom when having sex?  Yes  No  Never

9. Which one of the following do you think influenced you into having sex?

- Movie
- Friends
- Pornographic materials
- Internet pictures
- Others (specify)

10. After viewing a sexual movie, do you feel like having sex?  Yes  No

11. After reading a storybook or magazine with sexual content do you feel like having sex?  Yes  No

12. Have you ever watched a pornographic movie?  Yes  No

13. If yes, what was the source?  Cinema  Video  Computer  Internet

14. Have you ever read a pornographic printed media?  Yes  No.
15. If yes what was it?  □ Book  □ Magazine  □ Newspaper

Others ______________________

16. Have you ever browsed the Internet for pornographic information?  □ Yes  □ No

17. How much money are you given as pocket money per term?  KSH ______________________

18. Have you ever suffered a sexually transmitted disease?  □ Yes  □ No

--- Boy/Girl relationship ---

19. Do you have a girl or a boy whom you would call your sexual partner?  □ Yes  □ No

20. Has he/she ever taken you to a movie/video?  □ Yes  □ No

21. If yes what kind of movie/video did you watch ______________________

22. Has he/she ever insisted on having sex with you?  □ Yes  □ No

23. How many sex partners have you had?  1  □  2  □  3  □  4 and above  □  None  □

24. List down the family planning methods that you have ever used. ______________________

--- Consequences ---

25. What are some of the consequences of having sex for high school students? ______________________

26. What do you think are the consequences of sexual materials on adolescent? ______________________

27. How can we prevent them? ______________________

28. Should high school students be given condoms?  □ Yes  □ No

29. Explain your answer. ______________________
Comparison of different sources

30. Would you prefer getting sex information from parents, teacher or media (Choose one only)

☐ Parents  ☐ Media  ☐ Teacher

31. Write down in order of priority your current source of sex information (parents, media, and teachers) 1   2   3

32. Among parents, teachers and media which one of them do you think would be the best source of sex information? 1   2   3

33. Among teachers, parents and media, which of them has contributed to bad sex behaviour among adolescents? (Choose one only)  ☐ Parents  ☐ Teacher  ☐ Media

34. Explain your answer

35. Among teachers, parents and media, whom would you prefer, when in need of sensitive sexual information (Only one answer)  Parents  ☐ Teacher  ☐ Media

Material access

36. Have you ever searched for sexual related information?  ☐ Yes  ☐ No

37. Where did you get it from?

38. Have you ever desired to get sex related information but failed?  Yes ☐  No ☐

39. What was the problem?

40. What do you think should be done to make it easy for you to get information on sex related issues?

41. What bad behaviour among high school students does the media cause?

42. Can the media influence high school student into sex?  ☐ Yes  ☐ No

43. Explain your answer

What sex behaviour expressed by the young people, can you associate with media?
B) Interview for parents and teachers

1. What mass media are available to the adolescents

2. Is there any sexual behaviour expressed by the adolescents that you would associate with media influence?

3. Which medium, would you give as having the greatest impact on adolescents’ sexual behaviour?

4. Do you think mass media is a good source of sexual information?
5. Why, in your opinion do you think adolescents visit cyber café?


6. What are the consequences of adolescents' exposure to mass media?


7. How can the mass media be made more health reinforcing on issues of adolescents' sexual behavior?


C) FOCUS GROUP DISCUSSION FOR THE ADOLESCENTS

1. What is your opinion towards teachers, parents and media as sources of sexual information?
2. Do adolescents access pornographic materials?
3. Between boys and girls, who have a greater access to pornographic materials?
4. What are the consequences of reading or viewing pornographic materials?
5. What behaviour among the adolescents would you associate with mass media?
6. What do you think should be done to minimize the negative influence of mass media on adolescents?
Joshua Gitonga  
Kenyatta University  
P.O. BOX 43844  
NAIROBI

Dear Sir

RE: RESEARCH AUTHORISATION

Please refer to your application for authority to conduct research on 'influence of Mass Media on Adolescents expression of Sexuality and social Behaviour in Nairobi, I am pleased to inform you that you have been authorised to conduct research in Nairobi Province for a period ending 30th September, 2004.

You are advised to report to the Provincial Commissioner and the Provincial Director of Education Nairobi before embarking on your research project.

You are further expected to avail two copies of your research finding to this Office upon completion of your research project.

Yours faithfully

A. C. KAARIA
FOR: PERMANENT SECRETARY/EDUCATION

CC
The Provincial Commissioner
Nairobi

The Provincial Director of Education
Nairobi
Our Ref: 157/7524/2002

Date: 8th August, 2003

The Permanent Secretary,
Ministry of Education, Science & Technology,
P.O.Box 30040
NAIROBI.

Dear Sir/Madam,

RE: RESEARCH AUTHORIZATION:

I write to introduce Mr. Joshua Gitonga M’Imaita who is a Postgraduate Student of this University. He is registered for a Master of Public Health and Epidemiology (M.P.H.E) degree programme in the Department of Zoology.

Mr. M’Imaita intends to conduct research for a project entitled, "Influence of Mass Media on Adolescents’ Expression of Sexuality and Sexual Behaviour in Nairobi", as a partial fulfillment of the requirement of his degree programme.

Any assistance given to him will be highly appreciated.

Yours faithfully,

J. K. LANGAT

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