

**RADIO PROGRAMS AND IMPROVEMENT OF HOMESTEADS'
INCOME IN UGANDA.**

A CASE STUDY OF BUWAMA SUB COUNTY, MPIGI DISTRICT

BY

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**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF SOCIAL
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REQUIREMENTS FOR THE AWARD OF BACHELORS IN MASS
COMMUNICATION OF MUTEESA I ROYAL UNIVERSITY**

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Declaration

I Nalulyo Sharifah do declare that this research report is my own work prepared by my knowledge and has never been submitted to any institution of higher learning institution.

Signature:.....

Date :.....

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Approval

This is to certify that this research report by Nalulyo Sharifah has been submitted with my approval as the supervisor.

Name: MR. KAYANJA ROMANS

Signature:

Date:

DEDICATION

This research report is dedicated to my beloved parents who have been a great pillar towards my academic success and the entire life. I'm thankful about this achievement to accomplish this research report which has undergone into different processes and time till completion.

ACKNOWLEDGEMENT

I wish to thank the almighty God for keeping me alive and providing me with wisdom, capacity and courage to go through the three-year course successfully.

I appreciate and also humbled to give my special thanks to my supervisor Mr. Kayanja Romans for guidance and knowledge offered to me towards accomplishing this research study. Am glad to acknowledge the great work done by my friends, and other colleagues who have surrendered their valuable time, knowledge and support to me while carrying out different study activities since the start of my academic course till accomplishment.

GOD BLESS YOU ALL.

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LIST OF ABBREVIATIONS

AM	Amplitude Modulation
FM	Frequency Modulation
GNP	Gross National Product
MoES&S	Ministry of Education, Science and Sports
PDM	Parish Development Model
PEAP	Poverty Eradication Action Plan
PEAP	Poverty Eradication Action Plan
UNICEF	United Nations Children's Fund
WHO	World Health Organisation

ABSTRACT

The study examined the effectiveness of the radio programs towards improving homestead incomes in Uganda with a case study of Buwama Sub County, Mpigi district. The study was guided by different objectives that is to say: to find out the radio programs that promote homestead incomes; to examine the effectiveness of radio programs towards improving the homestead incomes in Buwama Sub County, Mpigi district; to establish the possible measures which can promote income of homesteads in Buwama Sub – County.

The researcher employed a case study design whereby both qualitative and quantitative approaches were used to examine the relationship between variables. A sample size of 48 respondents was considered in this study to whom respective questionnaires were administered and interviews conducted.

The study examined the radio programs which are initiated to promote homestead income in Buwama Sub County by Buwama FM and findings revealed that majority of the respondents agreed which implies that there are different ideas concerning income generating projects which can be operated and managed within the homes that are being discussed over the media. Findings also revealed that the government entities do announce programs through radio adverts and broadcasts, intensive research is done on different matters of development and radios were acknowledged to help in being a great source of information for the general audience.

The study examined the effectiveness of radio programs towards improving the homestead incomes in Buwama Sub County, Mpigi district and findings revealed that there has been positive change among members of the community on developmental issues, support organization collaborate with the media and engage into different developmental programs and initiatives for the local population, collective projects and groups are formed among listeners of radio stations, government initiatives and programs are advertised over the media and new ideas are pretested and engaged with media practitioners.

The study examined the possible measures which can promote income of homesteads in Buwama Sub County and the findings revealed that 10.4% of the respondents mentioned that there is need to initiate development programs for homesteads, 27.1% mentioned the adoption of modern and improved farming for better productivity, 14.6% mentioned the adoption of value addition strategies that enable homesteads to earn more income, 29.2% mentioned that homesteads made products do require access to greater market for inputs, 18.8% mentioned that there is need for more skills development programs for homesteads in Buwama sub-county.

It is worth noting that radio programs are very key towards improving homestead income in Uganda as the community members are informed about the existing opportunities, they are positively empowered to come proactively engaged in the developmental activities and have positive change among their families. This in turn enhances betterment in the socio-economic livelihood with increased earning, more job opportunities, skills development and as well enhance their better welfare standards with food security and reliable earnings.

Basing on the findings, different recommendations were drawn which include: provision of more facilities and resources to finance community projects, empowerment with capacity building programs, mobilization of the local community people, extension of credit facilities and collective engagement of all stakeholders among others.

CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

The study examined the effectiveness of radio programs towards improvement of income generation among homesteads in Buwama Sub County. This chapter presents the introduction, background of the study, problem statement, purpose of the study, objectives of the study, research questions, significance of the study, the scope of the study which included; geographical scope, time scope and content scope, and the conceptual framework.

1.1 Background of the study

With increased monetization of different aspects of life, income generation for homesteads are quite a big issue towards not only their financial wellbeing but to the entire quality of life and access to different basic needs. It can be noted that radio stations through their signals transmitting information pass on key developmental and empowering messages for the local population across the globe (Pharmatin, 2020).

In Africa, media has it both during the colonial days as the colonizers used to pass on information of their interests to the communities of their colonies in terms of influence, ideology, religion, culture and as well educate the local people about certain programs, policies and events by the colonial governments (Oniel, 2016). With the current modernization and societal transformation programs and policies such as liberalization, the media sector is now full of practitioners and entities which are established to pass on information to given targeted audiences for different reasons including economic development.

Homestead income generating activities refer to various ways in which households can earn money or generate income from activities typically carried out within or near their homes. These activities can vary widely depending on factors such as location, resources available, skills of the household members, and market demand (Irish, 2019). A stable homestead income is fundamental for both financial security and overall well-being, providing the foundation for a comfortable and fulfilling life. Therefore, a good homestead income not only supports individual and family well-being but also contributes to community resilience and environmental sustainability. It forms the foundation for a stable and fulfilling life.

In Uganda as the pearl of Africa, radio have been used to pass on key information and as different radio stations were established under the liberalization of the media sector. Development of any country requires efforts of different key players who are capable of bring new ideas on board which can lead to growth of the society (Nadir, 2016). The media has been so important in the transformation of the society within the past periods as the community has been put active into developmental agendas for homesteads.

Radio stations are based in communities where they engage with people and initiate different activities and programs that are intended to help the homesteads to attain better wellbeing through different opportunities of income generating activities. There are different income generating activities which are done by homesteads such as bakery works, modern farming, production of detergents, poultry farming, rearing animals, making crafts, tailoring, hairdressing and cosmetics among others. Velentzas (2014) describes radio information as a pool of ideas that strengthen the feeling of togetherness through the exchange of messages which translate thoughts into actions. Radio programmes educate people on new issues affecting them especially in the areas of politics, business, current affairs, agriculture and others, which create awareness and action among listeners.

Radio remains one of the most cost-effective means of building awareness, and supporting the adoption of new farming practices by small scale farmers for sustainable development in agriculture (Nabusoba, 2014; Guenther and Swan, 2011). It is appropriate for creating general awareness and bringing desirable changes in the attitude of listeners. Radio plays a significant role for farmers in gathering information on various kinds of agricultural activities so as to update their knowledge and skills (Chapota et al, 2014). There are clear incentives for commercial radio in a competitive environment to be responsive to the demands and interests of mass audiences.

According to Uganda Media Centre (2015), media messages including that passed on electronic media are intended to influence all people with potential to engage into economic activities which can improve on the development of the country especially the youths who are still energetic and ambitious. The biggest portion of the local population are living with abject poverty which call for more intervention measures and support from the concerned parties including the radio stations towards improvement of the income generation. This study intends to examine the effect of radio programs towards improvement of income generation among homesteads in Buwama Sub County with a case study of Buwama FM.

1.2 Problem statement

Household based income generating activities can be a great tool towards social development as the community members engage into developmental activities directly from their homes and have something provided for sell which in turn boost revenue attained by the family. There are different radio programs and initiatives put in places in Buwama Sub County to boost homebased activities since radio is considered as one of the major sources of information accessed through frequencies even in the remote areas.

There are different radio programs broadcasted and projects initiated with the purpose of improving wellbeing of homesteads but the level of abject poverty among homesteads is still worrying which creates a great doubt on the effectiveness of the radio programs that are intended to benefit homesteads. Therefore, this prompted the researcher to examined the effectiveness of radio programs towards improving homestead incomes in Buwama Sub County, Mpigi district.

1.3 Objectives of the study

1.3.1 General Objective

The study examined the effectiveness of the radio programs towards improving homestead incomes in Uganda with a case study of Buwama Sub County, Mpigi district.

1.3.2 Specific Objectives

- i. To find out the radio programs that promote homestead incomes.
- ii. To examine the effectiveness of radio programs towards improving the homestead incomes in Buwama Sub County, Mpigi district.
- iii. To establish the possible measures which can promote income of homesteads in Buwama Sub – County.

1.5 Research questions

1. What are the radio programs that promote homestead incomes?
2. What is the effectiveness of radio programs towards improving the homesteads in Buwama Sub-County, Mpigi District?
3. What are the possible measures which can promote income of homesteads in Buwama Sub- County, Mpigi district?

1.6 The scope of the study

1.6.1 Subject scope

The study examined the effectiveness of radio programs towards improvement of homestead incomes in Uganda. The study explored the radio programs that are intended to improve homestead incomes, their effectiveness and the possible measures which can be implemented to promote homestead incomes in Buwama Sub – county, Mpigi district.

1.6.2 Geographical Scope

The study was carried out in Buwama sub county in Mpigi district which is situated in the central part of Uganda neighboring Mityana, Butambala, Gomba, Wakiso and Kalungu from different directions. The researcher was well conversant with the region which eased the process of data collection and consultations whenever required during the process of generating the study report.

1.6.3 Time Scope

The study was confined on the past four years that is to say from 2021 to 2024. The researcher utilized the existing data regarding radio programs and improvement of homesteads income in Uganda. The researcher used a period of three months to that all required information presented in the report of the study.

1.7 Significance of the study

The study might be significant in the following ways;

The study will highlight the roles of radio messages towards improvements of homesteads' income which can be utilized by concerned regulatory authorities, policy makers and legislators in general information on the roles of radio messages towards economic development hence relevant adjustments can be done. The media practitioners will be able to analyse the existing prohibiting factors towards economic development to which appropriate measures will be implemented to address them.

The study will add on the existing body of literature regarding radio programs and improvement of homesteads' income which can be used by other scholars and authors conducting a similar or related study.

The study will enable the researcher to gain more skills on how similar and related studies can be conducted which is very important towards her career development.

The study will enable the researcher obtain her academic award of a Bachelors in Mass Communication for Muteesa 1 Royal University being a partial fulfillment of the entire academic award.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presents review of related literature written by other scholars and authors concerning the study variables as thematically presented below in respect to the study objectives.

2.1 Radio programs that promote homesteads income.

Sensitization about developmental ideas. According to Balungye (2015), the media has got clear messages which are packaged on developmental aspects and such information is aired to the public to ensure that the targeted audience gains more enlightenment about the feasibility of certain developmental ideas.

Empowerment. Through the media, key people in the community who have been successful in life are visited by the media staff who usually extend their key messages for the public to change their mindset and approach towards the developmental aspects within the society which in turn changes the development levels through active participation (Phillips, 2017).

Hosting different sensitization shows. Adenauer (2011) asserts that as the public is always out ruled due to ignorance and illiteracy, radio programs serve a great role of sensitization as different people within the economic development entities are hosted and interviewed on different matters regarding rights and benefits of attaining better economic status to any individual.

Enhancing PSA programs. Badru (2011) contends that radio programs serve as a great platform to passing of public service announcements to a big ideal which is normally done in form of advertisement of daily announcements entailing essential information such as alerts, updates, warnings, mobilization and sensitization among others function depending on the prevailing situation. This is also basically done on the matters or affairs concerning development programs where the community members are informed of what transpires in the matters of children's learning and what is happening in the communities.

Conduct of research. Ake (1995) notes that radio programs are very supportive in conducting reliable research about development matters as the staff seeks for firsthand information from

the corporate people and general society about a road safety matter. Further presents the case of affected schools with the coronavirus pandemic and the demolitions of institutions on unplanned agendas where all officers are interviewed and their opinions are taken on such matters.

Source of evidence. Normally Radio news is used as a point reference in many judicial cases or claims which server as evidence towards a given complaint or case registered by the respective courts (Olay, 2019). Evidence in form of audio recording, interviews, video recording held by the radio programs from the field is a great basis used in courts by judges and proved being reliable.

According to Rogers (1965), in his theory of Diffusion of innovation, media as an informant via mass communication has enabled the community or society to change. Radio programs provide educative and transformational message that mobilizes the local people to adopt a new life style of being civilized and this has been evidenced in the African states since the introduction of broadcasting platforms.

2.2 The Effectiveness of radio programs towards improving the homesteads' income.

Baron (2015) notes that radio programs are a great tool towards causing great change in the income of homesteads. Radio is accessible to a wide audience, including rural and remote areas where other forms of media may not reach. This accessibility ensures that even those in marginalized communities can benefit from the information provided.

With a comparison to other forms of media and platforms where content can be shared to the local population, radio programs are very cost effective towards promoting homestead incomes in the developing communities (Priere, 2015). This makes it a viable option for disseminating information and knowledge without significant financial burden.

Radios offer educational content to the local population about promoting homestead incomes. Gregory (2010) notes that many radio programs focus on providing practical information and skills that can directly improve agricultural practices, livestock management, small business operations, and financial literacy. This knowledge empowers listeners to make informed decisions that positively impact their income.

Additionally, Gregory (2010) contends that radio programs are tailored to address specific local issues, farming techniques, market trends, and government policies that affect homestead

income. This relevance makes the information more actionable and applicable to the listeners' daily lives.

Dan (2015) argues that radio programs are steered towards behavioral change of the community people who become engaged into different transformation activities for their homestead's incomes. Effective radio programs not only impart knowledge but also encourage behavioral changes that can enhance income generation. For example, promoting sustainable farming practices, introducing new crop varieties, or advising on efficient use of resources can all contribute to increased productivity and income.

Baron (2015) contends that radio fosters a sense of community by allowing listeners to participate through call-ins, interviews, or feedback sessions. This engagement not only strengthens the program's impact but also builds networks among listeners who can share ideas and support each other.

Social networks over radio programs are so supportive towards enhancing better household incomes. Hardson (2008) proclaims that some radio programs facilitate connections between listeners and local organizations, extension services, or experts who can provide further assistance and resources. This networking can facilitate access to markets, financing options, and training opportunities that directly contribute to income generation. The effectiveness of radio programs in improving homestead income lies in their ability to deliver relevant, actionable information to a broad audience in a cost-effective manner, fostering knowledge, skills, and community engagement that support sustainable economic growth at the grassroots level.

2.3 Possible measures of promoting incomes of homesteads.

According to MoFPED (2019), the government of Uganda encourages initiation of projects in diversified sector to avoid standing a disadvantage whenever a given items or service goes down on the market in that the local people are able to earn income from multiple ventures. For-example Growing a variety of crops or raising multiple types of livestock can spread risk and increase overall yield and income.

Herold (2016) asserts both rural and urban communities of Uganda have to adopt improved farming activities whereby improving animal husbandry practices, such as better breeding, nutrition, and healthcare, can increase the productivity and value of livestock.

Garry (2018) notes that value addition to the formally produced and traded items enables the homesteads to earn more income earned. The government advocates for adoption of value addition by the local homesteads especially for those who specialized in production of items like cheese, coffee, beef, milk among other items traded on the local markets.

Freire (2016) argues that accessing greater markets is a great avenue for earning more by the homestead-based projects which can be utilized to sell at better price rates and fetch more and more income. Finding and accessing larger markets for agricultural products through cooperatives, farmers' markets, or online platforms can increase sales and income.

Baron (2015) calls for skills development in every aspect of economic activity including agriculture in that it enhanced better productivity and earning by the business operators in different homesteads. Taking a case of acquiring new skills related to agriculture, such as organic farming techniques, can lead to higher-quality produce and better market opportunities.

Serine (2011) argues that there is need for starting up small businesses like beekeeping, poultry farming or handicrafts that complement agricultural activities which can provide additional income streams. This can enable the heads of the homesteads to earn more income for funding their project activities and other developmental initiatives.

Dorah (2015) argues that starting small businesses like beekeeping, poultry farming, or handicrafts that complement agricultural activities can provide additional income streams. Additionally there is need to use more modern farming techniques, irrigation systems, or even mobile apps for market information can optimize production and sales.

Kabanzi (2019) contends that the government must initiate programs with initiatives, subsidies or grants aimed at supporting small farmers and rural entrepreneurs. These are intended to promote income of the homesteads with injected capital towards better productivity levels.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presents the approaches that helped the researchers when carrying out the study. This section is categorized with the following; the research design, area of study, the study population, sample size, sampling techniques, data collection methods, data collection instruments, quality control, measurement of variables, analysis and presentation, ethical issues and study limitation.

3.1 Research design

The researcher employed a case study design. This is because the case design helps to give a detailed examination of one setting, or a single subject, a single depository of documents or one particular event (Amin, 2005). The researcher used both qualitative and quantitative techniques that aided in the data collection process.

3.2 Study population

Mpigi district has a population of over 49,500 basing on the projection of National Housing and Population Census of 2014 (UBOS, 2024). However, due to the limited time and resources, the researcher considered a population of 55 respondents comprising of community members, local administrators and media staff from Buwama Sub County, Mpigi district. These provided all relevant information to the researchers that included in the final study.

3.3 Sampling procedure

3.3.1 Sample size

The researcher employed (Krejcie and Morgan, 1970) table to determine the sample size from the study population. The study was based on a sample size of 48 respondents that is drawn from a population.

3.3.2 Sampling technique

The researcher used probability sampling technique under which she employed simple random method to select among the study population the respondents. Here, the researcher selected respondents randomly without considering any characteristic or features and it enables every

sampling unit to have a chance of being chosen. The researcher also applied purposive sampling technique majorly in selecting administrators because there is need to specifically get information from those concerned informants for example local council chairpersons and district leaders.

3.4 Data sources

Two sources of data were used for purposes of research. These are primary data and secondary data.

3.4.1 Primary data

Primary data is the kind of data that was gathered for the first time, it had never been reported anywhere. The data was obtained from community members, local administrators and community members within Mpigi district. The information was obtained by use of self-administered questionnaires and interviews. The primary data helped the researcher get original and direct information from the respondents.

3.4.2 Secondary data

Secondary data is the kind of data that is available, already reported by some other scholars. This data was obtained from published materials, which include journals, textbooks, magazines, internal reports and newspapers.

3.5 Data Collection Methods and instruments|

The researcher used two methods of data collection namely; questionnaires and interview guide for this study.

3.5.1 Questionnaires

These are self-administered by the researcher and they contained questions. Kothari (2001) asserts that a self-administered questionnaire is the only way to elicit self-report on people's opinion, attitudes, beliefs and values. This was used by the researcher to collect primary data and it comprises of closed ended questions. A 5-point likert scale was used to construct the closed ended questions with five (5) intervals which range from; 1-Strongly Disagree, 2-Disagree, 3-Not Sure, 4-Agree and 5-Strongly Agree. The closed ended questions assisted the researcher to collect quantitative data. The questionnaires were delivered direct to the respondents and the respondents fill in writing and return.

3.5.2 Interview guides

The researcher also conducted interviews. An interview is a dialogue between an interviewer and interviewee. It is an organized conversation aimed at gathering data about a particular topic. This is a method where the researcher interviewed respondents to obtain information on the issue of interest. In this case, the interviews during this research was structured and specifically administered to respondents to collect data through recording and noting down.

3.6 Quality Control Methods

3.6.1 Validity

Validity refers to truthfulness of findings or extent to which the instrument is relevant in measuring what it is supposed to be measured (Amin, 2003). Before the actual study, the instruments were discussed with the supervisor and research experts. The feedback and recommendations from the supervisor and research experts aided in modifying the instruments. The research instrument were validated in terms of content and face validity. The content related technique measures the degree to which the questionnaire items reflected the specific areas covered.

3.6.2 Reliability

Reliability is dependability or trustworthiness and in the context of a measuring instrument, it is the degree to which the instrument consistently measures whatever is measuring (Amin, 2003). For qualitative data, reliability of the instruments was ensured through discussing with authorities, colleagues, and participants about the instruments intended to measure and asking them whether the instruments designed would capture the required data.

3.7 Measurement of variables

The researcher considered content used by previous researchers for purposes of interviews and helped to develop interview guides and questionnaires which is self-administered. Respondents were subjected to a suitable number on the five-point Likert scale ranging from strongly agrees as response 1 to strongly disagree as response 5.

According to Mugenda (1999) and Amin (2003) the Likert scale is able to measure perception, attitudes, values and behaviours of individuals towards a given phenomenon. This assisted the respondents to rate their perceptions accordingly. As Amin (2005), points out, Likert scale gives among others the following advantages, it gave participants a wide range of choices

which made them feel more comfortable in responding to questions. It is relatively a quick method of collecting information. Responses were gathered in a standardized way and questionnaires are easy to construct and responses were collected from a large sample.

Table 3.1: Interpretation of means using the 5-Likert scale

Description	Range	Mean	Interpretation
Strongly disagree	1	1.00 -1.80	Very low
Disagree	2	1.81- 2.60	Low
Neutral	3	2.61-3.40	Moderate
Agree	4	3.41-4.20	High
Strongly agree	5	4.21-5.00	Very high

3.8 Data analysis and presentation

The field data was managed, analysed and presented using both qualitative and quantitative methods. After data collection and gathering, it was examined to detect errors, omissions, contradicting and unreasonable information to establish how product quality influences customer loyalty. This was done to ensure accuracy, consistency, uniformity and meaningful information for analysis. Quantitative data from the questionnaire was coded and entered into the computer for computation of descriptive statistics. The Statistical Package for Social Scientists (SPSS) was used to run descriptive statistics such as frequency and percentages to present the quantitative data in form of tables based on the major research questions.

The researcher used the interview guide to gain an understanding of underlying reasons, opinions, and motivations. It provided insights into the current phenomenon. The data was coded using percentage analysis and frequencies. These helped to present findings in a more meaningful and understandable form to interpretations and drawing various relationships.

3.9 Ethical considerations

The following ethical characters were maintained:

- a) Keep a representable and professional attitude in the field.
- b) Pledge total confidentiality and deliver on that promise.

- c) The researcher endeavored not to be stereotypical and biased on demographics like race, age, beauty etc.
- d) Before data collection commencing, the researcher first obtained permission to collect data from the appropriate authorities. She had a letter of introduction from Muteesa 1 Royal University, Faculty / School of Arts and Humanities which were presented to the administrators of the Mpigi district whenever being consulted in the study activities.
- e) The researcher ensured confidentiality and security of the data collected from the respondents by not allowing them fill the questionnaires anonymously to avoid exposure of who gave what information.
- f) The researcher ensured that they do not force the respondents to participate in providing response to their questions but rather sought for voluntary response from the respondents.
- g) The researcher acknowledged all the sources of information used to compile this study information by sighting them appropriately.

3.10 Limitations of the study

In conducting the research, the researcher faced a number of problems as highlighted below:

- 1 Bias from the respondents. Some respondents were unwilling to provide the required information to the researcher; this was a great challenge to the researcher.
- 2 Bureaucratic tendencies created barriers to access information regarding income status of the homesteads and records held by local authorities and institutions thus slowing the pace of the study hence affects the time planned for the study.
- 3 Poor weather conditions due to heavy rainfall interrupted movements of the researcher to fulfill the appointment time with the targeted respondents. Further the researcher encountered too much sunshine and dusty streets that were unfair to the respondent thus leading to difficulty in conducting the research.
- 4 The researcher was affected by the health restrictions in accessing different homes and offices for data collection and interviews but this was managed by complying with all restrictions and instructions given to the researcher.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

The researcher with the aid of the data collection instruments, demographic characteristics were examined and the findings were attained confined to the respective specific objectives of the study as presented in thematically below.

4.1 Demographic characteristics of the respondents

The study examined the demographic characteristics of the respondents and the following findings were attained.

Table 1: Gender of the respondents

Response	Frequency	Percentage %
Male	35	72.9%
Female	13	27.1%
Total	48	100.0%

Source: Primary Data (2024)

Findings presented in the table 1 above revealed that 72.9% of the respondents were male and 27.1% of the respondents were female. Basing on the findings, majority of the respondents were male but the researcher considered responses from respondents of both genders without any form of bias or favor towards any given gender.

Table 2: Age of the respondents.

Age	Frequency	Percentage %
18 - 25yrs	7	14.6%
26 - 35yrs	20	41.7%
36 - 45yrs	7	14.6%
Above 45yrs	14	29.2%
Total	48	100.0%

Source: Primary Data (2024)

Findings presented in the table 2 above revealed that 14.6% of the respondents who participated in the study were aged 18-25yrs, 41.7% were 26-35yrs, 14.6% were 36-45yrs, 29.2% were above 45yrs. It can be noted that all respondents who participated in the study were above the age of 18years and were agedly qualifying to participate in the study with the ability to provide reasonable and mature arguments basing on the variables in context and their experience over the previous time.

Table 3: Level of education of the respondents.

Education level	Frequency	Percentage %
Didn't attend school	2	4.2%
Primary	8	16.7%
Secondary	20	41.7%
Tertiary	18	37.5%
Total	48	100.0%

Source: Primary Data (2024)

Findings presented in the table 3 above revealed that 4.2% of the respondents didn't attend school within the formal education system, 16.7% had attended primary education, 41.7% had attended secondary education and 37.5% of the respondents had attended tertiary education. Majority of the respondents had attended a recognizable level of education therefore; they were in position to understand the questions administered to them and as well provide appropriate responses. For the case of those respondents who didn't attend school, the researcher was able to interpret the questions to them into the local language and as well take notes of their responses.

Table 4: Time spent in Buwama Sub – County, Mpigi district.

Time	Frequency	Percentage %
Less than 1yr	1	2.1%
1 - 4yrs	7	14.6%
5 - 8yrs	23	47.9%
9 - 12yrs	10	20.8%
Above 12yrs	7	14.6%
Total	48	100.0%

Source: Primary Data (2024)

Findings presented in the table 4 above revealed that 4 above revealed that 2.1% of the respondents had spent less than 1year in Buwama Sub- County, 14.6% of the respondents had spent between 1-4years, 47.9% had spent 5-8years, 20.8% had spent 9-12years, 14.6% of the respondents had spent above 12years within the region. This affirms that majority of the respondents had spent a recognizable period of time within the region therefore, they had adequate factual information concerning the study variables and questions being administered to them.

4.2 Radio programs that promote homestead incomes.

The study examined the radio programs which are initiated to promote homestead income in Buwama Sub County by Buwama FM and the following findings were attained.

Table 5: Local People are sensitized about home based income generating projects.

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	1	2.1	2.1	2.1
Disagree	3	6.3	6.3	8.3
Not sure	3	6.3	6.3	14.6
Agree	27	56.3	56.3	70.8
Strongly agree	14	29.2	29.2	100.0
Total	48	100.0	100.0	

Source: Primary Data, 2024

Findings presented in the table 5 above revealed that 2.1% of the respondents strongly disagreed that people within the local communities are sensitized about home based income generating projects, 6.3% disagreed, 6.3% were uncertain, 56.3% agreed and 29.2% strongly agreed. Majority of the respondents agreed which implies that there are different ideas concerning income generating projects which can be operated and managed within the homes that are being discussed over the media.

Table 6: Empowerment is done for the local people to participate in the developmental activities.

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	3	6.3	6.3	6.3
Disagree	4	8.3	8.3	14.6
Not sure	3	6.3	6.3	20.8
Agree	18	37.5	37.5	58.3
Strongly agree	20	41.7	41.7	100.0
Total	48	100.0	100.0	

Source: Primary Data 2024

Findings presented in the table 6 above revealed 6.3% of the respondents mentioned that disagreed that empowerment is done for the local people to participate inn the developmental activities, 8.3% disagreed, 6.3% were not sure, 37.5% agreed and 41.7% strongly agreed. Majority of the respondents agreed which implies that empowerment of the local people is done purposely to promote developmental activities.

Table 7: Government entities do announce programs through radio adverts and broadcasts.

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	6	12.5	12.5	12.5
Disagree	5	10.4	10.4	22.9
Not sure	6	12.5	12.5	35.4
Agree	19	39.6	39.6	75.0
Strongly agree	12	25.0	25.0	100.0
Total	48	100.0	100.0	

Source: Primary Data, 2024

Findings presented in the table 7 above revealed that 12.5% of the respondents strongly disagreed that government entities do announce programs through radio adverts and broadcasts which are intended to promote income generating activities within different homesteads, 10.5% disagreed, 12.5% were uncertain, 39.6% of the respondents agreed and 25% strongly agreed. Majority of the respondents agreed which implies that government institutions and authorities to utilize the presence of radio audience with Buwama Sub County to reach out to different

community members in informing them about the existing government programs and their associated benefits to the local population.

Table 8: Intensive research is done on different matters of development.

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	4	8.3	8.3	8.3
Disagree	7	14.6	14.6	22.9
Not sure	4	8.3	8.3	31.3
Agree	21	43.8	43.8	75.0
Strongly agree	12	25.0	25.0	100.0
Total	48	100.0	100.0	

Source: Primary Data, 2024

Findings presented in the table 8 above revealed that 8.3% of the respondents strongly disagreed that intensive research is done on different matters of different, 14.6% disagreed, 8.3% were not sure, 43.8% agreed and 25% strongly agreed. Majority of the respondents agreed which implies that intensive research is usually done on developmental affairs within the community by the media.

Table 9: Radios help in being a great source of information for the general audience.

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	8	16.7	16.7	16.7
Disagree	6	12.5	12.5	29.2
Not sure	1	2.1	2.1	31.3
Agree	20	41.7	41.7	72.9
Strongly agree	13	27.1	27.1	100.0
Total	48	100.0	100.0	

Source: Primary Data, 2024

Findings presented in the table 9 above revealed that 16.7% of the respondents strongly disagreed that radios do help the community with key information regarding the development, 12.5% disagreed, 2.1% were uncertain, 41.7% agreed and 27.1% strongly agreed. Majority of the respondents agreed which implies that radio is one of the key sources of information about development to different members within communities of Buwama sub county.

4.3 The effectiveness of radio programs towards improving the homestead incomes in Buwama Sub County, Mpigi district

The study examined the effectiveness of radio programs towards improving the homestead incomes in Buwama Sub County, Mpigi district and the following findings were attained.

Table 10: There has been positive change among members of the community on developmental issues.

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	3	6.3	6.3	6.3
Disagree	7	14.6	14.6	20.8
Not sure	3	6.3	6.3	27.1
Agree	21	43.8	43.8	70.8
Strongly agree	14	29.2	29.2	100.0
Total	48	100.0	100.0	

Source: Primary Data, 2024

Findings presented in the table 10 above revealed that 6.3% of the respondents strongly disagreed that there has been positive change among members of the community on developmental issues, 14.6% disagreed, 6.3% were not sure, 43.8% agreed and 29.2% strongly agreed. Majority of the respondents agreed which implies that there has been a credible change among the community members as people borrow ideas and approaches from what they tend to attain from the media.

Table 11: Support organization collaborate with the media and engage into different developmental programs and initiatives for the local population.

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	3	6.3	6.3	6.3
Disagree	4	8.3	8.3	14.6
Not sure	2	4.2	4.2	18.8
Agree	31	64.6	64.6	83.3
Strongly agree	8	16.7	16.7	100.0
Total	48	100.0	100.0	

Source: Primary Data, 2024

Findings presented in the table 11 above revealed that 6.3% of the respondents strongly disagreed that support organization challenges collaborate with the media and engage into different developmental programs and initiatives for the local population, 8.3% disagreed, 4.2% were not sure, 64.6% agreed and 16.7% strongly disagreed. It can be noted that majority of the respondents agreed which implies that support organizations actively engage into developmental issues of the community

Table 12: Collective projects and groups are formed among listeners of radio stations.

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	10	20.8	20.8	20.8
Disagree	4	8.3	8.3	29.2
Not sure	3	6.3	6.3	35.4
Agree	23	47.9	47.9	83.3
Strongly agree	8	16.7	16.7	100.0
Total	48	100.0	100.0	

Source: Primary Data, 2024

Findings presented in the table 12 above revealed that 20.8% of the respondents strongly disagreed that there are collective projects and groups which are formed among listeners of radio stations, 8.3% disagreed, 6.3% were not sure, 47.9% agreed and 16.7% strongly agreed. Majority of the respondents agreed which implies that the community members are able to gain more benefits of formed associations and groups which are objectively formed for developmental activities.

Table 13: Government initiatives and programs are advertised over the media.

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	2	4.2	4.2	4.2
Disagree	6	12.5	12.5	16.7
Not sure	5	10.4	10.4	27.1
Agree	29	60.4	60.4	87.5
Strongly agree	6	12.5	12.5	100.0
Total	48	100.0	100.0	

Source: Primary Data, 2024

Findings presented in the table 13 above revealed that 4.2% of the respondents strongly disagreed that government initiatives and programs are advertised over the media, 12.5% disagreed, 10.4% were not sure, 60.4% agreed and 12.5% strongly agreed. It is evident that majority of the respondents agreed which implies that the government do cause great impact on household development as radio stations take the messages deep down to the villages and small communities within Buwama Sub County.

Table 14: New ideas are pretested and engaged with media practitioners.

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	1	2.1	2.1	2.1
Disagree	2	4.2	4.2	6.3
Not sure	2	4.2	4.2	10.4
Agree	34	70.8	70.8	81.3
Strongly agree	9	18.8	18.8	100.0
Total	48	100.0	100.0	

Source: Primary Data, 2024

Findings presented in the table 14 above revealed that 2.1% of the respondents strongly disagreed that new ideas are pretested and engaged with media practitioners from the radio stations, 4.2% disagreed, 4.2% were uncertain, 70.8% agreed and 18.8% strongly disagreed. Majority of the respondents agreed which implies that community members gain benefits of new ideas which are pretested and engaged with media practitioners.

These findings are inline with the arguments of Gregory (2010) who contends that radios offer educational content to the local population about promoting homestead incomes. Many radio programs focus on providing practical information and skills that can directly improve agricultural practices, livestock management, small business operations, and financial literacy. This knowledge empowers listeners to make informed decisions that positively impact their income.

Radio programs are so supportive towards enhancing better household incomes as Hardson (2008) proclaims that some radio programs facilitate connections between listeners and local organizations, extension services, or experts who can provide further assistance and resources. This networking can facilitate access to markets, financing options, and training opportunities

that directly contribute to income generation. The effectiveness of radio programs in improving homestead income lies in their ability to deliver relevant, actionable information to a broad audience in a cost-effective manner, fostering knowledge, skills, and community engagement that support sustainable economic growth at the grassroots level.

4.4 The possible measures which can promote income of homesteads in Buwama Sub – County

The study examined the possible measures which can promote income of homesteads in Buwama Sub County and the following findings were attained.

Table 15: The possible measures which can promote income of homesteads in Buwama Sub – County

Response	Frequency	Percentage %
There is need to initiate development projects for homesteads.	5	10.4%
Adoption of modern and improved farming for better productivity.	13	27.1%
Adoption of value addition strategies enables homesteads to earn more income.	7	14.6%
Homestead made products do require access to greater markets for inputs.	14	29.2%
There is need for more skills development programs for homesteads in Buwama Sub – county.	9	18.8%
Total	48	100.0%

Source: Primary Data, 2024

Findings presented in the table 15 above revealed that 10.4% of the respondents mentioned that there is need to initiate development programs for homesteads, 27.1% mentioned the adoption of modern and improved farming for better productivity, 14.6% mentioned the adoption of value addition strategies that enable homesteads to earn more income, 29.2% mentioned that homesteads made products do require access to greater market for inputs, 18.8% mentioned that there is need for more skills development programs for homesteads in Buwama sub-county.

These findings are supported by the arguments of Garry (2018) who notes that value addition to the formally produced and traded items enables the homesteads to earn more income earned.

The government advocates for adoption of value addition by the local homesteads especially for those who specialized in production of items like cheese, coffee, beef, milk among other items traded on the local markets. Freire (2016) also argues that accessing greater markets is a great avenue for earning more by the homestead-based projects which can be utilized to sell at better price rates and fetch more and more income. Finding and accessing larger markets for agricultural products through cooperatives, farmers' markets, or online platforms can increase sales and income.

Additionally, Baron (2015) calls for skills development in every aspect of economic activity including agriculture in that it enhanced better productivity and earning by the business operators in different homesteads. Taking a case of acquiring new skills related to agriculture, such as organic farming techniques, can lead to higher-quality produce and better market opportunities.

CHAPTER FIVE

SUMMARY OF THE FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summary of the findings which were attained by the researcher with the aid of the data collection instruments, conclusion and recommendations drawn basing on the findings as thematically presented in the context below.

5.1 Summary of the findings.

The summary of the findings in arranged in respect to the study objectives as follows:

5.1.1 Radio programs that promote homestead incomes.

The study examined the radio programs which are initiated to promote homestead income in Buwama Sub County by Buwama FM and findings revealed that majority of the respondents agreed which implies that there are different ideas concerning income generating projects which can be operated and managed within the homes that are being discussed over the media. Findings also revealed that the government entities do announce programs through radio adverts and broadcasts, intensive research is done on different matters of development and radios were acknowledged to help in being a great source of information for the general audience.

Findings were inline with the arguments of Balungye (2015), the media has got clear messages which are packaged on developmental aspects and such information is aired to the public to ensure that the targeted audience gains more enlightenment about the feasibility of certain developmental ideas. Phillips (2017) also noted that through the media, key people in the community who have been successful in life are visited by the media staff who usually extend their key messages for the public to change their mindset and approach towards the developmental aspects within the society which in turn changes the development levels through active participation.

In different cases, it was revealed that radio news is used as a point reference in many judicial cases or claims which server as evidence towards a given complaint or case registered by the respective courts. Evidence in form of audio recording, interviews, video recording held by the radio programs from the field is a great basis used in courts by judges and proved being reliable.

5.1.2 The effectiveness of radio programs towards improving the homestead incomes in Buwama Sub County, Mpigi district

The study examined the effectiveness of radio programs towards improving the homestead incomes in Buwama Sub County, Mpigi district and findings revealed that there has been positive change among members of the community on developmental issues, support organization collaborate with the media and engage into different developmental programs and initiatives for the local population, collective projects and groups are formed among listeners of radio stations, government initiatives and programs are advertised over the media and new ideas are pretested and engaged with media practitioners.

These findings are inline with the arguments of Gregory (2010) who contends that radios offer educational content to the local population about promoting homestead incomes. Many radio programs focus on providing practical information and skills that can directly improve agricultural practices, livestock management, small business operations, and financial literacy. This knowledge empowers listeners to make informed decisions that positively impact their income.

Radio programs are so supportive towards enhancing better household incomes as Hardson (2008) proclaims that some radio programs facilitate connections between listeners and local organizations, extension services, or experts who can provide further assistance and resources. This networking can facilitate access to markets, financing options, and training opportunities that directly contribute to income generation. The effectiveness of radio programs in improving homestead income lies in their ability to deliver relevant, actionable information to a broad audience in a cost-effective manner, fostering knowledge, skills, and community engagement that support sustainable economic growth at the grassroots level.

5.1.3 The possible measures which can promote income of homesteads in Buwama Sub – County

The study examined the possible measures which can promote income of homesteads in Buwama Sub County and the findings revealed that 10.4% of the respondents mentioned that there is need to initiate development programs for homesteads, 27.1% mentioned the adoption of modern and improved farming for better productivity, 14.6% mentioned the adoption of value addition strategies that enable homesteads to earn more income, 29.2% mentioned that

homesteads made products do require access to greater market for inputs, 18.8% mentioned that there is need for more skills development programs for homesteads in Buwama sub-county.

These findings are supported by the arguments of Garry (2018) who notes that value addition to the formally produced and traded items enables the homesteads to earn more income earned. The government advocates for adoption of value addition by the local homesteads especially for those who specialized in production of items like cheese, coffee, beef, milk among other items traded on the local markets. Freire (2016) also argues that accessing greater markets is a great avenue for earning more by the homestead-based projects which can be utilized to sell at better price rates and fetch more and more income. Finding and accessing larger markets for agricultural products through cooperatives, farmers' markets, or online platforms can increase sales and income.

Additionally, Baron (2015) calls for skills development in every aspect of economic activity including agriculture in that it enhanced better productivity and earning by the business operators in different homesteads. Taking a case of acquiring new skills related to agriculture, such as organic farming techniques, can lead to higher-quality produce and better market opportunities.

5.2 Conclusion

It is worth noting that radio programs are very key towards improving homestead income in Uganda as the community members are informed about the existing opportunities, they are positively empowered to come proactively engaged in the developmental activities and have positive change among their families. This in turn enhances betterment in the socio-economic livelihood with increased earning, more job opportunities, skills development and as well enhance their better welfare standards with food security and reliable earnings.

5.3 Recommendations

Basing on the findings, the following recommendations were drafted;

There is need to provide more facilities and resources to finance community projects that are managed and run by different homesteads.

The community leaders must be more empowered with certain capacity building resources and programs which in turn benefits the community members and homesteads with shared knowledge and skills.

There is need to provide more credit programs to finance entrepreneurial projects for different homesteads within the communities of Buwama Sub County.

The government must put into more efforts and resources into developing social infrastructures which boosts efficiency and economic development in the region.

Radios must devise more measures on how they can send messages to communities including special programs for those who are vulnerable and disabled to receive their usual wave messages and program content including written content and visual printed content.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

Dear respondent (s)

Am a student of Muteesa 1 Royal University carrying out a study entitled “*Radio Programs and improvement of homesteads’ income in Buwama Sub county, Mpigi district*” with a case of Buwama FM. I kindly request for your participation in the ongoing study by precisely providing your valued information and time towards the study.

Section A

1. Gender

Male

Female

2. Age

18 – 25yrs

26 – 35yrs

36 – 45yrs

Above 45yrs

3. Education level

Certificate

Diploma

Degree

Masters

Others specify :.....

4. Time spent in Buwama Sub-county, Mpigi district.

Less than 1yr

1 – 4yrs

5 – 8yrs

9 – 12yrs

Above 10yrs

SECTION B

RADIO PROGRAMS THAT PROMOTE HOMESTEAD INCOME.

5. Provide your level of agreement on the arguments that follow using the measurement scale below.

Strongly Agree (SA) – 5, Agree (A) - 4, Not Sure (NS) - 3, Disagree (D) - 2,
Strongly Disagree (SD) – 1.

STATEMENT	1	2	3	4	5
Local people are sensitized about home based income generating projects.					
Empowerment is done for the local people to participate in the developmental activities.					
Government entities do announce programs through radio adverts and broadcasts.					
Intensive research is done on different matters of development.					
Radios help in being a great source of information for the general audience.					

6. According to your arguments, what are the causes of loan delinquency in microfinance institutions?

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**EFFECTIVENESS OF RADIO PROGRAMS TOWARDS IMPROVING THE
HOMESTEAD INCOME IN BUWAMA SUB COUNTY, MPIGI.**

7. Provide your level of agreement on the arguments that follow using the measurement scale below.

Strongly Agree (SA) – 5, Agree (A) - 4, Not Sure (NS) - 3, Disagree (D) - 2, Strongly Disagree (SD) – 1.

STATEMENT	1	2	3	4	5
There has been positive change among members of the community on developmental issues.					
Support organizations collaborate with the media and engage into different developmental programs and initiatives for the local population.					
Collective projects and groups are formed among listeners of radio stations.					
Government initiatives and programs are advertised over the media.					
New ideas are pretested and engaged with media practitioner					

8. According to your arguments, how are the radio programs effective towards improving income among homesteads in Buwama Sub County?

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**POSSIBLE MEASURES WHICH CAN PROMOTE INCOME OF HOMESTEADS
IN BUWAMA SUB COUNTY.**

9. What are the possible measures which can promote income of homesteads in Buwama sub county?

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Thanks for your cooperation, May the Almighty reward you abundantly.