

## **MASS MEDIA AND PEACE BUILDING IN GALKACAYO DISTRICT, SOMALIA**

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### **Abstract**

The purpose of this study was to assess the contribution of the media in peace-building in Galkacayo District. The study was guided by three specific objectives which meant to: establish effect of broadcasting media on peace building in Somalia and to establish the effect of social media on peace building in Somalia. The related literature was reviewed in respect of the specific objectives that defined the research content scope and gaps sought to be filled. The study adopted the correlational survey design based on an integrated approach of the quantitative and qualitative methodologies. Data was collected by use of the questionnaire and interviews. It was analysed using the descriptive statistical methods based on the SPSS programme. The main findings of the study show that the media's contribution to peace building is fairly low as it is well recognized in Galkacayo and Somalia at large. More significantly used and accessed this media and for this purpose are the radio stations. The study also shows that the media has in some respects been misused either deliberately or unknowingly to the extent that it accelerates the conflicts despite their great potential and prospect for serving to curb the persistent conflicts in the country. The study recommends for appropriate interventions to improve media objectivity, regulation of the media as well as for rightful and balanced use of media in order to maximize its peace-building potential.

## **1. INTRODUCTION**

This chapter focused on the background of the study, problem statement, purpose, research objectives, research questions, scope and significance of the study.

### **1.1 Background of the study**

This section includes the historical perspective, the theoretical perspective, and the conceptual and contextual perspective of the study background.

#### **1.1.1 Historical Perspective**

Internationally, peace-building efforts in the Globe came with human being due to the conflicts as a nature of human being since peace building has become a broadly used but often ill-defined term connoting activities that go beyond crisis intervention such as longer-term development, and building of governance structures and institutions

#### **1.1.2 Theoretical Scope**

This study was set on the agenda-Setting theory; agenda-setting theory was formally developed by Max McCombs and Donald Shaw in a study on the 1968 American presidential election

#### **1.1.3 Conceptual Perspective**

Domnick, (2006), notes that mass media is any form of communication produced by a few people for the consumption of many

#### **1.1.4 Contextual Perspective**

The extraordinary situation for the media in Somalia must be seen in light of the prevailing schisms in the country (Banda, 2013). Despite the fact that hardly any sub-Saharan nation is more ethnically homogenous than Somalia (an estimated 99.9% are Sunni Muslims and 85% regard themselves as Somali).

### **1.2 Statement of the problem**

Gaalkacyo has been a divided District since 1993, which experienced peace problems since the collapse of the central government of Somalia however, the conflict is fundamentally driven by a struggle for land, the lack of genuine reconciliation, resources, two administrations within the district, negative perceptions of each other among the two communities, weak central authority, and unhelpful media coverage have contributed to the continuation of the conflict. The conflict resulted in continued retributions based on clans, assassinations of the public

figure individuals, development of the District left behind, and the displacement of the local community, ( the heritage Institute for policy Studies, December2016).

Peace building activities address the root causes or potential causes of the conflict, create expectations for peaceful conflict resolution and stabilize the community.

The media can play an important role in peacebuilding by providing accurate and unbiased information to the population affected by conflict, and proactively delivering programmes that aim to impact knowledge, attitude and behavior of the population about different groups and issues related peacebuilding (Hieber 2001). In view of this discrepancy this research intended to investigate the roles that mass media play in the process of peace building in Galkacayo District, Somalia

### **1.3 Purpose of the study**

The purpose of the study was to establish the role of mass media in peace building in Galkacayo District, Somalia.

### **1.4 Specific objectives**

- 1) To determine the effect of print media in peace building in Galkacayo district, Somalia.
- 2) To establish the effect of broad casting media on peace building in Galkacayo district, Somalia.
- 3) To establish the effect of social media on peace building in Galkacayo, Somalia

### **1.5 Research Questions**

- 1) What is the effect of print media on peace building in Galkacayo district, Somalia?
- 2) What is the effect of broad casting media on peace building in Galkacayo district, Somalia?
- 3) What is the effect of social media on peace building in Galkacayo, Somalia?

### **1.6.0 The scope of the study**

#### **1.6.1 Geographical scope**

The study was conducted in Galkacayo district, Somalia which is situated in the north-central part of Somalia, and is one of the most important towns in Somalia; there are conflicts in the Galkacayo due to tribalism which divided the clans into two administrations within the Galkacayo district, Somalia.

### **1.6.2 Content scope**

The study was meant to discuss the influence of mass media on print media, social media and broadcast media and peace building.

### **1.6.3 Theoretical scope**

This research study was based on the Agenda setting theory (1968) by Dr Max McCombs and Dr Donald Shaw, Agenda setting is the creation of public awareness and concern of salient issues by the news media.

### **1.6.4 Time scope**

The study was looked at the period of years form 2010 up to 2018. This was considered because it was appropriate time when different kinds of the media dominated the perceptions and believes of Somalia community. This period was selected to enable the researcher come up with coherent information from the respondents as it enable the respondents to give responses that are typical of their opinion from the observations made over this period.

## **1.7 The Significance of the Study**

The study will be significant as shown below

This study will be very important to the media workers in way that they will realize their role not only to release news about what happened special when something bad happens they report to the world but they can propagate peace in a positive way and they can make awareness among communities towards the sustainable peace building process in Galkacayo district Somalia. The administrations of Galkacayo district, Somalia and local leaders, local stakeholders, the findings of the study will help in drawing an analysis of the roles of mass media and peace building in the Galkacayo district, as well as the entire Somalia region.

The study will establish the extent of the roles of mass media in peace building process in the life of local people in Galkacayo district. To the policy makers, the study findings will help in drawing appropriate measures of the roles of mass media in the peace building process in Galkacayo district, Somalia.

To the policy implementers, the findings of the study will bring in new knowledge on the challenges involved in trying to the roles of mass media in the process of peace building in Galkacayo district, Somalia and the problems that breed conflict in the Galkio district of Somalia as well as the region.

### **1.8 Operational Definitions of key terms**

**Mass media** can be defined as the media used for addressing or communicating with the masses. Anything that serves the source for communication amongst a large audience was included in the category of mass media. Mass media refers to newspapers, magazines, recordings, radio, movies, television and the internet.

**Peace building** means creating the tangible and intangible conditions to enable a conflict-habituated system to become a peace system.

**Peace building** refers to the building and strengthening of social, political, and economic structure for constructive transformation of conflict and promotion of social values such as benevolence, compassion and justice among persons and groups.

### **3. METHODOLOGY**

This chapter was concerned with the research design, research population, and sample population, sampling strategy, data sources, data collection, research procedure validity and reliability of the study, data analysis, ethical considerations and limitations of the study.

#### **3.1 Research design**

The study adopted a correlation design based on quantitative research qualitative approaches. It was most commonly used design in social sciences especially when the data are based on survey research. This data/information was collected through questionnaires and interview. It was a useful technique which provided more useful and in-depth knowledge in less time and limited cost.

#### **3.2 Research population**

Galkacayo district has a population of 245,000 in both sides Galmudug state and Puntland state, (Ministry of planning 2016) but the study primarily focused on the joint committees of Galkacayo district which are shared committees in both sides Puntland and Galmudug states, this is the accessible population of the study which are:

The district security committee which consists of 64, the community leaders who are 94, Religious leaders who are 44 and the media representatives which consist of 36. This gave a total population of 238 people (Galkacayo Agreement, 2016). These groups were formed to start comprehensive discussions and negotiations to find a lasting solution to the conflict which caused by land disputes and resources. Highly respected and credible traditional elders and religious scholars are among them to support and take an active role in the Galkacayo peace process and they are aware of the situation in Galkacayo Somalia.

### 3.2.2 Sample Population

The method for determining the sample was purposively selected sampling where by the researcher determined the number of respondents from each category.

The Slovene's formula was used to determine minimum sample size

$$n = \frac{N}{1 + Na^2}$$

Where, N= Total Population

n=sample size

a= correlation coefficient (0.05)

$$\begin{aligned} n &= 238 \\ \frac{n}{1 + 238(0.05)^2} \\ \frac{n}{1.595} \\ n &= 149 \end{aligned}$$

A sample of 149 respondents was selected to participate in the study.

**Table 1 Population and sampling in the study**

Categories of respondents	Target Population	Sample	Sampling techniques
1. Join District security committee	64	40	Stratified and Purposive
2. Media representatives	36	23	Stratified and Purposive
3. Religious leaders	44	27	Stratified and Purposive
4. Community Leaders	94	59	Stratified and Purposive
<b>Total</b>	<b>238</b>	<b>149</b>	

### **3.3 Sampling techniques and procedure**

The sample size specified above was selected using purposive sampling and stratified random sampling techniques. These people were categorized according to their organizations and then the population in each category was calculated and randomly selected.

### **3.4 Data Sources**

The data was collected from two sources of data for purposes of collecting the required data for the research objectives. The researcher used both primary sources of data and secondary data sources during data collections.

#### **3.4.1 Primary data collection**

According to Ruston (2001), primary data is that kind of data that has been gathered for the first time, it has never been reported anywhere. Shortcomings of secondary data sources such as out datedness and inadequacy in terms of coverage, necessitated the use of primary source for first data. Self administered questionnaire was used to collect primary data from a large population within a limited time.

#### **3.4.2 Secondary data**

The researcher used secondary data for the study and the sources included records on different mass media and peace building.

### **3.5 Data collection instruments**

The study used the questionnaire and interview guides for collection of the required data.

#### **3.5.1 Questionnaires**

The questionnaires were used to collect data from some of the sample population, preferably identified as general respondents.

#### **3.5.2 Interview**

Interviews were guided by the structured interview questions which were asked 30 respondents which purposively selected from the sample size of the study

## **4. DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF FINDINGS**

This chapter presents the presentation of data, analysis, and interpretation. The data analysis and interpretation was based on the research questions as well as research objectives. The analysis of data is based on the data collected using the questionnaire, interview guide and documentary reviews. The analysis is based on the three instruments used in data collection the presentation is divided into three parts. The first part presents the respondents demographic information, while the second part deals with presentation, interpretation, and analysis of the research objectives. The third part will present and interpret data based on the

stories collected from the interview guide and documentary guide. The topic was based on mass media and peace building in Galkacayo district, Somalia. The data was collected from 149 respondents, out of the 159 questionnaires that were sent into the respondents providing a 93.7% response rate. The fundamental research authors like Mugenda and Mugende (1999) and Saunders provide that a response rate of 50% is sufficient when quantitative data is manually collected from the field.

#### 4.1 Demographic characteristics of respondents

This part presents the background information of the respondents who participated in the study. The purpose of this background information was to find out the characteristics of the respondents and show the distribution of respondents in the study in terms of gender, age, academic qualifications and position held by the respondents in the organization

**Table 4.1: Showing gender, age, academic, qualification and position held the respondents in the organization.**

<b>Respondents</b>	<b>Frequency (F)</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	103	69.1
Female	46	30.9
<b>Total</b>	<b>149</b>	<b>100.0</b>
<b>Education</b>		
Certificate	27	18.1
Diploma	18	12.1
Bachelor	62	41.6
Masters	42	28.2
<b>Total</b>	<b>149</b>	<b>100.0</b>
<b>Age</b>		
<20 years	15	10.1
21-30 years	24	16.1
31-40 years	56	37.6
41-50 years	48	32.2
>50 years	6	4.0
<b>Total</b>	<b>149</b>	<b>100.0</b>



<b>Time of work</b>		
<1years	14	9.4
1-3 years	8	5.4
4-6 years	60	40.3
7-9 years	35	23.5
10+ years	32	21.5
<b>Total</b>	<b>149</b>	<b>100.0</b>

**Source: Primary Data 2018**

Table 4.1 presents the findings on the demographic characteristics of respondents. The demographics are presented in the forms of gender, education, age, time of work of respondents. The findings were that on the gender of respondents, majority of the respondents were male who had 69.1% of the total respondents while the female were 30.9%. This shows that among the respondents who participated were men and critically it shows that the organization prefers employing them since they can work under any conditions.

According to the findings on education background of the respondents, the findings were that majority of the respondents were 41.6% who were Bachelor's degree, respondent with Masters were represented by 28.2%, and certificate had 18.1%, and finally followed by respondent's diploma and were represented by 12.1%. The findings imply that most respondents had the academic organized minds and therefore gave less burden of interpreting the questions designed in the questionnaire by the researcher.

Considering the findings on age, most of the respondents with the age bracket of had the highest percentage of 31– 40 years and they presented by 37.6% according to the presentations, 38.2% was presented on the age bracket of 41-50 years, 21-30 years bracket had 16.1% of the total respondents, the respondents who were under 20years were represented by 10.1% and finally followed by 50+ years age bracket which had 4%. The respondents under the age bracket of >50 had the lowest percentage because journalism needs young energetic people and more so it involves moving here and there.

The findings on time of service, majority of the respondents had worked in the organization for between 4-6 years with percentage of 40.3%, 7-9years and above had 23.5%, 21.5% was presented for the respondents who had worked in the organization for 10+, respondents had worked for less than 1 years had 9.4% and finally followed by respondents who had for 1-3 years and below with 5.4%. This shows that the researcher gathered information from

employees who had enough experience of work in the organization and the right information that was helpful to the researcher.

**Table 4.2: Mass media in Galkacayo district, Somalia**

Items on mass media	Mean	Std.	Interpretation
<b>Print Media</b>			
There is communication on peace building is done through print media	2.55	1.09	Good
The deliberations on peace building are well communicated through print media	2.46	1.05	Poor
The people provide ideas on peace building through the print media	2.69	.92	Good
There are peace building efforts that are specifically done in the print media	2.48	.96	Poor
The print media in Galkacayo contribute to the fight against terrorism in the country	2.55	1.00	Good
The print media displays the peace resolutions efforts to the people	2.60	1.10	Good
<b>Average</b>	<b>2.55</b>	<b>.08</b>	<b>Good</b>
<b>Broad cast media</b>			
The television is used to peace building initiatives by the government	2.60	1.01	Good
The citizens use broadcast media to provide the suggestions to peace building	2.49	1.01	Poor
The international community use the broadcast media in communicating peace building efforts	2.59	1.00	Good
Government agencies use broadcast media to present sensitization and need to ensure peace	2.75	.95	Good
The non government agencies have used the broadcast media platform to communicate the peace handling initiatives	2.42	1.06	poor
The people in disputed areas communicate their grievances through broadcast media	2.40	1.08	poor
<b>Average mean</b>	<b>2.54</b>	<b>1.27</b>	<b>Good</b>
<b>Social media</b>			
There is use of face book to communicate the disputes in different places	2.42	1.04	Poor
The people use social media to communicate prevalence of disputes in their areas	2.65	1.02	Good
Peace development efforts are communicated through social media	2.63	.95	Good
The peace negotiation efforts are communicated to the public through social media	2.66	.96	Good
The government has a social media platform for reporting violence or conflicts	2.10	1.01	Poor
The government has established social media platforms for suggesting solutions	2.38	1.06	Poor
<b>Average mean</b>	<b>2.47</b>	<b>1.01</b>	
<b>Overall mean</b>	<b>2.52</b>	<b>.4456</b>	

Source: Primary Data 2018

Table 4.2 shows that there is communication on peace building is done through print media and had a mean of 2.55 with the standard deviation of 1.09 was interpreted as good. The deliberations on peace building are well communicated through print media had the mean of 2.46 standard deviation 1.05 and according to the scale it was interpreted as poor implying that there is need to lay strategies on how to communicate ways of how to bring peace in the area.

Findings on The people provide ideas on peace building through the print media had a mean of 2.69 was attained; standard deviation of .92 was interpreted as good. There are peace building efforts that are specifically done in the print media according to the mean of 2.48; standard deviation of .96 was interpreted as poor, implying that the respondents were not in support that there are peace building efforts that are specifically done in the print media.

The findings also provide a mean of 2.55 regarding the aspect of print media in Galkacayo contribute to the fight against terrorism in the country and had the standard deviation of 1.00 and according to the scale it was interpreted as good. The print media displays the peace resolutions efforts to the people had the mean of 2.60, and the standard deviation of 1.10 was interpreted as good. The management teams usually Okays the budgeting process, it had the mean of 2.83, and a standard deviation of .87 was interpreted as good meaning that the management teams usually okays the budgeting process.

According to presentations, the average mean on effect of influence of print media on peace building in Galkacayo district, Somalia was 2.55 had the standard deviation of .08 was interpreted as good meaning that print media has provided mechanisms that support the print media in peace building.

In relation to broad cast media, the television is used to peace building initiatives by the government had a mean of 2.60; standard deviation 1.01 was interpreted as good. The citizens use broadcast media to provide the suggestions to peace building had the mean of 2.49 with the standard deviation of 1.01 was interpreted as poor, implying that the respondents were not informative about the use of media on suggestions to peace building. 2.59 was presented as the mean of the international community use the broadcast media in communicating peace building efforts with standard deviation of 1.00 and this was interpreted as good. Government agencies use broadcast media to present sensitization and need to ensure peace had the mean of 2.75 with the standard deviation of .95 was interpreted good implying that the respondents

were in support that the government agencies use broadcast media to present sensitization and need to ensure peace

The non governments agencies have used the broadcast media platform to communicate the peace handling initiatives had mean of 2.42 with standard deviation of 1.06 and according to the scale it was interpreted as poor. 2.40 was presented as the mean of the people in disputed areas communicate their grievances through broadcast media which had the standard deviation of 1.08 and this was considered as poor, implying that the respondents in the disputes areas were not support that they communicate their grievances through broadcast media. Averagely, effect of broad casting media on peace building in Galkacayo district, Somalia had the mean of 2.54 and presented by the standard deviation of 1.27 interpreted as good implying that even if there is instability in Somalia, there is ongoing effort to curb down the situation and negotiate for peace.

In relation to social media, there is use of face book to communicate the disputes in different places had a mean of 2.42 and standard deviation of 1.04 was interpreted as poor. The people use social media to communicate prevalence of disputes in their areas had the mean of 2.65 with the standard deviation of 1.02 was interpreted as good. This absolutely implies that there is information communicated to the citizens through the use of social media and thus it has played a great role.

The study findings on peace development efforts are communicated through social media had the mean of 2.63 and standard deviation of .95 and this was interpreted as good. The peace negotiation efforts are communicated to the public through social media had mean of 2.66 with the standard deviation of .96 was interpreted poor. According to the findings, it was concealed that there are efforts being put forward for peace negotiations. The government has a social media platform for reporting violence or conflicts had mean of 2.10 with standard deviation of 1.01 and according to the scale it was interpreted as poor. 2.38 was presented as the mean of the government has established social media platforms for suggesting solutions which had the standard deviation of 1.06, and this was considered as poor, implying that the respondents had less information on whether the government has established social media platforms for suggesting solutions. It was concluded that the average mean on effect of social media on peace building in Galkacayo, Somalia was 2.47 and had a standard deviation of 1.00 of which it was interpreted as poor, an indication that there is little information and less

discussion going on by using social media in order to establish platforms geared towards bringing peace in the area.

### 4.3 Peace building

**Table 1.3: Peace building in Galkacayo, Somalia**

	Mean	Std. Deviation	Interpretation
<b>PEACE BUILDING</b>			
The traditional leaders are concerned and involved in peace building	2.53	1.04	Good
The community members and leaders are in support of the peace building efforts	2.60	1.01	Good
The religious institutions agitate for peace building efforts in Somalia	2.57	1.07	Good
The traditional institutions have customs that prevent the prevalence of peace	2.51	.96	Good
There are clear structures in the constitution for peace building initiatives	2.41	1.02	Poor
The organization/ institutional structures exist that are used for handling peace building efforts	2.48	.91	Poor
The political leaders have interest in peace building efforts	2.41	1.00	Poor
The rivaling community/ leaders are willing to dialogue for the prevalence of peace	2.57	1.00	Good
The lower level political leadership highly participate in peace building efforts	2.65	1.02	Good
The political leaders at parliamentary level are fully engaged in peace building efforts.	2.22	1.00	Poor
<b>Average</b>	<b>2.49</b>	<b>1.00</b>	Good

**Source: Primary Data 2018**

Table 4.3 shows the level of peace building in Galkacayo, Somalia and this was rated as 2.49. The traditional leaders are concerned and involved in peace building had a mean of 2.53; standard deviation of 1.04 was interpreted as good. The community members and leaders are in support of the peace building efforts had the mean of 2.60 with the standard deviation of 1.01 and were interpreted as good and this implies that the community members and leaders are in support of the peace building efforts. The mean of 2.57 was presented as the mean of the religious institutions agitate for peace building efforts in Somalia with standard deviation of 1.07 and this was interpreted as good. The traditional institutions have customs that prevent the prevalence of peace had the mean of 2.51 and with standard deviation of .96 and was interpreted as good. This implies that the respondents were not in support that the traditional institutions have customs that prevent the prevalence of peace.

There are clear structures in the constitution for peace building initiatives had the mean of 2.41 with the standard deviation of 1.02 which was interpreted poor. The organization/ institutional structures exist that are used for handling peace building efforts had the mean of 2.48 with standard deviation of .91 was interpreted as poor, implying that the respondents were not sure if there are organization/ institutional structures that exist which are used for handling peace building efforts. The political leaders have interest in peace building efforts had mean of 2.41 with standard deviation of 1.00 and according to the scale it was interpreted as good. 2.57 was presented as the mean of The rivaling community/ leaders are willing to dialogue for the prevalence of peace which had the standard deviation of 1.00 and this was considered as good, implying that the community/ leaders are willing to dialogue for the prevalence of peace according the findings got from the respondents. It was revealed that, The lower level political leadership highly participate in peace building efforts had the mean of 2.65 with the standard deviation of 1.02 was interpreted as good.

The political leaders are fully engaged in peace building efforts had 2.22 as mean and standard deviation of 1.00 was interpreted as poor implying that the respondents were not in support that the political leaders at parliamentary level are fully engaged in peace building efforts. The average mean on Level of peace building in Galkacayo, Somalia was 2.49 with the standard deviation of 1.00 was interpreted as poor, implying that the political environment in Somalia is not the best with its conflicts existence from time to time.

**Table 4.4: effect of print media on peace building in Galkacayo district**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 <sup>a</sup>	.352	.348	.35984
a. Predictors: (Constant), Print media				

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.974	1	10.974	84.756	.000 <sup>a</sup>
	Residual	20.199	156	.129		
	Total	31.174	157			
a. Predictors: (Constant), Print media						
b. Dependent Variable: Peace building						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.607	.121		13.232	.000
	Print media	.380	.041	.593	9.206	.000
a. Dependent Variable: Peace building						

Regression analysis results in the Model Summary table revealed that print media accounted for 35.2% on peace building in Galkacayo district and this was indicated by r-squared of 0.352 implying that print media contribute to peace building in Galkacayo district.

The ANOVA table indicated that print media significantly affects peace building and this was indicated by the F-value=84.756 and Sig-value=.000, since the sig. value (0.000) was less than 0.05 and which is the maximum level of significance required to declare a significant effect. This implies that print media highly contributes to the peace building in Galkacayo district.

The coefficients table indicated that considering the standard error, print media significantly influence peace building in Galkacayo district ( $\beta=0.380$ , Sig=0.000).

**Table 4.5: the effect of broad cast media on peace building in Galkacayo district**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562 <sup>a</sup>	.315	.311	.36536
a. Predictors: (Constant), Broad cast media				

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.530	1	9.530	71.395	.000 <sup>a</sup>
	Residual	20.691	155	.133		
	Total	30.221	156			
a. Predictors: (Constant), Broad cast media						
b. Dependent Variable: Peace building						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.646	.127		12.991	.000
	Broad cast media	.373	.044	.562	8.450	.000
a. Dependent Variable: Peace building						

Regression analysis results in the Model Summary table indicated that broad cast media accounted for 31.5% on peace building in Galkacayo district and this was indicated by r-squared of 0.315 implying that broad cast media significantly contributes 31.5% on peace building in Galkacayo district.

The ANOVA table indicated that broad cast media significantly affects peace building and this was indicated by the F-value=71.395 and Sig-value=.000, since the sig. value (0.000) was less than 0.05 and which is the maximum level of significance required to declare a significant effect. This implies that broad cast media highly affects the peace building in Galkacayo district.

The coefficients table indicated that considering the standard error, broad cast media significantly affects peace building in Galkacayo district ( $\beta=0.373$ , Sig=0.000).

**Table 4.6: effect of social media on peace building in Galkacayo district**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614 <sup>a</sup>	.377	.373	.35227
a. Predictors: (Constant), Social media				

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.623	1	11.623	93.669	.000 <sup>a</sup>
	Residual	19.234	155	.124		
	Total	30.858	156			



ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.623	1	11.623	93.669	.000 <sup>a</sup>
	Residual	19.234	155	.124		
	Total	30.858	156			
a. Predictors: (Constant), Social media						
b. Dependent Variable: Peace building						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.601	.117		13.716	.000
	Social media	.399	.041	.614	9.678	.000
a. Dependent Variable: Peace building						

Regression analysis results in the model Summary table indicated that social media significantly affects peace building in Galkacayo district at a rate of 37.7% and this was indicated by r-squared of 0.377, hence implying that social media significantly influences peace building in Galkacayo district.

The ANOVA table indicated a positive significant effect social media has on peace building and this was indicated by the positive F-value=93.669 and Sig-value=.000, since the sig. value (0.000) was less than 0.05 and which is the maximum level of significance required to declare a significant effect. This implies that social media highly affects peace building in Galkacayo district. Still this implied that high levels of social media can improve the level of peace building and poor social media measures reduce it.

The coefficients table indicated that considering the standard error, social media significantly affects peace building in Galkacayo district ( $\beta=0.399$ , Sig=0.000).

#### 4.6 Interview Guide Discussions

Interview guides have been created in this research to question and collect information from 30 respondents purposively selected from the sample size of the study who do not have much time to excel in the questionnaire, and those who want to provide more and effective

information that questionnaire was not sufficient way to deliver their contributions to the research.

Below you can find the summary of the interview points that has been brought up by the respondents of the research.

*Some of the strategies that can be used to minimize the side effects of media on peace building include:*

- *Training programs to the journalists that builds the capacity, skills and the knowhow of media.*
- *Mobilization to media workers, owners, editors and journalists to be and act as nationalists for the country.*
- *To develop a policy plan that governs, guides and controls radios, newspapers, websites and Televisions in Somalia.*

According to the respondents of the research, they admired that media can be utilized in different ways that can assist the community through mobilization, awareness, preparation and prevention programs to protect the public from disease outbreak, terrorism and security problems and so on and so forth.

To the interview question about the reason why journalists are killed in Somalia and in, the respondents included their argument that .....

*.....Journalists are killed in some reasons consisting:*

- *Sources, types and the target of the news they provide to the audiences.*
- *General security problem in Somalia.*
- *Personal related target.*

According the respondents of the research.....,

*.....media increase in number is nowadays familiar in the eyes and ears of the audiences in Somalia, the participants pointed out simple reasons, they mentioned that political aim is one of them, this facilitates the politician to submit his/her political ideas, personal politics and market his party to the community, another reason that some of respondents claimed is a business motive.*

*.....Media is a powerful tool that governs the community, media is the eye of society, they get accustomed to what media broadcasts, and political stabilization has been effected much by the media networks. Participants acknowledged the effects of media on political steadiness and balance is uncountable and limitless.*

- *Respondents of the research indicated the times when politicians use most in media are the times of election, times of political disorder, and whenever politicians think that media should be used right away.*

Media and political relationships can be harmonized in different ways according to the respondents of this interview, they stated:

- *The need for policy plan that administers, guides and controls media powers and gives them their rights, points out the dos and don'ts in media.*

## **5. FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

This chapter focuses on the findings, conclusions; recommendations based on the conclusions of this study and suggested areas that need further research following the study objectives;

### **5.1 FINDINGS**

#### **5.1.1 Objective one; the effect of print media on peace building**

The findings indicated that print media significantly affects peace building in Galkacayo district, this effect therefore implies that print media contribute to peace building in Galkacayo district. This finding is in line with Hagos (2011) who argued that print media can be a great assistance in conflict management and peace building.

#### **5.1.2 Objective two; the effect of broad cast media on peace building**

The findings revealed that there is a significant effect broad cast media has on peace building in Galkacayo district, this also implied that effective broad cast media improves the level of peace building in Galkacayo district and poor ineffective broad cast media reduces it.

#### **5.1.3 Objective three; the effect of social media on peace building**

The findings of this study proved a strong positive significant effect social media has on peace building in Galkacayo district, this therefore implies that effective social media increases the extent of peace building in Galkacayo district and ineffective social media reduces it

### **5.2 Conclusions**

#### **5.2.1 Objective one; the effect of print media on peace building**

According to the findings print media has a positive significant effect on peace building in Galkacayo district. Therefore print media has a considerably high influence on peace building, in order to improve peace building activities.

#### **5.2.2 Objective two; the effect of broad cast media on peace building**

According to the findings broad cast media has a significant effect on peace building in Galkacayo district. Hence broad cast media has a high bearing on peace building

### **5.2.3 Objective three; the effect of social media on peace building**

According to the findings social media has a positive significant effect on peace building in Galkacayo district. Therefore social media has a bearing on the peace building programs hence there is need for enhancing social media given the state of the social environment factors complemented in the study

## **5.3 Recommendation**

### **5.3.1 Effect of print media on peace building in Galkacayo district**

The print media was found operating though with high capacity, there is also a need the peace makers to focus more on print media as a way of providing peace into the country. The study recommends that avenues of negotiations and peace building efforts of deliberations are fundamental in explaining the prevalence of peace in the country.

### **5.3.2 Effect of broad cast media on peace building in Galkacayo district**

Broad cast media needs to be enhanced through enhancing effective mechanisms as practical situations to improve peace building, the avenues that support peace need to be broadcast through media

### **5.3.3 Effect of social media on peace building in Galkacayo district**

Social media had a positive effect on peace building, therefore local radios and websites should be responsible in their coverage of the Gaalkacyo conflicts should avoid fanning the flames of war.

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