OF YOUTHS IN KAWANGWARE DIVISION,
NAIROBI COUNTY

BY:

DICKSON MAGETO ORINA

(MDS/NRB/4009/13)

THIS DISSERTATION IS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF A MASTER OF DEVELOPMENT STUDIES (MDS) FROM ST. PAUL'S UNIVERSITY

May, 2015

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ABSTRACT

Despite the adage that soccer is an effective vehicle for positive youth development and for diverting young people from delinquency and crime, there is little empirical evidence on the role of soccer in development, hence inadequate attempt at understanding the way sport fits into wider social issues including community development. The main aim of this study was to explore role of soccer sports in the development of youths in Kawangware Division, Nairobi County. Specific objectives were: to examine the factors that motivates the youth to be involved in soccer sports in Kawangware Division, to examine the extent to which soccer enhances income generation among the youth in Kawangware Division, to find out how soccer sports enhance social inclusion and participation among the residents of Kawanware, and to establish how soccer promotes moral development among the youth in Kawangware. The target population for this study comprised of local dwellers in Kawangware division. Specifically, it comprised the youth, women and the local authorities especially those concerned with sports and youth in the area. The main instruments for data collection were questionnaire and key informants' interviews. A semi- structured questionnaire was administered to 253 respondents using simple random sampling procedure. The validity and reliability of the findings was established by employing construct and face validity. Data from a total of 253 completed questionnaires were analyzed with the help of SPSS to address the objectives of the study. In order to ensure high quality analysis, all evidence was considered and all major rival interpretations were also addressed. This study revealed the significance of soccer in the lives of youths in Kawangware. Collectively, the results highlight the importance of soccer sport in the personal development of youths and avoidance of social vices. More specifically, the need to escape from drug abuse was found to be particularly important and a motivating factor to youths involvement in soccer. The study presents key practical implications for the development and delivery of sport. Recommendations in this study suggest that stadium management and sport marketers should not concentrate on the major factors which encourage youths in taking part in soccer. There is need for more soccer events and more opportunities for participation.

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