INVESTIGATION OF THE PREFERRED CHANNELS OF INFORMATION FOR EMPOWERMENT AMONG WOMEN FISH TRADERS IN BONDO SUB-COUNTY, SIAYA COUNTY, KENYA

BY

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

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This dissertation is submitted in partial fulfilment of the requirements for the award of a Master in Development Studies (MDS) from St. Paul's University

Supervisor: Dr. Nason Vundi

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DECLARATION

This dissertation is a product of my work. It is not the result of anything done in collaboration. I have not previously presented it to any other institution. I agree that this thesis may be available for reference and photocopying at the discretion of the university.

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We confirm that the student carried out the work reported in this thesis under our supervision.

SIGNATURE OF SUPERVISOR ……...…… DATE ……2018

Dr. Nason Vundi

SIGNATURE OF SUPERVISOR ……...…… DATE ……2018

Dr. Anthony Odek

DEDICATION

I dedicate this work to the memory of my late father, F. N. Obilo. Daddy, you're my inspiration. You conducted your fatherly duties with purpose and sacrificed to provide for us. Your advice that I must seek knowledge to get ahead has been useful in my daily life.

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Over and above all, I thank the Lord God Almighty for enabling me to pursue this Masters against the odds. I wish to thank my supervisors, Dr. Vundi and Dr. Odek for their invaluable advice, time, patience and help with this study. I also extend my gratitude to Dr. Wamuyu Wachira. Your expertise and insights together greatly improved the quality of this research.

I am grateful to the SPU Nairobi campus staff, namely: Susan Mwangi, Monica Kiprotich and Tom Oluoch, as well as the SPUSA and Christian Union for the encouragement. I thank Pst. Nneka Ene for the prayers, Mum, Phillister and adopted parents, Mr. and Mrs. Nakamura for the support. To brothers Eugene and Nicolas, thank you for running the errands without complaints. God abundantly bless you!

Finally, I appreciate those that backed this research, particularly the respondents and scholars whose work I relied on and built on in order to 'own' this thesis.

ABSTRACT

This study investigated the preferred channels of information for empowerment among women fish traders in Bondo Sub County in Siaya County in Kenya. Fish production and fish trade are factors that impact the local economy via foreign exchange earnings. Women play a big role in the fish sector. The specific objectives of this study were to determine the extent to which the women fish traders were aware of the channels of information for empowerment, to establish those women's preferred channels of information for empowerment and to assess the effects of using information from the channels of information for empowerment on their lives. This study was descriptive in nature and used quantitative methodology. It used simple random sampling to select two wards from Bondo Sub County then collected primary data from 64 respondents using researcher-administered questionnaires. The respondents were identified through purposive sampling. The researcher analysed the data through descriptive statistics and presented the findings in tables. The study revealed that the women fish traders in Bondo Sub County were aware of Radio, Television, Internet and groups as the channels of information. The study found that most of those women preferred radio for empowerment with the majority using it daily, especially for the news and business programmes. The study further showed that using information from their preferred channels of information empowered the women fish traders in Bondo Sub County; therefore, it affected their livelihoods and lives. The study called for using radio for further empowerment of women fish traders, especially in the vernaculars, through participatory communication techniques. The study also recommended that the Government of Kenya improve its public service information, broadcasting and research networks with the aim of empowering women fish traders. Lastly, the study proposed that policymakers introduce legislation to encourage streamlined licensing and subsidies for the FM and TV stations and internet.

TABLE OF CONTENTS

DECLARATION iii
DEDICATION iv
ACKNOWLEDGMENTS v
ABSTRACT vi
LIST OF TABLES x
LIST OF FIGURES xi
LIST OF ABBREVIATIONS AND ACRONYMS xii
CHAPTER ONE 1
1.0. INTRODUCTION 1
1.1. Introduction to the Study 1
1.2. Background of the Study 1
1.3. Statement of the Problem 4
1.4. Purpose of the Study 5
1.5. Objectives of the Study 5
1.6. Research Questions 5
1.7. Justification of the Study 6
1.8. Limitations and Delimitations of the Study 6
1.9. Assumptions about the Study 7
1.10. Conceptual framework 7
1.11. Operational Definition of Terms 8
1.12. Summary 9
CHAPTER TWO **10**
2.0. LITERATURE REVIEW 10
2.1. Introduction 10
2.2. Definition of Empowerment 10
2.3. Global interventions in Women Empowerment 11
2.4. The Government of Kenya and Empowerment of Women Traders 13
2.5. Role of NGOs in Women's Empowerment 13
2.6. The Effectiveness of Information on Empowering Women Traders 14
2.7. Empirical studies on the Empowerment of Women Fish Traders 17
2.8. Kenya's Fish Sector 18
2.9. Theoretical Framework 19
2.9.1. Diffusion of Innovations 20
2.9.2. Empowerment Theory 20
2.10. Channels of Information and Women's Empowerment 21

2.10.2. Awareness of Information Channels for Women's Empowerment 25
2.11. Summary 30
CHAPTER THREE 31
3.0. RESEARCH METHODOLOGY 31
3.1.Introduction 31
3.2. Research design 31
3.3. Location of the Study 31
3.4. Target Population 33
3.3 Sampling techniques and sample size 33
3.3.1.Sampling Techniques 33
3.3.2. Sample Size 34
3.3.2. Sampling Procedure 34
3.4. Research Instruments 34
3.5. Validity and Reliability 35
3.6. Data analysis and Interpretations 35
3.7. Ethical Considerations 35
3.8. Summary 36
CHAPTER FOUR 37
4.0. DATA ANALYSIS, PRESENTATION, INTERPRETATION AND DISCUSSIONS 37
4.1. Introduction 37
4.2. Response Rate 37
4.3. General information 37
4.3.1. Age 37
4.3.2. Marital Status 38
4.3.3. Education 38
4.3.4. Head of the Household 39
4.3.5. Duration as Fish Trader 39
4.3.6. Opinion About the Fish Trade 40
4.4. Awareness about Channels of Information 40
4.4.1. Awareness about channels of Information 40
4.4.2. Channels of Information Used 41
4.4.3. Frequency of Using Preferred Channels of Information 41
4.5. Preferred Channels of Information 42
4.5.1.Preferred Channels of Information 42
4.5.2. Information Sought 43
4.5.3. Preferred Language of Access 43
4.6. Effects of Using Information from Preferred Channels of Information 44

4.6.1. Use of Information from Preferred Channels of Information 44
4.6.2. Benefitting from Using the Information 45
4.6.3. Benefits Derived After Using the Information 45
4.6.4. Information Gaps 46
CHAPTER FIVE 48
5.0. SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS 48
5.1. Introduction 48
5.2. Summary of the Findings 48
5.2.1. Awareness about Channels of Information 48
5.2.2. Preferred Channels of Information 48
5.2.3. Effects of Using Information from Preferred Channels of Information 48
5.3. Conclusions 49
5.4. Recommendations 50
5.5. Recommendations for Further Study 50
REFERENCES 51
APPENDIX A: SAMPLE QUESTIONNAIRE 55
APPENDIX B: NACOSTI AUTHORISATION LETTER 57
APPENDIX C: NACOSTI RESEARCH PERMIT 58
APPENDIX D: MINISTRY OF EDUCATION AUTHORISATION LETTER 59
APPENDIX E: ST. PAUL'S UNIVERSITY RECOMMENDATION LETTER 60

LIST OF TABLES

Table 3.1: Administrative wards, population and population densities 32
Table 3.2. Electoral Wards in Bondo Sub-County 33
Table 4.1: Response Rate of Respondents 37
Table 4.2: Response according to Age 37
Table 4.3 Response according to Marital Status 38
Table 4.4 Response according to Education Level 38
Table 4.5 Response according to Household Heads 39
Table 4.6 Response according to Duration as Fish Trader 39
Table 4.7 Response according to Opinion about the Fish Trade 40
Table 4.8 Response according to Awareness 40
Table 4.9 Response according to Use of Channels of Information 41
Table 4.10 Response according to Frequency of Using Preferred Channels of Information .. 41
Table 4.11 Response according to Preferred Channels of Information 42
Table 4.12 Response according to Information Sought 43
Table 4.13 Response according to Preferred Language for Accessing Information 44
Table 4.14 Response according to Use of Information 44
Table 4.15 Response according to Opinion about Benefitting from Using Information 45
Table 4.16 Response according to Derived Benefits 45
Table 4.17 Response according to Opinion about Information Gaps 46

LIST OF FIGURES

Fig. 1.1. Conceptual framework 7

LIST OF ABBREVIATIONS AND ACRONYMS

AM	Amplitude Modulation
CA	Communications Authority of Kenya
CIDP	County Integrated Development Plan
FM	Frequency Modulation
GDP	Gross Domestic Product
GII	Gender Inequality Index
ICT	Information Communication Technology/
ICTs	Information Communication Technologies
IGAs	Income Generating Activities
ITU	International Telecommunications Union
KBC	Kenya Broadcasting Corporation
MSMEs	Micro Small and Medium Enterprises
NGO	Non-Governmental Organisation
UNICEF	United Nations Children's Fund

CHAPTER ONE

1.0.INTRODUCTION

1.1.Introduction to the Study

This chapter looked at the background and objectives of the study, statement of the problem, purpose, limitations and delimitations, justification for and scope of the study. This study focused on the preferred channels of information for empowerment among women fish traders in Kenya.

1.2.Background of the Study

There is a renewed global push towards promoting women's empowerment using diverse means for sustainable development. One of the barriers to achieving women's empowerment is the already acknowledged information gap across the genders. Women remain information starved, as they often lag in accessing Information and Communication Technologies (ICTs). Kofi (2005) women empowerment remains the most effective development tool. Empowered women traders in particular are able to conduct economic bargaining and make informed decisions. However, access to relevant and timely information remains critical.

Over the years, women traders in the fisheries sector in many countries worldwide have faced marginalization and isolation in accessing and controlling fisheries resources. For instance, they have difficulties in accessing credit, relevant information and technology such as fishing gear, as they are mostly involved in the indirect and informal, if not unpaid fishing activities, which are seen extra household jobs, whereas men control the direct, formal and paid fishing activities.

Further, the women are often excluded from the decision-making processes due to traditional gender roles and activities. Yet, Harper, Grubb, Stiles & Sumaila (2017) argued, they comprise 47% of the global fisheries workforce. In some areas, they contribute 25 to 50% of the small-scale fisheries catch. Hence, research, management and policy in this sector tend to focus on male-dominated activities since the stakeholders overlook or undervalue the women's contribution. This compromises the outcomes of valuable efforts to rebuild fisheries and improve livelihoods and well-being of fishing communities.

Lwenya, Lwenya, Abila & Omwega (2014) stated that in order to change this, the women need economic and social empowerment in order to effectively participate. In their study of gender dimensions of fisheries in Mexico, Peru, Senegal, South Africa and Vietnam, which

have broad marine fisheries, which back national and household food and income security, Harper et al. (2017) found that these countries comprise 14% of the global catch and 8% of the global landed value from fisheries. For instance, Vietnam has 4.7 million people in the fisheries sector; 825,000 are women, forming 80 to 85% of the seafood processors. About 40,000 of them are in direct marine capture fisheries and 784,000 in the post-harvest sector. In Mexico, 7% (approximately 10,500) females are fish processors and traders. They provide 50% to 65% of the seafood industry labour.

In Peru, Harper et al. (2017) added, slightly over 3% or 1,350 artisanal anglers are women and another 2,050 are artisanal vessel owners. They also hold 75,600 of the 232,400 marine capture fisheries-related jobs but, avoid trade unions to keep their jobs. In Senegal, women include an estimated 90% (approximately 36,000) of seafood processors. An estimated 1,350 directly catch invertebrates such as shellfish for subsistence and/or artisanal purpose. They annually contribute an estimated 10,000 metric tonnes (8%) to the national shellfish catch, which was valued at USD 30.5 million in 2015. At a recent workshop, they formed over 80% of the attendees. Finally, in South Africa, Harper et al. (2017) found, both men and women are involved in various direct and indirect fishing activities. Women, however, comprise 32% of processing factory workers and small-scale anglers.

Interestingly, the study found that in all the areas, fishing was a male occupation and viewed as a male area due to social and cultural constraints. As such, women were involved in the pre and post-harvest activities. In addition, it seems that their fishing organisations exclude women from their councils. Yet, the governments had created national legislation and new departments to promote and strengthen gender equality and improve women's participation in the sector. Only Senegal recorded 5% female leadership in its decision making organs. South Africa boasted of more women's participation in fisheries management and decision-making but, according to Harper et al. (2017), their level of involvement and influence is unclear.

Together, (Langord, Sumner & Yamin, 2013; Hossain & Islam, 2012; Sterling, 2008) argued that for empowerment to be effective, stakeholders must conduct analytical studies on women to understand their characteristics and needs due to their socioeconomic and demographic differences instead of assuming that they are homogeneous. Musubika (2008) noted that in the Middle East and Sub Saharan Africa (SSA), rural women remain small-scale farmers and traders due to lack of access to information, economic assets such as land and credit services. GIZ (2013) stated that globally, women form majority of the almost 70% of the poor rural

dwellers. Empowerment is about access to information and women have various channels of information available to them.

Collectively, (Somulu, 2013; Katz, 2012; ITU, 2015) found that radio is the preferred channel of information for social, economic and political issues, as it is readily available to almost all households. Thus, Steiner (1992) recorded the effectiveness of radio in empowering women in New York, United States of America (USA) in 1969. Mitchell (1998) further demonstrated the successful use of radio on women traders in Chile and Ireland. Somulu (2013) stated that women's uptake to more popular ICTs such as Internet, mobile phones and Television (TV) in Nigeria is low, particularly in rural areas.

From their empirical study in Nigeria, Edegoh, Asemah & Nwammuo (2013) found that rural women comprise the biggest audience and consumers of radio programmes, particularly on social and economic issues. An empirical study done in Uganda found that most of the women listened to news and current affairs programmes and public awareness messages such as child vaccination, weather reports and prices of commodities in local markets on radio (Musubika, 2008) This confirms Somulu (2013) that radio is more accessible than other ICTs, particularly among rural dwellers, as it is affordable and portable.

Women's empowerment is indeed necessary. Network News (2014) found that in SSA, more girls are quitting school to take up gender roles. Thus, they start Income Generating Activities (IGAs). In that, UNDP (2015) stated, women and girls form majority of the world's adult and youth illiterate populations, respectively. Thus, they do not benefit from the new technologies such as the Internet, computers and smart phones. Radio; therefore, seems the best option for them, as it is simple to use. As such, World Bank (2015) noted, the oral nature of radio makes it a popular ICT in rural areas in the developing countries.

In addition, radio enjoys wide coverage unlike the TV and Internet, as it needs low infrastructure for set up. UNESCO (2015) found that 95% of the world is under terrestrial radio cover. Further, vernacular radio is the fastest growing sub-sector in the radio industry in SSA. Between 2000 and 2006, commercial and community radio stations grew by 360 % and 1,386%, respectively, in East Africa. In his study, Okoth (2015) established that 69% of Uganda's radio stations are vernacular. In Kenya, the situation is similar.

The Communications Authority (2015) listed 50 vernacular radio stations of the available 139. Women and youth in the rural areas form majority of their listener base due to their low literacy levels. According to the KNBS (2015), 13.2 million of the 26.1 million rural dwellers are women. They rely on informal channels for information to run businesses and their lives. This second-hand information, however, may be incorrect. Kizito, Kimani, & Lodiaga (2017) found that the women provide 70% to 87% of labour in Kenya's artisanal fish trade in the post-harvest activities, comprising only 0.16% harvesters and 0.8% distributors compared to 35% male harvesters and 28% distributors.

The findings affirmed Lwenya et al. (2014) that 75% of women are involved in fisheries post-harvest activities. Hence, Kizito et al. (2017) they remain poor and excluded from high-end activities, controlling viable resources and decision-making. Further, Lwenya, et al. (2014), they are victims of early marriage and (Nathenson, Slater, Higdon, Aldinger & Ostheimer, 2017) HIV/AIDS. Giving them access to their preferred information channels; therefore, would enable them to get useful, accurate and timely information, which could economically empower them and put them on equal footing with men.

1.3.Statement of the Problem

Women fish traders comprise 47% of the global fisheries workforce and contribute 25 to 50% of the small-scale fisheries catch in some areas (Harper, et al., 2017). In monitoring and evaluating their performance in the fisheries sector in Kenya, however, it is evident that stakeholders overlook or undervalue their contribution. Research, management and policies; therefore, focus on male-dominated activities. These compromise the outcomes of valuable efforts to rebuild fisheries and improve livelihoods and well-being of fishing communities (Harper, et al., 2017) and studies on the preferred channels of information for empowerment of women fish traders are scant; hence, the need for this study.

According to Lwenya, et al. (2014) women only play a major role in the fisheries sector post-harvest activities. Similarly, they perform poorly since they cannot access credit from formal financial organisations due to bureaucracies, lack of collateral and personal savings. Along L. Victoria areas, they use transactional sex in order to secure fish for sale or food (Nathenson et al. (2017). Yet, the GoK has created legislation to strengthen their participation and promote gender equity in the fisheries sector.

Various scholars have suggested various approaches for women's economic empowerment, particularly in rural areas. ICTs have proved effective. For instance, Somulu (2013) looked at the accessibility of radio in Nigeria and noted that it is available in almost all households and enables women to gather, obtain and exchange useful information. Edegoh et al. (2013) added that the women were the bulk listeners of radio and users of its programmes, particularly on economic and social welfare.

Sterling (2008) studied women's interaction with ICTs for development in Eastern Kenya and found that radio acted as a voice for the voiceless. Mogambi & Ochola (2015) made a similar discovery among women from pastoralist communities in Northern Kenya. Hence, this study sought to investigate the preferred channels of information for empowerment among women fish traders in Bondo Sub County. According to the KNBS (2015), women in rural areas rely on informal channels for information to run their businesses and lives but, the information may be incorrect.

1.4.Purpose of the Study

This study sought to investigate the preferred channels of information for empowerment among women fish traders.

1.5.Objectives of the Study

The specific objectives of this study were to:

i. Determine the extent to which women fish traders in Bondo Sub County, Siaya County, Kenya, are aware of existing channels of information for empowerment.
ii. Establish the preferred channels of information for empowerment by women fish traders in Bondo Sub-County, Siaya County, Kenya.
iii. Assess the effects of using information from the preferred channels of information for empowerment by women fish traders in Bondo Sub County, Siaya County, Kenya.

1.6.Research Questions

i. To what extent are women fish traders in Bondo Sub County, Siaya County, Kenya, aware of the existing channels of information for empowerment?
ii. What are the preferred channels of information for empowerment among women fish traders in Bondo Sub-County, Siaya County, Kenya?

iii. How has using information from the preferred channels of information for empowerment affected the lives of women fish traders in Bondo Sub County, Siaya County, Kenya?

1.7.Justification of the Study

The findings of this study provide an understanding of the contribution of the preferred channels of information to the empowerment of women fish traders in Bondo Sub County. This study will contribute to policy that will help the GoK, policy makers in the fish sub-sector and implementers achieve the set goals. It provided written evidence of how using the preferred channels of information has empowered the women fish traders and improved their livelihoods and lives.

This will enable policy makers and information providers to create measures to facilitate the empowerment and effective performance of women traders in the micro and small businesses. Secondly, the study showed the best channels of information that policy makers can use to reach the women fish traders and the gaps therein for NGOs working in Siaya County to achieve sustainable development goals (SDGs) of gender equality and poverty alleviation. Finally, the study lays a strong foundation for future researchers. Hence, this study is justified to fill the existing knowledge by investigating the preferred channels of information in the empowerment of women fish traders in Bondo Sub County.

1.8.Limitations and Delimitations of the Study

The women fish traders' immediate concern was their customers and clients. The researcher; therefore, aimed to help them see the importance of discussing their access to and use of their preferred channels of information for empowerment so that they could improve their livelihoods and lives. Thus, the researcher maximised on time by suspending the interviews and juggling the idle women fish traders.

Majority of the women fish traders listened to vernacular radio. Thus, the researcher hinted to them the possibility of using other channels of information such as English and Kiswahili radio programmes, TV and Internet.

The women fish traders expected to receive monetary compensation and in some places, they demanded TV sets before they could give information. The researcher, however, countered this by pointing out the study's long-term effects and benefits regarding their empowerment, as well as improvement of their business and service delivery by stakeholders such as the GoK, NGOs and MSMEs.

1.9. Assumptions about the Study

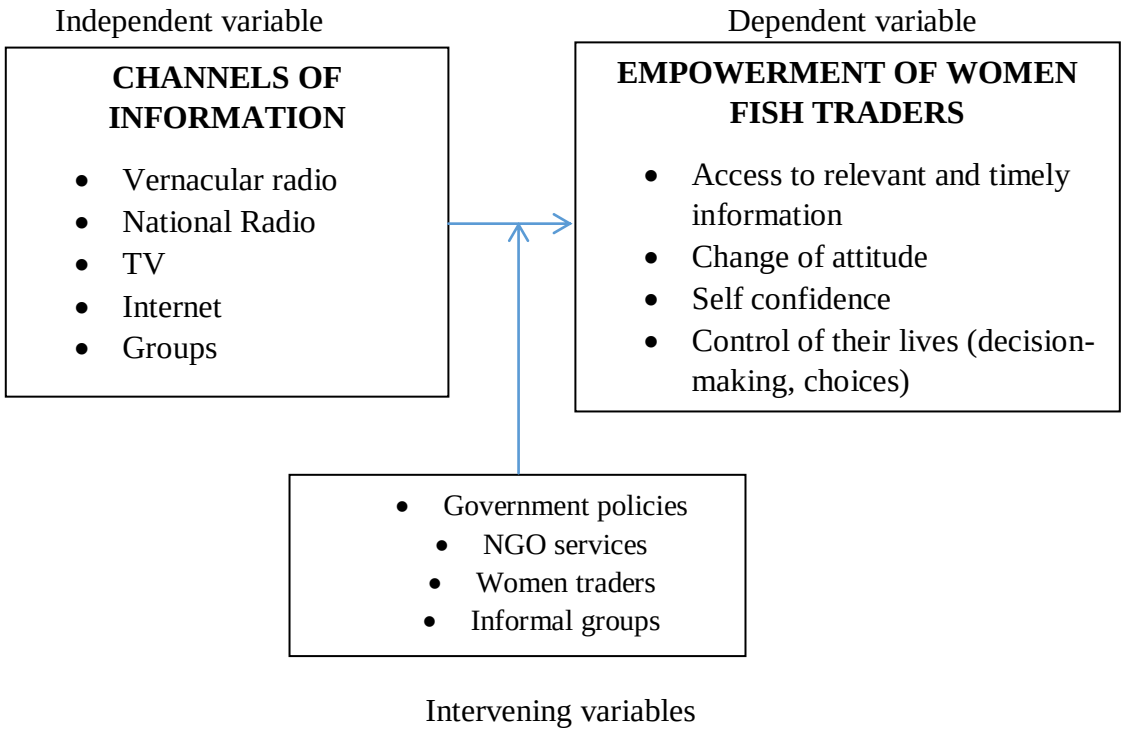
The researcher assumed that the study would be swift but, the realities on the ground proved otherwise. Though the women fish traders were readily available, the researcher collected the data in six days due to the long rains and fishing ban. Most of the women fish traders arrived at the market late, as they juggled farm and house chores in between sourcing fish from far places, as the anglers prioritised their large-scale clients. Some feared that the study was a poll to arrest them for working during the ban or enlist them in Illuminati, an alleged satanic cult. Though the time was short, the researcher exercised patience and answered the women's questions, as well allayed their fears.

1.10. Conceptual framework

A conceptual framework is a schematic diagram involving a group of theories or explicit or implicit interrelated concepts guiding a study. It defines the items for measure, including the statistical relationships, in a study.

Channels of information persuade individuals of the need to change. These also instil new ideas and critical, analytical thinking, thereby motivate them to work towards setting and achieving certain goals and develop. The relationship between preferred the channels of information and empowerment of women fish traders was conceptualised as Fig. 1.1 shows.

Fig. 1.1. Conceptual framework



Source: Author (2018)

From the conceptual framework, the role of national and vernacular radio, TV, Internet and people in providing information contributed to the empowerment of the women fish traders. Having access to information and knowing the actions that they need to take ensures effective decision-making on sustainable ideas of economic and social value. This boosts their self-confidence, which would ensure that they change their attitudes and perceptions, and motivate them into changing their behaviours and possibly influencing others. TV introduces significant ideas in an audio-visual manner and it would ensure that an individual succeeds in executing her ideas.

National radio ensures that fish traders, fishing communities and anglers adhere to legislation by broadcasting public awareness messages on policies and laws about issues affecting the industry; for instance, fishing bans. Vernacular radio enables easy decision-making, as information is easily understood. Internet provides tutorial videos and links to sites with related information, which are significant in the learning and innovative process. Groups help them work effectively through scheduled and personal interaction, engagement and identifying with others.

1.11. Operational Definition of Terms

1. Women fish traders - They retail fish to customers after buying these from the anglers then cleaning and drying.
2. Internet- It offers the women fish traders electronic bulletins, amateur do-it-yourself videos or professionally produced copyright content on social networking sites such as Facebook, popular search engines such as Google and entertainment sites such as You Tube.
3. National radio – It offers the women fish traders uniform entertainment and news from a central location situated far from the local community in Frequency Modulated (FM) or older Amplitude Modulated (AM) form of radio broadcasting.
4. TV – This educates, informs and enlightens the women fish traders through locally produced scheduled programmes with extra materials such as visual demonstrations and interviews with successful traders, suppliers and distributors.
5. Vernacular radio – This schedules and broadcasts various programmes to entertain, educate, inform and enlighten the women fish traders in the local language.

6. Groups – Informal associations of fish traders or women that meet regularly or at pre-determined times and places.

1.12. Summary

Women fish traders are the foundation of the fisheries sector. They, however, face constraints that hinder them from accessing information and improving their economic base, as well as their well-being. They; therefore, have less income, education and mobility. Thus, to reduce the gender disparities in the fisheries sector, the GoK has put in place measures to strengthen women's participation, prioritise strategies and create opportunities for their empowerment. Socioeconomic transformation through innovative approaches and integrated interventions are critical to building resilience and increasing labour productivity. Hence, empowering women fish traders is necessary since they contribute to the national economy and ensure household food security.

CHAPTER TWO

2.0. LITERATURE REVIEW

2.1.Introduction

This chapter entails an overview of literature that is relevant to the study. The data was organized and analyzed in order to provide guidelines and a strong framework for the study.

2.2.Definition of Empowerment

The concept and term 'empower' has become a buzzword in all organizations and likewise, all households. Thus, empowerment amongst all development stakeholders is viewed as the solution to most socio-economic problems. The talk now is not about infrastructure, theories and resources, especially financial resources; most development practitioners are seeking to empower groups in development. Xavier, Manel, Pere & Jaume (2017) also agree that empowerment is a commonly used term in development; he says,

> "Since its emergence in the field of social sciences, the concept of empowerment has slowly become much more widely used by a number of scientific and professional groups. It could be said to be a versatile term, nowadays even used in areas of everyday life. As a concept, 'empowerment' is, however, complex, ambiguous and lacking any clear boundaries for it can be applied to different situations and processes in numerous ways. While it has been mainly used to refer to adults, over the past two decades, it has begun to be applied to the youth, particularly to those who, for a number of reasons, can be considered to be vulnerable or at risk."

Empowerment is commonly used to change the lives of the vulnerable groups of people in the society, for example orphans, youth, widows and women generally with the aim of giving them control over their lives. In his unpublished MBA dissertation, Owenga (2013) defines empowerment as,

> …the expansion of assets and capabilities of poor people to participate negotiate with, influence, control, and hold accountable institutions that affect their lives. Poverty being multidimensional, poor people needs a range of assets and capabilities at the individual level such as health, education, and housing; and at the collective level such as the ability to organize and mobilize to take collective action to solve their problems.

The emphasis is on expansion of capabilities, enhancement of their control over resources and finally, the ability to act collectively in solving their problems. Whenever the same is applied to women traders, it means that by empowering them, they are given control and the capacity to act to change their circumstances. Empowerment has been explained as a multi-dimensional social process, as its purpose is to help people to radically gain control over their lives by changing the way that they feel, think about themselves and their problems. In the process of empowerment, self-confidence is fostered to the peoples' lives. Hence, the people gain control over their lives and the circumstances troubling their communities and society because empowered people are able to act on the personal and social issues that they regard as a priority or as urgent.

The term empowerment has an elongated history; it is now over three decades old. According to Xavier et al. (2017), it started being used in the 1970s. Women's empowerment in particular was popularized in the 1980s and 1990s as a radical method seeking to transform power relations, particularly women's vulnerability. According to this definition, the issue with the concept of empowerment is about power, mainly the way that the people with power relate with those without power. The success of empowerment hinges on two possibilities; on one hand, empowerment necessitates power change. That is to say, power relations must change because if there is no possibility of change then in reality empowerment is absent.

Ideally, new relationships must be proved in order to declare that empowerment has taken place. On the other hand, the realization of empowerment is influenced by the awareness of expandability of social power. The main idea in this claim is the possibility of experiencing power change and not just thinking about it or simply being aware of power. Finally, whenever the term empowerment of women traders is used in the field of development, it most specifically signifies the process through which those women significantly acquire the ability to make strategic choices in their lives. For instance, having access to control over resources, accessing timely and relevant information and any other support given by diverse agencies.

2.3.Global interventions in Women Empowerment

In the 21st century, the critical agents of development are viewing the empowerment of both individuals and communities as the foundation of socioeconomic development. Indeed, women's empowerment is now a top agenda globally (Krushid, 2015). The international

development stakeholders; therefore, have committed themselves to generating adequate networks and crucial resources, which marginalized individuals can employ for their empowerment. In particular, the global community is critical to such groups such as women traders whose role in socio-economic development is critical in both their communities and national development, especially amongst the developing countries.

According to Bubinic & Furst-Nichols (2014), empowerment of women traders has taken a new dimension. Traditionally, it was about enhancing their skills, services and access to capital and facilities. Recently, however, there has been a radical paradigm shift for the emphasis is now on access to critical information, which is relevant and timely. Khurshid (2015) adds that women traders who are seen as more successful micro-entrepreneurs have been able to move up quicker because of accessing and using adequate and relevant information. Thus, to change the situation of women traders who are viewed as poor, their empowerment comes from enabling them to access critical information instead of wasting time on making service delivery more intensive.

Without empowerment, women traders will not go far because of the issues that they face. For instance, Burshra & Wajiha (2014) point out that,

> The women's circumstances … as to the cultural and social values, traditions, poverty, religious grounds, illiteracy, public awareness, high fertility rate all contribute to the powerlessness of women in underdeveloped economies. Women's powerlessness shatters self-confidence and self-esteem. In rural areas … the women are mostly isolated, fragmented and are unable to discuss and share their wishes, concerns and problems.

Women's situation; therefore, is helpless without intervention since they lack self-esteem, self-confidence due to impeding circumstances such as illiteracy, rigid cultural practices and above all, information gap, which Bubinic & Furst-Nichols (2014) refer to as lack of public awareness. Women are not to be blamed because of the delimiting circumstances that they find themselves in. It is their powerlessness in the face of bad religious beliefs and patriarchy. Women's economic empowerment is understood as their ability to successfully advance economically by enhancing their incomes and by having the power and control to make important economic decisions. These gains are what the international or global community seek to enhance among the women (Xavier et al., 2017).

2.4.The Government of Kenya and Empowerment of Women Traders

Women traders play a critical role in the Kenyan economy. If anything, they are seen as being the backbone of rural economies. For instance, they are the majority in agriculture and in the informal sector. By embarking on the empowerment of women traders, the Government of Kenya (GoK) seeks to increase their capacity, motivation and enhancement of their satisfactory performance in business (Abdullah & Quayes, 2016).

2.5.Role of NGOs in Women's Empowerment

Since the adoption of CEDAW in 1979, the Beijing +20 platform for action in 1995 and the execution of Millennium Development Goal (MDG) Three; that is, Promote Gender Equality and Empower Women (UNDP,2017), governments, international development institutions and businesses worldwide are recognizing women's economic empowerment as a necessary tool for human progress, thriving economies and business success (BSR, 2017). Various groups; therefore, have undertaken numerous initiatives since then in order to empower women and promote gender equality in order to bridge the global gender gap in the workplace, economic ecosystem and within the community [Societe General, 2017).

Hence, an assumption would be that gender equality has been achieved, that women and girls finally have equal opportunities and they are integrated in society. This, however, is not the case. Challenges towards achieving gender equality, particularly in the rural areas worldwide, still abound, particularly in the enactment of national laws and policies. Various groups have documented these. For instance, UNDP (2017). In this, NGOs have come in like an answered prayer.

According to Narumugai & Kumar (2017), women empowerment can be achieved by providing adequate facilities for education, political support, effective legislation systems and job creation for women. In India, Narumugai & Kumar (2017) explained, NGOs were concerned with rural development after independence. Today, alongside Self-Help Groups (SHG), their concern is the uplifting of women. These have improved their socioeconomic development through basic schooling, vocational training, training for self-employment, legal aid, security and self-awareness programmes.

> 'Empowering the women in these aspects is necessary for converting the idle society into self-sustainable society. It enables sustainable rural and urban development in India…p.1'.

Farooq & Waseer (2017) explained that in Pakistan, whereby women comprise almost more than half the population and provide about 70% of the rural workforce in the agriculture sector while about 3/4 work in the informal sector in urban areas, NGOs challenged forced marriages, sexual harassment, sexual and gender based violence and cruel cultural practices like karo-kari (honour killing),. In addition, they supported women as per the Distress and Detention fund act and helped them access relief, rehabilitation, justice and legal rights.

In Africa, Julia (1995) cited the case of the Zimbabwe Women Finance Trust (ZWFT), a micro credit NGO, which seeks to increase women's opportunities by giving them access to and participation in economic processes and, thereby, larger social structures. It; therefore, supports women entrepreneurs financially, emotionally and academically. Julia explained,

> 'Women's poverty, partly due to their lack of economic self-sufficiency, has been recognised as one of the impediments in the empowerment of women in Africa. Strengthening and supporting women's capacity and self-reliance of could lead to socioeconomic development. The opportunity for advancement of economic power can facilitate and result in empowerment and a sense of self-worth brought about by economic self-sufficiency and self-reliance. By helping improve the socioeconomic circumstances and self-reliance of women, NGOs such as ZWFT are simultaneously strengthening African society whereby investments in women's micro-enterprises provide the essential resources that women need to improve their productivity and capacity for self-reliance.'

Despite their seemly noble deeds, NGOs face challenges, especially in areas whereby the governments are reluctant to assist due to an entwining of culture and religion.

> "In Pakistan, the government relies on NGOs to execute laws and rules regarding women's rights. Women are deprived of their rights, which are guaranteed Islam and the Constitution, due to some cultural, economic, social and political causes and rights. Rural dwelling women fare worse than their urban counterparts.'

Hence, NGOs need all the support that they can get from all stakeholders in order to achieve gender equality. For example, governments could focus more on educating and empowering underdeveloped and vulnerable women, especially in the rural areas. In addition, they could introduce strict punishment for criminal acts perpetuated by cultural practices self-made laws. Further, the NGOs could start aggressive campaigns on the media on issues of interest in order to create public awareness.

2.6.The Effectiveness of Information on Empowering Women Traders

According to Auta (2014), women traders in the Micro, Small and Medium Enterprises (MSMEs) in particular are crucial to stimulating positive economic activity globally; namely: job creation, poverty alleviation and uplifting the living standards of relevant entrepreneurs.

Their empowerment; therefore, is vital in enhancing efficiency and productivity in the sector. Empowerment signifies a process of assisting individuals to take control over circumstances, affairs and processes affecting their lives.

Mulwa (2004, p. 76) adds, "…empowerment is the process of enabling people to gain strength, confidence and vision to work for individual and collective positive changes." Hence, an empowered individual or community enhances values such as self-power, self-reliance, self-respect, self-strength, inclination to own choice, life of dignity, better control and notably, capability in pursuing one's rights, independent living, making and applying own decisions and freedom from needless control by others.

The World Bank (2014) tabulated four integral elements in empowerment; that is, access to relevant and timely information, inclusion and participation to the process of social change, accountability to others and enhancement of local organizational capacity. Access to timely and relevant information could enable women traders to make informed decisions, become independent and self-reliant and increase strength to control their businesses. Women tend to be information poor. That makes radio in particular relevant in filling the information gap among women traders living in rural areas (Auta, 2014).

There is global consensus that women's empowerment is vital for their full participation in the economic sector; therefore, other areas. Globally, women meet challenges that weaken their performance in all sectors. The world is increasingly recognizing women's participation in SMEs as an essential economic empowerment opportunity. For countries and communities to develop women socioeconomically, empowerment is essential. Women's contribution to the economy is over 50% of all newly created jobs in most developing countries. Ideally, small businesses need little capital. Thus, these are ideal for the majority as a way of poverty reduction since women living in rural areas are often poor (World Bank 2014; Auta, 2014).

In the last four decades, a common economic and political expression touts SMEs as a sure route and opportunity to save the vulnerable and disadvantaged. The core argument has been that the vital resources for starting a business is first, personal determination, which anyone can choose to set in motion and access capital. Various scholars have introduced different ways of realising women's empowerment. For example, in Bangladesh, they base it on self-sufficiency pursuit in development. In India, the trend has ideally been helping them to access credit (Balan, 2012). In Kenya, women entrepreneurs, particularly in the rural areas, have not

attained their full potential due to complex issues. Thus, increasing research has addressed the matter, for instance, Auta (2014).

It is obvious from such studies that countries that ignore women's empowerment continue to lose in economic growth; therefore, Socioeconomic and sustainable development remain elusive. Women's empowerment is the best way to achieve gender equality. By stressing it; therefore, Kenya will likely meet her economic growth targets at any rate. A study by Auta (2014) addressing this concluded that the GoK recognises that women traders lag in SMEs; therefore, have weaker and slower growing businesses than their male colleagues due to lack of equal footing in areas such as access to opportunities, relevant and timely information, assets, credit and literacy. Achieving gender equity is fundamentally moral and an economic imperative for sustainable development.

Hence, the call to close the gender gap is integral in countries' pursuit of a more sustainable and inclusive economic growth (World Bank, 2014). Radio in particular has been critical to the empowerment of women engaged in small businesses in rural areas (Ray, 2009; Auta, 2014). In fact, the rise of vernacular radio stations presented an excellent channels and ideal platform for educating rural citizens lacking options such as computers and internet and TV connectivity unlike the urban dwellers. Thus, collectively (Bandelli, 2014; Wanaswa, 2015; Auta 2014) concluded that vernacular radio presents itself as the best means for small-scale women traders in rural areas to address lack of access to knowledge and skills, low and ineffective productivity, poor participation in decision-making and exclusion, manipulation, discrimination and exploitation by stakeholders.

In the rural areas, radio has a special place; it is available in almost all households, as it is affordable. It is also one of the most trusted information Channels. Vernacular radio stations in particular provide a distinct opportunity and means of empowering small-scale rural women traders. This confirms Musubika (2008) that information is only useful if senders can use a familiar yet accessible, affordable and proper medium, which prompts feedback. Accessing information is a game changer. Mwambobia (2012) added,

> Information is power. Informed citizens are better equipped to take advantage of opportunities, access services, exercise their rights, effectively negotiate and hold state and non-state actors accountable. Without relevant and timely information presented in simple formats, it is impossible for poor people to take effective action.

Clearly, businesses will change if citizens can access timely, relevant information, more so in their languages and cultural contexts. In addition, informed citizens could access services, pursue their rights, effectively negotiate with sellers or buyers and take appropriate actions and advantage of opportunities (Anyango, 2015; Bandelli; 2011; Balan 2012).

2.7.Empirical studies on the Empowerment of Women Fish Traders

Lwenya, et al. (2014) conducted a study on gender participation in fisheries management of L. Victoria, Kenya. They relied on both survey data and secondary Channels of data in order to study the challenges of small-scale women fish traders. The researchers noted that factors such as lack of access to finances due to bureaucracy of formal financial organisations, information, ownership of social assets, as well as poor execution of government policy and socialization adversely affected their participation and performance in fishery management, contribution to the national economy and empowerment.

Arguably, men did better; they did not undergo the same demeaning factors. Lwenya, et al. (2014) noted a strong link between education and development and decried the child labour in Kenya's fishery sector, as boys and girls leave school early with boys looking at the economic gains and girls marrying early. Hence, the study recommended educating and empowering women and girls in order to help them realise their potential in the fisheries sector. Further, that spouses, communities and micro finance organizations accept women as contributors to the economy and support them in order to alleviate poverty. Lwenya et al. (2014) duly informed this study.

The researcher agreed with their methodology, theories and findings, which offered insight and observations that are related and relevant to situations found in most of SSA since Kenya could clearly do better if the findings of Anyango (2015) in her study on empowerment of women traders in the MSMEs are anything to go by. Anyango (2015) argued that useful tools such as the Ministry of Gender, Women Enterprise Fund, Youth Enterprise Fund and Uwezo Fund oversee the growth and development of existing and potential women traders but, ignore those in rural areas. This asserts KNBS (2015) that among all social groups, women in rural areas have the lowest income, levels of literacy and life expectancy.

In the second study, Kizito et al., (2017) investigated the ventures within the fisheries value chain in which men and women in Nairobi City County, Kenya participated. Their findings indicated that activities entailed in high-end value chain required control of multiple physical

labour and financial input to own boats, nets and human resources. In addition, risks were involved; therefore, not preferable among women actors.

The researchers concluded that their findings implied control of key potential value chains was associated to patriarchal structures, which placed women within the private segments whereby gender division of labour was the determinant of the activities and roles allocation within fisheries value chain. Kizito et al., (2017) concluded that in order to reduce the gender gaps and innovation in new ICTs in the sector, the GoK has provided institutions, market access and trainings in business and money management with stakeholders for women to boost their performance.

In the final study, Nathenson et al. (2017) assessed the effects of health and economic opportunities among women fish traders along L. Victoria in Kisumu County in Kenya, whereby fishing is the main economic activity. The researchers stated that girls were prone to HIV/AIDS due to the sex for fish trade (jaboya), which they explained, was rife in the fishing communities worldwide. In Africa, they selected Nigeria, Uganda, the Democratic Republic of Congo (DRC), Malawi, Zambia and Kenya. The study was useful, as it provided insights on a local project that enabled local women fish traders to get fish without engaging in sex. This will reduce gender inequity, which is strongly linked to HIV/AIDS; therefore, poverty, as it affects individuals, families and communities physically, mentally and behaviourally.

2.8.Kenya's Fish Sector

The fish trade is a unique sub-sector with actors and trends that affect its production and the national economy. It is a foreign exchange earner and backs food security, rural development and household incomes. The sector, which is in the Fisheries Department for the provision of technical and policy guidelines under the Ministry of Agriculture, Livestock and Fisheries, comprises small-scale, subsistence, bait and recreational fishing. KNBS (2015) noted that the sector directly hires 80,000 fish farmers and 2 million anglers from the coastal and riparian communities. It supports 2.3 million livelihoods in fish processing and trade.

KNBS (2015) explained that bait fishing is a new informal fast-growing sector. Anglers sell fingerlings and tiny fish for KSh.3 to KSh. 10 to Nile Perch and Tilapia anglers in Uganda though Kenya provides a big and ready market. Recreational fishing attracts 1.6 million Tourists annually to the Malindi and Lamu Ports while small-scale anglers market and sell their fish but, the subsistence anglers gift fish to loved ones. Kenya's fish sector started in

early 1980s with the launch of the Nile Perch export-processing factory. Nile Perch makes 90% of fish exports.

The demand for Kenyan Tilapia and Nile Perch has grown globally. This earned Kenya KSh. 2.5 billion in 2015 from 6290 metric tonnes of fish and fishery products exports such as fillet, gutted headless whole fish and fish maws. For instance, the Netherlands took 79.2%; Israel and the United Arab Emirates shared the rest. The European Union, USA, China and Japan mainly consume caviar. FAO has partnered with governments worldwide to create national nutrition agendas to encourage healthy eating, with fish being the preferred protein choice. For instance, the GoK launched the 2014-2017 National Nutritional Action Plan. The GoK projects that the demand for fish will grow with the recognition of the Economic Blueprint, Vision 2030, on the contributions of the fisheries sector towards changing Kenya into an industrialising middle-income nation.

Previously, communities from and near the coastal and riparian lands ate fish. Today, however, people have changed their attitudes and shunned cultural beliefs that prevented them from eating fish. In some areas, Kizito et al. (2017) noted, the GoK helped communities create fishponds and gave free fingerlings. It also launched the Tuna Fisheries Department and Management Strategy 2013-2018 for effective governance of the marine fisheries sector and a higher stake in the global USD 4 million tuna industry. Tanzanian anglers are a threat to Kenya's marine fishing industry in the rainy seasons owing to lack of proper monitoring systems.

Further, the GoK started the Blue Growth Initiative (BGI) with FAO for USD 1 million to help select areas along the Coast develop more productive, sustainable and socioeconomic responsible fisheries and aquaculture. In their market study of the aquaculture market, Kenya Market-led Aquaculture Programme (KMAP) (2016) found that the fisheries value chain has recognised links between the actors. It is a closed unit; the traders' associations involve families. They; therefore, limit and control entry to the fish markets.

2.9.Theoretical Framework

Various theories of communication have examined the effects of empowerment at a personal level. Some individuals have higher degree of being impacted (effects) than others. The link between people and the media that they prefer depends on their values, traits, attitudes and personality. This influences their effectiveness. The nature of this study required the use of theories that were concerned with change. Hence, it used the Diffusion of Innovation theory

with focus on an idea: empowerment. Early adopters represented women fish traders that heard of ideas such as fishponds early then actively sought information about these on their preferred channels of information in order to improve their lives and livelihoods. Late adopters represented those that did not seek information due to scepticism or fear.

2.9.1. Diffusion of Innovations

The Diffusion of Innovations theory originated by Rogers (1962) posits that for diffusion to be real, people must see an idea as new and adopt it. Rogers argued that an idea or innovation gains momentum and diffuses in a specific population over time via certain communication channels. Endorsing an idea to a target population; therefore, calls for understanding their characteristics to aid the adoption process. Researchers have found that there are five adopter characteristics: innovators, early adopters, early and late majority and laggards. They exhibit different characteristics.

Rogers explained that Innovators are risk takers, creators and like new ideas. They always want to be the first to try an innovation and need no convincing. Early adopters are opinion leaders, embrace prospects for change and comfortably adopt new ideas without convincing, as they are aware of the need to change. How-to manuals and operation fact sheets, however, appeal to them. Early majority are not influential. They, however, adopt new ideas before an average person due to proof that an innovation works. Late majority are sceptical of change. They rely on bulk trials and the testimonies of other users.

Laggards are conservative and sceptical of change. They succumb to fear appeals, pressure from people in the other adopter groups and statistics. According to Sterling (2008), society forms knowledge, which occurs in a physical and psychological context. Hence, having a channel of information that enables individual women to determine the outcomes of their lives through a core, common content enables change.

2.9.2. Empowerment Theory

According to Ledwith (2005), ‘Empowerment is not an alternative solution to redistributing unequally divided resources.’ It is more than providing the resources for an individual to help oneself out of poverty. It is the act of providing the necessary tools to shape the whole person and promote a critical way of thinking and consciousness.

This theory can be applied to development work by going to a community and waiting for an invitation from the members. The idea of "treading lightly" is to work alongside individuals and not possess an overarching power. Action should be taken through advocating for change

on an individual and community, and at the policy level. Empowerment can be attained through joint efforts and state of consciousness that promotes and encourages change. The empowerment theory also informed this study among women fish traders in a rural area. Instead of wielding power over them, the theory promoted a collective voice in their environment in which they have less power but, have the potential to change their lives, livelihoods and interactions.

2.10. Channels of Information and Women's Empowerment

According to Myers (2008), the world has witnessed rapid technological developments since the 1950s. In his unpublished thesis, Gichugu (2013) stated that the technologies have created Information and Communication Technologies (ICTs) and their growth has benefitted various sectors of the global economy in real time. For instance, research and communication. Today, the world is a village; people communicate with others in far places via Instant Messaging (I.M), Voice over Internet Protocol (VoIP) and video conferencing. ICTs are like Information Technology (IT) but, aid the creation, storage, management and distribution of and access to information electronically. In addition, ICTs focus on communication technologies such as mobile phones, Internet and wireless networks but, cover communication media and software such as radio, TV and satellites, among others (Gichugu, 2013).

To achieve effective development among individuals, communities and groups, development communication is needed. Okigbo (1995) defined development communication as the study and use of communication strategies to inform and influence individuals, communities and groups to make better choices for their development and empowerment. It is a process linking creation, information diffusion and exchange, decision-making and execution or use of two-way communication systems, which are based on media and technologies for easier access to information, knowledge acquisition and attitude towards development actions, which lead to detecting, defining and diagnosing problems and creative solution finding through elaborate and sometimes, regular feedback.

Feedback is important; it enables the sender to gauge whether the intended receivers got the intended message and/or its effect(s) on them. To achieve his purpose; therefore, a sender must carefully create his message and select a suitable channels to transmit it. Musubika (2008) pointed out that communication is only effective if end users can access information through their preferred media. Bourgault (1995) explained that in 1960s, UNESCO embarked on an ambitious plan to back national and rural development in developing countries in Latin

America, Asia and Africa. The plan, which UNESCO based on the Modernisation Theory, failed, however, due to poor conceptualisation, execution, reception and handover.

2.10.1. Channels of Information

2.10.1.1. Internet

Vivian (2009) defined the Internet as a new medium that is an extension of other forms of media and communication rather than a separation from these. It refers to a web of connected devices by which one can communicate to others via chats and videoconferences, among others. It hosts various informative and entertaining video and audio clips. Users can screenshot their favourite items, download their favourite shows and watch programmes. The Internet emerged after World War Two as an initiative of the US Army, which had sought to secure its integrity by assisting information exchange. Internet use began in 1966 with the Advanced Research Projects Agency (ARPA) project for the military and citizens.

In 1972, Tomilson wrote the first basic email programmes. In 1981, International Business Machines (IBM) launched its first personal computer. Postel, Mockapetris & Patridge created the Domain Name System (DNS), which led to domain names such as. org and .com. In 1990, Tim Berners-Lee created the World Wide Web (www). In 1993, Andreessen created Mosaic, the first web browser. 5 million users went online globally. In 2000, fibre optics replaced copper wires for fixed wireless high-speed Internet technology. In 2004, Zuckerberg founded Facebook. You Tube and Twitter were launched in 2005 and 2006, respectively. In 2007, search engine Google passed Microsoft as the world's most valuable brand. In 2011, Google+ was launched.

Unlike other technologies, the Internet quickly took root in Africa after its launch. All the commercial restrictions were lifted in 1992. Shortly thereafter, the first engine was developed and computers linked to the Internet exponentially grew. Telkom Kenya introduced Internet in Kenya in 1994 albeit under slow dial-up connections. Today, Internet penetration has increased due to privatisation of the Internet with fibre optics. Kenyans can access the Internet on their mobile phones and handheld devices. Mumo (2018) found that mobile telephony drives the adoption of social media tools in Africa and Kenyans rank first among the Twitter users since blogging and social networking are popular activities. Social media sites also allow users to share pictures, videos and micro-videos.

According to ITU (2017), 71% of youth between 15 and 24 years use the Internet compared to 48% of the global population. 35% of the young internet users live in developing countries compared with 13% in developed countries and 23% globally. Only 15% of households in the developed countries have home Internet. Many people; therefore, access the Internet at work, schools and universities or other external shared public connections. Notably, the proportion of male Internet users is higher than the proportion of females in two-thirds of countries worldwide. There is a strong link between gender parity in the enrollment ratio in tertiary education and Internet use. Mobile-broadband subscriptions have grown more than 20% annually in the last five years and were expected to reach 4.3 billion globally by end 2017.

Despite the high growth rates in the developing countries, there are twice as many mobile-broadband subscriptions per 100 inhabitants and four times as many in developed countries. Mumo (2018) found that in its report on Measuring the Information Society, the ITU (2017) estimated that 26 per cent of Kenyans were online in 2016. She noted similar findings by the World Bank and Research ICT Africa, a South Africa based body, with reports by the GSM Association, a world trade body for the telecommunication sector, that at least 52 per cent of Kenyans were using mobile Internet in quarter four of 2016. The Communications Authority of Kenya (CA), however, released unreliable figures.

> "The CA uses a formula that assumes that 100 people share every fibre subscription neither does it verify nor update its figures. Further, it does not factor multiple SIM card ownership or even tethering devices in one household."

2.10.1.2. Television (TV)

The TV sector in SSA tends to be an elite and urban phenomenon (Bourgault, 1995). Most African nations have TV but, poor transmission due to (ITU, 2015) the high costs of set-up, maintenance at the organisational level, poorly developed or no infrastructure, including for electricity at the national level and at a personal level, high purchase and operational costs. In addition, Africa's TV sector also heavily relies on foreign influence due to the great costs of creating content and sourcing talent. TV in Africa began in pre-independent Nigeria in 1959 then was introduced to the expatriate communities in pre-independent Kenya, Zimbabwe and Zambia in that order.

2.10.1.3. Radio

Despite the rapid technological developments that have threatened the existence of radio, radio has evolved and always reasserted itself in society (Myers, 2008). According to Vivian

(2009), radio's status emerged and exponentially grew during the World War Two following a shortage of newsprint paper then in the 1950s with a tax relief incentive for wealthy people. In the 1960s, youth popularised radio with the emergence of the portable FM transistor. In the 1990s, FM radio resurfaced after the ITU deregulated the airwaves and the radio sector grew. Radio's journey begun in Germany (1887) then grew during the Industrial Revolution with inventions by various European scientists.

Today, about 44,000 radio stations owned foreign governments, development partners, faith organisations, individuals and NGOs exist globally due to favourable investment regulations, low capital, maintenance costs and little rivalry from other ICTs and mass media. Myers (2008) added that content is more, as broadcasting has changed from a vertical to horizontal platform. Broadcasters classify radio as FM and AM, which is the oldest. The AM/FM radio commands 80% of the audio market, as it appeals to decision-makers, families and adults. The CA (2015) categorises radio as international, private, community and public. The ITU (2015) added pirate and satellite radio.

Bourgault (1995) explained that radio in Africa started with expatriates and settlers in South Africa started radio broadcasting. The rural sector in Africa, however, was ignored until governments began transmitting from the cities through repeater stations for closer scrutiny and control. In 1960, Africa had only 252 transmitters in spite of competition from the TV sector. Today, the ITU (2015) revealed, all Africa is under radio coverage, particularly with the AfriSpace satellite belonging to WorldSpace Radio. Few countries, however, can transmit radio programmes in vernaculars since majority of their listeners cannot understand these, for example, Burundi (Kirundi), Rwanda (Kinyarwanda) and The Gambia (Wolof). Arabic easily services Somalia, Mauritania and The Sudan. Tanzanians benefit from Kiswahili, a major African lingua franca, and Swaziland, Siswati.

Nevertheless, radio is too important a tool for Africa to ignore. It broadcasts information, entertainment and news. Development experts have touted it as driving their development. In addition, it hires staff, particularly the youth, and indirectly employs suppliers. It; therefore, generates tax and contributes to the GDP. According to Snowball (2016), Kenya's 2012 tax revenue was over USD $274 million. Hence, investment in the sector is and has been significant in facilitating its growth. Synovate (2012) found that in Kenya, the vernacular radio sector controls the media landscape since it linguistically links diverse rural and urban audiences. In addition, it offers listeners a peek into their communities. Kenya's vernacular

radio sector actually keeps evolving due to amendments to the 2012 Communications Act and Okoth (2015) available and vast resources.

Thus, the sector could enable stakeholders to tackle poverty and gender inequality in rural areas. Previously, Okoth (2015) explained, the Kenya Broadcasting Corporation (KBC) ran two-hour segments of vernacular radio programmes twice daily in the main languages. This confirmed Okigbo & Eribo (2004) that the mainstream media in Africa benefit only elite and urban audiences due to broadcasting programmes in their official and national languages.

2.10.1.4. Groups

According to DeVito (2012), human communication helps us understand the way that people communicate. Communication is entwined in our daily lives and is central in everyone's life. It helps us maintain relationships, work effectively and live healthy lives. DeVito (2012) defined communication as intrapersonal or interpersonal, which happens between two people. Group communication refers to exchanging mass messages with other people. In communication, a small group comprises between three to seven people with a common goal, purpose and features. They regularly interact, engage and identify with each other or at pre-determined times and places. A large group comprises 7 to 12 people. Joining a group is a voluntary but, the allure is often that it gives one an identity or sense of belonging.

2.10.2. Awareness of Information Channels for Women's Empowerment

In an unpublished thesis, Gichugu (2014) defined information as facts and opinions brought together through a process to add some meaning. It drives communication among individuals, organisations and groups in society today. Information can be conceptualised as something that affects behaviour in pursuing a certain outcome. It focuses on and includes the processes that motivate a person's attitude, beliefs and perceptions over time. This is important, as it is directed towards the future.

Collectively, Yalala (2015), Kamal (2005) and Sterling (2008) found that women are aware of channels of information such as TV, computers, groups, radio and newspapers. In fact, Sterling (2008, p. 25) cited an empirical study conducted by the United States Agency for International Development (USAID) in rural areas in four SSA countries, which found that 90% of the women had access to working radios. In their empirical studies among small-scale women traders and farmers in rural Nigeria, Malawi and Kenya, (Edegoh et al, 2013; Kituyi-Kwake & Adigun, 2008; Manyozo, 2013) and Somulu, 2015) separately observed that they not only knew about but, had access to radio, mobile phones, Internet and TV.

2.10.3. Preferred Channels of Information for Women Traders' Empowerment

According to the findings of Katz Marketing (2012), radio use varies among socioeconomic backgrounds and diffuses with education. Edegoh et al (2013) explained that this use has two patterns: primarily ritualised and instrumental. Primarily ritualised usage is habitual and passive; therefore, for diversion during chores. Instrumental use is purposeful, as one seeks practical information from radio via media content for application. In an empirical study in Los Angeles, USA, Hispanic women used vernacular radio to learn about their rights. Most were immigrants; therefore, could not hear, write and speak English.

In their empirical studies done in rural South Africa (Osunkule, 2008) and Uganda (Musubika (2008), the mass adoption and use of computers and Internet by women traders was low. In Uganda, women could not access free information and training on ICTs use, and affordable relevant services from the NGO-built information centres, as these were far and located in the town centre due to the developed infrastructure. The women; therefore, preferred saving their money for households instead of spending it on transport. In his unpublished thesis, Odek (2015) pointed out that women tend to spend their incomes on adequate food, fruits and children's health, education, and related items such as books and uniforms.

Jointly, McKay (2009) and Somulu (2013) found that in Ghana and Nigeria, respectively, the women traders combined mobile phones and radio in their businesses. Business programmes in their vernaculars provided information on markets and prices of commodities while mobile phones directly linked them to suppliers. This enabled them to negotiate prices and get better deals. Thus, it reduced their costs of travel and use of intermediaries. Somulu (2013) added that women form the larger population in Nigeria. Thus, they were the majority audience and users of information from the business radio programmes, which targeted only men. This asserts UNESCO (2015) that AM/FM radio commands 80% of the global audio market, as it appeals to decision-makers, families and adults. World Bank (2015) found that mobile phone use exponentially increased among the rural poor in the world's developing areas since 2010. Radio came second therein.

Gichugu (2015) added that most systems are complex and users are not technical; therefore, they want simple interfaces that do not need proactive support. In addition, not all systems easily connect due to variance in standards, features and qualities; therefore, may need extra configuration while connecting to unlike systems. Further, Gichugu (2015) explained, some systems make the women self-conscious, especially the elderly and new users; therefore, they

shy from using these. Finally, well-designed systems need infrastructural development; therefore, furniture or equipment with money that they could use to expand their businesses. Hence, the women prefer using channels of information such as radio, which are simpler to use and portable. This implies that women traders across all the sectors need more awareness campaigns on the importance of digital technologies and training for capacity building.

Mahamane et al. (2014) and Mogambi & Ochola (2015) separately endorsed vernacular radio for women's empowerment. In rural India, Yalala (2015) and Afghanistan, Kamal (2005) jointly found, women use vernacular radio for cultural and faith improvement, entertainment and more importantly, their socioeconomic development and empowerment. They lacked formal education and did not understand the uniform languages of broadcast due to variance in meanings compared to their vernaculars. In addition, most of the women had never left their villages. Hence, they relied on the vernacular radio stations to factor the effects of the national and global events on them, as well as to recreate experiences and places.

In Kenya, the situation is no different, for instance, Sterling (2008). As such, Synovate (2012) proposed the creation of strategies for poverty alleviation and gender inequality in rural areas through the vernacular radio sector, as it controls Kenya's media landscape. Kituyi-Kwake & Adigun (2008) found that all the women in their study listened to vernacular radio in their workplaces and radio listening clubs. They included it in businesses to boost their income and communicate with loved ones during greeting programmes. Okoth (2015) stated that mobile phones are integral in broadcasts, as vernacular radio stations rely on it for quick feedback and revenue generation through the ascribed numbers from local mobile service providers.

Relying on vernacular radio and the possible incomes that access to information brings affects entrepreneurship, business expansion and transaction costs. Women traders estimate demand, learn about new markets, get advice on operating and start-up costs from specialists and access information on important services such as micro-finance, credit and agriculture extension. Literature reviewed showed that women traders conducting informal businesses in rural areas seek information from radio on finance management and bookkeeping, pricing, licensing, marketing, planning, stocking, supplies and purchasing, saving and markets. These enable them to boost their sales and incomes and reap big profits. Others learn that with more profits, they could save their earnings then re-invest or invest these in old or new sectors.

2.10.4. Effects of Women Traders Using their Preferred Channels of Information

Various scholars documented the effects of information Channels on women's empowerment in their empirical studies well, particularly on vernacular radio. Research from the literature reviewed showed that women traders from rural areas in developing countries aggressively sought information from panellists on child health and nutrition, as well as civic matters. They preferred talk shows, as these are informative and interactive. Their feedback formed the basis of future discussions. Hossain & Islam (2012) women's information needs on personal, social, domestic, professional, health and religious care should concern everyone since these determine women's quality of life and professional or social output at home or the world generally.

As shown by McKay (2009) increased listenership determined productivity in rural Ghana. This influences profits and a convergence of effects that generally determine the status of households. The study continued to note that if by any means this listenership leads to information use, profits rise due to demand, which translates to better standards of living for all, especially children. Further, increased access to information and empowerment improved the bargaining power and knowledge of markets of small-scale women traders. This boosted their incomes, economic opportunities and access to information.

In addition, it provided job opportunities and reduced wastage, information gaps and the costs and time for doing business. This stopped abuse by mediators, as traders with mobile phones directly dealt with suppliers and negotiated prices. Some communities elected vocal women traders that regularly participated in radio discussions as local leaders. A notion existed that they were experts, as their feedback spurred action from national leaders and local NGOs. Further, some women moved their families to areas with better housing, clean water, security, sanitation and access to important services such as medical, learning and financial facilities.

According to Somulu (2015) in Nigeria, radio linked rural small-scale women traders the national power company. A woman repeatedly called the local radio station to decry insecurity in the market after dark and a transformer was erected. It enabled women traders to transact business until late. Profits increased and jobs were created, as women expanded or started businesses. In other cases, radio stations increased the duration and frequency of their health broadcasts, as women demanded better programming, broadcasting schedules, guests and presenters with whom they could relate.

Manyozo (2013) stated that vernacular radio enabled informal women traders in Malawi to create self-help groups, MSMEs and projects on environment protection, soil management, tree planting and water irrigation, as well as two community radio stations from savings made from extra profits. This increased girls' school enrolment. Before, girls stayed home during the harvest seasons to chase monkeys invading farms. In addition, interaction between service providers and communities grew. For instance, the National Park culled the monkeys and offered the women long-term firewood licenses, which reduced trips to the Park office and enabled women to focus on issues in the home. Further, the women started microfinance activities and openly discussed taboo topics such as sex, reproductive health and HIV/AIDS. They later became a model for the neighbouring communities. Similar observations were recorded in other parts of Africa.

Chemwaina (2008) found that in Rift Valley in Kenya, the women traders that learnt to use the mobile phone in business increased their profits by seeking exchange rates, foreign markets, trending products and their likely costs on the Internet. They also formed groups and worked with relevant authorities with the help of local leaders and NGOs. Further, the women learnt about and joined trade unions in order to protect their businesses. Others formed networks then used these to inspire the formation of policies on issues affecting them. For instance, county and municipal council guards were banned from some markets to prevent harassment of licensed female traders.

Sterling (2008) found that in Eastern Kenya, women traders heading their households formed and joined self-help groups. In addition, they pooled and saved resources, educated and fed their children on nutritional and adequate food thereby reducing medical costs, and build family houses one homestead at a time. Further, they helped reduce Violence Against Women (VAW) in their community and revived farming using radio, as agricultural extension officers had stopped home visits due to communities' belief that witchcraft instead of climate change had led to the severe drought.

Mogambi & Ochola (2015) pointed out that in the Samburu pastoralist community, informal women traders started a community radio with savings from profits. They openly used it to discuss various aspects of their culture such as early marriages, FGM and beading. These led to more girls enrolling in schools and the creation of local policies on these issues, which became national laws. The radio station also created jobs in pre-production, production and post-production for school leavers. Kituyi-Kwake & Adigun (2008), in Northern Kenya, information from vernacular business radio programmes improved the women's welfare, business methods and living standards, which led to personal satisfaction.

2.11. Summary

Women in rural areas are increasingly starting small businesses in order to improve their living standards and back the family income. Most of them, however, lack business skills and cannot properly manage the businesses nor adopt the technologies that would give them high profits. Hence, they need empowerment. Giving them access to the channels of information that they like using would enable them to improve their productivity and self-reliance. The information that they get from these channels of information would enable them to become efficient and realise their full potential, as they would know the resources and opportunities available to them.

CHAPTER THREE

3.0. RESEARCH METHODOLOGY

3.1.Introduction

This chapter outlines the process and methodologies that the researcher used in collecting the information. The chapter describes the research design, the process of arriving at the target population, the representative sample and the sampling procedures. The researcher presents and explains the research tool, data collection process and analysis procedures. Finally, the chapter presents the main logistical issues and ethical considerations, which guided the study.

3.2. Research design

This study used the descriptive survey design, as it gives an accurate profile of any situation (Cooper & Schindler, 2008). It is the best for data collection and is useful in this study, as it establishes and reports how things are. It also looks at people's attitudes, behaviours, views and beliefs. Mugenda & Mugenda (2012) noted that survey design answers the why, how and when of a phenomenon under study without manipulating its variables. Thus, it was used in getting quantitative information on the status of women fish traders in Bondo Sub County and the effects of their use of information from the preferred channels of information for empowerment, as well as to survey their socioeconomic status. Survey design helped in getting information regarding the preferred channels of information for empowerment among women fish traders in Siaya County in an economical manner.

3.3. Location of the Study

According to the Siaya CIDP (2013), Bondo Sub County covers an area of 593Km^2. It has 6 wards and is the second biggest after Alego-Usonga Sub County. The temperatures vary and humidity is high partly due to human activities. Lake Victoria, the world's third largest fresh water lake, forms part of its water surface area. Bondo Sub County is approximately an hour's drive from the Kisumu International Airport. It borders Alego, Rarieda and Gem Sub counties. It has an elected Member of Parliament (MP), a fully-fledged town council and was declared a town in line with the 2011 Urban Areas City Act.

According to the 2009 population census (KNBS, 2015) Bondo Sub County had a population of 157,522. 76,468 were men compared to 81,054 women. Women have longer life expectancy at 43.6 years compared to men at 38.3 years. Bondo Sub County is divided into six wards, namely: Central Sakwa, East Sakwa, North Sakwa, West Sakwa, East Yimbo and West Yimbo. Table 3.1 shows the political wards, population and population densities.

Table 3.1: Administrative wards, population and population densities

Sub County	**Constituency**	**No. of Wards**	**Area (Km^2)**	**Population**	**Density**
AlegoUsonga	Alego Usonga	6	605.8	187,243	309.1
Rarieda	Rarieda	5	403.4	134,558	333.6
Bondo	Bondo	6	593	157,522	265.6
Gem	Gem	6	405	160,675	396.7
Ugenya	Ugenya	4	322.3	113,848	353.2
Ugunja	Ugunja	3	200.9	88,458	440.0
Total	**-**	**30**	**2530.4**	**842,304**	**2098.2**

Source: Siaya CIDP (2013)

Kothari (2007) pointed out that the best location for research is one in which a researcher is interested and can easily access and mingle with the respondents. Thus, the researcher chose the location due to its accessibility and familiarity.

The study location was Bondo Sub County in Siaya County. It has nuclear settlements along the big fish landing beaches such as Usenge, Uhanya, among others along L. Victoria, which supplies over 70% of locally consumed fish and fish products. Kenyans' demand for- and subsequent decline of- freshwater fish in spite of the GoK's attempts to control the sector and introduce farmed fish via the Fish Farming and Enterprise Productivity Programme (FFEPP), which initiated the Fish Economic Stimulus Programme from 2009, elicited the interest in the study location.

3.4. Target Population

Mugenda & Mugenda (2012) defined target population as an entire group of people, events or objectives with identifiable features; that is, common and similar features. Together, Punch (2005) and Cresswell (2012) added that target population is the population of interest to a researcher. The population of interest in particular were 6 wards in Bondo Sub County whereby the fish trade is conducted.

Table 3.2. Electoral Wards in Bondo Sub-County

Bondo Sub-County	**County wards**
	West Yimbo
	Central Sakwa
	South Sakwa
	West Sakwa
	North Sakwa
	Yimbo East

Source: Siaya County Integrated Development Plan (2013)

Nyamonye Market in Yimbo East Ward in Bondo Sub-County recorded 20 women fish traders daily. Usenge Market in Yimbo West Ward in Bondo Sub County had 46 registered women fish traders daily. The researcher set a four-part questionnaire and translated it to Luo with the help of a research assistant. The duo did a pilot study in Siaya Market in Siaya Sub County on five people on a market day. A research assistant read out the questions to the respondents then the researcher wrote their answers. The respondents understood the questions. Thus, the researcher did not edit the questionnaire.

3.3 Sampling techniques and sample size

3.3.1. Sampling Techniques

A good research should have a formulated procedure of selecting the subject or cases, which should be include in the sample. Hence, the importance of a sampling frame, which forms the unit of observation in the study (Mugenda & Mugenda, 2012). For the purpose of this study,

simple random sampling was used according to Mugenda & Mugenda (2012) whereby papers were picked at random. Out of the six wards; therefore, two were identified by use of lists handwritten by a research assistant. Respondents were identified through purposive sampling.

3.3.2. Sample Size

Different scholars variedly defined sample. Oso & Onen (2009) defined sample as part of the target population. Mugenda & Mugenda (2012) added that it is a sub-group obtained from the accessible study population. As per the practice and procedures of scientific research, the application of statistical procedures and considerations should determine the sample size for any study. Thus, probability allows the researchers to choose and include elements in the sample. Further, all the elements have equal chances of being chosen (Punch, 2005). Each element has the same characteristics that a representative sample will effectively represent the big group from which it was selected thereby allowing good generation of the larger population Punch (2005) cited Cooper & Schindler (2006). For this study, the researcher sampled the entire population available; that is, 64 respondents, as it was manageable.

3.3.2. Sampling Procedure

A sampling frame existed in the Siaya CIDP (2013) indicating the number of wards in Siaya County. The study; therefore, adopted probability sampling technique. Mugenda & Mugenda (2012) argued that it is safe to select a sample that is 30% of the target population. A research assistant determined 30% of 6 wards, which was 2, then picked one through simple random sampling. Another research assistant repeated the selection process on 30% of the remaining wards via simple random sampling. The research assistants determined the starting points by allotting numbers on pieces of paper and drawing one from each pile.

3.4.Research Instruments

The study used a uniform questionnaire to collect the primary data from the respondents and collected the secondary data from varied literature. The researcher designed the questionnaire for this study based on the objectives of this study then the researcher translated it to the local language, Luo, with help of a research assistant. According to Kothari (2008), a questionnaire is the best way to draw out personal responses on people's opinions, beliefs, attitudes and values. The questionnaire for this study used both open-ended and closed-ended questions in order to enable the researcher to collect as much information as possible. The questionnaires were researcher-administered, with the research assistant reading out the questions to the respondents and the researcher writing the respondents' answers. The questionnaires were

used, as these are simpler, save time and enable the respondents to freely express themselves. This helps the researcher to gather both quantitative and qualitative data.

3.5.Validity and Reliability

3.5.1. Reliability

In this study, reliability was ensured through a piloted questionnaire, which was subjected on a sample of 5 respondents, who were not included in the study. The sampled respondents were women fish traders selected from a market in Siaya Sub County. The pre-test was done by Spearman Brown Prophesy (Spearman, 1972). From the findings, the coefficient was approximately 0.7089, which is closer to 1. This made the instrument reliable.

3.5.2. Validity

According to Punch (2005), validity is concerned with the degree to which a test is able to measure whatever it was supposed to assess. Mugenda & Mugenda (2012) stated that in order to enhance validity of a questionnaire, data should be collected from reliable Channels and the language used should be kept simple in order to avoid ambiguity and misunderstanding.

The validity of the data collected for this study was made by collecting data from the relevant Channels; that is, women fish traders, having obtained written consent to collect the data through letters from the University and National Commission for Science, Technology and Innovation (NACOSTI). NACOSTI permitted the study to be done in Bondo Sub County and wrote a letter in that effect to the Commissioner for Siaya County, which wrote the State Department for Early Learning and of Basic Education in the Ministry of Education to accord the researcher assistance during the data collection. The validity of the instrument was also established by the experienced supervisors following their perusal and subsequent approval.

3.6.Data analysis and Interpretations

From the field, the raw data was cleaned, organized and tabulated according to the research objectives. The researcher transcribed and categorized the quantitative data then analysed it using descriptive statistics. All the data was analysed in the form of means, percentages, frequencies and standard deviations using MS Excel (2010). The presentation of data was in the form of percentages and frequency tables.

3.7.Ethical Considerations

In conducting research, ethical consideration is not optional. Indeed, it remains integral to the entire process (Mugenda & Mugenda, 2012). Ethical consideration deals with people's conduct. It particularly offers the norms that help to determine acceptable or right behaviours.

According to Bryman & Ben (2007), there are specific examples of ethical principles for use by researchers. These include giving a participant all the information so that one can make an informed decision, as well as guaranteeing one's privacy, informing one that participation to the research is voluntary and that one may pull out at any stage if he/she so decides. Further, the researcher must obtain the full consent of the participants, as well as observe the highest level of confidentiality, avoid any form of bias, apply absolute honesty and transparency and acknowledge other people's work. Enhanced ethical consideration makes the consumers of the research or the public in general fully confident while using the research. No study worth its salt; therefore, should ignore or compromise the ethical consideration bit.

Hence, the researcher adhered to all ethical standards with regard to conduct, design, data analysis and dissemination throughout this study. The researcher informed all the respondents about the objectives of the research and sought their verbal consent before their participation, including taking their photographs. In addition, the participants were informed that the study was voluntary and that their names, identity card and telephone numbers, as well as those of their loved ones, were not needed. Further, the researcher respected the participants and excused those that wished to discontinue the interview. Ethical standards during writing were also upheld.

3.8.Summary

This chapter showed overall presentation of the overall approach taken in the study, including a description of the population, sample and sampling procedure. In addition, the researcher described the research procedures, showed the data collection methods and instruments used and in which area, the validity and reliability of the study. Finally, it included the data analysis methods and ethical considerations.

CHAPTER FOUR

4.0.DATA ANALYSIS, PRESENTATION, INTERPRETATION AND DISCUSSIONS

4.1.Introduction

This chapter presents and analyses data as it was obtained from the study of women fish traders in Bondo Sub County in order to achieve the stated objectives.

4.2.Response Rate

The researcher filled and analysed 64 questionnaires out of an expected 66 respondents. This gave a 96.97% response rate, which yielded reliable results for statistical analysis. Mugenda & Mugenda (2012) argued that for generalisation, a 50% response rate is sufficient for data analysis and reporting while 60% is good. 70% and over is superb. Hence, the analysis and presentation of data was based on the 64 respondents.

Table 4.1: Response Rate of Respondents

Response	**Frequency**	**Per cent (%)**
Responded	64	96.97
Did not respond	2	3.03
Total	**66**	**100**

Source: Author, 2018

4.3.General information

The respondents provided basic information about their ages, marital status, education level, duration in the trade. Their responses yielded the following results.

4.3.1. Age

Participants' responses on their ages yielded the following results as shown below.

Table 4.2: Response according to Age

Age (Years)	**Frequency**	**Per cent (%)**
18 – 35	27	42.18
36 and above	37	57.82
Total	**64**	**100**

Source: Author, 2018

According to Table 4.2, the respondents sampled ranged from 18 to over 36 years. 36 year olds and above were the majority (57.82%). The least respondents, constituting only 42.18%, were between 18 and 35 years. This implies an ability to make decisions that will benefit the individual, family and community.

4.3.2. Marital Status

The study coded the respondents' marital status as married, single/separated and widowed then analysed these to establish their distribution and presented these as shown.

Table 4.3 Response according to Marital Status

Marital status	**Frequency**	**Per cent (%)**
Single/Separated	5	7.82
Married	37	57.81
Widowed	22	34.37
Total	**64**	**100**

Source: Author, 2018

According to Table 4.3, the married women fish traders led the study population at 57.81%. The least respondents (7.82%) were the single/separated. Only 34.37% were widows. In this study, married women fish traders imply that the household resources are strained possibly due to reasonable number of dependants. Hence, there is need to increase the family income.

4.3.3. Education

To discover the respondents' education levels, the researcher grouped them as shown below.

Table 4.4 Response according to Education Level

Level	**Frequency**	**Per cent (%)**
None	3	4.68
Primary	49	76.57
Secondary	12	18.75
Total	**64**	**100**

Source: Author, 2018

Table 4.4 shows that 76.57% of the respondents sampled attended primary school, which Kenya views as basic education. Only 18.75% of the respondents had secondary education.

4.68% of the respondents sampled lacked formal education. This lowers their economic potential, as they cannot improve their access to information and new technologies.

4.3.4. Head of the Household

This study accessed the heads of the households as shown below.

Table 4.5 Response according to Household Heads

Heads	**Frequency**	**Per cent (%)**
Yes	34	53.13
No	30	46.87
Total	**64**	**100**

Source: Author, 2018

According to the findings of Table 4.5, 53.13% of the respondents were the heads of their households partly due to various reasons, which left them single, as opposed to only 46.87%. This included the widows.

4.3.5. Duration as Fish Trader

The study sought the duration that women fish traders in Bondo Sub County had worked.

Table 4.6 Response according to Duration as Fish Trader

Years	**Frequency**	**Per cent (%)**
Less than one	8	12.5
1-5	12	18.75
6-10	16	25.00
11 and above	28	43.75
Total	**64**	**100**

Source: Author, 2018

Table 4.6 shows that 43.75% of the respondents sampled have been fish traders over 11 years followed by 25.76% at six to ten years. 19.70% respondents have worked between one and five years. The study also showed that the least respondents (12.12%) were still new in the business, as they had only worked as fish traders for less than a year.

4.3.6. Opinion About the Fish Trade

The study sought the views of the women fish traders in Bondo Sub County about the fish trade regardless of beliefs and culture. The next table summarises the findings.

Table 4.7 Response according to Opinion about the Fish Trade

Opinion	**Frequency**	**Per cent (%)**
Good	57	89.07
Bad	5	7.80
So-So	2	3.13
Total	**64**	**100**

Source: Author, 2018

According to Table 4.7, 89.07% of the respondents find the fish trade good compared to only 7.80% that find it bad. The least respondents (3.13%) were resigned; they noted that they were assured of not going hungry or being stuck in debt, as they ate the leftovers daily and kept some money aside for emergencies, particularly for their children's school affairs.

4.4.Awareness about Channels of Information

The study sought if women fish traders in Bondo Sub County were aware of any channels of information that they could use for their empowerment through information exchange and knowledge sharing, networking and participating, accessing essential services and processes, capacity building and reducing vulnerabilities.

4.4.1. Awareness about channels of Information

The study asked women fish traders in Bondo Sub County to list channels of information.

Table 4.8 Response according to Awareness

Channels of Information	**Frequency**	**Per cent (%)**
Internet	3	4.68
Radio	49	76.56
TV	10	15.63
Support groups	2	3.13
Total	**64**	**100**

Source: Author, 2018

Table 4.8 shows that all the women knew various channels of information. Most of them listed radio (76.56%) with the majority naming Ramogi FM, a local vernacular radio station. Those that listed the TV followed at 15.63%. The least (3.13%) uncertainly named support groups due to the informal nature. Internet users (4.68%) said that Internet was for entertainment.

4.4.2. Channels of Information Used

The study asked women fish traders in Bondo Sub County to list the channels of information that they used.

Table 4.9 Response according to Use of Channels of Information

Channels of Information	**Frequency**	**Per cent (%)**
Internet	3	4.68
Radio	49	76.56
TV	10	15.63
Groups	2	3.13
Total	**64**	**100**

Source: Author, 2018

Table 4.9 shows that all the women fish traders used the channels of information that they had listed in Table 4.8. Majority (76.56%) admitted that they habitually used radio. Next were the TV users (15.63); they divulged that they watched a vernacular station at 4 p.m. and 9 p.m. for the news. The least (3.13%) used their support groups. Internet users (4.68%) disclosed that they used the Internet.

4.4.3. Frequency of Using Preferred Channels of Information

The study sought how often women fish traders in Bondo Sub County used their preferred channels of information. Table 4.10 summarises the findings.

Table 4.10 Response according to Frequency of Using Preferred Channels of Information

Use	**Frequency**	**Per cent (%)**
Daily	50	78.13
Weekly	4	6.25
Occasionally	10	15.62
Total	**64**	**100**

Source: Author, 2018

Table 4.10 depicts that the least the respondents (6.25%) occasionally used their preferred channels of information due to lack of time. 15.62% used their preferred channels of information weekly. Most respondents (78.13%), however, used the preferred channels of information daily in order to be primarily aware of the national and global events so that they could understand the effects of these on them.

4.5.Preferred Channels of Information

The study sought the channels of information that women fish traders preferred to use for their empowerment and their reasons. The results are depicted as shown below.

4.5.1. Preferred Channels of Information

Table 4.11 Response according to Preferred Channels of Information

Channels of Information	**Frequency**	**Per cent (%)**
Internet	3	4.68
Radio	49	76.56
TV	10	15.63
Support groups	2	3.13
Total	**64**	**100**

Source: Author, 2018

Table 4.11 shows that all the women fish traders used the channels of information for various reasons. Majority (76.56%) admitted that they preferred radio, as one could listen to it for distraction and in their vernacular languages. One respondent disclosed that she left her radio on at home throughout and used a portable radio at the workplace for any breaking news. Another respondent disclosed that she had saved money and bought an FM-enabled mobile phone specifically for the workplace to avoid conflict with colleagues and boredom if not handling customers.

Next were the TV users (15.63%); they divulged that they watched the news on a vernacular station at 4 p.m. and 9 p.m. They listened to the radio the rest of the time, as it enabled them to focus on chores without necessarily being there. The least (3.13%) used support groups to seek and verify information, as they did not trust other channels. The Internet users (4.68%) disclosed that they used their Internet-enabled mobile phones at the workplace for distraction and avoiding conflict with colleagues.

4.5.2. Information Sought

The study sought the type of information that the women fish traders in Bondo Sub County seek from their preferred channels of information for their empowerment. The resulting table summarises the findings.

Table 4.12 Response according to Information Sought

Information	**Frequency**	**Per cent (%)**
Sports	1	1.56
Religious & Cultural	5	7.81
Music	2	3.14
Talk shows	1	1.56
News	22	34.38
News & Business	10	15.62
Weather	1	1.56
All	10	15.62
Business	12	18.75
Total	**64**	**100**

Source: Author, 2018

According to Table 4.12, majority of the women fish traders (34.38%) used their preferred channels of information to get news about the days' events. Next (18.75%), sought information from business programmes with the aim of learning the best ways of increasing their profits. Business and news went together (15.62%); some of the women argued that the two were interlinked. The least (1.56%) only sought weather reports daily to assess the outcome of her business. Another respondent (1.56%) disclosed that she liked talk shows due to their lively and topical debates. 15.62% sought varied information in order to be conversant in all areas. 3.14% of the women were only interested in the latest music and news about musicians; they were young. 7.81% of the women sought religious and cultural information for spiritual uplifting and cultural preservation.

4.5.3. Preferred Language of Access

The next table shows the language that women fish traders in Bondo Sub County liked to use in order to access information for empowerment on their preferred channels of information.

Table 4.13 Response according to Preferred Language for Accessing Information

Preferred language	**Frequency**	**Per cent (%)**
English	2	3.13
Kiswahili	3	4.68
Vernacular	50	78.12
All	1	1.57
Don't know	8	12.5
Total	**64**	**100**

Source: Author, 2018

Table 4.13 shows that majority of the women fish traders in Bondo Sub County (78.12%) preferred to seek information in vernacular. They explained that due to their level of literacy and socialisation, their vernacular was simpler to understand. They were followed by seekers of information in Kiswahili (4.68%) and the least (3.13%) in English, as these languages need higher literacy to understand. Only one respondent explained that she sought information in the vernacular to avert possible conflict with colleagues and neighbours though she was fluent in English and Kiswahili.

4.6.Effects of Using Information from Preferred Channels of Information

The study sought to find out whether using their preferred channels of Information had affected the lives of the women fish traders in Bondo Sub County. Relevant information is significant for better decision-making and effective poverty reduction.

4.6.1. Use of Information from Preferred Channels of Information

The study sought whether women fish traders in Bondo Sub County had used information that they received in any area of their life. The next table displays the findings.

Table 4.14 Response according to Use of Information

Opinion	**Frequency**	**Per cent (%)**
Yes	37	57.82
No	27	42.18
Total	**64**	**100**

Source: Author, 2018

Table 4.14 shows that 57.82% of the respondents sampled used the information that they received from their preferred channels of information compared to 42.18% that did not, who cited the following reasons: never thought of it, to avoid disappointment, disappointed before, lacked resources, had no reason and content with the status quo. On the other hand, those that used the information had done so to either improve or manage their livelihoods and lives.

4.6.2. Benefitting from Using the Information

The study sought whether women fish traders in Bondo Sub County had benefitted from using the information from the preferred channels of information. The findings are as shown.

Table 4.15 Response according to Opinion about Benefitting from Using Information

Opinion	**Frequency**	**Per cent (%)**
Yes	37	100
No	0	0
Total	**37**	**100**

Source: Author, 2018

According to Table 4.15, 100% of the women had benefitted from using information that they had received based on content from their preferred channels of information. They had applied the information to various aspects of their lives.

4.6.3. Benefits Derived After Using the Information

The study sought the benefits that the women fish traders in Bondo Sub County derived after using information from the preferred channels of information as shown below.

Table 4.16 Response according to Derived Benefits

Development Level	**Benefit Derived**	**Frequency**	**Per cent (%)**
Economic	Buying livestock, chicken, land & household items; building house; Joining self-help group	29	78.78
Political	Performing civic duties; Respecting law and order	2	5.41
Social	Financial literacy; Educating others; Changing Social Beliefs	6	16.21
Total	-	**37**	**100**

Source: Author, 2018

Table 4.16 shows that after using their preferred channels of information for empowerment, most of the women (78.78%) reaped economic benefits. Only one respondent disclosed that her income enabled them to jointly buy land and upgrade from a mud grass-thatched hut to a tin roof semi-permanent house. Another respondent divulged that she bought a cow. The third confessed that she bought a big drum to store clean drinking water. The fourth disclosed that she bought a kerosene stove that cooks fast. The final respondent confessed that she bought kitchen utensils. The rest bought plots of land then moved with the families to avoid the pressure for family land. Only one respondent admitted to moving with her children to a nice area with a good school.

16.21% socially benefitted from the trade. Only one respondent explained that she got an ID and opened a bank account. This enabled her to get a loan and enrol her son in university in Nairobi. Only one respondent noted that she had boosted her business literacy due to regularly attending seminars and workshops. Only one respondent said that she started the fish trade after listening to invited businesswomen on the radio. This led to financial freedom and self-control in the use of money and time. The rest educated their children, siblings and relatives. One respondent narrated that she used savings to join and regularly pay a self-help group. This enables her to take quarterly loans to finish educating her daughter in university in Nairobi in the hopes of retiring upon her graduation.

The least (5.41%) politically benefitted. The respondent with the new ID listed as a voter and voted in a by-election and the general elections (2017). Another respondent applies for the crucial business permits to avoid arrest. The researcher observed that most respondents in that group were elderly women fish traders that were in business between ten and twenty years.

4.6.4. Information Gaps

The study sought the type of information that the women fish traders in Bondo Sub County would like more of for their empowerment. The resulting table summarises the findings.

Table 4.17 Response according to Opinion about Information Gaps

Information desired	**Frequency**	**Per cent**
Access to markets	13	20.31
Access to Credit & Financial Services	7	10.94
Access to Proper Storage	33	51.57
Finance Management & Savings/ Increasing profits	4	6.24
Not sure	7	10.94
Total	**64**	**100**

Source: Author, 2018

Table 4.17 shows that majority of the women fish traders (51.57%) lacked information on the proper methods of storing leftover raw fish, particularly during the rainy seasons. This forces them to eat the leftover, give it away and sell it at cost after deep-frying for preservation. For those that fry their fish, they often sell it to customers at cost or loss in order to recoup their capital. Most locals believe that fried fish is not tasty. They were followed by 20.31% of the women lacked information on accessing local and foreign markets for more gains. Most of them directly buy fish from anglers then sell to mediators, who transport or sell the fish to big scale fish traders in Kisumu.

10.74% of the women fish traders lamented the lack of access to credit and financial services, as it hindered them from expanding their business or venturing into other sectors. Majority; therefore, felt that they were stuck, as quitting the fish trade meant lower household incomes. Another 10.74% admitted that they were content with the information that they received whenever, wherever and however. They had never given thought to information that they may need to improve their livelihoods and individual or families' lives but, vowed to be attentive in future. The least (6.24%) divulged that they lacked skills in business and financial management; therefore, could not save money or increase their profits. Hence, they needed information to learn ways of doing both in order to avoid careless spending.

CHAPTER FIVE

5.0. SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

This chapter provides a summary and synthesis of the findings of the study based on data that the researcher quantitatively and qualitatively gathered then analysed. It also offers suitable recommendations that offer areas for further research based on the conclusions of this study.

5.2. Summary of the Findings

This section presents a summary of the findings.

5.2.1. Awareness about Channels of Information

From the study, it was revealed that all the women fish traders (100%) were aware of some channels of information. In determining the extent of their awareness about these channels, the majority (76.56%) mentioned the radio. Only 3.13%, the minority, listed support groups. This implies that the women fish traders have benefitted from measures that the GoK has put in place through legislation to ensure that information service providers offer quality services.

5.2.2. Preferred Channels of Information

This study established that of all the channels of information that the women were aware of and had access to, the majority (76.56%) preferred using the radio as a channel of information. This means that radio is still a trusted channel of information among many regardless of their education level. In addition, it is affordable for many, particularly in the rural areas; therefore, quite accessible. Further, radio enables the women to do other jobs without requiring them to be physically present in a particular room or place. Only 3.13%, the minority, preferred getting information from people in the groups that they were involved in. This implies that in spite of the GoK's efforts to put in place adequate measures for dissemination information to empower women traders, a number still rely on informal channels of information since they trust word of mouth. Hence, the government should strengthen its networks at the grassroots level.

5.2.3. Effects of Using Information from Preferred Channels of Information

The study revealed a positive and significant relationship between the preferred channels of information to decision-making processes and empowerment. This indicates that using their preferred channels of information significantly contributed to the socioeconomic development and well-being of women fish traders in Bondo Sub County. The study found that by pursuing accurate, relevant and timely information on their preferred channels of

information, then using that information, the women fish traders were able to improve their incomes, which was essential in enabling them to set goals, implement their ideas and realise their goals. These led to better living standards for the women and their families and indirectly benefitted their communities.

5.3. Conclusions

Based on the above findings of this study, which were drawn from the responses of the women fish traders, the study concludes that:

First, all of the women were aware about the channels of information, which they listed. In addition, they mentioned which ones they used and the frequency of using these channels of information. This contributed to their knowledge of the actions that they needed to take and the actions that they took after getting the information and knowledge that was shared.

Second, most of the women fish traders had channels of information that they preferred using for various reasons. Radio emerged the preferred channel of information among most of the women, who admitted that they preferred the radio due its accessibility, affordability and portability. Hence, they could listen to it at any time of the day at home or the workplace on their FM-enabled mobile phones. Those without working radio sets, however, disclosed that they listened to their neighbours' radio sets by simply opening their doors during the day or night.

TV owners and Internet users divulged that they listened to the radio for alternative information and breaking news upon waking up and in the mid-morning over house chores. They pointed out that they mostly watched the TV at 4 p.m. and 9 p.m. on weekdays majorly for the news, as they had the time. The Internet users admitted that went online while at the workplace in between tending to their clients and customers.

Finally, that some of the women fish traders in Bondo Sub County that were aware of the channels of information aggressively sought and used information that they accessed from the TV, Radio, Internet and groups. Those women benefitted from the content, which was seemingly timely, detailed, accurate and useful. Hence, a positive and significant relationship existed between the preferred Channels of information and using information that the preferred Channels of information broadcast.

5.4. Recommendations

From the findings and conclusion of this study, the following recommendations are made:

First, radio is a powerful communication tool. The findings of this study show that it can be used for further empowerment of women fish traders, especially using the vernaculars and vernacular radio. Participatory communication techniques; therefore, can back these efforts to directly communicate with the women fish traders.

Secondly, the GoK should improve its public service information, broadcasting and research networks with the aim of empowering women fish traders.

Finally, policymakers could introduce legislation to encourage streamlined licensing and subsidies for the FM and TV stations and internet.

5.5. Recommendations for Further Study

This study focused on investigating the preferred channels of information for empowerment among women fish traders in Bondo Sub County in Siaya County. A further study should be conducted to determine the broadcast schedules and preferences of women fish traders regarding a mix of information and education in the format. Another study could be carried out to determine the strategies that men adopt in using their preferred channels of information for their empowerment.

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APPENDIX A: SAMPLE QUESTIONNAIRE

Section A: INTRODUCTION

Good day! My name is Maureen Adhiambo. I am a student at the St. Paul's University in Nairobi. I am currently researching the Channels of information that women fish traders use for their empowerment. The purpose of this questionnaire is to collect data, which will be used only for school purposes. Participating in this study is free, voluntary and does not need your name, ID and telephone numbers or those of your loved ones. You can quit or ask questions for clarity at any point during the interview. This study will not pay you or give you gifts for your information or time.

Section B: BIO-DATA

1. Age: (a) Less than 18 years [ ] (b) 18-35 years [ ] (c) 36 years and above [ ]
2. Are you the head of the household? (a) Yes [ ] (b) No [ ]
3. Marital status? (a) Married [ ] (b) Single/Separated/Divorced [ ] (c) Widowed [ ]
4. Education? (a) None [ ] (b) Primary [ ] (c) Secondary [ ] (d) Tertiary [ ]
5. How long have you been a fish trader? ……
6. What is your opinion about the fish trade regardless of belief and culture? ……

Section C: Awareness Of Channels Of Information

7. List the Channels of information that you know. ……
8. Which of the Channels of information do you use? ……
9. How often do you use these Channels of information? …….

Section D: Preferred Information Channels

10. Which of the Channels of information do you prefer using? ……
11. Explain your reasons for the above. ……...
12. What information do you seek from your preferred Channels of information? …….
13. Explain your reasons for the above. ……...
14. What language do you like to use when accessing your preferred Channels of information? ……

15. Explain your reasons for the above. ……...

Section E: Effects Of Using Information From Preferred Information Channels

16. Have you ever used any of the information that you seek in any area of your life? …….
17. Explain reasons for your answer above. ……
18. Have you benefitted from using this information in any way? ……
19. If yes, what benefits have you derived? ……
20. What information would you like to have more of from your preferred Channels of information to improve your life? …….

Thank you for your time!

APPENDIX B: NACOSTI AUTHORISATION LETTER

NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone:+254-20-2213471,
2241349,3310571,2219420
Fax:+254-20-318245,318249
Email: dg@nacosti.go.ke
Website : www.nacosti.go.ke
When replying please quote

NACOSTI, Upper Kabete
Off Waiyaki Way
P.O. Box 30623-00100
NAIROBI-KENYA

Ref: No. **NACOSTI/P/18/62441/22006**

Date: **28th March, 2018**

Maureen Adhiambo Obilo
St. Pauls University
P.O. Private Bag - 00217
LIMURU.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on ***"Role of vernacular radio in improving the livelihoods of Small-Scale Rural Women Traders,"*** I am pleased to inform you that you have been authorized to undertake research in **Siaya County** for the period ending **28th March, 2019.**

You are advised to report to **the County Commissioner and the County Director of Education, Siaya County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

DR. M.K. RUGUTT, PhD, OGW
DIRECTOR GENERAL

Copy to:

The County Commissioner
Siaya County.

The County Director of Education
Siaya County.

National Commission for Science, Technology and Innovation is ISO9001:2008 Certified

APPENDIX C: NACOSTI RESEARCH PERMIT

CONDITIONS

1. The License is valid for the proposed research, research site specified period.
2. Both the Licence and any rights thereunder are non-transferable.
3. Upon request of the Commission, the Licensee shall submit a progress report.
4. The Licensee shall report to the County Director of Education and County Governor in the area of research before commencement of the research.
5. Excavation, filming and collection of specimens are subject to further permissions from relevant Government agencies.
6. This Licence does not give authority to transfer research materials.
7. The Licensee shall submit two (2) hard copies and upload a soft copy of their final report.
8. The Commission reserves the right to modify the conditions of this Licence including its cancellation without prior notice.

REPUBLIC OF KENYA

National Commission for Science, Technology and Innovation

RESEARCH CLEARANCE PERMIT

Serial No.A 18101

CONDITIONS: see back page

THIS IS TO CERTIFY THAT:
MISS. MAUREEN ADHIAMBO OBILO
of ST. PAULS UNIVERSITY, 0-504 Nairobi,has been permitted to conduct research in *Siaya County*

on the topic: *ROLE OF VERNACULAR RADIO IN IMPROVING THE LIVELIHOODS OF SMALL-SCALE RURAL WOMEN TRADERS*

for the period ending:
28th March,2019

Permit No : NACOSTI/P/18/62441/22006
Date Of Issue : 28th March,2018
Fee Recieved :Ksh 1000



.....
Applicant's Signature

.....
Director General
National Commission for Science, Technology & Innovation

APPENDIX D: MINISTRY OF EDUCATION AUTHORISATION LETTER

REPUBLIC OF KENYA

MINISTRY OF EDUCATION

State Department for Early Learning and of Basic Education

COUNTY DIRECTOR OF EDUCATION
SIAYA COUNTY
P.O. BOX 564
SIAYA

E-mail:cdesiaya2016@gmail.com

When replying please quote
SCA./URA/10 VOL.I/45

Tuesday, April 10, 2018

TO WHOM IT MAY CONCERN

RESEARCH AUTHORIZATION: MAUREEN ADHIAMBO OBILO

The above named has been mandated to carry out research in Siaya County vide an authorization letter from National Commission for Science and Technology and Innovation Ref. No. NACOSTI/P/18/62441/22006 dated 28th March, 2019.

The research title is "***Role of vernacular radio in improving the livelihoods of Small- Scale Rural Women Traders,"***

Please accord her the necessary assistance she may require.

MASIBO J. KITUYI
COUNTY DIRECTOR OF EDUCATION
SIAYA COUNTY

c.c.
Maureen Adhiambo Obilo
St. Paul's University
P.O. Private Bag-00217
LIMURU.

APPENDIX E: ST. PAUL'S UNIVERSITY RECOMMENDATION LETTER

ST. PAUL'S UNIVERSITY

Private Bag 00217 LIMURU, KENYA
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BOARD OF POSTGRADUATE STUDIES

28th February 2018

National Commission for Science and Technology,
P.O. BOX 30623-00100,
Nairobi.

Dear Sir/Madam,

Re: Recommendation for Maureen Adhiambo to conduct a Masters of Development Studies (MDS) research.

This letter confirms the above named person is a second (final) year student of the MDS Programme at St. Paul's University.

The final year consists of a major research work leading to a dissertation comprising 20,000 words. The student's selected topic is *'Role of vernacular radio in improving small- scale rural women traders' socioeconomic development'.*

The research will take place from February 2018 to April 2018.

Kindly grant the student the required permit.

Yours Faithfully,

Dr. Sammy Githuku
Director, Postgraduate Studies