

CHAPTER 1

INTRODUCTION AND BACKGROUND

1.0 Introduction

Like any story, life has a beginning and an end. The beginning is normally announced with much joy and fanfare. The end leaves emptiness and fills one with sadness. The end also brings with it many problems, not the least of which is the winding up of the estate of a dear deceased. What does one do, and how does one do it? Where does one begin?

The easiest way out is to leave the administration of the estate to an attorney, a bank, a trusted company or an insurance company. But usually this is not the case especially here in Zambia. Most of the estates are administered by a trusted member of the family. Most of the time this family member is not even appointed as administrator legally and they have other vested interest other than rightfully administering the estate among the beneficiaries.

The Administrator General/Official Receiver is a department under the Ministry of Justice established by the Administrator General's Act Cap 58 of the Laws of Zambia to provide efficient, fair and expedition's machinery for the administration of estates of deceased persons in Zambia.

Therefore, this research was an investigation of the communication strategies of the Administrator General's (AGs) office in the dissemination of information on the functions of the department. It looked at the general public's source of information on the functions of the department and which communication channel they consider to be the most appropriate for disseminating of information.

The first chapter provides general information about Zambia in the geographical, economic and demographic perspective. It also gives a historical background of succession in Zambia and descriptive information of the AG's office to which the researcher was attached.

1.1 Background information on Zambia

1.1.1 Geographical location

Zambia is a landlocked country in Southern Africa. It is located between latitudes 8 degrees and 18 degrees South and longitudes 22 degrees and 34 degrees East and covers a total area of 752,612 square kilometers (Zambia Basic Education Atlas, 1994:21). The country is boarded by the Democratic Republic of Congo to the North, Tanzania to the North-East, Malawi to the East, Mozambique, Zimbabwe, Botswana and Namibia to the South and Angola to the West.

1.1.2 Administration

Zambia is administratively divided into ten provinces namely: Central, Copperbelt, Eastern, Luapula, Lusaka, Muchinga, Northern, North Western, Southern and Western provinces. At the time of the 2010 census, Zambia had 74 districts, 150 constituencies and 1,430 wards. Lusaka is the capital city of Zambia and seat of the government.

1.1.3 Economy

Zambia's economy is primary driven by Mining, Agriculture, Construction, Transport and Communication sector. In 2010 the real GDP growth was 7.6 percent, the highest level recorded since 1972 (CSO: National Account Statistics, 2010). Between 2000 and 2010 the annual inflation rate declined from 30.1 percent to 7.9 percent (CSO: Prices Statistics, 2010).

In the agriculture sector, a bumper harvest of 2.8million metric tones was recorded in maize production in the 2009/2010 agriculture season (Ministry of Finance and National Planning, Annual Economic Report, 2010). Favourable weather conditions experienced during the

2009/2010 season and improved agriculture policy environment significantly contributed to the economic growth.

With regard to the mining sector, growth was recorded for both Copper and Cobalt production. Copper production by major mining companies reached all-time high 767,008 metric tonnes in 2010, with additional production from small scale mines raising total production to 852,565 metric tonnes (Ministry of Finance and National Planning, Annual Economic Report, 2010). The growth in the mining sector reflects the significant investment that have taken place since 2000 which have enabled the mining companies to expand their output and take advantage of the rising international commodity prices.

1.1.4 Population

The population of Zambia as captured during the 2010 Census of Population and Housing was 13, 092,666. Of the 13,092,666 total populations, 60.5 percent (7,919,216) were in rural areas and 39.5 percent (5,173,450) were in urban areas. The percentage of the urban population increased from 34.7 percent in 2000 to 39.5 percent in 2010, consolidating Zambia's position as one of the highly urbanized countries in Sub-Saharan Africa (2010 Census of Population and Housing – Population Summary report: 5).

Zambia is one of the fastest growing populations in Sub-Saharan Africa. The Zambian population grew at a rate of 2.8 percent per annum during the intercensal period 2000-2010. This is an increase over the annual rate of population growth of 2.4percent per annum recorded during the period 1990-2000 (ibid: 3).

1.1.5 General mortality

The Crude Death Rate (CDR) gives a general indication of the levels of mortality in a population or group. The CDR for Zambia was 13.1 deaths per 1000 population, 14.3 deaths per 1000 and 12.0 deaths per 1000 for males and females respectively. Overall, males had higher mortality than females in both rural and urban areas. The CDR was higher in rural areas, 13.6 deaths per 1000 than in urban areas, 12.5 deaths per 1000 population (2010 Census of Population and Housing – Analytical Report: 56).

There is a high mortality among males in Zambia, especially in early childhood and after the age of 30 as compared to females (ibid: 57). This means that, if there are more males dying after the age of 30, there will be an increase in the number of widows in the country thus leading to estates not being administered in the right way and conversely leading to an increase in property grabbing.

1.2 Historical background of succession in Zambia

Zambia's seventy three tribes are either matrilineal or patrilineal. Thus succession took two forms depending on which way a tribe organized itself (IJM: 2004). In most of the patrilineal systems children normally inherited from their parents on the latter's demise. Usually, the eldest or the most dominant male, took over the father's estate making the decisions as to the disposal of any part of the estate (ibid). In matrilineal tribes, however, usually nephews inherited from their maternal uncle. The surviving spouse and the children of the family became subject to the "rule" of this new "father" (op cit).

These systems aimed to provide for the continuance of the family. The inheritor made decisions that always took into consideration the welfare of the family. When the man died, custom and traditions considered the wife incapable of running the affairs of the family; thus the perceived need to appoint this father figure. Conversely, when a married woman died no

real inheritance procedure operated. In such instances, only her relatives took the intimate, personal items of the woman. Further, when the widower desired, and if practicable, he could remarry from among the female relatives of the deceased (IJM: 2004).

Essentially, in either mode of succession, the inheriting party functioned as the *de facto* head of the deceased's household, becoming "father" to the remaining children, possessing and managing the deceased's estate, and providing for the surviving spouse. This arrangement appeared to work well as long as good relations remained between the parties. In spite of the system's obvious flaws, the inheriting party did all within their power to ensure the proper care of the widow and her children, within the bounds of whatever resources the inheriting party had at their disposal (ibid).

1.3 Administrator General's office

The Administrator General is an office created under an Act of Parliament Chapter 58 of the Laws of Zambia. The department falls under Ministry of Justice and it is a corporation sole, meaning it sues and can be sued.

The department under the Bankruptcy Act has been given the powers of the Official Receiver and assumes the name of Administrator General and Official Receiver. The department comprises of two sections, that is that of Administrator-General which deals with administration of deceased estates for both who die intestate (having left no will) and testate (having left a will). The department also administers estates in bankruptcy and estates of mentally challenged persons under the mental disorder Act Cap 305 of the Laws of Zambia. The 2nd Section of Official Receiver deals with receivership of companies and supervision of Liquidators under the companies Act, Cap 388 of the Laws of Zambia.

The Administrator General and official Receiver are located on the 2nd floor, New Kent Building, along Haille Selassie Avenue, Lusaka and on the 2nd Floor of Compensation House,

down town in Ndola, Livingstone office Akapelwa Road. The Lusaka Office, which is the main office, caters for Lusaka, Central and Eastern provinces while the Ndola offices cover Copperbelt, Luapula, Northern and North-Western Provinces. And the Livingstone office caters for Southern and Western Provinces.

1.3.1 Background of the institution

The department of Administrator-General was established in 1952 by the ordinance to cater for white settlers following the Acquisition Land and Mining rights in the Northern Rhodesia. This was done to protect the property of white settlers in Northern Rhodesia by ensuring that nobody intermeddled with such property without the authority of District Commissioner who was the representative of the Queen in England. Under the ordinance, it was believed that natives would not own property hence, not catering for them.

1.3.2 Department structure

The department of Administrator-General and Official Receiver fall under the Ministry of Justice. It is headed by Administrator-General and Official Receiver who is assisted by a Deputy, Principal Legal Officer, Senior Legal Officer, several Assistant Administrator-Generals, Principal Examiner and Estate Officers and other support staff appointed by the Public Service Commission.

1.3.3 Clientele

The main clients of the department are the General Public, Bereaved Families, Families and Relatives of Mentally Challenged Persons, Persons declared Bankrupt, Creditors and ex-employees of Liquidated Companies and Companies in Receivership.

1.3.4 Mission statement

To effectively administer estate of deceased persons, estate of mentally challenged persons, estate in bankruptcy and manage liquidations and receivership, in order to protect affected parties.

1.3.5 Core functions

The portfolio functions of the department are as follows:-

1. To administer estates of deceased persons who have a written will (Testate estates) in accordance with the Will and Administration of Estates Testate Act, Cap 60 of the Laws of Zambia.
2. To administer estates of persons who die intestate that is without having made a will in accordance with Intestate Succession Act, Cap 59 of the Laws of Zambia.
3. To administer estates of bankrupt persons, in accordance with the Bankruptcy Act, Cap. 82 of the Laws of Zambia.
4. To administer estates of mentally challenged persons, in accordance with Mental Disorder Act, Cap 305 of the Laws of Zambia.
5. To supervise Liquidations and Receivers of Companies, in accordance with the Companies Act, Cap 388 of the Laws of Zambia.
6. To carry out or perform the functions of a provisional liquidator (or Liquidator) or Receiver

1.3.6 Objectives of Administrator General's office

1. To provide an efficient and transparent administration of estates.
2. To protect and safeguard the property of deceased persons and mentally challenged persons from inter meddlers and property grabbers.
3. To effectively administer bankrupt estates and manage liquidated companies.
4. To enhance public awareness by providing and disseminating information to the public on the operations of the department
5. To undertake the role of receiver and/or liquidator.

1.3.7 Procedure to access services

Members of the public are referred to the Administrator General by the employers, the police, churches and NGOs. These people are advised based on their nature of problem and where

necessary the matter is taken up by the department for administration purposes. Once the department takes up the matter, the informant is required to pay K300 to cater for the application of Probate at the High Court and a Gazette Notice at Government Printers. At the conclusion of each administration of the estate, the department charges 5 percent of the money received as administration fees which go to the treasury. As regard the vesting of real estate to the beneficiaries the department charges 0.5 percent as administration fees.

CHAPTER TWO

2.1 Background of the problem

The statistics at Justice for Widows and Orphans Project (JWOP News, June-August 2011) has revealed that 3 quarters of the cases that are reported on estate management involves administrators. The complaints are about administrators who are victimizing the rightful beneficiaries. Some of the administrators are deliberately refusing to follow the procedures for the disbursement of funds while others are failing to estate in accordance with the law.

International Justice Mission, human rights NGO that offers services to victims of property grabbing in Lusaka has also stated that most of the cases that they have will boarder on administrators of estates. Either they will grab all the property from the surviving spouse and use for their own use or they will give to other people who are not even the rightful beneficiaries (Chasha, 2009).

Property grabbing is a serious issue that affects the economic status of the country, in that it leads to a number of people walloping in poverty. Property grabbing after a spouse dies is a serious social problem. It is injustice practiced mostly against women and children who have a right to the property left behind by the deceased husband or father. Defending their property has cost some women their lives, while other women have lost their shelter and source of livelihoods, and have become destitute (ibid). The harassment and humiliation that often accompany property grabbing further strip women of their-esteem, affecting their ability to defend their rights.

When relatives of the deceased grab property, it is usually that part of the estate that, by law, is not distributable. This includes television sets, refrigerators, and stoves, among other things. Therefore, property grabbing contravenes the law and deprives the beneficiaries of the property that is rightfully theirs under the law, thereby adding to human rights abuses.

Some factors that have contributed to the problem of property grabbing in Zambia include the abuse of Zambia's cultural and traditional ways of doing things. Traditionally, the person inheriting the deceased's property was also expected to take good care of their family left behind. It was never an accepted custom that the family of the deceased should be hurt and humiliated. Another cause of the frequency of property grabbing is due to economic hardships that many households are facing today. Many surviving relatives would like to gain from the wealth accumulated by the deceased (JCTR: 2002)

The Intestate Succession Act (Chapter 59) and the Wills and Administration of Testate Estates Act (Chapter 60) were both enacted by the Zambian Parliament in 1989 to protect against property grabbing. These laws sought to harmonize the customary laws of the 73 ethnic groups in Zambia and provide for an indigenous piece of legislation in this area. These laws not only protect the widow but also the widower in the event that his wife who was the bread winner dies first. The term "Surviving Spouse" is used to refer to the widow or widower of the deceased person. Unfortunately to date complaints of property grabbing continue to be experienced.

2.2 Statement of the problem

With the increase of cases reported on estate management specifically to do with administrators and the number of Non- Governmental Organisations that are dealing in property grabbing cases, it is important that the administrators know what the law states on how to administer an estate or better still the affected families need to know about Administrator General whose objective is to raise awareness on the laws of succession and administration of deceased estates. This issue is what prompts the researcher to step into the gap of knowledge to establish the quality of the communication strategies of Administrator Generals office to disseminate information to the public about the services that it offers.

2.3 Significance of the study

The continuity of property grabbing cases fostered the researcher to look into the effectiveness of the Administrator General's office communication strategies to bring about property grabbing awareness and education as well as the role of administrators in succession related issues.

The Administrator General's office holds a key to the reduction of property grabbing cases through its communication process. They are well positioned to influence change in knowledge, attitudes and behaviour of Zambian people on issues to do with succession. In addition, communication of the functions of the department will have a deterrent effect on would be perpetrators and people will be made more aware of their rights.

The Masters of Communication for Development (MCD) degree is a developmental program. The main aim is to teach communication skills & strategies which can be used to solve an organizations' communication problems, so as to bring about development. It's through this skill that the researcher hoped to assess and evaluate the AGs communication strategies in use.

2.4 Objectives of the study

1. Determine whether or not there is sufficient awareness on the functions of Administrator General's office.
2. Determine the type of communication methods or approaches used by AGs office in creating awareness on the functions of the department.
3. Find out how the public expect to hear about AGs office.
4. Determine which communication channel people feel is most appropriate and why?

2.5 Research questions

1. What are the knowledge, attitude and practices of people regarding the functions of Administrator General's office?
2. How does the AGs office communicate about its functions?
3. Which communication channel does the public prefer to hear about AGs office?
4. What communication channel or method does the public consider the most appropriate and why?

CHAPTER THREE

CONCEPTUAL FRAMEWORK

3.1 Introduction

Communication is a key component in bringing about social and cultural development.

Effective communication plays a key role in positively influencing people's attitudes towards inheritance issues in Zambia. The problem of property grabbing in Zambia is exasperated by lack of knowledge of the law that stipulates how property of the deceased should be administered by their surviving family and what responsibilities administrators have to rightfully administer deceased estates according to the law that is provided.

Communication can be used to discourage the negative traditional practice of property grabbing which is being held as the 'norm' by some tribes in Zambia. As more and more people discuss the issue of administration of estates, it is possible that it will become easier for people to be exposed to the topic, hence the creation of a predisposition that will enable them to be open minded and consider following the propagated way of administering estates of deceased persons.

It is through communication that women and children will understand their rights to property and thus be empowered to make use of the department of Administrator-General's office. As the community is being sensitized about the consequences of not administering the estate according to law, it is also possible that the communication would have a deterrent effect on would be perpetrators. In the long run, the vulnerability of women and children to this kind of abuse will be greatly reduced.

3.2 Definition of key concepts

3.2.1 Communication

Communication is an interactive process involving transmission of ideas, emotions, skills, knowledge and information by use of words, symbols, pictures, graphics and figures. It includes mass communication which involves electronic media in form of the internet, television and radio, print media which involve brochures, newspapers, posters, books, fliers and theatre. All these methods can be used to disseminate information on the function of the department.

In this research, communication will refer to the act of creating understanding on the functions of the Administrator General's office to the public.

3.2.2 Communication channels

These are the means by which a message travels both vertically and horizontally from a source to a receiver (Nyambe; 2004:21).

3.2.3 Administrator-General

According to the Administrator-General Act, Cap 58.

“Administrator-General” means the Administrator of Estates appointed under this Act and includes an Assistant Administrator-General

3.2.4 Estate

The term “estate” includes anything of value to which a deceased person was, or might have been, entitled to claim during his or her lifetime, which will pass to the executor. It does not include property held as joint tenants, which pass by survivorship, and some life assurance or superannuation assets that prescribed beneficiaries.

3.2.5 Administration of estates

Administration of Estates involves identification of beneficiaries, inspection of properties, making searches in land registries, distribution and transferring the properties into the names of the beneficiaries.

3.2.6 Inheritance

This is an institutional act of apportioning and receiving the property of the deceased person. The term inheritance is linked to succession in both customary and statutory law (WILSA, 1994: p75).

3.2.7 Intestate Succession Act, Cap 59

In its preamble, the Intestate Succession Act states,

An act to provide a uniform intestate succession law that will be applicable throughout the country; to make adequate financial and other provisions for the surviving spouse, children, dependants and other relatives of an intestate to provide for the administration of the estates of the persons dying not having made a will and to provide for matters connected with or incidental to the foregoing (Laws of the Republic of Zambia: 1995).

This is a fairly exhaustive piece of legislation and governs all matters concerning the distribution or devolution of an intestate estate. An intestate estate is an estate or property left behind by a deceased person who did not leave a will (JCTR: 2002). It also includes a person who leaves a will but dies intestate as to some beneficial interest in his movable or immovable property.

3.2.8 The Wills and Administration of Testate Estate Act, Cap 60

In its preamble, the Wills and Administration of Testate Estate Act states:

An Act to simplify the law governing the making of wills; to provide for adequate financial and other provisions it be made for dependants in a will; to provide for the administration of estates of persons dying having made a valid will; and provide for matters connected with or incidental to the foregoing (Laws of the Republic of Zambia:1995).

This act governs testate estates. A last will and testament embodies the wishes of the deceased and is by and large the best way for a testator to ensure the financial security of his family (JCTR: 2002). The will is a document or an oral provision made by a testator outlining their desired disposal of the estate upon his death (IJM: 2004).

3.2.9 Customary law

This refers to the law that is derived from the customs of the people. It evolves out of various norms and practices of indigenous people. It is an ever-fluid and dynamic systems which respond to changing social, economical and political systems. In addition, it is process oriented, unlike the statutory law which is rule-based (WLSA, 1994 p.65).

3.2.10 Property grabbing

This refers to the codification of household property, houses or real property at the death of a spouse or parent who may have been the breadwinner in the family. In Zambia, property grabbing occurs mostly at the death of the male spouse. Property grabbing further manifests itself as economic violence because of conflicting interest between children of matrimonial home, those born out of wedlock and dependants of a deceased person. Economic violence relates to acts that result in financial and material deprivation of victims (GIDD: 2001)

3.2.11 Mentally disordered or defective person

Means any person who, in consequence of mental disorder or disease or permanent defect of reason or mind, congenital or acquired;

- a) Is incapable of managing himself of his affairs; or
- b) Is a danger to himself or others; or
- c) Is unable to conform to the ordinary usage of the society in which he moves; or
- d) Requires supervision, treatment or control; or
- e) (If a child) appears by reason of such defect to be incapable of receiving proper benefit from the instruction in ordinary schools.

3.2.12 Agenda-setting

This is the creation of public awareness and concern of salient issues by the news media. Two basis assumptions underlie most research on agenda-setting is the press and media do not

reflect reality- they filter and shape it; media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

3.3 Theoretical framework

Theories, which are a set of logical propositions, guide research, describe the relationship between variables and explain phenomenon. Five theories were useful in guiding of the research; these include Multi-Step Flow theory; Agenda setting theory; Knowledge gap theory; Dramatism theory; and Two-step flow theory.

3.3.1 Multi - step flow theory

This theory states that information from the media moves in a multidimensional way. It first involves individual who are opinion leaders. These people pay close attention to the media message and then inform others about what they have heard from the media. The theory suggests that they have direct, immediate and powerful effects on audiences (Renburg, 1996:p25). According to this theory, the audiences not only get information from the opinion leaders, but may also get information straight from the mass media or through interpersonal interactions or content with other members of society. The theory also suggests that every community has a network in which information flows. When one person learns about something, they pass on the information to their neighbours who in turn pass on the information to others (ibid)

This theory is being used as a guide in the study because one of the ways that Administrator-Generals office can disseminate information about the functions of their office is through partnering with opinion leaders. AGs office needs to identify and work with opinion leaders such as Church leaders, Councilors, Ward Chairman, Area Members of Parliament who are cardinal in dissemination of information process. This is important for the interpersonal dissemination of information which is very effective. It facilitates dialogue and fosters

collaboration. When the opinion leaders are trained about the administration of estates, they are able to pass on that information to the rest of the community. Since opinion leaders command a lot respect from people who feel they are more knowledgeable about certain topics, they will be able to enforce the acceptance of the information in their communities. The theory will also enable the researcher to make recommendations to the AGs office on making use of a variety of communication channels to reach the public.

3.3.2 Agenda setting theory

The theory states that the public agenda and the kind of things people discuss, think or worry about (and sometimes ultimately press for legislation about) are powerfully shaped and directed by what the news media choose to publicize, (Larson, 1994). What this entails is that if the media gives more space and time to cover an item or issue, this issue becomes the most significant item on the audience's agenda. If the media covers another item for a lesser time the audience or viewers will also rate the item as second in terms of significance, and so on. In short, agenda setting theory is basically a theory of strong media effects which suggest that with the passage of time the media agenda becomes the public agenda.

Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Two basis assumptions underlie most research on agenda-setting is the press and media do not reflect reality- they filter and shape it; media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues. One of the most critical aspects in the concept of an agenda-setting role of mass communication is the time frame for this phenomenon. Bernard Cohen (1963) stated: "The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about."

As such, there is a relationship between the media and audience priorities in the relative importance of the news items. From this relationship, the audience learns how much

importance to attach to an issue, taking into account the emphasis placed by the media on such an issue.

The audience also learns about public issues and other matters through the media. In this way the media can be said to perform an agenda-setting role for the audience both by determining the issues for public debate and the order of significance for such issues.

The Agenda-Setting Theory comes from a scientific perspective, because it predicts that if people are exposed to the same media, they will place importance on the same issues. According to Chaffee & Berger's 1997 criteria for scientific theories, Agenda-setting is a good theory, because;

1. It has explanatory power because it explains why most people prioritize the same issues as important.
2. It has predictive power because it predicts that if people are exposed to the same media, they will feel the same issues are important;
3. It is parsimonious because it isn't complex, and it is easy to understand;
4. It can be proven false. If people aren't exposed to the same media, they won't feel the same issues are important;
5. Its meta-theoretical assumptions are balanced on the scientific side;
6. It is a springboard for further research; and
7. It has organizing power because it helps organize existing knowledge of media effects.

This theory will make good use to the study; because it shows that if Administrator-General can use the media more often to sensitize the public about their functions, then a lot of people will get to know about them as it will become a most significant item to be focused on. They can also do a number of documentaries that will show that an administrator is responsible for

ensuring that all surviving beneficiaries of a deceased get what is rightly theirs or that if they have any problems to do with administratorship they can visit the Administrator-Generals office.

3.3.3 The knowledge gap theory

This theory was first proposed by Tichenor Donhue and Olien at the University of Minnesota in the 1970s. The theory states that the increase of information in society is not evenly acquired by every member of society. People with higher socioeconomic status tend to have greater ability to acquire information than the poor. Therefore, the knowledge gap can result into an increased gulf between people of lower and higher economic status (Weng; 2000). This leads to a division of two groups: a group of better-educated people who know more about most things, and those with low education who know less. The lower socio-economic statuses defined partly by education level, have little or no knowledge about public affairs issues, are disconnected from news events and important new discoveries, and are usually not concerned about their lack of knowledge. For this reason, the attempt to improve people's life with information through the mass media, might not always work the way it is planned. This is because the media might increase the difference in the gap between members of social classes.

In addition, proponents of the knowledge gap theory presents five reasons for justifying the knowledge gap. These are that people of higher socioeconomic status: have better communication skills, education, reading, comprehending and remembering information; and store information more easily or remember the topic from background knowledge; might have a more relevant social context; are better in selective exposure, acceptance and

retention. The last point is that the nature of the mass media itself is geared towards persons of higher socioeconomic status.

To further prove the theory a research was carried out by Tichenor, Donohue and Olien. And this research showed that education level or socio-economic status made a difference in knowledge. The question asked to the respondents was whether or not they felt astronauts would ever reach the moon. Those with high levels of education were more likely to agree that man would reach the moon than those with lower levels of education. The application to this was that media presenting information should realize that people of higher socioeconomic status get their information in a different way than lower educated people. Furthermore, the knowledge gap might help understanding the increased gap between people of higher socioeconomic status and people of lower socioeconomic status. It can be used in various circumstances.

It's for this reason that the theory was thus used to help the researcher to make recommendations to AGs office to establish communication systems that will reach out to the people who are found in high density areas who are most likely to be of low socioeconomic status and of a lower education level. This is because these people that are at the grass root are normally left behind on current and important issues due to high levels of illiteracy, lack of televisions and radios among other things. People at the grass roots are the ones that are normally heat by property grabbing issues. Therefore, if there are targeted there will be a reduction of administrators abusing their roles.

3.3.4 Dramatism theory

Kenneth Burke, 1968 says that Dramatism claims the communicator must act as if he or she were an actor in a drama, where they are trying to get the audience to accept their view of reality as true. The communicator must try to identify with the audience members through various means to gain acceptance. This theory is important for this study in the sense that if

Administrator-General can engage a popular theatre group or do road shows where they go to the communities and tell the people what kind of services they offer. This can be done by doing a play that shows someone with a problem of administratorship and they are being directed to Administrator-Generals office for help.

3.3.5 The two step flow theory

The two step flow of communication hypothesis was first introduced by Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet in *The People's Choice*, a 1944 study focused on the process of decision-making during a Presidential election campaign. The study revealed that informal, personal contacts were mentioned far more frequently than exposure to radio or newspaper as sources of influence on voting behaviour.

This theory asserts that information from the media moves in two distinct stages. First, individuals (opinion leaders) who pay close attention to the mass media and its messages receive the information. Then opinion leaders pass on their own interpretations in addition to the actual media content. The term 'personal influence' was coined to refer to the process intervening between the media's direct message and the audience's ultimate reaction to that message. Opinion leaders are quite influential in getting people to change their attitudes and behaviours and are quite familiar to those they influence. The two step flow theory has improved the understanding of how the mass media influence decision making.

Furthermore, this theory indicated that ideas often flow from the radio and newspapers to opinion leaders and from them to less active sections of society. Thus informal social groups have a high degree of influence on people and mould the way they select media content and act on it. This view from the two-step flow emphasised the importance of opinion leaders in communication (Nyambe; 2004:28).

This theory is relevant to the study in that it enabled the researcher to recommend to AGs office to use opinion leaders in their dissemination of the functions of the department. As opinion leaders are quite influential in getting people to change their attitudes and behaviours. This will help to change people's attitudes towards issues to do with administratorship and better still have a different perception about property grabbing.

CHAPTER FOUR

4.1 LITERATURE REVIEW

There is limited data on communication in organization in Zambia. With reference to organizations, communication can be said to have two primary responsibilities as stated by Foltz: (1) to support organizational objectives, policies & programme (2) meet audience needs. The two mentioned responsibilities can be viewed as contradicting or mutually exclusive.

Zambia like many Anglophone countries, inherited a duality of legal systems. At independence, succession was governed by the English Wills Act, 1837 and probate was governed by the pre- 1911 English law. Estates of Africans were governed by customary law. A host of problems, including the growing incidence of “property grabbing” and inequities in distribution of estates, necessitated reforms to the administration of estates in Zambia. The challenge for reform was taken by the Zambia Law Development Commission which assessed the situation and developed proposals for reform.

A study conducted in Zambia by Women and Law in Southern Africa (WLSA) in 1994, sought to find out whether the newly enacted laws pertaining to succession (1989) had made any difference in the lives of widows compared to widowers. To this effect, issues such as marriage and family; mourning rituals; administratorship or successor; type of property and its distribution; oral versus written wills and the knowledge usage of the law were examined. The effect of rural/urban dichotomy was also explored.

A multi method approach was used to collect information. In-depth interviews constituted the main method of data collection because the pilot study experience showed that method yields

very rich information as it allows for detailed personal information to be given. (FNDP 2006-2010).

The general findings of the research specially related to inheritance issues were:

1. Data seemed to indicate that the concept of administratorship was foreign and came into being with the introduction of western laws. There was confusion between the role of administrator stipulated under the Act, and that of successor under the customary laws provision. Consequently, in Kasama the administrator expected to enjoy conjugal rights with the widow, among his duties.
2. Widow inheritance was dying, though it was still being practiced in Kasama.
3. In rural areas where the majority of people do not own tangible property, the Intestate Succession Act overlooked the need to provide for the majority of people who have nothing but their welfare to safeguard. This is because the Act considers taking property as a starting point. Only the people in the township and urban area have substantial property and hence can benefit from the law.
4. There was an indication that people were generally suspicious of the consequences of making wills. Not many people were willing to make wills, perhaps because they owned nothing substantial to protect.
5. Most people settled their inheritance disputes at family level and Chief's court and rarely went to court.

WLSA made a number of recommendations: these are;

1. The state should take an active role in civic education so that people are made aware of their rights. Government should enforce NGO efforts in legal education and empowerment of the people. This is an important aspect of the democratic process.

2. The government through the Ministry of Information and Broadcasting Services should arrange message on the importance of family through drama
3. The Act should be amended to include other people who would have been beneficiaries under customary law, instead of limiting inheritance to one's children.
4. The Act should categorically spell out that property grabbing is a criminal offence.
5. Training should be provided for Chiefs, court officials and employers, organized by the Ministry of Justice
6. Surviving spouse should also be included to become administrator of their husbands' estates.

Recommendation one and two are in line with the Multi Flow theory and the dramatism theory explained in the theoretical framework above. This shows how important it is for the communicator to be able to communicate to the audience through drama and through the media.

In 2000, a research was carried out by the Zambian government, particularly Gender in Development Division (GIDD). The research was aimed at reviewing national laws, enforcement mechanisms and support systems relating to gender violence, especially against women and children. The government was concerned with the increased levels of cases of violence against women and children, its causes, forms and impact on national development. The technical committee which included civil servants and Non- Governmental Organisations, reviewed pieces of legislation, documents, reports and other publications related to the study. In particular, the Committee reviewed the following:

1. The Republican Constitution and other laws
2. International and Regional Instruments; and
3. Contemporary literature on gender, culture and tradition.

For this activity, five provinces, namely: Luapula, Lusaka, Southern, Western and North Western Provinces were selected on the basis of diversity of traditions, culture, customary laws and practices.

As input to the study, the Technical Committee jointly facilitated with the Commonwealth Secretariat, the National Workshop on an Integrated Approach for combating violence against women in Zambia held in Lusaka from 7 – 9 November 2000. The purpose of the workshop was twofold. Firstly, it was intended to prepare Zambia's progress report on the Implementation of the 1997 SADC Declaration on Gender and Development on the Prevention and Eradication of Violence Against Women and Children, and secondly to develop a National Action Plan for an Integrated Approach for combating violence against women and children in Zambia.

The workshop supplemented the Committee's understanding and appreciation of the problems associated with gender violence and violence against children especially in the aspects of enforcement, mechanisms and support systems.

The findings of the study among other things were that property grabbing in Zambia manifests itself as economic violence because of conflicting interest between children of the matrimonial home, those born out of wedlock and dependants of a deceased person.

Other findings were:

1. There is a weakness in the provisions of the role of the administrator, as contained in Section 19 of the Intestate Succession Act. The administrator is not compelled to consult the beneficiaries on how the estate is to be administered. In addition, the time frame of administering the property is not specified. It was noted that administrators take advantage of this weakness and prolong their role for their personal gain.

2. It was also observed that the income from a deceased's estate where a widow was a full time housewife tends to bring disputes as relatives of the deceased argue that the widow had no economic means to contribute to the estate. Often, relatives to the deceased will try to wrestle the income from the estate by taking the children by force from the widow.
3. The findings also indicated that Section 9 (1) (b) of the Act allows for gender equality, by saying that the surviving spouse shall have a life interest in the matrimonial home, which determines upon that spouses remarriage. However, in practice, it is negated by the fact that only widows are compelled to leave the matrimonial home upon remarriage. Widowers are seldom, if ever, expected to leave the matrimonial home upon remarriage even when title to the house originally vested in the deceased wife's name.
4. Under English Law which Zambia inherited from its colonial background, the rules of inheritance are only concerned with property while under customary law, great importance is attached to succeeding the deceased's social responsibilities as well as division of his property. The application of the dual legal system as a practice brings out a lot of contradictions and has caused the crisis in the institution of inheritance in Zambia. Relatives of the deceased share property among themselves and thereafter, refuse to take on the social responsibilities left by the deceased i.e. children and the surviving spouse.

The research findings on the causes of property grabbing included the following:

1. Cultural norms, which prevent women from discussing the issue of distribution of property after a spouse's death as they are usually afraid of being accused of having plotted to kill their spouses.

2. The low levels of education among women. An example was given by the Legal Aid Clinic of an illiterate widow who lost a house due to the fact that her literate brother-in-law advertised for lost title deeds in the case of her own matrimonial home, and got a certificate of title issues in his name. She did not read the notice in the paper due to her inability to read and she lost the house;
3. Rejection of Wills;
4. Ignorance, misinterpretation and non-acceptance of the provision of the Interstate Succession Act; and
5. High poverty levels among the majority of the Zambians resulting in dependency syndrome. Upon the death of the breadwinner, the relatives take this opportunity to obtain the property for their own benefit at the expense of the surviving spouse and children.

Effects of Property Grabbing were as follows:

1. It causes homelessness to the widow and children drop out of school;
2. Breakdown of the family;
3. It exposes children to suffering and sometimes, they end up in the streets or as prostitutes; and
4. It causes psychological trauma and economic hardship for the surviving spouse.

The Committee recommended that, those who grab property should be charged with theft as provided for in the Penal Code. Section 14 of the Succession Act should create an offence against anyone who unlawfully deprives a beneficiary of his entitlement. The sanctions for the intermeddling with the deceased estate under the intestate Succession Act are an inadequate deterrent to property grabbing. The Committee recommends that custodial sentence under Section 14 should be mandatory.

Section 19 of the Succession Act stipulates the duties and powers of an Administrator. The committee recommended that the role of the administrator should be clearly stipulated. In addition, the time frame for administering the estate should be restricted to 6 months and that employers should be compelled to make payments directly to the beneficiaries.

Section 34 of the Succession Act states that an administrator or guardian shall not derive any benefit from the estate where he or she is the guardian of a minor who is a beneficiary to that estate. The Committee recommended that where a minor is involved, there should be more than one administrator to safe guard the interest of the minor. The Committee also recommended that the administrator shall be compelled to compensate the minor and shall be liable upon, conviction, to imprisonment of not less than five years.

To address the lack of knowledge of the law and of education coupled with cultural factors which prevents women and men from exercising their legal right to inherit even through the Intestate Succession Act. The Committee recommended that the government and NGOs should map out awareness creation and sensitization rights programmes. The Committee also recommended that the Intestate Succession Act should be reviewed to take into account the new developments, such as the contradictions that occur when the deceased is custodian of other extended family assets.

In a research that was carried out by (Chasha 2009) on the evaluation of the effectiveness of the communication strategies employed in combating property grabbing in Zambia found that another factor that contributed to the problem of property grabbing was the poor reportage of the vice in the media. The media did not help much, in that when dealing with or exposing gender based violence in society, they have focussed more on defilement than they have on property grabbing. Content analysis that was done on two major newspapers in Zambia, that is the Zambia Daily Mail and the Post has shown that there was more reportage on wife

battering and defilement because these topics are news worthy and there is easy access to information both from the police, and organization that deal with these cases, enabling the journalist to speak to the victims and their relatives. In two separate phone interviews with the journalist from the two newspapers, it was revealed that stories of property grabbing are hard to report on because they take too long to be resolved in court and that journalist do not have the time to follow them through to completion. They also indicated that many victims do not have the courage to come out in open to discuss the problems they have had with their in-laws. They fear that this would further infuriate the in-laws and make the situation worse. However, this writer holds firmly the view that if the stories are presented as “feature stories” the risk of exposing the source of the story is minimized and that messages discouraging property grabbing can then reach the mass audiences.

CHAPTER FIVE

METHODOLOGY

5.1 Introduction

In carrying out the study the researcher used the triangulation method, meaning that both qualitative and quantitative research designs and approaches were used. This was intended to provide checks and balances and compensate for inherent inadequacies of either approach. The approach was also used to ensure that as much information as possible is collected from different people.

5.2 Research methods

The following methods were employed in this research:

5.2.1 Quantitative survey

A questionnaire was administered to residents of high, medium and low density areas of Munali constituency as a means of gathering data. The questionnaire had close ended questions (quantitative) so that numbers were assigned, as well as a few open ended questions. A minimum of 150 questionnaires was distributed to selected residents in order to gather demographic and psychographic data, but only 134 were answered and returned while the remaining 16 were not returned. It should also be noted that the respondents' participation in this research was determined by their availability and willingness and that every next household was sampled till the sample size was reached. The residential areas included, Avondale, Chleston, Kalingalinga, Kaunda Square, Handsworth, Chainda, Chainama and University of Zambia Community.

5.2.2 In-depth interview

In-depth interview were conducted with three members of staff from Administrator Generals office who were purposively selected because they were well vested with information about Administrator General's office as they had worked there for more than 5 years. Another in-depth interview was also conducted with the Executive Director of the Mental Health Users Network as his one who is directly involved with mentally challenged people. Interview question guides were used to conduct the in-depth interview and it was the hope of the researcher that the interviews would help to investigate the communication methods which were being used by the office of the Administrator General's office.

5.2.3 Participation observation

Primary data was gathered by participation observation in the activities of the department. This provided the researcher with snap shot information assessment through active participation in the department's activities. Participant observation facilitated an assessment and observation regarding how different departments interact, communicate and work with each other. The researcher was officially attached for three months from October 26th 2013 to January 31st 2014.

5.3 Sampling

5.3.1 Purposive sampling

The three members of staff of Administrator Generals office were purposively selected because these had worked with Administrator Generals (AGs) office for more than 5 years. Therefore they were well vested in knowing what AGs office has done or not done in communicating the functions to the public. Munali constituency were the questionnaires were administered was also purposively selected has it was the one with all the three areas; high, medium and low density areas.

5.3.2 Multi-Stage Cluster Sampling

Lusaka city was purposively selected because that is where the Administrator General's office has the biggest presence, and also because it was convenient for the researcher to carry out the study from there. Secondly, Munali constituency was purposively selected as it was the one with all the three types of residential area: high, medium and low density. Of the total seven wards found in the constituency, Chainda, Kalingalinga and Munali wards were randomly selected from the sampling frame. Finally, 8 residential areas were purposively selected from a total of 12 so as to have representatives from all the three areas.

In order to determine the number of respondents to be interviewed, the researcher considered doing it proportionally by households. This was done as follows; the total household population of the ward represented by 'M' divided by the total household population of all the three wards selected represented by 'N' multiplied by the expected number of the respondents to be interviewed represented by 'Y', as illustrated below;

$$(M \div N) \times Y$$

Where Y is equal to 150 targeted respondents

The expected number of respondents for each ward was calculated as follows;

Chainda Ward

Total household population in Chainda	8,485
	_____x150 = 48 questionnaire
Total Population of 3 wards	26,534

Kalingalinga Ward

Total household population in Kalingalinga	8,714
	_____ x 150 = 50 questionnaires
Total population of 3 wards	26,534

Munali Ward

Total household population in Munali	9,335
	_____ x 150 = 53 questionnaires
Total population of 3 wards	26,534

5.4 Data analysis

The data analysis began with the sorting out of questionnaires according to the identification number they had as they were collected from the field. This was followed by coding all the responses and cross checking for information completeness consistency in order to allow for easy interpretation of the data. The Statistical Package for the Social Sciences (SPSS) was utilized for analysing and interpretation of the data by use of frequency tables. Further, data has also been put into graphs in the form of bars and tables for illustrations.

5.5 Limitations of the study

The study was limited to Munali constituency of Lusaka and only 134 respondents participated in the research representing all the three areas; high medium and low density area.

CHAPTER SIX

PRESENTATIONS OF RESEARCH FINDINGS

6.0 Introduction

This chapter presents the findings of the study for both the quantitative and qualitative designs. The presentation of the findings is in two parts. The first part is a presentation of the quantitative survey results for one hundred and thirty four (134) respondents. The second part shows findings from the four in-depth interviews conducted by the researcher with AG's office staff and the Executive Director of Mental Health Users Network.

6.1 Quantitative survey

6.1.1 Background information

6.1.1.1 Sex

From Table 1 below, it shows that they were more females who responded to the questionnaires than males. The percentage of female respondents was 58.2% and that of men was 41.8%.

Table 1: Sex of respondents

Response	Frequency	%	Cumulative %
Male	56	41.8	41.8
Female	78	58.2	100
Total	134	100	

Source: Field data December 2013

6.1.1.2 Age range

Different age groups were covered in the study. In table 2 below you will see that there was a good representation of the age groups. The majority fell in the range of 26-41 years and above (86%) and least was in the range of 15-25 years (13.4%).

Table 2: Age group of respondents

Response	Frequency	%	Cumulative %
15 – 25 years	18	13.4	13.4
26 – 30 years	31	23.1	36.5
31 – 35 years	21	15.7	52.2
36 – 40 years	25	18.7	70.9
41 years and above	39	29.1	100
Total	134	100	

Source: Field data December 2013

6.1.1.3 Nationality

All respondents covered in the study were Zambians except 1 who represents 0.7%. Table 3 below illustrates this information.

Table 3: Nationality of respondents

Response	Frequency	%	Cumulative %
Zambian	133	99.3	99.3
Non-Zambian	1	0.7	100
Total	134	100	

Source: Field data December 2013

6.1.1.4 Marital status

The study revealed that the majority of the respondents 67.2% were married and 26.1% of the respondents were single. The remaining 6.7% of the respondents constitutes those who were divorced and widowed. Table 4 below illustrates this information.

Table 4: Marital status of respondents

Response	Frequency	%	Cumulative %
Married	90	67.2	67.2
Single	35	26.1	93.3
Divorced	3	2.2	95.5
Widowed	6	4.5	100
Total	134	100	

Source: Filed data December 2013

6.1.1.5 Residential area

Table 5 below shows that the respondents that came from high density areas constituted 32.1%, the medium density constituted 36.6% and the low density 31.3% of the 134 respondents sampled.

Table 5: Residential areas of respondents

Response	Frequency	%	Cumulative %
High density	43	32.1	32.1
Medium density	49	36.6	68.7
Low density	42	31.3	100
Total	134	100	

Source: Field data December 2013

6.1.1.6 Education level attained

Table 6 below shows that the respondents covered in this study completed grade 12 (23.1%) and had either gone to college or university and this constitutes 24.6% and 29.1% of the respondents respectively. The rest have either basic school or primary education representing 22% of the respondents. There was one (0.7%) who had not attained any of the education level is listed.

Table 6: Education level attained of respondents

Response	Frequency	%	Cumulative %
None of the above	1	0.7	0.7
Primary	14	10.4	11.2
Basic	16	11.9	23.1
Secondary	31	23.1	46.2
College	33	24.6	70.9
University	39	29.1	100
Total	134	100	

Source: Field data December 2013.

6.1.2 Awareness levels of the functions of Administrator General's office

6.1.2.1 Ever heard of Administrator General's office

The respondents covered in the study revealed that 44% have heard about Administrator General's office while 56% have not heard. This information is shown in figure 1 below;

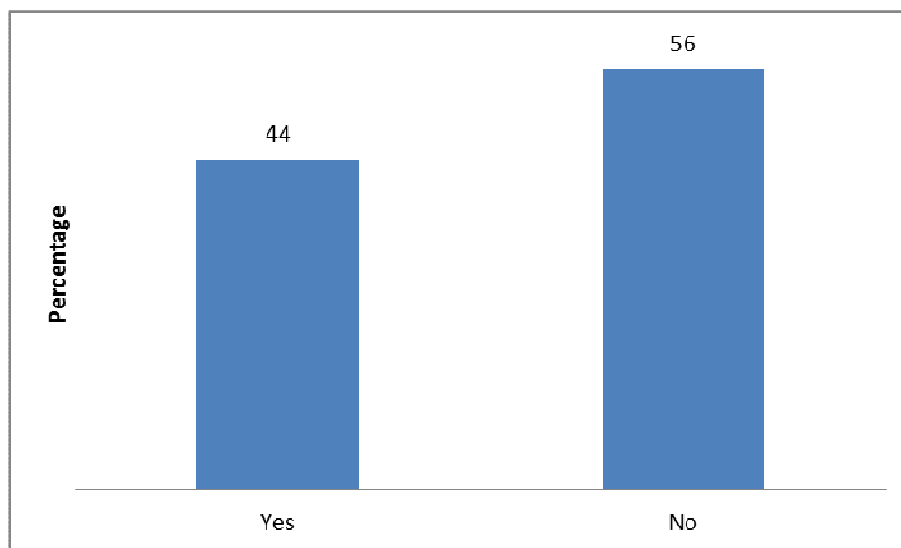


Figure 1: Respondents who have ever heard about AG's office

Source: Field data December 2013

6.1.2.2 Functions of the AG's office

In table 7 below shows the functions that were listed by the 59 respondents who had heard about the Administrator General's office. 26.1% listed administering estates of the deceased as one of the functions, 1.5% said help widows and orphans. 10.4% said they did not know the functions and the remaining 4.9% listed smooth running of an organisation, database management, help out with wills, ensure that property grabbing is prevented and administration of national affairs as the functions. There was one (0.7%) none response. This shows that a number of people are not aware of the functions of the AG's office.

Table 7: What are the functions of AG's office?

Functions	Frequency	Percent	Valid Percent	Cumulative Percent
Administer estates of the deceased	35	26.1	26.1	26.9
Do not know their functions	14	10.4	10.4	37.3
Help widows and orphans	2	1.5	1.5	39.6
Non-response	1	0.7	0.7	0.7
Smooth running of an organization or company	1	0.7	0.7	38.1
Questioning about assets	1	0.7	0.7	40.3
Database management	1	0.7	0.7	41
They help out with wills	1	0.7	0.7	41.8
Administration of National affairs	1	0.7	0.7	42.5
Something to do with legal matters	1	0.7	0.7	43.3
Ensure that property grabbing is prevented	1	0.7	0.7	44
Non-applicable	75	56	56	100
Total	134	100	100	

Source: Field data December 2013

6.1.2.3 Communication channel respondents first heard about AG's Office

The respondents covered in this study showed that they first heard about Administrator General's office from television which represents 10.4% of the 134 respondents. Those who first heard it from the radio represents 8.2%, from the newspaper 5.2%, magazine 1.5%, workshop 0.7%. 17.7% first heard about it from their family members, friends, at work, school, at funeral gatherings and the agriculture show. Figure 2 below illustrates this information.

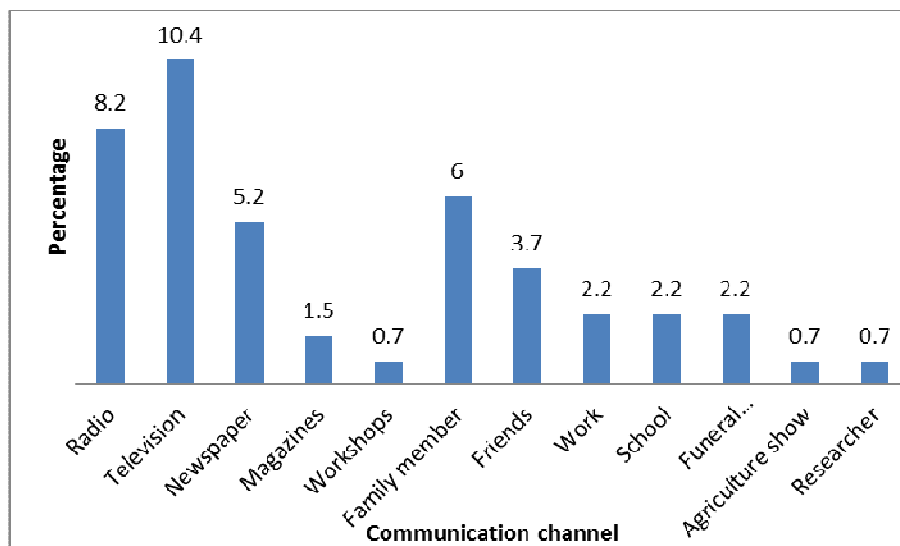


Figure 2: Communication Channel Respondents first heard about AGs office

Source: Field data December 2013

N= 134

6.1.2.4 Channel respondents felt were most appropriate for receiving information.

The respondents were asked which communication channel they considered the most appropriate for receiving information. According to this study, 64.9% of the respondents said television was the most appropriate. 41% of the respondents said it was radio, 21.6% said newspapers, 7.5% said workshops, 3.7% said magazine and the remaining 3% said through popular theatre groups, internet and advertising in the communities. There was one non-response representing 0.7%.

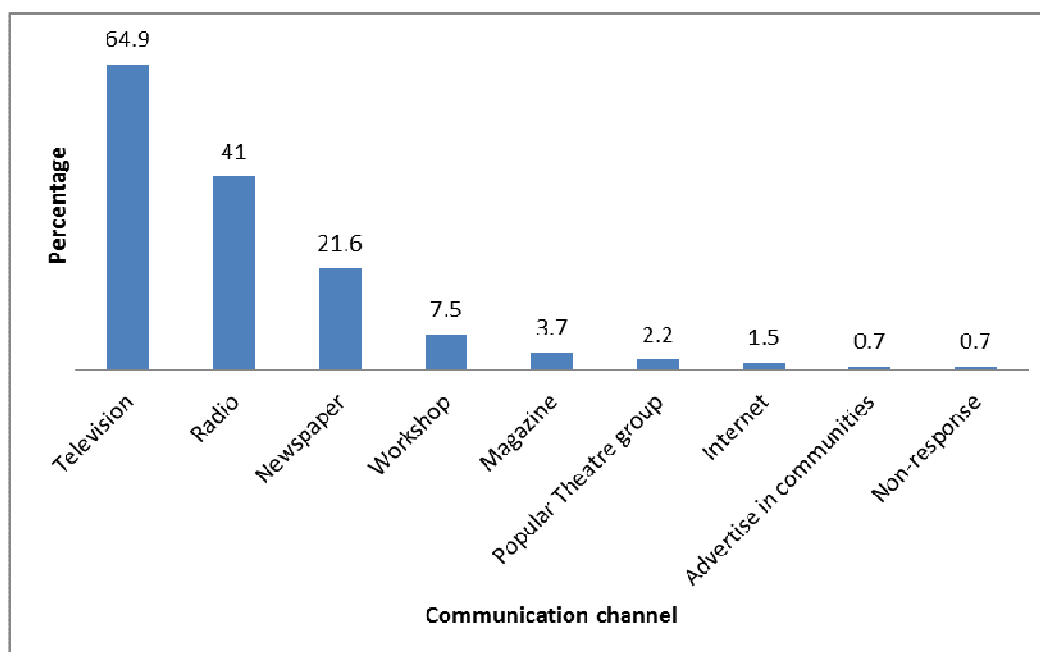


Figure 3: channel respondents thought was most appropriate

Source: Field data December 2013

Note: Responses are independent

6.1.2.5 Reason for appropriateness of the channel

Majority of the respondents in this study indicated that television was the most appropriate channel of communication because it was most accessible. Almost every home has a television set. This was followed by radio at 41% as most people nowadays will prefer television set so that they can both hear and see what is happening or what is being talked about. 9.7% of the respondents preferred workshops and popular theatre groups because it enabled them to get quick feedback. The other respondents found magazines, internet and newspaper to be a faster and cheaper way of receiving information. Table 8 below illustrates this information.

Table 8: Reason for appropriateness of the channel

Channel	Reason for appropriateness	Frequency	Percentage
Television	Its most accessible	87	64
Radio	Its accessible	55	41
Workshop / Theatre groups	It enables quick feedback	12	9
Newspaper	It is cheapest	10	7.5
Magazine /internet	It is fastest	10	7.5

Source: Field data December 2013

Note: Responses are independent

6.1.2.6 Preferred communication channel for AG's office to use

The total number of responses of the preferred communication channel that should be used by Administrator General's office was 214. This is because some of the 134 respondents gave more than one response of the preferred communication channel. 35.5% prefer television to be used, 22% prefer radio, 12.6% prefer holding meetings with the communities, 6.5% prefer sensitization campaigns, 4.2% prefer the media as a whole, 3.3% prefer road shows, and 1.4% prefers workshops. Other respondents gave text messaging, partnering with CBOs and media houses, reaching the poor through law makers, theatre groups, going to schools and colleges, fusing in school curriculum and visiting widowers and families that have lost relatives as ways that AGs office can communicate about its functions. All these responses in table 9 below shows that people have an idea of how information should be communicated to them.

Table 9: Preferred communication channel for AG's office to use

Preferred Communication Channel which AGs office should use	Responses	
	Frequency	Percent
Television	76	56.7
Radio	47	35.1
Holding meetings with communities	27	20.1
Sensitization campaigns	14	10.4
Newspaper	12	9.0
Media	9	6.7
Road shows	7	5.2
Magazines	4	3.0
Workshops	3	2.2
Setting up reasonable goals for an upcoming quarter	2	1.5
Explanation	2	1.5
Should be at Court when the public is applying for an administrator	1	0.7
Text messages	1	0.7
Partnering with CBOs and media houses	1	0.7
Strategies an approach for a campaign	1	0.7
Tasked to figure out what citizens need	1	0.7
Reach the poor through law makers like councillors	1	0.7
Through theatre groups	1	0.7
Go to schools and colleges	1	0.7
Through the office of the member of parliament	1	0.7
Fuse in school curriculum	1	0.7
Visit widowers or families who have lost relatives	1	0.7

Source: Field data December 2013

N= 134

Note: Responses are independent

6.1.3 Utilization of information from Administrator General's office

6.1.3.1 Type of information ever heard from AG's office

Table 10 below shows that 82 of the respondents have never heard anything about the AG's office. This represents 61.2%. 23.9% have heard about the role of the administrator, 22.4% how an estate is distributed, 25.4% what a will is and the intestate succession act, 11.2% who can write a will, 6% historical background of succession in Zambia, 9% how to administer estate of bankrupt persons and to supervise liquidators and receivers. And 3.7% how to administer estate of mentally challenged persons.

Table 10: Type of information ever heard from AG's office

Type of Information	Frequency	Percent
The role of the administrator	32	23.9
How an estate is distributed	30	22.4
Intestate Succession Act	17	12.7
What a will is	17	12.7
Who can write a will	15	11.2
Historical background of succession in Zambia	8	6
How to administer estate of Bankrupt persons	6	4.5
How to supervise Liquidators and receivers	6	4.5
How to administer estate of Mentally challenged persons	5	3.7
Non-response	1	0.7
Nothing of the above	82	61.2

Source: Field data December 2013

6.1.3.2 Use of information from AG's office

Figure 4 below shows that 48.5% have not made use of the information that they have heard about the AG's office. 14.9% have made use of the information. They were 2.2% non-responses and the question was not applicable to 34.3% of the respondents.

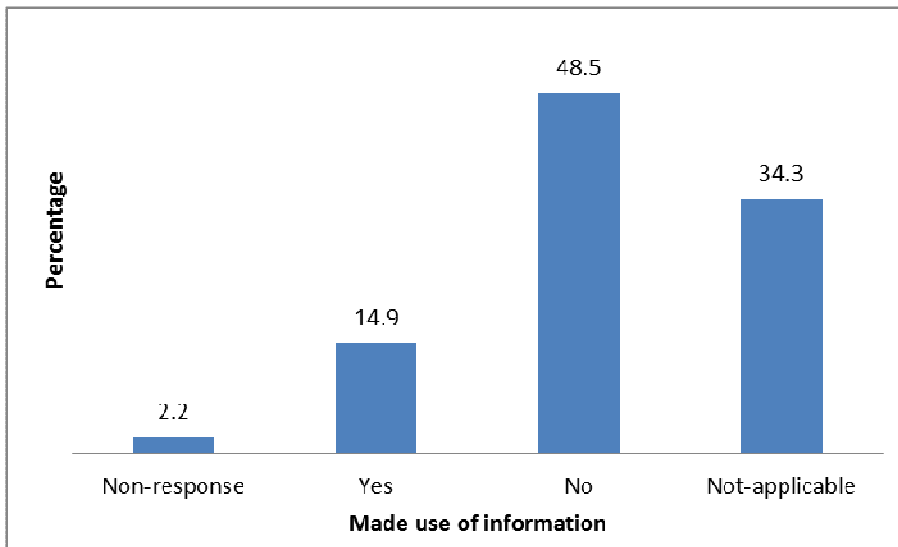


Figure 4: Respondents use of information from AG's office

Source: Field data December 2013

6.1.4 Information on the Wills Act and Intestate Succession Act

6.1.4.1 Do you know what a will is?

The majority of the respondents (85.8%) know what a will is. The other 14.2% do not know what a will is. Figure 5 below reflects this.

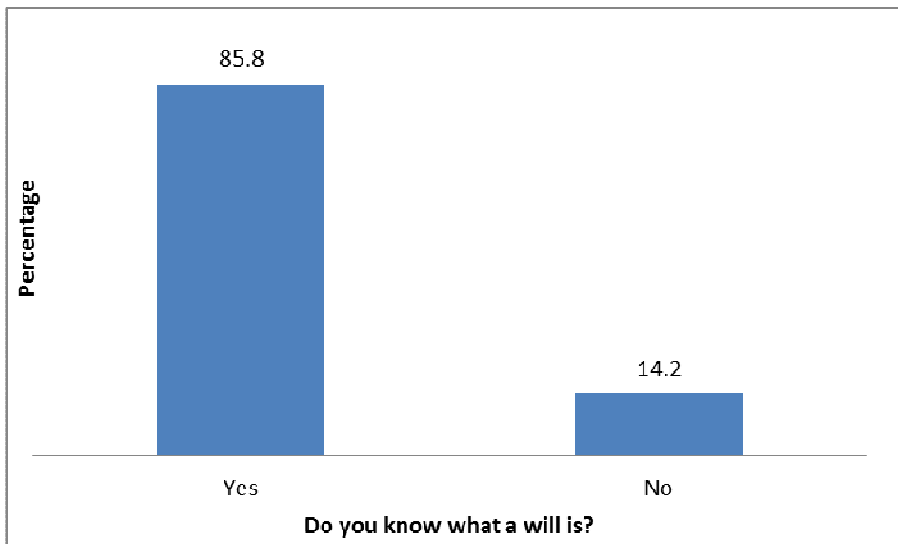


Figure 5: Do you know what a will is?

6.1.4.2 Communication Channel respondents learnt about a will?

The majority of respondents in this study learnt about a will from school. This represents 27.6%. 14.2% learnt about a will from television and 6.7% from radio. The remaining 11.9% heard from newspaper, family member and workshop. There were 4.5% non-responses and 14.2% respondents were not applicable for the question. Figure 6 below illustrates this information.

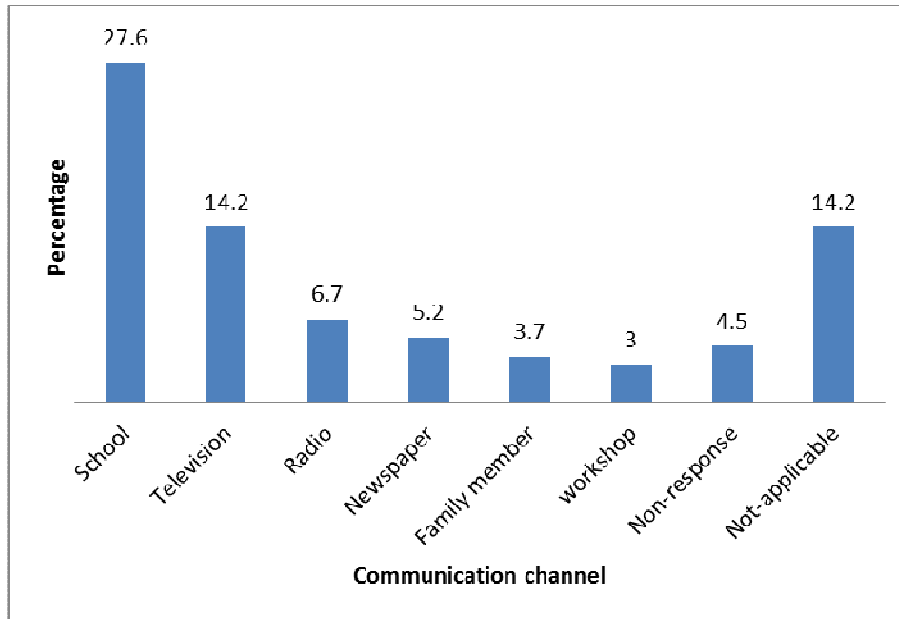


Figure 6: Communication channel respondents learnt about a Will

Source: Field data December 2013

6.1.4.3 Have you written a will?

89.6% of the respondents in this study have written a will where as 10.4% have not written a will. Figure 7 below illustrates this information.

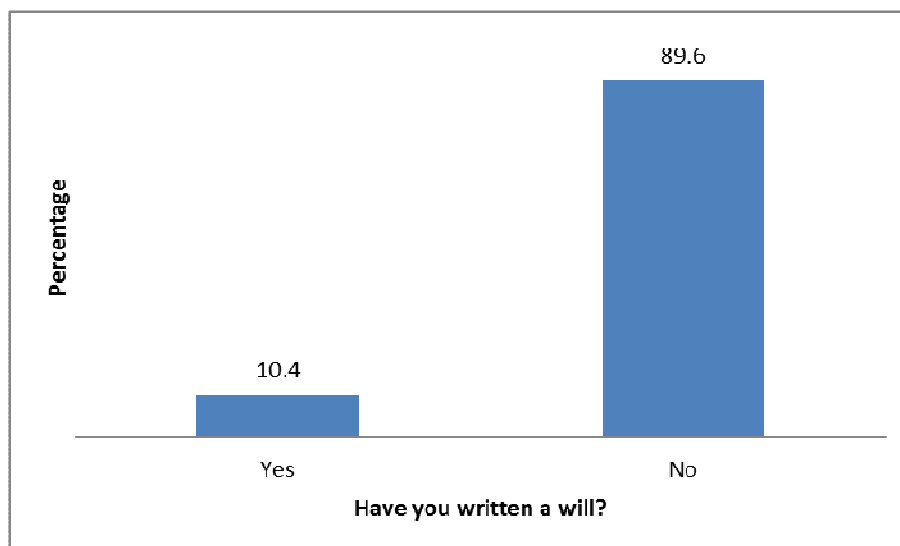


Figure 7: Writing a will

Source: Field data December 2013

6.1.4.4 Reasons for not writing a will?

The respondents covered in this study gave a number of reasons for not writing a will. 22.4% have not written a will because they do not own property, 13.4% say they will do it in future, 17.4% either do not know what a will is or do not know how to write one. Other respondents gave reasons like their mind is not made up, it's not necessary, they do not believe in a will, a will brings problems in the family and estates can be administered through strong cultural settings. Table 11 below illustrates this information.

Table 11: Reason for not writing a will

Reason for not writing a will	Frequency	Percent	Valid Percent	Cumulative Percent
Do not own property	30	22.4	22.4	63.4
Do it in future	18	13.4	13.4	23.1
Do not know what a will is	13	9.7	9.7	76.1
Do not know how to do it	13	9.7	9.7	37.3
Not planned for it	10	7.5	7.5	83.6

Non-response	6	4.5	4.5	4.5
Not working/still young	6	4.5	4.5	27.6
Mind not made up	5	3.7	3.7	8.2
Not necessary	5	3.7	3.7	41
Only men should write wills	3	2.2	2.2	85.8
Interest	2	1.5	1.5	9.7
Prefer my property to be distributed using the intestate succession Act	2	1.5	1.5	87.3
Personal choice	2	1.5	1.5	89.6
Won't die	1	0.7	0.7	64.2
Estates can be administered through strong cultural settings	1	0.7	0.7	64.9
Do not believe in a will	1	0.7	0.7	65.7
Business have been partnered with the spouse	1	0.7	0.7	66.4
It brings problems in the family	1	0.7	0.7	88.1
Still understanding how it works	1	0.7	0.7	90.3
Not-applicable	13	9.7	9.7	100
Total	134	100	100	

6.1.4.5 Heard of the Intestate Succession Act

Of the total 134 respondents covered in this study, only 29.1% have heard about the Intestate Succession Act. 70.9% of the respondents have not heard about it. This information is illustrated in figure 8 below.

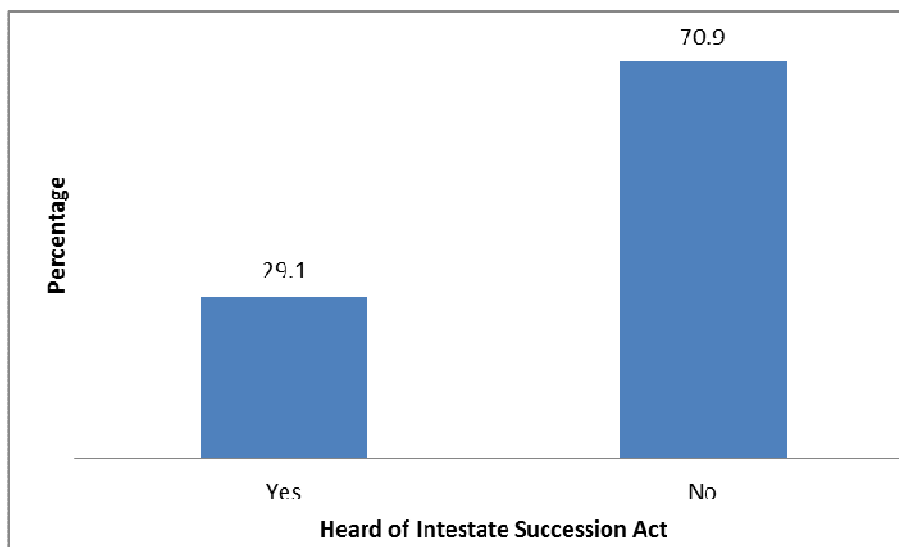


Figure 8: Respondents who have heard about the Intestate Succession Act

Source: Field data December 2013

6.1.4.6 Communication channel respondents heard about the Intestate Succession Act

6.7% of the respondents have learnt about the Intestate Succession Act through the newspaper. 6.0% through the television, 4.5% through the radio, 3.7% have learnt it through workshops, and 3.0 through class lessons. The minority of the respondents representing 3.6% have learnt about the Intestate Succession Act through a friend, the research, magazines and reading the Act itself. Of the total respondents there were 4.5% non-responses and question 28 was not applicable to 66.5% of the respondents. Table 12 below illustrates this information.

Table 12: Communication Channel respondents heard about the Intestate Succession Act

Communication Channel	Frequency	Percent	Valid Percent	Cumulative Frequency
Newspaper	9	6.7	6.7	17.2
Television	8	6	6	10.5
Radio	6	4.5	4.5	4.5
Workshop	5	3.7	3.7	22.4
Class Lessons	4	3	3	26.9
Magazines	2	1.5	1.5	18.7
Website	2	1.5	1.5	23.9
Friend	1	0.7	0.7	27.6
Researcher	1	0.7	0.7	28.3
Intestate Succession Act	1	0.7	0.7	29
Non-response	6	4.5	4.5	33.5
Not-applicable	89	66.5	66.5	100
TOTAL	134	100	100	

Source: Field data December 2013

6.1.4.7 Made use of the information on the Intestate Succession Act

Figure 9 below shows that 13.4% of the respondents have made use of the information that they have learnt on the Intestate Succession Act. 23.9% have not made use of the information. The question (# 30) on making use of the information on the Intestate Succession Act was not applicable to 67.2%.

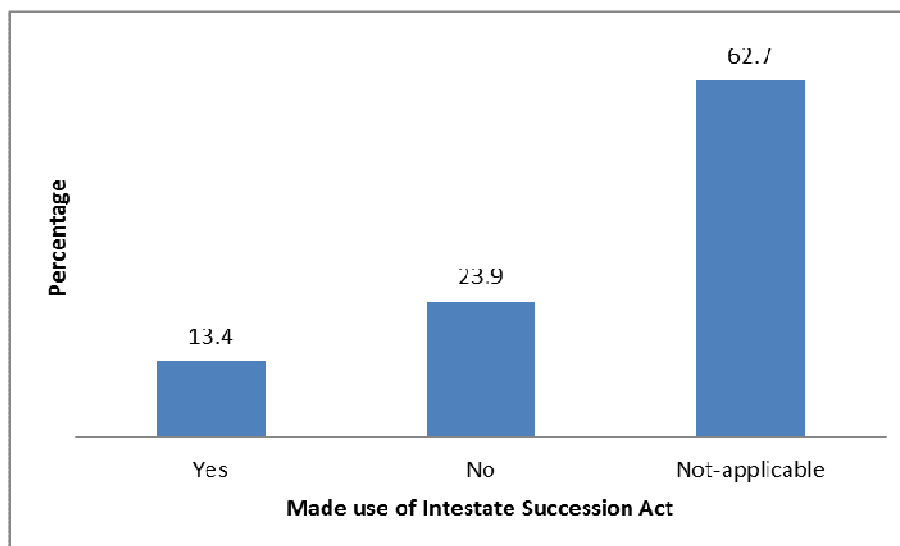


Figure 9: Respondents who have made use of the Intestate Succession Act

Source: Field data December 2013

6.2 Qualitative survey

In-depth interview were conducted by the researcher. Respondents were drawn from the office of the Administrator General and Mental Users Network. All the informants were purposively selected on the basis of their position, experience and in-depth knowledge of AGs office and their involvement with mentally challenged persons.

6.2.1 An interview with the Administrator General

At the time of the interview, the Administrator General had been with AG's office for five years. When asked what communication methods or approach AG's office had on the dissemination of information about the office to the public. She mentioned that there was not much being done. They were just starting to exhibit at the trade fair and agriculture and commercial show. The recent exhibition was done in 2013 at the Livingstone Agriculture show so as to let people know of the new office that they had opened in Livingstone. She also mentioned that they were going to start doing their own radio and television programmes, as in the past they would be invited by organisations that they worked in partnership with such

as Legal Aid Clinic for Women to be part of their radio and television programmes to tell the people about their functions. Non- Governmental Organisations like International Justice Mission invited them to attend their workshops where they taught people about the Intestate and Testate Succession Act. In the future, the AG's office would like to make use of local radio stations so that they can be able to do programs in different local languages.

According to her, the communication methods used were effective especially the one for exhibiting at the agriculture show. It was noticed that after the agriculture show, they would get quite a good response of people going to their offices for help. When asked whether there was a particular audience targeted and a particular language used when communicating about their functions. She said, the only language used is English and that there was no particular audience targeted. It is hoped that everyone across the board will hear about them, whether literate or illiterate. But mostly they would want more of those people who cannot afford the services of a private lawyer since AG's office does not charge much.

Asked if there were any challenges or weakness they were facing with their current communication methods, she mentioned financial constraints as the major challenge they faced. To do a radio or television program was very expensive. For example for them to just appear for five minutes on television, they needed to pay about K10,000, and as a government department they find it difficult to do such programs because of lack of money. In addition, a weakness in the communication methods used was they are only done once a year, that is the agriculture show and the trade fair.

She recommended that in order for them to come up with more programmes on how to sensitize the public about their functions, there was need to improve the funding that the department is given.

6.2.2 An interview with the Senior Examiner of Administrator General's office

The senior examiner had been with AG's office for 15 years. His long term service will help give the researcher an insight on the communication methods AG's office used in the past and at the time of the interview. According to him the communication methods used by AG's office were the television and radio shows. Although it's been long since the last radio show was done especially in Lusaka. In Livingstone, it was done five months ago at the time the interview was being conducted (December 2013). Mainly, ZNBC and Batoka radio stations are the ones that were used. In 2009, the office decided to go to Mwanachingwala's chiefdom where her subjects turned up and they explained about the services that AG's office offered. They have also participated in the Lusaka and Livingstone agriculture show. According to him, these communication methods used were truly effective, in the sense that after the agriculture show and the visit to Mwanachingwala's chiefdom, the number of cases had increased as compared to previous years and a lot of them were coming from Southern province.

He also mentioned that the office had brochures that were only given at the office. So meaning if someone does not visit their offices they will not have access to these brochures. And the brochures were only printed in the English language. In addition to this, the AG's office had no resource/information centre where the public could access anything about the office. In regard to the challenges the AG's office is facing on the communication methods used, the senior examiner said the sensitization campaigns were not enough. They needed to

do more workshops in districts and compounds and may be also visit all the provincial centres. His recommendation to curb these challenges was to try and get support from Non-Governmental Organizations and institutions to help sponsor the television and radio programs especially the ones in local languages.

6.2.3 An interview with the Principal Examiner and Estates Office of Administrator General's office.

At the time of the interview, the Principal Examiner and Estates officer had worked at AG's office for eight years. According to him, the communication methods used by AG's office was through consultative meetings where they would explain on the distribution of a deceased estate. Sometimes, they would go on radio and talk about the Intestate and Wills Act and also attend the international trade fair where they would sensitize the people about their roles as the Administrator General's office. In addition to that, they would also be invited by an NGO called International Justice Mission when it's holding workshops in compounds so that AG's office can also sensitize the people about its functions. Apart from the radio and the agriculture shows they have once used the Times of Zambia and The Post Newspaper to communicate about their functions.

The Principal examiner says these communication methods are not very effective, because they need a little bit more money to execute them. For example, they would only do a radio show once a year because it's expensive to have more than two or three in a year. Therefore, you find that a lot of people are disadvantaged because very few people will get to hear that one program. Also the agriculture show or trade fair where they exhibit is only done once a year, so for them to tell the public about their functions they will have to wait for the following year. He feels the sensitization is not very effective. Funding is the major challenge the AG's office is facing in terms of it communicating about its functions. He says "there are

no resources to do things. If there was enough funding we would do a number of things to sensitize the people out there.” In addition to this he mentioned that there was need to have the Acts on Intestate and Testate to be revised. For example, in the Intestate Succession Act, section 5, it does not give what percentage should be shared amongst the children. His recommendations for better communication methods are that, the funding needs to improve, so that a number of programs can be done. And examiners at the institution need to be trained.

6.2.4 An interview with the Chief Executive Officer of Mental Health Users Network.

The chief executive officer has been with Mental Health Users Network for four years. He first learnt about the Administrator General’s office from the Archai law of 1961. They are mentioned in that law for the responsibility that they have towards mental health. He also heard about them at the constitutional making process. It being a government institution it continuously came up in the constitutional making process. When asked what he knows about the AGs office, he said they have a responsibility for deceased estates. And when he learnt about this he quickly wanted to find out how the mentally challenged persons are benefiting. To his surprise, they are the key violators to people with mental health. They use the Disorders Act to have an attention to the needs of mental health. The Disorders Act has strongly presented the mentally challenged persons to the general public as idiots, people with unsound mind, lunatics and all these terms, meaning these people do not have the capacity to make decisions. Therefore, AG’s office will not be able to transfer powers of a deceased estate to such people or better still will not give them what is rightfully theirs, that’s if they are beneficiaries.

When asked whether members of his organization knew about the AG’s office. His response was that how can they know about it when they do not attend the constitutional making

process. Administrator General's office is a government institution that should be known by almost everyone, but alas, a lot of people do not know about them. He fore one did not even know where their offices are located.

He was asked if any of his members had faced any problems to do with administratorship, his response was "That's the order of the day; some of these relatives go to Court to get what is known as a Detention Order." A Detention Oder is there to keep someone away from the general public. 99 percent of the mental health who fall prey to these detention orders are championed by their relatives. What happens is they push them to a mental health institution, for example Chainama health clinic for a period of time and sale off their things. By the time they are released from the detention order, they find that the house was sold or bank account swept away without their involvement. They end up losing out on what is rightfully theirs.

According to the CEO of Mental Health Users network, it's the mandate of Administrator General's office to let the public know about them and what they do especially if they really need to work together with Mental Health Users Network so that the estates of the vulnerable people are protected. But if they chose to ignore this mandate to let the people know about them, then the failure of getting that information out will leave room for human rights violation especially in the area of estates. He has recommended that AG's office should take a deliberate role to educate the targeted population (underprivileged in Zambia), and one of them is mental health population. This education should first be done on television. It being a government institution, the government should be willing to fund it. No matter how much it cost, if it means giving them 30 million, they should be given so that they are able to run a number of programs on television about their functions. Not only that, to eliminate the language barrier problem, the programs should not only be in English but in other local

languages so as to be able to capture everyone. He further went on to mention that if AG's office went the direction of using local languages they would be able to reach out to many. In order for them to demand for their rights they need to understand what those rights are. He also recommended that it will be good for the AG's office to bring on board the target population to be part of the development of the communication strategies. That way, they will be assured that the best messages are going out to the people because it involved the people themselves. The United Nations Convention on the Rights of Disabilities has said "Nothing about us without us". This means for AG's office to effectively communicate about its functions it should involve the people themselves.

CHAPTER SEVEN

DISCUSSION OF FINDINGS

7.0 Introduction

This chapter discusses the research findings of the previous chapter. It is divided into four parts according to the research questions; applicable theory and literature. Part one focuses on knowledge, attitude and practices of people regarding the functions of Administrator General's office; how the AG's office communicates about its functions to the public is the concern of the second part; How the public prefers to hear about the AG's office and the last part is which communication channel do the public consider most appropriate and why?

7.1 Research Question # 1: What are the knowledge, attitude and practices of people regarding the functions of Administrator General's office?

Generally in this research, it was discovered that a number of people did not know about the existence of Administrator General's office. Of the 134 respondents only 44 percent knew about its existence. And of this group that knew their existence very few knew the actual functions of the AG's office. 26.1 percent listed administration of deceased estates as the function while others gave functions like smooth running of the organisation, database management and administration of national affairs. This shows that most people did not have any knowledge as to what AG's office does. From the six functions of AG's office, respondents were only able to list one of them correctly, that is, administration of deceased estates.

Although the majority of the respondents came from the medium density area (as shown in table 5), most of those who had heard about AG's office were from the low density area. This

is expected as this is where you find the most educated and access to communication channels is more. 46.7 percent of the respondents who had heard about AG's office were from the low density area, 33.3% from the medium density area and 20.0% from the High density area. This means the information about AG's office is not reaching the people in high density areas. This information is shown in the cross tabulation table below.

Table 13: Residential area and ever heard of AG's office cross tabulation

		Have you ever heard of AGs office		Total
		Yes	No	Total
Residential Area	High density area	12	31	43
		20.00%	41.90%	32.10%
	Medium density area	20	29	49
		33.30%	39.20%	36.60%
	Low density Area	28	14	42
		46.70%	18.90%	31.30%
Total		60	74	134
		100.00%	100.00%	100.00%
		44.80%	55.20%	100.00%
Pearson Chi-Square = 13.399 significance = 0.001				
Source: Field Data 2013				

Source: Field data December 2013

Statistically if you do a chi-square it will give you a significance of 0.00, this shows that there is a relationship between the residential area and getting to hear about the AG's office. When you do a comparison of knowledge of existence within the residential area it will be noticed that there is a knowledge gap between those who are found in low density areas and those found in the high density areas as shown in figure 10 below. Out of 42 respondents who had participated in the research in the high density area only 29.7 percent had heard of the AG's

office compared to the low density area where you have 66.7 percent hearing of the AG's office out of 43 respondents who had participated. This knowledge gap can be contributed by the education level of the respondents found in this area.

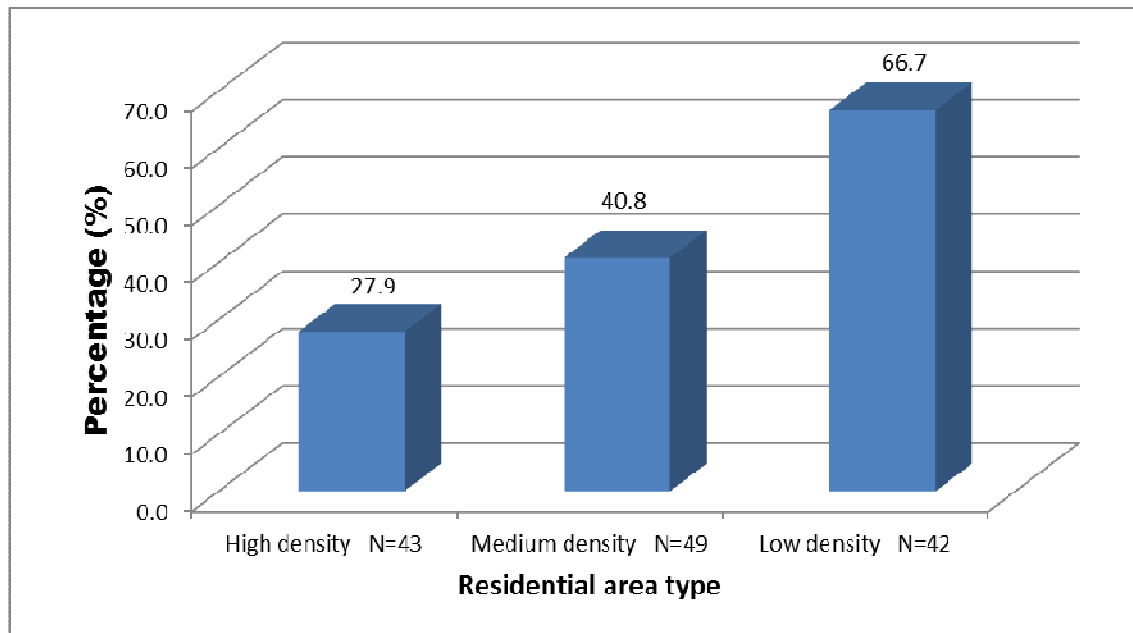


Figure 10: Comparison of knowledge of existence of AG's office within the residential area

Source: Field data December 2013

As shown in Table 6, majority of the respondents who had participated in the research had completed secondary school and where either college or university graduates. Table 14 below shows that most of those who had heard about AG's office were university graduates, followed by college graduates and those that had gone up to secondary level. 59.9 percent of university graduates had heard about AG's office, 57.6 percent of college graduates had heard AG's office, 53.1 percent of those who had gone up to secondary level heard about AG's office and 6.2 percent of those who had reached basic level of education had heard about AG's office. Statistically the cross tabulation table shows that there is a relationship between hearing about AG's office and one's education level attained. From table 14 below

you can see that from the 14 who have attained primary education no one has heard about AG's office. Of those who have attained basic level education out of 16, only 1 has heard about AG's office. Certainly this shows that information about AGs office is not filtering to the people who are less educated.

Table 14: Education and ever heard of AG's office cross tabulation

		Heard of AG's office?		Total
		Yes	No	
Education	Primary	0	14	14
		0.0%	100.0%	100.0%
	Basic	1	15	16
		6.2%	93.8%	100.0%
	Secondary	17	15	32
		53.1%	46.9%	100.0%
	College	19	14	33
		57.6%	42.4%	100.0%
	University	23	16	39
		59.0%	41.0%	100.0%
Total		60	74	134
		44.8%	55.2%	100.0%

Pearson Chi-Square = 27.223 Significance = 0.000

Source: Field Data 2013

The knowledge gap theory confirms the relationship that exists between the education level, residential area and one getting to hear about AG's office. The theory states that the increase of information in the society is not evenly acquired by every member of the society. People with higher socioeconomic status tend to have greater ability to acquire information than the poor. Therefore, the knowledge gap can result into an increased gulf between people of lower and higher economic status. You end up having a group of better-educated people who know

more about most things, and those with low education who know less. For example, in table 14 above it shows that more of the university graduates know about AG's office as compared to those who have attained primary and basic education. The lower socio-economic statuses defined partly by education level, have little or no knowledge about public affairs issues, they are disconnected from news events and important new discoveries, and are usually not concerned about their lack of knowledge. Therefore, the understanding and accessibility is better for those who are more educated. This means that the AG's office will have to concentrate their sensitisation campaigns on the less educated and those found in high density areas.

When you compare the age range and those who have heard about AG's office you will find that those in the age range 41 years and above are more knowledgeable about AG's office. This is expected because they have lived their lives and now wants to know what will happen after they die. Therefore, they become interested in issues to do with succession. Those in the age range of 31-35 and 36-40 do not know much about AG's office because at this age they are not bothered or interested as to what will happen after they die, instead their focus is on how to live their lives to the fullest. In addition to this, this age range finished school some time back when they were not yet teaching about deceased estates in schools. Currently, teaching of deceased estates has been introduced into the syllabi in grade 11 and 12 in civic education. This is why you will notice that the percentage of those who have heard about AG's office who are in the age range of 26-30 is high because they have learnt about issues to do with property and succession in schools. This information is illustrated in the table below.

Table 15: Age ranges of respondent and ever heard of AG's office cross tabulation

			Q7 Have you ever heard about the AGs office		Total
			Yes	No	
Age	21 – 25 yrs	Count	9	9	18
		% within Q7 Have you ever heard about the AGs office	15.30%	12.20%	13.50%
	26 – 30 yrs	Count	14	17	31
		% within Q7 Have you ever heard about the AGs office	23.70%	23.00%	23.30%
	31 – 35 yrs	Count	5	16	21
		% within Q7 Have you ever heard about the AGs office	8.50%	21.60%	15.80%
	36 – 40 yrs	Count	9	16	25
		% within Q7 Have you ever heard about the AGs office	15.30%	21.60%	18.80%
	41 yrs +	Count	22	16	38
		% within Q7 Have you ever heard about the AGs office	37.30%	21.60%	28.60%
Total		Count	59	74	133
		% within Q7 Have you ever heard about the AGs office	100.00%	100.00%	100.00%

Source: Field data December 2013

48.5 percent of the 59 respondents who have heard about AGs office have not made use of the information that they learnt about AGs office. Of the 134 respondents covered in the study, only 29.1 percent have heard about the Intestate Succession Act and 13.4 percent have made use of this information. Despite the majority of respondents (85.8%) in this study knowing what a will is; 89.6 percent of them have not written a will and give reasons for not writing a will such as; do not own property, not knowing how to write one, excuse of doing it later on in the future and not necessary to write one. This shows that people are not putting into practice what they have learnt or heard about the AG's office, the Wills and Administration Testate Act and the Intestate Succession Act. One of the findings of the study carried out by WILSA in 1994 showed an indication that people were generally suspicious of the consequences of making wills. Not many people were willing to make wills, because they owned nothing substantial to protect. Rejection of wills; ignorance, misinterpretation and non-acceptance of the provision of the Intestate Succession Act were one of the findings of the causes of property grabbing in a research carried out by the Zambian government particularly Gender In Development Division (GIDD). If people continue with the lazier

fiere attitude towards this important information, then a reduction in property grabbing is something that lives to be desired.

7.2 Research question # 2: How does the AG's office communicate about its functions?

According to the interviews that were conducted with staff from the AG's office, it was discovered that awareness about the functions of the department was either done through television or radio only when they are invited by Non Governmental Organisations and at the International Trade Fair and the Livingstone and Lusaka Agriculture and Commercial Show. The last radio show was done in Livingstone 5 months prior to the time of the interview (December 2013) and they also exhibited at the 2013 agriculture and commercial show. In addition to this, AG's office has been invited by NGOs to participate in the radio shows and workshops that they conduct. That way, the AG's office will use that opportunity to talk about the Intestate Succession Act and Wills Act as well as the functions of the AG's office. Despite the use of the radio, television and agriculture show, these approaches have not been so effective in the dissemination of the functions of the department. When asked whether the communication approaches used were effective, the principle examiner and estates officer had this to say "Yah, they are, though there are not very effective because we need actually a bit of money if we have to make them effective because usually you find maybe you just go on radio maybe once in a year, so you find it is not very effective. Only a few people can be able to listen, so many people are disadvantaged actually because even the shows you find they come maybe just once in a year. I feel the sensitization is not very effective." Furthermore, AG's office does not have a targeted audience and they only use the English language to sensitize the public about their functions. So you will find that the information is not filtered properly and those who do not understand English will not be able to get anything. The use of different languages in sensitizing the public is very important as there

will be a grantee of having made sure that the information has reached almost every one. According to Chasha 2009, the use of an appropriate language in raising awareness is very critical as it is an important factor in communication which involves shared meaning.

When the respondents were asked which communication channel they first heard about AG's office, of the 134 respondents interviewed, 10.4 percent of them said they first heard it from television, followed by 8.2 percent who heard it from the radio, 5.2 percent who heard about it from the newspaper and 1.5percent, 0.7percent, and 0.7percent who heard it from magazines, workshops and agriculture show respectively. Others got to hear about it from family members and friends (see figure 2). 27.6 percent learnt about a Will from school, 14.2 percent learnt about it from television, and 6.7 percent from the radio, where as those who have heard about the Intestate Succession Act, 6 percent first heard about it from television, 6.7 percent from the newspaper, 4.5 percent from the radio and 3.7 percent from the workshops (see figure 6 and table 12). These low percentages definitely show that the communication methods used by AGs office are not so effective. There is need for them to come up with good communication strategies that will help them reach the masses and sensitize them about their functions.

According to the agenda-setting theory, the audience learns about public issues and other matters through the media. That way the media is said to perform an agenda setting role for the audience both by determining the issues for public debate and the order of significance for such issues. The scientific perspective of the agenda setting theory predicts that if people are exposed to the same media, they will place importance on the same issues. Therefore, if AG's office focuses on the media specifically the television as that is the preferred channel for the public (see table 9), they will succeed in disseminating information about the functions of their office. Issues to do with succession, property grabbing should be the agenda of the media and the public will definitely place importance to such issues. According to

WILSA, one of their recommendations is for the state to take an active role in civic education so that people are made aware of their rights. AG's office can spear head this role by ensuring that an agenda is set on the media on inheritance rights.

In the 2014 Annual Work Plan for Administrator General's office, they have outlined a number of activities to be done and targets to achieve their objectives. They intend to use the trade fair and agriculture shows to reach out to as many people as possible attending the trade fair and the shows for outreach purposes and dissemination of information on deceased estates and writing of wills. For community education they intend to do public discussion fora where they will organise meetings in public places; networking with NGOs, churches, government ministers and private entities; advertise through brochures, print media, radio and television; and conduct workshops. These activities listed by AG's office are some of the preferences of the respondents on how they expect AG's office to communicate about its functions as shown in table 9.

7.3 Research question # 3: What is the public's preference on which communication channel to hear about AGs office?

The study reveals that 92 percent of the 134 respondents gave response on which communication channel they prefer AG's office to use to disseminate information about their functions. This shows that people have ideas of how they expect information to be communicated to them. The majority of the respondents preferred television (35.5%) as the communication channel to be used. This is expected as now almost every household in the urban set up has a television set. 22 percent preferred radio and 12.6 percent preferred holding meetings with the communities. It's interesting to note that the preferences chosen by the respondents are in line with activities that AGs office has outlined in their 2014 annual work plan (Appendix 5).

Other methods that AG's office has not consistently used but is preferred by the public on creating awareness on the functions of the department are road shows, sensitization campaigns, through theatre groups, going to schools and colleges, use of lawmakers, visiting widowers and workshops. And most of these were preferred by those found in the low and medium density areas as shown in the table 16 below. Those from the high density areas preferred the use of the radio and holding meetings within their communities. This will grant them an opportunity to easily access the information on the laws of succession and property grabbing

Table 16: Preference of communication channel and residential area cross tabulation

Preference of communication channel		Q5 Residential area			Total
		High density area	Medium density area	Low density Area	
Media	Count	0	3	6	9
	% within Q5	0.00%	6.70%	16.20%	
Radio	Count	19	14	14	47
	% within Q5	45.20%	31.10%	37.80%	
Television	Count	24	32	20	76
	% within Q5	57.10%	71.10%	54.10%	
Newspaper	Count	2	3	7	12
	% within Q5	4.80%	6.70%	18.90%	
Magazines	Count	0	1	3	4
	% within Q5	0.00%	2.20%	8.10%	
Holding meetings with communities	Count	15	6	6	27
	% within Q5	35.70%	13.30%	16.20%	
Road shows	Count	1	5	1	7
	% within Q5	2.40%	11.10%	2.70%	
Sanitization campaigns	Count	2	6	6	14
	% within Q5	4.80%	13.30%	16.20%	
Workshops	Count	0	1	2	3
	% within Q5	0.00%	2.20%	5.40%	
	% within Q5	2.40%	0.00%	0.00%	
Through theatre groups	Count	1	0	0	1
	% within Q5	2.40%	0.00%	0.00%	
Go to schools and colleges	Count	0	0	1	1
	% within Q5	0.00%	0.00%	2.70%	
Through the office of the member of parliament	Count	0	0	1	1
	% within Q5	0.00%	0.00%	2.70%	
Fuse in school curriculum	Count	0	0	1	1
	% within Q5	0.00%	0.00%	2.70%	
Visit widowers or families who have lost relatives	Count	0	0	1	1
	% within Q5	0.00%	0.00%	2.70%	
Total	Count	42	45	37	124

When you compare the preferences of the people and the education level attained you will notice that most of the preferences given are coming from those who have completed secondary school and are college or university graduates. Television preference is evenly distributed among all three education levels because almost everyone has a television set regardless of their education background and they consider this communication channel to be the most appropriate way of getting information on anything as shown in table 9.

Table 17: preference of communication channel and level of education cross tabulation

Preferences of Communication Channel		Education		Secondary	College	University	Total
		Primary	Basic				
Media	Count	0	0	1	3	5	9
	% within qq6	0.00%	0.00%	3.30%	10.00%	14.70%	
Radio	Count	7	3	9	15	13	47
	% within qq6	46.70%	20.00%	30.00%	50.00%	38.20%	
Television	Count	10	11	18	17	20	76
	% within qq6	66.70%	73.30%	60.00%	56.70%	58.80%	
Newspaper	Count	0	0	3	3	6	12
	% within qq6	0.00%	0.00%	10.00%	10.00%	17.60%	
Magazines	Count	0	0	1	1	2	4
	% within qq6	0.00%	0.00%	3.30%	3.30%	5.90%	
Holding meetings with communities	Count	3	6	8	6	4	27
	% within qq6	20.00%	40.00%	26.70%	20.00%	11.80%	
	% within qq6	0.00%	0.00%	0.00%	3.30%	0.00%	
Road shows	Count	0	0	2	4	1	7
	% within qq6	0.00%	0.00%	6.70%	13.30%	2.90%	
Sensitization campaigns	Count	0	1	1	4	8	14
	% within qq6	0.00%	6.70%	3.30%	13.30%	23.50%	
Workshops	Count	0	0	0	1	2	3
	% within qq6	0.00%	0.00%	0.00%	3.30%	5.90%	
Partnering with CBOs and media houses	Count	0	0	0	0	1	1
	% within qq6	0.00%	0.00%	0.00%	0.00%	2.90%	
Through theatre groups	Count	1	0	0	0	0	1
	% within qq6	6.70%	0.00%	0.00%	0.00%	0.00%	
Go to schools and colleges	Count	0	0	0	0	1	1
	% within qq6	0.00%	0.00%	0.00%	0.00%	2.90%	
Through the office of the member of parliament	Count	0	0	0	1	0	1
	% within qq6	0.00%	0.00%	0.00%	3.30%	0.00%	
Fuse in school curriculum	Count	0	0	0	0	1	1
	% within qq6	0.00%	0.00%	0.00%	0.00%	2.90%	
Visit widowers or families who have lost relatives	Count	0	0	0	0	1	1
	% within qq6	0.00%	0.00%	0.00%	0.00%	2.90%	
Total	Count	15	15	30	30	34	124

From the preferences given by the people, it will be noticed that most of them are in line with some of the theories that were used by the researcher. Those who preferred the media, Newspaper, Television, radio and magazines to be used by the AGs office as a means to communicate about their functions are in confirmation with the agenda-setting theory which states that the public agenda and what people think about are powerfully shaped and directed by what the media chose to publicize. AG's office can use the media to talk about the law of succession and property grabbing more often than usual this will make the public to focus on such issues. That way the media will be said to be performing an agenda – setting role for the audience both by determining the issues for public debate and the order of significance for such issues. And the media being the preferred source of communication channel to be used by AG's office, more people will be able to know about their existence and what they do.

The multi-step flow theory is confirmed by the preference of the public to make use of law makers, church leaders and the office of the Member of Parliament. According to the theory these people are referred to as opinion leaders, and they have a direct, immediate and powerful effect on the audience. In addition to this, according to the two step flow theory, opinion leaders are quite influential in getting people to change their attitudes and behaviours and are quite familiar to those they influence. Therefore, the AG's office will have to partner with the opinion leaders who will further pass on the information to the public. The opinion leaders will be able to influence the people and have them change their attitudes towards issues to do with property grabbing. This interpersonal dissemination of information will be very effective as information will be passed on from one person to another until the whole community will get to know about AG's office and what they do. Another preference of the public is the use of popular theatre groups. These people will be the communicator and act out scenes that will be able to capture the audience and that way they will be able to get the attention of the audience who will be able to view what they are acting as reality. These are

entertaining in nature and at the end of the performance the community has an opportunity to ask questions on the dramatized topic. The drama performances are done in places that are crowded such as the market places. In this way, even people who did not have an opportunity to watch the performance can ask those who did and get to hear about what was being taught. This confirms the dramatism theory.

7.4 Research question # 4: What communication channel does the public consider the most appropriate and why?

Majority of the respondents in this study indicated that television was the most appropriate channel of communication because it was most accessible. This was followed by radio as most people will prefer to hear and see than just hear. Others preferred workshops and theatre groups as it was a quick way to get feedback. This helped information on a particular topic to be received by the majority of the people almost at the same time and discussions on it begin to spread quickly.

When you compare the most appropriate communication channel for receiving information preferred by the public to their education level attained and the residential area, it will be noticed that those who preferred radio and television, the majority are college and university graduates (see table 18 and 19 below) and they are evenly distributed in the three residential areas as shown in table 20 and 21(see appendix 4). That is, high, medium and low density areas. This is so, because almost everyone found in these residential areas will either own a radio or television or even both, as they consider these communication channels to be ways in which they can access any information either within the country or around the world. The other channels such as newspaper, magazines and internet are not popular among the respondents especially to those who have only attained primary and basic education.

Table 18: Radio and level of education cross tabulation

			Level of Education					Total
Radio			Primary	Basic	Secondary	College	University	
	Yes	Count	6	5	11	14	19	55
		% within qq6 Education	40.00%	31.20%	35.50%	42.40%	48.70%	41.00%
	No	Count	9	11	20	19	20	79
		% within qq6 Education	60.00%	68.80%	64.50%	57.60%	51.30%	59.00%
Total		Count	15	16	31	33	39	134
		% within qq6 Education	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Table 19: Television and level of education cross tabulation

			Level of Education					Total
Television			Primary	Basic	Secondary	College	University	
	Yes	Count	10	10	22	20	25	87
		% within qq6 Education	66.70%	62.50%	71.00%	60.60%	64.10%	64.90%
	No	Count	5	6	9	13	14	47
		% within qq6 Education	33.30%	37.50%	29.00%	39.40%	35.90%	35.10%
Total		Count	15	16	31	33	39	134
		% within qq6 Education	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Most of the respondents who chose workshops are from the low density areas and are either College or University graduates. This is expected as these are the people who will get to appreciate workshops because they would be able to participate fully either through group discussions or presentations. In table 23 (appendix 4), no one who had attained primary or basic education preferred workshops. This is because they find challenges either to read or write.

According to the agenda setting theory, the audience learn about public issues and important issues through the media. Therefore, the AG's office can use the radio and television as the

media where they can inform the public about their functions especially that they are considered as the most appropriate channels for receiving information. The time frame allocated on the programmes that will be bringing awareness on the functions of the department should be considered and the number of times that the programs will feature on either radio or television as this will set an agenda for the public. This will further bring about public debate on the topic and that way people will be able to hear about AGs office and what they do.

CHAPTER EIGHT

CONCLUSION AND RECOMMENDATIONS

8.0 Introduction

This chapter presents the conclusion to the research and has proposed various recommendations which came out of the research findings. This study was undertaken to investigate the communication strategies used by administrator general's office to disseminate information on the functions of their department. Other objectives of the study included to determine the people's awareness on the laws of succession; to determine how the AGs office communicate to the public about its functions; preferences of the public on the channels/methods to use for communicating about their functions as well as appropriateness of the channels/methods used for communicating and why?

8.1 Conclusion

The study reveals that the awareness levels on the functions of the department of Administrator Generals office is very low with only 44 percent of the Lusaka residents knowing about their existence and 26.1 percent understanding what their functions are. This study shows that the strategies being used by administrator General are not effective in that the communication messages are not reaching the intended targets who are the men and women in high and medium density areas. It shows that people are not aware about the Intestate Succession Act as only 29.1 percent of the respondents have heard about it. Contrary to 85.8 percent of the respondents who know what a will is. And this is because most of them have learnt about it from school.

The study also reveals that out of the 44 percent of the respondents who had ever heard about Administrator General's office only 14.2 percent had made use of the information that they had heard. This shows that people have a negative attitude towards issues to do with succession and property grabbing. And definitely that way people will not be able to pass on such information to others as they will deem it as something of less importance. As recommended by WILSA it will be important for AG's office to focus on awareness creation and sensitization of inheritance rights so as to bridge the gap of knowledge that exists. That way you can have more men and women exercising their legal right to inherit through the Intestate Succession Act.

Furthermore, the study has demonstrated that the mass communication channels being used for information dissemination by the AG's office are not so effective. The programs they get to do on television or radio are done once a year and only when they are invited by Non-Governmental Organization to participate in the program. These programs are usually done once a year. Therefore, you find that some people will miss out as they will not be able to know when exactly the programs came on television or radio. In addition to this, the trade fair and agriculture show only comes once a year, so if AG's office does not reach out to a number of show goers as they exhibit what their functions are, they will have to wait for another year in order for them to reach out to other people. The use of one language has also contributed to the ineffectiveness of the AG's office communication strategies. The brochures are not translated to other local languages and the programs on television and radio are all done in English.

When determining which channel was preferred by the public to receive information on the functions of the department, they preferred the use of television and radio. Those found in high density areas, preferred the AG's office to hold meetings in their communities in addition to the radio and television programs. They felt that, this way even people who are

not home at the time the programs are running on television will have an opportunity to listen to the public meetings as they pass by going to the market or their respective work places. They will also be able to hear other people discuss the issues of inheritance and that way it will be easier for them to have consensus on such issues and discourage the vice of property grabbing in their communities.

Regarding which channel was most appropriate for receiving information and why, the majority of the respondents felt that television was most appropriate for receiving information because it was most accessible. Nowadays almost every home owns a television set and this is usually what is used for them to get any information on anything. Others felt that workshops and drama performances were appropriate for receiving information as they will be able to get quick feedback from those who are communicating the information to them because they will be able to ask questions where not clear and get further clarification.

8.2 Recommendations

In order for AGs office to increase the effectiveness and efficiency of its communication strategies, it's important the following recommendations are adopted:

- AG's office will need to solicit for more financial funding so that they are able to perform a number of communication activities such as workshops, radio and television programmes and drama performances in order for them to effectively disseminate information on the functions of the department.
- AG's office should initiate their own series of radio and television programmes that will run for several weeks so that even if people miss one programme they will be able to watch the next one in the series.

- AG's office will need to consider holding workshops for opinion leaders such as law makers, councilors, ward councilors, church leaders and members of parliament. These will in turn share the information with the members of their community.
- AG's office will need to make use of the local languages in disseminating information on functions of the department, as that way they will be able to reach a number of people.
- In disseminating information on the functions of the department, AGs office will have to target the people found in high density areas and who are less educated. As these are the people according to the study who have not heard about the existence of AGs office and they are mostly affected by property grabbing issues.
- AG's office will need to come up with a communications officer or communications department that will be responsible for coming up with a comprehensive communication strategy that will help them achieve their fourth objective and effectively sell the departments mission.
- AG's office will need to computerize the registry department, so that statistical information can be captured easily.
- Screening of clients at AG's office should be done by one focal person, which will help them record all the background information necessary of the clients and it will be done once.

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APPENDICES

Appendix 1

**THE UNIVERSITY OF ZAMBIA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

QUESTIONNAIRE

Dear Respondent,

You were randomly sampled to take part in this research study which focuses on **Communication Strategies by the Administrator Generals Office to disseminate information on operations of the department**. Your contributions in answering the questions in this questionnaire will go a long way in trying to find viable ways of effectively educating the public about the functions of the Administrator-Generals office. You are therefore kindly requested to answer each question truthfully and honestly and your answers will be treated with utmost confidentiality. Please remember not to write your name on any page of this questionnaire.

I thank you in anticipation of your favorable response.

ChalweChishalaMukwatu

MCD STUDENT/RESEARCHER

FOR OFFICIAL USE ONLY

Tick [x] in the appropriate bracket(s) provided next to the answer of your choice, and/or write in the space provided where your opinion or comment is required. Please respond to all the questions asked.

SECTION A: PERSONAL BACKGROUND

1. Sex:
 - (1) Male ☐
 - (2)Female ☐
2. Age:
 - (1) 15 – 20 years ☐
 - (2) 21 – 25 years ☐
 - (3) 26 – 30 years ☐
 - (4) 31 – 35 years ☐
 - (5) 36 – 40 years ☐
 - (6) 41 years and above ☐
3. Nationality of respondent:
 - (1) Zambian ☐
 - (2) Non Zambian ☐
4. Marital Status:
 - (1) Married ☐
 - (3) Single ☐
 - (4) Divorced ☐
 - (5) Widowed ☐
 - (6) Separated ☐
5. Residential Area:
 - (1) High density area e.gChawama ☐
 - (2) Medium density area e.gChilenge ☐
 - (3) Low density Area e.gKabulonga ☐
6. Education level attained:
 - (1) Primary ☐
 - (2) Basic ☐
 - (3) Secondary ☐
 - (4) College ☐
 - (5) University ☐
 - (6) Non of the above ☐

SECTION B: AWARENESS LEVELS ON THE FUNCTIONS OF ADMINISTRATOR GENERALS OFFICE TO THE PUBLIC.

7. Have you ever heard about the Administrator Generals office?

(1)Yes [] (2) No []

8. What are their functions?

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.....
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.....
.....
.....

9. Through which communication channel did you first hear about the Administrator
Generals office?

- (1)Radio []
(2)Television []
(3)Newspaper []
(4)Magazines []
(5)Workshops []
(6)Any other(specify)

10. Based on the communication channel you've selected above please state which
particular radio station, T.V station, newspaper, magazine or workshop you learnt
about the Administrator Generals office from?

.....
....

11. Who did you hear this information from?

- (1) Minister or Member of Parliament []
(2) Sr. Government Official []
(3) Opposition leader []
(4) Professional []
(5) Student []
(6) Family Member []
(7) Do not remember []
(8) Other (specify)

12. Which communication channel do you consider the most appropriate for receiving
information?

- (1) Radio []
(2) Television []
(3) Newspaper []
(4) Magazines []
(5) Workshops []
(6) Any other (specify)

13. Why do you consider it the most appropriate?

- (1) It is the most accessible []
- (2) It is the cheapest []
- (3) It is the fastest []
- (4) It enables quick feedback []
- (5) Others (specify)

.....
.....
.....
.....

14. How should the office of the Administrator-General communicate about its functions?

.....
.....
.....
.....
.....

SECTION C: UTILIZATION OF INFORMATION FROM ADMINISTRATOR GENERALS OFFICE

15. What type of information have you ever heard from the administrator Generals office? Please tick in the appropriate brackets.

- Historical background of Succession in Zambia []
- The role of the administrator []
- How an estate is distributed []
- How to administer estates of bankrupt persons []
- How to administer estates of mentally challenged persons []
- How to supervise liquidators and receivers of companies []
- What a will is []
- Who can write a will []
- Intestate Succession Act – in the absence of a will []
- Nothing of the above []

16. Have you made use of the information you got about the Administrator Generals Office above?

- (1)Yes [] (2) No []

If yes go to question 17 and if No go to question 18

17. In what ways have you made use of it?

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.....

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.....
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.....

18. Why didn't you make use of the information you got about Administrator
Generals office?

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.....
.....

**SECTION D: INFORMATION ON THE WILLS AND ADMINISTRATION OF
ESTATES ACT AND THE INTESTATE SUCCESSION ACT**

19. Do you know what a will is?

(1) Yes [] (2) No []

20. Who told you about a will?

- (1) Politician []
(2) Lawyer []
(3) Teacher []
(4) Student []
(5) Family member []
(6) Other (Specify).....

21. Through which channel of communication did you learn about a will?

- (1) Radio []
(2) Television []
(3) Newspaper []
(4) Magazines []
(5) Workshops []
(6) Other (Specify).....

22. Based on the communication channel you've selected above please state which
particular radio station, T.V station, newspaper, magazine or workshop you learnt
about a will from?

.....
...

23. Have you written a will?

(1) Yes [] (2) No []

24. If yes in question 23, why have you written a will?

.....
.....
.....
.....

25. If no in question 23, why have you not written a will?

.....
.....
.....
.....

26. Have you heard about the Intestate Succession Act?

(1) Yes [] (2) No []

27. Who told you about the intestate succession Act?

- (1) Politician []
(2) Lawyer []
(3) Student []
(4) Teacher []
(5) Family Member []
(6) Other (Specify).....

28 Through which channel of communication did you learn about the Intestate Succession Act?

- (1) Radio []
(2) Television []
(3) Newspaper []
(4) Magazines []
(5) Workshops []
(6) Other (Specify).....

29. Based on the communication channel you've selected above please state which particular radio station, T.V station, newspaper, magazine or workshop you learnt about the Intestate Succession Act from?

.....
...

30. Have you made use of the information that you got on the Intestate Succession Act?

(1) Yes [] (2) No []

THANK YOU VERY MUCH FOR YOUR CO-OPERATION

Appendix 2

IN- DEPTH INTERVIEW

Administrator General and official Receiver

Position

- 1) For how long have you been working with Administrator Generals office?
- 2) What communication strategies are being used by Administrator Generals office to disseminate information about their operations?
 - Source
 - Message
 - Channels
 - Audience
 - Language
- 3) In your view, are the approaches used by AGs office to disseminate information effective?
 - Source
 - Message
 - Channels
 - Audience
 - Language
- 4) If you think they are effective, what are some of the things you can point out as success?
- 5) Are there any differences in the communication strategies used for
 - Urban and rural areas
 - Literate and illiterate people
- 6) If yes, what is the difference?
- 7) Which media is the AGs office using to disseminate its information?
- 8) Do you have a resource Centre for information, education and communication material?
- 9) If yes, how accessible is it and what languages are the materials in?
- 10) What major challenges are you facing as AGs office in your communication approach?
- 11) What would you say are some weaknesses of the communication strategies used by AGs office to disseminate information?
- 12) What would you recommend to be done in order to improve the communication strategies used by AGs office?

Appendix 3

In – Depth Interview Guide for the Chief Executive Officer of the Mental Health Users Network

1. Have you ever heard about Administrator-General office?
2. Through Which channel did you first hear about Administrator Generals office?
(Radio, Television, Newspapers, Magazines etc.)
3. Who was the source of information you got about Administrator Generals office?
(Politician, Lawyer, Student, Teacher, Police or Family member)
4. What do you know about Administrator Generals office?
5. How would you want Administrator Generals office to sensitize the public about the functions of their department?
6. Do the members here know about the Administrator-General's office?
7. Did any of your members have problems with administratorship after a spouse died?
8. What did they do?
9. Administrator-General is there to serve. How do you think they should disseminate that information to you?

Appendix 4

CROSS TABULATION TABLES

Table 20: Radio and residential area cross tabulation

			Residential Area			Total
Radio			High density area	Medium density area	Low density Area	
	Yes	Count	18	16	21	55
		% within Q5 Residential Area	41.90%	32.70%	50.00%	41.00%
	No	Count	25	33	21	79
		% within Q5 Residential Area	58.10%	67.30%	50.00%	59.00%
Total		Count	43	49	42	134
		% within Q5 Residential Area	100.00%	100.00%	100.00%	100.00%

Table 21: Television and residential area cross tabulation

			High density area	Medium density area	Low density Area	
Television						
	Yes	Count	27	36	24	87
		% within Q5 Residential Area	62.80%	73.50%	57.10%	64.90%
	No	Count	16	13	18	47
		% within Q5 Residential Area	37.20%	26.50%	42.90%	35.10%
Total		Count	43	49	42	134
		% within Q5 Residential Area	100.00%	100.00%	100.00%	100.00%

Table 22: Workshop and residential area cross tabulation

			High density area	Medium density area	Low density Area	
Workshops						
	Yes	Count	1	3	6	10
		% within Q5 Residential Area	2.30%	6.10%	14.30%	7.50%
	No	Count	42	46	36	124
		% within Q5 Residential Area	97.70%	93.90%	85.70%	92.50%
Total		Count	43	49	42	134
		% within Q5 Residential Area	100.00%	100.00%	100.00%	100.00%

Table 23: Workshop and level of education cross tabulation

Workshop			Leve of Education					Total
			Primary	Basic	Secondary	College	University	
	Yes	Count	0	0	1	4	5	10
		% within qq6 Education	0.00%	0.00%	3.20%	12.10%	12.80%	7.50%
	No	Count	15	16	30	29	34	124
		% within qq6 Education	100.00%	100.00%	96.80%	87.90%	87.20%	92.50%
Total		Count	15	16	31	33	39	134
		% within qq6 Education	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%