

**AN ASSESSMENT OF MEDIA COVERAGE OF CHILD ONLINE  
PROTECTION (COP) IN ZAMBIA: A CASE OF ZAMBIA DAILY MAIL  
AND DAILY NATION**

**BY:**

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**LUSAKA**

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**DECLARATION**

I, HANFORD ADVENT CHAABA, declare that this dissertation:

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**APPROVAL**

This dissertation of **Hanford Advent Chaaba** has been approved as partial fulfillment of the requirements for the award of Master of Mass Communication Degree by the University of Zambia.

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## **DEDICATION**

To my late parents, **Mr Alfred Million Chaaba** and **Mrs Eli Mwiinga Chaaba** who before their death have laid a firm and solid foundation in me. I wish they could be here to see what I have become today because of their inspiration. I will forever appreciate your guidance and words of encouragement. I dearly miss you Dad and Mum.

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## ABSTRACT

This study is aimed at assessing the extent and quality of media coverage of Child Online Protection (COP) by the media in Zambia; a case of *Zambia Daily Mail* and *Daily Nation* newspaper. The study was aimed at establishing the risks children encounter when they are online and also the quantity (frequency) of COP coverage in the *Zambia Daily Mail* and *Daily Nation* newspapers. Additionally, the study sought to examine the policies of the *Zambia Daily Mail* and *Daily Nation* newspapers on the coverage of COP issues, and to analyse the challenges that journalists from *Zambia Daily Mail* and *Daily Nation* encounter when covering COP. The findings have revealed that COP related issues receive poor or low coverage in Zambian Newspapers. Furthermore, the findings have indicated that topics relating to Child Online Protection are not given the prominence they deserve by the print media. This study used both quantitative and qualitative research designs, with the quantitative content analysis of the two newspapers for the 2021 months of January, February, March and April being the major part used to collect data. This saw a total number of 242 newspaper editions analysed in the four (4) months period of the study. Further, questionnaires, in-depth interviews, focus group discussions and desktop research were used to collect data from selected newspapers (editors and reporters), parents, ZICTA official and pupils. Research instruments used were structured questionnaires, content analysis coding sheets, semi-structured interview schedule and FGD guide. Two theories, Agenda Setting as well as Media Information Dependency Theory, were utilised to contextualise the study. The Agenda Setting Theory was key in informing the study on how the media can set the agenda by telling the public what to talk and think about or discuss, which in this case was COP. Equally, the Media Information Dependency Theory the theory is relevant in helping to understand how heavily dependent on various media platforms the public, including children, had become. This study shows that COP coverage by Zambian newspapers is very low and not given the importance or prominence it deserves. This can be seen from both the quantitative and qualitative analyses of the newspaper content which indicated that COP issues are given very little priority especially that only 31 stories out of 10,680 stories were published between January and April 2021 in the two daily newspapers. This represents 0.6 percent of the total number of stories published during this period under study. Other than the low coverage established, it was also clear that most of the COP articles did not have children's voices. This meant that children's views and opinions were not heard on issues that affected them. Further, the children interviewed in the FGDs stated that there was no deliberate drive to dedicate space to children's issues generally including COP, and that if a story on COP or any other issue that borders on children welfare is to be published, it will be given very small space in newspapers. This tends to make it difficult for children to have a clear interpretation and comprehension of the published COP related article. There is need for newspapers to improve and increase the coverage of COP and give it the prominence or importance it deserves, involve children when developing stories that they intend to provide them with, develop policies and strategies that will help guide their coverage of COP related issues.

## KEY WORDS

**Authority** – Zambia Information and Communications Technology Authority (ZICTA)

**Blackmail** – the action, treated as a criminal offence, of demanding payment or another benefit from someone in return for not revealing compromising or damaging information about them.

**Child** - a child means a person who has attained, or is below, the age of eighteen years (Constitution of Zambia (Amendment) No. 2 of 2016)

**Child Online Protection (COP)** - an initiative aimed at creating a safe and empowering online experience for children around the world.

**Coverage** - the area that can be covered by a specified volume or weight of a substance

**Cyberbullying** – the use of electronic communication to bully a person, typically by sending messages of an intimidating or threatening nature.

**Cybersecurity** - the practice of protecting critical systems and sensitive information from digital attacks.

**Extortion** – the practice of obtaining something, especially money, through force or threats.

**Hate Speech** - to offensive discourse targeting a group or an individual based on inherent characteristics

**ICT** – Information Communication Technology

**ITU** – (International Telecommunication Union) – the telecommunications arm of the United Nations

**Liberalisation** - the process or means of the elimination of control of the state over economic activities.

**Media** – channels of communication that serve many diverse functions, such as dissemination of news and information, entertainment, sport with either mass or specialised appeal.

**Newspaper** - a periodical publication containing written information about current events and is often typed in black ink with a white or gray background.

**Print Media** - means of mass communication in the form of printed publications, such as newspapers and magazines.

**Pornography** - the portrayal of sexual subject matter for the exclusive purpose of sexual arousal.

**Sexting** – sending, receiving, or forwarding sexually explicit messages, photographs, or videos, primarily between mobile phones.

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## CHAPTER ONE

### INTRODUCTION TO THE STUDY

#### 1.0 INTRODUCTION

The study is an assessment of the print media coverage of Child Online Protection (COP) in Zambia, particularly the study assessed the *Zambia Daily Mail* and the *Daily Nation* newspapers. It also establishes how the two daily newspapers cover issues on child online safety and some of the measures they utilise to engage players in protecting and promoting child online safety. The study used both quality and quantity to establish the degree and level of content on the protection of children online in the two dailies; whether or not they covered information which promoted child online safety. It also assessed possible challenges the two media encountered when covering issues on child online protection, and also ascertain whether their content could influence positive change in so far as creating a safe and secure cyber space for children in Zambia was concerned.

This chapter contextualised the study by looking at the role the media play in promoting change in society, and also the link between the media and child online protection generally in Zambia. It also provides an overview of the media in Zambia and gave a background of the newspapers under study, statement of the problem, research objectives and questions, significance as well as scope of the study.

#### 1.1 Background: Child Online Protection and the Role of the Media

The explosion of information and communications technologies (ICTs) has created unprecedented opportunities for children to learn and communicate their opinions on matters affecting their lives and communities. Children are now ever than before, able to access the internet and use various social media platforms to interact and share information with peers and friends (ZICTA: 2018). The young are known to be first to embrace new technologies and tend to utilise the internet via alternative means such as mobile phones. Over the past 10 years, new information and communications technologies have profoundly changed the ways in which children interact with and participate in the world around them. The proliferation of internet access points, mobile technology and the growing array of internet-enabled devices combined with the immense resources to be found in cyberspace provide an array of opportunities to children. The benefits of

ICT usage include broader access to information about social services, educational resources, entertainment and health information, (ibid).

Furthermore, the internet and related technologies has increased access to information offering children and young people the ability to research almost any subject of their interest, access worldwide media, pursue vocational prospects and harness ideas for the future. ICT usage empowers children to assert their rights and express opinions. However, as the ICT sector landscape evolves, there has been a noticeable migration of traditional voice revenue to data services which are being driven by the rise of social media and other broadband services; criminal and unethical activities are also shifting online. As argued by Marsh et al, (2017:37), notwithstanding the immense opportunity that come with the new dawn of internet, some stakeholders and beneficiaries such as children under the age 18, who are mainly on the receiving end of online content have fallen victim to social vices that come with this era.

In an endeavor to mitigate these risks, the International Telecommunication Union (ITU) evoked the 1989 UN Convention on the Rights of the Child to launch the COP Initiative in November 2008 as a multi-stakeholder effort within the Global Cybersecurity Agenda (GCA) framework. The initiative brought together partners from all sectors of the global community to create a safe and empowering online experience for children around the world. This was based on the fact that the UN Convention established that all children have a right to information, to freedom of thought and expression, to privacy and to express their views on matters that affect them in accordance with their evolving capacities. The Convention also protects children from all forms of exploitation and abuse and discrimination of any kind and ensures that the child's best interest should be the primary consideration in any matters affecting them, (ITU: 2014).

According to the 2014 ITU Busan Resolution 179 on COP, ITU member states were required to develop information, education and communication campaigns on COP, support allocation of specific numbers dedicated to COP and encourages establishment of National COP frameworks. Therefore, Zambia, as a member of the ITU, through the Ministry of Transport and Communications in collaboration the Zambia Information and Communications Authority (ZICTA) domesticated the resolution, and with the support of ITU and International Multilateral Partnership against Cyber Threats (ITU-IMPACT) and various stakeholders initiated the

development a National COP Strategy. The strategy was developed after a series of stakeholder consultations from Government Ministries, Private sector, United Nations Children's Emergency Fund (UNICEF), Academia, Mobile and Internet Service providers. The National COP strategy was developed based on the online risks and vulnerabilities in Zambia and recommends various strategies to mitigate the risks and create a safe and secure online environment. The strategy takes a holistic approach to promoting child online safety and strategies based on five key areas namely, legal measures, technical and procedural measures, organisational structures, capacity building and international cooperation. Thus, according to the ITU Guidelines on COP, key stakeholders such as the media play a very critical role in the successful achievement of the strategy's objectives due to their influence on society (ibid).

Zambia's ICT regulator, the Zambia Information and Communications Technology Authority (ZICTA) undertook nationwide ICT Surveys in 2013 and 2015, which among other issues, looked at the online risks and prevalence of illicit content among internet users in Zambia, including children. It was clear in both surveys that children as young as five (5) years also use the internet for various reasons, although without proper parental guidance. According to the Childwise (2017), the situation in Zambia is not any different from many other countries in the world. The report cited the United Kingdom (UK) where children aged 7-16 use the internet to watch video clips (59%), listen to music (56%), play games (54%), complete homework (47%), interact with family and friends (47%), social networking (40%), look up information (38%), and upload videos, photos and music (27%).

Despite the profound benefits of the internet and social media in particular, children in Zambia face several online risks when using ICTs, as they get exposed to various online content including obscene materials such as pornography. They also become susceptible to cyber bullying and online dating which have become quite common among young internet users. Criminal and unethical activities have also become common on the internet (ibid).

In this regard therefore, the role of the media in raising public awareness regarding COP cannot be over-emphasised. No doubt, for the country to protect children online and realise the intended benefits, children and other users of the internet need to be informed about online safety using various media platforms including print media. Messages need to be couched targeting parents or

guardians, other stakeholders and children with a view of alerting them on how to minimise exposure to online risks while on the internet.

However, in as much as the study intended to assess Media Coverage of Child Online Protection in Zambia, it was only limited to print media coverage of interventions and efforts being put in place by key stakeholders such as government and private sector players in so far as protection of children online was concerned. The study did recognise the availability of the various online platforms which children would utilise to access various content, but since the print media covered and disseminated all topics including stakeholders' intervention and efforts, the study looked at how print media covered such interventions and efforts in the two daily newspapers. In as much as the children encounter these challenges online, print media could still dedicate space and carry awareness programmes on how best children can be safe online. Therefore, the selection of the print media was premised on the understanding that parents, guardians, children and other stakeholders would get the information on child online protection from the newspapers and then take appropriate action to mitigate associated risks.

## **1.2 The Zambia Media Landscape**

The Zambian media landscape has seen notable growth since the early 1990s when the country liberalised the airwaves. The liberalisation of the airwaves saw the mushrooming of radio, television as well as newspapers and magazines, a situation which characterised a paradigm shift from one dominated mostly by government owned media prior to the liberalisation period (Makungu, 2004). Further, the 1996 Media Liberalisation Policy and later on the advent of technology created a favourable environment for a diverse media landscape in Zambia, with more and more privately and community owned media both in print and broadcast being born. Due to the advancement in technology and the birth of the internet, a number of radio and television stations are increasingly positioning themselves to stream online. Among them is *Q-FM*, *Radio Phoenix*, *Zambezi FM* and Zambia National Broadcasting Corporation (*ZNBC*) *TV 1* (Streema, 2012).

At the time of writing, government continued to own and control some of the largest media institutions such as *ZNBC*, *Times of Zambia*, *Daily Mail* and the only news agency *Zambia News and Information Services* (*ZANIS*). The media industry has also seen a new form of media – the

online media which has changed the entire ball game in the industry, and has given much competition to the traditional media because of its ‘real-time’ news, accessibility and affordability.

### **1.2.1 The Broadcast Media in Zambia**

The broadcasting sector has recorded exponential growth compared to other sectors of the media industry in Zambia in terms of licensees as evidenced by the number of radio and television stations since the liberalisation of the airwaves and the economy in general (OSISA, 2010). For instance, Radio Phoenix, operating in the capital Lusaka, was registered in 1994 as the first private commercial radio station in Zambia (Muzyamba, 2009). Several other stations followed, sponsored by religious organisations, private companies and community groups or non-governmental organisations (NGOs). Among the registered radio stations include *Sky FM*, *Breeze FM*, *UNZA radio*, *Hone FM*, *Hot FM*, *Millennium radio*, *Radio Icengelo*, *Christian Voice*, *Kwithu FM*, *Komboni radio* and *Parliament radio*.

Notable growth was also recorded in the television sub-sector resulting in several private players being registered. The number of television stations in operation at the time of writing this dissertation included the state-owned *ZNBC TV*, *Copperbelt Television (CB-TV)*, *Central Broadcasting Company (CBC)*, *Muvi TV*, *North-West TV*, *Agribusiness Broadcasting Network (ABN)*, *Diamond TV*, *CAMNETTV*, *City TV*, *Revelation TV*, *Chipata TV*, *Trinity Broadcast Network (TBN)* and pay-television *Multichoice (DSTV)*. According to the Independent Broadcasting Authority (IBA, 2019), there were 140 registered radio and 45 television stations in Zambia.

Despite this exponential growth in the broadcasting sector, there is still a huge number of the Zambian population which rely on the use of the print media as their primary source of news and information (Sinyangwe and Phiri 2019:162).

### **1.2.2 The Print and Online Media in Zambia**

The print media in Zambia has a good number of daily newspapers. Among them include the *Times of Zambia* and *Zambia Daily Mail* which are owned and controlled by the state. Other newspapers which are privately owned include the *Daily Nation*, *News Diggers*, *The Mast*, *The Rainbow*, the *Weekly Guardian* and *The New Vision* newspapers. Newspapers like the *Daily Nation*, *Zambia Daily Mail* and *Times of Zambia* are moving in line with the technological advancements by also

having online versions on their platforms. Part of the reasons attributed to the introduction of the e-version newspaper include but not limited to high production costs involved in print media, newsprint prices, slumping advertising sales, loss of classified advertising, precipitous drop in circulation, product delivery time and transportation costs (*Zambia Daily Mail*, 2019).

Apart from the e-version newspaper, there are other online news sources in Zambia such as the *Zambian Watchdog*, *Zambia Report*, *The Eye*, *Kalemba*, *Scorpion*, *Chronicles*, *Tumfweko*, *Lusaka Online* and *Lusaka Times* among others. Therefore, both printed and online version of these newspapers play an important role in disseminating information to their intended readers, and according to Sinyangwe and Phiri (2019:164) in their study of the impact of online media on print media newspaper sales, the scholars argue that “both versions have equal preference in terms of readership.” It should be noted that despite the existence of online publications of news, this study only focused on the two printed dailies - the *Daily Nation* which is privately owned and the *Zambia Daily Mail* newspaper – a state-owned newspaper.

#### **1.2.2.1 The Zambia Daily Mail Newspaper**

The *Zambia Daily Mail* is a limited company whose equity is solely subscribed by the government, alongside the *Sunday Mail*, its sister publication. According to Kasoma (1986), the newspaper was started in the early 1950s when it was known as *The African Mail*, and operated under that name until the early 1960s when it changed its name to the *Central African Mail*. *The Central African Mail* was co-owned by David Astor, then Editor of the *Sunday Observer* in London, Alexander Scott, a former Scottish doctor. This weekly paper was popular among blacks in the early 1960s because it was not afraid to publish stories that were critical of the federal government, the colonial government, and authorities in Northern and Southern Rhodesia. In 1965 the newspaper was bought by the Kenneth Kaunda government of Zambia and renamed it *The Zambia Mail* and made it a weekly publication until 1970 when it became a daily edition. It was at this point that the name changed to *The Daily Mail* and the re-named *Zambia Daily Mail Limited* (ZDML) in 1983 (ibid). Its main rival was the *Zambian Times*, founded in 1962 by a South African named Hans Heinrich.

According to the newspaper, the *Zambia Daily Mail* is distributed and sold across all the ten (10) provinces of Zambia, and has average circulation ranging from 18,000 to 25,000 copies per day (ZDML, 2019).

### **1.2.2.2 Daily Nation Newspaper**

The *Daily Nation* newspaper is a private owned tabloid newspaper which was founded in 2012 as a daily newspaper by the seasoned media practitioner and former Presidential Press Aide, Richard Sakala. The newspaper has a national wide circulation of between 25,000 and 30,000 copies every day (Daily Nation, 2019). This is besides its strong presence on new media platforms. According to the Newspaper's editorial policy, the *Daily Nation* aims at pursuing justice and equity with integrity, and is guided by its mission statement "at the *Daily Nation* we are motivated by a desire to live by journalistic ethics which include objectivity, accuracy, real time information and professional reporting to enable the public make informed decisions."

As a privately owned daily tabloid, the *Daily Nation* came on the competitive Zambian newspaper scene at the time when the defunct *Post Newspapers* had gained a lot of prominence as a privately owned daily newspaper that was seen to offer alternative viewpoints to state-owned *Zambia Daily Mail* and *Times of Zambia*, and the most politically outspoken and biggest selling paper in Zambia (BBC, 2009).

According to the assessment by MediaBuzz (2020), the Daily Nation became the largest privately owned newspaper in terms of circulation and influence, and the newspaper has gained immense popularity.

### **1.3 Child Online Protection - Zambian Situation**

Zambia has made several interventions aimed at enhancing protection of children generally. The 2015 National Child Policy is the main policy document addressing the development and welfare of children in Zambia. The policy addresses matters ranging from child survival, child development, child protection and child participation rights. The policy clearly spells out appropriate measures addressing various child protection rights including child online protection. Further, the UN Convention on the Rights of the Child and the African Charter on the Rights and Welfare of the Child, to which Zambia is a signatory, provides for broad policy measures on child protection rights to be adopted and domesticated by Member States. The International Telecommunication Union (ITU), the United Nations Agency responsible for ICTs also provides a set of guidelines for formulating COP policies and strategies for adoption and domestication by member states including Zambia. However, according to the National COP Strategy (2020:12),

Zambia continues to face challenges in addressing matters concerning COP. Amongst the main challenges include inadequate institutional, legal and policy frameworks to support the development and implementation of COP strategies. Additionally, the country lacks a well harmonised definition of a Child. Whilst the United Nations Convention on the Rights of the child and the African charter on the Rights and Welfare of Children have both defined a child to be a person below the age of eighteen (18) years, the penal Code chapter 87 of the Laws of Zambia defines a child to be a person below the age of sixteen (16) years. The Juveniles Act chapter 53 of the Laws of Zambia also defines a child in the same way and goes further to define a juvenile as being below the age of nineteen (19) years.

As a member of the ITU, the country has adopted the UN resolution 179 on COP with a view to addressing challenges affecting children online. This was done through the Ministry of Transport and Communications in collaboration ZICTA and with the support of ITU and International Multilateral Partnership against Cyber Threats (ITU-IMPACT) who spearheaded the development of the National COP Strategy in 2017 (ZICTA, 2020). The National COP Strategy document was developed after a series of stakeholder consultations from government ministries, private sector, United Nations Children’s Emergency Fund (UNICEF), academia, mobile and internet service providers.

In January 2020, the National COP Strategy, which was developed based on the online risks and vulnerabilities in Zambia and recommends various strategies to mitigate the risks and create a safe and secure online environment, was officially launched by the Ministry of Transport and Communications. However, Chapota (2012:110 - 11), argues that having a clear Communication Strategy to streamline raising of awareness on such topics as COP is critical in the overall success of the National COP Strategy. Therefore, for the COP Strategy to achieve its intended benefits, children and members of the public need to be sensitised on online safety, hence the need for COP Communication Strategy. As outlined by Ezigbo, (2011:352), the communication strategy is assumed to have the capacity to assist in spelling out which media interventions and channels could be used to target specific and various segments of the population including children with a view of informing them on how best they can use the internet safely. Further, a well outlined communication strategy helps them to maintain Communication direction amidst changes and distractions in order to achieve a clear mission and objectives.

#### **1.4 Statement of the Problem**

Despite numerous media related studies being done on children related issues, there is hardly any visible indication of research to ascertain the extent and quality of coverage of COP by Zambian newspapers. The media today play a very critical role of information dissemination and championing change in society, and some scholars argue that the place of media is as important as the place of politics, economics and culture in society, because of the power it has to create awareness among the societies (Goddard and Saunders 2001). With this capability, it is assumed that where there is adequate media coverage of any topical issue such as COP, the positive change in people's attitude and behaviour should be noticeable, and cases of online related risks reduced substantially. Therefore, the more people access and consume media information, the more aware they are likely to become, and the more they stay safe from online vices and risks.

In Africa, different scholars have shown that there is low coverage of children related issues generally, which include COP. For instance, in Uganda there was no story on COP out of the 201 general children stories out of the 700 newspaper editions published in the dailies (Panos Eastern Africa, 2013), while in Ghana and Nigeria newspapers' coverage of children safety generally shows what Oyero (2011) described as "a gross under-reportage" of less than 5 percent. The trend is not any different from South Africa where only 9 percent of 87, 206 stories covered in the period between 1<sup>st</sup> May and 30<sup>th</sup> September 2012 involved children safety both online and offline (Rikhotso et al, 2013). The Zambian situation could not be any different from the situation highlighted in the stated countries, and this is because, despite this potential by the Zambia media, it appears little or no attention has been given to the issue of COP in the print media.

Media coverage of COP remains contentiously low, and their impact is difficult to determine. It is here that the media can play a beneficial role of awareness raising their agenda setting capacity among other means. According to McDevitt (1996: 270), at best, the media are effective at building citizen awareness of an issue, but more complex attitudinal or behavioural change requires more direct forms of citizen contact and intervention". Since 2014 when the debate on COP gained prominence in Zambia, a number of interventions have been put in place by Government through the Ministry of Transport and Communications, ZICTA, Zambia Police and other Non-Governmental Organisations among others, ranging from the establishment of COP school clubs, appointment of child COP ambassadors, training of the media on COP coverage, appointment of

Provincial COP Trainer of Trainers, making presentations in schools and churches, running of various competitions to both pupils and members of the general public, establishment of internet safety nets such as child-friendly default settings on gadgets to the recently development and launch of the National COP Strategy.

Despite all these interventional measures, the level of coverage of COP both quantitatively as well as qualitatively in *Zambian newspapers* is not known, with more and more COP related cases are being recorded each year. Lack of adequate coverage of COP by the media could potentially lead to lack of information which consequently would lead to more and more children being exposed to online risks such as child pornography, cyber bullying and extortion among others. Exposure to such online risks can psychologically and mentally affect the victims who could be both children and adults. However, the effects could be more devastating children who tend to develop anti-social behavior as well as social withdrawal syndromes, (Arlin, 2022).

## **1.5 Study Objectives**

### **1.5.1 General Objective**

The study seeks to assess the Media Coverage of Child Online Protection in *Zambia: A Case of Zambia Daily Mail and Daily Nation*.

### **1.5.2 Specific Objectives**

The specific objectives were to:

- i. To establish the risks encountered by children online.
- ii. To establish the quantity (frequency) of COP coverage in the *Zambia Daily Mail* and *Daily Nation* newspapers.
- iii. To examine the editorial policies of the *Zambia Daily Mail* and *Daily Nation* newspapers on the coverage of COP issues.
- iv. To analyse the challenges that journalists from *Zambia Daily Mail* and *Daily Nation* encounter when covering COP.

## **1.6 Research Questions**

- a) What are some of the risks children encounter when they are online?

- b) How frequently does the print media cover and publish content on COP related information?
- c) How do the two newspapers' editorial policies guide them when covering COP?
- d) How much prominence and importance are COP articles given in the two newspapers?
- e) What challenges do journalists for the above-mentioned newspapers face when covering COP issues?

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

The study was significant in profiling information on media coverage of COP that would assist in enhancing media coverage thereby preventing children from accessing online illicit content through the internet. This study findings would assist the media, government (through ZICTA and Zambia Police Service) as well as other relevant stakeholders in coming up with robust interventions in achieving increasing media coverage on COP initiatives with a view of having a safer and secure digital eco-system. This is based on the premise that access to information might in turn empower both children and adults to make well informed decisions as well as choices about their online safety. Consequently, this could lead to possible reduction in online related risks children are exposed to.

Further, the study was significant in that it brought out key areas of the COP initiative concerns, alongside the significant input aimed information to the government through the Ministry of Technology and Science and ZICTA as they implement the national COP Strategy as well as the COP Communication Strategy. It further provided valuable knowledge on how best the media is complementing efforts of stakeholders involved in promoting a safer and secure environment for children such as the ChildLine Lifeline Zambia, Media Network for Children's Rights and Development (MNCRD) and Save the Children by providing literature to scholars as reference material for further studies.

The study might also help bridge the research gap that is pending in this space, as no research has been conducted to assess the coverage of COP related issues in the *Zambian newspapers*; hence this research may help the media develop deliberate policies and intervention for enhanced COP reporting. Furthermore, the findings might compel different media to aspire and gain the passion for reporting on COP issues.

The study has not been undertaken in Zambia, hence the findings were novel in this area.

## **1.8 Scope of the Study**

The study was carried out in Lusaka town of Lusaka province in Zambia, and was conducted from two purposively sampled newspapers - *Zambia Daily Mail* and *Daily Nation* as well as Kamwala High School and Parklands Secondary School which were conveniently sampled. The rationale for selecting the two newspapers was that one is a public newspaper and the other is a private newspaper. Furthermore, interviews were conducted for learners from two schools to provide more insights on the topic. Similarly, the newspaper companies provided newspapers from their libraries, reporters and editors required by the research. The study also took the form of in-depth interviews conducted with key stakeholders based in Lusaka such as ZICTA and parents/guardians.

## **1.9 Theoretical Framework**

In order to explain the levels of coverage of COP in the newspapers, the study borrowed from Agenda Setting Theory as well as Media Information Dependency Theory.

### **1.9.1 Agenda Setting Theory**

The Agenda Setting Theory is premised on the fact that the media sets the agenda by telling the public what to talk and think about or discuss. The agenda is set by what kind of news and information the media carries (McCombs & Shaw 1972:177-178). McCombs and Shaw coined the term agenda setting in 1972 with a core idea that the media emphasis on an issue influenced the audience to also view the issue as important. The dual argued that the media attach certain weights to news stories through placement, size and frequency of appearance of such stories. Agenda setting assumes that audiences learn these salient issues from the news media, thus incorporating a similar set of weights and importance into their own personal agenda (McQuail, 2000:426). Therefore, by focusing repeated and major attention on an event or set of related events, the media can transfer that event into an issue to be highly discussed by the masses – public agenda. Consequently, agenda setting is viewed as the power of the media to structure issues. This implies that the mass media pre-determines what issues are important in any given society through the various ways they package and disseminate the news, information, and entertainment contents to the masses.

As argued by Akpabio (2005:176), “there can be doubt about the fact that there is more news everyday than the media can possibly accommodate. It is equally true that there could be a dearth of news too much so that what on a good day would not even merit a mention could make headlines. However, because the former scenario is the reality, media gatekeepers using news judgement criteria pick and choose what constitutes the day’s news”.

Therefore, Agenda Setting Theory is relevant to this study as it looks at issues the media attach much importance to when reporting about children. The assumption is that the media reporting about the safety of children online contributes to shaping public perceptions about the COP. According to this theory, the more prominence and coverage the media give to the COP, the more people including children will discuss and understand issues of COP, and the more children will become aware of risks associated with COP. By doing this, the media influences the way the public perceives COP.

Henceforth, this theory is valid to this study in that the media can set the agenda of issues they consider important such as COP issues. The media can draw the audience’s attention when they are presenting such issues concerning them. As a result, the audience internalise the media agenda, attach importance to it and adopt it as their own personal agenda.

### **1.9.2 Media Information Dependency Theory**

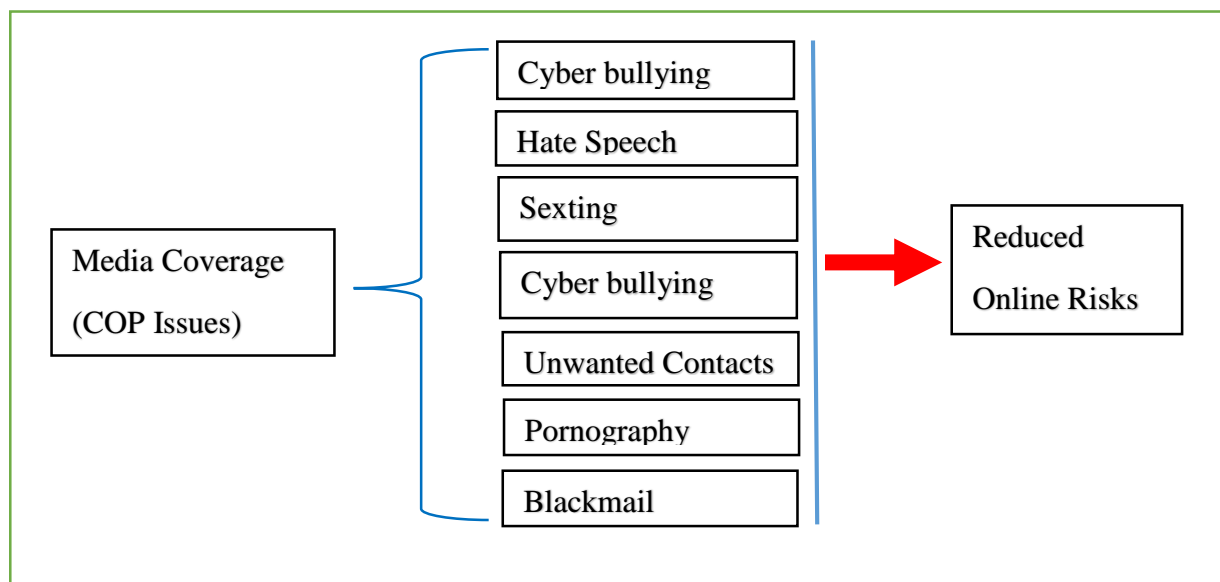
The second theory is the Media Information Dependency Theory, which is one of the first theories which regard audience as an active part in communication process. The theory states that the relationship between the content of mass media, the nature of society and the communications behaviour of audiences is called media information dependency theory. According to this theory, there is an internal link between media, audience and large social system. The audience learning from real life is limited, so they can use media to get more information to fulfil their needs.

Media Information Dependency Theory emphasises that people in contemporary urban-industrial societies make heavy use of the content that the media provides by reading newspapers, magazines and books, going to the movies, watching television and listening to the radio. This view was augmented by Dennis and DeFleur (1998), who argued that people in modern society have come to rely on mass communications for all kinds of information that they would find difficult to obtain from other sources, and that they do this because they enjoy media content.

Therefore, an extensive use of media generates dependent relation in audience and also media can be able to create dependence relationship with target audiences to achieve their goals by using their media power (Ball-Rokeach et al, 1976:3 - 21). In this case therefore, the Media Information Dependency Theory becomes relevant to the study as it suggests that the public which include the children depend on various media platforms to get more information which otherwise they would not have gotten from other sources using the traditional and conventional means such as parents and friends. Further, the theory is relevant in helping to understand how heavily dependent on various media platforms the public including children have become.

## 1.10 Conceptual and Operational Definitions

### 1.10.1 Conceptual Framework



### 1.10.2 Operational Definitions

In this study, the following terminologies will be defined as follows;

- **A Child:** In accordance with the Constitution of Zambia (Amendment) No. 2 of 2016, a child means a person who has attained, or is below, the age of eighteen years. This is in line with Article 1 of the Convention on the Rights of the Child, where a child is said to be anyone under 18 years old.
- **Child Online Protection (COP):** COP refers to an initiative aimed at creating a safe and empowering online experience for children around the world.

- **COP Strategy:** COP Strategy is a strategy which is aimed at creating a safe and empowering online experience for children around the world.
- **Social Media Platforms:** Social media are internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others, (Carr and Hayes, 2015).

The key concepts were isolated and defined for the benefit of the readers. In this study, the key words used include:

#### **a) Media**

Media are channels of communication that serve many diverse functions, such as dissemination of news and information, entertainment, sport with either mass or specialised appeal. Types of media include print and electronic (Taylor 2006). The media for mass communication are radios, newspapers, televisions, magazines, the internet and other specialised communication media.

#### **b) Print media**

The modern media as known today began with a printed book though at the time it was regarded as a repository of wisdom not primarily as a means of communication per se. Hence, the successful application of technology to the reproduction of texts in place of handwriting, about the mid-15<sup>th</sup> Century, was merely the first step in the development of a 'media institution'. Thereafter, printing progressively became a new craft, and a significant branch of commerce and later printers transformed from traders to publishers (McQuail 2000).

Thus, for this study, print media refers to the lightweight, portable, disposable publications printed on paper and circulated as physical copies in form of books, magazines, newsletters and other related materials with a bias on newspapers. These are published regularly and have frequent appearances.

#### **c) Content**

According to McQuail (2000), media content refers to messages produced by a few for the many and delivered to large audiences simultaneously through print or electronic media. Thus, in this

study, content particularly refers to news stories, advertisements, columns, and letters-to-editor and editorial comments produced by the media.

#### **d) Promote**

According to the Oxford English dictionary (2007), promote means to further progress of something, especially a cause or to support or actively encourage. Thus, in this study, promote means furthering the progress of human rights.

#### **e) Protect**

Keep safe from harm or injury and in this study, it entails to defend and guard against loss and infringement of human rights (Ibid 2007).

#### **f) Audience**

According to (Allor cited in McQuail 2000:360), ‘the audience exists nowhere; it inhabits no real space, only positions within analytical discourses’. Thus, the term has an abstract and undecided character and the reality to which the term refers is diverse and always varying. Thus, this study defines audience as a collective term for the “receivers” in the simple sequential model of the mass communication process involving source, channel, message, receiver, and effects (Schramm 1955).

#### **g) Media coverage**

Media coverage can be defined as the way in which a particular piece of information is presented by media either as news, entertainment or as infotainment. Thus, it can be defined based on two important elements - the type of mass media used - be it radio, TV, internet or newspapers, and the style of coverage.

The coverage style could be biased coverage which refers to presentation of information in an inclined manner - coverage is either supporting a particular view or opposing a particular view. It could also be un-biased coverage which refers to impartial presentations of facts and figures in a matter-of-fact manner instead of taking any stand on the issue. Lastly, coverage could be interactive which refers to the presentation of information and also including audience views in it, thereby making the coverage interactive (Manohar, 2008).

Thus, as used in this study, media coverage means the extent or degree to which human rights issues are observed, analysed, and reported by the print media as characterised by the *Daily Nation* and *Zambia Daily Mail* newspapers.

### **1.11 Ethical Considerations**

This research involved the study of human beings whose dignity and privacy should be respected. This study was alive to this fact and ensured that prior informed consent about the study was applied to avoid imposing the study on people who were not willing. Refusal or acceptance to participate in the study was entirely the subjects' discretion. The study also exercised maximum confidentiality of the identity of the respondents. The respondents were not on their own but pupils, teachers and employees of various organisations. Their responses represented the image of their organisations and certain answers may not go well with either their schools or employers. As a result, they have to be protected.

## **CHAPTER TWO**

### **2.0 LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter, the study sought to place the study within the context of existing published literatures with a specific guide to the research questions. A critical review of literature concerning media coverage of COP in the United Kingdom (UK), and the United States of America (USA) was done to identify existing gap(s) if any. The review then presented a synopsis of media coverage of COP in Africa with specific focus on the Ghanaian, Ugandan and South African experiences. The chapter concluded by presenting the Zambian situation in so far as media cover of COP is concerned.

#### **2.2 COP and Media Coverage: A General Perspective**

The talk of COP gained its momentum following the approval of the United Nations Convention on the Rights of the Child in 1989. The Convention is the most important and significant legal tool in the defence and promotion of children's and young people's rights. It stresses the importance of children's access to information and advocates for the mass media to consider the best interest of children in their effort to programme and provide information and entertainment for young audiences. Additionally, the Convention states that the interests, opinions and participation of children should be included in the mass media production processes (Von Feilitzen and Bucht, 2001).

Since time immemorial, mass media have always played a fundamental role in disseminating news, information and in creating a public awareness. They serve several purposes which include, among others, entertainment, education and as a communicating tool. This, therefore, means the media should not only give children a platform to engage and interact with each other through mass media, but that mass media too, either print or broadcast should provide space and cover information on children's safety among them COP and harmful online activities. Covering online activities, whether positive or negative will help raise awareness of how children can behave in the online world. This is because children and young people are truly becoming digital citizens in an online world that has no borders or frontiers.

As Marwick et al (2014:205) noted, “children and young people also need to be aware of some of the potentially negative aspects of the technologies, especially that harmful online activities do exist such as bullying and harassment, identity theft and other online abuse in form of exposure harmful and illegal content, or being exposed to grooming for sexual purposes, or the production, distribution and collection of child abuse material.” In this case, the media becomes very critical in raising the much-needed awareness of such harmful online activities. This is the more reason some scholars argue that the children and print media relationship is an entry point into the wide and multifaceted world of children and their rights to education, freedom of expression, play, identity, health, dignity and self-respect, protection of any form (Onumah 2004:65; and The MediaWise Trust, 2003). For instance, the UK based *First News*, as a colourfully designed weekly newspaper targeting children between 7- to 14-year-olds gets over 2 million children talking about the news in an easy to understand and non-threatening way within a week. The newspaper covers issues which are relevant to children, and which specifically affect them, and loaded with fun stuff such as entertainment, games, animals, sport and puzzles, (First News, 2020).

Therefore children, just like the general public, rely on the mass media such as newspapers as an important resource for information. The news media are a powerful mechanism through which pictures of problems are portrayed and conveyed (Smith and Wakefield, 2006). Newspapers as a form of mass media are a useful source of information, especially on child related issues. However, there is a realisation that children do not receive adequate coverage as required, with many times child related issues being relegated to the periphery of the newspaper coverage. The need to improve the coverage of child related issues made UNICEF to develop a call to action to both print and electronic media to ensure that the overwhelming power of the media in the lives of children is identified, encouraged and supported, while the potential harmful effects are recognised and reduced (UNICEF 2004).

As alluded to by the UNICEF Innocenti Research Centre (IRC) - 2017 research, “there are many knowledge gaps about the protection challenges raised by the internet, particularly in parts of the world where its penetration is so far more limited.” There has been significant work undertaken to analyse children’s online behaviour and investments made in strategies to address and prevent abuse in parts of Asia, across Europe and the USA. But there has been less

exploration of online child abuse and exploitation across many low and middle income countries, or examination of the state of knowledge and/or the responsiveness of bodies with responsibilities for child protection and law enforcement. Suffice to mention that little research exists about the use of the internet by children and young people in Africa, much of Asia and Latin America, and the bearing this might have on risk (ibid).

### **2.3 The United States of America (USA) Perspective**

The general discussion towards COP as well as online safety in the United States of America (USA) started in the late 1990s. This debate saw the enactment of the Children's Online Privacy Protection Act (COPP Act) on October 21, 1998, and only came to effect on April 21, 2000. The law gave teens some few legal protections online which prevents data collection and distribution for children under the age of 13 without explicit permission from a parent or guardian. The age restriction and parental approval process imposed by COPP Act was a challenge for many families, and according to Boyd et al. (2011), parents would help their children to lie about their age when registering an online account, in violation of COPP Act.

Another law passed by the Congress to enhance children protection is the Children's Internet Protection (CIP) Act of 2000, which requires that schools and libraries receiving discounted internet access through a government programme block online content that is obscene or harmful to minors. The Act imposes certain requirements on schools or libraries that receive discounts for internet access or internet connections through the e-rate program - a program that makes certain communications services and products more affordable for eligible schools and libraries. This law is more limited in scope, but is also more enforceable than the COPP Act, as it puts the burden of action on organisations rather than on families.

The print media are a critical part of the America news landscape, and the media industry in the USA is highly concentrated, with more than a hundred active newspapers in circulation and located in various states. Some of the newspapers include the *USA Today* with approximately 2.2 million daily copies, *The Wall Street* with over 2 million daily copies, *Times* with 1.2 million daily copies, *Post* with 724,000 daily copies, *Daily News* with over 718,000 with over 718,000 *Tribute* with over 566,000 daily copies in news circulation. Others include *Arizona Republic* with 433,000 daily copies, *Globe* with over 382,000 daily copies, *Plain Dealer* with over 344,000 copies and well as *Herald* with over 272,000 daily copies in circulation among others (Audit Bureau of Circulations, March 2017).

Joyce (2016: 34) argues that the print media in the USA has played a huge role in raising awareness on various issues such bordering on children's welfare in general, but with little attention given to children and their life online. She cited *The Washington Post* as one of the few print media platforms which have provided a platform to guide and counsel parents and guardians on how they can protect children online. The newspaper encourages parents and guardians to normalise potential monitoring practices by setting-up ground rules as a family before any children are exposed to illicit content. Other popular print media platform in championing the protection of children online in the USA is *The Christian Science Monitor* which features quotations from various experts who discuss questions on whether the current strategies and monitoring software were sufficient to keep children safe online.

Further, *The New York Times* features various columnists who discuss the proliferation of family location-tracking technologies which has helped in protection and locating children both off and online. However, the authors establish the privacy risks of location monitoring as well as privacy for children. As argued by Hax (2015) suggests that "the convenience and safety of monitoring outweighs those privacy concerns, at least in many cases, and parents are seeking advice wherever they could find it, including writing to newspaper advice columnists."

For instance, one parent wrote in to *The Washington Post* on July 13, 2015 as follows: "*How old is old enough for teenagers to have private conversations on social media? I feel like a snoop reading my 14-year-old's conversations. However, I feel like a neglectful parent if I don't. My child so far has handled herself well, but there have been some close calls (older boys urging her to play sexual games over Skype, etc.). We have a detente on my reading her stuff. I pretend I don't, and she pretends she doesn't know I am looking*".

In response, the columnist calls on parents to monitor in moderation paired with a disregard for privacy: "Any sense of privacy is false security, since anything texted or posted in private can end up everywhere" (ibid).

This kind of active interaction involving various stakeholders such as the media and parents is very key as it provides a multifaceted and strengthened information sharing approach in the light of COP (Anderson et al: 2016). This is due to the fact that while the early policies concerned with children's use of the internet focused on restrictions, the child online safety policy agenda is

shifting away from that approach and now places a greater emphasis on protection aimed at raising awareness and empowering children and their parents (O'Neill, Staksrud, and McLaughlin 2013).

Despite these strides, there is still low coverage of COP issues by print media in the USA. For instance, in a study conducted by Meiji et al (2012) on News Coverage of Child Sexual Abuse and Prevention in the U.S newspapers for the period 2007 – 2009, only 13 articles representing 5 percent were reported on child pornography, and 4 articles representing 2 percent on children and the internet respectively out of the 260 articles reviewed.

## **2.4 The United Kingdom (UK) Perspective**

According to Audit Bureau of Circulations 2018 update, the United Kingdom (UK)'s print media industry is concentrated, with a number of newspapers covering a whole array of topical issues that affect and are of interest to the country's general citizenry. Among the newspapers include the *Metro* with over 1.4 million copies in circulation daily, *The Sun* with over 1.2 million daily copies, *Daily Mail* with 1.1 million daily copies, *The Evening Standard* with over 785,000 copies in circulation daily and the *Daily Mirror* with over 440,000 copies in circulation daily among others (Audit Bureau of Circulations 2018).

The print media play in UK, just like any other country, has a societal obligation to sensitise members of the public including children on how best they can be safe when they are online. To assess how the print media perform this function in the UK, a pilot study on Comparative Analysis of European Press Coverage of Children and the Internet was conducted from across 72 newspapers in selected European countries including the UK. In the study, as alluded to by Haddon and Stald (2009: 374-93), the UK only had 63 stories concerning children and the internet, out of which only 9 were on online risks in the period of the 2 period of study.

In another sample study conducted in September 2014 on how the *Daily Mirror* of the UK covered issues on children and their safety in the online environment, it was found that the paper carried very few stories on children's safety generally compared to other stories. Out of the 913 stories, only 102, representing 11.17%, covered children's issues. Though this cannot be a representative sample of all UK newspapers, it provides a clear indication as to how much space newspapers in

the UK give to children's stories especially that the figure encompasses all forms child protection including COP (Anderson et al: 2016).

Therefore, based on the findings from the studies, it was clear that media coverage of children's online safety and internet in general was very low in the UK.

## **2.5 The Ugandan Perspective**

According to the Baseline Survey Report on Media and Child Protection in Uganda conducted by Panos Eastern Africa (2013), the media, as one of those important potential partners in national development, was critical in promoting awareness of any form of child safety as they possess practical tools that can assist governments, parents/guardians, industry and educators in establishing effective means of protecting the future generation. The survey analysed news articles from the *New Vision* and *The Daily Monitor* newspapers, selected based on the fact that they were daily, published in English, national in character and circulation. During the study, 700 newspaper editions were analysed, and only 201 stories covered issues on child protection generally without singling out the stories that talked about the safety of children online. Despite this responsibility of the media identified by Panos Eastern Africa, the survey indicate that the media was, to a large extent, still operating from the traditional model of detached objectivity where issues bordering on child safety were given less priority (ibid).

## **2.6 The Ghanaian Perspective**

The print media sub-sector in the Republic of Ghana has seen a number of players, with both private and state-run newspapers on the market. Among the daily newspapers on the market include *Ghanaian Times*, *Daily Statesman*, *Today Newspaper*, *Daily Guide*, *Junior Graphic*, *Ghanaian Chronicle*, *Guide Young Blazers*, *Daily Dispatch*, *Business Guide* as well as the *Daily Ghana* according to the 4International Media and Newspapers (2019). These daily newspapers, alongside other weekly publications cover topics and issues of interest to both adults and children.

According to Frankie (2017:425-427), the Ghanaian media, particularly newspapers, do not significantly report on issues on child safety online, thus leaving their plight out of national agenda and the attention of government and policy-makers.

For instance, in a study titled ‘*Children in the Media: How Much Space Do They Get in Ghanaian Newspapers?*’, *The Ghanaian Times* in March 2013 published 415 stories with 193 (46.5 percent) on non-political, 217 (52.29 percent) on politics and only 5 (1.21 percent) on various issues affecting children, while *The Chronicle* carried 382 stories in March, 4 (1.05 percent) on children, 271 (57.85 percent) and 157 (41.10 percent) on non-political and political respectively. *The Daily Graphic Newspaper* in April published 560 stories with 4 (.71 percent) on children, 275 (49.11 percent) on politics and 281 (50.18 percent) on non-political, while in April 2013 the *Daily Guide* carried 4 stories (1.01 percent) on children out of 397, with politics taking 43.07 percent (171) and 55.92 percent (222) on non-political (ibid).

Similarly, Oyero’s (2011:102) study on Nigerian and Ghanaian Newspapers on the Coverage of Children Safety shows “a gross under-reportage. In a study that examined five years of newspaper content, reports on children accounted for less than one percent of the total stories reported”. For instance, only a total of 448 stories were covered by the four newspapers (2 from Ghana and another 2 from Nigeria) over the five-year period of study. The Nigerian daily newspapers - *The Guardian* and *Daily Times* had only 96 and 97 stories respectively, while Ghana’s *Daily Graphic* and *Daily Guide* had 170 and 85 stories respectively.

She argues that children’s issues are rarely given prominence; instead, children are shunned or scantily reported with most of the safety issues ending up as “briefs” or “fillers” in the newspapers or news broadcast. Placement of children’s safety issues in the middle pages than in the front pages or in the back pages makes them hidden from the public as such they may not draw the attention that the subject requires. This study’s findings further show that children issues may not be considered as news worth by the newspapers, hence their placement in middle pages (ibid).

Therefore, the existence of the newspapers has not led to an increase in the reportage of abuses of children online, and not campaigning or crusading for the promotion of their well-being in the digital environment.

## **2.7 The South African Perspective**

In South Africa, children account for 39 percent of the population, with a host of laws, conventions and special policies aimed at protecting them. Despite this, children are hardly seen in the news,

and in the 2011 research on Coverage of Children in South African and Zambian media which reviewed 13 major South African newspapers among them *Daily Sun*, *The Times*, *Saturday Star*, *Mail & Guardian*, *The New Age*, *Sunday Times*, *The Sunday Independent*, *The Star* and *The Citizen*, children featured in only 12 percent of all published news stories (Bird & Rahfaldt, 2011).

A follow up study was conducted in 2013 to determine whether there has been a change in the way the media report on children's stories. During the monitoring period, media in South Africa featured 7,814 children's stories out of a total of 87,206 stories covered in the period between 1<sup>st</sup> May and 30<sup>th</sup> September, 2012. This means that only 9 percent of all the stories were about and/or involved children.

Among the newspapers that featured in the study include the *Daily Sun* with 973 children related stories out of a total of 6,000, *The Times* with 725 children related stories out of a total of 4,998 and *Saturday Star* with 324 children related stories out of a total of 2,244. Others are the *Mail & Guardian Newspaper* with 168 children related stories out of a total of 1,425 stories covered, *The New Age* with 1,343 children related stories out of a total of 12,566 as well as the *Sunday Times* which featured only 267 children related stories out of a total of 2,737 covered in the period of analysis (Rikhotso et al, 2013).

Similarly, in 2014, another follow-up study was conducted across the same countries by the same researchers on pretty much the same media houses, the result of were not any different from the previous findings. According to the Rikhotso et al (2014:6), children continue to be underrepresented in mainstream news media with only 10 percent of 68,687 news content in South Africa focused on children.

## **2.8 The Zambian Perspective**

Just like the Ghanaian media, Rikhotso and Roberts (2012), argues that “the Zambian media have limited coverage on some key and topical issues that have a direct impact on children despite the fact that the Zambian media practitioners could be more aware of the need to cover children and the various ways children can be included in stories.” There are complex social issues in Zambia that disproportionately affect children such as child pornography, online dating among others due to increased cybercrimes related cases. These issues need more exploration in features and analytic pieces for readers to understand because they are so very complex. According to Rikhotso and

Roberts, the generally low coverage on most topical issues on children was compounded by the lack of more in-depth pieces in the print media. For instance, only a total of 286 stories on the Promotion of Children's Rights were covered out of the 5,183 stories which were featured in selected Zambian media institutions in the period between 1<sup>st</sup> May and 30<sup>th</sup> September, 2012. The media which were monitored in the study include *Hot FM, Muvi TV, Q FM, Radio Christian Voice, Radio Phoenix, The Post Newspaper, Times of Zambia Newspaper, Zambia Daily Mail Newspaper, ZNBC TV 1* and *ZNBC TV2* (ibid).

A similar study was conducted in 2014, and out of the total of 9,859 news stories which appeared in the monitored media in Zambia, children rights and online protection only made up 530 (5 percent) of the content (Rikhotso et al, 2014). This shows a 0.5 percent reduction in the consideration of issues affecting children as newsworthy.

Generally, the reviewed literature on the global level seem to paint a somewhat gloomy picture of how the print media in particular has not given much attention to the subject of COP, and this could arguably be the reason as to why the scourge has continued.

Further, Lemish (2013) points out that the media have the potential to make both positive and negative difference in children's lives in all areas of their development. Increased coverage of children's issues, including the promotion of girl-child education, child online abuse and the denial of children their necessary life-needs, would ensure that policy-makers and governments are put on their toes not to put children's issues at the bottom of their agenda. This author believes strongly that the media, with their big platform, have a greater potential to promote the interest and online safety of children in Zambia and across borders.

Rikhotso and Roberts (2012) hold a similar view of the role and power of the media. They note in their report on South Africa and Zambia in the Media Monitoring Africa (2012) that the media has great power to highlight, and in so doing correct any form of abuse of children. It affirms the role of children as our future and secures a better tomorrow for all. This is true, not only of child online abuse, but of a range of child-related topics, such as education and health.

Therefore, in an increasingly global world where new technology, not nation states, defines boundaries and frontiers, the right to information and access to media is an essential resource for

the inclusion of individual nations in the global village. It is imperative that the media equip themselves and be in a position where they can play an active role in the creation of a safe cyber space for the children.

## **2.9 Challenges of Reporting COP**

The role of the media in promoting public awareness on any topical issue both at national and global level cannot be over-emphasised. This was also observed by Save the Children Zambia (2010), when it stated that a well-functioning child protection system can provide well-coordinated, equal, comprehensive, reliable and sustainable responses to children's protection needs, and these need to be supported by media's societal function of awareness creation. In as much as COP was a critical issue that urgently requires concerted and coordinated efforts from all stakeholders, there seemed to be less vigor from the media in so far as reporting it was concerned. This reluctance could be attributed to various challenges the media in Zambia could have been facing when reporting COP and other various topical issues on children. For instance, the media seem not to be having a lot of their messages targeting children.

As argued by Roberta (2013), the messages on children seem to have been so generic 'one message fits all' - not only in nature, but also in terms of the target audience. This could possibly be due to limited or lack of understanding of COP, lack of deliberate editorial policies by the media organisations, lack of interest in the topic by the reporters and sometimes logistical challenges. Therefore, mass media, being an important tool of information dissemination to the masses, has got a role to play in the promotion COP.

## CHAPTER THREE

### 3.0 RESEARCH METHODOLOGY

#### 3.1 Introduction

This chapter discusses the methodology used for the study of COP in Zambia with specific reference to how the subject is covered in the *Zambia Daily Mail* and *Daily Nation*. The highlights of the chapter are as follows: study design; population of study; sample selection, methods of data collection; data collection procedure; data processing and analysis as well as limitations.

#### 3.2 Research Design

##### 3.2.1 Research Methodology

This study took the form of both exploratory and descriptive research designs. Exploratory in the sense that this topic was being explored for the first time and whatever findings were drawn would be new to the research family, and descriptive because the study was not changing anything in the environment but rather collecting information based on what was obtaining on the ground. The study was cross-sectional in nature as it was a one-off interaction with the respondents where data was collected and analysed there and then, hence the adoption of an additional analytical method or approach to the study.

This study used the mixed method of data collection where both quantitative and qualitative research methods were used. This was done by using content analysis of newspapers (Quantitative), Quantitative survey (Audience and Journalist survey), Focus Group Discussions (FGDs) and the In-depth interviews (Qualitative). According to Greener (2008:80), using both qualitative and quantitative methods can help in developing richer insights and pictures of the phenomenon under investigation. The mixed method therefore is suitable for the study of this nature which involves quantifying the numbers and percentages of people (quantitative) while assessing their perceptions (qualitative). By using qualitative research methods such as in-depth interviews, it was envisaged that the method would increase the in-depth understanding of the phenomenon under scrutiny and because they are flexible and allow for pursuing of new areas of interest and give detailed descriptions and explanations of the phenomenon studied rather than providing and analysing statistics. On the other hand, quantitative research was used in this

research because of its element of numerical values which allows for greater exactness in reporting results.

### **3.2.1.1 Qualitative Research Methods**

#### **3.2.1.1.1 In-depth Interviews**

In depth interviews were for the collection of qualitative data and an interview schedule was used for these interviews. The study used this method because it can uncover valuable insights and enable you to find out “the real story” from the people in the know as alluded to by Boyce and Neale (2006:3). Further, during in-depth interviews, respondents are most likely to open up on a one-on-one basis. Accordingly, interviews were conducted with the following:

- (a) News Editor at *Zambia Daily Mail*
- (b) News Editor at *Daily Nation*
- (c) Two (2) Parents

These interviewees were purposively sampled as they are the people endowed with information on the subject either by virtue of their position or experience. The idea behind conducting in-depth interviews was to get qualitative data which otherwise would not have been collected using structured methods such as the use of questionnaires. In-depth interviews also created an opportunity for the study to ask questions which are outside the questionnaire or interview guide in order to get clarity on the issue being discussed. The major advantage of in-depth interviews is the confidential atmosphere in which informants can share sensitive information. Informants are able to provide details about their personal experiences, views and behaviour relating to the subject under investigation (Longfield, 2004). In this case, the experiences, views and behaviours from the editors and parents gave the research insights about how and why the two dailies covered issues of COP in the manners they did, and an indication of their view on whether the coverage was adequate or not.

#### **3.2.1.1.2 Focus Group Discussions**

According to Rosaline (2005:742–750), Focus Group Discussions (FGDs) facilitate free and open discussion among the respondents, and this results in the generation of new ideas that can be very useful for decision-making. It also uses expressions other than those in verbal form such as gestures and stimulated activities can provide researcher with useful insights.

In this study, a total number of four (2) Focus Group Discussions were conducted with 32 pupils from two schools in Lusaka and Chilanga district respectively. The discussions were done using a semi-structured interview guide. The study encouraged the pupils to participate freely in the discussions by providing an enabling environment that encouraged them to ask questions and to be able to freely discuss responses as openly as possible. Each of the 2 groups consisted of eight (8) boys and eight (8) girls (16 pupils in total per group), implying that a total of 32 pupils, who were conveniently selected, took part in the discussions. As observed by some scholars, answers from the focus group tend to be more complete and less inhibited than those from individual interviews because responses from one participant stimulate others to pursue lines of thinking that might not have been brought out in an individual situation (Wimmer and Dominick, 1987).

### **3.2.1.2 Quantitative Survey**

#### **3.2.1.2.1 Content analysis of newspapers (Quantitative)**

According to McQuail (2000:551), he defines analysis as “a technique for the systematic, quantitative and objective description of media texts, which is useful for certain purposes of classifying output, looking for effects and making comparisons between media and over time or between content and “reality.” Kerlinger’s (1973) fairly defines content analysis as a method of studying and analysing communication in a systematic, objective and quantitative manner for the purpose of measuring variables (Wimmer and Dominick 1987:166). This is the more reason content analysis was the main data collection method from *Zambia Daily Mail* and *Daily Nation*. As such, there was need for a systematic collection and analysis of the data for a stipulated period since this study was a comparative study of two media organisations. This method was selected to clearly identify and calculate the visual elements that are systematic with high standards and principles of social research methods (Bryman, 2004). Therefore, Content Analysis was to not only know the amount of coverage but also to gauge the length, the prominence in terms of position of story, the type and nature of COP stories as well as the topic and the source. To achieve the object of the research, the study used news stories, pictures, editorials, columns, advertisements and letters to the editor as units of measure. This, therefore, made the study to conduct a physical search for evident COP related content and noted the relevant detail in a special coding sheet to establish both the quantity and trends of COP content as covered by the two newspapers.

The *Zambia Daily Mail* and *Daily Nation* newspapers were analysed to establish whether they cover COP and how frequently they do so (if at all they do). The content analysis was also used by the study in measuring the quality of the stories or articles covered. The choice of content analysis by the study was based on the understanding that the technique is objective, systematic and it had several advantages for this particular study as can be noted from the definitions of content analysis above.

Further, an intensive physical search for articles containing COP related information throughout the two newspapers under study, and the ones found were logged in using a special coding sheet (see Appendix I and II). Information gathered on each article included the following:

- a) Name of publication
- b) Date of publication
- c) Author's name
- d) Headline of story
- e) Events or Issue based
- f) Type of story (feature, column, news, letter to editor etc.)
- g) Type of page where story is placed (Front Page, Page Lead etc.)
- h) COP information covered in the story
- i) Source (local, International)
- j) Photos
- k) Prominence of page where COP information was placed (Front lead or page lead story)

The study also based the content analysis of all publications based on the following themes:

- a) COP
- b) Child Online dating
- c) Children and sexting
- d) Online (cyber) bullying

- e) Child pornography
- f) Child online risks
- g) Children and internet
- h) Online/internet frauds
- i) Child sextortion
- j) Child trafficking
- k) Unwanted contacts
- l) Cyber security
- m) Digital reputation
- n) E-learning
- o) Online grooming
- p) Internet usage
- q) Internet access
- r) Children rights online

#### **3.2.1.2.2 Self-administered Questionnaires**

The study used one structured questionnaire to collect data on the coverage of COP from twenty (20) media practitioners consisting of at least one editor and nine (9) reporters randomly selected from *Zambia Daily Mail* and *Daily Nation* respectively. The questionnaire was self-administered and had a combination of both closed and open questions. As argued by Walliman (2001), questionnaires were a preferred method because they enable one to organise the questions and receive replies without talking to every respondent thereby avoiding interview bias.

The media practitioners were randomly picked from the news, business and features desks provided by the two newspapers with each desk having almost the same number.

### **3.3 Sample Size for Content Analysis**

The Content Analysis for COP related information in the two daily newspapers ran for a period of four (4) months starting from January to April 2020. This period was purposively selected because the month of February is Safer Internet (internet fraud awareness) month while April is Girls in ICTs awareness month. During these two months, a lot of awareness information is

generated, with more awareness programmes on both the advantages and disadvantages of internet and online activities. On the other hand, the months January and March do not have official ICT or internet related holidays thus envisaged to give a true snapshot of COP coverage. In this four (4) months period therefore, a total number of 242 newspapers were analysed.

### **3.4 Sampling Procedure/Sample Size**

The study used purposive sampling to select two daily newspapers (*Zambia Daily Mail* and *Daily Nation*) for content analysis to determine the coverage of COP. The two newspapers were purposively selected for content analysis because of their wider coverage and reach. In addition, the *Zambia Daily Mail* (state owned) and *Daily Nation* (privately owned) were purposively chosen for the sake of easy comparison, and to help the study get insights from both ‘public’ and ‘private’ perspectives. Additionally, the two newspapers were published daily, and this was significant for sampling purposes and for consistency in terms of data collection and analysis.

The study analysed print media coverage of COP information for a total period of four (4) months namely January, February, March and April of the year 2020. During this period, the study analysed a total of 242 newspaper editions. As alluded earlier, this period was purposively chosen because the month of February is Safer Internet (internet fraud awareness) month while April is Girls in ICTs awareness month. During these two months, a lot of awareness information is generated, with more awareness programmes on both the advantages and disadvantages of internet and online activities by various regulators (including ZICTA the ICT regulators in Zambia), Government line ministries and departments, civil society organisations, churches and other cooperating partners such as embassies. On the other hand, the months January and March do not have official ICT or internet related holidays thus envisaged to give another dimension of COP coverage outside the awareness months.

The Content Analysis sample size for the study was as follows;

- *Zambia Daily Mail* –: 31 (days for January) + 29 (days for February) +31 (days for March) +30 (days for April) = **121**editions.

- *Daily Nation* –: 31 (days for January) + 29 (days for February) +31 (days for March) +30 (days for April) = **121**editions.

Therefore, the sample size for the study was **121** edition (for *Zambia Daily Mail*) + **120** edition (for *Daily Nation*) = **242**.

Furthermore, a total of 20 reporters were randomly selected from the two newspapers under study from general news, gender, features and business desks. These desks from the two newspapers were purposively sampled as they are the only desks where issues of COP can be covered. This number was broken down into 10 reporters from each newspaper consisting of nine (9) reporters and one (1) editor conveniently selected from the three desks. The reporters were randomly picked from the staff lists provided by the various newspapers under study.

Further, the research used simple random sampling to selected pupils who took part in the focus group discussions. However, even though the study used simple random sampling for this process, it was recognised that the samples selected were not representative of the general population of Zambia, but they rather attempted to represent a specific portion of the population. As stated earlier, two secondary schools with both junior secondary (grades eight and nine) and senior secondary (grades 10, 11 and 12) were conveniently selected in Lusaka and Chilanga districts. From the two schools, grades for participating pupils were randomly selected by writing names of grades 8 to 12 on separate pieces of paper, which were placed in a box. Minus looking, the study then picked 1 paper with names of the grade to be involved in the research. This procedure was done at each of the two schools. However, for each of the two schools, the study used convenient sampling to select the pupils in each grade to be part of the focus group discussion.

As earlier discussed, a total of 32 pupils were selected for this study, out of which a convenient sample of eight (8) boys and eight (8) girls from both junior secondary and senior secondary sessions per school was chosen giving a total of 16 pupils from each school. A total of 16 participants per group discussion were seen as ideal to ensure full participation and ease management of the discussion. The boys and girls were picked conveniently from their class from each school. Once the pupil is picked, the study would assess whether the pupil picked was a child and not above 18 years. If a pupil did not meet the characteristics (age and gender)

set, he or she was replaced. Moreover, to be included in the sample the girls and boys had to be aged between 12 and 18 years and needed to be in any of the grades ranging from grades eight (8) to 12. The pupils in these grades were selected because of their ability to communicate in English and their ability to read and write. Suffice to mention that the study saw the need to involve the children (pupils) because they were also the victims and targets of online abuse, and any COP related intervention that appears in the newspapers was aimed at protecting them against online vices and related crimes. It was, therefore, necessary to get their views, especially on what they desired to see COP related issues being covered in the newspapers.

### **3.5 Data Collection Instruments**

In this study, a Structured Questionnaire was used to collect data from the 20 reporters of which 2 were editors from each of the two newspapers, while a semi-structured Interview Guide was used to collect data from interviewees from ZICTA and Zambia Police Service. Further, a content analysis questionnaire and coding sheets were used to get data from *Zambia Daily Mail* and *Daily Nation* newspapers.

### **3.6 Data Analysis Instruments and Procedures**

The data collected through the questionnaires from the media practitioners was analysed and presented using the Statistical Package for the Social Sciences (SPSS) 20.0 and Windows Excel. Similarly, responses obtained through the in-depth interview schedule were analysed and interpreted in line with the research questions raised for the study or themes and sub-themes that emerged from the findings as it were. It was analysed quantitatively using frequency distributions and rank correlations to examine the extent to which online protection can be enhanced. The information analysed and yielded through the packages (SPSS and Windows Excel) was used in the formulation of statistical tables, graphs and charts. To compare and validate the findings, the study looked at the objectives and research questions individually and collectively when analysing the data. These were then linked to the results obtained from qualitative and quantitative surveys.

## CHAPTER FOUR

### 4.0 PRESENTATION OF FINDINGS

#### 4.1 Introduction

This chapter presents the findings of the research. It first presents the quantity of coverage of COP stories in general by the two dailies (*Daily Nation* and *Zambia Daily Mail*) newspapers before it shows the quantity of coverage of COP which is the main basis of this study. A comparison of coverage on COP related topics between the two newspapers will also be highlighted. Thereafter, the chapter will delve into more detail on COP coverage. Further, the challenges faced by the media when covering COP related stories are also presented, and this will be followed by the findings on policies that help guide coverage of COP by the two newspapers.

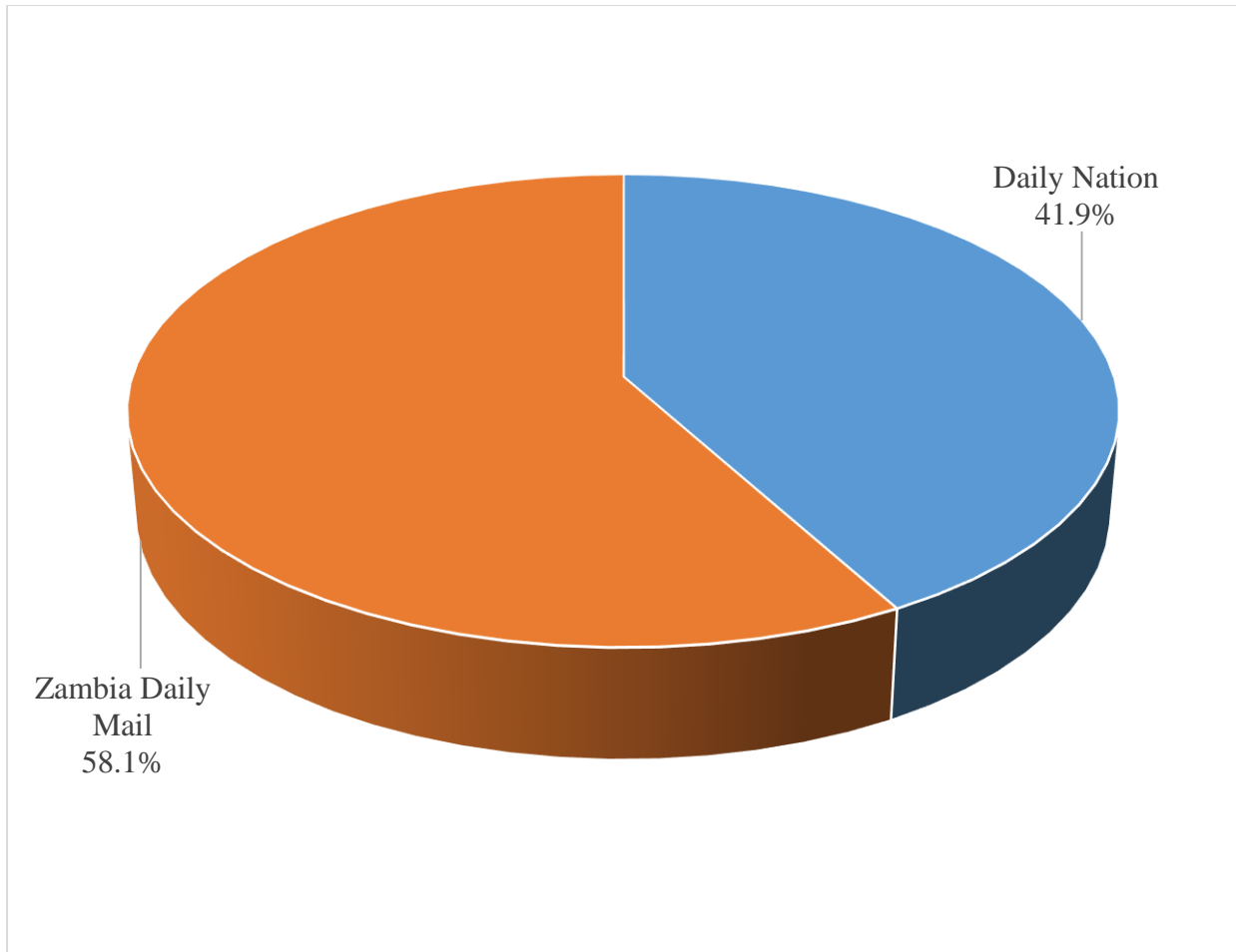
#### 4.2 Newspaper Content Analysis Results

##### 4.2.1. Quantity of Coverage of COP related issues by *Daily Nation* and *Zambia Daily Mail* Newspapers

The study analysed print media coverage of COP related issues for a total period of four months namely January, February, March and April 2021. After examining a total of 240 newspaper editions, there was a combined total of 10, 680 stories in the two dailies, with 4,560 stories published in *Daily Nation* and 6,120 stories published in the *Zambia Daily Mail*. Out of 10, 680 stories published, only a total of 31 COP related articles (representing 0.3 percent coverage) were published by the two newspapers during the selected period of coverage. The 31 articles were a mixture of selected COP topics namely: Cyber Bullying, Pornography, Unwanted Contacts, Sexting, Hate Speech and Blackmailing.

Of the 31 COP articles published, the *Zambia Daily Mail* had 18 articles representing (58.1 percent) compared to *Daily Nation* which only published 13 articles representing 41.9 percent.

**Figure 1** below shows the distribution of articles amongst the two newspapers.



*Figure 1: Distribution of COP stories between Daily Nation and Zambia Daily*

Source: *Author's own construction based on data from review newspapers.*

#### **4.2.2 Comparison of Coverage of COP issues by *Daily Nation* and *Zambia Daily Mail* Newspapers**

Of the six (6) COP topics (issues) chosen for content analysis, five (5) were covered by the two newspapers except blackmail. Out of the 5 topics covered, cyber bullying had the highest percentage, with its articles accounting for 74.2 percent (23/31) of all the stories, followed by child pornography and hate speech articles standing at 9.7 percent (3/31) each and sexting and unwanted contacts was the least at 3.2 percent (1/3) each.

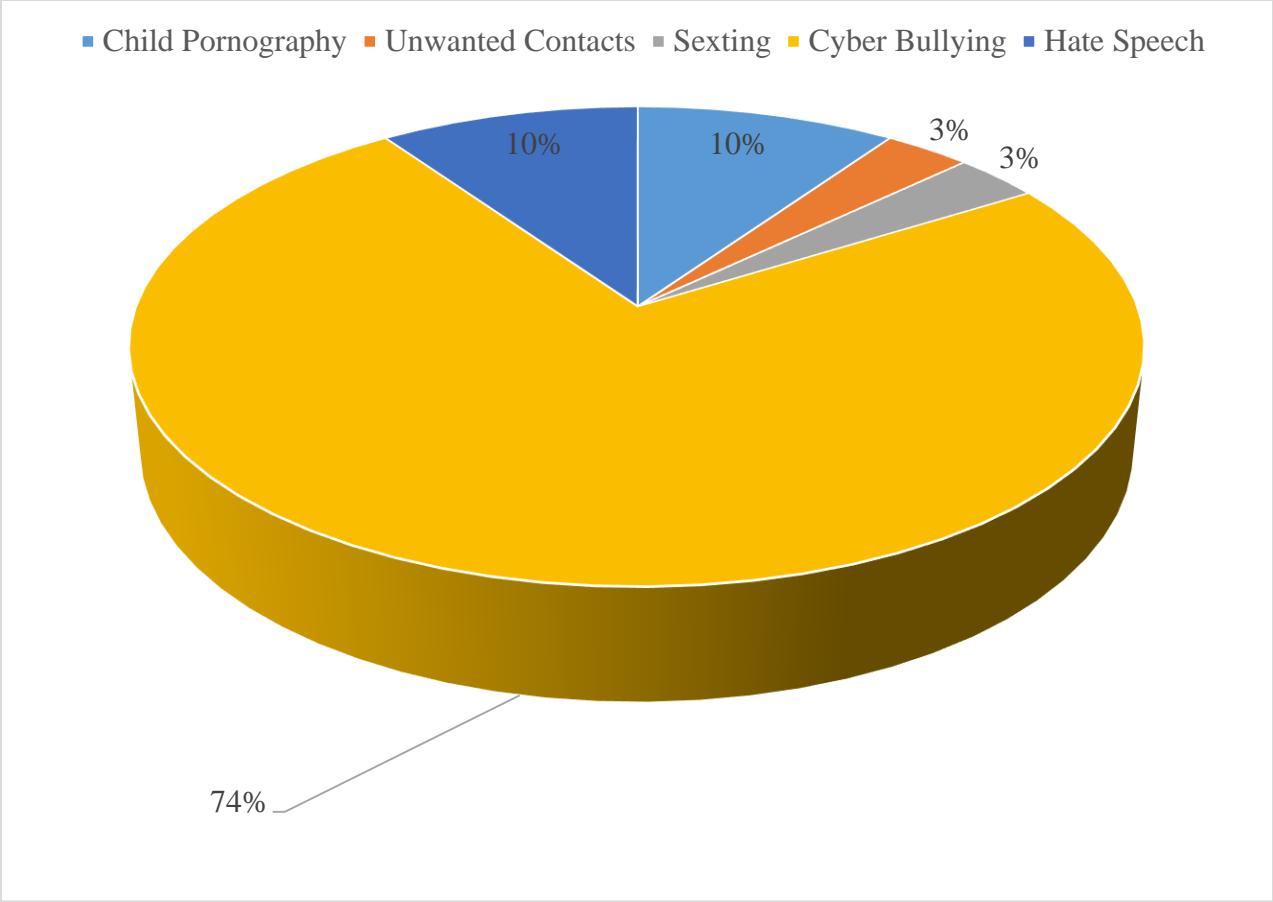


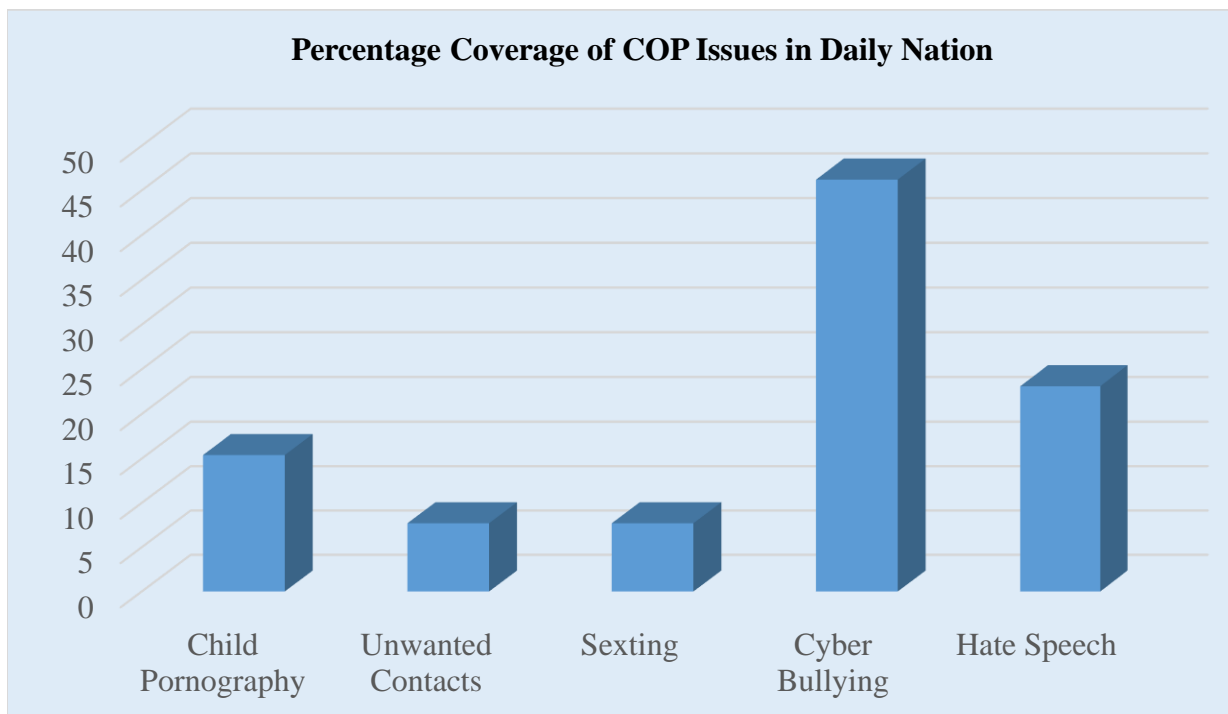
Figure 2: COP issues coverage during period under review

Specifically, the findings have revealed that out of the 18 COP articles published in the Zambia Daily Mail, one (1) related to child pornography and seventeen (17) related to cyber bullying as indicated in table 2.1 below.

		Frequency	Percent
Valid	Child Pornography	1	5.6
	Cyber Bullying	17	94.4
	<b>Total</b>	<b>18</b>	<b>100.0</b>

Table 1: Zambia Daily Mail COP Issues Featured

The findings have further revealed that out of the 13 articles covered by Daily Nation newspaper, two (2) related to child pornography, one (1) related to unwanted contacts, one (1) related to sexting, six (6) related to cyber bullying and three (3) related to hate speech as indicated in **Figure 3** below.



*Figure 3: Daily Nation COP Issues Featured*

#### **4.2.2 Coverage Distribution of COP by Month**

The findings have revealed that the month of March which hosts World Consumer Rights Day and Youth Day had the most articles on COP accounting for 48 percent (15/31) while February, the month which hosts the Safer Internet Day on February 7th, and dedicate the whole month towards awareness on good internet usage accounted for 32 percent (10/31) of the articles. The month of January, which basically kick starts the awareness programmes for Safer Internet Day accounted for 13 percent (4/31) of the articles. Further, the month of April which hosts the Girls in ICT Day which is usually commemorated every last Thursday of the last week in April accounted for seven percent (2/31) of coverage.

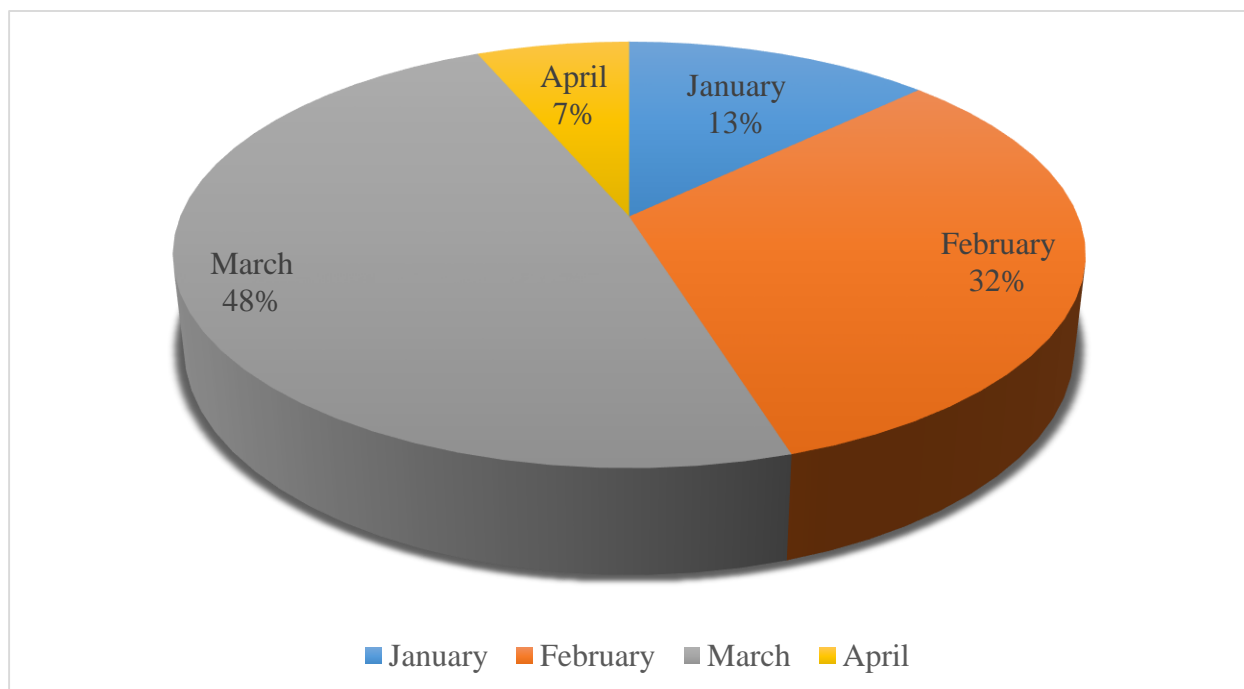


Figure 4: Comparison of coverage of COP issues by month

#### 4.2.3 Quantity of coverage of COP stories by *Daily Nation* and *Zambia Daily Mail*

From the newspaper content analysis of all the 240 editions of the two newspapers under study during the selected four months period, the 31 COP articles only represented 0.3 percent of the approximated stories (10, 680 stories) published, with *Daily Nation* and *Zambia Daily Mail* each having a share of 0.3 percent respectively.

Newspaper	Average No. of stories per daily edition	Approximate No. of stories in 4 months	Published COP stories over 4 months	Percentage of coverage
Daily Nation	38	4, 560	13	0.3
Zambia Daily Mail	51	6,120	18	0.3
<b>Totals</b>	<b>89</b>	<b>10, 680</b>	<b>31</b>	<b>0.3</b>

Table 2: Comparison of COP news coverage by newspapers to the total estimated coverage by all the newspapers over the selected four months.

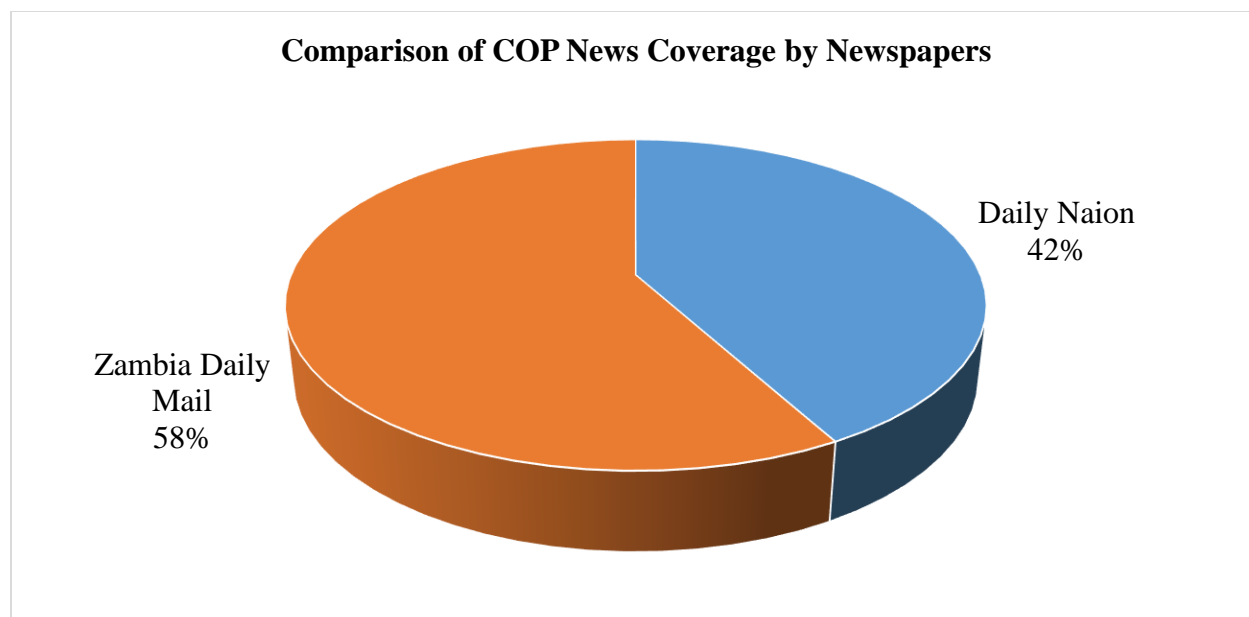


Figure 5: Comparison of COP News Coverage by Newspapers

#### 4.2.4 Placement of COP Stories in newspapers

##### 4.2.4.1 Front Page Stories

The findings have revealed that during the period under study, there were only two (2) front page stories which were all published in the *Zambia Daily Mail* newspaper, while none was published in the *Daily Nation*.

		Frequency	Percent
Valid	YES	2	6.5
	NO	29	93.5
	<b>Total</b>	<b>31</b>	<b>100.0</b>

Table 3: Front Page Stories in both newspapers

##### 4.2.4.1 Page Lead Stories

During the period of study under review, 11 stories were page lead stories out of the 31 stories featured representing 35.5 percent. Of these, *Zambia Daily Mail* accounted for 6 stories while *Daily Nation* had five (5) stories.

		Frequency	Percent
Valid	YES	11	35.5
	NO	20	64.5
	<b>Total</b>	<b>31</b>	<b>100.0</b>

Table 4: Page Lead Stories in both newspapers

Further, the research findings have revealed that only 38.5 percent of the COP related stories were page lead stories in the Daily Nation, while only 33.3 percent of the COP related stories were page lead stories in the Zambia Daily Mail during the period under review.

**4.2.5 Distribution of COP Stories in Daily Nation and Zambia Daily Mail Newspapers**

Out of the 31 stories that were analysed from the two selected newspapers, a total of 17 (54.8 percent) stories appeared on Home News with 10 and 7 stories appearing in the Zambia Daily Mail Newspaper and Daily Nation Newspaper respectively. There was 1 (3.2 percent) COP related story that featured on the Entertainment in Zambia Daily Mail while Daily Nation had none. On the International pages, Daily Nation published 1 story representing a 7.7 percent of COP related stories while Zambia Daily Mail had none on the same pages. During the period under review, both newspapers had 3 (19.4 percent) COP related stories each under the Comment section of their pages.

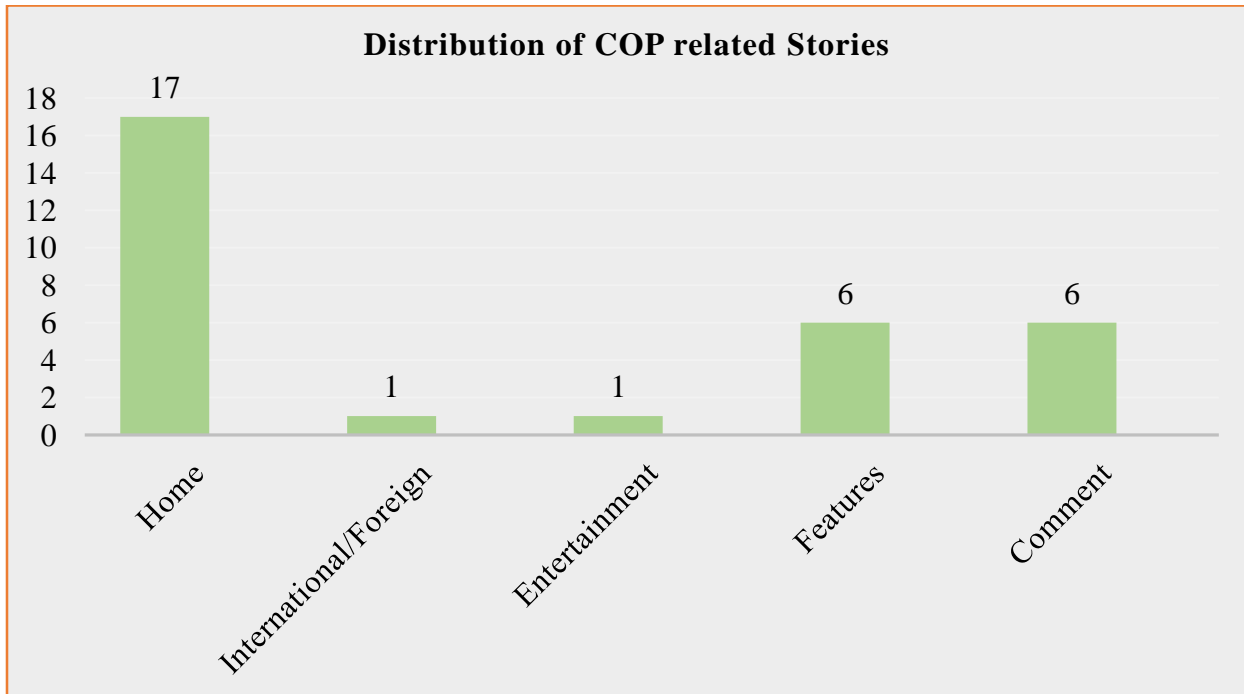


Figure 6: Distribution of COP related Stories

		Frequency	Percent
Valid	Home	7	53.8

	International/Foreign	1	7.7
	Features	2	15.4
	Comment	3	23.1
	<b>Total</b>	<b>13</b>	<b>100.0</b>

Table 5: Page Featured Daily Nation

		Frequency	Percent
Valid	Home	10	55.6
	Entertainment	1	5.6
	Features	4	22.2
	Comment	3	16.7
	<b>Total</b>	<b>18</b>	<b>100.0</b>

Table 6: Page Featured Zambia Daily Mail

#### 4.2.6 Length of COP Story in the two Newspapers

In the period between January and April 2021, a total of 20 out of 31 stories representing 64.5 percent that were featured fell between 500 to 1000 words with Zambia Daily Mail recording 13 and Daily Nation having a share of 7. For stories below 500 words, Zambia Daily Mail had the least with 4 while Daily Nation had 5 bringing the total number to 9 representing 29 percent of the total COP related stories. The two dailies had at least 1 story each under the 1000 to 1500 words category representing 6.5 percent.

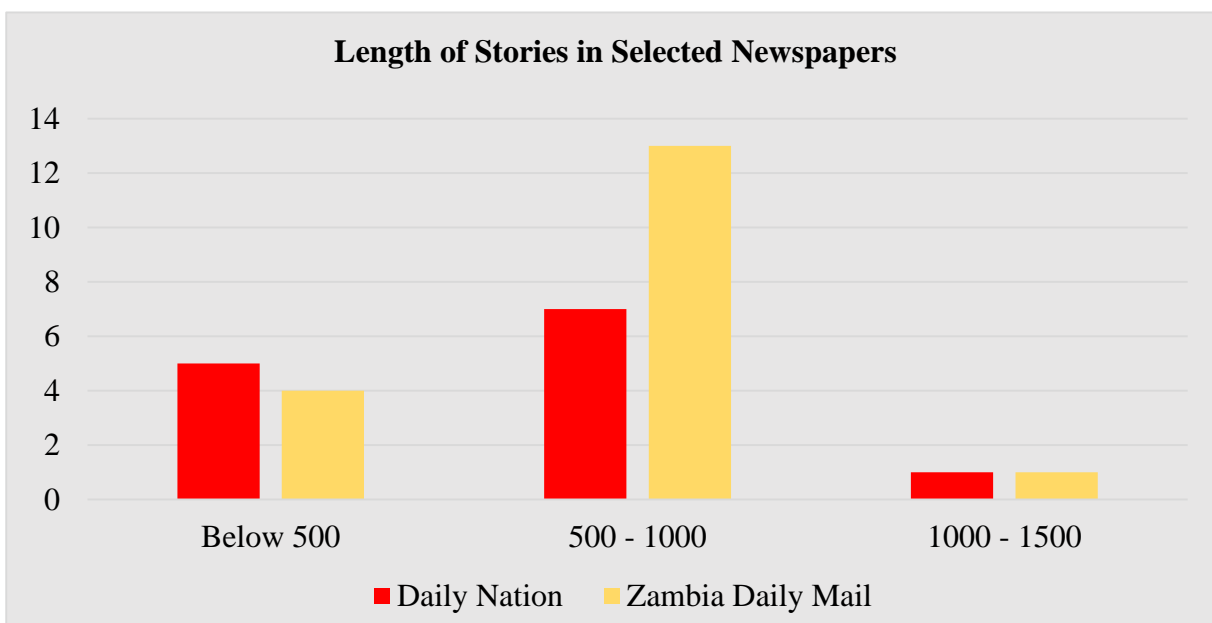


Figure 7: Length of Stories in Selected Newspapers

#### 4.2.7 COP related Statistics in the two Newspapers

Out of the 31 COP related stories featured in the two dailies, only 10 (32.3 percent) stories had statistics, out of which *Zambia Daily Mail* had 6 stories while *Daily Nation* had 4 as shown in the figure below.

		Frequency	Percent
Valid		10	32.3
	NO	21	67.7
	<b>Total</b>	<b>31</b>	<b>100.0</b>

Table 7: COP related Statistics in the two Newspapers

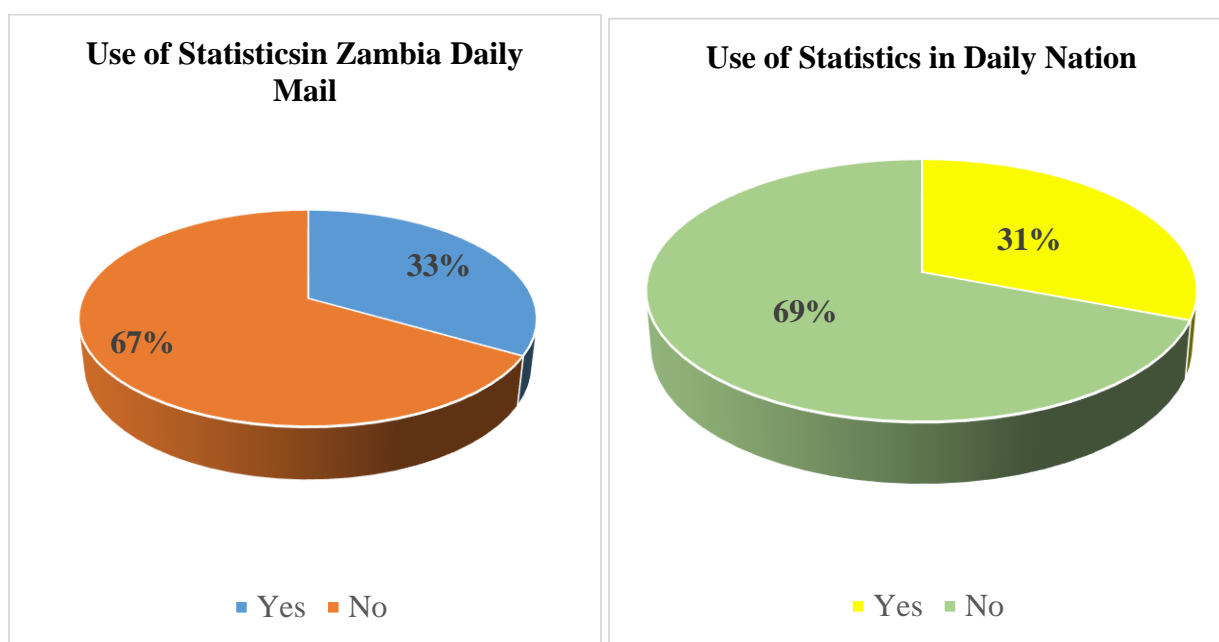


Figure 8: Use of Statistics in the two Newspapers

#### 4.2.7 Source of COP related Stories in *Daily Nation* and *Zambia Daily Mail* Newspapers

The findings have revealed that out of the 31 COP stories featured in the two dailies, 22 (representing 71%) stories were in-house generated, out of which *Zambia Daily Mail* had 15 stories while *Daily Nation* had seven (7). Further, there were three (3) stories from independent writers from *Zambia Daily Mail* and four (4) from *Daily Nation* bringing the total to seven (7) representing a total of 22.6 percent. The findings revealed that out of a total of 13 stories in *Daily Nation* Newspaper on COP only four (4) representing 30.8 percent of the articles had statistics.

The findings have revealed that out of the total of 18 stories in *Zambia Daily Mail* Newspaper only 6 (33.3%) had statistics.

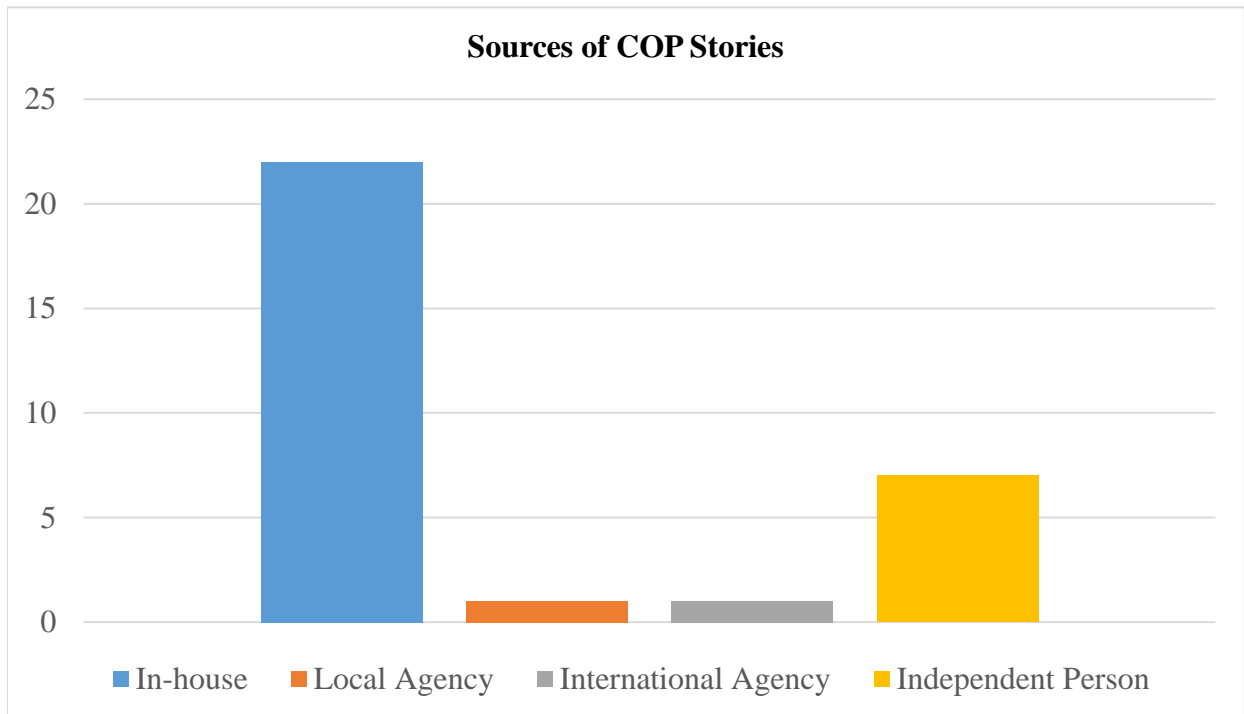


Figure 9: Sources of COP Stories

The findings have revealed that the major source for COP stories for *Daily Nation* was in-house (53.8 percent) while the least was from international sources and independent persons both representing 7.7 percent. The findings have revealed the major source of COP stories in *Zambia Daily Mail* was in-house representing 83.3 percent.

#### 4.2.8 Event or Issue Based for Daily Nation and Zambia Daily Mail

The findings have shown that out of the 31 COP featured stories in the two dailies, 23 (74.2 percent) were issue based while eight (8) were event based. From the 23, *Daily Nation* had a share of nine (9) while *Zambia Daily Mail* had 14. On event based, the two dailies each had four (4).

		Frequency	Percent	Percent
Valid	Issue Based	23	74.2	74.2
	Event Based	8	25.8	25.8
	<b>Total</b>	<b>31</b>	<b>100.0</b>	<b>100.0</b>

Table 9: Event or Issue Based for Daily Nation and Zambia Daily Mail

### 4.3 Journalists Questionnaire

On media coverage, the analysis from the sampled journalists indicated that only eight (8) (representing a total of 42 percent) out of 19 report on COP related stories (as shown in the figure below). From the eight (8), six (6) were from *Daily Nation* while two (2) were from *Zambia Daily Mail*.

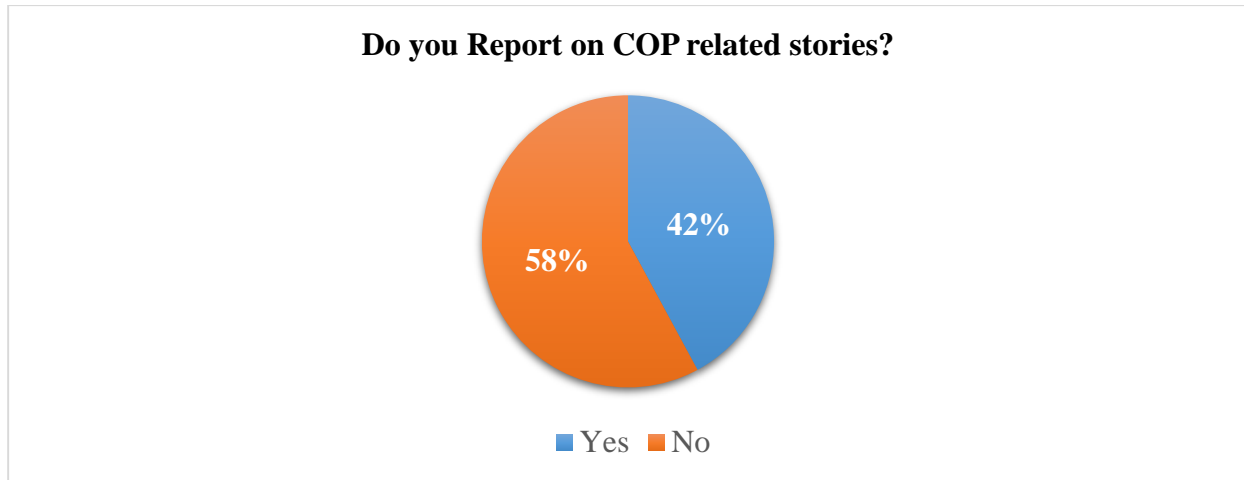


Figure 10: Results on whether Journalists Report COP related stories

From those that confirmed to have reported on COP related stories, cyber bullying was the most covered topic with 15.8 percent followed by hate speech and unwanted contact with 10.5 percent each. Pornography related stories were the least with a share of 5.3 percent as shown below:

### 4.4 What Issues have Been Reported on COP

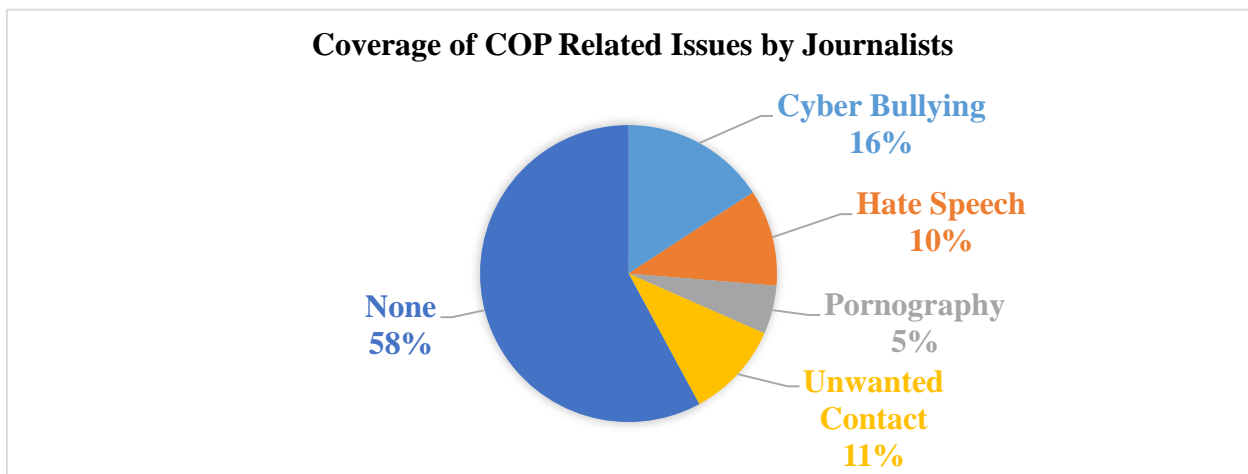


Figure 11: Coverage of COP Related Issues by Journalists

The graph below shows the responses from journalists on how relevant they considered COP issues;

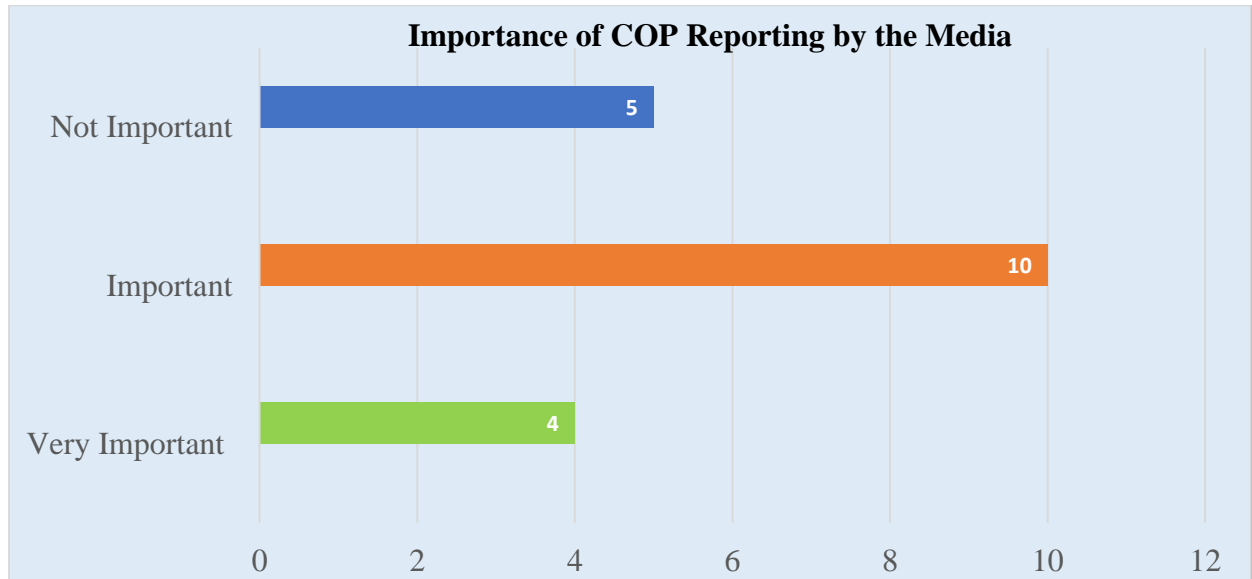


Figure 12: Journalist's perception on the importance of COP

The findings have revealed that despite most journalists considering COP as a subject or topic worth reporting, they stated that it comes with challenges. The findings have further revealed that contrary to most journalists acknowledging COP as a vital issue, their newspapers presented a complete opposite of what they said, and this is evident in the low and almost no coverage of COP related issues going by the findings. Research findings indicate that given the chance and logistics, journalists would cover the following stories highlighted in the table below;

#### 4.5 What Issues the Media Should Focus on when Reporting COP

Issue to be focused		Frequency	Percent
Valid	Cyber Security	13	68.4
	Capacity of Law Enforcement Agencies/Regulatory Interventions	2	10.5
	All the above	4	21.1
	<b>Total</b>	<b>19</b>	<b>100.0</b>

Table 10: Issue to be focused by the Media

With regards to challenges the media face when reporting COP related issues at institutional level, 31.6 percent of the respondents faced no challenges, while 26.3 percent of the respondents felt that

politics and other subject was more interesting to cover than COP. Further, getting consent from parents and guardians as well as finding sources (authorities) being identified as the major challenges accounting to 15.8 percent, while those who felt logistical resources was a challenge accounted for 10.5 percent.

#### 4.6 Some of the Challenges faced in Reporting COP at Institutional level

Similarly, there were nine (9) out of 19 journalists who said they faced no challenges when reporting COP as subject, representing 47.4 percent of the respondents, and this was followed by 26.3 percent of the respondents who felt COP was dynamic and the subject was technical.

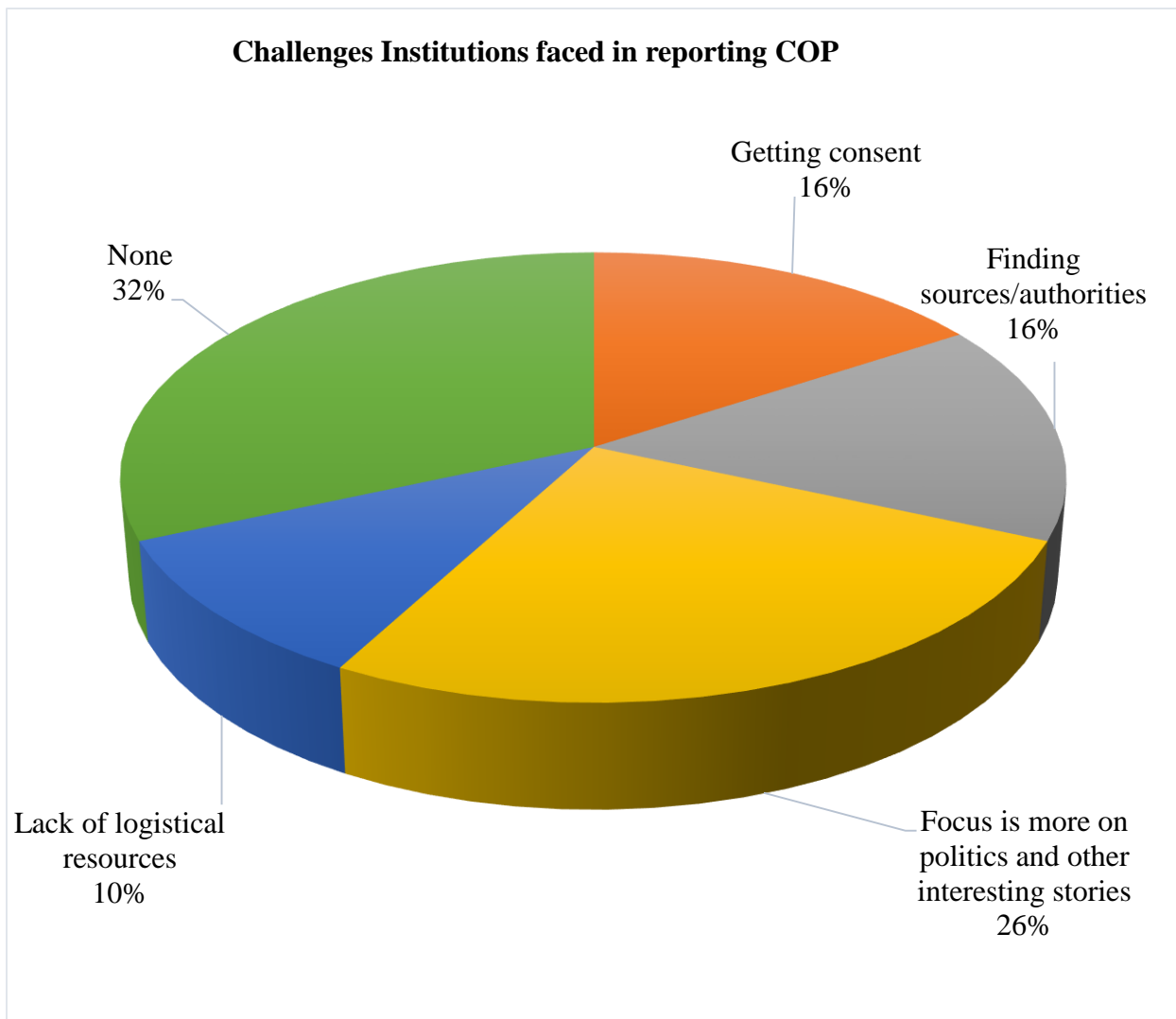


Figure 13: Challenges Institutions faced in reporting COP

#### 4.7 Some of the Challenges faced in reporting COP in terms of Subject

The findings have revealed that out of the 19 respondents, five (5) of them indicated that some of the challenges faced in reporting COP in terms of subject involved dynamics due to change in technology while five (5) respondents submitted that some of the challenges faced in reporting COP in terms of subject was the technicality surrounding the subject.

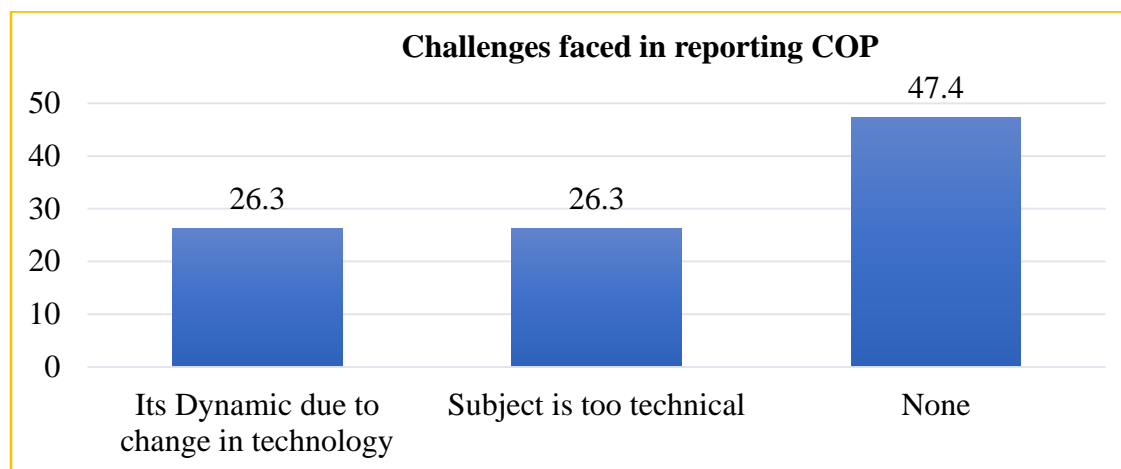


Table 11: Challenges faced in reporting COP

#### 4.8 Focus Group Discussion and In-depth Interview results

##### 4.8.1. Suggested COP issues for Newspaper Coverage by Pupils

In trying to get the views of the children on the topic under study, the researcher conducted a FGD at Kamwala Secondary School in Lusaka and Parklands Secondary School in Chilanga, both dual schools with a mix of children from both well and not well to do families. From the FGDs, it should be acknowledged that 22 out of the 32 pupils that were sampled for this study read newspapers while only 10 pupils do not read newspapers. It is also important to note that the 22 pupils who read newspapers had various reasons for doing so, and key among them was for them to get news and be updated on various issues of interest to them such as health, security and education among others. *“I do read newspapers, and I like it because there are good stories in the newspapers which keeps me updated. But also, I like crossword puzzles in the newspaper because it helps me think”*, said one of the boys.

Similarly, the pupils who do not read newspapers cited boringness, not easily accessible, presence

of online media as well as expensive (cost) as reasons for not reading the newspapers. One of the pupils had this to say *“newspapers are very expensive for me, but nowadays I find most information on the internet using social media platforms. I don’t even remember the last time I sat to read the newspaper”*. Asked whether she accessed the newspapers, she said her father always came back with newspapers from work. It was however, agreed by almost all (100 percent) the pupils that the newspapers in Zambia generally did not only have anything interesting and appealing to young people, but were more inclined towards politics and other issues such as sports and not children welfare related issues. Further, almost all the pupils agreed that a few stories that get covered in the print media are those where children are victims, and most of them (if not all) do not have the voices of children.

However, the fact that the majority of the children in the FGD read newspapers underscores the important position the newspapers have and that if utilised effectively, a great number of children can access COP related information country level, a situation which would minimise their vulnerability to most of the COP issues which tend to have a negative effect on them.

When asked those that read the newspapers on whether they felt the two newspapers under study adequately covered COP related issues, only two (2) pupils agreed to having seen a precipitation of stories in the print media, while 29 out of 32 pupils said the newspapers did not cover COP related stories. And when asked what issues they expected to be covered by the newspapers, all the pupils agreed that the print media should cover all issues such as teenage pregnancies, child pornography, cyber security, sex education, child labour, rape, street kids and orphans’ welfare.

Further, during the focus group discussions the pupils suggested that the newspapers cover COP related stories by taking into account the following:

- a) Dedicating and allocating more space to children pages and stories, possibly a full page to enhance coverage of issues related to children such as COP
- b) Introducing daily or weekly columns for adequate coverage of children issues such as COP and its related issues
- c) Giving in-depth coverage or detailed information on COP related issues
- d) Devising deliberate interventions aimed at putting children faces to the story or

- involving the children when writing their articles and stories about them
- e) Simplifying the language to enable children understand and follow as this will inspire them to read more
  - f) Always endeavour to marry the story with visuals and pictures for easy following by the children. The stories should be interesting and appealing to children
  - g) Endeavour to write stories that call and help children to make a right decision
  - h) Place children articles in prominent papers of the newspapers such as the cover page, page one (1) or back page.

From the interaction during the FDGs, pupils indicated that they would like the newspapers to cover the following COP related issues: cyber bullying, online dating, unwanted contact, child trafficking, child pornography, sexting and grooming.

#### **4.9 Interview with ZICTA Official**

In a bid to understand COP from the regulatory point of view, the study conducted an in-depth interview with ZICTA Manager Consumer Protection and Compliance, who re-echoed the need for a vibrant consumer protection strategy for all consumers including children. This was premised on the fact that with the advancement and changes in technology, consumers, especially children, found themselves exposed to a number of risks which might affect their wellbeing as citizens. The Manager outlined several COP related risks which the Authority has noted, among them include cyber bullying, sexting, child pornography, grooming, extortion and unwanted contact among others.

He explained *“there is no doubt that COP related issues required consented efforts from various stakeholders such as Zambia Police Service in the public sector as well as non-state actors such as Save The Children, ChildLine Lifeline Zambia and United Nations Children’s Emergency Fund (UNICEF) among others if a huge milestone was to be attained”*.

Further, ZICTA outlined some of the interventions the regulator and other stakeholders were making to enhance COP, and key among them include; the development of the National COP Strategy, the signing of a Memorandum of Understanding with Zambia Police Service on COP related issues, the development of an online portal for safely reporting suspected pictures and videos of child sexual abuse as well as the introduction of toll free line numbers 116 and 7070 by

ChildLine Lifeline Zambia and ZICTA respectively. He ended his response on the interventions by stating as follows *“of course all these interventions are bucked by the vibrant awareness and engagement programmes the Authority has been conducting in schools, churches, trading areas and other strategic places across the country”*.

#### **4.10 Interview with Parents**

With an understanding of the critical role parents and guardians play in protecting and ensuring the safety of children both off and online, the study interviewed two (2) parents who were conveniently identified. The parents, one male from Chilanga and one female from Lusaka expressed similar sentiments on COP related issues in relation to the safety of children in the digital era.

For instance, the 53 years old female parent (a house wife) has noted that in as much as internet helps the children access school materials, there was more danger online which can affect the psychological, mental and social aspect of the children. She said children needed strict parental control as they go online to deter them from accessing harmful content, a situation she said was tricky as parents were either busy for such time or lack the most basic technical know-how compared to the pupils. *“There are more children nowadays who can’t spend the whole day without going on the internet, and for some of them they would rather be on the internet chatting online than physically with their friends”*, she observed. This observation tended to agree with the findings from the 2018 National Survey on Access and Usage ICT in Zambia, where children would go online without parental control, (ICT Survey, 2018).

Such sentiments were also made by 38 years old male parent, a teacher by profession, who said much as technology is simplifying access to information for children, it is difficult to filter information children online can access, and this was mainly because children are more tech-savvies than their parents and guardians. *“I sometimes I get confused..... for example, my 12 years old boy for instance, knows more than what I know on the phone, and you will find that what I fail to do, he manages”*, the teacher wondered. He said more had to be done interns of controlling the content to be accessed online by government through its regulatory authorities, law enforcement agencies as well as service providers, parents and guardians.

## CHAPTER FIVE

### 5.0 DISCUSSION OF FINDINGS

This chapter interprets the findings of the research, taking into consideration the objectives, theories as well as the literature review. It involves an in-depth interpretation of the study findings and explains how the theoretical framework influenced the study.

It is important to note that this study was anchored on two (2) theoretical perspectives - Agenda Setting Theory as well as Media Information Dependency Theory. These theories were used in mirroring the findings of the study and assess the levels of coverage of COP related issues such as cyber bullying, child pornography, unwanted contact, sexting among others.

#### 5.1 Discussion

**f) To what extent does the print media cover and publish content on COP and its associated risks?**

In view of the critical need for COP and its related information to the masses, research findings from this study show that there is a low coverage of COP issues in the Zambian newspaper (*Zambia Daily Mail* and *Daily Nation*). This conclusion is based on the fact that there were only 31 stories out of 10,680 stories published between January and April 2021 in the two daily newspapers. This represents 0.3 percent of the total number of stories published during this period under study.

In the same period, the average daily number of stories for the two (2) newspapers were 38 for *Daily Nation* and 51 for the *Zambia Daily Mail*, and out of the 4,560 stories the *Daily Nation* newspaper published in the 4 months period, only 13 were COP related representing 0.3 percent. Similarly, only 18 COP related stories were published in the *Zambia Daily Mail* newspaper out of a total number of 6,120 stories the newspaper published in four (4) months. This too, represented 0.3 percent coverage of COP related issues. This makes the significant role of the media or newspapers in raising awareness to the members of the general public debatable. The 0.3 percent coverage of COP related issues is too low to reach out to a significant number of people and create impact in society.

Further, going by the assumptions of this study that newspaper coverage of COP issues is event

driven or prompted by commemoration of certain days on the Zambian calendar and the world, it is clear that the opposite is true. This is because according to the research findings, 74.2 percent of the articles were issue based and only 25.8 percent were event driven. Bearing in mind that the period under investigation was one characterised by a hive of lined-up events to raise consumer awareness of COP related issues, the 25.8 percent coverage of COP issues in both newspapers during this period was low. The journalists interviewed also confirmed that their reporting was not driven by events or special days on the calendar such as Safer Internet Day and World Consumer Rights Day among others which take place annually within the period under review.

As indicated in the findings, the month of March had the highest number of COP stories published (48 percent) compared to January, February and April which shared the 52 percent. This could be attributed to the fact that there two major commemorations in the month of March namely the World Consumer Rights Day which generally talks about general consumer protection in both physical and online environment, as well as the Youth Day which is dedicated for youths. There is a high likelihood that the month of March could have been still enjoying the February Safer Internet Day awareness hype.

According to a student thesis on Sexual Reproductive Health coverage by print media in Zambia, 25 percent coverage of stories over a given period was suggested as a threshold below which coverage could be said to be inadequate (Muchangwe: 2012). Going by this yardstick, it therefore means the 0.3 percent coverage of COP issues is way below the expected adequacy levels, and this scenario tends to mirror the levels of COP coverage in the USA. As argued by Meiji (2012), newspaper coverage of COP related issues in the USA is low with only 5 percent of stories reported and published on child pornography, and a 2 percent of the stories out the 260 stories on COP were reported between 2007 and 2009.

The fact that there was only 0.3 percent coverage of COP by the two newspapers combined means that there is inadequate coverage of COP by Zambian newspapers. This makes the influential role of the media or newspapers in raising awareness or reaching out to young people questionable. Coverage of 0.3 percent cannot reach out to a significant number of people in Zambia.

The low coverage characterized by the findings from the two Zambian newspapers mirrors the UK's perspective and experience going by the findings of the Study on Comparative Analysis of European Press Coverage of Children and Internet where out of 72 selected newspapers across European countries, only 63 child related stories were published, out of which only 9 were COP related, (Stald, 2009).

Further, the findings from the study seem to portray the same picture as that of Ghana, Nigeria and South Africa where newspaper coverage of COP related issues is generally lower than the adequacy sealing of 25 percent as argued by Bird and Rahfaldt (2017).

In terms of quality of the COP stories covered, it should first be noted that there is no standardized, objective metric for quality that provides as guide of determining what is a good quality story and which is not. This study, however, did develop criteria for determining which stories were of good quality and which ones were not. It centred on some of the general elements that make a story a good story. The criteria defined good quality of the story as being accurate, having decent language, having at least more than two sources, having statistical data backing a story topic. The study showed that the two newspapers under study had a fair balance of good quality COP stories.

For example, all the 31 articles in all the newspapers were fairly accurate when viewed from the number of sources in the story as well as decency of the language used. This showed that the information that reached the readers was not full of distortions or inaccuracies. Additionally, 10 out of 31 representing 32.3 percent of the stories contained statistics thus signifying that a lot of attention was given to COP as the newspapers took time to research for the stories, though it must be noted that the share of stories with statistics amongst the two newspapers was not evenly distributed.

**g) What are some of the risks children encounter when they are online?**

It was clear during the FGDs that key among the issues children encounter when they are online include cyber bullying, online dating, unwanted contact, child trafficking, child pornography, sexting and grooming. This was in agreement with the Organisation for Economic Co-operation and Development's Digital Economy Papers No. 179 on The Protection of Children Online which argues that though the list might not be limited to the above, the risks stated above posed the major

risks to children as they use the internet, (OECD:2011).

Further, the pupils also indicated the need for various media channels, newspaper inclusive, to consider dedicating at least a full page every day for publishing information on the above stated risks for them, parents and guardians to be aware of. This was seen as the best way to aid information dissemination to members of the public.

**h) To what extent are children and parents satisfied with the quality of print media coverage of online risks against children?**

From the FGD, it should be acknowledged that 11 out of the 16 (representing 68.6 percent) adolescents that were sampled for this study read newspapers while only five (5) pupils representing 31.4 percent do not read newspapers. It is also important to note that the 11 pupils who read newspapers had various reasons for doing so, and key among them was for them to get news and be updated on various issues of interest to them such as health, security and education among others.

Similarly, the 31.4 percent of the pupils who do not read newspapers cited boring, not easily accessible as well as expensive (cost) which accounted to 80 percent, 11 percent and nine (9) percent of the 11 pupils respectively as reasons for not reading the newspapers. It was however, agreed by almost all (100 percent) the pupils that the newspapers in Zambia generally did not only have anything interesting and appealing to young people, but were more inclined towards politics and other issues such as sports and not children welfare related issues. Further, almost all the pupils agreed that a few stories that get covered in the print media are those where children are victims, and most of them (if not all) do not have the voices of children.

However, the fact that 68.6 percent of the children read newspapers underscores the important position the newspapers have and that if utilised effectively, a great number of children can access COP related information country level, a situation which would minimise their vulnerability to most of the COP issues which tend to have a negative effect on them. When asked those that read the newspapers on whether they felt the two newspapers under study adequately covered COP related issues, only one (1) pupil representing nine (9) percent agreed to having seen a precipitation of stories in the print media, while 10 out of 11 pupils representing 91 percent said the newspapers did not cover COP related storied. And when asked what issues they expect to be

covered by the newspapers, all the pupils agreed that the print media should cover all issues among them; teenage pregnancies, child pornography, cyber security, sex education, child labour, rape, street kids and orphans' welfare.

**i) To what extent are children and parents satisfied with the COP intervention the government is implementing?**

With regards to children and parents' satisfaction with COP interventions being put in place by the government through its relevant Ministries, statutory bodies and agencies as well as departments, it was clear during the focus group discussion that more has to be done if the status quo was to be improved. For instance, almost all the pupils that took part in the FGDs felt like the interventions being put in place by either Zambia Police Service, ZICTA or any other body mandate to protect children welfare online were not adequate, with the majority having a view that such interventions, if at all they existed, were not known to them.

Equally, both parents who were interviewed by the researcher couldn't agree more with the pupils and proposed heightened awareness and enforcement on COP related issues. One of the parents called for more tailored awareness to both parents and pupils on how best children can be kept safe online using various mass media platforms as well as targeted workshops which facilitated one-on-one interactions with the pupils and parents. The call is based on the level of trust the public have in the media in so far as providing information is concerned, a factor that underscored how the public depend on the media for information as alluded to by Dennis and DeFleur (1998).

Based on the above, it is clear that satisfaction of both children and parents on COP interventions being put in place is to a lower extent.

**j) How do the two newspapers' editorial policies guide them when covering COP issues?**

Despite the importance an editorial policy on critical topical issues such as COP, the interviews with the reporters and editors revealed that both *Zambia Daily Mail* and *Daily Nation* newspapers never had editorial policies to guide the reportage. By their nature, editorial policies provide guidance to the media organization on how to handle stories by news values, demands of its target audience and the newspaper's undertaking. Ultimately, this tends to offer proper guidance to the

reporters, editors and other key personal in the newspaper value chain on which stories to prioritise. By so doing, the editorial policy helps in shaping and setting the agenda.

Thus, the need for the media organizations to deliberately put in place an editorial policy to enhance quality reportage cannot be over-emphasised.

**k) What challenges do journalists for the above-mentioned newspapers face when covering COP issues?**

The reporters from the two newspapers outlined several challenges they encounter at institutional level when reporting COP related issues. Top of the list is the focus of the newspaper into reporting other seemingly “interesting” topics such as politics, and this accounted for 26.3 percent of the respondents. This was followed by the process of getting consent from parents and guardians as well as the difficulties in finding sources/authorities which accounted for 15.8 percent respectively. The last on the list of challenges outlined by the reporter at an institutional level had to do with logistics, which accounted for 10.5 percent of the total respondents.

It was however interesting to learn that 6 out of 19 reporters, which accounts for 31.6 percent, stated that they faced no challenges at institutional level, and yet they don’t report on the subject.

This response trend was the same when reporters were asked about the challenges they faced at an individual level. Nine (9) out of 19 reporters representing 47.4 percent said they faced no challenges when reporting any topics including COP, while 5 out of 19 reporters representing 26.3 percent stated that COP reporting was dynamic due to change in technology, and another 5 representing the same percentage argued that the subject is too technical. This points to the need for reporters to specialize in fields such as technology and children reporting. The call for media specialisation in critical fields agrees with the study by Obeng-Quaidoo (1988) on the quality of Ghanaian health journalism, where it was so clear that the biggest obstacles journalists in Ghana face were lack of specialisation.

In conclusion, it can be safely argued that for COP related issues to receive proper in-depth coverage, journalists need to have specialised knowledge and training in covering fields such as technology and children. The lack of specialisation makes journalists often rely on information issued by government officials without them conducting any independent research and analysis

into the COP issue they are covering. There is, therefore, need for various stakeholders such as newspaper companies, government, relevant statutory bodies, Zambia Police Services and non-state actors to put resources together to address these challenges faced by the reporters.

### **l) What drives the two newspapers' coverage of COP issues?**

The study finding revealed that most of the issues, which accounted for 23 out of 31 of the articles (about 74.2 percent) reported in the two dailies were issue based, while eight (8) articles accounting for 25.8 percent were event based. From the 23, Daily Nation had a share of 9 while Zambia Daily Mail had 14. Further, in terms of event-based articles, the two dailies each had four (4).

The fact that most of the stories were issue based implies that they were born out of initiatives from the reporters and were not because of planned events. This, therefore, indicates that the media takes some certain levels of initiative to pursue COP related stories. This, therefore, demonstrates the media's role in setting the agenda to the public.

### **m) Relevancy of the Agenda Setting and Media Information Dependency Theory**

In view of the research findings above, it is clear that both newspapers had no deliberate editorial comment, a fact that qualifies the Agenda Setting Theory in that the two dailies were not able to set the agenda for the public. In fact, editorial comments cause the effect of journalistic mediation in public opinion construction as they play a determining role in the public opinion construction, in promoting social values and examples, in the interaction among newsmaker, journalists and the audience, "and influence social debate, decision making and other forms of social and political action". An editorial comment is also called "a leader" in western journalism, it is a form of opinion discourse, made and initiated by a newspaper staff, (Dijk, 1996).

In as much as there was a good number of hard news stories, these could not be deemed significant in so far as coverage of COP issues was concerned because in as much as they inform the public about daily happenings, they lack the educational component on any key issue such as COP society needs. This was also evident in the 31 COP stories examined that did not seem to have intent of setting the agenda, and consequently instigates public discussion on the subject matter.

With this low COP coverage, it becomes clear that the Zambian newspapers failed to meet and

satisfy the objectives and core of the Media Information Dependency theory. This is due to the fact that the newspapers under study lack more information on COP issues which the public including children can depend for information and decision making. According to Ball-Rokeach (1976), “the literature on media information dependency suggests that citizens are more likely to turn to mass media as a source of reassurance and information and in doing so, are more likely to be influenced by mass media”. The power of the media to provide information depends on the amount of coverage they do on an issue. Therefore, with only 31 COP related stories in the period of four months, and out of the 10,680 stories, there were no much information for the media to depend on and help them form decisions. In this case therefore, the low coverage and infrequent coverage of COP issues makes the newspapers a source of information the children cannot rely or depend on for constant information about such issues.

With the above discussion, it therefore makes the Media Information Dependency as well as the Agenda Setting Theory this study considered more relevant, applicable and useful when it comes to Zambian newspaper coverage of COP. Both theories point to the fact the media’s coverage of any issue forms the discourse in the public domain, and the society depend on the media for information.

## **CHAPTER 6**

### **CONCLUSION, RECOMMENDATIONS AND SUGGESTIONS FOR FURTHER STUDIES**

#### **6.0 Introduction**

This chapter gives a conclusion of the study and presents recommendations of the study as well as suggestions for further study. It will start by presenting conclusion before making recommendations, which will be finally followed by suggestions for further study.

#### **6.1 CONCLUSION**

The findings of the study have established that COP related issues receive poor or low coverage in Zambian newspapers, and the topic is not given the prominence it deserves by the print media. This is clear from both the quantitative and qualitative analyses of the newspaper content which showed that COP issues are given very little priority as evidenced by the only 31 articles covered on the topic in the four (4) months under study. It is important to note that the low coverage of COP related issues by the print media in Zambia presents a sad state of affairs, especially that children fall in the majority youths that are avid users of ICTs. Additionally, the low coverage presents a sad state of affairs because the government has made ICT lessons mandatory in all institutions of learning, a situation that could expose the children to COP related risks.

Further, the low coverage of COP related issues paints a sad picture in so far as protection of children online is concerned considering that children in Zambia are a highly vulnerable group when it comes to issues of online risks such as cyber bullying, unwanted contacts, child trafficking, child pornography among others

Other than the low coverage established, it was also clear that most of the COP articles did not have children' voices. This meant that children's views and opinions were not heard on issues that affected them Further, the children interviewed in the FGDs stated that there was deliberate drive to dedicate space to children issues generally including COP, and that if a story on COP or any other issue that borders on children welfare is to be published, it will be given very small space in newspapers.. This tends to make it difficult for children to have a clear interpret and comprehend the published COP related article.

Furthermore, the lack of deliberate editorial policies to guide the coverage of COP related topics is also a clear confirmation that newspapers in Zambia do not attach the seriousness COP related issues deserve. With regards to prominence given to the COP articles covered in the newspaper, there was notably not much prominence given, considering the number of articles published, their length, lack of accompanying photographs and as well as their placement in the newspapers. Out of the 31 stories published in the four (4) months, there was no single lead or front-page story.

Therefore, with the understanding of the media's role in ensuring promoting and ensuring a safe and secure cyber space, it is very clear from the findings of this study that Zambian newspapers have a lot of work to do especially in trying to improve and increase the quantity and quality of coverage of COP related issues.

Assessing the coverage from the quality perspective, the research also showed deficiencies in that there was no in-depth coverage of the COP related issues, and this was compounded by the inadequate and inaccurate coverage because certain critical voices were missing to make good complete story. Further, it was clear that COP coverage in the period under study was largely event-based. This, to some extent, shows the level of interest by the newspapers to initiate conversations around critical typical issues hence failing the agenda setting litmus paper test.

Hence, some of the stated recommendations would be helpful to the newspapers in trying to close the coverage gap, which is quite vivid. The newspapers require more awareness targeted approach and orientation in their reporting so that topics such as COP can not only be extensively covered, but also covered in such a manner that will aid children's awareness and influence their decision. No doubt, the increased coverage of good quality COP-related stories will help empower children with information on COP, and this will in turn assist them in making well informed decisions on such topics.

## **6.2 Recommendations**

The researcher recommends the following interventional measures for the newspapers to both improve and increase their coverage of COP related issues:

- a) The newspapers need to develop deliberate editorial policies and strategies that will

help guide their coverage of COP. Additionally, the newspapers' editorial policies must include COP issues coverage as a key editorial line in their editorial policies to compel reporters not to overlook such issues.

- b) There is need for the newspapers to consider specialised training their reporters in technology and emerging issues to stimulate interest in them.
- c) The newspapers should interact with children so as for them to get and write children friendly stories providing COP information. It is also recommended that the newspapers should encourage children's participation in story writing for the media.
- d) Newspapers should endeavor and strive to effectively play their educational role by covering vulnerable groups such as children in a more educational way. This will help such groups to learn and be able to make informed, sound and informed decisions. It seems, according to research findings, that their stories are more informative than educative.
- e) There is specific need for deliberate capacity-building programmes for the journalists so that they are equipped with COP knowledge that will help them write well informed stories. This could be done through workshops, seminars or enhancing the school curricula in journalism training schools.
- f) The newspapers should endeavor to partner with public and private (state or non-state) actors such as ZICTA, Zambia Police Service and Save The Children among others to be able to get information on COP related issues without much difficulties. Similarly, organisations whose main mandate is to protect consumers (including children) online should be proactive in utilizing various media platforms such as the newspapers to educate them.
- g) Newspapers should consider establishing desks which could specifically cover issues on technology and children. This will help give the newspapers a good focus on covering COP issues. They can also consider allocating a daily children and technology corner or column which will publish issues regarding children's interface with technology.

- h) There is need for the newspapers to mobilize necessary resources such as finances, transport, equipment so that their reporters can enhance their coverage of children issues including COP.

### **6.3 Suggestions for Further Research**

In view the perspective covered under this study, the researcher suggests that further research be conducted on other forms media such as broadcasting and social media to assess the quantity and quality of coverage of broadcast media such as television and radio but also assess what content children access on social media platforms and the level of influence such content have on children.

Additionally, it would be good to conduct research and investigate media preferences for the children in view of the proliferation of advancement of technology and social media, as this would inform the most effective medium or platform of reaching the children with COP related information.

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## APPENDICES

### APPENDIX I

*Quantitative and Qualitative Media Coverage of Child Online Protection (Content Analysis Spread Sheet Excel-Data Entry Tool)*

Name of Newspaper:

No.	Date	Author	Headline	Summary of Story	Front Lead Story

Type of Page (Business, Sports, etc)	Page Lead Story	Length	Source In-house, local, etc)	No. of Sources	Type of Page (Business, Features, etc)

Type of Article	Photo	Statistics	Language Decency	Ethical Issues	Events/Issue based

Child Online Protection Issue	People in Story	Accuracy


**APPENDIX II**

*Content Analysis for Newspaper Coverage of COP Coding Sheet*

Theme	Variables and code values in SPSS		
Front Lead Story	1. Yes		
	2. No		
Type of Page	1. Home		
	2. Business		
	3. International/Foreign		
	4. Entertainment		
	5. Features		
	7. Sports		
	8. Supplement		
	9. Comment		
	1. Home		
Page Lead Story	1. Yes		
	2. No		
Source	1. In-house		
	2. Local Agency		
	3. International Agency		
	4. Freelance Journalist		
Length	1. Below 500		
	2. 500 – 1000		
	3. 1000 – 1500		
	4. 1500 – 2000		
	5. 2000 - 2500		
	6. 2500 - 3000		
	7. Above 3000		
No. of Sources			
Type of Article	1. Editorial Comment		
	2. Hard News story		
	3. Feature		
	4. Letter to the Editor		
	5. Column		

Statistics	1. Yes		
	2. No		
Photo	1. Yes		
	2. No		
Language Decency	1. Decent		
	2. Indecent		
Ethical Issues	1. Yes		
	2. No		
Events/Issue based	1. Issue based		
	2. Event Based		
COP Issue	1. Child pornography		
	2. Unwanted contacts		
	3. Sexting		
	4. Sextortion		
	5. Online facilitated child trafficking		
	6. Cyber bullying		
	7. Online dating		
Focus of article	1. Children		
	2. Adults		
	3. Neither		
People in Story	1. Children		
	2. Youth		
	3. Adults		
Accuracy	1. Yes		
	2. No		

**APPENDIX III**

*Questionnaire for the Media Practitioners (Journalists/Editors)*

Date \_\_\_\_\_

Dear Respondent,

My name is Hanford Chaaba, and I am currently studying for my Master of Mass Communication Degree at the University of Zambia. I am interested in learning about whether the Zambia Daily Mail Newspaper adequately cover Child Online Protection (COP). Child Online Protection (COP) is an initiative or interventions aimed at restricting access by minors to any material defined as harmful to such minors on the internet.

I would like to ask your permission to ask you questions about COP and how the newspapers have been covering it in Zambia.

Your answers will be confidential and to this effect, you are not required to write your name anywhere in this questionnaire. The information you will give will help us to learn more about media coverage of COP and to advocate for improvement of the same if need be.

**SECTION A: Demographic Background of the journalist:**

*For official use only*

**Researcher, please complete:**

**Name of Paper:**

**Gender of Respondent:**

**Town of Interview:**

1) Your age.

1) 15 – 24yrs

2) 25 – 34yrs

3) 35 – 44yrs

4) 45 – 54yrs

5) 55 – 64yrs

6) 65 – 74yrs

2) For how long have you been practicing journalism?

1) Less than 1 year

2) 2-5 years

3) 6-9 years

4) 10 and above

3) On what desk are you?

1) Politics

2) Business

3) Entertainment

4) Features

5) General News/News desk

6) Health

**SECTION B (FOR REPORTERS)**

4) What types of stories and issues are you responsible for reporting on?



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In terms of the subject

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15. How can the challenges be fought?

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**SECTION C (FOR EDITORS)**

16. Have you been covering Child Online Protection (COP)?

- 1) YES [ ]
- 2) NO [ ]

17. What issue have you been focusing on?

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18. What (additional) issues do you wish to have focused on but did not? Why didn't you?

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19. Does your organisation have a policy for reporting COP?

- 1) YES [ ]
- 2) NO [ ]

20. What is the nature of the policy?

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21. How effective has it been, if any? How can it be improved?

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22. What has been your experience in reporting COP?

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23. Where do you see gaps? How can these be cured?

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24. What are the factors that hinder effective reporting of COP?

25. Do you think that news reporters have a part to play in teaching COP?

- 1) YES [ ]
- 2) NO [ ]

Please explain your answer:

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26. Do you think the training for a journalist adequately equips trainees for COP reporting?

- 1) YES [ ]
- 2) NO [ ]

27. How important do you believe your COP coverage is?

- 1. Very High [ ]
- 2. High [ ]
- 3. Low [ ]
- 4. Very Low [ ]
- 5. Not a priority [ ]

Please explain your answer.

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28. How often do you include COP on your diary?

- 1. Every Day [ ]
- 2. At least once a week [ ]
- 3. More than twice a week [ ]
- 4. Up to twice a month [ ]

- 5. Rarely [ ]
- 6. Never [ ]

29. Is your reporting on COP event driven?

- 1) YES [ ]
- 2) NO [ ]

30. How many COP articles/stories did you write and publish in your paper in the months January, February, March and April 2020?

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i. If you published, what was the topic/s?

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ii. If you never published, state the reason/s why.

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iii. If you did not write COP stories within the last 6 months or 12 months, what was the reason?

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**Thank you very much for your time and cooperation!**

**APPENDIX IV**

*Interview Guide for discussions with Parents/Pupils*

Date \_\_\_\_\_

My name is Hanford Chaaba - a student from the University of Zambia pursuing a Masters Degree in Mass Communication and as such, I am conducting a research entitled Media Coverage of Child Online Protection by *Zambia Daily Mail* and *Daily Nation* Newspapers. Since this research involves children, I felt that i should get your opinions concerning this topic.

Whatever will be discussed in here is strictly confidential and your names will not be included in the dissertation. Remember, there is no right or wrong answer. You may have different views from those of others/ friends but that is perfectly normal. However, you must also tolerate views that come from others that may have different views from yours. I urge you to be open and feel free to express your opinions.

1. What is Child Online Protection (COP)?

2. Do you think *Zambian newspapers*; especially *Zambia Daily Mail* and *Daily Nation* cover COP? Why should they cover COP? Why is it important to cover COP?
3. Do you have problems with the way it is being covered? How should the newspapers cover COP?
4. Do you feel that the stories focus on your needs as children in the area of online protection?
5. What issues in COP would you like the *Zambian newspapers* to cover?
6. What are the main problems that young people are facing in your communities in terms of online protection?
7. Do you think the newspapers should be involving you when they write the COP? How?

**APPENDIX V**

*Focus Group Discussion Guide /Questionnaire for Pupils*

Date\_\_\_\_\_

Dear Respondent,

My name is Hanford Chaaba, and I am currently studying for my Master of Mass Communication Degree at the University of Zambia. I am interested in learning about whether the *Zambia Daily Mail* and *Daily Nation* Newspapers adequately cover Child Online Protection (COP). I would like to ask your permission to ask you questions about COP and how the two newspapers have been covering it in Zambia.

Your answers will be confidential and to this effect, you are not required to write your name anywhere in this questionnaire. The information you will give will help us to learn more about media coverage of COP and to advocate for improvement of the same if need be. I expect our conversation to last about one hour.

**Questionnaire** □ ( )

**Background**

1) Sex

1. Male

[ ]

2. Female

[ ]

2) Your age

1. 10-15 yrs	[ ]	<input type="checkbox"/>
2. 16-19 yrs	[ ]	
3) Marital Status		
1. Single	[ ]	<input type="checkbox"/>
2. Married	[ ]	
3. Other.....	[ ]	
4) Educational Level		
1. Basic	[ ]	<input type="checkbox"/>
2. Secondary	[ ]	
5) Do you read newspapers?		
1) Yes	[ ]	<input type="checkbox"/>
2) No	[ ]	
6) If yes in question 5, how often do you access them?		
1) Every day	[ ]	<input type="checkbox"/>
2) Once a week	[ ]	
3) Never	[ ]	
4) Rarely	[ ]	
5) Other.....	[ ]	
7) If NO in question 5, why not?		
a. Newspapers are boring Yes=1, No=2	[ ]	
b. There is nothing in newspapers for young people my age Yes=1, No=2	[ ]	<input type="checkbox"/>
c. Newspapers are expensive Yes=1, No=2	[ ]	
d. I cannot access newspapers where I stay Yes=1, No=2	[ ]	
e. Other.....		
8) If yes in question 1, which of the following reasons do you read newspapers?		
1) For entertainment Yes=1, No=2	[ ]	
2) For information Yes=1, No=2	[ ]	
3) For education Yes=1, No=2	[ ]	<input type="checkbox"/>
4) Excitement Yes=1, No=2	[ ]	
5) Nothing special Yes=1, No=2	[ ]	
6) Other.....		
9) Do you think there is a need for Zambian media to cover child online protection?		
1) Strongly agree	[ ]	
2) Agree	[ ]	
3) Strongly disagree	[ ]	<input type="checkbox"/>
4) Disagree	[ ]	

10) If yes in question 9, why do you think so?

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11) Do you think Zambian print media or newspapers cover child online protection adequately?

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

12) If NO in question 11, how would you wish them to cover COP?

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13) What issues in COP would you like Zambian newspapers to cover?

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.....

14) What is your source of information concerning online risks?

- 1) My parents Yes=1,No=2 [ ]
- 2) My friends Yes=1,No=2 [ ]
- 3) My teachers Yes=1,No=2 [ ]
- 4) Other..... [ ]

15) There is a need for media (newspaper) coverage of child online protection issues

- 1) Strongly agree [ ]
- 2) Agree [ ]
- 3) Disagree [ ]
- 4) Strongly disagree [ ]

16) Do you think Zambian newspapers give children targeted online protection messages?

- 1) YES [ ]
- 2) NO [ ]

17) What are the main problems children are facing in your community today as regards online protection?

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**Thank you very much for your time and cooperation!**

## **APPENDIX VI**

*Interview Guide for discussions with ZICTA Official*

Date \_\_\_\_\_

My name is Hanford Chaaba - a student from the University of Zambia pursuing a Masters Degree in Mass Communication and as such, I am conducting a research entitled Media Coverage of Child Online Protection by *Zambia Daily Mail* and *Daily Nation* Newspapers. Since this research involves children, I felt that I should get your opinions concerning this topic.

Whatever will be discussed in here is strictly confidential and your names will not be included in the dissertation. Remember, there is no right or wrong answer. You may have different views from those of others/ friends but that is perfectly normal. However, you must also tolerate views that come from others that may have different views from yours. I urge you to be open and feel free to express your opinions.

1. What is Child Online Protection (COP)?
2. Do you think *Zambian* newspapers; especially *Zambia Daily Mail* and *Daily Nation* cover COP? Why should they cover COP? Why is it important to cover COP?
3. Do you have problems with the way it is being covered? How should the newspapers cover COP?
4. Do you feel that the stories focus on your needs as children in the area of online protection?
5. What issues in COP would you like the *Zambian* newspapers to cover?
6. What are the main problems that young people are facing in your communities in terms of online protection?
7. Do you think the newspapers should be involving you when they write the COP? How?
8. What measures has Government through ZICTA put in place to enhance COP?
9. Do you feel like those measures are helping?
10. Who do you work with to ensure that Children are safe online?
11. What plans do you going forward to ensure that we have a safe and secure cyber space?