

## Impacts of Electronic Media Strategies on Curbing Female Genital Mutilation [FGM] in Narok County, Kenya

Tonui Kipkorir Albert<sup>1</sup>  
Daniel Oloo Ong'ong'a<sup>2</sup>

<sup>1</sup>albettonui@gmail.com

<sup>2</sup>doloo@mku.ac.ke

<sup>1,2</sup>Mount Kenya University, Kenya

### ABSTRACT

*Female Genital Mutilation (FGM) remains a deeply entrenched cultural practice despite global condemnation as a violation of human rights and a public health issue. This study investigated the impact of electronic media strategies on curbing FGM in Narok County, Kenya. The objectives were to assess how electronic media content development strategy, electronic media engagement, electronic media partnership techniques and audience analysis used in curbing female genital mutilation [FGM] in Narok County, Kenya. The study was anchored on the social learning theory, and adopted a descriptive research design. The target population included community member aged 18 to 60, chiefs, assistant chiefs, media professionals, journalists, editors, and religious leaders, with a sample of 365 respondents determined using Krejcie and Morgan tables. The study used a combination of purposive and stratified random sampling techniques. The study collected quantitative data using structured questionnaire. Questionnaires were distributed using drop-and-pick and electronic methods while upholding confidentiality and privacy. Quantitative data were analysed using SPSS in the form of descriptive statistics, such as frequencies, percentages, means, and standard deviations. Further, inferential statistics was done to establish the strength of the relationship between the study variables. The findings revealed that all four electronic media strategies had a positive and significant influence on curbing FGM in Narok County. Results revealed that holding other factors constant, curbing FGM practices stood at 2.015. Also, holding other factor constant, a unit change in content development reduced the FGM by 0.216 units. Further, Standardized coefficient of 0.080 indicates a positive relationship between engagement techniques and curbing FGM, suggesting that for each one-unit increase in engagement techniques, curbing FGM increases by 0.092 units. Further, The unstandardized coefficient is 0.133 depicted by the variable electronic media partnership technique, revealed that every one-unit increase in electronic media partnership technique, there is an expected increase of 0.133 units in curbing FGM. Lastly, the unstandardized coefficient is 0.019 depicted by the variable audience analysis, revealed that the relationship between audience analysis and curbing FGM is very weak and not statistically significant, indicating that audience analysis does not have a meaningful influence on efforts to curb FGM in this context. It concluded that well-designed media strategies, particularly content development, can significantly improve community awareness and transform attitudes toward FGM. The study recommended that since electronic media partnership techniques significantly influence curbing FGM, media organizations should form strategic alliances with NGOs, government agencies, and local leaders. Also, given the positive relationship between engagement techniques and curbing FGM, electronic media should prioritize interactive strategies, such as hosting live discussions.*

**Keywords:** Audience Analysis, Content Development Strategy, Engagement Techniques, Female Genital Mutilation, Partnership Technique

### I. INTRODUCTION

The practice of female genital mutilation (FGM) is widespread in some parts of the globe, particularly in Africa, the Middle East, and certain groups in Asia. Ongoing efforts to eradicate female genital mutilation (FGM) include a wide variety of groups, governments, and international entities trying to increase awareness, modify cultural norms, and offer care for victims in countries such as Somalia, Djibouti, and Uganda (Marouf, & Palmer, 2024). It is essential to conduct a thorough investigation on the manner in which the media covers this prohibited practice, especially via significant channels, as well as the influence that media coverage has on behaviours, particularly with regard to its role in assisting efforts to combat female genital mutilation (FGM).

The practice of female genital mutilation (FGM) continues to have a strong connection to cultural traditions as well as intricate social, religious, and traditional foundations. Such a behaviour not only violates the rights of women and girls, but it also presents substantial hazards to physical health. In spite of the efforts that have been made to eliminate female genital mutilation (FGM), it is still prevalent in a number of African nations, including Somalia, Egypt, Guinea, and Sudan. According to Derow (2021), the practice is often firmly founded in traditional and cultural ideas, is being maintained by societal standards, and is being reinforced by traditions that have been passed down from generation to generation. The practice of female genital mutilation (FGM) is considered by many societies to be a rite of passage into womanhood, representing purity and preparedness for marriage. This pressure from society, in conjunction with the

fear of social marginalization and shame for those who do not undergo the treatment, is a contributing factor in the continuation of female genital mutilation (FGM) across several generations.

In the African the societal acceptability of female genital mutilation (FGM) in certain cultures might provide major impediments to the dissolution of the practice. When girls and women undergo female genital mutilation (FGM), they are frequently subjected to social shame, isolating, and even being excluded from possibilities for social and marital relationships (Reinholds, (2021). As a consequence of this, families could have a sense of obligation to continue the practice in order to guarantee the acceptance and incorporation of their daughters into the society. A further factor that contributes to the frequency of female genital mutilation (FGM) in underdeveloped nations is the absence of healthcare, knowledge, and educational opportunities.

In Kenya, ethnic groups exhibit significantly varying rates of female genital mutilation (FGM), a practice involving female genital alteration. The Kenya Demographic Household Survey (Kenya-Demographic-and-Health-Survey-KDHS-2022) found that female genital mutilation (FGM) rates are practically universal among specific tribes. Specifically, the Maasai (94%) and Kuria (95%), Kisii (97%), and Somali (98%) populations, as well as women, are severely impacted by this practice (Williams-Breault, 2018). The practice of female genital mutilation (FGM) is also widespread among the people who live in the Rift Valley area (Kubai, 2023). In order to address these incidents in a comprehensive manner in locations such as Transmara, it is necessary to include a wide range of stakeholders. These stakeholders include law enforcement, the courts, and educational authorities, officials from local government, child protection organizations, parents, and survivors.

### 1.1 Statement of the Problem

Female Genital Mutilation (FGM) persists as a deeply rooted cultural tradition in many societies, despite being widely denounced as a violation of human rights and a significant public health issue (Abdulnor, 2024). Efforts to combat the prevalence of FGM through media strategies have shown potential, and comprehensive outcomes have not been fully realized. Although diverse media platforms have been employed to raise awareness about the harmful consequences of FGM, the extent to which these efforts have successfully prompted behavioral change within affected communities remains uncertain (Zattu, 2022). This uncertainty has prompted inquiries into the effectiveness and influence of media campaigns in promoting a change in societal attitudes towards this harmful practice.

Female genital mutilation (FGM) is still a deeply ingrained cultural practice in Narok County, Kenya, despite national and international efforts to eliminate it (Kubai, 2023). The media, including television, radio, newspapers, and online platforms, is critical in moulding public responses, establishing social norms, and spreading information about public health and human rights. However, there is a vacuum in assessing the impact of media techniques in reducing FGM within the unique setting of Narok County.

Based on the review literature review, such as Zhang, et al., (2022), Matanda et al., (2023), and Liao (2023), there a lot has not been done on the effectiveness of media campaigns in influencing attitudes and behaviours regarding Female Genital Mutilation (FGM) in Narok County. Thus, there is a need to assess the impact of media coverage on FGM prevalence, community responses, and support for anti-FGM actions in the region. Additionally, the statement highlights the importance of investigating the challenges and opportunities associated with media reporting on FGM in Narok County. This includes examining the role of local media sources, how FGM is portrayed in news coverage, stakeholder engagement, and the potential of media advocacy to drive governmental reforms and community-led initiatives against FGM.

Overall, comprehensive research on the effects of media strategies on FGM prevention is required to assess the success of communication initiatives in tackling this chronic social concern (Okpudu, 2024). This review will shed light on the existing gaps and limitations within media activities, eventually supporting the development of more targeted and impactful communication tactics to effectively combat the practice of FGM in impacted communities.

Therefore, this study seeks to address these gaps by investigating the impacts of media strategies on curbing FGM in Narok County, Kenya. By evaluating the effectiveness of existing media interventions, identifying barriers to success, and exploring opportunities for improvement, this research aims to inform evidence-based approaches for leveraging the media as a catalyst for change in the fight against FGM within Narok County and beyond.

### 1.2 Research Objectives

- i. Assess how electronic media content development strategy enhances curbing female genital mutilation [FGM] in Narok County, Kenya.
- ii. Examine how electronic media engagement techniques enhance curbing female genital mutilation [FGM] in Narok County, Kenya.
- iii. To assess how electronic media partnership techniques help in curbing female genital mutilation [FGM] in Narok County, Kenya.

- iv. To examine how audience analysis used by electronic media helps in curbing female genital mutilation [FGM] in Narok County, Kenya

## II. LITERATURE REVIEW

### 2.1.1 Social Learning Theory

The social learning theory was formulated by Albert Bandura in 1995. According to this theory, there is power in observation leading to imitation in learning a behaviour. Individuals can use electronic media to witness others' behaviours, attitudes, and the repercussions of FGM, thus shaping their own beliefs and conduct. The theme of this theory lies in the fact on observational learning, where individuals learn by watching others' actions and the consequences they face; imitation, which involves replicating observed behaviours; reinforcement and punishment, where positive or negative outcomes influence the likelihood of a behaviour being repeated; and reciprocal determinism, highlighting the dynamic interaction between personal factors, environmental influences, and behaviour (Rumjaun & Narod, 2020).

This theory has been criticized for oversimplifying complex social processes and prioritizing individual-level elements at structural and systemic forces. For instance, while theories like that of the Theory of Planned Behavior and the Health Belief Model concentrate on individual attitudes and intentions, they may overlook larger socio-cultural, economic, and political elements that contribute to FGM. Critics claim that these theories do not effectively address the power dynamics, cultural norms, and disparities that influence FGM practices. Furthermore, there is doubt about the premise that behaviour change only occurs through rational decision-making processes, which ignores the emotional, social, and cultural elements of behaviour (Rotter, 2021).). Furthermore, some opponents dispute the transferability of Western-centric ideas to non-Western contexts, underlining the importance of culturally sensitive and context-specific approaches to understanding and resolving FGM.

The theories apply to evaluating the effects of electronic media methods since they provide a systematic framework for analysis and intervention planning (Koutroubas & Galanakis, 2022). These theories provide useful insights into human behaviour, communication processes, and societal change dynamics, which can help to build effective treatments to combat FGM. These theories, which focus on attitudes, social norms, and learning processes, aid in identifying leverage points for behavior change and guiding the development of tailored communication tactics. Furthermore, many of these beliefs have been empirically verified and validated in a variety of circumstances, establishing a solid platform for future study and intervention efforts. Furthermore, these theories encourage interdisciplinary collaboration by combining findings from communication studies, psychology, sociology, and public health, resulting in a more thorough and nuanced understandings of the complex dynamics surrounding FGM. Overall, the strengths of these theories lie in their applicability for establishing evidence-based methods for resolving FGM and promoting good societal change.

## 2.2 Empirical Review

### 2.2.1 Electronic Media Content Development Strategy and Curbing FGM.

Zhang et al., (2022) assessed the strategies designed to identify factors that influenced public opinion. The purpose of this study was the effectiveness of information dissemination strategies in determining the spread of information to the public. Two categories of participants were used, passive and active participants. The study indicators were the use of sketches, images, and text, used in social networks, in modelling the behavior of listeners and social network users. From the findings, it was revealed that the use of opinion leaders was effective in modelling information dissemination. This enhances the winning of different structural positions among the users of social networks. Results also revealed that for attracting opinion leaders the use of text and images in the social network significantly enhances its effectiveness in information dissemination processes. The study however failed to anchor the study in any theory. However, the current study employed a Two-by-two-flow theory and agenda-setting theory. The study further failed to explore the effectiveness of the strategies of information dissemination. The current study examined the effectiveness of the media strategies for information dissemination.

An investigation on the communication tactics that were deployed at the community level for the purpose of delivering COVID-19 messages was conducted by Anyonje et al. (2022). According to the findings, both the community and government entities played key roles in the communication initiatives that were undertaken. On the other hand, the research found that there were no feedback systems in place that would allow the public to communicate their opinions to the media. In contrast to the previous research, which was centred on the transmission of information about COVID-19, the present study focused on the spread of information regarding female genital mutilation (FGM) practices within Narok County. Additionally, two theories were used, among them are the agenda-setting theory and the two-by-two-by-two flow theory.

### **2.2.2 Electronic Media Engagement Techniques enhance Curbing FGM**

Chen, et al., (2022) assessed the strategies designed to identify factors that influenced public opinion. The purpose of this study was the effectiveness of information dissemination strategies in determining the spread of information to the public. Two categories of participants were used, passive and active participants. The study indicators were the use of sketches, images, and text, used in social networks, in modeling the behavior of listeners and social network users. From the findings, it was revealed that the use of opinion leaders was effective in modeling information dissemination. This enhances the winning of different structural positions among the users of social networks. Results also revealed that for attracting opinion leaders the use of text and images in the social network significantly enhances its effectiveness in information dissemination processes. The study however failed to anchor the study in any theory. However, the current study employed a Two-by-two-flow theory and agenda-setting theory. The study further failed to explore the effectiveness of the strategies of information dissemination. The current study examined the effectiveness of the media strategies for information dissemination.

The efficacy of anti-Female Genital Mutilation (FGM) initiatives in Garissa County was explored by Derow (2021) in a research that was conducted in that county. The objective of the research was to determine the amount of information and attitudes that teenagers and young people have about the anti-FGM legislation, as well as to identify the elements that influence the execution of the law. Data were acquired by interviewer-guided questionnaires from 108 randomly chosen individuals that were part of a mixed-methods design. In addition, a desktop evaluation of prior research was conducted to augment the data collection process. An examination of the data using SPSS found that the prevalence of female genital mutilation (FGM) among the participants was 62%, and that the practice of Islam was substantially linked with FGM. Even though 84% of young people were aware of the legislation that prohibits female genital mutilation (FGM), two-thirds of them did not favour the practice, with mothers being the primary influencers of the practice. Although there was a decrease in the frequency and support of female genital mutilation (FGM) as a consequence of the implementation of the anti-FGM legislation and the advocacy activities of non-governmental organizations (NGOs), the medicalization of the practice rose, which indicates a move underground. The report suggests that non-governmental organizations (NGOs) improve their lobbying strategies for the elimination of female genital mutilation (FGM).

### **2.2.3 Electronic Media Partnership Technique help in Curbing FGM**

Liao (2023) assessed how public perception regarding media affects behavior modelling. The indicators were the role of individual attitudes and individuals' responses regarding news media affect the behavioral truce and modelling. A total of 435 individuals formed the target population those who are accessible to new. Structural Equation Modeling (SEM) was employed in the study. Results indicated that credibility, media exposure, and social influence were found to influence the perception of the public and the behavior. On the other hand, public perception and public attitude depicted a positive relationship with behavioral change. The study however offered theoretical implications among the mass media entities. Thus, it was recommended the importance of building trust among the general public since it promoted and changed public perception moulding their behavior. Thus, mass media was found to be a significant influence on changing public perception and hence changing their behavior.

Cheruiyot (2022) evaluated some of the media strategies employed for effectively communicating information regarding female genital mutilation. The study variables were the role of media ambassadors, Sheng language usage on public participation, and their effectiveness in communicating information about FGM in Meru. A descriptive survey design was utilized. Additionally, qualitative and quantitative data were collected using structured questionnaires and interview guides. A total of 44,451 households formed the unit of analysis out of which 96 formed the sample size. Moreover, both, descriptive and inferential statistics were used in data analysis. Results revealed that the use of local language and media ambassadors depicted a positive influence on media communication. However, public participation and the use of Sheng language were found not statistically significant and thus not effective in enhancing media communication

### **2.2.4 Audience Analysis used by Electronic Media help in Curbing FGM**

In their study, Matanda et al., (2023) evaluated the efficacy of treatments that were designed to either prevent or address the issue of female genital mutilation-related issues. In light of the fact that this practice is still prevalent in many parts of the world today among developing countries. One possible explanation for this is the fast increase in the population. From the results of this study, it was discovered that in the year 2020 alone, there were 4.1 million girls who were at danger of undergoing female genital mutilation (FGM). The link between the creation of evidence and the worldwide increase of research does not provide the outcomes that are intended, despite the fact that researchers and developers all around the world are working hard to build new technologies. As a result, the adoption of policies that might assist in putting an end to female genital mutilation has proved challenging. This study analyses the current data

and assesses treatments that have the potential to be helpful in addressing the problems associated with female genital mutilation (FGM) and putting an end to it.

The Effect of Communication Strategies in the Effort to Combat Female Genital Mutilation (FGM) Practice in Nigeria was the title of a research that was carried out by Okpodu et al., (2024). Finding out what elements are contributing to the improvement of the practice in Nigeria was the primary objective of the research. A total of 1,500 respondents were chosen from each of the six localities that were located within the three senatorial districts. These respondents included 200 individuals and fifty health personnel from each location. Statistical insights on the effects of communication techniques on the fight against female genital mutilation (FGM) in these communities were offered by the research.

### III. METHODOLOGY

#### 3.1 Research Design

The present investigation made use of a descriptive research design. Due to the fact that this is a social science sort of research, this is the case. As stated by Dawadi, et al., (2021), this approach has the potential to provide the researcher with the opportunity to get a more in-depth and complete grasp of the study topic. This approach enables researchers to take use of the benefits that come with both qualitative and quantitative research designs, which ultimately results in a more in-depth comprehension of the subject matter that is being investigated. Survey questionnaires were used for the collection of quantitative data.

#### 3.2 Study Location

The current study was carried out in Narok County in Kenya where FGM is still in practice. According to the 2019 Census, Narok County has an estimated residents of 1,157,873 residing in the rural and urban areas. The county is dominated by the Masaai ethnic group although there are some members of the Kipsigs they are a minority group. Narok County boasts diversity in its landscape, culture, assets, and inhabitants. Spanning 18,000 square kilometers, it houses approximately 1.2 million people residing in six sub-counties.

#### 3.3 Target Population

Target population means the set of people that a study intends to collect information from. This group is often identified based on particular characteristics, qualities, behaviors, or features that are important to the study objective (Stratton, 2021). The current study target population was within the age limit of 18 to 60 years which is 363,713 including the chiefs, assistant chiefs, media players Journalists and Editors, religious leaders, and members of the community. The study further had a target 10 percent of the total household population of 44,451 households was selected forming 4,445 population of community members. The target population was chosen to ensure the inclusion of diverse stakeholders, including community members, local leaders, media professionals, and religious figures, whose roles and perspectives are essential for understanding the impact of media strategies on addressing FGM.

#### 3.5 Sample Size and Sampling Technique

The current study employed the Krejcie and Morgan table formula to calculate the target population (Krejcie, & Morgan, 1970). This method is important since it is simple to use in calculating the sample size. The decision to utilize the Krejcie and Morgan table is justified due to its simplicity and easier use, as well as its systematic method for determining sample size. A combination of purposive and stratified random sampling was used. Purposive sampling was employed to select key informants, such as local leaders and media practitioners, due to their specialized knowledge and roles.

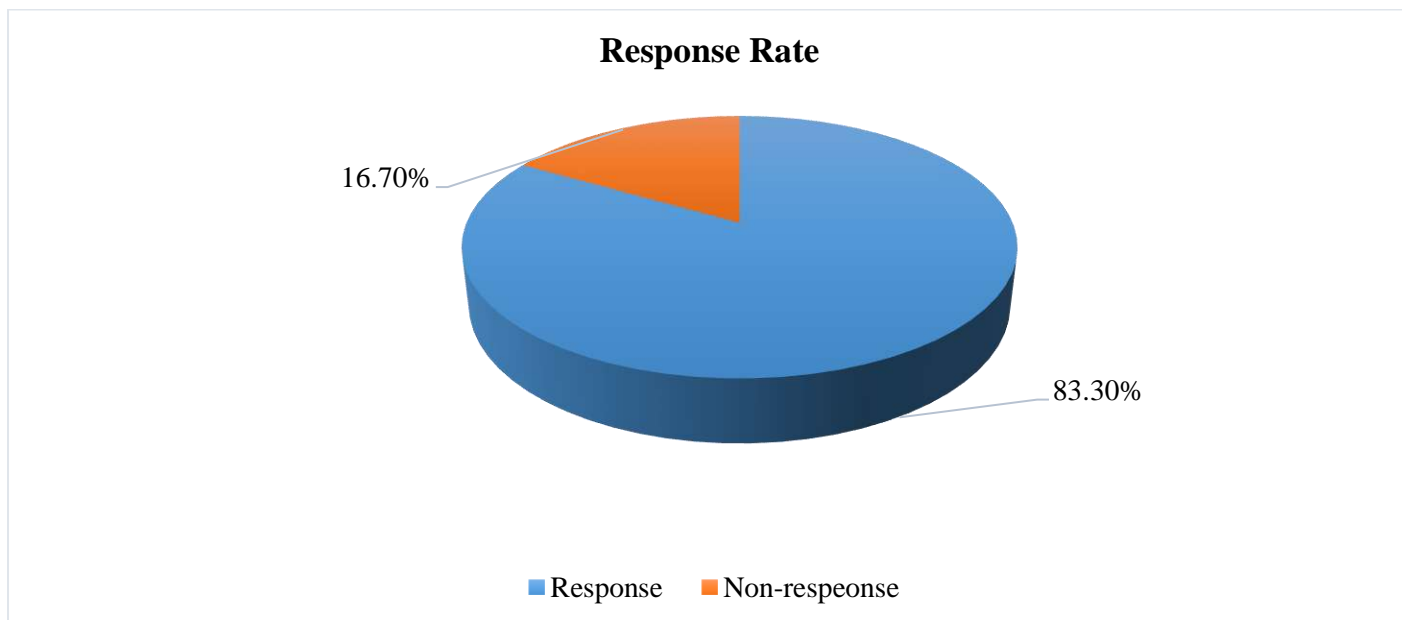
#### 3.6 Data Collection Instrument

In the present research, a questionnaire was utilized for the collection of quantitative data.

### IV. FINDINGS & DISCUSSIONS

#### 4.1 Response Rate

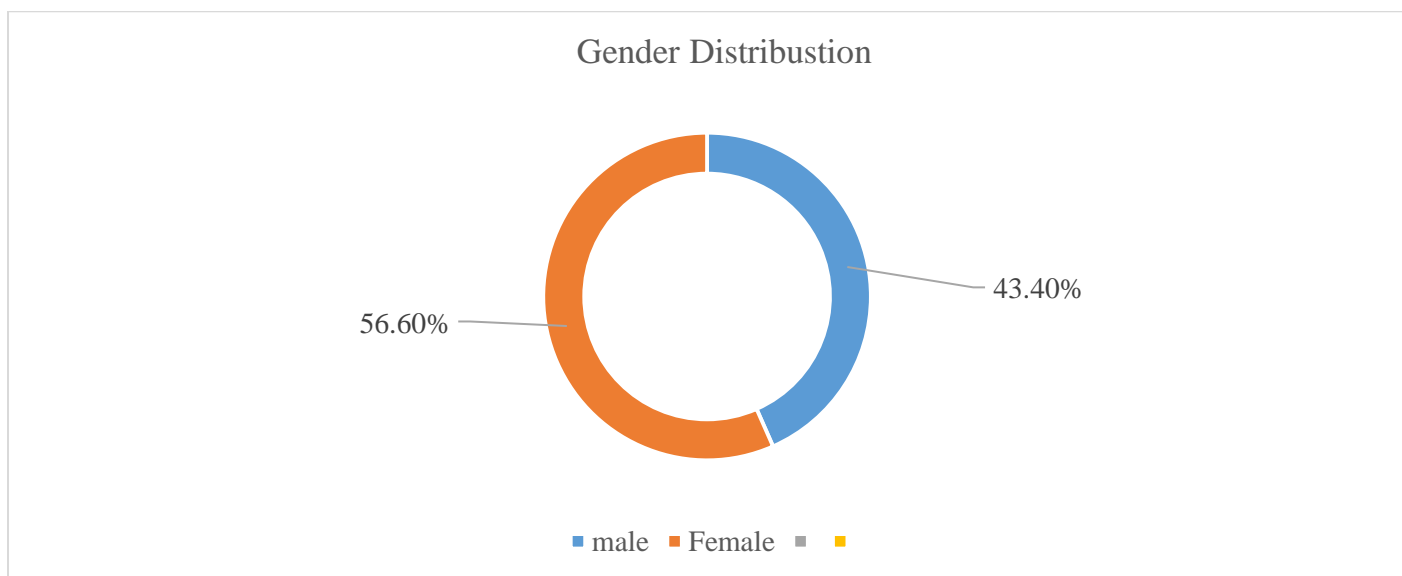
A total of 364 questionnaires were distributed, out of the total distributed questionnaires, a total of 304 were filled and returned while 61 were not. The study findings revealed that the response rate was good at 304 (83.3%) while the non-response was 61 (17.7%) which can be associated with unknown reasons. Figure 1 below illustrates the result regarding the response rate.



**Figure 1**  
*Response Rate*

**4.1.1 Respondent Gender**

Gender distribution helps in understanding the fairness of gender representations. The gender distribution can tell whether there is equal representation of the respondents in terms of gender. Based on the results, out of the total number of the respondents majority were male accounted for by 132 (43.4%) while the female were 172 (56.6%). This means that majority of the people in the county were female compared to their counterpart's male.



**Figure 2**  
*Response Rate*

**4.1.2 Marital Status**

Table 1 below provides the descriptions on the distribution of the respondents based on marital status. The table presents the marital status distribution of 304 respondents. Majority were the married group with a total of 194 (63.8%), while 39 (12.8%) were single, and 33 (10.9%) of the respondents divorced. while 26 participants (8.6%) are widowed. The least in the numbers were the separated group which consists of 12 (3.9%). This indicates that the majority of respondents are married, with the rest of the sample comprising smaller proportions of single, divorced, separated, and widowed individuals.

**Table 1***Marital Status*

<b>Marital Status</b>	<b>Frequency</b>	<b>Percent (%)</b>
Single	39	12.8
Married	194	63.8
Divorced	33	10.9
Separated	12	3.9
Widowed	26	8.6
<b>Total</b>	<b>304</b>	<b>100.0</b>

**4.1.3 Respondent Age**

The table presents the age distribution of 304 respondents in terms of their age bracket. The majority which is the largest age group were age group 31-39 years, comprising 102 individuals (33.6%) of the total respondents. Also, 83 respondents (27.3%) fall within the 18-30 years age bracket, while 72 individuals (23.7%) are in the 41-49 age bracket. The smallest group is those above age group 50 years, accounting for 47 respondents (15.5%). This distribution shows a relatively balanced age spread, with the majority of respondents being between age bracket 31 and 39 years old.

**Table 2***Age Bracket*

<b>Age bracket</b>	<b>Frequency</b>	<b>Percent (%)</b>
18-30 years	83	27.3
31-39 years	102	33.6
41-49 years	72	23.7
Above 50 years	47	15.5
<b>Total</b>	<b>304</b>	<b>100.0</b>

**4.1.4 Education Level**

The education level is also a significant element since it helps to ascertain how respondents can read understand and respond to the research questions. The table 1 presents the distribution in terms of the educational attainment from the total of 133 respondents, with corresponding percentages. Primary school level is represented by 8 individuals (6.0%), secondary school level by 44 individuals (33.1%), college diploma by 33 individuals (24.8%), university degree by 32 individuals (24.1%), and postgraduate education by 16 individuals (12.0%). The percentage increases with each educational level, culminating in 100.0% for the entire sample, indicating the progressive accumulation of the sample's educational distribution.

**Table 3***Level of Education*

<b>Level of Education</b>	<b>Frequency</b>	<b>Percent</b>
Primary school level	8	6.0
secondary school level	44	33.1
college Diploma	33	24.8
University degree	32	24.1
postgraduate	16	12.0
<b>Total</b>	<b>133</b>	<b>100.0</b>

**4.1.5 Level of Education**

The table shows the distribution of the respondents in terms of education levels among the 304 respondents. The majority comprising of 121 individuals (39.8%), have attained secondary education while 82 respondents (27.0%) have completed primary level education. Additionally, 62 individuals (20.4%) have reached college or university education. A smaller group of 39 respondents (12.8%) have no formal education. Overall, the data indicates that most respondents are educated up to secondary education level, with a few attaining higher education. This implies that majority of the respondent would read and understand how the concept of FGM is taking place in Narok and how it can be curbed.

**Table 4***Level of Education*

Education level	Frequency	Percent (%)
None	39	12.8
Primary level	82	27.0
secondary education	121	39.8
college/university	62	20.4
<b>Total</b>	<b>304</b>	<b>100.0</b>

**4.2 Descriptive Statistics****4.2.1 Content Development Strategy**

The descriptive statistics provide insights into respondents' responses on the perception regarding the content development strategy as a strategy of fighting Female Genital Mutilation (FGM) in Narok. The result revealed that observed for the belief that the media accurately portrays the cultural, social, and health implications of FGM this was evident from the mean score ( $M = 3.7730$ ,  $SD = 1.09203$ ) indicating a relatively strong agreement among respondents. Similarly, the second statement that media content creation adequately addresses diverse perspectives has a mean of  $3.7237$  ( $SD = 1.06053$ ), showing a positive response as well. The next statement was examining the extent to which respondents perceive the media to use visual storytelling techniques has a slightly lower mean ( $M = 3.4967$ ,  $SD = 1.34237$ ), with a higher standard deviation, suggesting more variations in responses. Finally, the frequency of encountering FGM-related content has a mean of  $3.3783$  ( $SD = 1.15969$ ), reflecting moderate exposure to FGM-related news and media. Overall mean of  $3.5929$  suggest that the majority of the respondents were in agreement with most of the statement regarding the Content Development Strategy in curbing FGM. Thus, there is a positive relationship between the two variables thus the content development strategy can be used in the fight against FGM in Narok County. These findings resonates with those by Chen et al., (2022), who discovered that the use of opinion leaders was beneficial in modeling information transmission. The users of social networks are more likely to achieve various structural positions as a result of this increased likelihood.

**Table 5***Descriptive Statistics on Content Development Strategy*

<b>Descriptive Statistics</b>			
<b>Statements</b>	<b>N</b>	<b>Mean</b>	<b>Std. Dev.</b>
The media employs visual storytelling techniques, such as images or videos, to disseminate information about Female Genital Mutilation (FGM).	304	3.4967	1.34237
The media provides frequent coverage of FGM-related issues through news articles, TV programs, or social media posts.	304	3.3783	1.15969
The media portrays the cultural, social, and health implications of FGM accurately.	304	3.7730	1.09203
Media content creation strategies address diverse perspectives and voices within communities affected by FGM.	304	3.7237	1.06053
<b>Averages</b>	<b>304</b>	<b>3.5929</b>	<b>1.1637</b>

**4.2.2 Engagement Techniques**

Table below present the descriptive statistics on media engagement techniques related to Female Genital Mutilation (FGM) reveal varying levels of effectiveness and perception. The highest mean score is observed for the frequency on how often do you come across media content of news articles, documentaries, and social media posts discussing the negative health consequences of Female Genital Mutilation (FGM ( $M = 3.8783$ ,  $SD = 0.93783$ ), indicating frequent exposure to such content. In terms of effectiveness, the media's role in educating the public about the harmful effects of FGM has a mean of  $3.6349$  ( $SD = 1.07548$ ), while its accuracy in portraying long-term health risks has a similar mean of  $3.6349$  ( $SD = 1.06933$ ). The perception of changes in public awareness due to media campaigns has a slightly lower mean ( $M = 3.5592$ ,  $SD = 1.10046$ ). The average mean score of all items was found to be  $3.6513$ , with a standard deviation of  $1.0775$ , reflecting moderate to high agreement with the effectiveness of media strategies, while the standard deviation indicating the presence of some variations in the responses. Overall, the data suggests that while media campaigns are generally viewed as effective, there is room for improvement in terms of impact and perception. These result resonates with those by Anyuor, and Achieng, (2022) who found social media communication strategies positively enhances curbing FGM though community engagement and public forums that provide opportunities for community expression



**Table 6***Descriptive Statistics on Engagement Techniques*

<b>Descriptive Statistics</b>			
<b>Statements</b>	<b>N</b>	<b>Mean</b>	<b>Std. Dev.</b>
I frequently come across media content, such as news articles, documentaries, or social media posts, discussing the negative health consequences of Female Genital Mutilation (FGM).	304	3.8783	.93783
Media campaigns are effective in educating the public about the harmful physical and psychological effects of FGM.	304	3.6349	1.07548
Media coverage accurately portrays the long-term health implications and risks associated with FGM	304	3.6349	1.06933
Media campaigns have contributed to changes in public awareness and attitudes towards FGM by highlighting its negative effects	304	3.5592	1.10046
Media strategies effectively convey the severity of the negative consequences of FGM to the general public.	304	3.6151	1.10201
Media campaigns focusing on the harmful effects of FGM have been successful in mobilizing support for efforts to end the practice.	304	3.5855	1.17983
<b>Averages</b>	<b>304</b>	<b>3.6513</b>	<b>1.0775</b>

**4.2.3 Electronic Media Partnership Technique**

The table presents descriptive statistics on the influence of electronic media collaborations with various partners on attitudes toward Female Genital Mutilation (FGM) in Narok County, based on data from 304 respondents. The mean scores indicate general agreement that media collaboration with local organizations positively influences the fight against FGM this was shown by the mean of (mean = 3.82, SD = 0.97), NGOs in vision sharing (mean = 3.76, SD = 1.01), and joint planning efforts (mean = 3.84, SD = 1.01), suggesting that these efforts positively impact attitudes toward FGM with some variations in responses. Media representations in information sharing (mean = 3.75, SD = 1.09) are also viewed as effective in changing traditional beliefs, albeit with higher response variations. Similarly, electronic media collaboration with NGOs depicted a positive influence on community responses of FGM this was shown by the mean of (mean = 3.80, SD = 1.01). Overall, the statistics highlight the effectiveness of media partnerships in shaping attitudes towards FGM, despite some differences in the degree of perceived impact. These findings are in line with those by Liao (2023) who found that public perception regarding media affects behavior modelling. The result further showed that credibility, media exposure, and social influence were found to influence the perception of the public and the behavior.

The average mean across all items is 3.79, with a standard deviation of 1.02. This indicates a general agreement that electronic media partnerships have had a positive impact on influencing attitudes and practices related to FGM. On the other hand, the standard deviation of 1.01 indicated that there were minimal variations in terms of responses differing levels of influence across the different types of media collaboration. These findings are supported by those by Stratton (2021) who found that media awareness initiatives enhances the fight against female genital mutilation (FGM) in Kenya.

**Table 7***Descriptive Statistics Electronic Media Partnership Technique*

<b>Descriptive Statistics</b>			
<b>Statements</b>	<b>N</b>	<b>Mean</b>	<b>Std. Dev.</b>
Media Collaborating with local organizations influenced your attitudes towards Female Genital Mutilation (FGM) within the county.	304	3.8158	.96760
Media collaboration with NGOs in vision sharing has influenced the curbing of FGM in Narok county.	304	3.7566	1.01146
Media representations in information sharing has changed traditional beliefs and cultural norms surrounding the practice.	304	3.7467	1.08925
Media joint planning have effective in promoting empathy and understanding towards individuals affected by FGM within your community.	304	3.8421	1.00891
Electronic media collaboration with other NGOs has effectively influenced community attitudes and responses towards FGM within the county.	304	3.7993	1.00946
<b>Average</b>	<b>304</b>	<b>3.7921</b>	<b>1.0173</b>

**4.2.4 Audience Analysis**

The table 8 below present the descriptive statistics on audience analysis related to the effectiveness of media campaigns addressing Female Genital Mutilation (FGM) in Narok County, based on responses from 304 participants. The results indicate the following: on the statement on the respondents moderately agreed that media portrayals of FGM as accurate and credible the mean score is 3.80, with a standard deviation of 0.90, suggesting that, though there is some variations in these responses. Moreover, on the statement that cultural sensitivity in audience analysis plays a significant

role in the effectiveness of media campaigns against FGM, the mean of 3.87 and standard deviation of 0.90, indicating a moderate agreement. The relatively low standard deviation shows less variation in responses. Also, the mean of score of 3.89 and a standard deviation of 0.91, respondents largely agree that accessibility to media platforms positively impacts the effectiveness of disseminating information about FGM. The results indicate a consistent view across participants. Further the mean score of 3.90 and a standard deviation of 0.98, suggesting that audience analysis by electronic media is perceived to have a positive influence on combating FGM, with a slightly higher variations in responses compared to other items. Lastly, whether the mean score is 3.87, with a standard deviation of 0.90, indicating general agreement that societal analysis, which affects attitudes and responses towards FGM, enhances the effectiveness of media campaigns.

The average means score of 3.86, with a standard deviation of 0.92, indicating that respondents generally agree on the positive impact of audience analysis on media campaign effectiveness related to FGM. The relatively low variations across items suggests consistent responses among the participants. These results are in line with those by Matanda, et al, (2023) assessed the effectiveness of interventions aimed at preventing or addressing female genital mutilation (FGM), through audience analysis they were able to discover that over that that 4.1 million girls faced the risk of going through FGM in the year 2020.

**Table 8**

*Descriptive Statistics on Audience Analysis*

<b>Descriptive Statistics</b>			
<b>Statements</b>	<b>N</b>	<b>Mean</b>	<b>Std. Dev.</b>
Media representations of Female Genital Mutilation (FGM) within the county are accurate and credible.	304	3.8026	.89766
Cultural audience analysis plays a critical role in the effectiveness of media campaigns addressing FGM within your community.	304	3.8651	.89640
The accessibility of media platforms by the audience has impacted the effectiveness of disseminating information about FGM.	304	3.8882	.90870
Audience analysis by electronic media has positively influenced the fight against FGM.	304	3.8980	.98141
Changes in societal attitudes and responses towards FGM have influenced the effectiveness of media campaigns.	304	3.8651	.89640
<b>Average</b>	<b>304</b>	<b>3.8638</b>	<b>0.9161</b>

## 4.3 Inferential Statistics

### 4.3.1 Correlation Analysis

In this study, a correlation analysis of the underlying variables was conducted and correlation coefficients were obtained. The results revealed that content development strategy has a positive and significant correlation with Curbing FGM ( $r = 0.299$ ,  $p < 0.01$ ), suggesting that well-developed content strategies are associated with greater success in reducing FGM practices. This indicates that effective content that educates and raises awareness about the negative impacts of FGM can play a crucial role in changing attitudes and behaviours within the community. There was also a significant positive correlation between engagement techniques and curbing FGM ( $r = 0.200$ ,  $p < 0.01$ ), though the relationship is weaker than that of content development. This suggests that while engaging the community through various techniques such as interactive sessions, discussions, or campaigns has an impact on reducing FGM.

Additionally, electronic Media Partnership Technique depicted a positive and significant correlations with the Curbing FGM ( $r = 0.199$ ,  $p < 0.01$ ), indicating that partnerships with electronic media contribute to efforts to curb FGM, although the effect is relatively small. This implies that while media partnerships are important for disseminating information and influencing public opinion, they may need to be combined with other strategies for a more robust impact. Lastly, Audience Analysis shows a weak and non-significant correlation with curbing FGM ( $r = 0.080$ ), suggesting that understanding the audience alone may not be a strong predictor of success in reducing FGM. This highlights the importance of integrating audience analysis with other strategies, such as content development and engagement techniques, to enhance the effectiveness of anti-FGM initiatives.



**Table 9**  
*Correlations Coefficient Table*

Correlations		Content Development Strategy	Engagement Techniques	Electronic Media Partnership Technique	Audience Analysis	Curbing Female Genital Mutilations
Content Development Strategy	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	304				
Engagement Techniques	Pearson Correlation	.367**	1			
	Sig. (2-tailed)	.000				
	N	304	304			
Electronic Media Partnership Technique	Pearson Correlation	.238**	.238**	1		
	Sig. (2-tailed)	.000	.000			
	N	304	304	304		
Audience Analysis	Pearson Correlation	.128*	.230**	.125*	1	
	Sig. (2-tailed)	.026	.000	.030		
	N	304	304	304	304	
Curbing Female Genital Mutilations	Pearson Correlation	.299**	.200**	.199**	.080	1
	Sig. (2-tailed)	.000	.000	.000	.003	
	N	304	304	304	304	304

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

**4.3.2 Regression Analysis**

To establish the strength of the relationship between the study variable, the regression analysis was conducted. The study sought to assess the relationship between electronic media strategies on curbing FGM in Narok County, Kenya. In conducting the regression analysis three output were produced which include the model summary, analysis of variance (ANOVA) coefficient table. Tables 4.10, 4.11 and 4.12 present the three tables that explain the three outputs.

**4.3.3 Model Summary**

A model summary table 4.10 below presents the key statistical information about a regression model, representing the overall fit and explanatory power of the model. It typically includes values such as R-squared, which indicates the proportion of variance in the dependent variable explained by the independent variables, and the adjusted R-squared, which adjusts for the number of predictors.

The model summary help in establishing the model fitness in a regression line. The findings from the regression analysis revealed that the overall model was significant at a 0.000. The R value of 0.336 indicates a modest positive correlation between the combination of these predictors and the outcome variable. Thus, there is linear dependence among the variables; electronic media partnership technique, audience analysis, content development strategy, engagement techniques on the curbing FGM in Narok county. Also, the R-squared is 0.113, indicates that approximately 11.3% of the variance in efforts to curb FGM is explained by the model, which suggests a relatively weak explanatory power of the explanatory variables that is media strategies.

**Table 10**  
*Model Summary*

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.336 <sup>a</sup>	.113	.101	.61126	.113	9.502	4	299	.000

a. Predictors: (Constant), Electronic Media Partnership Technique , Audience Analysis , Content Development Strategy, Engagement Techniques



### 4.3.4 ANOVA

ANOVA (Analysis of Variance) to determine whether there are statistically significant differences between the means of three or more independent groups, allowing us to assess the impact of one or more categorical independent variables on a continuous dependent variable. Table 4.11 presents the ANOVA results from the regression analysis, the result revealed that the F-statistic of (9.502) and its corresponding significance level (Sig. F Change = 0.000) show that the model as a whole is statistically significant, meaning that the independent variables together provide a meaningful prediction of the dependent variable. Thus, the study variable were found to be significant predictors.

**Table 1**  
ANOVA

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.201	4	3.550	9.502	.000 <sup>b</sup>
	Residual	111.718	299	.374		
	Total	125.919	303			

a. Dependent Variable: Curbing Female Genital Mutilations

b. Predictors: (Constant), Electronic Media Partnership Technique , Audience Analysis , Content Development Strategy, Engagement Techniques

### 4.3.5 Coefficient Table

When doing a regression analysis, the coefficients table serves the aim of providing estimates of the link that exists between each independent variable and the dependent variable. These estimates demonstrate the size and direction of the correlations that exist between the variables. It comprises coefficients for each predictor, which reflect the predicted change in the dependent variable for a one-unit change in the associated independent variable, while keeping other variables constant. These coefficients are included in the model.

Table 4.12 below presents the results from the coefficient table shows the strength of the predictor variable on the predicted variable. Result revealed that all the four predictor variables that is content development strategy, engagement techniques, electronic media partnership technique, audience analysis, depicted a positive influence of the predicted variable that is curbing female genital mutilations. Result revealed that holding other factors Constant, curbing FGM practices stood at 2.015. Also, holding other factor constant, a unit change in content development reduced the FGM by 0.216 units. This means that for each one-unit increase in content development strategy, there is an expected increase of 0.216 units in the effectiveness of curbing FGM, holding all other variables constant.

Also, the standardized coefficient of 0.080 means that This indicates a positive relationship between engagement techniques and curbing FGM, suggesting that for each one-unit increase in engagement techniques, curbing FGM increases by 0.092 units.

Further, The unstandardized coefficient is 0.133 depicted by the variable electronic media partnership technique, revealed that every one-unit increase in electronic media partnership technique, there is an expected increase of 0.133 units in curbing FGM. Lastly, the unstandardized coefficient is 0.019 depicted by the variable audience analysis, revealed that the relationship between audience analysis and curbing FGM is very weak and not statistically significant, indicating that audience analysis does not have a meaningful influence on efforts to curb FGM in this context.

**Table 2**

Coefficient Table

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.015	.351		5.737	.000
	content development strategy	.216	.054	.239	4.015	.000
	engagement techniques	.092	.069	.080	1.329	.002
	electronic media partnership technique	.133	.063	.121	2.125	.000
	audience analysis	.019	.066	.016	.286	.001

a. Dependent Variable: Curbing Female Genital Mutilations

The model below shows how the variable are related.

$$FGM = 2.015 + 0.216CDS + 0.092 ET + 0.113 EMPT + 0.19 AA \dots\dots\dots 4.1$$

From model above, the magnitude at which the four variables of the media strategies influence the Curbing Female Genital Mutilations in Narok county. The variables depicts different statistical influences in terms of the

direction and the strength on Curbing Female Genital Mutilations in Narok County. Also, results showed that all four variables depicted a positive significant effect on Curbing Female Genital Mutilations in Narok County (0.216, 0.092, 0.113, and 0.19)

Thus, the result revealed that all the four predictor variables that is content development strategy, engagement techniques, electronic media partnership technique, audience analysis, depicted a positive influence of the predicted variable that is curbing female genital mutilations. Result revealed that holding other factors Constant, curbing FGM practices stood at 2.015. Also, holding other factor constant, a unit change in content development reduced the FGM by 0.216 units. This means that for each one-unit increase in content development strategy, there is an expected increase of 0.216 units in the effectiveness of curbing FGM, holding all other variables constant.

Also, the standardized coefficient of 0.080 means that This indicates a positive relationship between engagement techniques and curbing FGM, suggesting that for each one-unit increase in engagement techniques, curbing FGM increases by 0.092 units.

## V. CONCLUSION & RECOMMENDATIONS

### 5.1 Conclusions

In conclusion, the study highlights the significant positive influence of various strategies—specifically content development, engagement techniques, and electronic media partnerships on efforts to curb Female Genital Mutilation (FGM). The results indicate that well-designed content development initiatives can lead to substantial improvements in community awareness and attitudes towards FGM, while engaging techniques facilitate meaningful conversations that empower community members to take action against the practice. Additionally, the role of electronic media partnerships proves crucial in disseminating information and promoting educational campaigns that resonate with the target audience, further amplifying the message against FGM.

### 5.2 Recommendations

The results revealed that there is a positive and significant relationship between electronic media strategies and curbing the FGM practices in Narok County. All the four predictors depicted a positive influence on the curbing of FGM practice.

The findings therefore highlights the importance of incorporating robust media in policy initiatives aimed at curbing Female Genital Mutilation (FGM). Since the study indicates that all these strategies depict a significant reduction in FGM practices, policymakers should prioritize funding and resources for educational campaigns that effectively communicate the negative consequences of FGM. This could involve collaborating with local organizations to create culturally sensitive materials that resonate with the community.

## REFERENCES

- Abdulnor, A. (2024). *Female Genital Mutilation Cases in Somalia and the Impact on Women's Reproductive Health* (Master's thesis, Hamad Bin Khalifa University (Qatar)).
- Anyonje, L., Onyango, E. A., & Nkangi, F. N. (2022). Media Dissemination Strategies Utilized for Communication of Covid-19 Information in Western Kenya. *International Journal of Linguistics, Literature and Translation*, 5(4), 233-240.
- Anyuor, N., & Achieng, R. (2022). Community Radio for cohesion and integration during Kenya's 2017 post-election violence: A study of Migori County. *African Social Science and Humanities Journal*, 3(1), 43-52.
- Bandura, A. (1995). Comments on the crusade against the causal efficacy of human thought. *Journal of behavior therapy and experimental psychiatry*, 26(3), 179-190.
- Chen, W., Castillo, C., & Lakshmanan, L. V. (2022). *Information and influence propagation in social networks*. Springer Nature.
- Cheruiyot, T. K. (2022). *Assessing the Contribution of Participatory Communication in the Fight against Female Genital Mutilation among the Marakwet Community* (Doctoral dissertation, University of Nairobi).
- Dawadi, S., Shrestha, S., & Giri, R. A. (2021). Mixed-methods research: A discussion on its types, challenges, and criticisms. *Journal of Practical Studies in Education*, 2(2), 25-36.
- Derow, Y. H. (2021). Assessment of anti-female genital mutilation program in Garissa County, Kenya (Doctoral dissertation, Kenyatta University).
- Kenya-Demographic-and-Health-Survey-KDHS-2022-Summary-Report.pdf
- Koutroubas, V., & Galanakis, M. (2022). Bandura's social learning theory and its importance in the organizational psychology context. *Psychology*, 12(6), 315-322.

- Krejcie, R. V., & Morgan, D. W. (1970). Sample size determination table. *Educational and psychological Measurement*, 30, 607-610.
- Kubai, F. K. (2023). Persistence of female genital mutilation in Kenya: *a case* (Doctoral dissertation, Mount Saint Vincent University).
- Liao, F. (2023, November). Public Perception and Sentiment of ChatGPT: Machine Learning Analysis on Weibo Posts. In *2023 3rd International Conference on Electronic Information Engineering and Computer (EIECT)* (pp. 579-583). IEEE.
- Marouf, M. and Palmer, J. (2024). *Key considerations: Female genital mutilation among Sudanese displaced populations in Egypt*. Social Science in Humanitarian Action (SSHAP). [www.doi.org/10.19088/SSHAP.2024.059](http://www.doi.org/10.19088/SSHAP.2024.059)
- Matanda, D. J., Van Eekert, N., Croce-Galis, M., Gay, J., Middelburg, M. J., & Hardee, K. (2023). What interventions are effective to prevent or respond to female genital mutilation? A review of existing evidence from 2008–2020. *PLOS Global Public Health*, 3(5), e0001855.
- Okpodu, O. M., Kente, J. S., & Santas, T. (2024). Appraisal of the Communication Strategies of Non-Governmental Organisations (NGOs) in the Campaign against Female Genital Mutilation in Nigeria. *Nasarawa Journal of Multimedia and Communication Studies*, 5(1), 163-171
- Reinholds, F. (2021). Abolishing Female Genital Mutilation by Cultural Renewal? : An assessment of Alternative Rites of Passage in Kenya (Dissertation). Retrieved from <https://urn.kb.se/resolve?urn=urn:nbn:se:lnu:diva-106890>
- Rotter, J. B. (2021). Social learning theory. In *Expectations and actions* (pp. 241-260).
- Rumjaun, A., & Narod, F. (2020). Social learning theory—albert bandura. *Science education in theory and practice: An introductory guide to learning theory*, 85-99.
- Stratton, S. J. (2021). Population research: convenience sampling strategies. *Prehospital and disaster Medicine*, 36(4), 373-374.
- UNICEF, & WHO. (2024). Levels and Trends Child Mortality-Report 2023: Estimates developed by the United Nations Inter-agency Group for Child Mortality Estimation. United States of America. World Bank Group.
- Waigwa, S., Doos, L., Bradbury-Jones, C., & Taylor, J. (2018). Effectiveness of health education as an intervention designed to prevent female genital mutilation/cutting (FGM/C): a systematic review. *Reproductive Health*, 15, 1-14.
- Williams-Breault, B. D. (2018). Eradicating female genital mutilation/cutting: human rights-based approaches of legislation, education, and community empowerment. *Health and human rights*, 20(2), 223.
- Zattu, I. Z. (2022). The role of community radio in anti-female genital mutilation awareness: A study of Togotane FM, Migori County, Kenya (Doctoral Dissertation, Rongo University).
- Zhang, Z., Chen, W., Sun, X., & Zhang, J. (2022, June). Online influence maximization with node-level feedback using standard offline oracles. In *Proceedings of the AAAI Conference on Artificial Intelligence*, 36(8), 9153-9161.