

DIFFERENTIALS IN ACCESS TO MASS MEDIA AND UTILIZATION OF TIME

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Introduction

Penetration of mass media into people's homes has been dramatic over the last sixty years Worldwide. In USA the percentage of homes with televisions rose from less than 10 percent in 1950 to close to 100 percent in 2000.

The most obvious function of mass media is to entertain. Except for clearly stated news or educational programming, we often think the explicit purpose of the mass media is to occupy our leisure time from comics and crossword puzzles in newspapers to the latest music releases playing on the radio, television or the Internet. While this is true, we may be overlooking other important functions of the electronic media. World leaders use all forms of media for political advantage, whether it is to gain territory or to make a successful bid for the Olympics. AIDS education projects in parts of Africa and Asia owe much of their success to media campaigns.

The media inform us about different cultures and life styles and about the latest forms of technology. For Sociologists, the key question is how the mass media affect our social institutions and how they influence our social behaviour. They want to know:

- Why are the media so influential?
- Who benefits from media influence, and why?

- How do we maintain cultural and ethical standards in the face of negative media images?

In this paper we examine the differentials in access to mass media from the points of view of utilization of time. This study is based on the data that were collected on “Time Use Survey” conducted by the Department of Statistics in 2004. The survey covered the entire country. Whereby the country was divided into six geographical zones, namely: East, Central, Lake, West, Southern Highlands and North zones. The composition of the zones were as given in Table 1.

Table 1: Distribution of regions by zones

East	Central	Lake	West	Southern Highland	North
Tanga	Dodoma	Kagera	Tabora	Ruvuma	Arusha
Coast	Morogoro	Mwanza	Kigoma	Kigoma	Kilimanjaro
Dar es Salaam	Singida	Mara	Shinyanga	Shinyanga Mbeya	Manyara
Lindi					
Mtwara					
Zanzibar					

The Mass Media

The media, both print and electronic, are a powerful force in shaping attitudes in contemporary society. The key media we will consider here are radio, television and newspapers/magazines. Both print and electronic media perform two key functions: disseminating information and providing

entertainment. Reading, listening, and viewing are a form of leisure activity and media also offering countless opportunities to learn about popular leisure activities and lifestyles (Naimani and Bakari (1999)).

Radio

The introduction of radio technology in the early part of the 20th century swept the entire world into new area of both information and entertainment. Beginning in the 1920s, the radio gradually became the centre of home entertainment as families gathered to listen to comedies, dramas, sporting events, news broadcasts and advertisements. People in even the most remote rural areas suddenly gained access to a whole world of news, information, and entertainment that previously was unavailable to them (Statistical Abstracts of the United States (1994)).

Until the advent of television in the late 1930s, radio ruled supreme as the predominant mass media vehicle, influencing the attitudes, tastes, perceptions, and choices of millions of listeners around the world.

Television

By the end of World War II in 1945, astonishing strides in electronic technology were enabling the launch of the vast, powerful, and ongoing television era. Throughout the post-war era, television has played a powerful role in shaping some societies culture. Watching television continues to be one of the most popular leisure pursuits world wide. In the United States of America: 74 percent of the respondents to one study said they watched television an average of almost three hours a day (United Media Enterprise (1983)).

Not only is television viewing itself a widely popular leisure activity, but also the lifestyles portrayed on much current programming have a strong influence on people's perception of "the good life." Many TV characters are attractive, fit, and well dressed; live in glamorous homes; drive expensive cars; and seem to spend little time working and much time playing.

Newspapers/Magazines

This is the oldest form of print media which is predominantly accessible in urban areas.

Mass media as source of leisure

Demographic Correlates of Leisure Behaviour

To a great extent, choice of leisure pursuits depends on the demographic variables of age, gender, occupation, residence, and lifestyle.

Age

Over the course of a lifetime, people may lose interest in some leisure activities and become more interested in others. For example, children abandon simple pastimes such as playing tag and finger-painting when they become old enough to master more complex activities such as football, netball and computer games. When people marry and become parents, they tend to move away from spending leisure hours with friends and devote more free time to family outings. As people age, they may reduce their proportion of vigorous activity and increase the amount of time they spend on less strenuous

pastimes. An older person also may forgo active leisure pursuits in favour of increased attendance at spectator sports.

Gender

Not only do the play patterns of boys differ from those of girls, but men's leisure pursuits tend to be different from women's (DiPetro (1981) and Kelly (1983)). Furthermore, there is a significant disparity between men and women in the amount of time allotted for leisure. Despite the many improvements in women's status over the past generation, women overall devote less time to recreation than men do. This is primarily because, even when they work outside the home, women still assume more domestic responsibilities than men do and, thus, have significantly less time to spend on leisure pursuits. This has been found to be true worldwide (Bialeschki and Henderson (1986), Fasting and Sisjord (1985), Ibrahim., et al (1981), Moskoff (1984), Shamir and Ruskin (1983), Shaw (1985), Naimani (2003), Aderinto and Akande (2003)).

Occupation

A clear correlation has been identified between one's occupation and both the amount of time one devotes to leisure and the kinds of leisure pursuits one undertakes. A study reported in 1969 showed that members of the higher professional occupations engage in a greater variety of leisure pursuits than do people with less prestigious occupations (Burdge (1969)). A later study by Bultena and Field (1978) supported this conclusion. Professionals have more money to spend on leisure, and in the course of their education they develop more interests that lead them to hobbies and avocations. Furthermore people

who do manual labour tend to participate in fewer leisure activities because of lower income, longer working hours, and physical exhaustion.

Residence

To a considerable extent, people's opportunities for and choices of leisure pursuits depend on their geographic location; whether they live in a large city, a suburb, or a small rural town; and their proximity to parks, playgrounds, active and spectator sports, cultural centers, movie theatres, shopping malls, and natural attractions. A study by Foret (1985) found that people who live in urban areas participate more in recreational activities than rural residents do.

Findings from the time use survey

Listen ship to radio

The survey results indicated that most of the people in Tanzania Mainland (85 percent) listen to radio broadcast and about 80 percent do have a radio. Slightly over 88 percent listen to radio broadcast every day and only about one percent does not listen to radio at all. The issues most followed by people in radio broadcast are national news (75 percent), international news (71 percent), sports/games (54 percent) and entertainment (53 percent). Issues on environment (29 percent), health (32 percent), politics (40 percent) and government (45 percent) are listened by less than 50 percent of the people.

Gender differential in listen ship to radio broadcast

The results show significance association between radios listen ships with gender whereby more men (86.5 percent) than women (79.5 percent) listen to radio broadcast. However, there is no association between frequency of listening to radio broadcast and gender. However, more men seem to listen to

radio broadcast more frequent than women. Proportion of men listening to radio on daily basis is 89.3 percent while the proportion of women is 86 percent (see Table 2).

Table 2: Frequency of listening to radio broadcast by gender

Frequency of listening to Radio Broadcast	Male		Female		Total	
	Number	%	Number	%	Number	%
Daily	1717	89.3	332	86.0	2049	88.8
Three times a week	158	8.2	45	11.7	203	8.8
Once a week	9	0.5	1	0.3	10	0.4
When there are special events	9	0.5	2	0.5	11	0.5
When there is an important issue	3	0.2	1	0.3	4	0.2
Do not listen	26	1.4	5	1.3	31	1.3
Total	1922	83.3	386	16.7	2308	100

On which radio programmes are listened to by the respondents, the findings show that there is a strong association between listening to different programmes and gender except entertainment. Furthermore, only small proportions of women (27.2 percent) seem to listen to political issues, Government issues (30 percent), sports (32.8 percent), business news (21.6 percent), health issues (26.5 percent) and environmental issues (21.3 percent). Over fifty percent of women listen to radio broadcasts on national news (66.9

percent), international news (64.4 percent) and entertainment (50.7 percent) (see Table 3).

Table 3: Distribution of respondents by radio programmes they listen to

Radio Programme listened	Male		Female		Total	
	Number	%	Number	%	Number	%
Political issues	1027	43.6	161	27.2	1188	40.3
Government issues	1138	48.3	179	30.0	1317	44.6
Sports	1396	59.3	195	32.8	1591	53.9
National news	1832	77.8	399	66.9	2231	75.6
International news	1730	73.5	384	64.4	2114	71.7
Entertainment (music,etc)	1261	53.6	302	50.7	1563	53.8
Business news	731	31.0	129	21.6	860	29.1
Health issues	780	33.1	158	26.5	938	31.8
Environmental issues	725	30.8	127	21.3	852	28.9
Others	603	25.6	132	22.1	735	24.9

More men (80.3 percent) than women (76.8 percent) own radio.

Urban/ Rural differentials on radio listen ship

Regarding rural/urban listen ship, the results show that radio is listened by majority of people in both rural and urban areas. However, there are proportional more people in urban areas (86 percent) than those in rural areas (75 percent) areas of Tanzania who listen to radio broadcast (see Table 4). Radio

listening is done on daily basis by most of the people in both rural and urban areas.

Table 4: Frequency of listen ship to radio by rural/urban localities

Frequency of listening to Radio Broadcast	Rural		Urban		Total	
	No	%	No	%	No	%
Daily	1276	89.2	773	87.8	2049	88.7
Three times a week	126	8.8	79	9.0	205	8.9
Once a week	8	0.6	2	0.2	10	0.4
When there are special events	6	0.4	5	0.6	11	0.5
When there is an important issue	2	0.1	2	0.2	4	0.2
Do not listen	12	0.8	19	2.2	31	1.3
Total	1430	61.9	880	38.1	2310	100

Urban dwellers listen most to national news (76.7 percent), international news (73.5 percent) and entertainment (55.1 percent) in radio more than rural dwellers. However, rural dwellers seem to listen to sports news (54.3 percent) more than urban dwellers (see Table 5).

Table 5: Programme listened in Radio by rural/urban localities

Radio Programme listened	Urban		Rural		Total	
	Number	%	Number	%	Number	%

Political issues	709	40. 0	479	40.7	1188	40.3
Government issues	804	45. 3	514	43.7	1318	44.6
Sports	952	53. 6	640	54.3	1592	53.9
National news	1362	76. 7	869	73.7	2231	75.5
International news	1306	73. 5	806	68.5	2112	71.5
Entertainment (music,etc)	980	55. 1	585	49.8	1565	53.0
Business news	537	30. 2	323	27.4	860	29.1
Health issues	579	32. 6	359	30.4	938	31.7
Environmental issues	519	29. 3	333	28.3	852	28.9
Others	455	25. 6	279	23.7	734	24.8

More urban dwellers (83.6 percent) own radios than rural dwellers (73.7 percent).

Watching Television

Television programmes are watched by about 45 percent of persons in Tanzania Mainland and about 63 percent watch television programmes every day.

However, only 23 percent of the people own a television. The programmes most watched are local news (38 percent), international news (37 percent), sports/games (32 percent), entertainment (30 percent), government (20 percent), political (18 percent), and business news (17 percent). Very few people watch television programmes on health (15 percent) and environment (14 percent).

Gender differentials in Watching Television

The results show that less than fifty percent of both males and females watch television. Moreover, it seems that more men (45.6 percent) watch television programmes than women (44.6 percent). However, there is no association between watching television and gender. On the other hand there is strong association between frequency of watching television and gender whereby both men and women watching television more on daily basis with more women (62.2 percent) watching television on daily basis than men (61.1 percent) (see Table 6).

Table 6: Distribution of respondents on whether they watch television or not and frequency of watching by gender

Attribute	Male		Female		Total	
	NO	%	NO	%	NO	%
Whether they watch television or not						
Yes	1075	45.6	265	44.8	1340	45.5
No	1280	54.4	326	55.2	1606	54.5
Frequency of watching television						
Daily	568	61.1	1361	71.6	704	62.9
Three times a week	220	23.7	36	18.9	256	22.9
Once a week	7	0.8	1	0.5	8	0.7
When special events	14	1.5	2	1.1	16	1.4
When there is an important issue	5	0.5	0	0.0	5	0.4
Do not listen	115	12.4	14	7.4	129	11.4

Except for entertainment programmes in Television, more men than women watch political, Government, sports, national, international, business, health and environmental issues (see Table 7). Furthermore there is significant association between watching political issues, government issues, sports and entertainment with gender.

Table 7: Programme watched in Television by gender

Radio Programme listened	Male		Female		Total	
	Number	%	Number	%	Number	%
Political issues	458	19.5	81	13.8	539	18.4
Government issues	496	21.1	99	16.7	595	20.2
Sports	793	33.7	152	25.6	945	32.1
National news	894	38.0	219	36.9	1113	37.8
International news	864	36.8	210	35.4	1074	36.5
Entertainment (music,etc)	681	28.9	210	35.4	891	30.2
Business news	422	18.0	88	14.8	510	17.3
Health issues	363	15.4	80	13.5	443	15.0
Environmental issues	339	14.4	74	12.5	413	14.0
Others	329	14.0	55	9.3	384	13.0

More women (24.2 percent) seem to own television than men (22.2). However, there is no significance association between ownership of television and gender.

Urban/ Rural differentials on watching Television

Watching Television seems to be done mostly by urban (56.7) dwellers and few rural (26.3 percent) people. Both urban and rural dwellers watch television on daily basis mostly (see Table 8).

Table 8: Distribution of respondents on whether they watch television or not and frequency of watching by locality

Attribute	Urban		Rural		Total	
	Number	%	Number	%	Number	%
Whether they watch television or not						
Yes	1014	57.2	330	28.1	1344	45.6
No	710	42.8	845	71.9	1605	54.4
Frequency of watching television						
Daily	574	67.8	132	48.4	706	63.0
Three times a week	191	22.6	66	24.2	257	22.9
Once a week	7	0.8	1	0.4	8	0.7
When there are special events	12	1.4	4	1.5	16	1.4
When there is an important issue	3	0.4	2	0.7	5	0.4
Do not listen	59	7.0	68	24.9	127	11.3

There are proportionally more urban (31.7 percent) dwellers who own television than rural (8.9 percent) dwellers.

Reading Magazine/newspapers

Over 60 percent of the respondents do not have a place in the neighbourhood where they can buy magazine/newspapers, however, over 50 percent read magazines/newspapers and they read them mostly (52 percent) three times per week. Issues mostly read in the magazines/newspapers are Entertainment (37 percent), local news (32.6 percent), international news (30.5 percent) and sports (27.6 percent). Other issues read by less than 20 percent of the respondents are government issues (18.7 percent), political issues (16 percent), health issues (14.6 percent), business issues (12.7 percent) and environmental issues (11.3 percent).

Gender differentials in reading magazines/newspapers

Female seem to have more (49.2 percent) access to magazines/newspapers than males (35.2 percent) women. There seems to be significant association between having a place in the neighbourhood where magazines/newspapers are sold and sex of respondents.

Proportional more women (68.7 percent) read magazines/newspapers than men (46.7 percent) and there is a strong significant association between reading magazines/newspapers and sex of the respondents. Over 50 percent of both sex read magazines/newspapers mostly three times a week, however, there proportional more females (44.4 percent) who read magazines/newspapers on daily basis than males (27.5 percent). Again, there seems to have an association between frequency of reading magazines/newspapers and sex.

Urban/ Rural differentials in reading magazines/newspapers

Read magazines/news papers is less popular in rural (37.7 percent) areas than urban (59.8 percent) areas. Reading magazines/news papers is most done three times a week for both rural and urban people.

Time for doing different activities

The respondents have indicated that they usually work up at between 5.00 am to 6.00 am, with module value of 6.00 am in the morning. They take lunch at around one p.m. in the afternoon and sleep at around 8 pm in the evening.

The daily activities they do are brushing teeth (55 percent) followed by cleaning the surroundings (11 percent) as the first activity. They rarely bath as the first daily activity (8 percent) nor pray (7 percent).

The second activity they do is drinking tea (20 percent) followed by going to the farm. Third to sixth activities been taking lunch (17 percent) followed by resting (15 percent). Taking lunch (27 percent) and resting (20 percent) were also mentioned as the fourth activity. The seventh until twelfth activities were going to sleep. The activities which takes most of the peoples' time is farming (29 percent), business (21 percent) and formal employment (20 percent).

Linking Mass Media and Main Activities.

Radio and Main activities

The results indicate that people who have formal employment (92 percent) listen to radio broadcast followed by those engaged in business (89 percent) and those doing farming (82 percent). There is a strong association between

listening to radio broadcast and type of activity done by people. Those who are engaged in farming, employees and business usually listen to radio broadcast daily. There is also a significant association between frequency of listening to radio broadcast and the type of activity undertaken.

The issues most farmers follow in the radio broadcast are:

- Local news (77 percent)
- International news (69 percent)
- Sports (54 percent)
- Entertainment (50 percent)

Government news, political news, health issues environment and business are listened by less than 50 percent of the respondents (See Table 9).

Table 9: Percentage distribution of respondents by the listening to radio broadcasting

Radio	Farmers	Employees	Businessman
Listening to Radio	82	92	89
Listening daily to radio broadcast	91	91	91
Political News	46	49	46
Government news	54	60	56
Sports	77	83	76
Local news	69	80	73
International news	50	56	58
Entertainment	29	33	32
Business	32	34	32
Health	30	31	30
Environment	17	8	12
Do not listen	74	86	84
Having radio			

Those who are employed mostly listen to local news (83 percent) followed by international news (80 percent), and entertainment (56 percent). The same pattern of listening to radio broadcast is observed for people engaged in business: Local News (76 percent), International news (73 percent), and entertainment (56 percent).

However, there is a big proportion of farmers who do not listen to radio programmes (17 percent) followed by people engaged in business (12 percent) and lastly employees (8 percent).

Majority of the respondents' own radio and the distribution of ownership according to the major activities the respondents are involved in is as follows:

- Farmers (74 percent)
- Employees (86 percent)
- Business people (84 percent)

Television and Main activities

Regarding television, farmers (28 percent), business people (55 percent, and employees (66 percent) do watch TV programmes and they mostly watch political, Government issues, local news, international, entertainment, health and environmental issues.

Tracing each of the main activity separately it can be observed that local and international news are watched by 20 percent of the farmers each while 19 percent and 18 percent of the farmers watches sports and entertainment respectively.

Employees watch mostly local news (58 percent), International news (56 percent), sports (48 percent) and entertainment (42 percent). Less than forty five percent of the respondents who engaged in business watch local news (45 percent), international news (43 percent), sports (42 percent) and entertainment (37 percent). Table 10 give distribution of TV programmes watched by people in different economic activities.

Table 10: Percentage distribution of respondents by TV programme they watch and main activity.

Television	Farmers	Employees	Businessman
Watch TV	28	66	55
Political News	10	28	23
Government news	12	29	26
Sports	19	48	42
Local news	20	58	45
International news	20	56	43
Entertainment	18	42	37
Business	9	26	27
Health	9	24	19
Environment	9	23	18
Own TV	6	41	25

Newspapers and Main activity

Newspapers are mainly read by employees (76 percent) followed by business people (67 percent) and lastly by farmers (50 percent). Farmers read mostly local news (43 percent), sports issues (36 percent), government issues (25 percent) and political issues (24 percent). The same pattern of readership of

newspapers is observed for employees and business people. Table 11 give distribution of news read in the newspapers by the category of people.

Table 11: Percentage distribution of respondents by type of news the read in the newspapers

Newspapers	Farmers	Employees	Business
Read any newspaper	50	76	67
Read about political issues	24	40	31
Read about government issues	25	41	33
Read about sports news	36	56	49
Read about local news	43	64	51

Discussion and conclusion

The findings indicate clearly that mass media has penetrated most homes of Tanzanians whereby radio coverage is the most predominant followed by newspapers and Television. In all the categories of people, local, international, sports and entertainment features highly amongst the programmes listened in the radio, watched in the TV and read in the newspapers.

There are gender and place of residence (urban/rural) differentials in listeningship to radio broadcasting, watching television and reading news papers.

Regarding time utilization and access to media, it can be concluded that mass media do have an impact on the people's time utilization. Most of the people follow issues reported by the mass media and efforts need to be put on news that improves the life style of all categories of people. Farmers still seem to be disadvantaged on access to television and newspapers.

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