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Investigating NBC television coverage of Low-Income Housing: A case study of the Shack
Dwellers Federation of Namibia

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Declaration

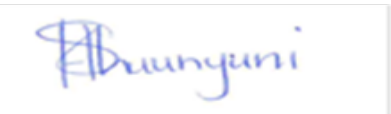
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Abstract

The coverage of low-income housing in television news is a critical area influencing public perception and policymaking. This thesis examines the television (TV) coverage of low-income housing, focusing on the Shack Dwellers Federation of Namibia (SDFN). Previous research highlights that media, particularly TV, plays a vital role in shaping social and political discourse. However, there is a noticeable gap in the representation and accurate reportage of low-income housing issues, which remains underexplored and often biased towards wealthier narratives. One of the main challenges identified is the inadequate and sometimes biased media coverage of low-income housing issues, which leads to misinformed public perception and ineffective policymaking. This lack of accurate representation fails to address the SDFN's and its constituents' systemic challenges, perpetuating social and economic inequalities. To address these challenges, the study adopts a qualitative research methodology involving in-depth interviews, focus group discussions, and content analysis. The research involves participants from the SDFN, TV news reporters from Namibia Broadcasting Corporation (NBC), and members of low-income communities. The study uses agenda-setting and framing theories to analyse how television news reports on low-income housing and the impact of these reports on public perception and policy. The findings reveal that TV news coverage significantly impacts the livelihoods of the SDFN members by shaping public opinion and policy decisions. The study uncovers instances of media bias, where the plight of low-income housing is either underreported or misrepresented. The results highlight the need for more balanced and inclusive reporting practices. Furthermore, the research identifies strategies to improve TV news reportage, including training programs for journalists, strategic communications partnerships between government agencies and media, and fostering collaborative efforts between NGOs and media outlets. The academic impact of this research lies in its contribution to media studies and housing policy research, particularly in the context of developing countries like Namibia. Socio-economically, the findings could lead to enhanced public awareness, better-informed policy decisions, and improved living conditions for low-income communities. The research calls for immediate action to address media biases and enhance the representation of low-income housing issues in television news. This will benefit the shack dwellers and contribute to developing more equitable housing policies and practices.

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List of Acronyms/Abbreviations

Shack Dwellers Federation of Namibia (SDFN)

Namibia Housing Action Group (NHAG)

Shack/Slum Dwellers International (SDI)

National Broadcasting Corporation (NBC)

Namibian University of Science and Technology (NUST)

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CHAPTER 1: INTRODUCTION AND STUDY BACKGROUND

1.1 Introduction

Media is a vital tool for developing any nation or people. Without the criticism and support that comes through the media, sometimes it is nearly impossible to make better-informed decisions that are developmental for the community or the leadership. Kant (1900), cited in Habermas (1991), claims that publicity is a principle bridging politics and morality. He notes that the public use of one's reason must always be free, and it alone can bring about enlightenment among men (p.106). Television (TV) is an essential tool in mass media. It is necessary to ensure immediate transmission to the public of current political and social events, news summaries, commentary, and discussions (Fidalgo et al., 2010).

This study focused on television news practices in Namibia, paying particular attention to the representation of low-income housing issues and concerns. It sought to investigate whether TV news reports sufficiently and accurately on the circumstances and experiences of a vast country population living on low-income and occupying low-income residential areas, also known as slums (UN-Habitat, 2003). There is an excellent conviction that how TV reports on this critical sector of society, with accuracy and frequency, can draw the attention of responsible authorities internationally, such as local sup, and help elevate the livelihoods of shack dwellers (Cottle, 2000). The thesis is based on the Shack Dwellers Federation of Namibia case study. This first chapter proposes the issues under investigation and shows the course the study took until its completion.

1.2 Background of the Study

Television (TV) is defined as a system for converting visuals into sound) Electrical signals are transmitted by radio or other means and displayed electronically on a screen. Fink et al. (2020) argue that television has considerably influenced society by extending the senses of vision and hearing beyond physical distance. Nearly all broadcast television services count as linear TV. This real-time television service broadcasts scheduled programs conventionally over the air or through satellite/cable, not streamed to a specific user. TV news reporting is part of the Current Mass media coverage, which includes radio stations, newspapers, and numerous other computer-related news orifices, and is popularly known as the 'digital age' (Dwyer, 2019).

According to Camacho and Manvell (2018), television broadcasts reached a state of technical feasibility by 1931 after several technical developments in Britain, Continental Europe, the Soviet

Union, and the United States of America. Moreover, today, conventional news media began towards the end of the 17th century. TV news reporting started in the United States as early as the 1940s and gained momentum in the 1960s when it spread worldwide. The coming of CNN in the 1980s revolutionised TV news reporting by making the global TV-hour news cycle a reality (OECD, 2013), which has influenced TV news reporting the world over as nearly every TV station subscribes to specific times for their news bulletin broadcast and most audiences religiously follow these hourly bulletins such as the lunch hour news or the 8 o'clock news hour in most countries. Even though people have complete access to information from various sources and social media with the coming of the internet, people always want to catch up on the hourly news bulletins on television to confirm news acquired on other media outlets. News reporting is not a 21st-century phenomenon. It can be traced back to antiquity when governments used regular published news bulletins.

The role and influence of governments in news reporting are highly questionable. How individuals and civil society bodies contribute to public opinion, and thus to news content, has been conceptualised by Jurgen Habermas in his theory of the bourgeois public sphere (Habermas, 1991). The bourgeois public sphere is where private people come together as a public and influence what is known as public opinion in media. The term "Public opinion originated from those who were informed and spread "chiefly among those classes that, if they are active in a large number, are the ones that matter" (p102). In most cases, this public sphere is critical of authorities and conventional forces typical for suppressing the public or general populace.

According to (de Leon, 2015), the structure of the competitive environment, government regulation, and, most importantly, the audience's preferences shape the news we see on TV. However, it should be noted that the bourgeois public sphere was critical of the authorities and remains so. This public does not necessarily include the poor ordinary masses such as the slum dwellers. As a result, these remain without sufficient representation. In most cases, when they do get attention, it would benefit specific groups of people in some form of power or control.

Devaney (2013) states that TV news reporting is essential in modern-day society. It gives local politicians the necessary information to set their agenda. It has become a vital source of information most relied upon, especially by the outside world. It gives local people a comprehensive view of the world outside and around them. As a result, it shapes the public's opinions, knowledge, and attitudes and influences vast social, economic, and political behaviours (Devaney, 2013). McCombs and Shaw (1972) observe that editors, newsroom staff, and broadcasters play a central role in shaping political

reality. They note that the diverse media audience learns beyond the given issue and how important it is to attach to it the amount of information in a news story and its position during the broadcast. The relationship between news and politics is like a two-way street. Media information is influenced by politics, while politics is also greatly influenced by media. The media sets the table for political discussions, and politics creates news for the media.

Sarnoff (1945) in (de Leon, 2015) proclaimed that “television will be a mighty window, through which people in all walks of life, rich and poor alike, will be able to see for themselves, not only the small world around us but the larger world of which we are part.” People become familiar with other parts of the world and share experiences through TV News. For instance, reports on natural disasters such as storms and earthquakes bring people from different parts of the world together, giving aid and various forms of support. Despite biases, television brings people to experience the world, as Herbert Marshall McLuhan (1962) terms a ‘global village’ by consuming the same images, media, and content. TV invokes responses to issues happening across the globe as though the world was one ginormous family. Through images, people believe what they see more than they hear, and visual images tend to have a more profound effect. This is why this researcher believes that TV news reports on the low-income housing situation in Namibia can influence the livelihoods and experiences of members of the Shack Dwellers Federation of Namibia.

The proclamation by Sarnoff was entirely accurate as TV news emerged and gained popularity and remained ideal for television, yet, in practice, it has never really been the case. The different classes mentioned by Sarnoff in his proclamation hint at the existence of inequality that continues to shape the nature of TV news reporting to this day. In as much as people get to see the world, a large portion of the people (particularly the poor) only see the world with borrowed eyes (of the rich). A good example would be that the impression of Africa that has often been portrayed by TV news from the West is that of a continent marred by abject poverty, always presented vis-à-vis the affluent West. Therefore, the ‘Lazarus’ Africans always look up to the Messiah West due to news presentations, primarily through TV news reporting. These classes have always paved the way for bias in media, particularly news reporting, as images that may portray the government or rich in a bad light can never be painted.

Shack dwelling is not unique to Namibia alone. Instead, it is a shared global phenomenon, and in 2012, the United Nations reported that about 863 million people live in informal settlements (United Nations, 2012). Patel S et al. (2001) note, “While the term “slum” is more commonly used in Asia, and

the term “shack” is in more common use in Africa,” hence the “formation and development of Slum/Shack Dwellers International (SDI), an international people’s organisation which represents a member federation of urban poor and homeless groups from 11 countries in Africa, Asia, and Latin America” (ibid). The origins of the Shack Dwellers Federation of Namibia can be traced to the late 1980s when residents of informal settlements in the country saw the need for better housing standards and initiated several housing savings schemes. Towards the end of the 1990s, several savings schemes amalgamated to form the Shack Dwellers Federation of Namibia to forge ways to improve their shelters and living conditions.

Chikwete-Biti (2018) notes that Namibia experienced considerable growth, particularly in the urban areas, before and after independence in 1990. Between 1991 and 2011, the country’s population plummeted from 147,000 to 326,000. This growth was characterised by unimaginable expansion of the informal settlements, mainly in and around the urban areas. These settlements grossly lacked services and security and had no employment opportunities for their members. The Northern development standards implemented, irrespective of appropriateness or affordability, made it impossible for poor people to access land or credit to develop decent housing. Meanwhile, the government embarked on a national housing strategy called the Build Together Programme, through which households could access soft loans to construct their homes. More than 10,000 such loans were issued, yet the inferior community members could not afford to take out these loans and still struggled to access affordable land and shelter; hence, the informal settlements continued growing.

The Shack Dwellers Federation of Namibia (SDFN), affiliated with the global movement SDI (formerly Shack/Slum Dwellers International), is a network of community-led savings groups working incrementally to secure affordable land, shelter, and infrastructure services for low-income urban households across all 14 regions of Namibia. It began as the Namibia Housing Action Group (NHAG), established in 1992 to support the efforts of residents in informal settlements, and it started organising savings groups in 1987 to improve their poor living conditions. Women formed the first savings group, ‘Saamstan,’ to ameliorate their living conditions. Other low-income communities also started their savings groups, managing each group's savings account. Once they became SDFN affiliates, they could withdraw from their savings to buy a piece of land. The Shack Dwellers Federation of Namibia was established in October 1998 with only 30 savings groups.

Since its establishment in Namibia, the federation, a dynamic people’s movement for development, has over 600 savings groups incorporated throughout the country, enabling low-income households

to access finance, knowledge, and understanding of housing processes. The government now recognises and accepts this participatory community approach and works with SDFN to provide funds and access to land. The savings group retains the freehold of the land, and each member is allotted a plot with an agreement, setting out their rights and obligations and stipulating who will inherit it once the secure title is established; each household occupies its plot, initially with a shack. Several households have plots, and many have built their own houses (<https://world-habitat.org/world>).

As a result, these poor home seekers efforts need TV news reporting to get local and international empathy and assistance. Far from the power of newspapers being diminished, from this perspective, it appears TV news continues to play a vital agenda-setting role in raising debate about the stories they select and editorially frame. When discussing national issues, TV news and television opinions appear to have a fair, diverse audience. Television reporting was used because of its ability to air the situation of low-income across borders and get international attention from donors and investors. Therefore, the study sought to establish how TV news reports on low-income housing issues in Namibia and their impact.

1.3 Statement of the Problem

The Shack Dwellers Federation of Namibia (SDFN) plays a critical role in advocating and supporting low-income housing developments, relying heavily on the support of local and global communities. However, media coverage, particularly television news, has not adequately highlighted the nuanced realities and systemic challenges facing the SDFN and its constituents. Previous research has primarily neglected how media representation influences public perceptions and policy-making regarding low-income housing in Namibia. Furthermore, while Namibia is celebrated for its press freedom, reporting often remains biased, overwhelmingly favouring the wealthy's narratives and overlooking the impoverished dire conditions (Reporters Without Borders, 2021).

Empirical studies of how media coverage affects the perceptions and livelihoods of low-income communities are sparse. Mwilima (2008) points out that media often pursue motives not necessarily consistent with social responsibility and focus coverage on wealthier populations and government activities to the detriment of the poor. This selective reporting perpetuates social and economic inequalities by failing to consider or even misrepresent the needs and challenges of shack dwellers (Meinert, 2021). Jones and Jones (2009) highlight the role of the media as agenda setters that can selectively influence consumer behaviour and public opinion and thereby influence the development and implementation of housing policy. This study aims to address this critical gap by systematically examining how television reports shape the public's and policymakers' awareness of and responses to

the housing needs of low-income populations in Namibia. The aim is to explore how media bias and reporting practices contribute to the visibility or invisibility of shack dwellers' conditions and to suggest strategies for fairer and more inclusive media coverage. In this way, research will contribute to a more nuanced understanding of the influence of the media on social development and contribute to the formation of more effective public policies that respond to the real needs of marginalised communities.

1.4 Research Objectives

Main Objective

To examine how professional practices and audience perceptions shape NBC television coverage of low-income housing, with a focus on the Shack Dwellers Federation of Namibia (SDFN).

Sub-Objectives

1. **To assess the impact** of NBC television news reporting on the livelihoods and public image of the Shack Dwellers Federation of Namibia.
2. **To identify and analyze instances of media bias** in NBC television coverage of low-income housing.
3. **To explore possible strategies** for improving television news reporting on low-income housing in Namibia.
4. **To examine the challenges** faced by both NBC broadcasters and the Shack Dwellers Federation in television news reporting on low-income housing.

1.5 Significance of the Research

This research is significant as it provides comprehensive insights into the impact of television reportage on perceptions and policymaking related to low-income housing in Namibia. The results of this study are expected to benefit multiple stakeholders in several ways: This study will highlight current deficiencies in media coverage of low-income housing and the SDFN's activities and provide insights into more balanced and comprehensive reporting techniques. The findings could serve as the basis for training programs for journalists focused on ethical reporting and awareness of socio-economic issues. By understanding the influence of the media on public opinion and policy, government officials can better assess and respond to the needs of low-income populations. The findings may encourage government agencies to develop strategic communications partnerships with the media to accurately disseminate information about housing policies and initiatives. The study

addresses a significant gap in media studies and housing policy research, particularly in the context of developing countries such as Namibia.

The results will provide a fundamental knowledge base for further research on the influence of the media on public policy and social development. NGOs working in housing and poverty alleviation can use the findings to develop better advocacy campaigns that use the media to Raise awareness and drive change. The findings could lead to more vigorous collaborative efforts between NGOs and media outlets to highlight poverty and housing issues effectively. The study will help television news channels adopt suggestions to effectively report on the conditions of shack dwellers in Namibia. The study will benefit the Shack Dwellers Federation by improving television coverage of the situation of shack dwellers and potentially prompting government and humanitarian intervention. The study will benefit city fathers by leading to changes in housing policies that will ultimately upgrade informal settlements to formal settlements. Future journalism and urban planning students would benefit from the study as they would use it as a reference for academic writing. Ultimately, the course will benefit the researcher, who will acquire essential research results and valuable knowledge in further education, training, and the workplace. Public understanding and awareness of the challenges facing low-income communities has increased, potentially leading to greater community engagement and support.

1.6 Delimitation of the Research

The study will be conducted in Windhoek at Khomas regional offices, Shack Dwellers Federation of Namibia, and Namibia Broadcasting Corporation (NBC). Windhoek was selected because of its proximity to the researcher's residence. This will enable the researcher to move quickly to and from investigation places. Investigations outside the proposed study area would make the research too broad and challenging to achieve the objectives. The research was narrowed by a sample indicated by the researcher in the study's methodology. The sample allowed the researcher to generalise findings from a small group. The researcher only used accredited sources such as books and journals to get reliable secondary information. The researcher will only focus on the study's objectives to make the study's results valid and acceptable.

1.7 Limitations of Study

Limitations refer to circumstances likely to impact the research, but the researcher has no control over them (Creswell, 2014). The researcher anticipates some methodological limitations and weaknesses in the data collection methods. The sample size of 15 respondents is too small and may not be a true reflection of TV news reporting on low-income housing. Questionnaires have weaknesses that may

affect the research findings in that some participants may not complete all sections due to official secrecy policy considerations. The researcher must personally administer the questionnaires to ensure the collection of completed questionnaires, yet the researcher is on full-time employment. The researcher must also make the purpose of the investigation known to the participants to ensure their cooperation.

1.8 Definition of Key Terms

The study has the following key terms:

Low-income housing refers to informal settlements established in and around Katutura by homeless people (Burch, 2024).

Media effects are the consequences or impacts observed on media users (Bryant and Susan, (2001)

TV news reporting refers to the emphasis broadcasters place on making the plight of shack dwellers known locally and internationally.

Shack Dwellers Federation of Namibia (SDFN) is a local housing savings scheme that acquires land or residential property for low-income groups so that by 2030, most members will have decent accommodation.

1.8 Thesis Outline

The thesis will have five chapters. The first chapter will have the information that introduces the study. The second chapter will have key literature pieces based on theoretical and conceptual perspectives, starting with elaborating on the study's variables. The third chapter will have details of the research methods. The fourth chapter will discuss and analyse the results of the data collected. Chapter five will have the conclusions and recommendations of the study. It will compare research findings with the literature review. The references and appendices will be in the last section of the thesis.

1.9 Conclusion

As a case study, this section laid the foundation for the study of TV news reporting on low-income housing in the Shack Dwellers Federation of Namibia. It has provided the rationale for the study and what, where, and how the study will be conducted. The main issues that the researcher will focus on are identified. The information in this section will be expanded in greater detail in the rest of the study.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

A research literature review is a summary, analysis, and evaluation of the existing literature, explaining what other researchers have already found in the area one is researching. It refers to organised and synthesised research results from previous researchers (Thomas & Hodges, 2010), enabling one to establish what is known about a subject area and its association with what is not yet known. In this chapter, the researcher reviews the existing literature on various theories, namely, agenda-setting theory and framing theory, paying particular attention to the definitions and how these theories enable one to understand the relationship between TV news reporting and the public and to understand how TV news reports on Low-income housing news in Namibia.

TV news reporting is vital in today's mass media as it influences the social and psychological changes that occur in mass media users (Lowery & DeFleur, 2013). The main advantage of TV news lies in its combination of visual and audio images, reiterating the words of Confucius (551-479BC) that "what I hear (read) I forget, what I see I remember." When the news reporter portrays the egregious living conditions of shanty locations, the audience can also witness their own from the provided images, thereby causing the desired effect to say with sympathy or invoking authority into action. As pointed out by Coleman et al. (2009), cited in Gunter (2015, p7), "for most of us," "the news became an established part of our lives" (p.7). People value the news the media brings because it gives them a set of shared experiences they can share with others; it becomes a 'social glue' informing understanding of the world's domestic, political, and economic affairs.

2.2 Media Portrayal of Low-Income Housing

Television reports are essential in shaping public perception and policy regarding low-income housing. The portrayal of low-income housing on television can influence public opinion, government initiatives, and societal attitudes. Television reportage has the potential to shed light on the challenges low-income individuals and families face in accessing adequate housing and the impact of housing policies on their well-being. Research has shown that the portrayal of low-income housing in the media can impact property values, particularly when subsidised housing is perceived as a cause of crime or unrest in a neighbourhood (Collinson et al., 2015). This highlights the importance of portraying low-income housing programs in television reports, as it can influence public perception and the broader community's response to such initiatives.

Moreover, the media's portrayal of the low-income demographic can help define affordable housing and set benchmarks for what constitutes affordable housing in terms of rent levels compared to average market rates ("Dilating Low-Income Housing Financing: Lessons for Emerging Market REITs," 2020). By highlighting the struggles of low-income individuals in accessing quality housing, television reportage can draw attention to the need for affordable housing solutions and policy interventions to address housing affordability issues. Studies have also indicated that the lack of affordable housing can lead to overcrowded, low-quality housing with substandard infrastructures, significantly impacting households' socioeconomic status and well-being (Amer et al., 2021). Television reportage can bring attention to these issues, prompting discussions on improving housing conditions for low-income families and the broader implications of inadequate housing on society. Furthermore, research has highlighted the stigma associated with low-income housing and its impact on residents, such as employment discrimination and neighbourhood perceptions (Ruff et al., 2016). Television reportage can play a role in challenging these stereotypes and biases by presenting a more nuanced and empathetic view of low-income housing residents, thereby fostering understanding and support for inclusive housing policies.

In addition, the impact of housing policy on the retention of social housing, leasehold estates, and community formation has been examined (Shamsuddin & Vale, 2016). Television reports can draw attention to the challenges public housing residents face and the importance of affordable housing options for low-income individuals and families. Overall, television coverage of low-income housing can be an effective tool for raising awareness, promoting empathy, and influencing policy decisions to address the housing needs of vulnerable populations. By accurately depicting the realities facing low-income households and highlighting the systemic issues that impact housing affordability and quality, television media can help shape a more informed and compassionate public discourse about low-income housing.

2.3 Impact of Television Reportage

Television reports are essential in shaping public perception and policy regarding low-income housing. The portrayal of low-income housing on television can influence public opinion, government initiatives, and societal attitudes. Television reportage has the potential to shed light on the challenges low-income individuals and families face in accessing adequate housing and the impact of housing policies on their well-being. Studies have shown that the quality of low-income housing projects is influenced by factors such as progress monitoring and budget planning by project managers (Nyakala et al., 2021). Televisions, as material culture, interact with the living spaces of low-income families and

influence their living conditions and experiences (Ureta, 2008). Furthermore, the connection between home ownership and parenting practices has implications for low-income housing policy (Grinstein-Weiss et al., 2010).

Evaluating housing policies from an income distribution perspective has shown that such policies can benefit low-equivalized income households (Nyman & Schwarz, 1991). Housing transformation is an essential livelihood strategy for low-income households in formal and informal settlements (Rashid, 2019). Furthermore, developing low-income housing projects can bring social and economic benefits to states (Mitchell & McKenzie, 2011). Research has also highlighted the importance of addressing indoor heat stress in low-income housing through ceiling insulation and cross ventilation (Bardhan et al., 2023). Housing is recognised as a key social determinant of health, and low-income housing programs can play a critical role in promoting population health and reducing health disparities (Byrne et al., 2023). Television reports on low-income housing can profoundly impact public awareness, policy decisions, and societal attitudes toward this critical issue. By highlighting the challenges low-income individuals and families face in accessing adequate housing, television reportage can help promote empathy, understanding, and support for initiatives to improve housing for low-income people.

2.4 Research Gap(s)

Homelessness and the growth of informal settlements are on the rise in Namibia's urban settlements. The Shack Dwellers Federation of Namibia collaborates with the Government of the Republic of Namibia (GRN) agencies to reduce low-income housing challenges. Based on the review of the prior research, there is a population gap. Some of these subpopulations (SDFN) have been unexplored and under-researched, and TV news reporting has been giving inadequate coverage of the Shack Dwellers, Federation activities, and challenges experienced. The research is essential and worthy of investigation in the context of TV's new coverage of SDFN. An investigation of this informal settlement is essential because their problems need to be brought to the attention of influential people and humanitarians locally and internationally for speedy resolution. Very little research has been done on the progress of Shack Dwellers Federation initiatives (Meinert, 2021; Mwilima, (2008). Therefore, the study investigates how TV news reports on low-income housing use the Shack Dwellers Federation of Namibia as a case study.

2.5 Empirical Findings

Television coverage has the power to sway public opinion and drive policy agendas. Numerous studies have explored the complex relationship between media influence, public perception, and policy outcomes concerning low-income housing. One crucial aspect highlighted in the literature is the challenges encountered in effectively distributing low-income housing. Poor planning, inadequate land availability, and urban constraints have been identified as obstacles to successfully implementing low-income housing projects (Tyhotyholo et al., 2022). These challenges underscore the complexities of ensuring affordable housing reaches those in need.

Housing policies are essential in addressing the housing needs of low-income individuals. Various strategies and intervention mechanisms are integral to housing policies that offer affordable housing solutions to low-income households (Odoyi & Riekkinen, 2022). Effective policies ensure that housing remains accessible and affordable for those with limited financial resources. Understanding the preferences and needs of low-income individuals is fundamental in designing appropriate housing policies. Studies on factors influencing urban housing preferences among low-income populations have been conducted to provide insights into government programs that tailor housing policies to the needs of low-income groups (Hartono et al., 2021). Aligning policies with the preferences of low-income individuals can enhance the effectiveness of housing programs.

Public perception plays a significant role in shaping attitudes toward housing initiatives in low-income housing. Research has indicated that public perception of house characteristics and housing projects can influence the success of affordable housing programs (Embi et al., 2021). Therefore, comprehending and addressing public perceptions are crucial in garnering support for low-income housing initiatives. Challenges in low-income areas extend beyond housing issues alone. Urbanisation challenges in low-income areas encompass a range of issues such as crime, overcrowding, sanitation problems, health issues, floods, and fires (Williams & Zacheous, 2022). These challenges highlight the multifaceted issues that must be comprehensively addressed in low-income housing policies.

Affordability is a critical concern in low-income housing. Rising housing prices can significantly impact the relocation behaviour of low- and medium-income households (Winke, 2020). Housing affordability is a critical factor influencing individuals' and families' decisions and living conditions in low-income brackets. The evolution of low-income housing settlements over time reflects the dynamic nature of housing needs and conditions. Studies have demonstrated that domestic spaces in low-income

housing areas undergo transformations that mirror changing circumstances and needs (Rashid, 2019). Adapting to these changes is crucial in ensuring housing policies remain relevant and practical.

Financing mechanisms also play a crucial role in addressing low-income housing challenges. The evolution of housing finance systems, including the role of mortgage institutions, has been explored in meeting the housing finance needs of low and medium-income groups (Ghani, 2021). Access to appropriate financing mechanisms is essential in ensuring affordable housing remains within reach for low-income households. Insights from various countries offer valuable perspectives on addressing affordable housing challenges. Studies on affordable housing in diverse contexts, such as Pakistan and Malaysia, shed light on the socio-economic determinants and challenges in providing adequate housing for low-income populations (Amer et al., 2021). Drawing lessons from varied experiences can inform more effective housing policies.

2.6 Theoretical Framework

A theoretical framework comprises the theories expressed by experts in the field you plan to research, which you draw upon to provide a theoretical coat-hanger for your data analysis and interpretation of results. Put differently, the theoretical framework is a structure that summarises concepts and theories, which you develop from previously tested and published knowledge which you synthesise to help you have a theoretical background or basis for your data analysis and interpretation of the meaning contained in your research data (Kivunja, 2018). The study reviewed the agenda setting and framing, which are more relevant to the objectives of this research study.

2.6.1 Agenda-Setting Theory

Cohen first postulated this theory in 1963, and it was confirmed by several other scholars (McCombs & Duo, 2014). The theory's basic assumptions are that the content and structure of the media reflect the overall social structure and culture of the area it operates. The agenda theory posits that mass media determines what to report or publish depending on what is necessary for society. In this case, the media not only provides information and opinions but influences how and what the audience should think about the information. This means people's perceptions and interests are shaped by what the media does. McCombs and Duo (2014) added that when journalists and broadcasters choose to report news, they play an essential role in making people behave in a particular way. Journalists make their audiences aware of what is happening and sway the issue's importance by the amount of information released, frequency, and position of the story in news reporting (Scannell, 2009). In this case, the media determines the essential issues, which means the media sets the agenda.

TV news can cause changes for the low-income housing federation if they are given sufficient prominence in air space. According to Yorke (2000), “governments seem not to doubt the influence of television” (p. 4). McQuail (2010) argues that different media messages lead to other media effects on their audience. They lead to behaviour and attitudinal changes. This means indulging in excessive media use may create specific actions and beliefs in media users. At the same time, Somasundaram (2015) maintains that TV has cognitive and emotional effects on the audience. TV users end up with changed thinking processes and changed physiological feelings. Television news has, beyond any doubt, the ability to influence public opinion significantly, especially by taking pictures of a vital event available beyond national boundaries within a short time.

How frequently a particular issue or event is reported, the quality of the report, the timing and prominence given to the report, the degree of conflict generated in the report, and successive or continuous media reports as time goes on are the keys in the agenda-setting to give specific importance to news reports at the expense of others. “Newspapers communicate salience through page placement, headline size, and the amount of space allotted to the topic. Television news formats contain similar cues about the salience of issues” (Protess & McCombs, 2016, p.2). They go on to stipulate that:

The concept of agenda-setting asserts that the audience learns what issues are important from the priorities of the news media and incorporates a similar set of weights in their agendas. Agenda setting is a relational concept specifying a positive connection between the news media's emphasis and the perceived importance of these topics to the news audience (p.2).

The study used the theory to establish TV news reports' conformity with the Shack Dwellers Federation's expectations and conclude whether there was bias for or against the low-income housing communities. By considering critical elements in the agenda setting, it was possible to establish whether TV news reports did justice to issues related to the low-income housing community in Namibia and demonstrate the differences in agendas between the media SDFN and the public.

2.6.2 Framing Theory

The research will also look at the framing theory about or as an extension of agenda-setting theory, which is believed to have been first posited by Gregory Bateson (1972). De Vreese (2005) claims that many people today turn to the news media daily, which has made ‘the media’ a keystone institution in people’s democracy. Framing is sometimes called second-level agenda-setting because of its close relation to Agenda-Setting Theory. While agenda-setting theory deals with the salience of issues, framing concerns the presentation of issues (De Vreese, 2005, p. 53). Chong and Druckman (2007,

p.104) note that framing refers to developing a particular viewpoint of an issue or readjusting their rationale about a given subject. Framing is how the media packages and presents information to the public. According to the theory, the media highlights specific events and places them within a particular context to encourage or discourage specific interpretations. In this way, the media effectively influences how people view reality.

Gitlin (1980) defines frames as 'persistent patterns of cognition, interpretation, and presentation of selection, emphasis, and exclusion by which symbol handlers routinely organise discourse (p. 7).'' Gamson and Modigliani (1989) say they are 'interpretative packages' that give meaning to the issue. Cappella and Jamieson (1997, p. 47) suggest that frames activate knowledge and stimulate 'stock of cultural morals and values and create contexts. In doing so, frames 'define problems', 'diagnose causes', 'make moral judgments Moreover, and 'suggest remedies' (Entman, 1993, p. 9). Often, frames are cultural, and people develop specific frames very early. In other words, frames are socialised or acculturated into specific frames. Frames are constructed using language, and nearly every word in any given language evokes a specific frame, which means whatever the media says concerning Low-income housing creates a particular frame within which the TV news consumer would interpret what has been said. People are primarily inclined to notice and respond to information fitting into their frames, ignoring facts that would not fit. The easiness with which frames are evoked and reinforced makes them influential.

Conceptually, a broader notion of news frames is indebted to the definition of a frame as a central organising idea or storyline that provides meaning to an unfolding strip of events, weaving a connection among them. The frame suggests the controversy's and issue's essence (Gamson & Modigliani, 1989). A-frame in communication, that is, the critical considerations emphasised in a speech act, "organises everyday reality" (Tuchman, 1978, p. 193) by providing "meaning to an unfolding strip of events" (Gamson & Modigliani 1987, p. 143; 1989) and promoting "particular definitions and interpretations of political issues" (Shah et al., 2002, p. 343). Frames in communication matter—that is, they affect the attitudes and behaviours of their audiences. Media frames sometimes mimic those used by politicians, social activists, other media outlets, or citizens (Scheufele, 1999, p. 109; Entman, 2004; Carragee & Roefs, 2004; Fridkin & Kenney, 2005) and citizens regularly adopt frames they learn in discussions with other citizens (Gamson, 1992; Druckman & Nelson, 2003; Walsh, 2003).

Iyengar (1990) found that the media is more than twice as likely to frame the issue episodically than thematically when reporting poverty. As a result, audiences place responsibility for poverty on the poor and hesitate to support government efforts to solve the problem. Iyengar (1990, p.20) notes that

television news is inherently episodic as it focuses on concrete acts or “live” events at the expense of available contextual material. People hold the government response to a greater degree when the media frame is thematic rather than episodic.

Framing effects include restricting the information by which people judge events and motivating people to make riskier decisions than they otherwise would. Problems framed positively result in safer decisions. This means that the frames within which TV news presents the issues affecting SDFN ensure specific responses from different audiences. How people think about poverty depends on how the problem is framed. When news media presentations frame poverty as a general outcome, responsibility for poverty is assigned to the society at large; when news presentations frame poverty as a particular instance of a poor person, responsibility is assigned to the individual. Mass media strongly impacts people “by constructing social reality, that is, by framing the images of reality in a predictable and patterned way” (MacQuail, 1994, p.331). Mass media sets the frames by which readers and viewers interpret and discuss any topic.

The researcher will establish the frames that influence news reporting on low-income housing and why those frames exist through framing theory. Awareness of the different types of frames is necessary to understand when and why different frames are at work and probably that a way to use those frames to achieve positive results. In framing theory, journalists can select the topics they want to present and decide how to present them, thus determining the audience's issues and thoughts. While audiences can also interpret information through their frames, which may overlap or contradict the media's frames, some are often created previously by the same media. Frames are also defined as systems of preconceived ideas used to organise and interpret new information, allowing people to process news quickly. The media reinforces frames positively or negatively every time they evoke them, and frame building is a systematic process that occurs over time.

2.7 Conclusion

The theories explored in the literature review are helpful in the investigation as they enable the researcher to identify professional practices, shape the reportage of TV news on low-income housing, and assess the impact of TV news reporting on the livelihoods of the Shack Dwellers Federation of Namibia, to identify instances of media bias in TV news reporting on low-income housing of the Shack Dwellers Federation. The theories also identify the challenges faced by the Shack Dwellers Federation of Broadcasters and SDFN in TV news reporting on low-income housing in Namibia and establish possible strategies to ameliorate TV news reporting on low-income housing. Many other relevant theories deal with the issues under investigation from different perspectives. However, the

approaches reviewed above were employed for this research. The writers' views were compared to findings made during the investigations conducted within Namibia. The following section highlights the research procedures followed in data collection on TV news reporting on low-income housing in Namibia.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

Khotari (2012) defines research methodology as various techniques and processes used in data collection and analysis. This section provides details of methods used by the researchers to collect data from TV news reports on the experiences and conditions of people living in low-income housing in Namibia. The section is divided into several segments under the following sub-headings: research design, population, sampling techniques, data collection tools and procedures, and lastly, ethical considerations. Each subtopic of the research methodology is described in this chapter, and its relevance to the research study is justified.

3.2 Research Design

This thesis's research topic has not been studied extensively here in Namibia. While there are studies on shack dwellers, none of the research focused on how news concerning shack dwellers is reported on TV, making the exploratory research design the most appropriate for this study. As de Vos et al. (2011) argue, this is conducted to gain insight into a situation, phenomenon, community or individual. The need for such a study could arise from a lack of basic information on a new area of interest or getting acquainted with a situation to formulate a problem or develop a hypothesis. Similarly, Kreuger and Neuman (2006) point out that exploratory research may be the first stage in a sequence of studies. The answer to a “what” question would, according to Mouton (2001), constitute an exploratory study. Generally, exploratory research has a primary goal, and researchers frequently use qualitative data. The experimental design helps the researcher find the problem not studied before in-depth (Yousaf, 2021), and it sets out to explain and account for the descriptive information. Research design is necessary because it makes the various research procedures smooth sailing possible, thereby creating research that is as professional as possible and yielding maximum information with a minimum expenditure of effort, time, and money. This research design was ideal for this research, which sought to examine how news concerning low-income is presented on TV, giving reasons as to why the presentations were backing up the prediction that there is a lot of media bias in TV news reports on shack dwellers.

Igwenagu (2016) defines the methodology as a set of systematic techniques used in research (which) describes and analyses methods, throws more light on their limitations and resources, clarifies their presuppositions and consequences, relating their potentialities to the twilight zone at the frontiers of knowledge (p.5). Three traditional research strategies exist: the qualitative, quantitative, and mixed

methods approach. Qualitative research is a naturalistic approach that seeks to understand phenomena in context-specific settings, such as real-world ones. It is a kind of research that produces findings not arrived at using statistical procedures or other means of quantification but instead, a kind of research that produces findings derived from real-world settings where the phenomena of interest unfold naturally (Patton, 2001, p.39; Denzin & Lincoln, 2005).

The quantitative research approach is the opposite of the qualitative, which involves explaining a phenomenon by collecting numerical data and analysing it using statistical approaches. Kemper, Springfield, and Teddlie (2003) define mixed methods design as including qualitative and quantitative data collection and analysis in parallel form. As Bazely (2003) outlines, the researcher uses the qualitative research paradigm for one phase of a study and a quantitative research paradigm for another.

The researcher used the qualitative research design to collect non-numerical data using various methods defined by their open-ended and conversational nature. Strauss and Corbin (1990, p.11, cited in Rahman 2016, p. 103) stipulate that qualitative research means any research that produces findings not arrived at by statistical procedures or other means of quantification. It refers to research about people's lives, experiences, behaviours, emotions, feelings, organisational functioning, social movements, cultural phenomena, and interaction between nations. They point out that qualitative research incorporates multiple realities. Thereby, it seeks to unveil the various realities surrounding truth and realities surrounding a phenomenon. A working hypothesis informing this study is that there is a bias in how TV news reports on shack dwellers, and the research thus seeks to uncover the many factors influencing this reality. The qualitative research method was ideal because it enabled this researcher to describe, using words, the issues under investigation, that is, how TV news reports on the livelihoods of Namibia community members living in low-income housing, particularly those falling under the Shack Dwellers Federation of Namibia.

The researcher found the qualitative descriptive research design most suitable because the study objectives have limited numerical data, making it predominantly qualitative since themes such as bias in representation can be challenging to present without the complex expression from those involved. The research focuses on people's lived experiences; therefore, data would be qualitative rather than quantitative. While shack dwellers' community members would have a lot to say to express their disgruntlement, the reporters would also experience this bias in their work environment and probably have something to share to describe their experiences, and numeric values may not fully capture this.

Moreover, the basis of a news report may be investigated quantitatively, and critical qualitative components such as connotations and double meanings of words may be missed in TV news reports. Hence, this research was broadly qualitative.

Weinreich (2009) indicates that qualitative research aims to provide the researcher with the perspective of target audience members through immersion in a culture or situation and direct interaction with the people under study. Rahman (2016) postulates that qualitative research “holistically understands the human experience in specific settings (p. 36)” which is the main aim of this research. Kyngäs (2020) descriptive qualitative research “focuses on and respects people’s experiences and perspectives, neither of which can be described through objective measurements or numbers (p. 207).” However, little numerical data on the level of media bias in a TV news report on low-income housing was also collected using close-ended questionnaires at NBC. The study will predominantly employ a descriptive research approach, which enables the researcher to present the findings accurately and in detail (Borg & Gall, 2013).

3.3 Research Philosophy

Research philosophy is defined by Saunders et al. (2009) as the set of beliefs related to the nature of reality being investigated in ontology and epistemology, which are called research paradigms. The research will be using an interpretive research paradigm. Interpretive researchers believe that reality consists of people’s subjective experiences of the external world; thus, they may adopt an intersubjective epistemology and the ontological belief that reality is socially constructed. According to Willis (1995), interpretivism is anti-foundationalists who believe there is no correct route or method to knowledge. Furthermore, Walsham (1993) argues that there are no ‘correct ‘or’ incorrect’ theories in the interpretive tradition. Instead, theories should be judged according to their interest in the researcher and those involved in the same areas. They attempt to derive their constructs from the field by examining the phenomenon of interest.

On the other hand, Gephart (1999) argues that interpretivists assume that knowledge and meaning are acts of interpretation. Hence, no objective knowledge is independent of thinking and reasoning between humans. Similarly, Myers (2009) concluded that the premise of interpretive researchers is that access to reality (whether given or socially constructed) is only through social constructions such as language, consciousness, and shared meanings (online). The interpretive paradigm is underpinned by observation and interpretation. Thus, to observe is to collect information about events, while to interpret is to make meaning of that information by drawing inferences or judging the match between

the information and some abstract pattern. It attempts to understand phenomena through the meanings that people assign to them.

Moreover, Reeves and Hedberg (2003, p. 32) postulate that the “interpretivism” paradigm stresses the need to contextualise the analysis. The interpretive paradigm is concerned with understanding the world as it is from the subjective experiences of individuals. They use meaning (versus measurement) oriented methodologies, such as interviewing or participant observation, that rely on a personal relationship between the researcher and subjects. Interpretive research does not predefine dependent and independent variables but focuses on the full complexity of human sense-making as the situation emerges (Kaplan & Maxwell, 1994). This is an interpretive approach which aims to explain the subjective reasons and meanings that lie behind social action.

The interest of interpretivism is not in generating a new theory but in judging, evaluating, and refining interpretive theories. Walsham (1995b) postulates three different uses of theory in interpretive case studies: theory guiding the design and collection of data, theory as an iterative process of data collection and analysis, and theory as an outcome of a case study. The use of theory as an iterative process between data collection and analysis has been applied in this research study.

According to Burrell and Morgan (1979), interpretivism is not a single paradigm but a large family of diverse paradigms. The philosophical base of interpretive research is hermeneutics and phenomenology (Boland, 1985). Hermeneutics is a significant branch of interpretive philosophy, with Gadamer and Ricoeur arguably being its most well-known exponents (Klein & Myers, 1999), and it emerged in the late nineteenth century (Kaboob, 2001). Hermeneutics can be treated as an underlying philosophy and a specific mode of analysis. As a philosophical approach to human understanding, hermeneutics provides the intellectual grounding for interpretivism. As a mode of analysis, it suggests a way of understanding the meaning or trying to make sense of textual data, which may be unclear in one way or another. The most fundamental principle of hermeneutics is that all human understanding is achieved by iterating between considering the interdependent meaning of parts and the whole they form. Modern hermeneutics encompasses issues involving the written text and everything in the interpretative process, including verbal and nonverbal forms of communication and prior aspects that affect communication, such as presuppositions and pre-understandings.

The movement of understanding "is constantly from the whole to the part and back to the whole" (Gadamer, 1976b, p.117). According to Gadamer, it is a circular relationship. It attempts to understand human beings in a social context. This principle is foundational to all interpretive work, that is, hermeneutic. Although the study is not primarily phenomenological, some of its aspects are

underpinned by the principles of phenomenology, which focuses on discovering and expressing the essential characteristics of a particular phenomenon as they are. Phenomenology is the study of “phenomena”: appearances of things, or things as they appear in our experience, or the ways we experience things, thus the meanings things have in our experience. It is the study of structures of consciousness as experienced from the first-person point of view. In its most basic form, phenomenology attempts to create conditions for the objective study of topics usually regarded as subjective: consciousness and the content of conscious experiences such as judgment, perceptions, and emotions.

Creswell (1998) contends that a phenomenological study describes the meaning of the lived experiences of several individuals about a concept or phenomenon. In the human sphere, this translates typically into gathering “deep” information and perceptions through inductive qualitative research methods such as interviews and observation, representing this information and these perceptions from the perspective of the research participants. Observation and interviews are critical data collection methods for phenomenologists. Phenomenological strategies are particularly effective at bringing to the fore the experiences and perceptions of individuals from their perspectives and, therefore, challenging structural or normative assumptions.

3.4 Research Approach

The researcher used the qualitative research design to collect non-numerical data using various methods defined by their open-ended and conversational nature. Strauss and Corbin (1990, p. 11, cited in Rahman 2016, p. 103) state that qualitative research means “any type of research that produces findings not arrived at by statistical procedures or other means of quantification.” It refers to research about people’s lives, experiences, behaviours, emotions, feelings, organisational functioning, social movements, cultural phenomena, and interaction between nations. They point out that qualitative research incorporates multiple realities. Thereby, it seeks to unveil the various realities surrounding truth and realities surrounding a phenomenon. A working hypothesis informing this study is that there is a bias in how TV news reports on shack dwellers, and the research thus seeks to uncover the many factors influencing this reality. The qualitative research method was ideal because it enabled this researcher to describe, using words, the issues under investigation, that is, how TV news reports on the livelihoods of Namibia community members living in low-income housing, particularly those falling under the Shack Dwellers Federation of Namibia.

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complicated to present without the complex expression of those involved. The research focuses on people's lived experiences; therefore, the data would be qualitative rather than quantitative. While shack dwellers' community members would have a lot to say to express their disgruntlement, the reporters would also experience this bias in their work environment and probably have something to share to describe their experiences, and numeric values may not fully capture this. Moreover, it may be investigated quantitatively, based on a news report may miss important qualitative components such as connotations and double meanings of words in the TV news reports. Hence, this research was broadly qualitative.

3.5 Research Settings

The method was used to select five respondents from SDFN, five news reporters from NBC, five leaders of some savings groups for the Havana and Hakahana shack dwellers community, and 15 ordinary community members from the low-income community of Katutura in Windhoek. Participants from the Shack Dwellers Federation were selected based on rank in the organisation and those officially responsible for communication with the media. The reporters were selected depending on whether they covered the shack dwellers or had contact with bits to do with the shack dwellers.

3.6 Study Population

Population in research refers to the total number of elements the researcher is interested in investigating (Creswell, 2014). It is also defined as "any collection of specified groups of human beings or nonhuman entities such as objects, educational institutions, time units, geographical areas, prices of wheat, or salaries drawn by individuals (p.223)." It is the group that the researcher targets to obtain data (Khotari, 2012). Polit and Hungler (1999:37) denote a population as an aggregate or totality of objects, subjects or members that conform to specifications. These would be people from whom the information that answers the research questions and addresses the research problem is gathered.

As indicated by the research topic, focusing the attention of the research on the TV news reports on low-income housing, the research population is thus decided. The research focused on shack dwellers and TV news as the research target population. In a country with so many people and so many media outlets, this research focused only on shack dwellers and TV news reporting and not everyone else because these were the most suitable respondents to answer the research questions and bring about answers to the research puzzle. The target population is so vast that the study thus focused on what is known as the accessible population, a portion of the population to which the researcher has reasonable access, which is often limited by state or region. It is a subset of the target population.

For this study, the accessible population comprised workers from the Shack Dwellers Federation, savings groups for the Shack Dwellers community, and TV news reporters from Namibia Broadcasting Corporation (NBC), all based in Windhoek. While this may still be the population of interest selected from millions of people in the country, it is often not appropriate or feasible to recruit the entire population of interest. Thus, the researcher drew out a sample from this population identified to represent that identified population of interest.

Nakale (2018) reports that there are 805 savings groups from across all thirteen regions of Namibia, and according to The Namibian Newspaper (2020), the country has 113 informal Settlements, 141 143 shacks, house a population of 401 748 inhabitants, and almost 100,000 of these inhabitants are found in Windhoek. Each Shack Dweller community in Windhoek consists of not less than seven and not more than ten low-income housing savings schemes. Hakahana and Havana informal settlements are divided into 20 Savings Schemes (Mwanyekange, 2014), 75 news reporters from NBC news reporting on local news, and SDFN comprises nine management members. For this research, the target population comprised SDFN management, local TV news reporters from NBC, leaders from the shack dwellers, savings groups in Windhoek, and community members from Hakahana and Havana shack dwellers communities. The population were 600.

3.7 Sampling Procedures and Sample Size

Majid (2018) argues that “sampling is an important tool for research studies because the population of interest usually consists of too many individuals for any research project to include as participants” (p.3). A sample is a fraction of the population selected in some way to represent the population of the study (Borg & Gall, 2013; Schofield, 1996). Majid (2018, p.3) posits that “a good sample is a statistical representation of the population of interest”; it is a subset of the population considered for inclusion in a research study as respondents by the researcher. A researcher can adopt various sampling methods depending on the nature of their research and their choice. Scholars identify two broad sampling categories, namely, probability and nonprobability sampling. Probability sampling is a method in which all elements in the population stand an equal chance to be selected for the sample; the selection criteria are random, whereas nonprobability sampling selection is not random. Non-probability sampling is the opposite: a specific part of the population is more likely to be selected than the others, and the researcher’s discretion is used.

Purposive sampling enables the researcher to rely on his or her judgment when selecting participants for the study. The researcher decides what needs to be known and sets out to find people who can and are willing to provide information under knowledge or experience (Creswell, 2014; Etikan et al., 2016, p.2). Typically, the method is used in qualitative research To identify and select information-rich cases to maximise the use of available resources (Etikan et al., 2016, p.2). The population members do not have equal probable chances of selection because the researcher decides which members fit the study's requirements.

Furthermore, purposive sampling enabled the researcher to avoid time-wasting in the data collection. Purposive sampling suits the study because only a few participants must be primary data sources. For instance, there are numerous shack dwellers in Namibia, making it impossible to collect data from them, so the researcher would have to settle for a smaller portion of the whole. Windhoek was selected because of its proximity to the researcher's residence, which enabled the researcher to move quickly to and from where the investigations were being conducted.

This study used purposive sampling, also known as judgmental sampling. The sampling strategy involves selecting sample units that conform to scheduled principles. The method was used to select five respondents from SDFN, five news reporters from NBC, five leaders of some savings groups from the Havana and Hakahana shack dwellers community, and 15 ordinary community members from the low-income community Katutura in Windhoek. Participants from the Shack Dwellers Federation were selected based on rank in the organisation and those officially responsible for communication with the media. The reporters were selected depending on whether they covered the shack dwellers or had contact with bits to do with the shack dwellers. The researcher, therefore, took a total sample of 35 with 15 participants interviewed; twenty questionnaires were distributed to respondents who are members of the low-income housing community.

3.8 Research Instruments

The researcher uses research instruments to gather information from respondents on the issues under investigation (Khotari, 2012). The researchers collected data using interviews and focus group discussions, which allowed detailed information on how much and how accurately TV news publicised matters concerning the low-income housing situation in Namibia and how shack dwellers are impacted by the media coverage or the absence/insufficiency of it. Through the interviews and questionnaires, the researcher also established what positive or negative factors affected media coverage in cases where the shack dwellers are concerned. From the established conclusions, the

researcher would go ahead and forge solutions. (Borg & Gall (2013). The study collected data from Khomas regional council employees, NBC TV reporters, Shack Dwellers, Federation Employers, and low-income community dwellers through structured interviews and focus group discussions.

3.9 Interview

An interview refers to a data collection method in which the researcher or a representative on behalf of the researcher (interviewer) asks questions to the participants/respondents (interviewees) on the research subject. Interviews can be conducted face to face, whereby the interviewer and the interviewee face each other in person as they conduct the exercise. An online interview is conducted over the phone or on other media platforms. Nowadays, technology offers better options for a seemingly face-to-face interview, even when the agents are far apart. The use of social media platforms such as Zoom, Telegram, WhatsApp, and Facebook, among others, allows video calls where the interviewer and interviewee can communicate face to face in real-time yet still far apart physically. According to Khotari (2012), interviews involve the interaction between the researcher and the participants during the data collection process.

The researchers used in-person interviews aided by an interview guide to collect data from respondents at Namibia Broadcasting Corporation, Khomas Regional Office, and Shack Dwellers Federation of Namibia. The interview guide is a document in which the topics and issues to be covered during the interview are outlined based on a specified interview protocol prepared before the interview. The interviewer decides the structure of the interview and the wording of the questions to be asked. Interviews differ between quantitative and qualitative studies, and as this is qualitative research, the researchers used open-ended qualitative interviews to gather information from the SDFN leadership participants, the Shack Dwellers community leaders and NBC reporters. These are also called in-depth interviews, which can be used to obtain exhaustive information. According to Patton (1987), in-depth interviews allow the researcher to get personal with the respondent and better understand their perspective.

The qualitative interview has several other advantages. While the researcher may have an interview guide, the researcher still preserves the right and privilege to divert from the interview protocol, although not excessively, in what is known as probing, a system which allows the researcher to verify the interviewee's response. This stimulated acquiring more information than the researchers had anticipated (Borg & Gall, 2013). A significant setback from the interviews was that it was time-consuming as it was difficult, for instance, for the interviewer to halt the interviewee amid response

if the interviewer felt the interviewee was straying from the expected response. Much time was also spent talking and conducting other formalities during the interview.

3.10 Focus Group Discussions

Morgan (2015) posits that focus group discussion is a term used to refer to a group interview of approximately five to ten people who share common characteristics and shared interests. Focus groups were suitable for this study because the population shared common characteristics. According to Smithson (2012), focus groups are helpful in the collection of subjective perspectives from participants of a research study. This study used focus groups to gather in-depth information on the perceptions and experiences of participants on the issues under investigation. To ensure effective focus group data collection, the researchers developed a focus group guide for each of the three types of participants in the study. The Focus group guide served as a road map for the researcher who facilitated the group interviews. The facilitator asked questions of the whole group and allowed participants time to respond to each other's comments.

According to Smithson (2012), focus group discussions provide helpful information from various participants' perspectives. Information gathered through focus groups is more than the information one gathers in individual interviews. Focus groups are elementary and quick to set up, making them convenient for educational research. Focus groups enable the researcher to gain more insight into a topic, such as TV news reporting, which may be impossible with other data collection methods like questionnaires.

However, focus groups gather large volumes of data that demand practical data analysis, preparation, and organised presentation of findings (Morgan, 2015). A few talkative individuals dominate focus groups if it is not managed correctly. At the same time, there are very high chances of researcher or facilitator bias that can creep into focus group discussions (Morgan, 2015). For this study, two FGDs were conducted to gather information from the more significant portion of the participants, which comprised 12 members of the shack dwellers community members. These were divided into two groups of six members each.

3.11 Data Analysis Procedures

The researcher sought and was granted permission to conduct the research from all stakeholders of the research project. Permission was sought from the Namibia University of Science and Technology, Namibia Broadcasting Corporation, and the Shack Dwellers Federation of Namibia. Appointments

were made with the respondents. The researcher carried out interviews and focus group discussion preparations and conducted the interviews and focus group discussions with the respondents while recording data. Data collected was stored in a personal password-protected computer away from the public for data analysis.

3.12 Ethical Considerations

Creswell (2014) maintains that ethical considerations are necessary for research to give the research moral principles that ensure that the research does not cause any harm to participants. In this study, ethical protocols guided the researcher's relationship with sections of the society in which the research was conducted. The Namibia University of Science and Technology's Faculty of Human Sciences Research Ethics Committee approved the study. An ethical clearance certificate from this body is reproduced as an appendix to this thesis. The following ethics were considered in this study:

3.13 No Harm to Participants

The researchers ensured that the study did not harm participants by ensuring anonymity and confidentiality. Khotari (2012) defines anonymity as the ability to keep the identity of participants of the study secret during and after the research investigations. Confidentiality is defined as keeping the study's findings within the education circles (for academic purposes only). The researchers intend to keep research information secret (Creswell, 2014). Anonymity was ensured by not disclosing any names of the participants to anyone at any time during and after the research investigations. No names of the participants appeared in the research report. Confidentiality was ensured by storing the collected data in a Protected personal computer away from members of the public. The data collected was used for academic purposes only.

3.14 Impartiality

The researcher remained purposeful and impartial throughout the research process, avoiding unnecessary biases and prejudices. Impartiality was ensured by treating all participants equally and considering their views and opinions in the study without favouritism.

3.15 Voluntary Participation

Participants were free to decide whether to be participants or not. Participants were given the right to withdraw from the study whenever they wished to do so without an excuse.

3.16 Informed Consent.

Informed consent refers to a preliminary research process whereby the researcher seeks permission from participants by making the purpose of the research known to all participants so that the participants choose to participate in the study or not. The researcher requested participants' written permission using a consent form for research purposes and ethical considerations. All participants signed the consent form to show their acceptance of participation in the study.

3.17 Validity and Reliability

Validity is defined as the quality of the instrument that allows it to measure what it is supposed to (Creswell, 2014). The research instrument will have all issues under investigation components to be valid. The researcher will raise specific issues in the problem statement, and the research objectives are part of the research instrument. Reliability refers to the consistency of the research instruments (Creswell, 2014). For the research instrument to be consistent, the research instrument must produce the desired results. A pilot study, or a pretest of the research instrument, will be done by a few teachers who are not part of the sample to see if the research instruments are effective.

3.18 Data Analysis

Qualitative data were analysed using content analysis. Qualitative content analysis systematically reduces content to identify patterns, themes, and categories from the gathered information (Creswell, 2014). This means the study gathered large volumes of information that was analysed to develop distinct parts (themes or categories) presented as study findings. The researcher grouped related ideas (content) into categories by identifying similarities and differences within the gathered information. Data not fitting into specific patterns or categories were removed when developing themes or categories. This eventually reduced large volumes of gathered information to remain with data that helped the researcher answer the research questions and address the research problem. The quantitative data on the level of media bias was analysed using Excel, which quickly converted the data into diagrams such as tables, graphs, and pie charts.

3.19 Conclusion

In summary, this section provides details of the methods used by the researchers to collect data from TV news reports on the experiences and conditions of people living in low-income housing in Namibia. The researchers used the qualitative research design to collect nonnumerical data using various methods defined by their open-ended and conversational nature. A working hypothesis informing this study is that there is a bias in TV news reports on shack dwellers, and the research thus seeks to

uncover many factors influencing this reality. The qualitative research method was ideal because it enabled this researcher to describe, in other words, the issues under investigation, that is, how TV news reports on the livelihoods of Namibia community members living in low-income housing, particularly those falling under the Shack Dwellers Federation of Namibia. The researchers found the qualitative descriptive research design most suitable because the study objectives have limited numerical data, making it predominantly qualitative since themes such as bias in representation can be challenging to present without the complex expression of those involved.

CHAPTER 4: DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter presents and analyses the results of the study of television coverage of low-income housing in Namibia, focusing on the Shack Dwellers Federation of Namibia (SDFN). Building on the theoretical framework of agenda-setting and framing theories discussed in the literature review, this chapter examines how these theories manifest themselves in television news coverage of low-income housing. The research methods described in the previous chapter, including qualitative interviews and questionnaire analyses, form the basis for the data presented here. This chapter examines in detail the demographic characteristics of respondents, the portrayal of SDFN in television news, instances of media bias, and the overall impact of television news coverage on public perception and policymaking. The chapter ends with discussing the challenges faced by broadcasters and the SDFN and possible strategies to improve television coverage of housing issues for low-income earners in Namibia.

4.2 Presentation of Findings

4.2.1 Study Response Rate

The study targeted a total population of 600 people, with a sample size of 35, which included 15 respondents and 20 surveyed participants. This sample included members of the Shack Dwellers Federation, leaders of Shack Dwellers savings groups, community members and TV news reporters from the Namibia Broadcasting Corporation (NBC), all based in Windhoek. From this sample, 20 people responded to the questionnaires, representing a 100% response rate for the surveys. In addition, 4 participants from the sample took part in the interviews and achieved an interview response rate of approximately 26.7%. Of the 24 respondents who participated in either the questionnaire or the interview, 58% were female, and 42% were male. This response rate provides a comprehensive data set for analysing the portrayal of low-income housing in Namibian television news and the specific challenges faced by the SDFN in media coverage.

4.2.2 Gender Demography

Table 4.1. Gender Demography

Gender	Frequencies	Per cent %
Male	10	42
Female	14	58
Total	24	100

Table 4.1 shows that out of 24 respondents, 10 were males, while 14 were females. Males accounted for 42% of the respondents, while females represented 58%. As such, the gender representation of the study was quite acceptable as it was proportionate to Namibia's national population. Besides, women are increasingly becoming active players in providing decent homes for their families.

4.2.3 The profile of the SDFN membership

Table 4.2 SDFN Membership

	Frequencies	Percent%	Valid%	Cumulative%
SDFN Leadership members	5	24	24	24
Shack Dwellers Community Members	14	67	67	91
Leaders of the Savings Groups making up SDFN	2	9	9	100
Total	21	100	100	

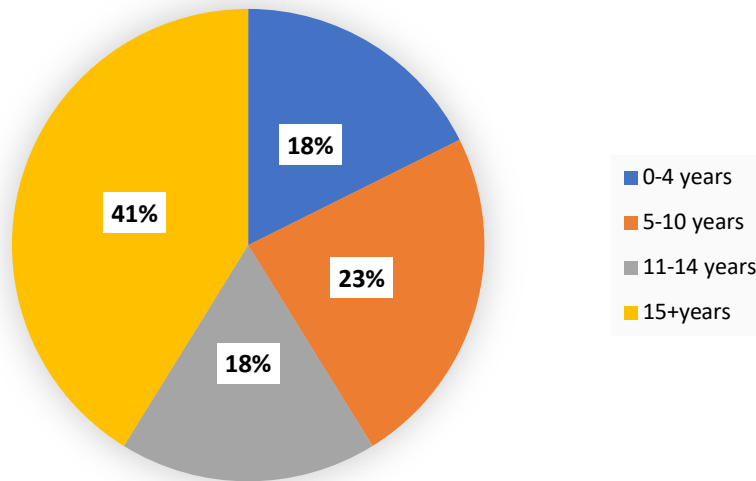
As indicated in Table 4.2, the participants in the interview and questionnaire were drawn from Shack Dwellers and Community Members, who comprised 67% of the respondents. In comparison, the SDFN leadership consisted of 24%. On the other hand, the remaining 9% was made up of leaders of the SDFN savings Groups.

4.2.4 Duration of Membership of the Federation

Community members and leaders of savings groups were asked how long they have been members of SDFN. Membership of the Federation was shown by the number of years one's savings group has been a part of SDFN. Seven of 16 respondents to this question have been members for over 15 years, whereas three responded as members of SDFN between 11-14. On the other hand, four confirmed

they have only been members for 5-10 years, while two have been part of the SDFN within 0- 4 years, as indicated in Figure 4.1.

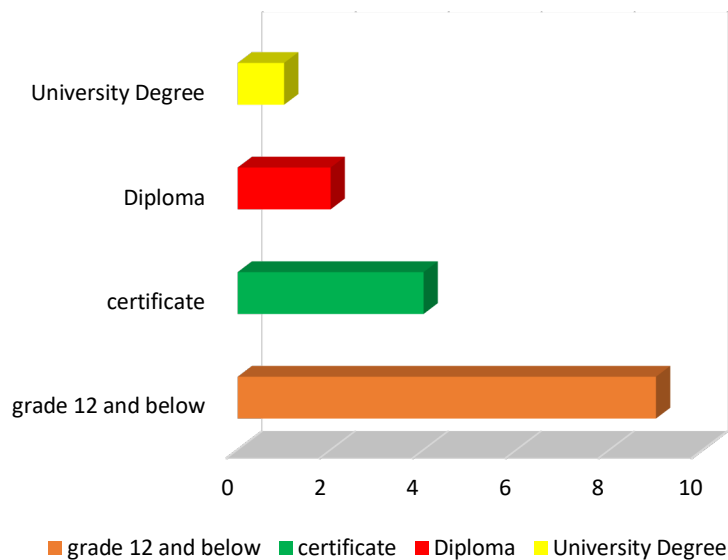
Figure 4.1 Duration of Membership of the Federation



4.2.5 Level of Education

Participants from the shack dwellers community and the savings groups' leadership were asked about their level of education, and the following findings were obtained. As shown in Figure 4.2, Grade 12 and below comprised the highest number of respondents, with 9 out of 16. On the other hand, the participants who attained beyond the high school level of education consisted of 4 with certificates, 2 with diplomas, and 1 with a university degree. However, it should be underscored that the compiled and distributed questionnaire did not separate those without a tertiary qualification (Grade 12 and below) from those with such a qualification (certificate, diploma, or degree). All participants presented with the questionnaire responded to the same questions irrespective of their level of education. This information is presented in Figure 4.2 below.

Figure 4.2 Level of Education



The data for this study show that 56 per cent of the respondents have Grade 12 or below as their level of education, as shown in Figure 4.2. Those with tertiary education comprised 25% with certificates, 13% with diplomas, and only 6% with a university degree.

4.2.6 Ownership of television set

According to the findings, only nine of the 14 members of the shack dwellers community owned functioning television sets. Both respondents from the savings group leaders had functioning television sets in their houses, and all five respondents from SDFN leadership owned television sets.

Figure 4.3 Ownership of television

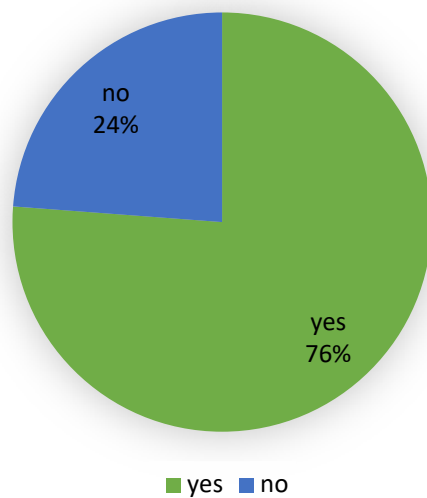


Fig 4.3 shows that 76% of the respondents own a television set in their household, and 24% do not. This implies differing levels or chances of members of the shack-dwelling community, including SDFN leadership and savings group leadership, having access to TV news.

4.2.7 Access to TV News

Several respondents reported that they did not have access to TV news. This was noted even by those who own television sets in their households, and several reasons were provided as to why they did not have this access. The table below shows the respondents' frequency of access to TV news reports, and this was answered in terms of regular access, rare access, and no access to TV news.

Figure 4.4 Access to TV news.

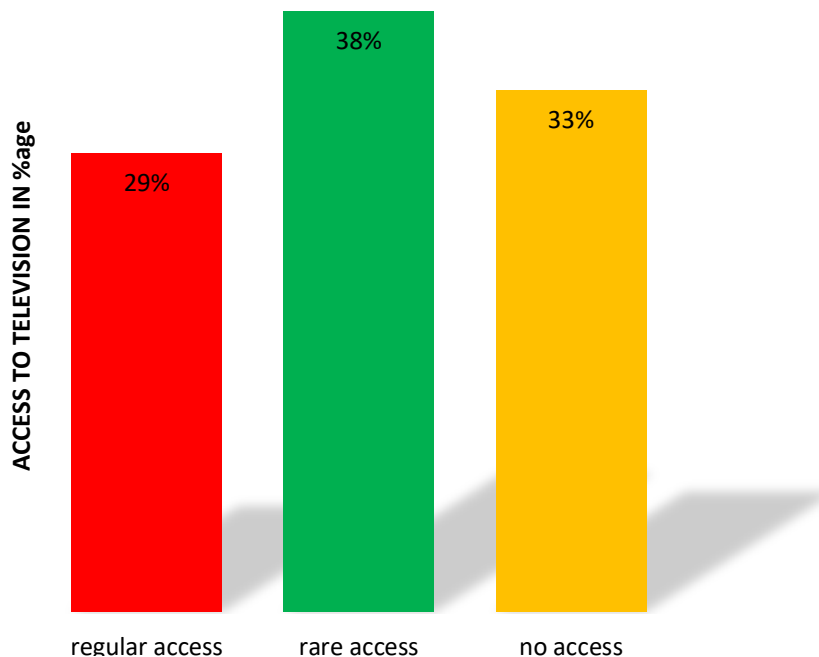


Fig 4.4 demonstrates the total number of respondents' access to television news in percentage. It shows that only 29% of the respondents have regular access to TV news reports, while 38% rarely access TV news and 33% do not have access to TV news. The reporter was provided with reasons for these variances, which will be discussed in the proceeding sections of this analysis.

4.3 Impact of TV News Reports on the Livelihoods of the Shack Dwellers Federation

Research shows that TV News Reports impact the livelihoods of the Shack Dwellers Federation. All 21 respondents linked to SDFN in this research acknowledged that TV news reportage impacts shack dwellers' lives, circumstances, and experiences. This impact can either be positive or negative. Sixteen respondents indicated that the effects of TV news coverage are hardly felt and, in some cases, even have a negative impact due to infrequent or false representation. Similarly, three respondents indicated that such news positively affected their livelihoods as their views were expressed on national TV. The last category of respondents who were undecided about the impact of TV news coverage on their livelihoods as shack dwellers.

Most of the respondents, constituting 76%, indicated that NBC TV news reports on the low-income housing in Namibia had had no even negative effect on their livelihoods as it did to frequently focus or disseminate news on the realities of the conditions in the informal Settlements. Sometimes, when it does, it is not a truthful account. On the other hand, 14% felt that TV news coverage by NBC positively affected their livelihoods as it allowed their voices to be heard. Their stories were broadcast

on national TV, even allowing the international audience to be familiar with their narrative. Conversely, 10% of the respondents were undecided about the effect of TV on their livelihoods, and they could not tell if it was positively or negatively having any impact. When asked about the accessibility of NBC TV to offer a platform to the Shack Dwellers Federation to express their plight on housing-related issues, one respondent stated that

“Yes, we usually engage NBC television News or One Africa News whenever we want to express our views concerning the issues of shack dwellers. Since TV is important in disseminating information, we feel it is crucial to air our concerns through and on such platforms for us to be heard and for our challenges to be known by all Namibians, especially those in a similar situation of being a shack dweller. This means that we frequently use TV news to disseminate news on the conditions of shack housing.”

This excerpt is typical of the views of the Shack Dwellers Federation on the importance of the relationship between electronic media and the federation. The Shack Dwellers Federation respondents constantly stressed the importance of cooperation, visibility, and accessibility in their relationship with the press. As demonstrated by the preceding quote, these remarks were often linked to the opinion of the respondents of the Shack Dwellers Federation that a relationship with the media is vital to disseminating information on the federation's activities to the public. Interestingly, this finding contends with the basic assumptions of Agenda Theory: the content and structure of the media reflect the overall social structure and culture of the field in which they operate. Agenda theory posits that the mass media determines what to report or publish based on what is necessary for society.

4.4 Media Bias in TV News Reporting on Shack Dwellers Federation

This study found media bias in TV news reporting on the Shack Dwellers Federation. When asked whether the media was biased in TV news reporting on the Shack Dwellers Federation, out of 24 respondents, 15 agreed that the NBC news reportage demonstrated a great deal of bias towards the representation of issues concerning the low-income housing community. Three respondents argued that there is some degree of bias in representation. At the same time, one said there was ‘No’ bias as the respondent felt that NBC had a wide range of issues to cover for the entire country and was not just focused on SDFN only. However, they indicated that they are undecided about whether they see bias in the TV news reportage by NBC on the experiences of shack dwellers.

The majority (63%) represented those who responded that there was bias in TV news reportage, and only 4% responded negatively, with 13% stating that there was some degree of bias. There are some

questionable elements in NBC reports on the livelihoods of shack dwellers in Namibia, with 8 per cent undecided. Thus, the general feeling among the respondents was that NBC News was biased regarding issues related to SDFN and the general populace of low-income housing. This was done by ignoring such issues or providing scant attention through cursory coverage. The views expressed by the respondents on media bias are reflective of the reviewed literature. In this context, we noted that media bias is evident in gathering information as it impacts the pictures that the audience conjures up in their minds since people are not well-versed in dealing with the complexity of media bias (Albany, 2017).

4.4.1 Media Bias on TV News Coverage

According to the framing theory, the media highlights specific events and places them within a particular context to encourage or discourage specific interpretations. The press exercises a selective influence over how people view reality. One of the prominent issues in the interviews with a group of selected reporters from the electronic media is the bias in the coverage of stories on national TV. When probed about the issue of media bias, most respondents agreed that there was an actual bias towards what should or should not be covered. Usually, attention is paid to those programmes that attract advertisers. Even though the decision to offer preference to programmes that can create interest from advertisers may sound unfair, this respondent flatly reveals that,

We thrive on advertisements. Therefore, we need to produce programmes that can lure potential advertisers; otherwise, we are doomed as we rely on such funds to run our operations. Funding from the government is only sometimes up to scratch; hence, funding is needed from other areas, such as paid content and advertisements. Such a situation creates a bias towards what we report and air on our channels. This tends to push to the periphery news in marginalised communities. This means that programs that bring money are mostly preferred over those that do not.

The excerpt indicates that the business sense of the national TV is, at times, forced to take precedence over the need to disseminate news to shack dwellers. The close agreement of the results with the literature suggests that the media exercises a selective influence over how people view reality in framing theory. Even though it is important to note that shack dwellers are an essential section of the Namibia landscape, their plight is sacrificed over the need to stay afloat amidst the bleak economic picture that the COVID-19 pandemic has aggravated. However, many respondents felt a need to strike a workable balance between news from the community and businesses. On the issue of TV coverage and programmes, one respondent attested that,

I barely recall having seen a programme specifically covering issues about SDFN or shack dwellers. Only when a demonstration by shack dwellers whose housing would be the target of government demolition exercises becomes the centre of attraction or newsworthy do we become part of TV programmes when it is time to elect new political officer bearers in our government.

We received widespread coverage during one election period when one opposition leader lived in a shack, presumably to empathise with our situation. However, after the election, he vanished, and so did the coverage of shacks. Besides, electricity is a luxury that most of us cannot afford. For the shack dwellers, watching TV is out of the question.

Another respondent added,

We get coverage when it is meant to increase the political mileage of whoever is campaigning for political eminence. The news I watch rarely covers shack dwellers unless there is a problem like this COVID-19 pandemic. Nevertheless, such coverage does not last long. It is just like a flash flood.

From the two passages above, TV Coverage and programmes on SDFN Projects are still insufficient despite being considered essential and desirable. The need for TV coverage has been growing as a platform that can carry the voices of disadvantaged communities that have been invisible for long periods.

4.4.2 Biase on News Coverage of SDFN Activities

The respondents, who are leaders of the Federation Council, were asked questions based on the interview questions, and they responded based on the questions and their views about the overall broadcasting of the plight, activities, and projects meant for the shack dwellers. The first issue they noted about the reporting of shack dwellers was that most shack dwellers have “electricity that is considered a luxury, cannot afford, let alone owning a TV set which would entail paying subscription fees to the national broadcaster. Poor communities are mainly concerned with bread-and-butter issues, and owning a television is certainly not part of such need.

Additionally, there was a lack of trust in the coverage of their concerns by the media, predominantly electronic, which was considered biased towards covering political events at the expense of issues that affect marginalised communities. They felt that people experiencing poverty could never access electronic media as a platform to express their plight. As such, proactive programming and active participation of the members of the shack dwellers community can help resolve these nagging

problems. Because there has been no significant progress in alleviating the shack dwellers' housing conditions, community members felt that the national TV saw no pressing need to report or broadcast news on such communities since there seemed to be nothing to broadcast.

One of the respondents from the Federation Council clearly articulated the above issue. The respondent from the Council leadership reveals that,

I agree that news coverage on SDFN has been increasing over the years, but I tend to question the nature, depth, and sincerity of the coverage of shack dwellers, that is, fighting our small screen. In most cases, such coverage is on the successes that the federation has recorded at the expense of the nagging problems that continue to bedevil the smooth operations of the federation, such as the lack of adequate resources or political commitment to our cause unless it has to do with the political exigencies of the powers-that-be. Issues of the scarcity of cheap and affordable housing land, lack of electricity and water supply, and sanitation barely receive fervent coverage by the national broadcaster. What is considered newsworthy seems to be when the Federation unveils a new project in the town of a crucial political figurehead. As a result, the infrequent nature of such programmes for shack dwellers negatively affects the goals, mission, and vision of SDFN since there are some misconceptions, such as we are often mistaken for a political party.

From the above excerpt, even though the respondent attests to the growing coverage of shack dwellers, grey areas continue to hamper regular, holistic, and comprehensive news reporting on issues related to marginalised communities. On this note, another respondent added that:

What newsworthy news needs to be seriously addressed if shack dwellers are to constitute part of news coverage and lousy journalism? It is not easy to switch to TV and find a programme dedicated to providing marginalised communities with a voice on national television. One wonders what constitutes local content in this country if most of the citizens who live below the poverty line are missing from our small screens. I would say the shack dwellers are conspicuous by their absence or is its omission from our living rooms.

The above sentiments summarise the situation regarding electronic media's reporting and broadcasting of news on shack dwellers, even though print media can also be guilty of underreporting on these issues.

However, another respondent felt that the TV was not a good platform to air their views. *"I feel TV is not a good platform to broadcast our views since most of our members can barely afford a TV set, let alone pay yearly subscriptions for owning a TV. Besides, TV coverage is not as widespread as the one*

afforded by the radio. I feel the radio usually airs out stories or concerns to a larger audience, including members of SDFN and other shack dwellers who are not necessarily members of SDFN. For this reason, I feel that news coverage of our concerns is not as frequent as it should be." This passage demonstrates mixed feelings concerning the role that the national broadcaster should play in disseminating news about shack dwellers in Namibia. While some respondents were unapologetic about the constitutional right to be heard through national TV, some felt the national broadcaster could not deliver on such issues even where the need arises.

4.4.3 Frequency of TV Broadcasts on SDFN Programmes

Among the common themes that emerged from the interview with the Federation Council was the issue of the frequency with which the national TV broadcasts programmes dedicated to SDFN. It was one respondent's view that,

The broadcasting of anything related to SDFN can be considered a once-in-a-blue-moon issue. Per year, one can count on his or her fingers less than ten programmes on SDFN, even though programmes that appear on TV are a flash in the pan. There is a severe lack of frequency or regularity in reporting on SDFN.

These views of the above respondents seemed to express the general sentiment across the groups interviewed for this study. Most respondents seemed to think there is severe underreporting and under-coverage of issues related to the SDFN. While many respondents felt that there was news on shack dwellers, a few plainly stated that they were unaware of any programmes aired on national TV except when there was a hepatitis B outbreak in Havana and Hakahana.

4.4.4 Policy of TV Programming

The national TV's standing policy on programming was an important issue that propped up. Like any other national broadcaster, preference is awarded to local content over foreign issues. There should, however, be a balance between the content from within Namibia and outside the country. Many respondents agreed that although the policy clearly states that local content should precede external news, this is customarily flouted in practical situations. One of the respondents unveils that.

"We must follow a policy that stresses local content over foreign content, but this is sometimes not followed as we must prioritise global appeal issues. However, most of the reporting is mostly on national issues that might not necessarily be related to shack dwellers. Many issues require coverage; hence, all must be competent for space on the national TV."

From the passage, it should be noted that the national broadcaster is saddled with the need to strike a workable balance regarding content that is flighted on the TV screens. The infrequency with which news on shack dwellers is disseminated is not necessarily about a lack of interest in such news but operational scheduling. The outcome so far has been satisfactory. Similar results were also achieved by Iyengar (1990), who found that the media is more than twice as likely to frame the issue episodically than thematically when reporting on poverty. As a result, audiences place responsibility for poverty on the poor and hesitate to support government efforts to solve the problem

4.5 Challenges Faced in TV News Reportage on Shack Dwellers Federation

Respondents' findings indicated many challenges were encountered in TV News Reports on low-income housing conditions in Namibia. The question about the challenges encountered by SDFN members concerning TV news reportage was asked to ascertain the participants' views on how they rate such problems as hampering the activities and efforts of the federation. Some of the listed challenges seem not to affect the broadcasting of TV news reports but instead have more to do with shack dwellers' access to the broadcasted TV news reports. For instance, lack of electricity does not directly affect TV news coverage since it is a problem within the shack settlements, affecting many respondents. Another challenge that does not directly affect news reports relates to the lack of electronic gadgets, such as a TV set by the members of SDFN. However, poor coverage and a lack of finance to sponsor paid content were significant challenges in the television reportage of low-income participants.

4.5.1 Challenges Faced by SDFN

Another critical issue that characterised most of the responses from the Federation Council was the challenges SDFN faced in getting air coverage to the national broadcaster. As succinctly put by one respondent. SDFN comprises close to 30 savings schemes whose membership comes from different people who are shack dwellers. However, most members struggle to keep up with their contributions due to the nonperforming economy and severe lack of jobs. Besides, there are no proper sanitation structures in the informal settlements as much as tap water is scarce. These are some of the issues we need to have broadcast on national TV so that the nation can be aware of the magnitude of our plight. The same respondent added that:

"We are not saying that the broadcaster must be at our back and call, but we deserve to be heard and seen on national television. This is the only platform we know can help open the entire world to the rigours of the lives we are forced to live due to poverty and low incomes."

From the above passage, a working relationship needs to be developed between the media and the communities it is supposed to serve. Content derived from the realities of the lived experiences of ordinary men and women on the streets of Namibia needs to be given more weight. The broadcaster can help carry the stories and voices of these poor communities by affording them an enabling environment.

4.6 Strategies to Improve TV News Reports on Low-Income Housing in Namibia

Respondents revealed a need to devise strategies that can be employed to improve TV News reportage on low-income housing issues in Namibia, mainly to do with an accurate portrayal of the dismal conditions in which people live in those slums. When asked to suggest strategies that can be put in place to resolve the challenges encountered by SDFN and the shack dwellers community about media coverage of their livelihoods, the respondents indicated that they were looking forward to engaging the national broadcaster more frequently on issues that relate to the activities of SDFN as well as adopting a policy that seeks to enhance the working relationship between SDFN and the national broadcaster. Table 4.6 below captures the responses to the strategies proposed to tackle the noted challenges.

Table 4.5 Strategies to Improve TV News Reportage on Low-Income Housing in Namibia

Strategies to tackle challenges	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Adoption of Policy on Local Content	56%	40%	4%		
Establishment of a working relationship with NBC	58%	37%	5%		
Reduce political interference	60%	32%		8%	
Provision of adequate funding to equip the broadcaster	39%	51%	5%	5%	

As indicated in Table 4.4, most % of respondents, 96%, agreed that there is a need to adopt a policy on local content that should be aired on TV. In comparison, 4% of the respondents disagreed with the proposed strategy. On the issue of establishing a working relationship with NBC, 58% strongly agreed

with the strategy, while 37% agreed or concurred. However, 5% were non-committal with the proposal. 92% of the respondents shared that if political interference were reduced in TV news reportage, there would be better chances of matters to do with shack dwellers seeing the light of the day on national television. 8% disagreed that politics should not dictate TV news coverage's progress on shack dwellers' matters.

Lastly, 39% of the respondents strongly agreed, and 51% agreed that it was essential to provide adequate funding to the broadcaster to fully equip it with modern and sophisticated broadcasting equipment, enabling them to provide adequate coverage to a variety of issues, including those of shack dwellers and do it frequently. It is known that the opinion of who pays for the news matters in what content gets aired. The remaining respondents constitute 10 per cent, sharing equally between indifference to the propositioned strategy and disagreement with it.

One interviewee had this to say about local content policy:

The local content is essential because it can generate quick and on-spot information about the facts that are going on and make people aware of them. It is perfect because local people will instantly get relevant news.

Therefore, the research has seen a need to introduce pluralism as an essential aspect of freedom of expression. As such, local content rules should promote diversity of expression and be consistent with freedom of expression. Therefore, local content rules should promote pluralism, be implemented by appropriate legal means, be realistic and practicable, be based on suitable criteria tailored to specific broadcasting sectors and their needs, and be implemented progressively.

4.5 Discussion of the Findings

According to the United Nations Habitat (2020), housing remains a significant problem worldwide, but it is suitable for every citizen regardless of income status. Governments must ensure that citizens' housing needs are met through local government bodies. One of the key findings is the significant underrepresentation and occasional misrepresentation of low-income housing issues in Namibian television news. This is consistent with McCombs and Shaw's (1972) agenda-setting theory, which states that the media plays a crucial role in determining which issues are deemed necessary by the public. The data suggests that, despite its critical importance, low-income housing is under-reported in the media and does not effectively influence the public and political agenda. This finding supports Mwilima's (2008) assertion that media often prioritise wealthier populations and government activities over the needs of the poor.

Therefore, this study aimed to identify the challenges both broadcasters and SDFN face in covering television news about Shack Dwellers Federation low-income housing. The study found poor news coverage, a lack of funding to sponsor paid content and political interference was challenged by TV news coverage of the Shack Dwellers Federation. These results support existing objective evidence that affordable housing has increased over the past decade primarily due to population growth, inflation, and fluctuations in income levels (Alhubashi, 2012). These are examples of these reasons. On the other hand, SDFN needs a platform like television to share information, highlight its plight, and ask for help or funding from local and international donors. In this mindset, television news is seen as potentially game-changing because it can lead to notable developments in low-income housing, provided adequate coverage is ensured in the airspace. This reflects the literature reviewed, highlighting that different media messages can culminate in different media effects on their audiences, leading to behavioural and attitudinal changes (McQuail, 2010).

Furthermore, the study found instances of media bias in the reporting of SDFN activities, which is consistent with the framing theory put forward by Entman (1993). Qualitative analysis of the television programs revealed that the portrayal of the SDFN and its members often lacked depth and failed to convey their systemic challenges. This biased framing can lead to distorted public perceptions in which the root causes of housing problems are not adequately addressed, reflecting Iyengar's (1990) observation that episodic framing in the media can mislead audiences about the causes and responsibilities of social problems. The study also sheds light on the impact of television reporting on the livelihoods of SDFN members. The lack of comprehensive and sensitive reporting limits the potential for public support and policy intervention. This is consistent with Devaney's (2013) view that media, particularly television, shapes public opinion and can significantly influence social and economic behaviour. The results suggest that improved media practices, as recommended by Camacho and Manvell (2018), could increase the visibility of low-income housing issues and create a more supportive environment for policy change.

The study identifies several challenges broadcasters and the SDFN face regarding media practices. These include limited resources, lack of training on social issues, and possible editorial bias. These challenges are consistent with the observations of Nyakala et al., who agree. (2021) and Bardhan et al. (2023) emphasise the need for better resource allocation and training to improve the quality of media coverage of social issues. The study's results are also consistent with the empirical research of Collinson et al. (2015), which highlights the influence of media representation on public perceptions of low-income housing. The negative or under-coverage found in this study could perpetuate

stereotypes and hinder efforts to improve housing affordability and quality, as Ruff et al. (2016) suggested.

4.6 Conclusion

The research findings established that the significant variables affecting the coverage of SDFN activities have to do with TV stations' editorial policies concerning what is regarded as newsworthy advertisers' priorities and the lack of adequate broadcasting equipment to cover news all over the country. This chapter further discussed and analysed the findings using quantitative and qualitative techniques. Results were presented in graphs, charts, tables, or descriptive narratives. The next chapter will focus on the recommendations and conclusion of this study.

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The news coverage of low-income housing in Namibia has been a problem for many reasons. The research demonstrates issues surrounding the TV news reporting on low-income housing. Research shows that TV News Reports impact the livelihoods of the Shack Dwellers Federation. Proper news coverage on shack dwellers will enable the community members to express their problems living in shacks. This can increase government participation in the livelihood of shack dwellers. The government can implement a policy to help alleviate some problems associated with living in shacks. Many factors have influenced the lack of TV news coverage of the Shack Dwellers Federation. Firstly, the researchers find that there is a media bias against SDFN. Based on the participants, 63% indicated that NBC News was biased regarding issues related to SDFN and the general populace of low-income housing. This was done by ignoring such issues or providing scant attention through cursory coverage. Secondly, most people living in shacks have low incomes, and most do not own TV sets, which can help them access environmental information. TV news broadcasters consider the audience when they report news, and the fact that some shack dwellers have no access to TV sets can make them reluctant to report news on shack dwellers.

In addition, it was pointed out that even for those who own television sets in their households, some reasons were provided as to why they did not have this access. For example, lack of electricity does not directly affect TV news coverage since it is a problem within the shack settlements, affecting many respondents. The SDFN also highlighted some problems, including poor coverage, lack of finance to sponsor paid content and politically motivated biases. There is a lack of emphasis on implementing policy on local content, such that there is no mandate binding NBC to broadcast on matters concerning local issues such as low-income housing matters.

Despite the problems or reasons why there is a lack of TV news coverage on shack dwellers, many researchers and authors have emphasised the importance of news coverage of local communities. Firstly, it is the primary way that local problems are addressed. News industries concerning national and international news are consistently growing, with increasing programmes and blogs providing their take on the day's problems. This allows these issues to be adequately addressed and makes the public aware. However, on local issues, local TV news is usually their only potential source of coverage and exposure. Without your news, you would be caught off-guard by developments in your area much more often. Local issues are often more pressing to the average person than national development.

For example, a new bus route in your area may have a much more direct impact on your life than the government signing a new trade deal. Local TV news lets people become aware of the issues that affect them the most. Secondly, legitimise local achievements. Just because an achievement is not ground-breaking on a national level does not mean that that achievement is not worth reporting on. Whether it is the local football club's match results, a charity initiative in a local school, or a curious discovery made by a resident, our lives are filled with notable events. Local TV news makes these achievements feel more critical by sharing them with your community, fostering a more incredible feeling of community spirit.

5.2 Recommendations

The study points out some recommendations for improving TV News Reports on low-income housing in Namibia. The first recommendation is the adoption of a policy on local content. The main aims of the local content policy are to develop, protect, and promote a national and provincial identity, culture, and character and to create vibrant, dynamic, creative, and economically productive local industries. Namibia, television, and radio need to reflect and engage with Namibia's life experiences, culture, language, aspirations, and artistic expressions. Through local music and television programming, radio and television can contribute to democracy, nation-building, and development in Namibia. Local content quotas seek to protect and develop our national culture and identity and extend public choice. Namibia music and television programmes must be produced by a wide range of Namibians for Namibian audiences in the languages they understand and choose.

Secondly, The SDFN should establish a working relationship with NBC. This can be done by getting involved in industry associations. Becoming involved in industry associations where the conversations on strengthening the industry help create bonds and cultivate relationships. In addition, SDFN can be a brand advocate for NBC. Be a brand advocate by sharing and interacting with social media posts, sending referrals, or providing a testimonial for the business. SDFN can also establish a working relationship with NBC by connecting with them and giving them value. This means SDFN will have to set frequent meetings with NBC so that these organisations can share information about the goals and aspirations of each organisation and how they can help each other achieve those goals.

Thirdly, adequate funding for the broadcaster's equipment is provided. Consideration should be given to allocating direct public funding to community broadcasters through a dedicated fund or a sub-allocation from an existing fund. Although a cross-subsidy system may represent a more robust funding source, the former could be funded through a direct government grant. The latter could be

part of either a universal service fund or the funding pool to support public service broadcasting. An independent body should allocate public funding according to clear, transparent, and fair procedures. The criteria for allocating public funding should be clear in advance. They may include support for the development and start-up of community broadcasters, the purchase or maintenance of equipment, ongoing operations, costs, human resource development, or special projects such as networking community broadcasters in a particular region or country.

Furthermore, community broadcasters should be able to access foreign funding sources, and any restrictions on this should be based on the need to protect this sector's independence and community nature. No special fees should be imposed on community broadcasters. Instead, they should benefit from waivers or reduced fees charged to commercial broadcasters and consider waiving taxes on equipment purchased by community broadcasters. Ad-hoc public funding for thematic or topic-based programming, such as elections, education, health information (for example, concerning epidemics), minority language services, and so on, should be encouraged. However, this should be provided in a manner that does not compromise editorial independence. Public funding could be considered to support community broadcasters' engagement in media convergence work and fundraising campaigns.

5.3 Suggestions for Further Research

It is recommended that similar research be carried out at regional and national levels to establish how TV news reports to low-income housing and what factors TV news broadcasting companies consider when reporting. The researcher suggests the following additional for future researchers.

- Challenges faced by shack dwellers
- The impact of lack of funding on NBC
- Assessment of the impact low-income housing organisations like SDFN have on the media

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APPENDIX 1



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

Faculty of Human Sciences
Department of Communication

Proposal Topic:

An investigation of how TV news reports on low-income housing. A case study of the Shack Dwellers
Federation of Namibia.

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1. TITLE OF THE PROPOSAL

An analysis of the visibility of the Shack Dwellers Federation of Namibia in television news and current affairs coverage from March 2019 to March 2020.

2. INTRODUCTION/BACKGROUND OF THE STUDY

Introduction

This chapter introduces the research on framing the television coverage of the Shack Dwellers Federation of Namibia (SDFN). Thus, the chapter will cover the background of the study, which reflects the rise of the basic explanation of what drives the researcher to conduct the research, focusing on the above-depicted area. Chapter I will also cover the statement of the problem, purpose of the study, research objectives and significance of the study, assumptions, limitations, delimitations, and definition of terms.

Background of the Study

The presentation of news by the mass media constitutes one of the functions of information and education captured by Lasswell (1964) as the surveillance of the environment. The mass media wises up the people by providing information through news presentation. The researcher needs to expose the motives behind carrying out this investigation. As an activist working for an organisation that deals with resolving the living conditions of the low-income communities in Namibia, the writer finds many positive impacts within communities not receiving media coverage. Most stories are only covered when there is a prominent figure attached to the events, and the story's angle will be about the prominent figure that is helping the poor and not about the impacts communities are doing for themselves. The other reason behind taking this investigation or research is that the writer also wants to do a video that would be used by the TV to show and educate the public about the work of the Shacks Dwellers Federation of Namibia. Housing and shelter provision remains a critical challenge for many cities in developing countries and the city of Windhoek is no exception. This is due to the increased number of people who migrate to the cities for various reasons, such as the search for employment opportunities (Gripsrud, 1992). The population density and the geographical area of jurisdiction of Windhoek and many other major cities in Africa and the rest of the developing world have increased significantly, such that informal settlements have become a sore reality of urban life.

The Shack Dwellers Federation of Namibia (SDFN) is a network of 851 saving schemes with 26,118 members throughout the country. Community savings has been used to secure land, and to leverage

additional government contributions, enabling the groups to build over 5,000 houses and secured land for roughly 9,000 families. The lack of data regarding informal settlements was a main challenge to the government. Therefore, in 2006 the Shack Dwellers Federation of Namibia with Namibia Housing Action Group agreed with the then Ministry of Regional, Local Government and Housing to do a national profile of informal settlements. The outcome of these profiles was combined and then it was found that there were already estimate that there were 134,800 households living in 235 informal settlements.

Nevertheless, they were important in building a constituency of like-minded professionals and Community leaders. Learning from the experiences of the Zimbabwean and South African Homeless People's Federation, Namibian community groups began to explore development methodologies based on savings, to strengthen local organizations and community inter-relationships to enable the sharing of ideas and for the purpose of increasing solidarity (Helland, 1999).

3. LITERATURE REVIEW

Introduction

A literature review is defined as a critical analysis of the relationship among the work of different authors, relating to the specific topic (Galvan, 2006). According to Okoli (2010) a literature review provides an understanding of what existing research has to say on a matter. Boote and Beile (2005) maintain that the purpose of a literature review is to provide a context for the research, justify the research, and outline gaps in previous research and show where the research fits in, into the existing body of knowledge.

Literature review

Housing and shelter provision remains a critical challenge for many cities in developing countries and other cities like the city of Windhoek is no exception (Cast, 2000). This is due to the increased number of people who migrate to the cities for various reasons, such as the search for employment opportunities. Dillon (1994) reflects that of the rate of housing provision is outstripped by the influx of new migrants into the city of Lagos has created a state of homelessness, forcing many of the new arrivals to live in shacks made of poor building materials such as iron sheets. This gave birth to the desire from the researcher to analyze the degree at which the television coverage is publicizing the Shacks Dwellers Federation of Namibia. The reason is that the same ills that are being experienced in Lagos in terms of inadequate of shelter are also being experienced in Windhoek, Namibia. Many people are staying in shacks. The population density and the geographical area of jurisdiction of

Windhoek and many other major cities in Africa and the rest of the developing world have increased significantly, such that informal settlements have become a sore reality of urban life (Wails, 2013). Amadi (2006) argues that the Shack Dwellers Federation of Namibia mandate is that of mobilizing people living in informal settlement areas to come forth with self-help solutions towards the alleviation of the housing problem in which they find themselves. As noted by Legal Assistance Centre (2005, p.78) that a regulating legal framework in the area of informal housing upgrading is essential to the provision of common principles which govern activities of all actors and stakeholders" including the Saving Schemes. Furthermore, this would provide fundamental guidelines in allocating responsibilities and decision-making strategies especially when it comes to the application of the saving schemes. It remains significant that the role played by the Shack Dwellers Federation of Namibia through its Saving Schemes in solving the problem of homelessness squatting in the specific context of Havana and Okahandja Park informal settlements remains indispensable in Namibia and need further investigations.

Olowu (1999:1) noted that although there have been civil service reforms in many African Countries since the late 1980"s very limited success stories have been documented. Olowu (1999:1) attributes this to the faulty diagnosis and prognosis. Olowu argues that the major problems confronting African civil services are that of inadequate serious human resources management, leadership and merit pay. Elated governance reforms have not been adequately diagnosed, and effective strategies to address them need to be developed and implemented.

Investigative journalism is one of the checks and balances needed for the survival of democracies. Information supplied to the public through this means help the citizens to make sensible judgment on social issues. Moreover, the exposure of corrupt officials through investigative journalism makes public officers to sit up in their positions (Benjaminson, 1976).

There are several reasons why societies need investigative journalism. They include People have a right to know about the society in which they live. They have a right to know about decisions which may affect them, even if people in power want to keep them secret, people in power - whether in government, the world of commerce, or any other group in society - can abuse that power. They can be corrupt, steal money, break laws, and do all sorts of things which harm other people. They might just be incompetent and unable to do their job properly. They will usually try to keep this knowledge secret. Journalists try to expose such abuse and journalists also have a duty to watch how well people in power perform their jobs, especially those who have been elected to public office. Journalists should constantly ask whether such people are keeping their election promises. Politicians and others

who are not keeping their promises may try to hide the fact; journalists should try to expose it (White, 2010).

Previous Research on television coverage.

In the early 1960s, the Canadian scholar Marshall McLuhan proposed the notion of the 'global village' drawing from his earlier work with Harold Innis. It was a technological deterministic view and McLuhan argued that "the emergency of the new age of electronic media would transform humankind from individualism and fragmentation to a collective identity, with a 'tribal base' (McLuhan, 1969). The above information reflects work which was done by other researchers about television coverage. These researchers did not carry out their research in Namibia and they did not give attention to the Shacks Dwellers Federation of Namibia but are still relevant to the Namibian media house for comparisons and ensuring the collection of quality data. In the last decades, on media globalization has been observed in academia. Jan Nederveen Pieterse (2009) describes globalization as "a diverse concept that can be defined within different disciplines from different perspectives in different ways" (P17). In media studies, the main arguments come from the key concept 'globalization' and the debates indicate that the concept is still ambiguous and surrounded by contradictions. Some scholars believe that global media is manifestly growing, though in a complex situation (Berglez, 2008, Sparks, 2013); while others argue that globalization phenomenon is a myth in the media sphere (Hafez, 2013). Thus, the researcher can be given a credit for clearly stating that, the above paragraph shows one that the researchers paid attention to media globalization, and they left out the television coverage of Shacks Dwellers Federation of Namibia. This is the knowledge that the researcher sought to fill up. Berglez (2008) points out that global media should adhere to a 'global outlook' in their global news reporting style and represent the world in terms of 'global space', 'global power' and 'global identity'. Meanwhile, other voices such as Hemer and Tufte (2005) also argue that the Nation-state will vanish if globalization truly creates a 'world without borders. Recently, scholars even argue that 'we are all immigrants' in the modern globe (Bata, 2008). Followed by this way, global media should be widely shared as the main source of information for global citizens living in the globalized world. Yet, current developments of global media are quite different from this scenario. Today, protests are not only 'demonstrated' in public squares and streets but also in and through the media, especially the news media to reach a wider range of audiences (Cottle, 2008); because they need the news media for wider mobilization, validation and to broaden the scope of conflict (Gamson and Wolfsfeld, 1993). As Robertson argued (2012), "protesters raise their voices not only to challenge their own governments, but also to speak to a global audience in these days." It is the globalization

that “offers unprecedented opportunities for the reporting of protests from traditional to new media, and from the local to the global level” (McNair, 2006, Cottle, 2008, Robertson, 2015a). The reason for this is complex. On one hand, it is because “some new protests whose origins and outcomes cannot adequately be encompassed or explained by national or international frames of reference” (Cottle, 2009). On the other hand, reporting these issues on global level can “effectively promote people’s awareness, active people’s sympathy, and help people’s identifications” (Robertson, 2010).

4. Problem Statement, Research Objectives/Questions

Statement of the problem

Even though the Shack Dwellers Federation of Namibia is there to compliment the role of government agencies in addressing the problem of increasing shacks and informal houses, due to high influx rate into the capital city, the social phenomenon of informal settlements has remained on an increase. This remains a worrying situation as to why the informal settlements continue to grow whilst the Shack Dwellers Federation of Namibia is significantly trying to alleviate the problem. The fact that the researcher was born in a family with children who are living in poor houses in urban area, made the researcher to notice the need for conducting this type of research investigation. Many people, mostly the poor are subjected to many plights in towns. The challenges that the poor and the homeless are facing are a lot like, stigmatization, extreme exclusion just to name a few. The Namibian newspaper of 26 March 2014 stated that people who are shack dwellers have suffered radical societal exclusion and segregation.

Research Objectives

- To analyze the television coverage of the Shack Dwellers Federation of Namibia.
- To investigate the impact of television coverage on the Shacks Dwellers Federation of Namibia.

Research Questions

- How effective is the television coverage of the Shacks Dwellers Federation of Namibia?
- What are the impacts of television coverage on the Shacks Dwellers Federation of Namibia?

Significance of the study

The study of the television coverage of the Shacks Dwellers Federation of Namibia comes at a crucial time in the history of post-independent Namibia. The debate has permeated both political and academic circles with arguments for and against television covering of Shacks Dwellers Federation of Namibia. The present study will thus contribute to this important national debate. The outcome of the study will also be of interest to the management of the Shacks Dwellers Federation of Namibia. The research is crucial because it provides useful information to the teachers, the community and government. This will help them in creating an environment which is friendly to all people.

Limitation of the study

The study is limited to framing of news stories on the television covering of Shacks Dwellers Federation of Namibia. Thus, the findings would not reflect the entire Namibian print media industry neither should it be construed as reflecting how the two newspapers frame every issue and event that they report on the television covering of Shacks Dwellers Federation of Namibia. There are multiple limitations which the researcher might face during the research period. The researcher might encounter censorship of crucial and crucial information by the participants. The volunteer technique used in educational research, suggests that use of volunteers as participants in research is biased since volunteers may answer in a way to please the researcher. Thus, social desirability factored into the response.

Delimitation of the study

The study will only focus on the reporting of the television covering of Shacks Dwellers Federation of Namibia. While this would add to the literature on framing from a Namibian media perspective, other researchers can examine other issues and events to provide a fuller picture of local media frames. The study will focus on the framing of the television covering of Shacks Dwellers Federation of. This is because the people who experience the events are the ones with adequate data for this study. Dealing with those without the experience about the event might lead to the misrepresentation of facts and distortion of information thereby disturbing the validity and reliability of the research.

5. Theoretical Framework

In this research, the researcher will consider various aspects of Habermas' account of the evolution and dissolution of the bourgeois public sphere, his basic arguments, the limitations in his theory of the public sphere, and the many directions in which theorists have tried to respond to his formulation. The researcher will use the Habermas theory of public sphere to analyze the involvement of the public players in the media discussions. The public sphere is generally conceived as the social space in which different opinions are expressed, problems of general concern are discussed, and collective solutions are developed communicatively. Thus, the public sphere is the central arena for societal communication. In large-scale societies, mass media and, more recently, online network media support and sustain communication in the public sphere. This theory is relevant to this research because it enables the writer to the inclusion of the public the discussing of the television coverage of the Shack Dwellers Federation of Namibia. Public refers to any institution that is open to all members of society without any discrimination based on race, class, gender, caste or other categorizations. For instance, a building is said to be public when it does not refuse entry to anyone one the basis of segregations in society. In other words, public hypothetically constitutes something that is 'open'. By

extension, Habermas says a public body is one where private individual engage with each other without any restrictions or strictures. They are guaranteed the freedom to voice their opinions on matters of general interest without fear or favour. This theory is perfect in this regard because it gives the public the freedom to express their views. According to Habermas, the liberal model of the public sphere does not sit well with the modern industrialized democratic state, since the ideology involved with this model of the public sphere is tied with values that have changed since the 18th century. Journalism and propaganda have expanded as well as the boundaries of the public and the public sphere. In addition, the public has lost its cohesion due to the high standards of meritocratic education which have created classes, gaps and conflicts which once resided in the private sphere but have now migrated to the public sphere. The private and public spheres have mixed with each other, social and political organizations are now invading each other. Thus, according to Habermas, a new feudalization of the public sphere is brought about.

In conclusion, the public sphere is generally conceived as the social space in which different opinions are expressed, problems of general concern are discussed, and collective solutions are developed communicatively. Thus, the public sphere is the central arena for societal communication. In large-scale societies, mass media and, more recently, online network media support and sustain communication in the public sphere. This theory is relevant to this research because it enables the writer to include the public discussion of the television coverage of the Shack Dwellers Federation of Namibia.

6. Methodology

Introduction

This is the chapter of the study which deals with the description of methods and procedures that is used in carrying out the research study. It covers areas such as research design, targeted population, sampling method used; instruments used by the researcher, data collection procedures, data analysis and ethical considerations.

Research Design

A descriptive research design will be used for this research because it is flexible, and a lot of information will be gathered during the research. Designing a study helps the researcher to plan and implement the study in a way that will help the researcher to obtain intended results thus increasing the chances of obtaining information that could be associated with the real situation (Burns & Grove.2001). Baron (1996) defined a research design as the overall structure of the research study which acts as a guide to the collection of data and analysis of the research.

Research Methodology

This research adopts a qualitative approach. According to Cohen, Manion and Morrison (2011) qualitative methods involve collecting textual or verbal data (data which cannot be counted).. This research will allow participants to express their experiences and generate textual data which is why this research lent itself to the qualitative approach.

Research Paradigm

This research will be guided by the interpretive paradigm which does not discover laws and rules. It understands how people make sense of the context in which they work or live. According to Cohen et al. (2011) the interpretive paradigm understands and explains actions. This research is underpinned by this paradigm because the researcher intends understanding the experiences of the shack dwellers.

Population

Polit (2010) defines population as an aggregate or totality of all the objects, subjects or members that conform to a set of specifications. The researcher will deal with people from the Shacks Dwellers Federation of Namibia and include journalist working at leading media houses who cover the Shacks Dweller Federation of Namibia activities at regular bases.

Sampling Methods

The researcher will use purposive sampling technique, because of its cost and time effectiveness. Purposive sampling is largely used in qualitative research for the identification and selection of data - rich cases for the best use of limited resources. This entails identification and selection of individuals or groups of individuals that are knowledgeable about or experienced with the phenomenon in question.

The 20 members from the Shacks Dwellers Federation of Namibia who are regularly involved in media will be selected. This will also include several journalists working at media houses in Windhoek who cover the Shacks Dwellers Federation of Namibia and the experts from the Shacks Dwellers Federation of Namibia. This is because these experts have adequate knowledge about the shack dwellers.

Sample Size

According to Brink (2010), the number of participants in qualitative research included in the sample is important as it is often stated that the larger the sample the better. Twenty respondents' will be used in this research study. Before collecting data from the interviewers, the researcher will undertake a qualitative content analysis of 10 news major events of the shack dwellers, that took place between March 2019 to March 2020, looking at the fanning of the story - who speaks and who does not, what the focus of the story is, who is presented as solving the problem etc.

Research Instruments

Questionnaires and semi- structured interviews will be used by the researcher in gathering the data (Ogolo, 1996). The interview guide will be constructed, verified by the supervisor and probes will be used in line with research questions. For the purpose of this study, a coding guide to record and identify passages of text that are linked to a common theme or idea thus allowing the researcher to categorize data to make for computer-aided and thematic analysis will constitute the study's instrument.

Procedure

Interview guide will be analysed by an expert after receiving reference letter from the Institution to confirm that the student and the study are genuine. From the institution, the researcher will then go to the regional offices of Khomas. This is where the researcher will receive approval from the Regional Director. Upon receiving permission from the Region, the researcher will go to Shack Dwellers Federation of Namibia offices where she will be given permission to carry out the study as approved by the Regional Director. The researcher will address participants about the study and its purpose. The researcher then administers in-depth interviews to each participant while taking notes of the interview. The researcher will apply open ended questions and probe during interview sessions to explore the television coverage of Shacks Dwellers Federation of Namibia (Okoye,1998). The research will carry out with strict observance of the research ethics.

The researcher will inform the research participants about aims of the study as well as issues relating to confidentiality thus accordingly getting informed consent from participants. Rapport building will be considered by the researcher to make each participant feel free before the commencement of the actual interview. During the actual interview the researcher will use various interviewing and probing techniques such as encouragement, fake puzzling, acknowledging, challenging and many others to make the participants open and clearly explain their experiences and feelings.

Data Analysis

After every recorded interview the researcher will create an interview summary. The interview summary looked at the place that the interview took place, the time and the duration of each interview and the results of each interview. A repetitive reading of all the recorded transcripts will be done by the researcher. The researcher will use thematic analysis to analyse data. Thematic research involves analysing data by themes. Thematic Analysis is inductive in nature meaning that the data are not based on the researcher's judgments (Darling, 1986). Content analysis is a research method that provides a systematic and objective means to make valid inferences from verbal, visual or written data in order to describe and quantify specific phenomena (Wimmer & Dominick, 2006). This technique

will be used in this study to make replicable and valid inferences by interpreting, coding and analyzing the textual material from the two newspapers using thematic analysis as well as descriptive statistics feature of SPSS.

7. Ethical Considerations

Coolican (2004) defines ethical considerations as moral values that must be considered when dealing with research participants. They must be considered to avoid trampling on the rights of research participants. It is an explicit or implied assurance by a researcher to a participant in research whereby the participant is confident that any information provided to the researcher will be divulge to the people (Cantle, 1992). Hence information from this study is kept confidentially. Pseudo names in all case studies will be used to protect the respondents' identities. Informed consent is crucial in research because it provides participants with detailed information on the study so that they can make an informed, voluntary and rational decision to participate. The researcher will do a clear briefing before the informant's volunteer to participate in the research process. The researcher will honestly tell the participants that, the results will be honestly presented or reported as they are and no exaggeration of results will take place. The research will commence after the issuance of an ethics clearance certificate and research permission letter from the management of Shacks Dwellers Federation of Namibia offices. The management of Shacks Dwellers Federation of Namibia offices will be approached to obtain approval to access their archives to obtain the relevant news stories. To ensure quality and integrity in the research; the study will report the findings of the study in line with deontological theory which involves rigid adherence to the procedure for conducting content analysis (Wimmer & Dominick, 2006). The research data will be kept for five years in a secured cabinet and then shredded (American Psychological Association, 2010).

APPENDIX 2

Data collection instruments

i. Questionnaires

Questionnaire for members of the low-income housing community in Namibia

My name is Hendrina Shuunyuni. I am a Namibia University of Science and Technology student undertaking a Master of Journalism and Media Technology. I am researching “An investigation on how TV news report on low-income housing. A case study of the Shack Dwellers Federation of Namibia.” This questionnaire is aimed at gathering relevant data for the research topic. You are kindly asked to assist in this research by providing your ideas. The information you provide will strictly be used for academic purposes only. Please answer questions in the spaces provided and stick where necessary.

(Please tick the appropriate box)

1. Gender
- | | | | |
|--------|--------------------------|------|--------------------------|
| Female | ☐ | Male | ☐ |
|--------|--------------------------|------|--------------------------|

2. How long have you been a member of the Federation?

0-4	5-9	10-14	15-19	20 and above
☐	☐	☐	☐	☐

3. What is your level of education?

None	Certificate	Diploma	Degree	Masters
☐	☐	☐	☐	☐

4. Are there any requirements for one to become a member of the Federation?

Yes	☐	No	☐
-----	--------------------------	----	--------------------------

If yes, what are the requirements?

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

5. Are there any programmes broadcasted on television about the Shack Dwellers Federation of Namibia?

Yes	☐	no	☐
-----	--------------------------	----	--------------------------

If yes, on which television channels are the programmes broadcasted?

.....

 ..

6. How often are these programmes broadcast on television?

Several times a day	
A few times a day	
Once a day	
Once in two days	
Once a week	
Other (specify)	

7. Do you consider the frequency of these programmes sufficient to make the desired impact on the public?

Yes		No		Not sure	
-----	--	----	--	----------	--

8. Do you think the programmes' timing is appropriate for maximum attention of the targeted audience?

Yes		No		Not sure	
-----	--	----	--	----------	--

9. How would you rate the quality of these programmes for shack dwellers?

Very High		High		Low		Very low	
-----------	--	------	--	-----	--	----------	--

10. Do you think the information in the programmes helps reduce the problems shack dwellers face?

If yes, how have these

Yes		No	
-----	--	----	--

programmes helped?

.....

.....

..

11. Generally, how do you rate the effectiveness of media messages in combating the challenges of informal settlements?

Very effective		Effective		Not effective	
----------------	--	-----------	--	---------------	--

12. What reasons do you attribute to the level of effectiveness selected above?

.....

.....

.....

...

13. What can you attribute to be the primary cause of the growth of informal settlements?

	5	4	3	2	1
Poverty					
Ineffective housing policies					
Immigration					
Politics					

14. Does the Federation have offices in other towns?

Yes		No	
-----	--	----	--

If so, in which regions are the offices situated?

.....

.....

15. Is the number of informal settlements decreasing?

Yes		No	
-----	--	----	--

If no, what do you think are the reasons for the increase or consistency?

.....

.....

16. What challenges does TV face in ensuring sufficient media coverage to shack dwellers and the federation?

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

17. Are any problems faced by the Shack Dwellers Federation of Namibia?

Yes		No	
-----	--	----	--

If yes, what are the problems?

.....
.....

18. What measures can be put in place to address the challenges?

.....
.....

19. What should be done to ensure adequate air space for the low-income housing community of Namibia?

.....
.....

Thank you for your time and cooperation.

ii. Interviews

My name is Hendrina Shuunyuni. I am a Namibia University of Science and Technology student undertaking a Master of Journalism and Media Technology. I'm carrying out research on "An investigation on how TV news reports on low-income housing: A case study of the Shack Dwellers Federation of Namibia." This interview is aimed at gathering relevant data for the research topic. You are kindly asked to assist in this research by providing your ideas through responses to my questions. The information you provide will strictly be used for academic purposes only.

For the TV broadcasters

1. How frequently do you give coverage to low-income housing?

2. What challenges does TV face in ensuring sufficient media coverage of issues involving shack dwellers and the federation?

Thank you for your time and co-operation.

iii. Interviews for Shack Dwellers Federation members

My name is Hendrina Shuunyuni. I am a Namibia University of Science and Technology student undertaking a Master of Journalism and Media Technology. I am researching “An investigation on how TV news report on low-income housing. A case study of the Shack Dwellers Federation of Namibia.” This interview is aimed at gathering relevant data for the research topic. You are kindly

asked to assist in this research by providing your ideas through responses to my questions. The information you provide will strictly be used for academic purposes only.

For the Federation council

1. How many savings schemes make up the federation?
2. Do the savings schemes approach the media alone, or is the Federation the mouthpiece for all shack dwellers?
3. What are the goals of the federation?
4. Does the Federation have offices in other towns across the country?
5. Which media does the Federation mostly use?
6. How frequently does the Federation meet with the Media?
7. Do you engage TV news to air any of your concerns?
8. (If yes), how do you do it, and how frequently have you done it?
9. (If no), explain why.
10. Are there any programmes broadcasted on television about the shack dwellers?
11. How often are these programmes broadcast on television?
12. Do you consider the frequency of these programmes adequate to make the desired impact on the public?
13. Do you think TV gives low-income housing sufficient air coverage on any issue? Explain your answer.
14. Do you think the programme's timing is ideal to capture the maximum attention of the targeted audience?
15. Do you get any sponsors for television broadcasting?
16. What challenges does the federation face?
17. What efforts have you made to address these challenges?

18. What do you recommend should be done to increase the broadcasting of issues to do with shack dwellers?

iv. Interviews

My name is Hendrina Shuunyuni. I am a Namibia University of Science and Technology student undertaking a Master of Journalism and Media Technology. I am researching “An investigation on how TV news report on low-income housing. A case study of the Shack Dwellers Federation of Namibia.” This interview is aimed at gathering relevant data for the research topic. You are kindly asked to assist in this research by providing your ideas through responses to several questions I have. The information you provide will strictly be used for academic purposes only.

Interview guide questions for members of the low-income housing community in Namibia on

“The how TV news reports on their issues and concerns”.

For the community members.

1. Are you a member of any of the savings schemes?
2. Is it mandatory to be a member of a savings scheme?
3. Is your savings scheme registered with the Shack Dwellers Federation of Namibia?
4. (If yes to 2 above), how long have you been a member of the Federation?
5. (If no to 2 above), what other representation do you have as members of the low-income housing community besides the Shack Dwellers Federation of Namibia?

Permission letter



FACULTY RESEARCH ETHICS COMMITTEE (F-REC)

DECISION: ETHICS APPROVAL

Ref: S034/2020
Student no.: 200737635

Issue Date: 04 August 2020

RESEARCH TOPIC

Title: An investigation of how TV News reports on low-income housing. A case study of the Shack Dwellers Federation of Namibia.

Researcher: Hendrina Shuunyuni
Tel: +264 81 239 5351
E-mail: shuunyunihendrina@gmail.com

Co-Supervisor: Dr Hugh Ellis
E-mail: hellis@nust.na

Dear Ms Shuunyuni,

The Faculty of Human Sciences Research Ethics Committee (F-REC) of the Namibia University of Science and Technology reviewed your application for the above-mentioned research. The research as set out in the application has been approved.

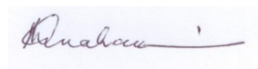
We would like to point out that you, as principal investigator, are obliged to:

- maintain the ethical integrity of your research,
- adhere to the Research policy and ethical guidelines of NUST, and
- remain within the scope of your research proposal and supporting evidence as submitted to the F-REC.

Should any aspect of your research change from the information as presented to the F-REC, which could have an effect on the possibility of harm to any research subject, you are under the obligation to report it immediately to your supervisor or F-REC as applicable in writing. Should there be any uncertainty in this regard, you have to consult with the F-REC.

We wish you success with your research, and trust that it will make a positive contribution to the quest for knowledge at NUST.

Sincerely,

A handwritten signature in blue ink, appearing to read 'R. Makamani'.

Prof Rewai Makamani
Acting Chairperson: FREC / Associate Dean: Research and Innovation
Tel: +264 61 207-2688
E-mail: rmakamani@nust.na

A handwritten signature in blue ink, appearing to read 'A. Segobye'.

Prof Alinah K Segobye
Dean: FoHS
Tel: +264 61 207-2418
E-mail: asegobye@nust.na

APPENDIX 3

Editing certificate

Editing Certificate

This certificate serves to confirm that I, Linea Awakeshe Hamukwaya, have edited the thesis: An investigation of how TV news reports on low-income housing: A case of the Shack Dwellers Federation of Namibia by Hendrina Shuunyuni (200737635) for language and typographical correctness.

I have indicated the areas in the thesis to which attention should be paid. I trust that my advice was accepted, and that these corrections and changes were executed as suggested.

Name of Editor: Linea Awakeshe Hamukwaya

Qualifications: PhD candidate in General Linguists (Final year – Stellenbosch University), Master of Arts in English studies (University of Namibia), Postgraduate Diploma in French Language (Amity University), Bachelor of Education – English and French (University of Namibia).

Membership: Professional Editor's Guild – South Africa (HAM004)

Signature: L. Hamukwaya

Contact Number: +264 81 4961762

Email address: linea@lexiconsultancy.com.na

Date Issued:

4/02/2022

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APPENDIX 4

Turnitin report

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