

**MAGAZINES AS A SOURCE OF BREAST CANCER  
INFORMATION AMONG WOMEN IN KAKAMEGA  
MUNICIPALITY, KENYA.**

**BY**

**WANGATIAH MARVIN MWAVITA**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE AWARD OF DEGREE OF MASTER  
OF PHILOSOPHY IN  
COMMUNICATION STUDIES AND JOURNALISM**

**DEPARTMENT OF COMMUNICATION STUDIES, SCHOOL OF  
HUMAN RESOURCE DEVELOPMENT**

**MOI UNIVERSITY.**

**JULY 2014**

## DECLARATION

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**WANGATIAH MARVIN MWAVITA**

**SHRD/PGJ/02/2010**

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We, the undersigned certify that this is the original work of the candidate. We hereby recommend as University supervisors for acceptance of Moi University a thesis entitled **‘Magazines as a Source of Breast Cancer Information Among Women in Kakamega Municipality, Kenya’**.

**SIGN** \_\_\_\_\_

**DATE** \_\_\_\_\_

**REV.FR.DR.FREDERICK NJOROGE KAIRU**

Department of Communication Studies  
School of Human resources Development  
Moi University.

**SIGN** \_\_\_\_\_

**DATE** \_\_\_\_\_

**DR. PETER OMBOTO**

Department of Quantitative and Entrepreneurship Studies  
School of Human Resources Development  
Moi University.

## **DEDICATION**

This thesis is dedicated to my beloved parents; The late Gulam Hussein Wangatiah and mama Saina Malala for the encouragement they have always offered to me, my dear brothers Mulama, the late Zabbeck and Ralph who gave me a good academic foundation, inspiration and the support to reach this far; My beloved husband Cyprian Barasa, our children; Patience Nekesa and Allen Lusweti, for their continuous support, co-operation and encouragement during my studies. I won't hesitate to thank the Almighty God, whose gracious love has led me this far.

May God bless you all.

## **ACKNOWLEDGEMENT**

I give thanks to the Almighty God who has given me protection and strength to be able to pursue my education up to this level. I am indebted to many people whose tremendous input and contribution facilitated the completion of this work. I wish to express my deep sense of gratitude and heartfelt regard to my supervisors: Rev. Fr. Dr. Frederick Njoroge Kairu and Dr. Peter Omboto under whose guidance and supervision this research was carried out. I also owe credit to my research lecturer, Dr. Charles Ong'ondo a great deal, for his guidance and encouragement throughout this programme. Their patience, constructive criticism and suggestions at different stages of my research were a great inspiration.

Credit goes to my friends and classmates for their encouragement during my course, civil servants, bankers, Education institution employees, civil society and business women in Kakamega Municipality, who contributed to my research, not forgetting Dr. Oketch of Kakamega Provincial Hospital. Thanks for your support.

Finally, I wish to thank all that I have not mentioned but in one way or the other contributed to success of this work.

## ABSTRACT

Mass media has been an important tool in educating and disseminating information in the society through both electronic and print media. The reading of magazines has evolved as one of the modern activity which has captured the interest of working women in Kenya. One of the factors that have contributed to this increase in the readership of magazines is the health content in it. The study sought to investigate the influence of consumer magazines in creating Breast Cancer awareness in Kenyan women. It assessed the effect of the health content in these magazines on the readers. Little has been done on awareness of breast cancer and this has contributed to many death; many women realize they have breast cancer at a late stage due to lack of information. Additionally, the researcher being a woman in the age bracket being investigated sought to find out if indeed magazines create awareness as far as health communication is concerned and specifically breast cancer awareness. The selected magazines for the study were; *The Parents*, *True love* and newspaper *pull-out* magazines published in the month of October between 2005-2011. The study area was Kakamega Municipality in the Kakamega County. The objectives of the study were; to investigate how accessible consumer magazines are to the women in Kakamega Municipality; to analyze what issues on Breast Cancer are discussed in the selected consumer magazines and lastly to investigate whether information on Breast Cancer in these magazines help in demystifying the Breast Cancer by the working women in order to make decisions. The study adopted a mixed approach research design. Purposive sampling, snowballing and stratified random techniques were used to select the sample. The accessible population was 346 participants, of which 30% stratified sample size of 102 working women in the Education sector, banking institutions, civil society, business women as well as civil servants. The study adopted a mixed method approach. Qualitative data was reached at through in-depth interviews of purposively sampled 10 key respondents and document analysis while quantitative involved filling of 92 questionnaires. This increased the credibility of the study. The quantitative data collected was sorted, classified and analyzed using descriptive statistical techniques by use of SPSS program. Qualitative data was received in verbatim, audio recorded, transcribed and organized in sub-themes and themes. The study found out that women in Kakamega Municipality accessed consumer magazines because of many selling points in the Municipality. It was also found out that October consumer magazines had different issues on breast cancer discussed in different editions; one has to be a consistent reader to learn more. The study also found out that information on breast cancer in magazines shaped women opinion on making decisions pertaining breast cancer; they are now able to carry out Self Breast Examination, know about factors that can lead one to get breast cancer among others. This indicates magazines do communicate to women. The study recommends the government to partner with the various publishing houses in order to subsidize the prices of these magazines which are currently expensive. This will enable more women to read the magazines often to acquire knowledge. The study also recommends elite women who

read magazines to take initiatives of visiting other women in churches and other women forums to create awareness on breast cancer. Publishers and distributors should also expand their readership levels by distributing the media up to the rural setups. This is aimed at playing a major role in women empowerment socially, politically, and economically as it is said a healthy nation is a wealthy nation. The researcher's findings are aimed at provoking more interest in this area of investigation to generate further insightful research on breast cancer communication.

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## **ABBREVIATIONS AND ACRONYMS**

<b>ACS</b>	American Cancer Society
<b>ACF</b>	African Cancer Foundation
<b>BHGI</b>	Breast Health Global Initiatives
<b>BCAM</b>	Breast Cancer Awareness Month
<b>CDCP</b>	Centre For Disease Control Prevention
<b>DCIS</b>	Ductal Carcinoma in Situ
<b>IBCAM</b>	International Breast Cancer Awareness Month
<b>IDC</b>	Invasive Ductal Carcinoma
<b>ILC</b>	Invasive Lobula Carcinoma
<b>KBHP</b>	Kenya Breast Health Programme
<b>KCDP</b>	Kakamega Central District Plan
<b>KPH</b>	Kakamega Provincial Hospital
<b>LCIS</b>	Lobular Carcinoma in Situ
<b>NBCO</b>	National Breast Cancer Organization
<b>NCI</b>	National Cancer Institute
<b>SBE</b>	Self Breast Examination
<b>SPSS</b>	Statistical Package for Social Sciences
<b>W H O</b>	World Health Organization

## **OPERATIONAL DEFINITION OF KEY TERMS**

### **Communication**

Pearson (2003) defines communication as the process by which meaning is exchanged between individuals through a common system of symbols, signs or behaviour. Communication thus means literally 'to make common'-that is, to create in one receiver's mind an idea or image similar to the one in the mind of the sender and thus communication can influence people's behaviour.

### **Breast Cancer**

Breast cancer is a malignant tumor that starts from cells of the breast. During the early years of a person's life, normal cells divide faster to allow the person to grow. But when cells in breast start to grow out of control, they become abnormal and thus become cancerous causing breast cancer.

### **Breast cancer awareness**

This is an effort to raise awareness of Breast Cancer and reduce the disease's stigma by educating people about its symptoms and treatment options. Supporters hope that greater knowledge will lead to earlier detection of breast cancer, which is associated with higher long-term survival rates, and that money raised for breast cancer will produce a reliable, permanent cure (Ehrenreich and Barbara, 2001).

**Woman**

In this study, a woman refers to a female adult aged 22 years and above. This study concentrated on working women who at least purchase one magazine per month and thus an entrepreneurial woman. This is a woman who can read; she is creative and bold in handling matters and therefore can make decisions on her own. She is also sensitive to tools of mass communication such as magazines which propel social-political and economic information in a society. This woman has a lot of influence to other women as far as health matters are concerned because she has gathered a lot of information on health issues and thus shares with other women.

**Mass media**

Mass media refers to print, radio, television, magazines and other communication technology. In mass media, communication does not take place in face-to-face interaction. It is intervened by technology and is one sided, to mean that we have one sender but many receivers (Brym J. and Lie J). Just like magazines are published from a media house but pass through many hands of people who read them. These communication media that pass information to a large audiences are mass media. The mass media are the channels through which a message travels from the source to the receiver. In this case, the magazine that is used as a medium to pass information to the working woman is a media vehicle. It is mass because it reaches a wide audience. Mass media are channels and institutions used for mass communication (Dominick 2009)

## **Magazine**

Magazines are periodical publications containing a collection of articles, stories, photographs and other features that appear on a regular basis. These include newspapers, journals, magazines, books, newsletters and other publications. They are published weekly, biweekly, monthly, bimonthly or quarterly with a date on the cover which is in advance of the date it is actually published. They are usually printed in colour on a coated paper and are bound with a soft paper. They are printed publications that contain an assortment of materials that appear on a regular basis (Dominick 2009). Magazines are divided into categories, these include; Consumer magazines e.g. True Love, Parents, Passions, e.t.c, Trade magazines (professional magazines) e.g. Nairobi Law magazines meant for lawyers etc, Public Relations magazines e.g. in-house Company magazines, Sunday magazines.

### **Consumer magazines**

These are magazines sold by subscription and at newsstands, bookstores and other retail shops such as garden shops, bookshops and computer stores. Examples include; *Parents, Passion, True Love, Drum* and many others. According to Belch and Belch (2004), a consumer magazine is a glossy magazine that is aimed at the public. For instance, consumers for automobiles magazines, for food showing various recipes of different kinds of food, for example the cooking light magazine. These magazines are termed as consumer magazines because readers can buy the products and services that are advertised in their pages.

**Health**

World Health Organization defines health as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. According to WHO, determinants of health are: social environment, economic and physical environment as well as people, individual characteristics and behaviours.

**Malignant Tumor**

This is a group of cancer cells that grow out of control invading surrounding tissues or spread (metastasize) to distant areas of the body.

**Benign Tumor**

These are tumors that are not cancerous. They cannot grow into or invade other tissues, therefore they can't spread to other parts of the body (metastasize) thus are not life threatening.

**Pink Ribbon**

The pink ribbon is the most prominent symbol of Breast Cancer Awareness, and in most countries, the month of October is the National Breast Cancer Awareness Month (King and Samantha, 2006).

**Health Communication**

In this context, health communication refers to print material on human health and more so on breast cancer awareness.

# **CHAPTER ONE: INTRODUCTION**

## **1.0 Introduction to Chapter One**

This is an introductory chapter giving a description of background study as well as an overview of introductory remarks on Breast Cancer. The researcher outlined communication as a whole because the study tried to look at whether magazines as a print medium communicate to women as far as Breast Cancer information is concerned. Therefore the researcher studied health communication relating to breast cancer and magazines.

## **1.1 Background to the Study**

The study was carried out in Kakamega Municipality within Kakamega County, which is part of the former Western Province in Kenya. According to Kakamega Central District Plan (KCDP) 2008-2012, Kakamega Municipality has a total area of 49.9km<sup>2</sup> with two locations: Shieywe and Bukhungu locations. The population of the Municipality is approximated to 104,801 with a density of 2,100/km. The female population is approximated to 50,338. The Municipality is the main urban centre of the Kakamega Central District thus availability of numerous job opportunities and infrastructural facilities. This has resulted into high concentration of people in the Municipality and its market centers.

The study concentrated on the working woman aged 22 years and above as its target population under investigation. This was sampled purposively as well as through snowballing. The study referred to a woman as a female adult aged 22 years and above. The researcher concentrated on working women who at least purchase one magazine per month. This is a woman who goes to work in order to earn a living, she can read, she is assertive and she is also sensitive to tools of



mass communication such as magazines which propel social-political and economic information. She is able to make up decisions depending on the call of circumstances. A working woman is able to take up challenging responsibilities to benefit her family. It is assumed that this kind of woman influences other women through communication after acquiring information from the mass media.

Communication as a process involves sharing of ideas and feelings. Pearson (2003) notes that though communication; meaning is exchanged between individuals through a common system of symbols, signs or behaviour. A political scientist, Lasswell (1948), simplifies this when he notes that the simplest way to describe communication is to answer the following questions; who? Says what? In which channel? To whom? And finally with what effect? This shows that by answering these questions, one will have described what communication entails. He further observes that it is through communication that people get enlightened and socialized. Communication whether oral, written or brail, takes place through a medium which can be either electronic or print. Of concern to this study was the print media which includes magazines, newspapers, brochures, books, newsletters and other publications. To satisfy the objectives of this study, the focus was on consumer magazines namely; *Parents'*, *True Love and Pull-outs* from the daily newspapers (*Nation and Standard* news papers).

Craig (2004) says that media has become the sites where politics and public life are played out. Therefore, Media is thus a viable socialization agent whose effect can never be underestimated. It is through media that expected behaviour is encouraged while unwanted behaviour is discouraged. This shows how media as an agent of socialization nurtures an individual into behaving in a manner that is acceptable in the society. Information obtained from a certain

communication media, will influence an individual's perception on his / her understanding of the surroundings. Therefore magazines play a major role in shaping ones mental growth.

Magazines are periodical publications containing a collection of articles, stories, photographs and other features that appear on a regular basis. Magazines are published weekly, biweekly, monthly, bimonthly or quarterly with a date on cover which is in advance of date it is actually published (Dominick, 2009). There are many types of magazines but the study was based on consumer magazines. Dominick (2009) further notes that consumer magazine is a glossy magazine that is aimed at the public. This is why more adverts are placed in it. They can be acquired by anyone, through a subscription or a single copy purchase or as a free copy. These magazines are termed as consumer magazines because readers can buy the products and services that are advertised in their pages. All these are print media. Baran (2004) adds that media inform us, delight us, entertain us, educates us, investigates, annoy us, they move our emotions, challenge our intellects, and insults our intelligence. Media help define us and shape our realities. These have been propagated mostly by the magazines that are read by working women.

Magazines are the medium that first made specialization a virtue, and they prosper today by speaking to ever more narrowly defined groups of readers. With the coming of new technology, people can access magazines on the net, referred to as the "e-zines." In colonial times in America, magazine meant "warehouse" or "depository", a place where various types of provisions were stored under one roof (Tebbel, 1969). The first magazines printed in America were patterned after this model; they were to be storehouses of varied literary materials gathered from books, pamphlets, and newspapers and bound together under one cover. The early magazines were aimed at a specialized audience that was educated, literate and primarily urban

(Dominick, 2009). The early publication of magazines carried political and economic articles aimed at an intelligent audience. Their overall impact was to encourage literary and artistic expression. Early magazines offered articles on fashion, morals, health, food and nutrition. They printed elaborate, hand-coloured engraving in their pages. They also served as a pioneer of women's rights and wider recognition of women writers. The success of the early magazines was marked by the spread of social movements such as abolitionism and labour movements (Tebbel, 1969). Cheaper printing and growing literacy also fuelled the growth of early magazines industry (Baran, 2004). Magazines were a favorite medium of the British elite by the mid-1700s, and aimed at small number literate colonialists. The magazine therefore was used as a tool for segregation. Magazines have contributed in uniting people of a certain group who subscribe to it. Magazines as a medium can take leadership in challenging powerful interests and advocating for reform (Baran, 2004). Advertisements make up nearly half of some magazines and tell people the products they need so that they can meet the cultural expectations of men and women (Wood, 2007).

Magazines in Kenya have borrowed heavily in style and content from the American ones. *True Love and Parents magazines* for instance have the content of fashion, morals, health issues, food and nutrition. Readers who subscribe to a certain magazine often tend to exhibit the same characteristics, this is because they often want to 'be' and 'do' what they have watched, seen or read. They put into practice what they have learnt from magazines. Contemporary women magazines often include exclusive interviews on successful women, career pages, fashion pages, beauty pages, cookery pages, relationship adviser's pages, health issues and advertisements on products perceived to improve the beauty of a woman. The magazine then uses these features to instill certain values and behaviour on its readers. Health issues discussed in magazines include

cancer issues, nutrition, maternal health, children health care among others. Breast cancer is the commonest cause of cancer related mortality in women, and a leading cancer in Kenya and globally. It is noted to have a more aggressive behaviour in black African women. It also affects men, however majority of patients affected are women amounting to 99% (Othieno et al., 1994). Globally, Cancer causes more deaths than HIV, TB and Malaria combined. 70% of the global Cancer burden is in low and middle income countries like Kenya. This is according to a study done by Kenya Cancer Statistics and National Strategies, (2013). This report also showed that 30% of cancers are curable if detected early; 30% of cancers are treatable with prolonged survival if detected early; 30% of cancer patients can be provided with adequate symptom management and palliative care. The situation of breast cancer is particularly serious both in developed and developing countries. The disease affects both women and men and in cases of men, it is more aggressive. It is the most common malignancy in women and it is constantly increasing. Dr. Oketch of Kakamega Provincial Hospital asserts that breast cancer is actually high on the list as seen at Kakamega Provincial Hospital. The disease is the commonest cancerous illness at the hospital. Nationally it is number one cancerous illness followed by cancer of the cervix. The World Health Organization indicates that Breast cancer is the top cancer in women both in the developed and the developing world. This concurs with a study done by Nairobi Cancer Registry (NCR); that Breast Cancer is the most prevalent form of cancer in women after cervical cancer consisting of 23.3% of all women cancers. There is increased number of women who are losing their lives through breast cancer.

The incidence of breast cancer is increasing in the developing world due to increase life expectancy, increase urbanization and adoption of western lifestyles. Sensitization must be emphasized, especially among the grassroots people that tend to ignore the sickness, some

resulting to witchdoctors. This is according to a study done by Cancer Awareness Center of Kenya, (2012). It is in this regard that the researcher seeks to find out if magazines communicates to women and if so this would lead to demystifying the disease so that mortality rate can be reduced.

Magazines as a form of media are a specialized medium that speak to more narrowly defined groups of readers through providing compelling content. In Kenya, women are traditionally expected to perform household duties centering on child rearing and domestic assignments. This makes this type of a woman not to have time to think about her health matters, she's supposed to take care of the family and perform all the house chores. This has resulted into women suffering silently as far as matters of health are concerned.

According to Dr. Oketch, Provincial Surgeon at Kakamega Provincial Hospital (KPH), Breast Cancer has overtaken cancer of the cervix which has been the number one killer disease of women. Statistics from the World Health Organization (WHO) estimates that in 2008, there were 681 000 new cases of cancer in Africa, and 512 000 people died of the disease. Data from NCR shows that breast cancer is the first Tumuor in women, consisting of 23.3% of all cases. Those female types of cancer together consist of 43.3% of all cancer cases in the country (Bjerregaard and Kung'u, 2000). This suggests that the burden of cancer weighs particularly on women. In addition, the disease is rising prominently: from 20% of all cases in 2006, to 23.3% in 2009. Therefore, compared to developed countries, the incidence of cancer within Kenya shows a different but nonetheless threatening aspect and that's why more research is needed in this area to curb the problem. Dr. Oketch of Kakamega Provincial Hospital says that the situation in Kakamega is a replica of what happens in other parts of the country.

## **1.2 Statement of the Problem**

Magazines as a form of media are a specialized medium that speak to more narrowly defined groups of readers through providing compelling content (Dominick, 2009). In Kenya, women are traditionally expected to perform household duties centering on child rearing and domestic assignments. This makes this type of a woman not to have time to think about her health matters, she's supposed to take care of the family and perform all the house hold chores. This has resulted into women suffering silently as far as matters of health are concerned. Cases on breast cancer have been rampant and women are most affected. Nationally it is number one cancerous illness followed by cancer of the cervix. The World Health Organization indicates that Breast cancer is the top cancer in women both in the developed and the developing world. Dr. Oketch of Kakamega Provincial Hospital says that the most affected age is between 35- 40 years although there are rare cases of ages as early as 20 years. Most patients who are attended to come to the hospital at late stages not knowing what they are suffering from. This forces them to undergo mastectomy i.e. removal of the affected breast, followed by chemotherapy. Doctors say some women diagnosed with cancer walk away when told the breast will be cut off as part of the treatment. For most, their immediate fear is the fate of their families, career prospects and dealing with the stigma of living with one breast.

A cancer diagnosis is a nightmare many women see as a death sentence despite assurance by doctors. Tears roll down cheeks of patients, mostly aged between 30 and 45, as medics take them through their diagnostic results. It is more devastating when oncologists (physicians trained to treat cancer) give details on treatment medically referred to as chemotherapy; (Cancer

Awareness Center of Kenya, 2012). Dr. Oketch asserts that the prevalence monthly cases handled in Kakamega provincial hospital are 4-6 cases. The trend is alarming and this has contributed to women to search for knowledge in order to understand the disease and reduce the prevalence. These prompted the researcher being a woman in the age bracket singled out to contribute knowledge in this area by finding out whether magazines do communicate to women as far as breast health is concerned and if so this would lead to demystifying the disease; help reduce mortality rate as well as understand perceptions towards Breast Cancer.

According to Baran, (2004), magazines take leadership in challenging powerful interests and advocating for reform. The assumption is that the information received by women from magazines is likely to be passed on to other women who do not read the magazines as Campbell (1998) puts it, "...women who read the same kind of magazine tend to exhibit the same characteristics since they share what they have read". It is in this regard that the researcher sought to investigate the influence of consumer magazines in creating awareness of breast health communication.

### **1.3 Research Questions**

The investigations in this study were guided by the following research questions:

- a. How accessible are consumer magazines to the working women in Kakamega Municipality?
- b. What issues on Breast Cancer are discussed in consumer magazines that bring about Breast health awareness?
- c. How does information on Breast Cancer in magazines help in demystifying the disease among working women?

#### **1.4 The Scope of the Study**

The study is basically meant to benefit all the women in Kenya though the research was restricted geographically to Kakamega Municipality in the larger Kakamega County, Kenya. This was after a thorough consideration of several factors: Kakamega Municipality is cosmopolitan because it has been the western provincial headquarters hosting government departments, educational institutions and auxiliary industries thus have resulted into having different people from all walks of life working at different levels. According to Kakamega Central District Development Plan 2008-2012, Kakamega Municipality has a high concentration of people due to rural-urban migration: this is because of availability of numerous job opportunities and infrastructural facilities. The Municipality has also been identified as one of the fastest growing towns especially after establishment of the Masinde Muliro University of Science and Technology and also with the presence of shopping malls such as Nakumatt, Tuskys and Yako super markets. A growing town means that people from both genders participate in development activities irrespective of age. Academically, the study was based on consumer magazines, a genre of magazines in print media. In terms of content scope, the researcher limited the study to the selected consumer magazines: *Parents'*, *True Love* and *pull outs* from daily news papers. The researcher was also interested in the month of October because it is the Breast Cancer Awareness months internationally. The study was limited to study objectives which were; to investigate how accessible consumer magazines are to the women in Kakamega Municipality, to analyze what issues on Breast Cancer are discussed in consumer magazines and lastly to investigate whether information on Breast Cancer in selected consumer magazines helps in demystifying the Breast Cancer by the working women in order to make decisions. In methodological scope, the researcher considered questionnaires, in-depth interviews and documentation of the magazines. This study was limited to Breast Cancer but not other cancers.



Public health data indicate that the global burden of breast cancer in women, measured by incidence, mortality, and economic costs, is substantial and on the increase as compared to other cancers (Coughlin and Ekwueme, 2009). It is against this argument that the research was limited to breast cancer but not other cancers. The research was also limited to breast cancer in women but not men.

### **1.5 Limitation of the Study**

This study was limited to Kakamega Municipality in the larger Kakamega County. The study was conducted among purposively sampled working women who at least read the selected magazines. Breast Cancer also affect men though in a small percentage but the study was limited to women because this is the gender that is most affected by breast cancer. The study was also limited to October Consumer Magazines that were published between 2005-2011. This is the period when there has been a lot of talk on Breast Cancer and the disease has claimed prominent women in Kenya such as the late Mary Onyango, the late Julia Mulaha the founders of Kenya Breast Health Programme( KBHP), Dr. Margaret Okello among others.

The study was also limited to October Consumer Magazines that were published within the period 2005-2011. The study was also limited to the following objectives; to investigate how accessible consumer magazines are to the women in Kakamega Municipality, to analyze what issues on Breast Cancer are discussed in consumer magazines and thirdly to investigate whether information on Breast Cancer helps in demystifying the Breast Cancer by the working women in order to make decisions. Another limitation to the study was lack of documentation on Kenyan magazines, little has been done on Kenyan magazines.

## **1.6 Justification of the Study**

Little has been done on awareness of Breast Cancer through use of magazines and the researcher sought to add knowledge in this area. Magazine reading has been viewed as one of the modern leisure practices which have influenced human lifestyles and perceptions on health matters. Kakamega Municipality is an urban area with a wide range of magazines sold on newsstands, supermarket shelves, bookshops, libraries, magazine vendors and some are sold by hawkers thus these enabled the researcher to collect effective data due to wide readership. Magazines inform and socialize women especially when the information attracts the interest of women such as Breast Cancer information. Cancer has attracted a lot of concern in Kenya and in Africa as a whole and in the whole world as a dreadful disease consuming many people through death. Kenya has lost prominent people through cancer like the late laureate Nobel winning price, the late Prof. Wangari Maathai and Mary Onyango, the founder of KBHP among others.

2005-2011 has been the period in which there has been a global concern about Breast Cancer (Coughlin and Ekwueme, 2009). Consequently, the period in which there have been an increasing number of global health initiatives to combat breast cancer including efforts by Komen (2007), Kenya Breast Health Programme (KBHP), the Breast Health Global Initiative (BHGI), the U.S. Centers for Disease Control and Prevention (CDCP), the American Cancer Society(ACS), the National Cancer Institute (NCI), Africa Cancer Foundation (ACF), Kenya Cancer Association(KCA) among others not forgetting the ongoing work by leading oncology societies in different parts of the world. Worldwide, it is estimated that more than one million women are diagnosed with breast cancer every year, and more than 410,000 dies from the disease (Coughlin and Ekwueme, 2009). In low and middle-income countries (LMCs) such as Kenya, the infrastructure and resources for routine screening mammography are often

unavailable and so breast cancers are commonly diagnosed at late stages and often women receive inadequate treatment because of lack of health equipment. October is a Breast Cancer awareness month internationally and most information on breast cancer is available during this month though this does not mean that magazines having information on breast cancer from other months was ignored.

According to research done in April, 2005 by John Wiley and Sons, it was observed that Africa faces potential increases in breast cancer rates because African women adopt Western reproductive and dietary behaviours that increase the risk of breast cancer. This has also contributed to high percentage of women suffering from breast cancer as compared to men. The Minister for Medical Services, Prof. Peter Anyang Nyong'o has decried the rising cases of cancer in Africa, noting that by the year 2020 there will be 16 million new cases of cancer globally. This has contributed to launching of Africa Cancer Foundation (ACF) to mobilize resources for cancer care in Africa, to conduct research and provide information on cancer prevention, early diagnosis, and treatment among others. It is in this respect that the researcher also wanted to provoke interest and more research to be done since Breast Cancer is consuming more women through death. Lastly but not least, the researcher belonging to the category of women identified under investigation was able to understand what women undergo as far as health matters are concerned. These justified the need for investigation of breast cancer awareness through magazines communication.

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

Magazines are viable tools for socialization and information to women when they contain information that largely concern women. It is one such medium that commands authority among women. A woman can read for instance *True Love or Parents* magazine and apply the

information received from it to her daily life to benefit her or the family. Regarding October magazines, when they contain information on Breast Cancer then they receive a lot of attention from women. This study sought to investigate the influence of such magazines on women. Therefore the findings of this study are believed to inform the women, the publishers of magazines and the entire society concerning Breast Cancer awareness. The study also emphasized that a magazine is not just a leisure media tool but also a viable tool for acquiring knowledge to be assisting us in our daily lives. The study showed that working women read the magazines and share the information on breast cancer with other women besides other health matters. This is a feedback to magazine publishers.

### **1.8 Conclusion to Chapter One**

Mass media has played a major role in educating and disseminating information to the public as well as correcting issues in the society. Print media especially the magazines provide lifestyle features which contribute in shaping of certain behaviours and characteristics of society especially the women. This chapter highlighted background information of the study, the problem researched the scope and limitation of the study as well as justification and significance of the study. Working women spent leisure time reading magazines and such like and thus get informed on the daily issues affecting families and learn how to overcome them.

## CHAPTER TWO: LITERATURE REVIEW

### 2.0 Introduction

This chapter discusses the literature of studies related to the present research study as it was reviewed by the researcher to contextualize the research theme. The reviewing of related literature assisted the researcher to sample the current opinions related to the study. The literature review is presented in the following sub-topics; Conceptual framework, magazines content in Kenya, functions of magazines as a medium of communication, breast cancer and magazines awareness on breast cancer

### 2.1 Conceptual Framework

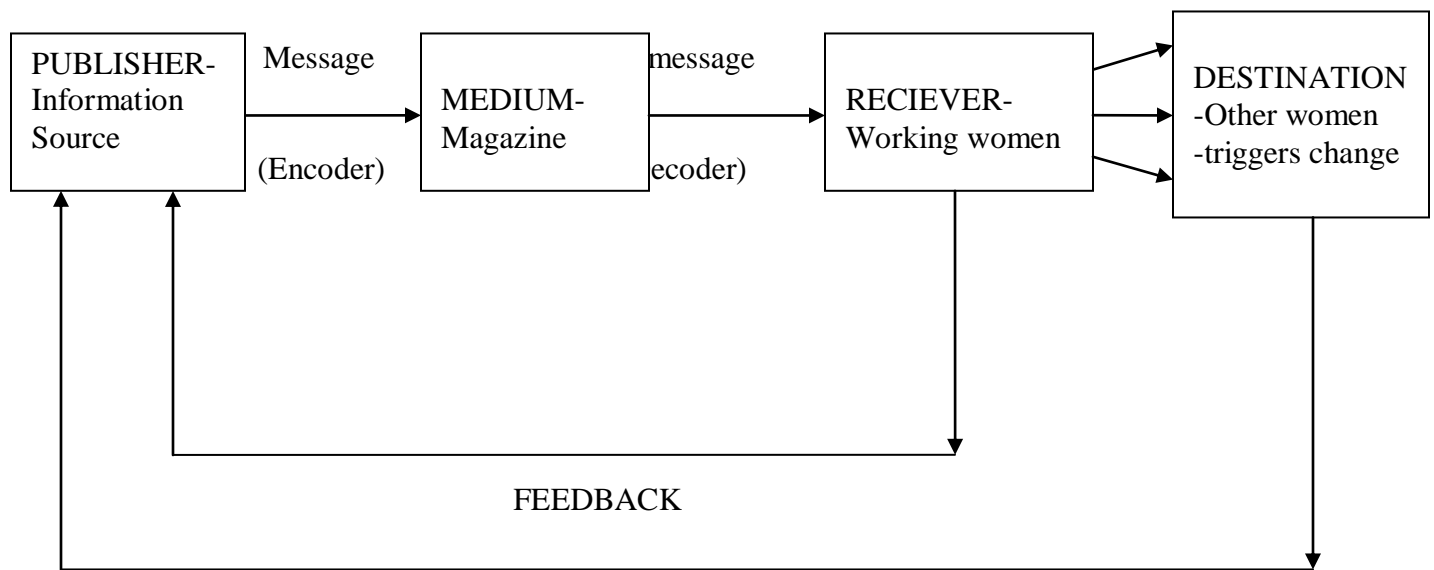
According to Belch and Belch (2004), a consumer magazine is a glossy magazine that is aimed at a specified group of people. For instance, *Automobile magazines* which document issues on automobile industry and therefore target those interested in vehicle matters. *Cooking Light* magazine dwell on discussing recipes of different kinds of food. Consumer magazine is specialized in content and target a specific audience. Such a magazine can be acquired by any person interested in their content. They are magazines for readers' consumption. Therefore, a consumer magazine is one that can be acquired by anyone, through a subscription or a single copy purchase or as a free copy.

Belch and Belch (2004), further categorizes consumer magazines into two: Those that are distributed for free through distribution points such as in the airlines and restaurants. For instance *msafiri* is the in-flight magazine for Kenya Airways. These are mainly meant for entertainment and hospitality issues. The second category includes magazines that are sold to their readers by

subscriptions or single sales. These include those found at book stores, newsstands and in the supermarkets. Such magazines include *True Love, Parents, Oprah, Drum, Wedding Magazine salon magazine and Passion.*

There has been documentation about the magazine as a medium of communication. The writer of magazines is referred to as the communicator or the source. This is the person who initiates the communication process into operation by passing information to the receiver who later sends back the feedback. He or she initiates the process of gate keeping as well as presentation of information. This study assumed that the source of information is the publisher of the magazines who originate the information on Breast Cancer, the message being passed on is the information of Breast Cancer, the channel or the medium of the message is the magazines and finally the receiver of the message are the working women who disseminate information to other women who do not read the magazines and this is also a form of feedback. All these substantiate what communication is all about. Hence, the publisher encodes the message for the medium; that is transforming the message into an understandable sign and symbol system to be understood by the receiver. Once received, the message is decoded; that is the sign and symbols are interpreted by the recipient. The receiver reads information on breast cancer in the magazines and interprets then sends back the feedback to the source who is the publisher. Working women reads the magazines and shares the Breast Cancer information with other women. This is also another form of feedback as Figure 2.1 shows. This is important to the publisher to be able to adjust to any changes or comments from the readers (receivers).The researcher uses own research model to illustrate these.

Dahama and Bhatnagar (1992), notes that a writer of a magazine decides what message to send, how to treat it so that its news worth and it's understood, what channels to use and which receivers or audience to reach. This applies to Breast Cancer which is of great concern being rated second after cervical cancer (Bjerregaard and Kung'u, 2000). Wilson (2002) comments that the magazine editor selects information and then portray to the audience only what they deem fit for dissemination. This is referred to as treatment of the message; ways in which the message is handled before it is placed on the channel. Its purpose is to make the message clear, understandable, and realistic to the audience (Dahama and Bhatnagar 1992:350). Treatment is done by the editors who select the specific message that is intended to reach their target audience who are the working women. This study concentrated on breast cancer information in magazines as the message in this case. Feedback completes the chain of communication and ties all the other elements together (D'Souza, 2006). This is usually measured in the behaviour of women. In this study, it is assumed that women who read magazines share the content with others and this triggers change of behaviour concerning breast cancer.



**Source: Researcher/Author**

**Figure 2.1: Communication model**

Magazines as a form of print media serve as a source of information for a wide range of topics on politics, health and public affairs (Dominick, 2009). Further, Dominick says that print media has an impact on agenda setting. They have the ability to select and emphasize certain topics, thereby influencing the readers perception on the issues raised as important, for instance; the study noted that breast cancer information on causes and treatment of the disease is a repetitive and important topic in magazines far as health information is concerned. In the words of Cohen (1965), media may not always be successful in telling people what to think, but they are usually successful in telling people what to think about, thus the magazine does as illustrated in Figure 2.1: The researcher's own Communication model.

To conceptualize this study, the researcher considered certain variables which bring about awareness on Breast Cancer in the Consumer magazines. Miles and Huberman (1994) state that a conceptual framework explain either graphically or in narrative form, the main things to be studied-the key factors, concepts, or variables-and the presumed relationships among them. Mugenda and Mugenda (1999), defines a variable as a measurable characteristic that assumes different values among the subjects. The researcher looked at independent variable which is the communication media while the dependent variable; awareness on Breast Cancer having the following sub-variables: Self Breast Examination, Personal risk factors, Family health issues, Causes and Treatment of Breast Cancer. In this study, these variables depend on consumer magazines for awareness on Breast Cancer.



In this study, awareness of breast cancer depends on the consumer magazines (*Parents, True Love and Pull outs*). The variables considered were: Self Breast Examination, Nutrition, Personal risk factors, Family health history, Causes and treatment, Early diagnosis and management of breast cancer. Dependent variable attempts to indicate the total influence arising from the effects of the independent variables while the Independent variable is a variable that is manipulated in order to determine its influence on another variable (Mugenda and Mugenda, 1999).

Today, a series of health matters has been given prominence in magazines. Health matters concerning women have been given preference in women magazines. In the study, Women magazines referred to magazines that high light issue concerning women. These issues include women health, food and nutrition, fashion and beauty, women lifestyle and all that pertain women. The magazines that highlight these themes are consumer magazines which include; *Parents, True Love, Passion and newspaper pull-outs*.

Once the readers receive the information from these magazines, they disseminate to other women who do not access the magazines and this is a form of feedback as illustrated in the Figure 2.1. Others after receiving the Breast Cancer information, this triggers change of behaviour and thus if affected learn how to manage the disease and if not observe measures of preventing breast cancer. This is also a form of feedback as demonstrated in Figure 2.1.

Sulik and Gayle (2010) observe that Breast Cancer receives attention in women magazines compared to other cancers. This is probably because according to statistics, the disease affects more women as compared to men and so women need to be informed about the disease in order to be able to prevent or and manage it. Male breast cancer makes up less than 1% of all cases of breast cancer (National Cancer Institute, 2010). Thus women are most affected as compared to

men. This is one of the reasons why the researcher sought to study on breast cancer awareness on women and not men. Worldwide, it is estimated that more than one million women are diagnosed with breast cancer every year, and more than 410,000 will die from the disease (Coughlin and Ekwueme, 2009). According to Africa Cancer Foundation (ACF) 2011, African women mostly suffer from cervical and breast cancers, while men suffer from Kaposi Sarcoma, liver, prostate, stomach, lung, esophagus, and bladder cancers. The foundation further reports that, in Kenya, the most frequently diagnosed cancers are breast and esophagus cancers leading to approximately 118,000 cancer deaths under the age of 70 per year and over 82,000 new cases are diagnosed annually and unreported numbers remain unknown.

According to a research done in early 1970s, the magazine industry research in America indicated that among people with at least some college, 94% read at least one magazine and average more than eleven different issues a month. Nearly the same figures apply for households with annual incomes of over forty thousand US dollars, and for people in professional and managerial careers, regardless of educational attainment. The typical magazine reader is at least a high school graduate, is married, is employed fulltime, and has an annual household income of just fewer than forty thousand US dollars. Advertisers find magazine readers an attractive, upscale audience for their pitches. How people use magazines often make it an attractive advertising medium because the readers look at advertisements, pass them along to an average of four similar adults who are very loyal (Baran, 2004).

The researcher looked at audience research in consumer magazines. Audience research refers to measuring how many people are in an audience in relation to magazine readership. These meant understanding magazine audience and for these case women who read breast cancer information

in magazines. The researcher therefore dealt with working women (type of people), discussed their professional background, their interest and preferences as far as breast cancer information in magazines is concerned.

## **2.2 Magazines Content in Kenya**

Kenya has a number of magazines most of which are published monthly and a few are bi-monthly. The magazines cover a range of topics such as business, lifestyle, politics, entertainment, media and other societal issues. Unfortunately, there is very little literature on Kenyan magazines. Early magazines in America for example *Godey's lady's book* in 1830 and *Peterson* in 1842 offered articles on fashion, morals and diets, health and printed elaborate hand-coloured engraving their pages (Dominick, 2009). Today, Kenyan magazines have borrowed a lot in style and content from the early American ones. *True Love* magazine for example has content on fashion and beauty which shows the best buys, hairstyles and fashion of the month as well as health matters, on careers; focus is on business and money- talks on various aspects of careers like how to nail an interview, interview of the career of the month and how to run a business. They also focus on life skills which include relationships, sex, inspiration, parenting file, and advice on how to keep your mind, soul and body healthy. There is also a section on focus on women in action (exercises in a gymnasium) and celebrities. Lifestyle is also considered, at home with Josie Mutungi, motoring, food-special meal and a step-by-step cookery recipe is given.

*Parents* is another consumer magazine on the Kenyan market with a slogan “caring for you and your family.” It focuses on more or less the same issues as in *True Love* but majorly on parental issues. The focus is on real life experiences, on beauty, inspiration, health issues, basic skin care, fashion, relationships, parenting and careers. On Money matters; how to start a new business,

how to furnish your business and ‘defining money’ are discussed. Beautiful homes are also put on focus. This shows that the Kenyans magazines have similar content compared to early magazines.

## **2.3 Functions of Magazines as a Medium of Communication**

Dominick (2009) summarizes the magazines functions as follows:

### **2.3.1 Surveillance**

This is an important function of any media. Media should inform the masses by transmitting information that is useful and helpful in everyday life. A magazine can perform surveillance function by portraying new hairstyles, furniture arrangements, and new dressing fashions, eating habits and health matters. The readers always feel that the information being discussed in the magazines is quite educative and that people who feature in media are often people who “matter”, this is because of the focus they receive from the mass media. This makes the readers to emulate what has been portrayed by the magazine so that they can also “matter” (Dominick, 2009). This illustrates the power of media.

### **2.3.2 Linking of Different Elements of Society**

The media links through interpersonal channels the different elements of society that are not directly connected. For instance, an advertisement in a *True Love* magazine attempts to link the needs of the buyers with the products of the sellers. They also link geographically separated groups that share a common interest. The media thus can create totally new social groups by linking members of society who have not previously recognized that others have similar interests, this is sometimes referred to as “public making” ability of the mass media. People who read the same type of magazine tend to exhibit certain characteristics distinct in their social

group (Dominick, 2009). This kind of group tries to look different from others because they share related characteristics.

### **2.3.3 Interpretation**

Media often provide information that is of ultimate significance and often attach some meaning to the information and events that they portray. This could make an individual come to rely too heavily on the views carried in the media and lose his/her critical ability. This can lead to dysfunctional situations in which individuals become passive and allow others to think for them. This can easily lead to people copying what is in the magazine because it is the ideal as portrayed even when it is not good for them (Dominick, 2009). D'Souza (2006) adds that media often give its understanding of a message; their objective is to understand and to be understood. The magazines discuss real life health issues like breast cancer, gives possible causes and also advices on treatment and how to manage the disease. For instance, Eve Weekly: October 31,2010 magazine, Dr. Michemi of Kenyatta National Hospital points out that, ' out of 900 new breast cancer cases diagnosed at referral hospital last year (i.e. 2009), 360 were of women aged between 20 and 35. Approximately 350 cases were presented for admissions in the late stages.' This shows that most patients with breast cancer detect at a later stage which is more dangerous. That's why Oncologists advise for Self Breast Examination frequently to detect breast cancer at early stage so that it is treatable.

### **2.3.4 Transmission of Values**

This is the socialization function of the media. Socialization is the way in which an individual comes to adopt the behaviour and values of a group. The mass media present portrayals of our society, and by watching, listening, and reading, we learn how people are supposed to act and what values are important (Dominick, 2009). D'Souza (2006) observes that Communication

transmits through words, pictures, actions or symbols the information necessary to achieve certain objectives or values. For instance, some magazines will high light the breast cancer disease by use of photographs to explain the disease while others by use of words to pass the information. October, 2010 Eve weekly magazine high lights a photograph on how cancer can affect a man's breast and also the same magazine gives information on hope for a cure of breast cancer.

### **2.3.5 Selectivity**

Magazines are focused on a specific target audience. Most magazines are published for special-interest groups. These include magazine targeting women for example *True Love* magazine, *Eve*, *Parents*. Men's' magazines for instance *Adam*, *Economical magazines*, *Political*, *teenage*, *children magazine* and many others. Thus having selected the best suitable print, you may reach your exact market. For instance, advertising of motor oil would hardly fit a woman magazine even though both men and women use this product (Baran, 2004).

### **2.3.6 Permanence**

Magazines have a long life span as compared to television, radio and newspapers. Newspapers are discarded soon after being read. Magazines are generally read over several days and often kept for reference. This means adverts can use longer and more detailed copy, which can be very important for high involvement and complex products and services. The performance of magazines also means readers can be exposed to different health issues such as breast cancer and thus can pass magazines to other readers (Baran, 2004). This means that magazines are good archival material for future reference.

## 2.4 Breast Cancer

The body is made up of hundreds of millions of living cells. Normal body cells grow, divide, and die in an orderly fashion. During the early years of a person's life, normal cells divide faster to allow the person to grow. When one becomes adult, most cells divide only to replace worn-out or dying cells or to repair injuries. But when cells in a part of the body start to grow out of control, they become abnormal and thus become cancerous. There are many kinds of cancer, but they all start because of out-of-control growth of abnormal cells (Lacroix and Toillon, 2006). Lacroix and Toillon (2006), further says that cancer cell growth is different from normal cell growth. Instead of dying, cancer cells continue to grow and form new, abnormal cells. They observe that cancer cells can also invade or grow into other tissues, something that normal cells cannot do. Growing out of control and invading other tissues are what makes a cell a cancer cell.

According to American Cancer Society; Cancer Facts and Figures, 2010, in most cases the cancer cells form a tumor. Tumors that aren't cancerous are called benign. Benign tumors can cause problems; they can grow very large and press on healthy organs and tissues. But they cannot grow into or invade other tissues, therefore they can't spread to other parts of the body (metastasize). These tumors are almost never life threatening. A malignant tumor is a group of cancer cells that may grow into (invade) surrounding tissues or spread (metastasize) to distant areas of the body. The disease occurs almost entirely in women, but men can get it, too. For instance, October Eve Weekly magazine: a pull out in Sunday Standard has a feature on "*Men beware: Breast Cancer also attacks you.*" Men have less breast tissue, which makes breast cancer spread faster in their bodies as compared to women. Breast cancer is a malignant tumor that starts from cells of the breast. To understand breast cancer, it is important to have some basic knowledge about the normal structure of the breasts.



**Source: Kakamega Provincial hosp. during screening demonstration**  
**Fig 2.2: Photograph of Self Breast Examination**

The female breast is made up mainly of *lobules* (milk-producing glands), *ducts* (tiny tubes that carry the milk from the lobules to the nipple), and *stroma* (fatty tissue and connective tissue surrounding the ducts and lobules, blood vessels, and lymphatic vessels). Most breast cancers begin in the cells that line the ducts (*ductal* cancers). Some begin in the cells that line the lobules (*lobular* cancers), while a small number start in other tissues (W H O, 2009).

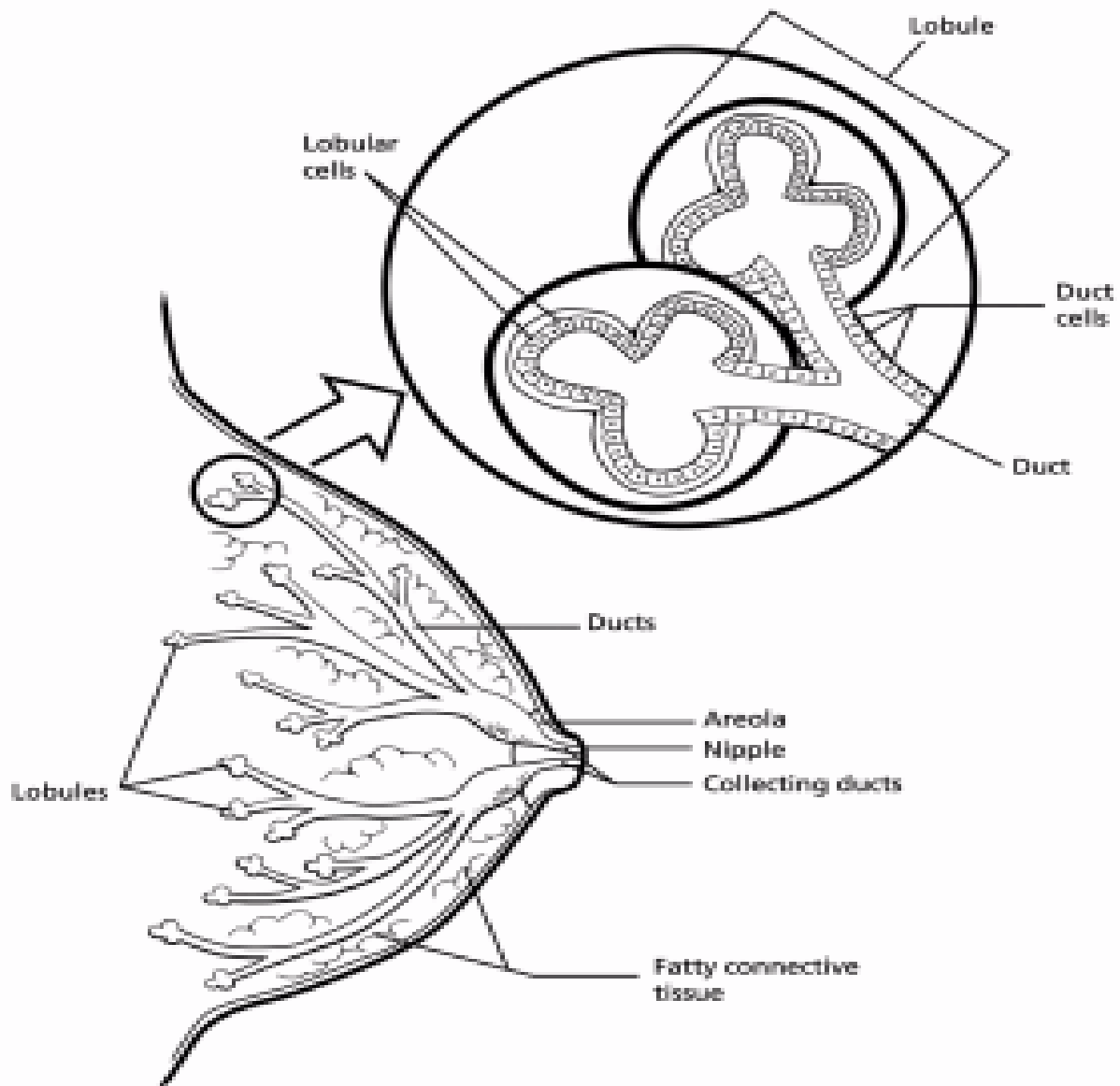
## **2.4.1 Types of Breast Cancer**

According to World Health Organization, there are several categories of breast cancer though some are quite rare:

### **2.4.1.1 Ductal Carcinoma in Situ (D C I S)**

Ductal carcinoma in situ, also known as *intraductal carcinoma*) is the most common type of non-invasive breast cancer. DCIS means that the cancer cells are inside the ducts but have not spread through the walls of the ducts into the surrounding breast tissue. About 1 in 5 new breast cancer cases will be DCIS. Nearly all women diagnosed at this early stage of breast cancer can be cured.





Source: Adopted from W H O, 2009  
Fig. 2.3: Cross Section of a Breast



Source: WHO, 2009.

**Fig. 2.4: Mammography of the right breast -screening for lumps**

A mammogram is often the best way to find DCIS early. A mammogram is an x-ray picture of the breast used to check for breast cancer in women who have no signs or symptoms of the disease. Diagnostic mammograms are used to check for breast cancer after a lump or other sign or symptom of the disease has been found. Results from randomized clinical trials and other studies show that screening mammography can help reduce the number of death from breast cancer among women ages 40 to 74 (Osion and Stuart, 2002).

#### **2.4.1.2 Lobular Carcinoma in Situ (L C I S)**

Lobular carcinoma in situ, also called *lobular neoplasia* is sometimes classified as a type of non-invasive breast cancer. It begins in the milk-producing glands but does not grow through the wall of the lobules (Vazquez and Brennan, 1973).

Most breast cancer specialists think that LCIS itself does not become an invasive cancer very often, but women with this condition do have a higher risk of developing an invasive breast

cancer in the same breast or in the opposite breast. Therefore, women with LCIS are advised by the breast cancer specialist to have regular mammograms and doctor visits.

#### **2.4.1.3 Invasive or Infiltrating Ductal Carcinoma (I D C)**

This is the most common type of breast cancer. Invasive (or infiltrating) ductal carcinoma starts in a milk passage (duct) of the breast, breaks through the wall of the duct, and grows into the fatty tissue of the breast. At this point, it may be able to spread (metastasize) to other parts of the body through the lymphatic system and bloodstream. About 8 of 10 invasive breast cancers are infiltrating ductal carcinomas.

#### **2.4.1.4 Invasive (or infiltrating) Lobular Carcinoma (I L C)**

Invasive lobular carcinoma starts in the milk-producing glands (lobules). Like IDC, it can spread (metastasize) to other parts of the body. About 1 out of 10 invasive breast cancers is an ILC. Invasive lobular carcinoma may be harder to detect by a mammogram than invasive ductal carcinoma.

### **2.4.2 Mammograms**

A mammogram is an x-ray picture of the breast. Mammograms can be used to check for breast cancer in women who have no signs or symptoms of the disease. This is referred to as screening mammogram (Cokkinides, 2008).Figure 2.5 demonstrates.

Mammograms can also be used to check for breast cancer after a lump or other sign or symptom of the disease has been found. This type of mammogram is called a diagnostic mammogram.

Signs of breast cancer may include pain, skin thickening, nipple discharge or a change in breast size or shape; however, these signs may also be indicators of benign conditions.

The benefit of screening mammogram is to detect early breast cancer and this allows starting the treatment earlier in the course of the disease, possibly before it has spread. Results from randomized clinical trials and other studies show that screening mammography can help reduce the number of deaths from breast cancer among women ages 40 to 74, especially for those over age 50. However, studies conducted to date have not shown a benefit from regular screening mammography in women under age 40 (Memorial Sloan-Kettering Cancer Center, 17th April, 2008). The National Cancer Institute (NCI) recommends that women 40 years of age and older to have screening mammograms every 1 to 2 years. The institute also recommends that Women who are at higher than average risk of breast cancer should talk with their health care providers about whether to have mammograms before age 40 and how often to have them.

### **2.4.3 Breast Cancer Risk Factors**

A risk factor is anything that affects your chance of getting a disease, such as breast cancer. The most significant risk factors for breast cancer are being female and getting older (Komen, 2007). As a woman gets older, there are more chances of her developing this disease. However, this is not the same for all women in a given age group. Research has shown that women with the following risk factors have an increased chance of developing breast cancer (WHO, 2009 and National Breast Cancer Organization, 2008).

**Personal histories of breast cancer**-women who have had breast cancer are more likely to develop a second breast cancer.

**Family history of breast cancer**-breast cancer risk is higher among women whose close blood relatives have this disease. Having one first-degree relative (mother, sister, or daughter) with breast cancer approximately doubles a woman's risk. Altogether, less than 15% of women with breast cancer have a family member with this disease. This means that most (over 85%) women who get breast cancer do not have a family history of this disease.

**Race and ethnicity**-White women are slightly more likely to develop breast cancer than are African-American women. African-American women are more likely to die of this cancer. This is because African-American women tend to have more aggressive tumors, although why this is the case is not known. Asian, Hispanic, and Native-American women have a lower risk of developing and dying from breast cancer.

**Breast density**-Women who have a high percentage of dense breast tissue have a higher risk of breast cancer than women of similar age who have little or no dense tissue in their breasts. Unfortunately, dense breast tissue can also make it harder for doctors to spot problems on mammograms.

**Certain benign breast conditions**-women who have been diagnosed with certain benign breast conditions may have an increased risk of breast cancer. Some of these conditions are more closely linked to breast cancer risk than others.

**Menstrual periods**-Girls who experience their menstrual cycle at an early age before 12 years and women who go through menopause at a later age after 55 years have a slightly higher risk of breast cancer. This may be related to a higher lifetime exposure to the hormones estrogen and progesterone.

**Radiation therapy**-Women who had radiation therapy to the chest (including the breasts) before age 30 have an increased risk of developing breast cancer throughout their lives. The risk of developing breast cancer from chest radiation is highest if the radiation was given during adolescence, when the breasts were still developing.

**Having children**-women who have had no child or who had their first child after age 30 have a slightly higher breast cancer risk. Bearing many children and becoming pregnant at a young age reduce breast cancer risk.

In reducing breast cancer risks, women are advised to have regular checkups to detect cancer cells in its early stages so that appropriate medical attention can be applied. According to an article, “*Women reminded of Breast Cancer Risks,*” by Manongdo: Women Instinct April 24<sup>th</sup> 2011, regular screening is encouraged to combat these risk factors that cannot be controlled. Further, she says, Intensive screening regimen is usually advised for women with the mutations which may include frequent breast examinations (mammography, MRI and ultrasound as appropriate for age). Screening methods do not prevent cancer, but merely attempt to catch it early; numerous methods of prevention are sometimes practiced, with varying results.

#### **2.4.4 Breast Cancer Awareness Month (BCAM)**

BCAM, also referred to as National Breast Cancer Awareness Month (NBCAM), it is an annual international health campaign organized by major breast cancer charities every October to increase awareness of the disease and to raise funds for research into its cause, prevention and cure (Ehrenreich, 2001).The campaign also offers information and support to those affected and infected by breast cancer. BCAM is also a prime opportunity to remind women to be breast aware for earlier detection (Komen, 2007).

A pink ribbon is the universal symbol of breast cancer awareness. They are worn to honour those who have been diagnosed with the breast cancer and also to identify products that the manufacturer would like to sell to consumers that are interested in breast cancer. It encourages consumers to focus on the emotionally appealing ultimate vision of a cure for breast cancer, rather than on the fraught path between current knowledge and any future cures (King and Samantha, 2006).

According to American Cancer Society (2010), about 70-80% of breast cancers occur in women who have no family history of breast cancer. These occur due to genetic abnormalities that happen as a result of the aging process and life in general, rather than inherited mutations. The most significant risk factor for breast cancer is gender (being a woman) and age (growing older).

### **2.5 Magazines Awareness on Breast Cancer.**

Magazine publications do a good job in explaining and communicating facts, news and the personal side of breast health (Stephan, 2010). She (Stephan) also says that although men are diagnosed at a much smaller rate than women, their chances for being diagnosed with breast cancer also increase with age. In fact, most cases of breast in men occur between the ages of 65 and 69. During October month, magazines as a medium of communication, contribute greatly in celebrating of Breast Cancer Awareness. Magazines such as *Parents, True Love and the pull-outs* from newspapers provide tangible information on risk factors of the disease, self examination, provides websites where people are advised to visit in order to learn more on the management of the disease and how to hook up with Breast Cancer survivors or sufferers on the forum and many other information related to the disease.

Magazines have become more increasingly important socializing agents in the 20<sup>th</sup> century. Although people are free to some extent to choose socialization influences from the mass media, they choose some influences more often than others. They tend to choose influences that are more persuasive. People often fit existing cultural standards, and are made especially appealing by those who control the mass media (Kellner, 1995).

## **2.6 Conclusion to chapter two.**

Magazines as a medium of disseminating information contain educative features as well as information. Therefore it is upon the readers to access the relevant magazines in order to get information that will enhance healthy living. Breast cancer has become rampant and many women have lost lives due to the disease. Therefore, it is an individual's responsibility to be on look out and conduct Self Breast Examination regularly in order to detect any lump and get early treatment when needed.



## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.0 Introduction**

This chapter discusses the methods used to achieve the objectives of the study. These methods enabled the researcher to select and use the most appropriate data collection instruments. The chapter also discusses the description of the study area, the population and the sampling design used. The chapter also discusses the methodology and data collected. The research adopted mixed approaches.

#### **3.1 Research Paradigm**

A paradigm refers to how one views the world in a particular way, a general perspective, a way of breaking down the complexity of the real world (Patton, 1990). A Paradigm is an interpretative framework, which is guided by "a set of beliefs and feelings about the world and how it should be understood and studied" (Guba and Lincoln, 1994). The significance of paradigms is that they shape how we perceive the world and are reinforced by the community around us. Within the research process the beliefs a researcher holds will reflect in the way the research is designed, data collection as well as analysis of data and how research results are presented. Therefore this is why it is important for researchers to recognize their paradigm to allow them identify their role in the research process, determine the course of any research project and distinguish other perspectives. This research was guided by realism research philosophy which mainly concentrates in the reality and beliefs that already exist in the environment. In this philosophical approach, two main approaches are direct and critical realism (McMurray, Pace and Scott 2004). Direct reality means, what an individual feels, sees, hears. On the other hand, in critical realism, individuals argue about their experiences for a particular situation (Sekaran and Bougie 2010). In this case; working women tell their experiences with

magazine communication in relation to breast cancer. The philosophical paradigm incorporated both qualitative and quantitative approaches.

### **3.2 Research Design**

The study adopted a mixed approach design involving both descriptive survey and phenomenological research. Mixed methods design was used to broaden understanding by incorporating both qualitative and quantitative approaches and also to build on the results from each approach providing supportive information (Creswell, 2009). Quantitative approach used descriptive design while qualitative used phenomenological design of key respondents in which the researcher identified the essence of human experience about breast cancer communication as described by participants. The researcher administered questionnaires and interviews in order to get a sample that is representative for the whole population of women in Kakamega Municipality. The survey method was effective in gathering data from a large group. It also facilitated organization of data in an orderly way. The survey was also important because it saved time and also allowed the researcher to understand the population by studying a part of it. Phenomenological research enabled the researcher to understand participants experience as far as breast health communication is concerned. The researcher used accessible population of women who read magazines. Accessible population meant those women that were reachable and had desired characteristics for the study-read magazines. This was achieved through purposive and snowball sampling.

The researcher used mixed methodology in order to incorporate the strength of both qualitative and quantitative approaches, additionally this also provided a more comprehensive view of magazine media *visa vi* breast health communication. The design was sequential whereby the

researcher started with quantitative approach then followed by qualitative and finally drew conclusions from the two approaches.

### **3.3 Sampling**

Sampling refers to choosing the elements to be used in answering the research questions (Grippa, 2003). Further, she says the ideal sampling strategy is one in which the elements truly represent the population while controlling for any source of bias. Haber (2006) defines sampling as the process of selecting representative units of population for study in a research investigation.

Sampling was used since it was not possible to study the whole population of women in Kakamega Municipality; hence the researcher employed purposive and snowballing sampling to get accessible population of 346 women who read magazines. The researcher used her own personal experience with the audience and sampled 346 women who were reachable and had desired characteristics required for this research- who read magazines. According to Kerlinger (1986), 10-30% sample size is ideal representative of a population. Thus, the researcher arrived at 102 sample population which is 30% stratified sample of 346 accessible populations. The strata are shown in table 3.1 of this chapter. Stratified sampling was incorporated in order to avoid any biasness while achieving 102 participants who made the whole sample. Out of these, 92 participants filled questionnaires while purposively sampled 10 key respondents participated in in-depth interviews. Sampling made it possible to carry out research because it saved time, money and gave the researcher accurate solutions and answers to the research questions within a short period of time (Ngechu, 2000).

#### **3.3.1 Study Site**

This is a detailed description of places where the research took place. The study was conducted in Kakamega Municipality in the larger Kakamega County, Kenya. The study area emphasized

on a cosmopolitan nature of the town having different categories of people working at various levels.

### **3.3.2 Research Population**

The research population was all women in Kakamega Municipality who read magazines. This was accessible population of 346 working women who read magazines. This was after carrying out purposive, snowballing and stratified sampling that the researcher was able to come up with this figure of working women who read magazines. These included working women from Educational institutions, banking sector, business women, civil servants and civil society who access at least a copy of a magazine per month. Educational institutions comprised of one university and girl's secondary schools headed by female principals within the municipality. This is illustrated in the Table 3.1.

### **3.3.3 Sampling Technique / Research Sample**

The study adopted purposive sampling technique, snowball sampling and stratified random sampling. This was in consideration of time and cost of the study. Purposive sampling enabled the researcher to use cases that had required information in magazines as far as breast cancer awareness is concerned. Here, the researcher purposively sampled the participants who had desired characteristics for the study-read magazines. This was assisted by snowball sampling; initial participants with desired characteristics identified during purposive sampling technique named other participants that they knew had the desired characteristics for the research. This was done till the researcher got the number of research population that represented women in Kakamega Municipality and these was found to be 346 accessible population. Stratified sampling was incorporated to avoid any biasness so that all the women population in Kakamega Municipality was represented. Stratified sampling was used to achieve desired representation from the various sub-groups in the population. The population was divided into the following

strata: Civil Servants, Bank employees, Educational institutions, Business women and civil society. Table 3.1 shows these.

According to Kerlinger (1986), 10-30% sample size is ideal representation of a population. Thus, the researcher arrived at 102 sample population which is 30% stratified sample of 346 accessible populations. These were a representative of the total population in order to produce a miniature cross-section of the whole population. Therefore the researcher administered 92 questionnaires to purposively sampled working women to the above categories. The remaining 10 key respondents participated in in-depth interviews. This made a sample size of 102 respondents who made a representative of women in Kakamega Municipality. Stratified sampling ensures inclusion in the sample of sub-group which otherwise would be omitted entirely by other sampling methods because of their small numbers in the population.

In-depth interviews were audio recorded in verbatim and voices transcribed and analyzed. These was done in two sessions for each respondent; each session taking fifteen minutes to gather more detailed relevant data. Note taking was done by use of audio- tape recording the interviewer's questions as well as the interviewee's answers exactly as expressed. Recording the interview enabled the researcher have time to concentrate on flow of the interview without worrying about taking elaborate notes (Jwan and Ong'ondo, 2011). This was to enable no leaving out of information owing to forgetfulness or any other kind of omission.

**Table 3.1: Research Population and Sample Size**

<b>STUDY POPULATION</b>	<b>STRATA</b>	<b>ACCESSIBLE POPULATION(AP)</b>	<b>SAMPLE POPULATION 30% of AP</b>
Civil Servants	Health	30	09
	Education	40	12
	Local government	38	11
	Internal Security	39	12
Bank Employees	Co-operative bank	18	05
	National bank	14	04
	KCB	15	05
Educational Institutions	Masinde Muliro university	60	18
	Matende sec school (public)	12	04
	St.Joseph's sec school (private)	10	03
Business women	Boutiques	13	04
	Hotels	15	05
Civil Society	Msamaria mwema Wangwete women grp	15	05
	Kakamega Network For Youth leaders	12	04
	<b>TOTAL</b>	<b>346 accessible popul.</b>	<b>102 sample popul.</b>

Tape recording facilitated data analysis since the information was played back and studied more thoroughly. The recording also speeded up the interview thus time saving. Recording of the responses can be evaluated and categorized with any person other than the interviewer and this

makes it possible to establish the reliability of the data. The thick data collected from the in-depth interview answered the objectives of the study under investigation.

Sample sizes in qualitative research tend to be small because of the volume of verbal data that must be analyzed and because this type of design tends to emphasize intensive and prolonged contact with the respondents (Speziale and Carpenter, 2003). Therefore these substantiates why the sample size of qualitative approach was small. The selected 102 participants was considered to be typical of the population, thus the number was representative enough to generalize to the target population. The number facilitated the adequate capture of the large number of magazines for the working women in the Municipality.

### **3.4 Data Generation Techniques**

To arrive at the data required for the study, the researcher employed a mixed method approach. Triangulation was used to clarify meaning by identifying multiple perspectives as far as awareness in magazines is seen. Triangulation is the application of multiple perspectives in collecting data (Jwan and Ong'ondo, 2011). This was done sequentially by starting with questionnaires followed by in-depth interviews and finally documentation.

#### **3.4.1 Questionnaire**

This tool for data collection was employed in quantitative data study. This method constituted questionnaires with a number of questions printed in a definite order on a set of forms concerning the problem the researcher was conducting a research on. The questionnaires were numbered from number one to ninety two and they were hand-delivered to purposively sampled 92 working women in Kakamega Municipality. The respondents were expected to read carefully and understand the questions and write down the reply in the space provided for the purpose in

the questionnaire itself. The respondents answered the questions on their own and the questionnaires were collected by the researcher in person ready for analysis.

### **3.4.2 Unstructured / In-depth Interviews**

Interview method of data collection involved presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. Cohen et al. (2000) define an interview as a technique of generating data through direct verbal interaction between individuals. In Unstructured interview, the interviewer is allowed much greater freedom to ask in case of need, supplementary questions, can even change sequence of questions depending on the responses of the interviewee so long as the context is maintained. In-depth interviews were done in two sessions each taking fifteen minutes in order to capture detailed data. These were audio recorded in verbatim in order not to omit anything and later transcribed. Audio recording gives the researcher time to concentrate on the flow of conversation and to direct the interview appropriately without worrying about taking elaborate notes (Jwan and Ong'ondo, 2011). The subsequent direction of the interview depended on the respondent's replies. This was also guided by the deep knowledge and greater skills the interviewer had in order to collect relevant and enough information concerning the problem in study. The interviews were necessary during qualitative approach because small numbers (10 participants) were involved and were accessible.

### **3.4.3 Documentation.**

Documentation is an instrument of data collection which involves analysis of written documents or other artifacts such as films, videos, photographs and print. In the study, magazine content relating to Breast Cancer were the source of documents analyzed. As supported by Babbie and Mouton (2001), analysis of relevant documents triangulates or gives another perspective on a research question and results of document analysis complement other data. Therefore document analysis in this study was meant to complement other research tools mentioned earlier. The main



advantage of this tool was that documents were checked and re-checked for reliability without imposing on participants. Document analysis helped the researcher to know the level of Breast Cancer information in consumer magazines. This was through analysis of October magazines printed during 2005-2011 period.

### **3.5 Pilot study**

A pilot study was conducted by the researcher to measure the reliability of the research instruments. An instrument is considered reliable when it is able to elicit the same responses each time it is administered (Nachmias, 1996). In this study, the pilot study was conducted in Mumias Municipality within Kakamega County. 20 questionnaires were administered to working women to respond to them as a pre-test. The researcher then used the responses of the questionnaires and compared them with unstructured interviews in order to find out the similarity or difference between the two responses for each individual item and category of respondents. These assisted the researcher to eliminate the errors made during the first administration of the tools and made adjustments. The purpose of piloting was to determine any ambiguities and omissions in the instrument which was then corrected. It also provided opportunity for item analysis in the instruments. The piloted Municipality was not used in the actual study.

### **3.6 Ethical Considerations**

Ethics refers to a set of values defining right from wrong. It is further defined as a guide to decisions relating to moral duty and obligations. Hesse-Bieber and Leavey, 2006 asserts that researchers need to anticipate the ethical issues that may arise during their studies. Therefore ethical considerations in this research referred to ethical protections that research establishment created to try to protect better the rights of the research participants as well as the rights of the researcher. Ethical issues in this research were as follows;

**Voluntary participation:** The respondents were not coerced into participating in research. The researcher told the participants that they were free to participate in the research voluntarily.

**Informed consent:** The prospective research participants were fully informed about the procedures involved in research and signed letters of consent to participate. The researcher had to inform the participants that the interview was to be recorded (audio recorded) so they got prepared. The researcher informed the respondents why and how these interviewing was to be conducted. Therefore the participants had a choice to participate or not after being informed of the facts of the study. Creswell, 2009 points out that participant have to sign informed consent form before they engage in the research. This is to acknowledge that their rights will be protected during data collection.

**Risk of harm:** Ethical standards also require that researchers do not put participants in a situation where they might be at risk of harm as a result of their participation. The researcher also should not put herself in situations that can cause harm. Harm referred to both physical and psychological. Therefore, this was also put into consideration and no harm was witnessed.

**Confidentiality:** The researcher assured the respondents of the protection of the privacy of the research. The participants were assured that identifying information will not be made available to anyone who is not directly involved in the study. The researcher ensured the confidentiality of the data obtained and not exposing the names of the respondents or the name of institution. Thus pseudonyms were used in the study to encourage participation and reduce fears. The stricter standard is the principle of anonymity which essentially means that the participant remains anonymous throughout the study.

**Member Checking:** The researcher went back to the respondents who had contributed in the interviews to check and verify that indeed the information captured by the researcher was the true account of the recording.

**Trustworthiness:** Trustworthiness in research means being open, telling the truth in your research. It also refers to the extent the researcher can be trusted with people's information, the considerations in a piece of research. The researcher was entrusted by the interviewees and that's why they volunteered to give the information and even accept the audio recording. Credibility of research was achieved by use of multiple sources of evidence by giving quotes from the respondents as well as from the magazines.

### **3.7 Conclusion to Chapter Three.**

The chapter three presented the process of solving the problem under investigation. The researcher highlighted the research tools used; use of questionnaires, unstructured (In-depth) interviews and document analysis to help in sourcing the answers to the research questions as presented and discussed in chapter four.

## **CHAPTER FOUR**

### **DATA PRESENTATION, INTERPRETATION AND DISCUSSION**

#### **4.0 Introduction**

This Chapter deals with the presentation, interpretation and discussion of the results derived from the findings of the data analysis process. The chapter provides findings based on the objectives of the study; responses from the questionnaires, interviews as well as documents from consumer magazines related to the study. The questionnaires were administered to the women who read magazines whereas the interview schedule was used for key respondents who were opinion leaders in the occupation categories and these were audio recorded. The analysis followed the order of objectives in the research. Data analysis is the process of bringing order, structure and meaning to mass of information collected.

The first part of this chapter discusses quantitative data analysis while the second part presents qualitative data analysis. Under these, the researcher discussed demographic information of the respondents which include; age, educational level and current occupation. The research concentrated on awareness of breast cancer in women in Kakamega Municipality in relation to communication media. All these focused on influence of breast cancer information in magazines to working women in decision making.

#### **4.1 Quantitative Data Analysis and Presentation Procedure**

After the quantitative data was collected from filled questionnaires, the exercise of data analysis began. All responses (variables) were then coded to facilitate their use and compatibility with the assistance of computer programme; Statistical Package for Social Sciences (SPSS). Responses from the questionnaires were grouped along generalized themes and coded alongside the other responses in the SPSS spreadsheet. Data analysis was done using the computer programme SPSS

version 11.5 to analyze quantitative data. Frequencies and percentages of the responses were used to analyze the obtained information descriptively which was then summarized and presented using graphs, tables and pie-charts.

#### 4.1.1 Respondents Background Information

The study was conducted on one hundred and two (102) respondents drawn from five categories of women occupations in Kakamega Municipality. These were civil servants, bankers, education institution employees, business women and women from civil society. The study was majorly on women because from the literature review, women are most affected. The summary of distribution of the respondents is presented in Table 4.1.

**Table 4.1: Summary of the Distribution of Respondents N=102**

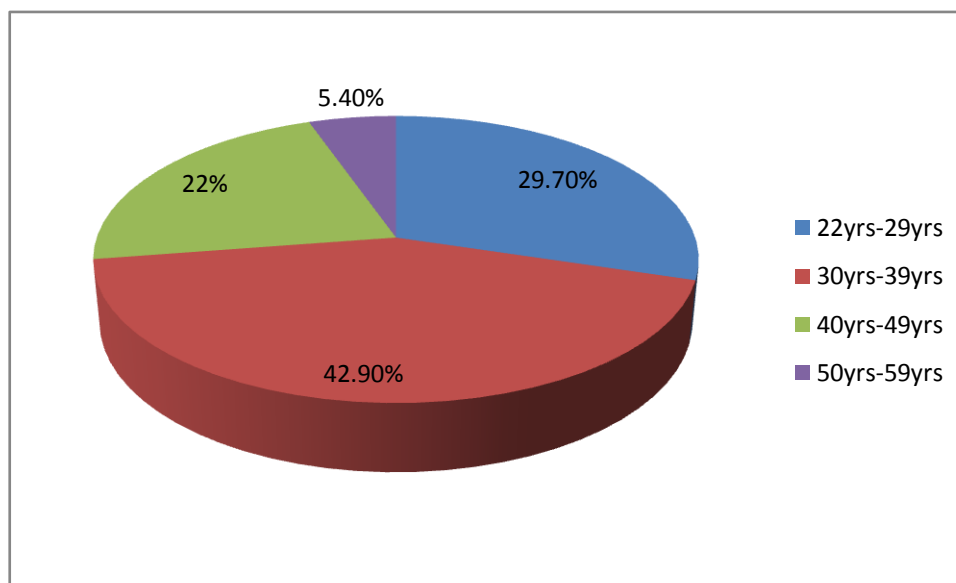
<b>Category of respondents</b>	<b>Sample population</b>	<b>Percentage</b>
Civil servants	44	43.13
Bankers	13	12.74
Educational institutions	25	24.51
Business women	10	9.81
Civil society	10	9.81
<b>Total</b>	<b>102</b>	<b>100</b>

The Table 4.1 shows the sample population of 102 respondents who participated in the research. Out of these, 92 respondents filled the questionnaires while the remaining 10 key respondents participated in in-depth interviews which were audio recorded.

#### 4.1.2 Distribution of Respondents by Age

In the study, the age of participants was distributed as follows: twenty to twenty nine years were twenty seven (29.7%), those aged between thirty to thirty nine years old were thirty nine (42.9%), those aged between forty to forty nine years were twenty (22%), those aged between fifty and fifty nine were five (5.5%) as presented in Figure 4.1.

Figure 4.1, indicates that women aged between twenty two and twenty nine years were not ardent readers of magazines. Those aged thirty and thirty nine read magazines most frequently as compared to the rest. These were the highest readers of magazines.



**Fig 4.1 Age of Respondents in Quantitative data.**

A half as many women aged forty to forty nine years also read the magazines. 5.5 % of women who read magazines were elderly women aged between fifty and fifty nine. This could be because middle-aged women (30-39years) are eager to learn about the disease. From literature review, this is the age that is most affected by the breast cancer and so this could be one of the

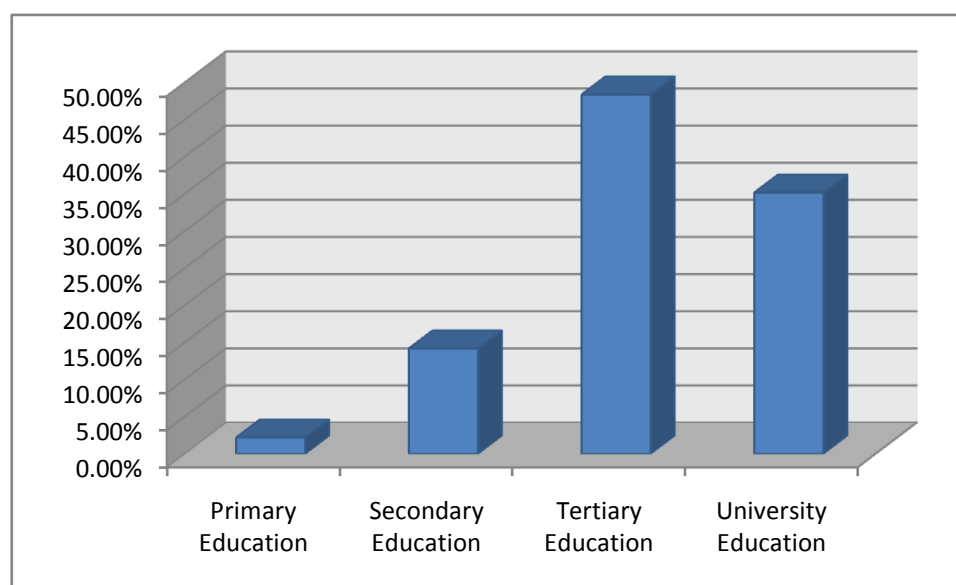
reasons to equip themselves with more knowledge on breast cancer. This concurs with Dr. Oketch of Kakamega Provincial Hospital as quoted during the interview:

“..the age that is mostly affected by the breast cancer is between 35-40 years. Women under this active age are encouraged to carry out Self Breast Assessment frequently to detect any lump in the breast.....”

Trenholm (2001) asserts that the typical magazine is written to attract young readers. This distribution was relevant to the research because the magazine content is usually designed for young readerships and this is the age that is mostly affected by breast cancer, there is need to get more information so that one equips herself with risks of getting the disease and also how to manage it in case it inflicts them.

#### 4.1.3 Distribution of Respondents by Level of Education

Out of the 92 respondents who filled questionnaires, two (2.2%) had primary school education. Forty four (48.4%) had attained tertiary college education while thirty two (35.2%) had attained university degree certificates. Figure 4.2 shows distribution of respondents by level of education.



**Figure 4.2: level of Education of Respondents**

The respondents were asked to state their highest level of education and the research findings represents one of the features of a specialized audience; one that is educated, literate and primarily urban (Dominic, 2005). 48.4% represented tertiary college, 35.2% represented university education, 14.3% were secondary education and finally 2.2% represented primary education. Trenholm (2001) asserts that the typical magazine is written to attract young readers who are reasonably well educated. This also suggests that young readers are active in equipping themselves with the current information in the magazines so that they can also apply this information in their lives. It was important to note the level of education in order to know if really the participants would read magazines.

#### **4.1.4 Accessibility of Consumer Magazines to Women in Kakamega Municipality**

This was the first objective the study. Consumer magazine is one that can be acquired by anyone, through a subscription or a single copy purchase or as a free copy. Belch and Belch (2004), asserts that consumer magazine is a glossy magazine that is aimed at a specified group of people. In the study, this magazine was aimed at women and more so the working women who could purchase at least a copy of the magazine every month.

In investigating how accessible consumer magazines are to women in Kakamega municipality, the research sought to determine the distribution of respondents by their current occupation and also the possible sources of magazines.

##### **4.1.4.1 Distribution of Respondents by Current Occupation**

The respondents' current occupation was considered important in this study because it determined whether a woman could access and or afford at least a copy of a magazine in a month. The respondents were distributed alongside their current occupations as follows: civil



servants were forty two (46.2%), bank employees were twelve (13.2%), educational institute employees were twenty three (25.3%) business women were seven (7.7%) and civil society included women groups and youth group were seven (7.7%) as indicated in the Table 4.2.

**Table 4.2: Present Occupation**

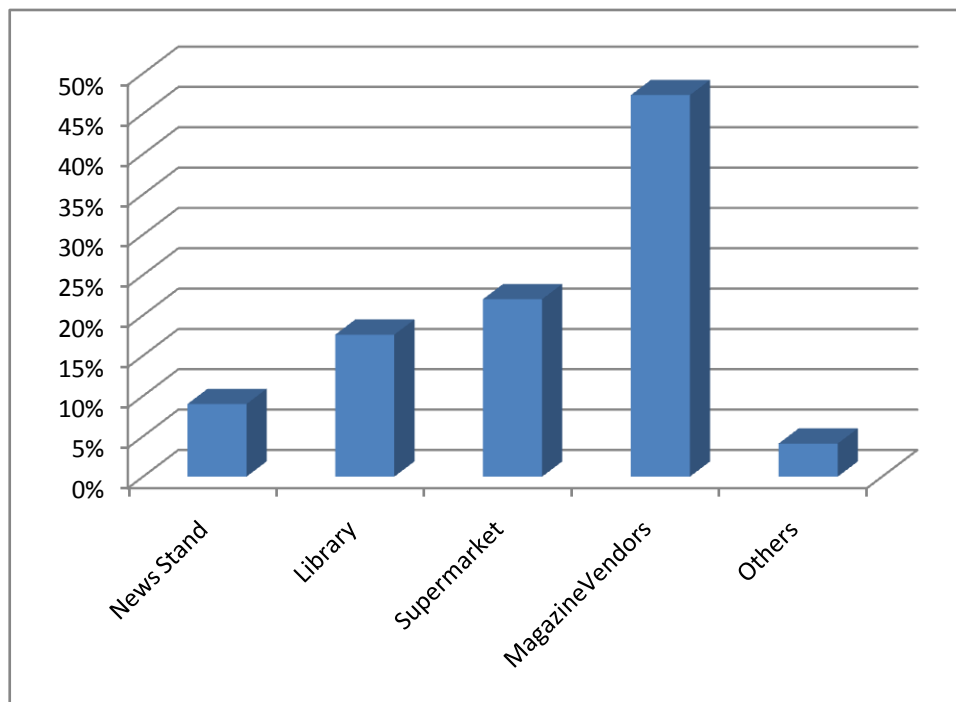
Occupation	Frequency	Percent	Valid Percent
Civil servant	42	46.2	46.2
Banker	12	13.2	13.2
Educational institute	23	25.3	25.3
Business woman	7	7.7	7.7
Civil society	7	7.7	7.7
Total	91	100.0	100.0

From the Table 4.2, it shows that the occupation with the highest readers of magazines were civil service with a percentage of 46.2. This was followed by educational institution employees with 25.3%. Bank employees had 13.2% while the business fraternity and civil society who comprised of women and youth groups each had a percentage of 7.7% respectively.

#### **4.1.4.2 Sources of Magazines**

From Figure 4.3, most magazines in the Kakamega Municipality are bought from the magazine vendors, forty three (47.3%). This could be because of many magazines vendors located at different strategic places in the Municipality. 22% of the respondents got their magazines from

the supermarket while 17.6% got from the library while 8.8% bought their magazines from newsstands. The Figure 4.3 also demonstrates these.



**Figure 4.3: Source of Magazines**

#### **4.1.5 Level of Breast Cancer Information in Magazines**

The second objective of the study was to analyze issues on breast cancer that were discussed in consumer magazines. The researcher dwelt much on October magazines. This is because October is a National Breast Cancer Awareness Month (NBCAM) and thus this is one of the reasons the researcher sought to find out what information were discussed in October magazines that brought awareness to women. Consequently, statistics shows that breast cancer is number one killer disease of women. October month is the prime opportunity to remind women to be breast aware for earlier detection of any lump (Komen, 2007). To answer this objective, the researcher asked

the respondents what Information on breast cancer they read in magazines, the causes of breast cancer read in magazines and also were asked if the best remedy for breast cancer was early detection through Self Breast Examination. Table 4.3 and Table 4.4 respectively demonstrate the results.

#### 4.1.5.1 Information on Breast Cancer in Magazines

The respondents were asked to state the kind of information they read in consumer magazines and Table 4.3 show the results.

**Table 4.3: Information on Breast Cancer in Magazines**

	Frequency	Percent	Valid Percent
Causes and Treatment	19	20.65	20.65
Self Breast Examination	13	14.13	14.13
Mammography	1	1.1	1.1
all above	58	63.00	63.00
Others	1	1.1	1.1
Total	92	100.0	100.0

The Table 4.3 indicates that fifty eight (63%) of information read in magazines were about the causes and treatment of breast cancer, Self Breast Examination and mammography-screening of the breast using a specialized machine. This indicated that these three dependent variables were highly dependable on magazines for awareness on breast cancer. This concurs with Wilson (2002) that the magazine editor selects information and then portrays to the audience only what

they deem fit for dissemination. Thus these are the information on breast cancer that the publisher deemed important to the consumers. This shows that the three variables i.e. cause and treatment, mammography and Self Breast Examination are most important as far as breast cancer awareness is concerned. If one is aware of her breast and checks regularly for any lump, it is the best treatment (Dr. Mugambi, 2012). Additionally, if one is aware of the risk factors that cause breast cancer such as smoking, alcohol use and obesity, she will change her life style so that she does not get herself with this dreadful disease. Dr. Mugambi (2012) adds that women aged forty years and above should have a mammogram once a year as part of their annual checkups.

#### 4.1.5.2 Causes of Breast Cancer

Respondents were asked to state the factors they found in magazines that bring about breast cancer. Table 4.4 shows the results. 43 (46.7 %) indicated that family health history was the most factor they found to be causing breast cancer, 29 (31.8%) indicated that both family health history and personal risk factors were the variables found in magazines to be the causes of breast cancer.

**Table 4.4: Causes of Breast Cancer**

Causes	Frequency	Percent
family health history	43	46.7
personal risk factors	16	17.5
family health history and personal risk factors	29	31.8
Others	02	4.0
Total	92	100.0

#### 4.1.5.3 Best Remedy for Breast Cancer; Early Detection Through Self Breast Examination

The respondents were asked to state whether they agreed or they didn't agree that Self Breast Examination was the best remedy for breast cancer early detection. According to results presented in Table 4.5, eighty three (91.2%) respondents agreed that the best remedy for early detection of breast cancer is through Self Breast Examination.

**Table 4.5 Best Remedy for Breast Cancer Early Detection through SBE**

	Frequency	Percent	Valid Percent
True	83	91.2	91.2
False	2	2.2	2.2
Surgery to remove whole breast	2	2.2	2.2
Others	4	4.4	4.4
Total	91	100.0	100.0

#### 4.1.6 Influence of Breast Cancer information in Magazines on Working Women in Kakamega Municipality.

The third objective of the study was to investigate whether information on breast cancer in magazines had influenced working women in Kakamega Municipality. The researcher sought to find out if the information in magazines had helped women to make decisions in curbing breast cancer menace. Table 4.6 presents the results.

The respondents were asked if they had been influenced by breast cancer information in magazines in making decisions on breast cancer. Seventy five (82.4%) responses agreed that indeed their opinion on breast cancer had been shaped by the information read in magazines.

This suggests that magazines have played a big role in disseminating information on breast cancer. It also indicates that working women are more aware of the disease and thus observe their life style which is among the factors that cause breast cancer. This has been supported by Dominick (2009), he says that magazines have the ability to select and emphasize certain topics such as on health thereby influencing the readers perception on issues raised as important. Further, Dominick (2009) elaborates that one of the functions of magazine is surveillance. Magazine portrays current information on health matters that seem to be educative and also features people who share their experiences. This makes the readers to emulate what has been portrayed by the magazines in order to help them grow healthy and also educate others.

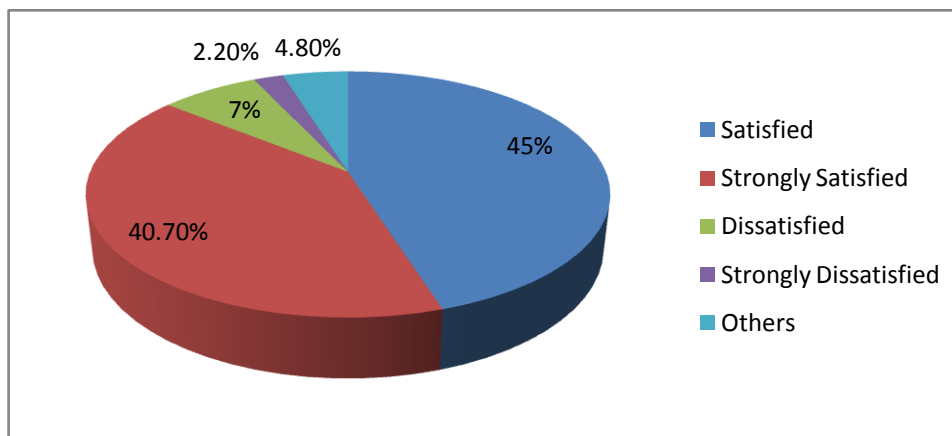
**Table 4.6: Information Shaped Opinion on Breast Cancer**

	Frequency	Percent	Valid Percent
Yes	75	82.4	82.4
No	16	17.6	17.6
Total	91	100.0	100.0

#### **4.1.7 Extent of Agreement on Use of magazines**

The respondents were asked what extent they agreed that magazines as a medium of communication could be used as a tool for disseminating information to women. Figure 4.4 shows the results. Forty one (45.1%) agreed that they were satisfied that magazines were tools for disseminating information to women while 37(40.7%) strongly agreed that they were

satisfied. 2.2% were strongly dissatisfied. They didn't agree that indeed magazines facilitated dissemination of information on breast cancer.



**Figure 4.4 Extent of Agreement on use of magazines**

#### **4.2 Analysis of Qualitative Data**

Qualitative data was collected through in-depth interviewing of ten key respondents and these were audio recorded in verbatim. The data was then analyzed thematically whereby codes having similar characteristics were categorized into one group. “Coding involved highlighting extracts of the transcribed data and labeled them in a way that they could be easily transcribed, retrieved, or grouped” ( Dornyei, 2007) Thematic analysis involved searching for themes of relevance to the research topic under which data from in-depth interviews was organised. The interview was audio recorded in order to capture all that interviewees were saying and also this was to free the interviewer from the task of taking detailed notes thus concentrate on asking questions and probing further (Jwan and Ong’ondo, 2011). The data was then analyzed thematically whereby codes having similarities were put together to form themes. In the first stage, the researcher transcribed the voices by turning them (extracts) into transcripts and making them whole sentences without altering with the meaning. This was done to all the interviews. These were

then re-familiarized (second stage) by reading all the transcripts and removing all unnecessary words, repetitions and exclamations without distorting initial meaning. Re-familiarization was important in order to form a general idea of what the data was all about as well as the researcher's initial interpretations regarding the data (Jwan and Ong'ondo, 2011).

The third phase of analysis was coding which involved three stages; open coding, axial coding and selective coding. In open coding, the researcher made a copy of cleaned transcripts without altering the initial meaning, highlighting chunks that had relevant/ distinct issues concerning the study objectives. During literature review the researcher identified possible codes/ categories that the research questions ought to consider and so the researcher operated with these codes in guide to highlighting relevant chunks that would make sub themes. At the second phase of coding; axial coding, the researcher grouped similar codes from the list of codes generated during open coding merging them together to form new categories. This was successful by carrying out winnowing of codes. This reduces the number of codes by putting related information into one sub-theme as well as reducing the big chunk of data (Dornyei, 2007).

The third phase of coding referred to as selective coding (Creswell, 2009).The researcher came up with the relevant themes in relation to the objectives of the study from the categories in second phase of coding. Some themes emerged from the data that did not correspond to the research questions but these were also considered important in this findings (Jwan and Ong'ondo, 2011).These included; the demographics of the respondents and also their occupations. Age was considered important because it showed the ages of participants in the study. The researcher came up with the following themes in order to meet the objectives of the study: accessibility of magazines, breast cancer description / definition, information on breast



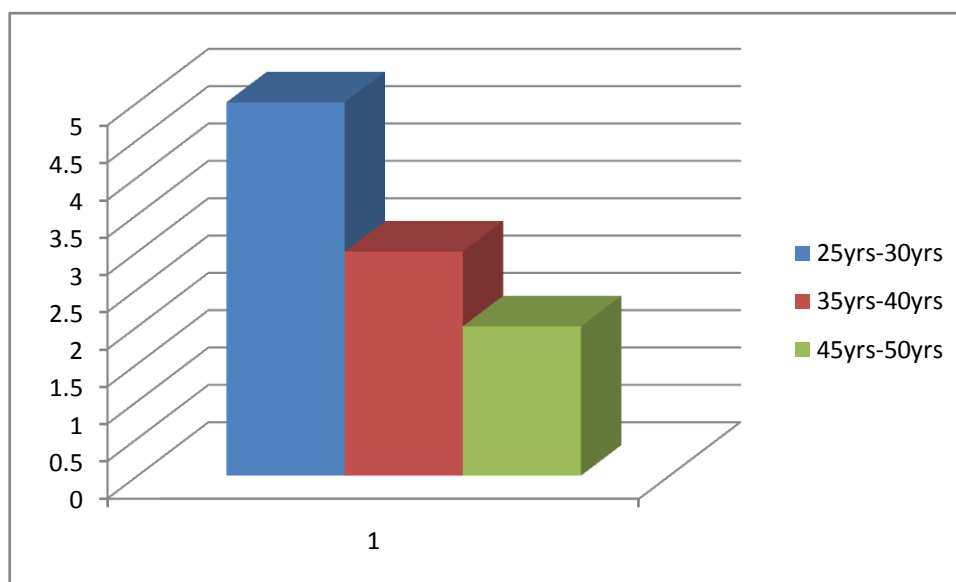
cancer in magazines; Self Breast Examination, symptoms of breast cancer, causes of breast cancer, risk factors associated with breast cancer, treatment of breast cancer and finally best remedy for breast cancer.

Finally, the fourth stage of thematic analysis involved developing the narrative. The researcher built a narrative by connecting the categories, picking out the extracts that best illustrated themes by giving an explanation of the data in a manner that they could make sense to a reader. The researcher then evaluated and analyzed the data to determine the adequacy of information and credibility in answering the research questions. The researcher did this with all the themes and came up with the first draft which was again edited without distorting the information to come up with the final draft. In summary, qualitative analysis consisted of identification of the data collected, coding of the data and categorizing patterns found in the data to make themes. The clarity and applicability of the findings depended on the analytic intellect of the researcher in order to come up with the narration. The researcher discussed the following themes:

#### **4.2.1 Respondents Age Brackets**

The researcher considered age to be important in this research because these would tell the age bracket that participated in in-depth interviews (22 years and above). It is above this age that women are mostly affected by breast cancer disease. The respondents who participated in in-depth interviews were from the age brackets as indicated in Figure 4.5.

The results showed that the key respondents who participated mostly in in-depth interview were between 25-30 years, followed by those between 35-40 years and finally 45-50 years. The interviews were recorded using an audio recorder.

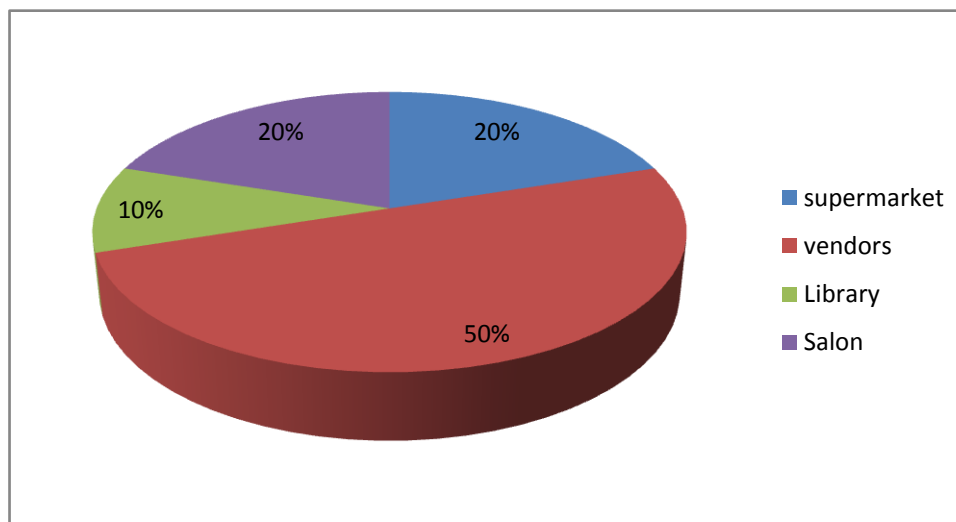


**Fig 4.5 Frequency of Respondents in Qualitative Data**

#### **4.2.2 Accessibility of Consumer Magazines in Kakamega Municipality**

Kakamega Municipality is a busy cosmopolitan town. The population has enormously increased due to the universities around and this has opened up three mega supermarkets in the town. The town is an urban centre with a wide range of magazines sold at newsstands, supermarket shelves, bookshops, libraries, magazine vendors and some are sold by hawkers. The respondents purchased the magazines from these areas and some got them in salons, thus these enabled the respondents get information on breast cancer. From the responses that were collected from in-depth interviews, the respondents got their magazines from different outlets as shown in Figure 4.6.

Three of the participants said that they read the information on breast cancer from the salons they visited on a monthly basis. A leader from one of the youth group said she bought magazines from library. Two respondents read magazines salon, two interviewees purchased from the supermarket and lastly five respondents purchased from the vendors in the Municipality. Figure 4.6 demonstrates this.



**Fig 4.6: Accessibility of Consumer Magazines in Kakamega Municipality**

#### **4.2.3 Breast Cancer description**

The respondents tried to define breast cancer and the researcher found out that almost all of the ten key respondents had similar descriptions; a disease affecting a woman's breast that comes in form of a lump. Four of the respondents interviewed described breast cancer as,

“.. a disease that affects women at age 30 years and above....an inflammation of the breast having a strange lump in the breast...” (Carolyn, Pamela, Doreen and Judith)

While a respondent from one of the secondary school had this to say,

“..one of the sicknesses, ailments that majorly have become rampant of late in women but also men have testified of the disease” ( Angela)

Four respondents had related description. They described breast cancer as a disease causing a strange lump in the breast.

According to WHO Breast cancer is a malignant tumor that starts from cells of the breast. National Cancer Institute (NCI) defines breast cancer as cancer that forms in tissues of the breast, usually the ducts (tubes that carry milk to the nipple) and lobules (glands that make milk). It occurs in both men and women, although male breast cancer is rare.

#### **4.2.4 Information on Breast Cancer in Magazines**

Magazines have the ability to select and emphasize certain topics, thereby influencing the readers perception on the issues raised as important. This concurs with Dominick (2009) who says that print media has an impact on agenda setting. Thus magazines as a source of information had several topics on breast cancer as testified by the respondents. The respondents were asked to discuss the information read in magazines on breast cancer. They found out information on the following: causes of breast cancer, mammography, the treatment, the symptoms, risk factors associated with breast cancer, best remedy for breast cancer, Self Breast Examination, articles on life experiences of women with breast cancer. A key respondent from one of the girls' schools in Kakamega Municipality said,

“...I think magazines have been a major help because most of the information I have told you have gotten from the magazines.....so magazines are a good source of information on breast cancer...”(Catherine)

A banker working with one of the banks in the Municipality had this to say,

“...I have read a lot about awareness months in October magazines. I have read about the social groups formed by breast cancer patients, the management of breast cancer as well as places to seek for help in cases where one has detected a lump...”(Debora)

Four respondents echoed that the information they had read in magazines especially the *pull outs* was on SBE, the causes as well as on nutrition. Women are advised to avoid fatty foods especially junk foods and to exercise frequently.

#### 4.2.4.1 Causes of Breast Cancer

During the in-depth interview, one of the bankers in the Municipality had this to say concerning personal risk factors that causes breast cancer in magazines,

“.....infact most of the information I am giving you, like on diet and exercises, I have read them from *parents’* magazine....” (Judith)

This indicates that she learnt of these causes of breast cancer through magazines.

According to one of the principals from a secondary school on causes of breast cancer,

“...what I have learnt from media especially magazine is that breast cancer is caused by our style of life and the kinds of foods we eat.....”(Catherine)

A business woman from the Municipality said,

“...one can inherit breast cancer through family life (hereditary), if there is someone a close relative with breast cancer, this can be passed on to other siblings..” (Pamela)

A banker from one of the banks in the Municipality said,

“..there’s risk of breast cancer to women who get children late in their lives, after thirty years and above...” (Debora)

She also said that too much drinking and alcohol taking is also discouraged because this causes breast cancer. One of the business women running a boutique and a salon also concurred with this statement. Three respondents said that breast cancer is caused by the women’s life styles; these include too much fatty foods, lack of exercises, alcohol taking and smoking.

#### **4.2.4.2 Treatment of Breast Cancer**

Referring to treatment of breast cancer, respondents had these to say: A business woman said,

“..I have read in magazines that breast cancer can be treated through chemotherapy and radioactivity, though early detection is the best treatment..” (Juliet)

One of the respondents said,

“... breast cancer can be treated only when it has been detected early, it can be stopped from spreading, then one can also undergo an operation, then radiotherapy and chemotherapy..” (Doreen)

A business woman running a boutique asserted that,

“..Well, what I know on treatment of breast cancer is that when it is detected early, it is treatable..”  
(Pamela)

Dr. Oketch from Kakamega Provincial Hospital;

“..Majority of women present with breast cancer in stages one and two and we offer them with breast saving / breast conserving surgery.... We don't remove the entire breast...majority present with lumps and we do remove the lumps or remove the quadrant having the lump, to a few with advanced disease, we do simple mastectomy.....we are able to offer them radiotherapy and chemotherapy....”

#### **4.2.4.3 Self Breast Examination (SBE)**

Self Breast Examination simply means examining your breasts by palpating it to check for a strange lump. In conducting the in-depth interview, the respondents were asked if they had any information on SBE and if they also practice the same. The respondents seemed to have had some knowledge on SBE. They pointed out that women are advised to be palpating their breasts routinely in order to check for any lumps because if this is detected early, it is treatable.

One of the leaders of a women group had this to say,

“I press my breasts to check if there is a lump....I read in *parents* magazine that if you happen to discover that you have the lump of course after SBE, it’s better you go to the doctor for examination and start treatment..”(Lavin)

A key respondent from one of the Municipality schools had this to say,

“...for my students ,we encourage them to do SBE ....during October month; the breast cancer awareness month, there’s a lot of information on breast cancer in mass media and we try to impart the skills to our girls to be able to examine themselves because breast cancer not only affect old women but also affect young women too.” (Angela)

She pointed out that this is a simple procedure that anybody can do to herself.

The Best remedy for breast cancer is early detection through Self Breast Examination. This concurs with Dr. Mugambi (2012) of Nairobi Hospital as quoted in *Living* magazine;

“.....Screening for cancer of the breast through Self Breast Examination, is the most effective means of detecting early breast cancer. It is therefore important that all women, from puberty, learn how to do Self Breast Examination properly to breast check for lumps. This must be carried out once every month during monthly periods or on the first date of every month for those without their periods or in menopause.....”

Dr. Oketch a key informant in this research had this to say,

“.. quite a number of ladies are now enlightened we see them coming ranging from ages 20 to 60, thanks to breast cancer groups like Soroptimist International Club of Kakamega...quite a number of women come to have their breasts checked and they have also been taught about SBE and so quite a number do self assessment and when they discover anything strange they rush to experts for treatment..”

One of the bankers interviewed had this to say,

‘...I had a lump in the breast after detecting it through self breast examination, I got worried it could be cancerous so I had to go for check up but discovered it was a simple cyst after undergoing an ultra sound....’(Judith)

One of the prominent business woman in the Municipality advices other women to be going for checkups regularly to detect for any lumps because if detected early breast cancer is treatable rather than the problem being detected late and getting their breasts cut. A Principal from one of the schools said that from the knowledge she had from magazines, early identification of breast cancer is the best because if this is detected late when the disease has already spread it is difficult to treat.

*True Love magazine*, October 2007 states that, “Early detection is your best protection.....breast health starts with you knowing your own breasts just like you know your face or hands....” This shows that carrying out Self Breast Examination regularly helps women learn what is normal for their breasts and thus will be able to notice any abnormal changes. The magazine also advices men to do SBE because men are also affected though at a lower percentage as compared to women. One of the key respondents from a secondary school said that women are advised to touch their breasts to check for any lumps because this is the only surety way to detect breast cancer.

One of the respondents who is a banker had this to say,

“ ..magazines provide a lot of information on breast cancer it is only that one is required to read them frequently because you will find that in one edition they are talking about causes, the other one will have



information on management next may have an article on life experience with breast cancer therefore one must be a consistent reader of magazines.....” ( Debora)

*Parents’ magazine* March 2007, had information on breast cancer survivor as well as information on Self Breast Examination;

“.....if tumours are detected early enough treatment and cure is almost 100 percent successful. Experts’ advice women from age 20 and above to do monthly Self Breast Examination (SBE)...” the magazine also provided the steps on a SBE.

Dr. Mugambi (2012) in *Living Magazine* summarizes the basic steps of Self Breast Examination as follows:

“**Step 1**-While Standing, shoulders straight and arms on your hips, face a mirror. Look for any differences in size, shape, colour, swelling or skin texture, changes in the nipple or any signs of redness or rash.

**Step 2** –Raise your arms and examine your breasts for any of those changes.

**Step 3**- Gently squeeze each nipple to check for discharge.

**Step 4**- Lie down and feel each breast with the opposite hand by palpating. Feel all the tissues in a methodical manner to cover all areas of each breast, applying pressure to check deep tissue for any lumps or abnormalities.

**Step 5**-Examine both breasts while standing and sitting, and gently examine the entire breast.

Dr. Mugambi notes that having information in magazines, readers (women) need to practice these so that they detect any lump so that they get treatment early because this is the best treatment.

#### **4.2.4.4 Mammogram**

Cokkinides (2008) defines a mammogram as an x-ray picture of the breast. Further explains that mammograms can be used to check for breast cancer in women who have no signs or symptoms of the disease.

During the in-depth interview, four respondents had an overview of what mammogram was. They described it as using a specialized machine to detect breast cancer. However, six respondents did not know or had scanty knowledge on mammography.

A business woman running a boutique had this to say,

“...well, I have heard about it but I don’t know much about it...”,

“...I have not heard about it...” (Pamela)

The researcher brought about screening of the breast (mammography) because it is one of the ways pointed out in magazines as among early detections of breast cancer to especially women having dense breasts.

#### **4.2.5 Extent of Agreement on Use of magazines**

This question prompted women who were interviewed to explain the extent they agreed that indeed magazines help in breast cancer awareness. One of the respondents from a girls’ school had this to share,

“.....I am satisfied that magazines disseminate information though not really satisfied because there is a barrier of communication because not all women can read because of language used and also the magazines are expensive like the parents magazine so not many people buy them and so can only reach a few...”

( Catherine)

One of the key respondents from a bank had this to say,

“..... I have read *True Love* magazine and has helped me to know that October is a breast cancer awareness month...also helped to know that pink ribbon is a symbol of breast cancer awareness.....”

(Risper)

In addition, a women group leader said that,

“.....am not really satisfied that magazines can be used to disseminate information because of language barrier, magazines are expensive and also can only reach a few who are elite unlike radio which can broadcast in mother tongue.....”(Lavin)

One of the youth group leaders said,

“.....I have read about people who have had breast cancer and even I also read about those who had it and detected early and they were treated.....”( Carol)

She also added that has shared with her group members concerning nutrition and also why exercises are important for healthy living.

A key respondent from one of the secondary school had this to say,

“... magazine is not enough now that only the elite who accesses the information and now that the cost is high I would rather the radio help in disseminating the information because if you get to the village ordinary people have the small radios.....”( Angela)

One of the business women said,

“.....*True Love* has helped me to remember that October is breast cancer awareness month... When October comes, it makes me know what new has been discovered about breast cancer in terms of causes, treatment.....”(Juliet)

A key respondent from one of the schools said,

“...I am satisfied but this may cut across people who can afford purchasing of magazines but there is a major chunk of women population who cannot access magazines may be they are not economically empowered or are illiterate....information on breast cancer should be channeled through radio because radio is more accessible to rural women and can have real life stories and experiences about breast cancer..”.

(Catherine)

A banker in one of the banks in the Municipality also concurred that radio should be used to disseminate this important information in order to curb the breast cancer disease.

#### **4.2.6 Opinion on Magazines as a Tool for Disseminating Breast Cancer Information**

The information read in magazines had some impact on women in the Municipality and thus prompted them to make some decisions;

A business woman running a boutique had this to say.

“..The information I got in magazines made me satisfied because they encouraged me to go for check up....earlier, I used to be afraid but when I read in magazines that when breast cancer is detected early, it can be treated, I was able to go for screening”.(Pamela)

A key respondent from one of the Secondary schools had this advice,

“..I would advice those who are educated and are aware of what the magazines says about the breast cancer, it’s very easy to access women in church; let’s go to churches and preach about breast cancer..”

(Catherine)

A banker in one the banks in the Municipality had this to say,

“..through parents’ I have been able to share my opinions on breast cancer. There’s a coupon you fill and send. I have been able to know centers where I can get help concerning breast cancer..” (Risper)

Doreen said,

“..by reading *True Love* magazine, I was able to know that breast cancer can affect both men and women and women are at more risk because of the breast density....”.

A leader of one of the civil society groups said that,

“..*True Love* magazine has helped me to remember that the month of breast cancer awareness is October, when October month comes it makes me know about what new has been discovered about breast cancer, the new causes, may be am at risk ; it has helped me know something new about breast cancer”.( Carol)

A Key respondent from one of the Girls’ schools commented on *pull out magazines*,

“..*woman instinct* has made me to wear a pink ribbon during October month to create more awareness to my students and staff..” (Angela)

Dr. Oketch had this to comment;

“... Magazines have created a big role in creating awareness of breast cancer.... I have read good articles concerning breast cancer....because some patients what have prompted them to come for medication is the articles they have read in magazines and I thank the media for the good role in helping create awareness to the public to know the various ailments that afflict mankind..”

### **4.3 Document Analysis**

This involved analysis of literature on breast cancer in consumer magazines. The researcher looked at emerging issues on breast cancer discussed in these October magazines and provided some extracts. The researcher concentrated on the October publications because this is a breast cancer awareness month internationally. The following are the issues discussed in the magazines.

### 4.3.1 Information on Mammogram

Mammogram refers to screening of the breast with a specialized X-ray machine to detect breast cancer. *Parents February, 2007:37* edition advises women who are 40 years and above to be getting regular mammograms for early detection of breast cancer. This is best with dense breasts.

### 4.3.2 Breast Cancer Survivors and Experience

The researcher looked at the breast cancer survivors and their experiences. This has been brought out in different magazines, the survivors talking about their experience and how they are managing the disease. They are also encouraging women to familiarize with their breasts and breast cancer is not the end of life. In *Parents March 2007:22*, edition, Alice has been to hospital a few more times for operations and she has totally overcome the fear of cancer.

“Infact cancer has made me stronger than I was before. I can handle any situation and work anywhere...”

(Alice)

*Parents March, 2009:26*, have an article on “*Living in Hope-breast cancer not end of Life*”.

Grace’s advice is that having a positive attitude and best possible care helps in the healing process. This encourages cancer patients not to loose hope in life.

*Parents October 2007:40* talks about “*Tribute to Mum-Abreast cancer victim*” Lillian narrates her story about her mum who was snatched from her through breast cancer. She encourages people to wear pink ribbon during October month and support efforts to reduce breast cancer deaths. She encourages women to examine themselves because early detection is the best treatment of breast cancer. She says,

“...what had started as a painless lump in her right breast in July of previous year had rapidly grown into the cancer that was to take away her life”. (Lilian).

This edition also highlighted the stages of breast cancer. This indicated that Alice’s mother did not take a first action when she noted the painless lump which later took her to grave but had she seen a doctor early enough she would still be living.

### **4.3.3 Self Breast Examination (SBE)**

Women from age 20 are encouraged to carry out SBE on monthly basis to detect breast cancer. The researcher noted that most of the magazines had information on the steps of a SBE. *Parents March 2007:23, True Love October 2005 series, True Love October 2007, True Love October 2009* all had in information on how to conduct a SBE.

‘Self Examine Your Breasts’. Regular examining your own breasts is an important way to detect breast cancer early. Although not all cancers can be found this way, this is a critical routine you can and should establish for yourself (*True Love October, 2009*). This edition too explains how one can conduct self-care breast massage ritual in detecting breast cancer. Experts recommend that you familiarize yourself with how your breasts normally look so that incase of any change you should be able to notice immediately and visit a doctor.

### **4.3.4 Breast Cancer prevention**

*October, 2007:42 parents magazine* states that breast cancer prevention starts with knowing the truth. The magazine highlighted several preventions of breast cancer. Breast awareness is the greatest weapon a woman has to fight against breast cancer. The recommendation is ‘TLC’, Touch, Look and Check. This means getting to know what is normal for you whenever you can- in the shower, in the mirror, lying down in bed or whatever works for you. This edition goes

further by highlighting the following: regular exercises can help protect you from breast cancer, the pill increases your breast cancer risk, drinking alcohol increases your risk, breastfeeding reduces your risk, consider your diet-avoid saturated fats, use of anti-perspirant can give you breast cancer. By highlighting all these, it helps women to take care of themselves to curb breast cancer. *True Love October 2007:55 magazine*, “Touch Yourself Campaign” highlighted article on celebrities who celebrated their breasts in honour of breast cancer. The celebrities encouraged girls and women to learn more about their breasts and take the necessary precautions to avoid becoming victims. The campaign was to encourage girls and women that it’s normal and healthy to examine their breasts.

Wangui an NGO Programme Associate also contributed by saying;

“...it is very important for us women to take care of our breasts. I started going for mammograms early because my mother is a breast cancer survivor and she always reminds me to have frequent check-ups....I encourage my friends and colleagues specifically in October month to participate in breast cancer awareness initiatives and also go for a mammogram...”





Source: Adopted from True Love magazine October 2007:55

**Fig 4.7 Touch Yourself Campaign**

## 4.4 DISCUSSION

This discussion is organized in line with the objectives of the study.

### 4.1 Summary of findings based on the objectives

The summary of the findings is hereby presented with regard to the objectives of the study which were as follows:

- a. To investigate accessibility of consumer magazines to the women in Kakamega Municipality.
- b. To analyze the issues on Breast Cancer discussed in consumer magazines.
- c. Examining the role of specialized media (consumer magazines) in demystifying the Breast

Cancer by the working women in order to make decisions.

### **5.2.1 Accessibility of Consumer Magazines to Women in Kakamega Municipality**

The first objective of the study was to find out the accessibility of consumer magazines in Kakamega Municipality. The results from the interviews were as follows; 47.3% respondents said they bought their magazines from the vendors. This was because of many magazines vendors located at different strategic places in the Municipality. 22% of the respondents got their magazines from the supermarket while 17.6% got from the library. 8.8% of the respondents bought their magazines from the newsstands. 4 out of 10 women interviewed intensively read magazines from the salon they frequently visited. Figures 4.3 and 4.6 demonstrate these. In the questionnaires and the interviews, participants reiterated the same thing. For example, on the question of how accessible magazines are in Kakamega Municipality, 43.3% got magazines from magazine vendors, 22% from supermarket, and 17.6% from library while 8% bought from newsstands. To quote:

Most of the magazines that I have read, I bought them from a vendor in town...(Juliet)

During analysis of quantitative data, the researcher found out that most magazines in the Kakamega Municipality were bought from the magazine vendors, forty three (47.3%), 22% of the respondents got their magazines from the supermarket while 17.6% got from the library while 8.8% bought their magazines from newsstands. The Figure 4.3 also demonstrates these. This suggests that Kakamega municipality has more magazine vendors located at different strategic places and this has contributed to women accessing magazines easily. Therefore these shows that most magazines in the Kakamega Municipality were bought from the magazine vendors and were readily available and thus women accessed them.

### 5.2.2 Information on Breast Cancer Discussed in Consumer Magazines

The second objective of the study was to find out the information on breast cancer discussed in magazines. The guiding question was; what issues on breast cancer were discussed in consumer magazines? This was incorporated with the documentation from the magazines. The respondents said they read most of the information they had on breast cancer from magazines. Three out of the ten respondents interviewed pointed out that one needs to be a frequent reader in order to learn different issues concerning breast cancer. To quote;

“...magazines provide a lot of information on breast cancer it is only that one is required to read them frequently because you will find that in one edition they are talking about causes, the other one will have information on management next may have an article on life experience with breast cancer therefore one must be a consistent reader of magazines.....” (Debora)

“...What I have noticed with magazines is that different episodes come with different issues and so one has to be a consistent reader in order to update herself with information on breast cancer...” ( Angela)

“...Magazines provide a lot of information.....concerning breast health, one should access them monthly in order not to miss any information on breast health because different issues are discussed monthly..’  
(Doreen)

This was because different magazine editions publish different topics on breast cancer so one has to be a consistent reader in order to learn more on breast health. Two interviewees pointed out that magazines are good for disseminating of information but only to elites and so they pointed out that in order to reach all women in the villages, radio is the most powerful tool.

To quote;

“...I am satisfied that magazines do inform people about breast health but this may cut across people who can afford purchasing of magazines but there is a major chunk of women population who cannot access

magazines may be they are not economically empowered or are illiterate....information on breast cancer should be channeled through radio because radio is more accessible to rural women and can have real life stories and experiences about breast cancer..”. (Catherine)

“... magazine is not enough now that only the elite who accesses the information and now that the cost is high I would rather the radio help in disseminating the information because if you get to the village ordinary people have the small radios.....” ( Angela)

These indicates that as much as magazines do communicate to women by providing information on breast health, there are some factors such as high price of magazines that make some women not to access magazines because they cannot afford them on monthly basis. That’s why on feedback, elite women who can afford magazines monthly are advised by one participant to visit women forums, churches and the like in order to disseminate information on breast health to other women.

“..I would advice those who are educated and are aware of what the magazines says about the breast cancer, it’s very easy to access women in church; let’s go to churches and preach about breast cancer..”  
(Catherine)

In analysis of documents in magazines concerning breast health. Different issues were discussed in different episodes monthly. This concurs with Wilson (2002) who said that magazines editor selects information and then portray to the audience only what deem fit for dissemination. The same sentiments are shared by Dahama and Bhatnagar (1992) who says that a writer of a magazine decides what message to send, how to treat it so that its news worth and it’s understood, what channels to use, which receivers or audience to reach in order to communicate.

For instance;

*True Love magazine*, October 2007 states that,

“Early detection is your best protection.....breast health starts with you knowing your own breasts  
Just like you know your face or hands....”

This shows that carrying out Self Breast Examination regularly helps women learn what is normal for their breasts and thus will be able to notice any abnormal changes. The magazine also advises men to do SBE because men are also affected though at a lower percentage as compared to women.

*True Love October 2007:55 magazines*,

“Touch Yourself Campaign.....”

This highlighted article on celebrities with their photographs celebrating their breasts in honour of breast cancer. The celebrities encouraged girls and women to learn more about their breasts and take the necessary precautions to avoid becoming victims.

*Parents October 2007:40* talks about,

“Tribute to Mum-A breast cancer victim...”

This is a life experience article on Lilian’s mum who passed on due to breast cancer. Lillian narrates her story about her mum who was snatched from her through breast cancer. She encourages people to wear pink ribbon during October month and support efforts to reduce breast cancer deaths. She encourages women to examine themselves because early detection is the best treatment of breast cancer. She says,

“...what had started as a painless lump in her right breast in July of previous year had rapidly grown into the cancer that was to take away her life.....” (Lilian).

“.....*True Love* has helped me to remember that October is breast cancer awareness month.... When October comes, it makes me know what new has been discovered about breast cancer in terms of causes, treatment.....” (Juliet)

These life experience articles in magazines encourages women both affected and infected to carry on with their lives, life is not an end in itself, they are encouraged to live another day. In conclusion, therefore the study found out that all October magazines had articles on breast cancer; different editions had different issues discussed. Consumers only need to be ardent readers in order to learn more information.

### **5.2.3 The Role of Consumer magazines in Demystifying the Breast Cancer by the Working Women.**

The third objective of the study was to investigate whether information on breast cancer in magazines had influenced working women in Kakamega Municipality in making decisions.

During quantitative data collection, the respondents were asked if they had been influenced by breast cancer information in magazines in making decisions on breast cancer. Seventy five (82.4%) responses agreed that indeed their opinion on breast cancer had been shaped by the information read in magazines. This suggests that magazines have played a big role in disseminating information on breast cancer. It also indicates that working women are more aware of the disease and thus observe their life style which is among the factors that cause breast cancer. This has been supported by Dominick (2009), he says that magazines have the ability to select and emphasize certain topics such as on health thereby influencing the readers perception on issues raised as important. This concurs with a study done by Sulik and Gayle (2010); they found out that Breast Cancer receives more attention in women magazines compared to other

cancers. This is probably because the study has shown that breast cancer affects more women as compared to men and so the disease is featured more in women magazines.

Further, in answering this third objective, to quote;

“..The information I got in magazines made me satisfied because they encouraged me to go for check up...earlier, I used to be afraid but when I read in magazines that when breast cancer is detected early, it can be treated, I was able to go for screening. Magazines have made me change my opinion... ”.(Pamela)

“..*woman instinct* has made me to wear a pink ribbon during October month to create more awareness to my students and staff..have taught my students how to check for breast lumps...most of them have changed their opinion about breast cancer...it can be treated if early detected..” (Angela)

To sum up this objective;

Dr. Oketch had this to comment;

“... Magazines have created a big role in creating awareness of breast cancer.... I have read good articles concerning breast cancer....because some patients what have prompted them to come for medication is the articles they have read in magazines and I thank the media for the good role in helping create awareness to the public to know the various ailments that afflict mankind..”

These portray a positive influence. Magazines indeed do communicate to women; women are now able to carry out SBE; they are able to observe life style as a remedy of curbing the disease, they are able to make decision on nutrition for their families.

#### **4.5 Conclusion to Chapter Four**

The chapter four presented discussion of the results derived from the findings of the study. This was based on the responses from the questionnaires, interviews as well as documents from consumer magazines.

## **CHAPTER FIVE**

### **CONCLUSIONS AND RECOMMENDATIONS.**

#### **5.0 Introduction**

This chapter gives conclusions made from the study findings and recommendations of the study as well as suggestions for further research.

#### **5.1 Conclusion**

The purpose of this study was to investigate whether consumer magazines help in creating awareness on breast cancer and if so whether this information help working women in Kakamega Municipality in making decisions as far as breast cancer is concerned. It was intended to establish whether indeed certain magazines; *True Love, Parents and pullouts* do communicate to working women as far as breast cancer awareness is concerned. By making use of descriptive statistics and thematic analysis, significant findings were revealed and conclusions stated below are based on the set objectives of the study.

Basing on the summary data, it is noted that most consumer magazines are available in Kakamega Municipality. They are sold by magazine vendors, in supermarkets, some are gotten from the libraries around, and some are bought from newsstands. Therefore it is concluded that working women in Kakamega Municipality accessed consumer magazines. The highest selling points being magazine vendors.

The second objective of the study was to find out the information discussed in magazine on breast cancer awareness. The researcher based on the answers given during interviews, answers



provided in the questionnaire and also analysis of the documents in the consumer magazines. The findings were that information women learnt from magazines were on causes of breast cancer, treatment, factors associated with breast cancer, Self Breast Examination, mammography, the best remedy for breast cancer cure and finally life experiences with breast cancer. This information is not published in each edition but different articles are published differently in different editions. Therefore one has to be a consistent reader in order to gather more information on breast cancer awareness. In conclusion, consumer magazines help in disseminating of information on breast cancer. This can also be applied in other areas not only in Kakamega Municipality.

The third objective of the study was to investigate whether information on breast cancer in magazines had influenced working women in Kakamega Municipality in making decisions.

From the findings 82.4% agreed that indeed their opinion on breast cancer had been shaped by the information read in magazines. This portrays a positive influence. Women are now able to carry out SBE in order to detect breast cancer early because they are aware that early detection is the best in curbing breast cancer. Women observe diet by not consuming too much fat as they used to and also do exercises to keep fit. Regarding Dr. Oketch's remarks, he encourages the media to continue the work they are doing especially the magazines in creating awareness on breast cancer. Through magazines, women are aware that one can get breast cancer through hereditary and not witchcraft and thus are equipped with management skills as indicated from the findings. Women are able to observe life style as a remedy of curbing the disease as well as nutrition. Through reading life experience articles on breast cancer, women get encouraged to live another day. The study found out that magazines are viable tools for disseminating of information; this is because they are exclusive and mainly centered around the issues of women

who are their target audience. This explains the need for this study, to investigate consumer magazines have participated in creating breast cancer awareness among the working women. Therefore in conclusion, the specialized media has played an important role in disseminating of breast cancer information thus creating awareness and in turn this influence working women in making decisions. What came out clearly is that the breast cancer awareness is most noticed by the elite but this being a very important topic especially to women; the media should have other alternatives such as radio which is more affordable even in rural areas to help in disseminating of breast cancer information.

## **5.2 Recommendations.**

From the findings of this study and conclusions, several recommendations have been suggested:

- a) Specialized media has been very expensive and in essence locks out women readers who may need to read the content but do not afford, therefore the government may partner with the various publishing houses in order to subsidize the prices. This will result in magazines affordable and available to all women irrespective of their social class or residence; will ensure that everyone acquires knowledge and skills imparted through the media.
- b) Publishers and distributors of magazines should expand their readership levels by distributing the media up to the rural setups which really need the information contained in the magazines in order to help curb the myths surrounding breast cancer existence.
- c) Elite women who read magazines should take an initiative of visiting women in churches and other women forums to create awareness on breast cancer in order to help curb the menace of women dying of breast cancer.

### **5.3 Suggestions for Further Research**

The study attempted to investigate whether magazines do communicate to women; the influence of consumer magazines in creating breast cancer awareness in Kenyan women. The study looked at the effect of health content in magazines has on readers. The study limited itself to consumer magazines, a similar study may be carried out on creating awareness of breast cancer information through other media especially radio. Breast cancer does also affect men; similar study can be done to find out if magazines create awareness to men as far as health communication is concerned.

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## APPENDIX 1

### INFORMED CONSENT FORM



Informed Consent for participants to voluntarily participate in the research project titled:

**“Magazines as a source of Breast Cancer Information Among Women in Kakamega Municipality, Kenya.”**

Investigator:           Marvin Mwavita Wangatiah  
                                   Moi University  
                                   Department of Communication Studies

**This Informed Consent Form has two parts:**

- **Information Sheet (to share information about the study with you)**
- **Certificate of Consent (for signatures if you choose to participate)**

**You will be given a copy of the full Informed Consent Form**

#### **PART I: INFORMATION SHEET**

##### **Introduction**

I am Marvin M. Wangatiah from Moi University. I am undertaking a research in **Magazines as a source of breast cancer information among women in Kakamega Municipality, Kenya**. The researcher would like to find out if the selected magazines; *The Parents*, *True Love* and pull outs magazines such as *woman Instinct* and *eve woman* have facilitated in passing of information on breast cancer among women in Kakamega Municipality and if this information has helped in decision making as far as breast cancer is concerned. The research project will be conducted in form of questionnaires and also in-depth interviews. The interviews will be audio recorded for the purpose of the research. This consent may contain words you do not understand. Please ask



me to stop as we go through the information and I will take time to explain. If you have questions later, you can ask.

### **Purpose of the Study**

This study seeks to investigate whether magazines have facilitated in passing of information on breast cancer among women in Kakamega Municipality. This is because many women die of breast cancer and it has become number one killer disease of women because those affected seek for medication at a late stage when the case is complicated. This will provide the basis that may contribute to increased awareness of breast cancer in the Municipality as well as in the whole country to help curb the situation.

### **Participant selection**

You are among the 102 participants who have been selected to participate in this study because I feel that you may provide us with the relevant information on the awareness of breast cancer in magazines and whether these information help in mystifying the disease. During the course of this study, you may be asked to participate in in-depth interviews.

### **Voluntary Participation**

Your participation in this research is entirely voluntary. It is your choice whether to participate or not. If you choose not to participate, the nature of your activities in this town will not be affected in any way.

### **Procedures**

I am requesting you to share your experiences with me on breast cancer awareness in the selected magazines and also if this information has helped you in decision making as far as breast cancer is concerned. If you choose to participate in the interview, I will ask you some questions, and you will be expected to contribute in the discussion depending on your individual experiences. We will all agree on the best venue where we will carry out the interviews. However, no one else will be present during the interview. The questions will mainly revolve around breast cancer awareness in magazines. This will give me the opportunity to personally share your experiences.

**Duration**

The study will take three to four months. During that time, I will visit you twice, the first time for an interview and the second time for an in-depth interview that will not have been covered in the first interview. All the interviews will take at most twenty minutes.

**Benefits**

There will be no direct benefit to you for participating in this research. However, the kind of information you give will help to sensitize other women in curbing breast cancer in Kakamega Municipality as well as the whole country.

**Sharing of Information**

I am not going to share any information that you give today with anybody outside the research team. If I choose to use the information you give me today in your reports, I will not mention your name or reveal your identity in any way. The knowledge that I get from this research will be shared with you before it is made widely available to the public. I will personally meet with all those who will have participated in the research where I will inform you of the kind of knowledge that I got through your participation. Following the meetings, I will publish the results so that other interested people may learn from the study.

**Right to Refuse or Withdraw**

Even though you have been identified as a participant in this study, your participation is entirely voluntary. You reserve the right to decline to participate or withdraw at any stage and this study will not, in any way, have any negative consequences on you.

**Confidentiality**

The researcher will protect information about you and will not discuss any information that I learn about you with anyone outside the team. All study information will be identified only by individual participant code numbers and will be kept confidential in a locked file drawer at Moi University. This information will only be available to study staff. Excerpts from the interviews may be made part of the final research report but your identity will not, in any way, be reflected in the report.

**Confirmation**

If you have any questions or concerns about the research, you may contact my supervisors:

Rev. Fr. Dr. Frederick Njoroge Kairu,  
Department of Communication Studies,  
Moi University,  
P.O Box 3900,  
Eldoret.  
Kenya.  
Cell: +254 734 970 944  
Email: [fankairu@yahoo.com](mailto:fankairu@yahoo.com)

Dr. Peter Omboto,  
Department of Quantitative and Entrepreneurship Studies,  
Moi University,  
P.O Box 3900,  
Eldoret.  
Kenya.  
Cell: +254 724 154 131  
Email: [pomboto@gmail.com](mailto:pomboto@gmail.com)

This study has been reviewed and approved by the National Council of Science and Technology (NCST)  
National Council of Science & Technology  
8<sup>th</sup> – 9<sup>th</sup> Floor, Utalii House,  
Off Uhuru Highway, Nairobi,  
P.O Box 30623-00100.  
Nairobi-Kenya  
[info@ncst.go.ke](mailto:info@ncst.go.ke)

**PART II: CERTIFICATE OF CONSENT**

I have been asked to participate in a study which aims at analyzing magazines as a source of breast cancer information among women in Kakamega Municipality and I voluntarily agree to participate in the study.

Name of Participant\_\_\_\_\_

Signature of the witness\_\_\_\_\_

Date\_\_\_\_\_

Statement by the researcher/person taking consent

I have accurately read out the information sheet to the potential participant, and to the best of my ability made sure that the participant understands that the following will be done:

1. The participant will participate in a face to face interview which will be recorded
2. The participant will be observed.

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent and that consent has been given freely and voluntarily.

A copy of this ICF has been provided to the participant.

Name of the Researcher\_\_\_\_\_

Signature of Researcher\_\_\_\_\_

Date\_\_\_\_\_

## LETTER OF INTRODUCTION

Moi University

P.O Box 3900,

ELDORET.

Dear participant,

I am a graduate student at the School of Human Resource Development, Moi University, undertaking a Master of Philosophy Degree in Communication Studies and Journalism. As part of the fulfillment of my degree, I am required to carry out a research. I intend to carry out a research on, **“Magazines as a Source of Breast Cancer Information Among Women in Kakamega Municipality, Kenya”**.

I have purposively selected 102 participants who include bankers, businesswomen, civil servants, participants from Educational Institutions and civil society in Kakamega Municipality. You are requested to participate in face to face in-depth interviews which will be recorded. All the information that you will provide will be kept confidential and will be only be for academic purposes.

This study is important to the researcher, magazine publishers and the general public since the information given will help in addressing breast cancer awareness and thereby reducing death rate of women due to breast cancer in Kakamega as well as the whole country.

Thank you in advance.

Yours Sincerely,

.....

**Marvin M. Wangatiah**

**Researcher**

## INFORMED CONSENT FROM KEY INFORMANT

### PART II: CERTIFICATE OF CONSENT

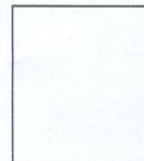
I have been asked to participate in a study which aims at analysis of magazines as a source of breast cancer information among women in Kakamega Municipality and I voluntarily agree to participate in the study.

Name of Participant Dr. DKATCH P. WERE

Thumb Print of Participant

Signature of the witness [Signature]

Date 08-10-12



Statement by the researcher/person taking consent

I have accurately read out the information sheet to the potential participant, and to the best of my ability made sure that the participant understands that the following will be done:

1. The participant will participate in a face to face interview which will be recorded
2. The participant will be observed.

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent and that consent has been given freely and voluntarily.

A copy of this ICF has been provided to the participant.

Name of the Researcher MARVIN M. WANGATIADH

Signature of Researcher [Signature]

Date 10/4/2012

## APPENDIX 2

### QUESTIONNAIRE

This instrument is a tool aimed at collecting information towards a thesis for Master of Philosophy degree at Moi University Eldoret.

The information you will provide will be treated in confidence and will not be used for any other purpose but this project. Please feel free to provide necessary information by ticking where necessary and/or writing detailed information as you may find it appropriate.

Topic: Magazines as a Source of Breast Cancer Information Among Women in Kakamega Municipality, Kenya’

Aim: To establish whether Magazines are available in Kakamega Municipality and if they have facilitated in passing of information on breast cancer among women in Kakamega Municipality.

#### SECTION A: PERSONAL BACKGROUND

1. Age bracket:
- |          |                          |
|----------|--------------------------|
| 22-29    | <input type="checkbox"/> |
| 29-39    | <input type="checkbox"/> |
| 39-49    | <input type="checkbox"/> |
| 49-59    | <input type="checkbox"/> |
| Above 59 | <input type="checkbox"/> |

2. Educational Level

LEVEL OF EDUCATION COMPLETED	TICK WHERE APPROPRIATE
Primary	<input type="checkbox"/>
Secondary	<input type="checkbox"/>
Tertiary College	<input type="checkbox"/>
University	<input type="checkbox"/>

3. Present occupation (Tick where appropriate)

Civil servant	Bank employee	Educational institution employee	Business woman	Civil Society(-women group, Youth group)

ii) If other, specify.....

## SECTION B: AWARENESS OF BREAST CANCER BY KENYAN

### WOMEN.

1. i) Have you read about Breast Cancer in magazines?

Yes

No

ii) Where did you get the magazine from?

Newsstand

Library

Supermarket

Magazine Vendors

If others, specify.....

.....



2a. Breast Cancer can be described as .....

- i. Having a lump in the breast that is cancerous
- ii. Having one breast larger than the other
- iii. If others specify.....

2b. Symptoms of breast cancer include

- i. Breast lump or lump in the armpit that is hard, has uneven edges, and usually does not hurt
- ii Change in the size, shape, or feel of the breast or nipple -- for example, you may have redness, dimpling, or puckering that looks like the skin of an orange
- iii Fluid coming from the nipple -- may be bloody, clear to yellow, green, and look like pus
- iv All of above
- v. None of above

Other, specify.....  
 .....

3a. what factors are associated with Breast Cancer causes?

- i. Witch craft
- ii Family health history
- iii. Personal risk factors
- iv. ii and iii
- v. if other specify.....  
 .....  
 .....

b. What risk factors are associated with Breast Cancer?

- i. Age and gender
- ii. Family history of Breast Cancer
- iii. Menstrual cycle
- iv. Alcohol use
- v. Child birth
- vi. Obesity
- vii. All of above
- viii. Others, specify.....

.....

3. In your own opinion, since 2000 to date, most women die of which disease?

- i. HIV/ AIDS
- ii. Breast Cancer
- iii. Others specify.....

4a. Breast Cancer if detected early it is treatable.

TRUE

FALSE

If other, specify.....

.....

b. Breast cancer can be treated through the following;

Chemotherapy medicines to kill cancer cells

Radiation therapy to destroy cancerous tissue

Surgery to remove cancerous tissue

All of the above

If other (specify).....

.....

**SECTION C: COMMUNICATION MEDIA**

1(i) Do you read magazines? Tick where appropriate

Yes

No

(ii) Which one(s)? Tick where appropriate

Parents

True Love

Pull-outs (woman's Instinct, Eve Weekly, Saturday magazine)

(iii) Others (specify).....

.....

2. (i) How often do you read the above magazines?

Monthly

Bi-monthly

Quarterly

Yearly

ii) Other (specify).....

.....

3. i) Has your opinion on breast cancer awareness been shaped by any magazine?

Yes

No

ii) If yes, how.....

.....

4. To what extent do you agree that magazines as a medium can be used as a tool for disseminating information to women both socially and economically.

Strongly satisfied

Satisfied

Dissatisfied

Strongly dissatisfied

5. The best remedy for Breast Cancer is early detection through Self Breast Exam.

TRUE

FALSE

Surgery to remove the whole breast

6. What kind of information on breast cancer do you find in magazines?

i. Causes and treatment of breast cancer

ii Self Breast Exam

iii. Mammography of the breast

iv All of above

v None of above

Others specify.....

.....

6. Comment freely on how you have personally been socialized by one magazine.

.....

.....

Thank you for your response

### APPENDIX 3

## UNSTRUCTURED (IN-DEPTH) INTERVIEWS GUIDE

Unstructured or In-depth interview is a tool aimed at collecting information towards a thesis for Master of Philosophy degree at Moi University Eldoret.

The information you will provide will be treated in confidence and will not be used for any other purpose but for this study. Please feel free to provide necessary information by answering the questions asked guided by the following questions. Remember the interview will be recorded for future reference in the course of the study.

Topic: An investigation into Access and use of magazines as a source of Breast Cancer information among women in Kakamega Municipality, Kenya.

Aim: To establish whether Magazines have facilitated in passing of information on breast cancer among Kenyan women in Kakamega Municipality.

### SECTION A: PERSONAL BACKGROUND

1. Within what age bracket do you belong to?

Age bracket:	22-29	<input type="checkbox"/>
	29-39	<input type="checkbox"/>
	39-49	<input type="checkbox"/>
	49-59	<input type="checkbox"/>
	Above 59	<input type="checkbox"/>

2. What Educational level do you have?

- i. Primary
- ii. Secondary
- iii. High School
- iv. Tertiary College
- v. University

3. What is your present occupation?

- i. Civil Servant
- ii. Bank Employee
- iii. Educational Institution Employee
- iv. Business woman
- v. Civil Society (women group)

**SECTION B: AWARENESS OF BREAST CANCER BY KENYAN  
WOMEN.**

1. i) Have you heard about Breast Cancer?

Yes

No

ii) What do you think Breast Cancer is?

2. What causes Breast Cancer?

3. What is the treatment of Breast Cancer?

4. (i) Have you heard about Self Breast Examination (SBE)?

(ii) What does it entail?

5(i) Have you heard about mammogram?

(ii) At what stage is one advised to have a mammogram?

(iii) Have you undergone any mammogram?

6. (i) Do you have any knowledge concerning your family health history?

(ii) Do you have any incidences of Breast Cancer in your family?

7 (i) Do you have any information on personal risk factors that can lead to Breast Cancer?

(Radiation therapy, having children late after 30 years, personal history of Breast Cancer, family history on Breast Cancer, breast density, certain benign conditions, Use of birth control pills, Genetic mutations, early menstrual periods or late menopause.)

(ii) Do you have any knowledge on how to reduce these risk factors?

(Have regular checkups through Self Breast Examination, Regular or intensive screening, prevent obesity, exercising regularly, Breast-feeding 1½-2 years, having several children, avoiding alcohol, avoid Hormone Replacement Therapy (HRT) used for relief of menopause symptoms.)

### SECTION C: COMMUNICATION MEDIA

1. Do you read magazines?

Yes

No

Which one(s), (mention)

2. i) How often do you read the above magazines?

Monthly

Bi-monthly

Quarterly

Yearly

ii) Other (specify).....

3. a) Does these magazines have any information on Breast Cancer ?

Yes  No

b) Has this magazine provided you with information on Self Breast Examination, (SBE)?

Yes  No

ii) If yes, what do you know about SBE?

4. a) Do you have any information on mammogram?

Yes  No

b) How has this magazine created awareness on mammogram?

5. a) To what extend does this magazine provide information on causes of breast cancer?

b) Do these magazines provide any information on treatment of breast cancer?

c) Are you aware of any?

6. a) What information do you know about your family history concerning health matters?

b) How about personal risk factors? I.e. risk factors leading to breast cancer

c) Has magazine highlighted information on personal risk factors that lead to breast cancer?



c) How do you reduce these personal risks factors in combating with breast cancer?

7. To what extent are you satisfied that magazines as a medium can be used as a tool for disseminating information?

Strongly satisfied

Satisfied

Dissatisfied

Strongly dissatisfied

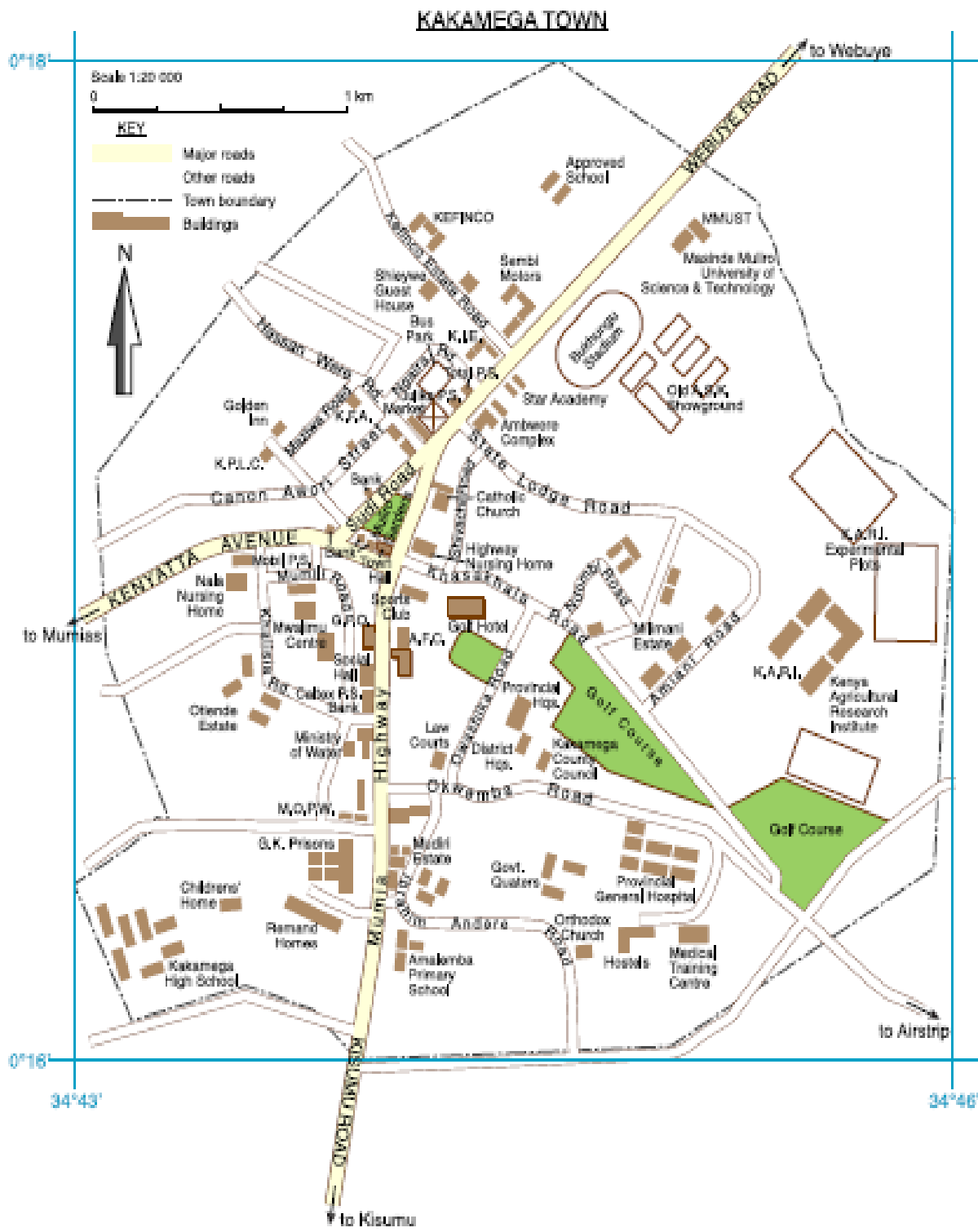
8. Supposing you were given an opportunity to include new content into one of the magazines, what would you propose?

9. Comment freely on how you have personally been socialized by one magazine.

Thank you for your responses.

# APPENDIX 4

## MAP OF KAKAMEGA MUNICIPALITY




Kakamega is the provincial headquarters of Western Province.

# APPENDIX 5

## RESEARCH PERMIT

CONDITIONS

1. You must report to the District Commissioner and the District Education Officer of the area before embarking on your research. Failure to do that may lead to the cancellation of your permit
2. Government Officers will not be interviewed with-out prior appointment.
3. No questionnaire will be used unless it has been approved.
4. Excavation, filming and collection of biological specimens are subject to further permission from the relevant Government Ministries.
5. You are required to submit at least two(2)/four(4) bound copies of your final report for Kenyans and non-Kenyans respectively.
6. The Government of Kenya reserves the right to modify the conditions of this permit including its cancellation without notice



**REPUBLIC OF KENYA**  
**RESEARCH CLEARANCE PERMIT**

GPK6055t3mt10/2011 (CONDITIONS—see back page)

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THIS IS TO CERTIFY THAT:

**Prof./Dr./Mr./Mrs./Miss.** MARVIN MWAVIDA WANGATIAH

**of (Address)** MOI UNIVERSITY P.O BOX 3900 ELDORET

**has been permitted to conduct research in** .....

.....**Location,**

KAKAMEGA

.....**District,**

WESTERN

.....**Province,**

**on the topic** MAGAZINES AS A SOURCE OF BREAST CANCER INFORMATION AMONG WOMEN IN KAKAMEGA MUNICIPALITY, KENYA


**for a period ending** 30TH SEPTEMBER, 2012

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NCST/RRI/12/1/INF-011/77/4  
**Research Permit No.**.....

**Date of issue** 22ND DECEMBER, 2011.....

**Fee received** KSH. 1,000.....



*[Signature]*

Applicant's  
Signature

*[Signature]*

Secretary  
National Council for  
Science and Technology

### PROPOSED WORK PLAN

The expected work plan shall therefore be as follows:

<b>Activity</b>	<b>Time Frame</b>	<b>Location</b>
Literature review	January – March ,2011	Kakamega and Eldoret
Proposal writing	April – June, 2011	Kakamega and Eldoret
Defense and submission of final research proposal to the School Graduate Board	July, 2011	Moi university, Eldoret
Acquisition of Research Permit	July, 2011	Nairobi
Data collection	July-November ,2011	Kakamega
Data transcribing	December,2011-January 2012	Kakamega
Data coding	January- February, 2012	Kakamega
Data analysis	March, 2012	Kakamega
Seminar of findings	March, 2012	Moi university, Eldoret
Completion of writing the thesis report	April 2012	Kakamega
Printing and submission of the first draft	May, 2012	Moi university, Eldoret
Revision and submission of the second draft	June, 2012	Moi university, Eldoret
Revision and submission of the third draft	July, 2012	Moi university, Eldoret
Printing and submission of the final thesis report	August, 2012	Moi university, Eldoret
Examination of the thesis	September, 2012	Moi university, Eldoret
Defense of the thesis report to the Graduate Board	September, 2012	Moi university, Eldoret
Printing and submission of 6 copies of the corrected version of the thesis report.	November, 2012	Moi university, Eldoret

**Prepared By:** Wangatiah Marvin Mwavita, SHRD/PGJ/02/10

School of Human Resource and Development, Moi University