

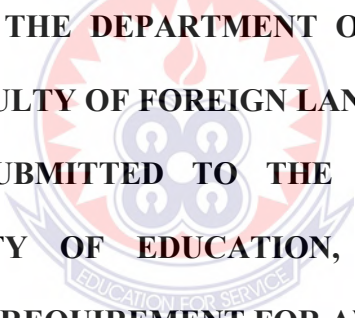
UNIVERSITY OF EDUCATION, WINNEBA

PROMOTING CORPORATE SOCIAL RESPONSIBILITY VIA TELEVISION

CONTENT: A STUDY OF VODAFONE HEALTHLINE TV SHOW

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ART (BUSINESS AND ORGANIZATIONAL COMMUNICATION) DEGREE.**

The logo of the University of Education, Winneba, is a circular emblem. It features a central shield with a cross-like design, surrounded by a wreath. The text 'UNIVERSITY OF EDUCATION, WINNEBA' is written around the top inner edge of the circle, and 'EDUCATION FOR SERVICE' is written around the bottom inner edge.

OCTOBER, 2015

DECLARATION

STUDENT'S DECLARATION

I, Afia Kwakyewah Drah declare that this dissertation, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own original work, and it has not been submitted in part or whole, for another degree elsewhere.

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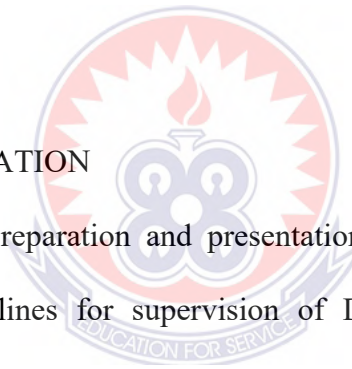
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I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines for supervision of Dissertation as laid down by the University of Education, Winneba.

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My greatest gratitude goes to my supervisor Mr. Kwesi Aggrey for his instructive comments, guidance and direction. To Vodafone Ghana, Vodafone Ghana Foundation, Vodafone Healthline Tv Show. To my friends Anita Brenda Alofa and Stephen Tindi for their support.



DEDICATION

To Mama, Mary Amoah



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ABSTRACT

This study sought to investigate how television content is used to promote CSR in Ghana, using Vodafone Healthline television show as a case for detailed investigation. The Vodafone Healthline television show is a flagship television show produced and sponsored by the Vodafone Ghana foundation. This study explored how Vodafone Healthline is produced; the contribution of Healthline to the promotion of Vodafone's CSR activities, and viewers' perspectives of the Healthline television show. A multiple case study design was used for the study that involved the use of face-to face interviews and focus group discussion as techniques for data collection. Primary data for this study was obtained from purposively sampled members of the Vodafone Health-line production team and residents of the Oyibi and Ashaiman communities in the greater Accra region. It was realized that the Vodafone Healthline television show production process is elaborate and procedural involving formative research, consultation and collaboration with stakeholders. Also, the success of Vodafone health-line TV show has been leveraged by Vodafone Ghana as a launch pad for the development and promotion of other Vodafone CSR initiatives. In addition, viewers of Vodafone healthline TV show have a positive perception about Vodafone Healthline. The show is perceived as relevant and quality in terms of picture, sound and presentation style. The study concludes that the successful use of television content to promote CRS initiatives is the result of the popularity of television programming and the collaborative production style.

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

The responsibility of businesses towards communities in which they operate has received significant research attention particularly after the 1950s and 1960s. Societal expectations of businesses have also grown in the same proportion during this period. This was because academic investigation of business ethics and its implications for sustainable development intensified around 1950s and 1960s (Kakabadse, Rozuel & Lee-Davies, 2005).

Academic and societal interest in advocating responsive and responsible business conduct have since not waned, but the approach continues to change as the nature and elements of Corporate Social Responsibility (CSR) continue to evolve. For example, corporations have sought to practise CSR by adopting one or a combination of the following tactics: dialogue with stakeholders, partnerships with NGOs, use of codes of conduct and by reporting on financial, social, and environmental activities (Broomhill, 2007). However, it is widely accepted that businesses have an obligation to contribute positively to society by engaging with consumers, employees, communities and all other members of the public sphere to engender community growth and development (Proti, 2012).

As a concept, CSR is fraught with definitional inconsistencies (Bloomhill, 2007; Proti, 2012). Dahlsrud (2006) avers that CSR can be defined from the social, economic, environmental stakeholder, and voluntariness perspective.

CSR is defined by the European Commission (2002) as a process whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis following increasing awareness that responsible behaviour leads to sustainable business success.

The CSR foundation of Ghana (2011) also considers it as a planned, systematic and ethical corporate behaviour that meets statutory and regulatory requirements beyond an organisation's mission statement or charter and also satisfies the needs of all stakeholders and social imperatives in a transparent and sustainable manner for development. As a result of the differences in defining CSR, Dulshrud (2006) states that the real concern for businesses is not so much to define CSR, but rather, it is to understand how CSR is socially constructed in a specific context and how to take this into account when business strategies are developed.

In Ghana and several other parts of the world such as Nigeria, Middle East and South Africa, the extractive industry is more often associated with CSR, owing to the direct and ostensible impacts of the activities of such industries on the natural environment. However, in recent times, multinational organisations such as telecommunication companies and oil and gas firms have also been called to action, owing to the size of their investments and the nature of their operations (Amponsah-Tawiah & Dartey-Baah, 2011).

In Nigeria for example, Amaeshi, Ogbechie and Olufemi (2006) argue that their CSR is specifically aimed at addressing the socio-economic development challenges of the country including poverty alleviation, health-care provision, infrastructure development, and education; because of the nature of businesses predominant in the country.

Amaeshi et al. (2006) argue in sharp contrast to that of Western nations like the United States of America, Great Britain and Canada where CSR priorities concerns are consumer protection, fair trade, green marketing, climate change issues or socially responsible investments.

In the case of Ghana, the nation is faced with a myriad of socio-economic issues in the areas of health, education and unemployment that the government cannot handle alone, (Amponsah-Tawiah & Dartey-Baah, 2011). In light of this, many multinational corporations, mainly the telecommunication organisations in Ghana, have established charity wings or foundations to support their CSR activities. One feature of such CSR activities is that they seek to maximise their CSR contribution as a public relations tool, (Goodwin & Barlett (2008) (Goodwin & Barlett, 2008). This has made CSR communication and promotion very key aspects of CSR delivery in Ghana, (Moreno & Carpriotti, 2009).

Du, Bhattacharya and Chen (2010) suggest that CSR communication and promotion can be used by corporations to maximize business returns such as generate favourable stakeholder attitudes and better support behaviours. Suffice to say that, beyond supporting the livelihood of stakeholders, CSR has strategic benefits to corporations depending on how CSR initiatives are promoted. This shows the significance of selecting the appropriate medium, message and target audience or stakeholders for CSR communication. Moreno and Carpriotti (2009) report that corporate websites have become essential instruments for the promotion of CSR issues because such platforms promote effective communication with stakeholders. Stemming from this report, the

current study also investigates how television content is used by corporate organisations in Ghana to promote CSR activities.

1.2 Statement of the Problem

Societal expectations of businesses have changed. Businesses are now expected to conduct themselves as responsible citizens and to 'give back' to the communities in which they operate, (Anku-Tsede & Deffor, 2014).

Rockson (2009) suggests a holistic scrutiny of the idea of 'giving back to society' because, for some corporate entities in Ghana, CSR is essentially a one-off project characterized by cash hand-outs. The apparent gap in CSR practice and expectations is the result of the absence of any statutory or contractual obligation suggested or imposed on corporations, (Anku-Tsede & Deffor, 2014). Due to this, companies seeking to meet their corporate social responsibilities are not certain about the exact parameters of CSR in Ghana.

However, for companies that realize the significance of CSR and continue to undertake CSR activities, communication is very important. Bortree (2014) indicates that effective CSR communication is founded on knowledge of stakeholder interests and expectations, optimal channels of communication, impact of communication on stakeholders, and ethical practices for communicating information.

Moon (2002) also affirms that CSR is equally a contested concept in developing countries. Maignan, Ferrell, and Hult, (1999) assert that organisations that undertake CSR activities but fail to communicate them may not attain some of the benefits conferred on

them by undertaking CSR. Hence, CSR, like any other communication activity, must be promoted or communicated.

According to Cervantes (2010), many organisations communicate their CSR activities via the internet on corporate websites. Du, Bhattacharya and Sen (2010), Lipunga (2014), Moreno and Capriotti (2009) have investigated how CSR communication is carried out on the Internet.

Other channels of mass communication such as the traditional media are also important platforms for CSR communication but are less investigated.

The use of television content to promote CSR for example is quite popular among major telecommunication companies in Ghana. Vodafone Ghana, Scacom Ghana limited (MTN) and Airtel Ghana Limited have special television programmes for CSR communication. In spite of this, earlier studies (Moreno & Capriotti, 2009; Du, Bhattacharya & Sen, 2010) had focused on CSR communication on the Internet. The current study takes a different dimension and investigates how television content is used to promote CSR in Ghana. It adopts the Vodafone Healthline television show as a case for detailed investigation.

1.3 Objectives of the study

The overall objective of this research is to investigate how organisations promote their CSR initiatives via Television content. The objectives are:

- i. to investigate how the Vodafone Health-line TV show is produced.

- ii. to examine how the Vodafone Health-line TV show promotes Vodafone 's CSR activities;
- iii. to ascertain how audiences perceive the Healthline TV show (as a CSR promotion initiative).

1.4 Research Questions

The following research questions guided the study:

- i. How is the Vodafone Health-line TV show produced?
- ii. How does the Vodafone Health-line TV show promote Vodafone's CSR activities?
- iii. What is the perception of audiences about Vodafone Health-line TV show (as a CSR promotion initiative?)

1.5 Significance of the Study

This study shows how corporate organisations in Ghana promote their CSR activities. It is primarily significant to corporate bodies and their communications agents and agencies. This is because the study investigates CSR initiatives through television content. It is also important as it helps television programme managers, content developers and producers to understand how organizations can optimize the use of audio-visual to communicate strategically to key audiences.

The study again highlights the benefits of promoting CSR activities to organizations. Furthermore, the investigation and presentation of audiences' views about Vodafone Healthline TV show would also benefit the producers of the programme to improve or

modify the programme to suit the needs of audience, given the fact that the study is situated in the Ghanaian context, it will contribute to the growing knowledge of CSR from the Ghanaian perspective, especially as the study focuses on Television content and Audience response to CSR.

1.6 Scope of the study

This study investigates the use of television content for CSR promotion. It focuses on Vodafone Health-line as a television programme. The study is thus confined to only one television programme and CSR activity although the Vodafone Ghana foundation has other CSR initiatives and programmes that are aired on other mass media. Participation in the study is also limited to two selected communities in the greater Accra region of Ghana (Ashiaman and Oyibi)

1.7 Operationalization of concepts

Television Content

A television programme is content intended for broadcast on television, other than a commercial, channel identity, trailer, or any other segment of content not serving as attraction for viewership.

Magazine TV format

A television program that presents a variety of topics, segment usually on current events, in a format that often includes interviews, in studio discussion, commentary or voice over and on location filming.

Heavy viewers

Heavy viewers of television are people who have seen more than 7 episodes of the Vodafone Healthline Television show

1.8 Organisation of the study

The study is organised into five interrelated chapters. Chapter one entails the general introduction to the study. This includes the background to the study, statement of the problem, objectives and research questions. The second chapter contains the review of related literature. This review of literature pertains to materials relevant to elements of CSR and CSR practice in Ghana. This chapter also presents the theoretical framework underlying the study.

Chapter three contains the methodology of the study. The chapter entails the study design, instrumentation, data collection procedure and method of analysis. In chapter four, the findings of the study are presented and analysed to satisfy the research questions and objectives of the study. Chapter five is the final chapter of the study. This chapter contains a summary of all major findings of the study based on which conclusions are drawn and recommendations are made.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews related studies found in journals, books and other materials relevant to CSR. It examines how CSR has evolved, how it is communicated and also how organisations promote their CSR. This chapter will also concern itself with Vodafone Ghana's CSR as well as the theories that underpin the study.

2.1 Corporate Social Responsibility

Friedman's (1970:32) article on "The Social Responsibility of Business" is likely one of the most debated articles in CSR. Though it was not written as an academic paper, academics such as DesJardins and McCall (1990) Mulligan (1986), Carroll (1999) Garriga and Melle (2004) and others have been responding to it since its publication. Mulligan (1986) for example critiqued Friedman's essay in relation to CSR. He notes:

The main arguments of Milton Friedman's famous and influential essay are unsuccessful: He fails to prove that the exercise of social responsibility in business is by nature an unfair and socialist practice. Much of Friedman's case is based on a questionable paradigm; a key premise is false; and logical cogency is sometimes missing. The author proposes a different paradigm for socially responsible action in business and argues that a commitment to social responsibility can be an integral element in strategic and operational business management without producing any of the objectionable results claimed by Friedman. Mulligan (1986:1).

Many scholars and practitioners including Freeman and Gilbert (1988, p. 89) have argued that organisations are social entities, so they ought to play a role in addressing the concerns of society. They should take seriously their "obligations to society" and actively try to fulfill them. Carroll (1991) as cited in Chandler and Werther Jr (2014) notes that

firms have a discretionary responsibility, which represents more proactive, strategic behaviours that can benefit both the firm and society.

Chandler and Werther Jr (2014) reaffirm that people create organisations to leverage their collective resources in pursuit of common goals. As organisations pursue these goals they interact with others inside a large context called society. There is an interdependent relationship existing between organisations and the society.

According to Theis-Berglmair (2005) the relationship between organisations and their social environment is discussed mainly in two areas: one focuses traditionally on the relationship between organisations and the general as well as the different public(s), whereas the second recently has been theorized as a management science which has gained some impulses from policy research, especially from the work of Putnam (2000), who discusses the role of corporate actors in society.

The discussion is situated in the term “corporate citizenship”, which means,

an active role for private sector entities as ‘citizens’ having both rights and responsibilities. In addition to adopting the business policies and practices of corporate social responsibility, corporate citizenship is geared towards maximizing private sector contributions to social development without undermining business practices. The concept of corporate citizenship goes beyond focusing on compliance, responding to external scrutiny or simply minimizing negative impacts, thereby engaging the private sector in a more proactive way to actively search and pursue ways to promote social development (Wieland 2003 p.17).

The entirety of CSR can be discerned from three words, namely “Corporate”, “Social” and “Responsibility”. CSR covers the relationship between organisations or for-profit organisation and the societies with which they interact (Chandler & Werther Jr 2014).

2.2 Emergence of the Concept CSR

The root of the concept of CSR, as it is known today, has a long history which indicates that business people have paid increasing attention to the concerns of society (Carroll, 2004). In the late nineteenth century, businesses raised concerns about the welfare of their employees and their impact on society in general. With the emergence of the labour movement and spreading of slums triggered by the industrial revolution, businesses started to provide social welfare on a limited scale, including the construction of hospitals and bathhouses and provision of food coupons (Carroll, 2008).

During the 1950s, individual businesses philanthropists became active in the United States (e.g. John D. Rockefeller and Cornelius Vanderbilt). Although the legitimacy of philanthropy was not yet well established, benefits offered by those philanthropists were recognized by local communities and various social groups (Carroll, 2008; Sharfman, 1994).

Religious groups such as the Young Men's Christian Association (YMCA) characterised the principle that underpinned these activities (Carroll, 2008). The Great Depression in 1929 further strengthened this trend with the introduction of public trusteeship management in addition to traditional profit-maximising management (Hay & Gray, 1974).

The concept of CSR emerged in the 1950s. Bowen (1953) defined CSR as the obligations of businessmen to pursue their policies, to make their decisions or to follow their lines of action that are desirable in terms of the objectives and values of society. He argued that businessmen are responsible for the consequences of their actions in a sphere somewhat

wider than corporate financial performance, indicating the existence and importance of corporate social performance.

Davis (1960) also considers CSR businessmen's decisions and actions taken for reasons partially beyond the firm's direct economic or technical interest. Frederick (1960) saw CSR as a private contribution to society's economic and human resources, and a willingness on the part of business to see that those resources were utilised for broad social ends.

The definition and evolution of CSR presented in this section indicate that organisations commit to CSR out of concern for employees and the society at large. The concept has evolved to imply the establishment and sustenance of beneficial relationships between organisations and society. Corporate Social Responsibility principles enjoin businesses to operate responsibly with intention to give something back to societies in which they operate. However, not all organisations are committed to addressing the concerns of society through CSR.

2.3 Development of CSR Concepts

The CSR concept has seen evolution from the 1950's to the early 2000's. It developed from the social responsibility of businessmen to three domains of corporate responsibilities: economic, legal and ethical. The table below presents the evolution of CSR over the period 1950s to 2000.

Table 1. *Development of CSR Concepts. Adapted from Abe and Ruanglikhitkul (2013)*

Period	Name of Concept	Description	Literature
1950s	Social responsibility of businessmen	The obligations of businessmen to pursue policies, to make decisions or to follow lines of action which are desirable in terms of the objectives and values of society	Bowen (1953)
		Some socially responsible business decisions can be justified by the long-run economic gain of the firm, thus paying back for its socially responsible behaviour.	Davis (1960)
		Private contribution to society's economic and human resources and a willingness on the part of business to see that those resources were utilised for broad social ends	Frederick (1960)
1960s–1970s	Stakeholder approach	Instead of striving only for larger returns to its shareholders, a responsible enterprise takes into account the interests of employees, suppliers, dealers, local communities and the nation as a whole.	Johnson (1971)
	Three dimensional model	The concept consists of corporate responsibilities (economic, legal, ethical and philanthropic), social issues of business (e.g., labour standards, human rights, environment protection and anti- corruption) and corporate actions (reactive, defensive, accommodative and proactive).	Carroll (1979)
1980s-1990s	Three-dimensional	Integration of the principles of corporate	Wartick and

	model of principles, policies and processes	responsibility, the policies of social issue management and the process of action into an evolving system.	Cochran (1985)
	Institutional framework and extended corporate actions	Four types of corporate responsibilities (economic, legal, ethical and philanthropic) were linked to three institutional levels (legal, organisational and individual), while corporate actions are extended to assessment, stockholder management and implementation management.	Wood (1991)
2000s	Three-domains approach New concept	Three domains of corporate responsibilities: economic, legal and ethical. A process to integrate social, environmental, ethical, human rights and consumer concerns into business operations and core strategy in close corporation with the stakeholders	Schwartz and Carroll (2003)

The table above indicates how the CSR concept has evolved over the years. It shows how the underlining ideas of the concept have changed with time. Developments leading to the evolution of the concept have also helped to clarify what CSR really means and how it should be practised. These trends suggest that since Bowen's (1953) concept of CSR, which was plainly the obligations of businessmen to pursue action that are beneficial to the society and that of Carroll's (2003) three-domains approach, there has been tremendous advancement in the studying and application of the concept.

2.4 Corporate Social Responsibility in Ghana

In Ghana, the communist orientation of the first President Dr. Kwame Nkrumah gave the

impression, perhaps rightly or wrongly, that State-Owned Enterprises were able to solve societal problems (Amponsah-Tawiah & Dartey-Baah 2011). This, in a way, limited corporate organisation's social obligations to the society. However, in recent times there has been a clarion call on organisations to undertake social programmes, as government alone cannot handle societal problems (Amponsah-Tawiah & Dartey-Baah 2011).

In an effort to clarify the involvement of corporations in societal improvement, Dahl (1972) asserts in a seminal work that every large corporation should be thought of as a social enterprise. Thus corporations exist to serve society and this must be seen to be demonstrated publicly. Large-scale multi-national companies spearhead CSR activities in Ghana. The multi-faceted problems of the country's low per capital income, weak currency, capital flight, low productivity, low savings, among others make it almost impossible for indigenous companies, most of which are engaged in the retail and in the production of primary commodities, to undertake social actions (Amponsah-Tawiah & Dartey-Baah, 2011).

This notwithstanding, large-scale manufacturing, telecommunication and mining companies such as MTN Ghana, Vodafone Ghana, Coca-Cola, Guinness Ghana, Unilever Ghana, Newmont Gold, Goldfields, and AngloGold Ashanti have been instrumental in the social development of the country. What this means is that, organisations in Ghana see CSR differently depending on the type of businesses they operate. The Oil and Gas sector for example have their CSR focus. Similarly, Telecommunication companies and companies in the extractive industry have different orientations of CSR. It can therefore be suggested that CSR became prominent with the emergence of multinational organisation in Ghana. This is because CSR is more entrenched in developed countries

such as the United Kingdom, United Arab Emirates and the United States of America where some of these multinationals operate.

CSR started very early and corporations had already integrated the concept into their strategic business plans and operations. However, just as it is globally, extractive industries whose operations have direct impact on the environment and local communities are always in the news for either breaching some of the tenets of the CSR agenda. For example the West Africa Gas Pipeline Company has incorporated CSR into their Social agreement with the communities where their pipeline is laid (Amponsah-Tawiah & Dartey-Baah 2011).

In Ghana the Business Code is modeled along the lines of the United Nations (UN) Global Compact. It focuses on the triple bottom line approach (profit, planet and people) as performance measures of businesses operating in the country (Amponsah-Tawiah & Dartey-Baah, 2011). CSR in Ghana has become synonymous with the large corporations which are engaged in mining, oil and gas and other big businesses such as Coca-Cola and Guinness that use the natural resources of the country. This is because in industries where there appear to be more environmental and human rights concerns, stakeholders are more likely to call for ethical, social and environmental responsibility from companies operating in the area. For instance in the mining companies,

Walker and Howard (2002) as cited in Kuranchie (2013) give a reason why mining companies should be concerned about CSR. They note that mining communities are generally poor and lack some basic social amenities. Also, the operations of these companies pose threats to the lives of the people of the community. Companies therefore,

use CSR initiatives to compensate for the use of their land and other health hazards they pose to the people.

2.5 Vodafone's CSR and the health-line TV show

The Vodafone Ghana Foundation was registered as a charity in 2009. The foundation is the charity arm of Vodafone Ghana. The aim of the Foundation is to contribute to the development agenda of Ghana. The Foundation provides generous contributions to individuals, groups, communities and Non-Governmental Organisations (NGOs) in Ghana. Vodafone Foundation believes that through the foundation it would have a positive impact on the wider society and also gain advantage over its competitors. Vodafone Ghana Foundation was built on the philosophy that corporate bodies have a responsibility to give back to society.¹

This initiative corroborates the assertion by Carroll (2004), Ofori and Hinson, (2007) and Rockson, (2008) that organisations have a responsibility towards society. The Vodafone foundation supports initiatives that offer sustainable solutions to societal challenges. In 2010, Vodafone Ghana launched a groundbreaking CSR project called the Vodafone Healthline that focuses primarily on health. As part of this CSR initiative, Vodafone undertakes a health-based CSR project using television content. This initiative is communicated via television because, research by Ramachandran, Snehalatha, Mukesh, Bhaskar and Vijay (2006) has shown that television is the most effective channel of communication owing to its power to provide both visual and audio content at the same time.

Vodafone is of the view that urbanisation has contributed to making television an

¹ <http://www.vodafone.com.gh/vodafone-ghana/corporate-social-responsibility/vodafone-ghana-foundation> (16th November 2015)

important means to reach audiences, and can serve as a medium for social change (head of corporate communication Vodafone Ebenezer Amankwah Ghana, 2015)²

An example of the use of television for social change is the Soul City drama series in South Africa. The television programme was aimed at empowering young women in lower-income groups. It dealt with maternal and child health topics in addition to the empowerment of women and communities, social issues and HIV/AIDS awareness.³

Health communication requires an efficient channel to achieve the needed impact. This goes to affirm the assertion by Ramachandran, Snehalatha, Mukesh, Bhaskar & Vijay (2006) that picture and sound capture people's imagination like no other format in communication.

Again, Hill, Kirkwood, Kendall, Adjei, Arthur and Agyemang (2007) in a study about communication in Ghana assert that television is one of the best ways to communicate health issues because although many Ghanaians do not personally own television sets, most have access to one somehow.

There is an indication that the CSR concept that started as a mere choice for corporations to have a relationship with the society, over time has become a business practice perspective. Again, scholars argue that firms need to be acquainted with business ethics in order to achieve long-term organizational performance. Consequently, in order to pursue sustainable development and achieve a good reputation in a fiercely competitive

² <http://vibeghana.com/2013/09/19/vodafone-healthline-redefining-csr-in-ghana-carmen/> (Accessed 16th November 2015)

³ <http://www.comminit.com/edutain-africa/content/soul-city-television-series-12>

market, more and more companies are communicating their CSR activities through various media, Television being the chief of all.

2.6 Theoretical Framework

The stakeholder theory and the social action theory of media content form the theoretical bases of the study.

2.6.1 Stakeholder Theory

The stakeholder theory was propounded by Freeman (1984). The theory makes a parallel comparison between businesses and moral ethics Freeman (1994). According to Freeman (1984) business should take into consideration all other actors in the society where they operate.

The basis of stakeholder theory is ethical conduct. This includes ethics in business management and corporate strategy. A stakeholder in an organisation is any group or individual who can affect or is affected by the achievement of the organisation's objectives (Freeman, 1984). Freeman himself quotes Stanford Research Institute (SRI) (1982) as the first to mention the term stakeholder in an internal memorandum (Pedersen, 2004). SRI defined stakeholders as those groups without whose support the organisation would cease to exist (Freeman, 1984).

The core idea of the theory is that organisations that manage their stakeholder relationships effectively will survive longer and perform better than organisations that do not (Laplume, Sonpar & Litz 2008). Laplume et al (2008), bring a rewarding perspective to the theory, they believe that it has become relevant after years of Freeman's (1984)

research to scale up the benefits of the theory. They also believe that organisations will succeed when they consider other societal actors apart from the consumers who patronise their product and services.

2.6.3 Stakeholder Theory of CSR

Stakeholder theory of CSR posits that an organisation has obligations to constituent groups in the society other than its key stakeholder (Laplume et al. 2008). Stakeholder theory of CSR takes into account individual groups that have interest or claim in a company. This includes shareholders, employees, consumers, suppliers and the community. Organisations have a responsibility towards their stakeholders and they must manage their (stakeholders) expectation. Stakeholder expectation management involves paying attention to the needs, concerns and interest of the various individual groups when management when making major organisational decisions (Laplume, Sonpar & Litz, 2008). Laplume et al. (2008) believe that stakeholders would be satisfied knowing that organisations consider them in taking management decisions.

Freeman (1984, 1994) developed a conceptual framework that suggests that every organisation has to develop certain stakeholder competencies. These include the following:

- a. Making a commitment to monitoring stakeholder interests
- b. Developing strategies to effectively deal with stakeholders and their interests
- c. Dividing and categorizing interests into manageable segments
- d. Ensuring that organisational functions address the needs of stakeholders

Carroll (1991, pg 43) cited in Kunrachie (2013) provides a linkage between CSR and stakeholder theory by noting the natural fit between the idea of CSR and an organisation's stakeholders. Carroll (1991) asserts that stakeholders personalize social responsibility by specifying the groups to whom organisation are responsible and should be responsive to. Similarly, the stakeholder theory of CSR can be assessed in terms of organisations meeting the social obligations.

Ofori and Hinson (2007) add that stakeholder demands on the business have increased at such a dramatic rate that large and small firms find it increasingly difficult to avoid taking up their CSR role.

From the literature, it is evident that there is a linkage between CSR and stakeholder theory. Stakeholder theory provides the baseline for many organisations to determine their key stakeholders, evaluate their needs and how they can impact on the livelihood of their stakeholders. It also presents an idea for stakeholders' categorisations that makes it easy for organisations to prioritize the needs of their stakeholders. Similarly, the stakeholder theory of CSR gives the indication that corporate organisations are assessed based on their social responsibility.

2.6.3 Social Action Theory

For most of the history of research in mass communication, content has been seen as a silver bullet shot from a media gun to the audience (Anderson & Meyer, 1989). The social action theory suggests that media audience who are neither helpless nor passive (as suggested by Katz and Lazarsfeld (1955) participate enthusiastically in communication and can construct meanings from the media content they receive.

The social action theory was developed by Anderson and Meyer (1989). It was later modified by Anderson, Buckley and Meyer (2004). The social action theory posits that media audiences participate actively in mediated communication by constructing meanings from media content.

The social action theory is a direct opposite of the hypodermic needle thinking which suggests that the mass media could influence a very large group of people directly and uniformly by ‘shooting’ or ‘injecting’ them with appropriate messages designed to trigger a desired response (Katz & Lazarsfeld 1955). This implies that mass media can control what and how audiences should react to any information given to them. Both images used to express this theory (a bullet and a needle) suggest a powerful and direct flow of information from the sender to the receiver. However, new assessments were made to discredit the magic bullet theory: It was realised that the postulation was not entirely absolute. Also, the effect was not all-powerful to persuade helpless audiences uniformly and directly, which is the very definition of what the magic bullet theory does (Lazarsfeld, Berelson & Gaudet, 1968).

The magic bullet theory was replaced by a variety of other instrumental theories such as the two-step flow theory and the diffusion of innovations theory, social action theory. Most of these theories demonstrate that if it is not plausible that the media could not tell audiences what to think, the best the media can do in this case is to present to audiences something to think about (McCombs & Shaw, 1972, 2003). Again, Scheufele (2000) also looked at a more cognitive effect of communication when he introduced priming which also gives another dimension to audience effect.

Anderson et al (2004), Buckley and Anderson (2006) perceive communication interaction in three facets; media producers' intent, receivers' interpretations, and content of message. They note that communication and its meaning is not delivered in the communication process, rather it is constructed within it. Sufficient to say, the reaction that media producers expect from the audiences is captured in the message or content. However, audiences still have to decipher the message based on their own understanding. Unlike other theories (magic bullet theory, priming, framing) that suggest that audiences are directed towards what to think, social action theory leaves the audiences to decide on how and what to think after consuming the communication.

2.6.3.1 Social Action theory and Television content

According to Anderson, Buckley and Meyer (2004), audiences consume media content and derive meaning from it. This presupposes that media producers do not dump the content on “undiscerning” audience but the theory speaks for the meaning audiences take away from consuming media content.

The social action theory and Television content are vicariously related. In that, Anderson, Buckley and Meyer (2004) suggest that when media (In this case audiovisual content) is transmitted, in the process, the audiences make their meaning and take home certain meaning that the media producers explicitly or implicitly put in the content. According to the theory, audiences derive meanings from three areas:

1. The intentions of the producer.

According to the theory, what producers or writers intend for their audience to know is imbedded in the content. The producer puts elements of his thoughts in

the message with the expectation that the audience will act according to this plan. Producers may not explicitly tell the audience what to believe, how to behave towards the information transmitted but implicitly the expectation is that audiences respond to the information. The producers desire a certain response because of the content of the information given.

2. The conventions of the content

Buckley & Anderson (2006) believe that audiences do not consume content hook, line and sinker but rather they examine the conventions of the content. They assess this based on visual presentation, appeal, verbal and non-verbal connotations. This is in direct contrast of Katz and Lazarsfeld's (1955) hypodermic theory of media effects argument where they suggest that audiences are not discerning. Buckley & Anderson (2006) also through this the social action theory neutralize Katz and Lazarsfeld (1955) assertion that the mass media can influence people by 'shooting' or 'injecting' them with appropriate messages designed to trigger a desired response. Buckley & Anderson (2006) state that for this "desired response" to be achieved, audiences should assess the content and then make judgment or take action on it

3. The interpretations of the receiver

The third unit of Buckley and Anderson's (2006) studies in media effects bothers on the new dispensations of media research emphasis. Communication researchers have noticed the characteristic shift from media effects to media processing and interpretation (Neuman & Guggenheim 2011). The Social Action

theory identifies possible receiver interpretations in transmitted message. Buckley and Anderson's (2006) believe that the receiver or audience in order to make meaning interpret the message transmitted to him/her. Audiences who are exposed to a certain content may have attitude change and learning as a result of exposure and interpretation of the messages, and bring a cognitive organisation of information and opinions to which audiences are exposed (Guggenheim and Neuman 2011).

2.6.5 Summary

The review of the related literature in this chapter revealed that there are various viewpoints to the CSR concept. Much of the literature explored give indication of uncertainties regarding mapping the territories of the concept. There are unresolved issues such as what should be the yardstick for an organisation to be called a responsible company and how should CSR be viewed whether as a voluntary gesture or a "tax" on an organisation's profit. Also, the literature showed that stakeholders are key components of every organisation's CSR. This chapter also discussed the theoretical framework used for this study. The study was underpinned by Freeman's Stakeholder Theory Freeman (1984,1994) and Laplume et al. (2008) as well as Social Action theory propounded by Anderson et al, (2004) and Buckley and Anderson (2006).

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents the methodology used to conduct the study. The chapter contains information on the research design, sampling technique and the data collection and analysis procedures.

3.2 Research Design

The case study design was used for this study. This design emanates from the qualitative research approach. The qualitative research approach is constructivist and inductive in nature (Creswell, 2003). This research approach enables Social Science researchers to study a particular phenomenon or culture in-depth because it is flexible and offers opportunity for deeper understanding of the issues under investigation (Yin, 2012).

The case study design presented an opportunity to examine and explain how Vodafone Ghana uses television to communicate its CSR activities. The study was conducted in two communities (research sites). This makes the study a multiple case study because it involves more than one case (Zainal, 2007). The multiple case study design is suitable for this study because the researcher was able to gather enough information from both communities. It also helped to obtain the data in real-life environment and facilitated the detailed investigation of the phenomenon. The case study design also enabled the researcher to use multiple data collection tools that ensured that sufficient and relevant data was gathered for the study.

The case study design was used to investigate and explain the process of producing Vodafone Health-line TV show, the contribution of the programme to CSR, and the views of audiences about the programme. The case study design gave the researcher the opportunity to obtain useful information concerning situations that could not have been captured through experimental or survey research (Creswell, 2014). This is because the researcher visited selected communities where the programme (Vodafone Healthline) was shot, interviewed community members and also the producers of Vodafone Healthline.

The design facilitated the gathering of detailed information in the field using a combination of tools. Thus, the case study was used to obtain data from community members and staff of the Vodafone Ghana foundation. This significantly contributed to the accuracy and reliability of the research as the different data collection techniques augmented the weaknesses inherent in the separate data collection techniques (Yin, 2012).

3.3 Population of the study

Polit and Hungler (1999) refer to the population of a study as an aggregate or totality of all the objects, subjects or members that conform to a set of specifications. There are two classifications of population in research, namely; target population and accessible population. Target population is used in reference to all elements of a group that the study seeks to investigate. The accessible population also refers to members of the population that are within the reach of the researcher (Nworgu, 2006). The researcher used both target and accessible population in this study.

The target population for this study consisted of all viewers of Vodafone health-line television show. The accessible population was the community members of Ashaiman and Oyibi (both communities are located in Greater Accra). This population is suitable for the study because both communities have been featured in the Vodafone Healthline TV show and hence community members have keen interest in the show. Thus, many community members watch every episode of the show and participate by sending in questions (through phone call and text) for response. In addition, some members of both communities have benefited from Vodafone Health-line CSR initiatives. Meanwhile, not all community members were considered for this study, as this was not practicable.

3.4 Sampling

Sampling involves selecting part of the study population to represent the entire population (LoBiondo-Wood & Haber 1998; Polit & Hungler 1999). Sampling is necessary because it is usually impracticable to study the entire population in a study (Kusi, 2012). Baxter and Jack (2008) emphasise that when conducting a qualitative research, convenience is always a principle in sampling. For this study the respondents were predominantly located at Ashaiman and Oyibi. Both locations are situated in the eastern part of Greater Accra region and were accessible to the research by public transport.

The purposive sampling technique was used to select respondents to participate in this study. This sampling technique belongs to the family of non-random sampling techniques and is also referred to as judgment sampling. It involves the selection of respondents based on predetermined criteria. The criterion used for this study was to

select only respondents who are heavy-viewers of the Vodafone Health-line TV show as earlier explained in the introductory section of the study.

In qualitative studies, sampling helps to select respondents who are most suitable for the study in terms of availability and the value of information they contribute to the study. Marshall (1996) explains that non-random sampling strategies are suitable for qualitative studies because such studies do not seek to generalise but to develop an understanding of complex issues relating to human behaviour. Marshall (1996) adds that even if random representative samples are desirable, it would be impracticable because the characteristics of the entire sample must be studied in detail.

This purposive sampling strategy was used to select one member of the Vodafone Ghana foundation and the producer of Vodafone Healthline to participate in the study. The selection was based on the depth of knowledge that the respondents had about the Vodafone Healthline TV show.

Snowball sampling strategy was also used to select heavy viewers of the Vodafone Healthline television show in both communities. The snowball sampling strategy involves identifying one or a few respondents that match the criteria for inclusion in the study, and then asking them to recommend others they know and whom they consider to meet the selection criteria (Bhattacharjee, 2012). This technique was used to select 7 and 8 heavy viewers of Vodafone Healthline television show in Ashaiman and Oyibi respectively.

3.5 Data collection

Primary data for this study was gathered through focus group discussion and interviews.

3.5.1 Focus group discussion

Focus group discussion is a form of qualitative data collection technique that uses a researcher-led group discussion to generate data. Focus groups usually involve small groups of 6 to 8 members (Creswell, 2014). This technique was used for data collection because it is suitable for collecting less sensitive data about respondents who share similar interests. Two focus groups (one in each community) were organised for the purpose of gathering data for this study. These focus groups consisted of 7 members and 8 members in Ashaiman and Oyibi respectively. The researcher led both discussions with a list of guiding questions.

The focus group discussions lasted for 40 to 45 minutes and took 3 weeks to organise. The researcher started the focus group discussion by first identifying respondents and scheduling respondents' discussions. The two focus group discussions were organized on different days but the researcher led both discussions and directed the discussions towards the objectives of the study.

3.5.2 Interview

Interviews were used to obtain data from the member of the Vodafone Healthline Foundation and a producer of the TV programme. Both interviews were face to face and was held at the Vodafone Ghana office and the production office respectively . Lindlof and Taylor (2002) posit that the interpretivist tradition in which qualitative studies is situated is mainly concerned with oral discourse or interview. Interviews are used in qualitative studies to encourage respondents to freely express their interests and experiences. The researcher developed interview guides based on the objectives of the

study. A digital recorder was also used to record both interviews. The interviews lasted 35 to 40 minutes. All interviewees gave a verbal consent before the researcher started recording.

3.6 Data analysis procedure

The interviews and focus group discussion sessions were analysed using the thematic analysis technique. The recorded data of the interviews and focus group sessions were transcribed. After the transcription, the researcher did a close reading of the text, paying attention to issues that border on the research questions and objectives. The dominant issues identified were collapsed into themes, and the themes were used for the analysis.



CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter presents the findings and discussions of the study. It highlights the demographic characteristics of the participants and their responses thereof. The chapter is categorised under the three research questions that undergird the study.

The research questions are;

- iv. How is the Vodafone Health-line TV show produced?
- v. How does the Vodafone Health-line TV show promote Vodafone's CSR activities?
- vi. What is the perception of audiences about Vodafone Health-line TV show as a CSR promotion initiative?

4.2 Demographic characteristics of respondents

This study involved 15 participants. Twelve respondents were selected from the Oyibi and Ashaiman communities (six from each community) to participate in focus group discussions. Two other respondents were also selected for interviewing; they were senior manager at the Ghana CSR foundation and a producer of Vodafone Health-line. With regard to respondents selected for the focus group discussions, gender parity was ensured, therefore in each community, three men and three women were selected. In all, six women and six men participated in the focus group discussions. However, two of the respondents were men.

4.3 RQ1 How is the Vodafone Health-line TV show produced?

The first research question sought to investigate the procedure involved in the production of Vodafone health-line TV show. This research question was addressed by obtaining information through interviews. It was realised that the production procedure involved five (5) main stages. The stages identified were: selection of themes or concepts, theme development, production, promotion and lastly monitoring and evaluation.

Stage 1- Theme selection

The production team member explained that the production process begins with sifting of ideas for topics or themes. This involves research into an already identified problem or problems. During the interview, the Senior Manager at Vodafone Ghana Foundation explained that:

In line with the objectives of our organisation (Vodafone Ghana), we talk with other organisations and stakeholders and then prioritise the health problems and issues that need to be tackled. We do this because there are many social challenges that seem important to the show and choosing a few to focus on is not always simple.

Responses from respondents show that the first stage involves consultations for the purposes of identifying relevant topics and themes that can be explored further for production. This is significant because the themes or health issues should be relevant and important to a number of people in various communities and regions of the country.

Stage 2- Theme development

The second stage involves the development of the selected themes, ideas or issues. It was explained that at this stage the foundation for the programme is set. The development stage involves forging relevant partnerships with stakeholders whether in the local communities or at the national level. It is at this stage that more information is gathered on the health topics identified. In addition, more detailed background research is conducted on the target audience, topics and communication environment.

Stage 3- Production

The third stage is the production stage. It was explained that the actual production is largely in the hands of the production team, who have the skills and the tools to produce the television content. The management member indicated, “The most important aspect at this stage is to ensure the quality of the production”. Apparently, this is a technical stage that involves the actual recordings on the field and other videos that are inserted during the studio discussions for airing on television. Although no specific sum was mentioned it was realised from the interview that this stage involves a lot of material and non-material input because the programme is shot from different locations around the country.

Stage 4- Promotion

The production team member explained what promotion entailed:

Once we have completed the production of the show and the shots are edited and ready for broadcast, what we do is to promote the show. By promotion I mean we produce an

appointment to view commercials to make sure audiences know about the programme in order to ensure maximum reach and impact.

It can be inferred from the quotation above that the promotion stage is also important in getting the audience to know about the programme before it is screened on television. It was explained that this stage is an entire strategy session that involves developing a marketing communication plan that shows how promotional activities would be undertaken before and during the television broadcast.

Stage 5- Monitoring and evaluation

The production of Vodafone health line TV show does not end with broadcast on the television. It was explained that once the programme goes out to the public, there is the need to find out how successful it has been.

This will help you and others who plan similar projects to build on your successes and learn from your mistakes. It is also very important for donors or sponsors (Vodafone Ghana Foundation) who want to know that their money has been spent well... (a member of the production team explained.)

Pointing to some evaluation tactics, it was reported that occasionally, some beneficiaries of Vodafone-sponsored surgeries who have recovered well are featured on the programme to show all viewers that the show is making progress. This is also significant because members of the public are encouraged to donate to the foundation by texting to a short code, it was explained. The funds accruing from these donations are used to support

other people who require medical assistance. Also, some of the funds are used to run the Vodafone helpline emergency call centre with doctors and nurses on stand by to talk to anyone who calls for medical help.

The production process presented in this section is elaborate and procedure driven, involving research and consultation at many levels. Production process is in line with the views of Theis-Berglmair (2005), Putnam (2000), and Chandler and Werther Jr (2014), which suggest that CSR is mainly for the purpose of meeting organisational and societal goals. Hence there is need for interaction between organisations and the society in the implementation of any worthwhile CSR initiative. Chandler and Werther Jr (2014) for instance explain that there is an interdependent relationship existing between organisations and society because as organisations pursue their CSR goals, they interact with others inside a large context called society. To this end, the consultations and research processes involved in the production of Vodafone Health line TV show are significant milestones in the implementation of CSR in Ghana.

However, Putnam's (2000) view is rather instructive; it notes that corporations have a mandate towards the environment and society. This assertion justifies the consultation process and the monitoring and evaluation that follow. This is because the monitoring and evaluation is a form of public accountability that the producers of the TV show voluntarily subject the programme to. Meanwhile, the consultation, monitoring and evaluation are all important activities because the Vodafone foundation also receives donation from the public in support of the TV programme.

In addition, the consultation activities that are undertaken during the production process support the position of the stakeholder theory as espoused by Laplume, Sonpar & Litz

(2008). The stakeholder theory of CSR posits that organisations have a responsibility towards their stakeholders and they must manage their expectation. Stakeholder expectation management involves paying attention to the needs, concerns and interests of the various individual groups that are associated with a particular organisation.

4.3 RQ2 How does the Vodafone Healthline TV show promote Vodafone's CSR activities?

The second research question sought to investigate how Vodafone Health-Line TV contributes to the promotion of the organisation's CSR initiatives. The interviews revealed that Vodafone Healthline TV show is a health talk show designed to address the health concerns of Ghanaians through the integration of education and entertainment. The syndicated TV show is broadcast on 3 television stations (TV3, UTV, Viasat 1) in Ghana and has won 4 awards since its inception in 2009. During the interviews it was evident that the Vodafone Health line TV show contributes to the promotion of Vodafone Ghana's CSR activities in various ways. However, following the patterns identified from the interview transcripts four major themes were dominant as indicators of the contribution of Vodafone Health-line to the promotion of CSR activities of Vodafone Ghana.

First, it was realised that the programme offers an opportunity for interaction between Vodafone, its customers, and partners. The conception, production and promotion of Vodafone Health-line involve rigorous formative research and continuous engagement which keep Vodafone in touch with its customers and partners. It was revealed that much of the final content aired on television is the product of continuous interaction with the

local communities, public health education experts, communication experts and the medical community. The Vodafone Ghana foundation management member interviewed for the study explained:

This broad consultation is time consuming from our perspective but we don't have a choice. Our goal is to produce a masterpiece that is informative, educative and above all relevant to the health needs of the communities we serve, and it appears the only means to achieve this is to make everyone have a say

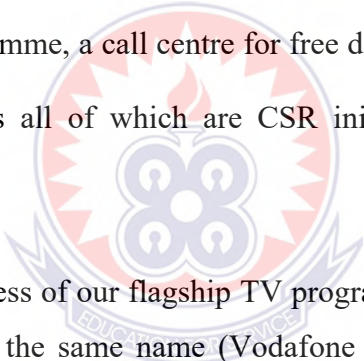
The verbatim response reproduced in the preceding paragraph demonstrates the importance attached to the consultation process during the production of Vodafone Healthline programme. It also underscores the relevance of the interaction process, which is a means of ensuring the production of quality content that meets the needs of audiences.

Furthermore, the interviews revealed that the opportunity of interaction provided by Vodafone health-line also helps the organisation to gather essential feedback about the programme. Although Vodafone has other CSR initiatives, health-line is the one that is designed to generate the most feedback for self-improvement purposes. The programme is designed to have studio audiences that make contributions; viewers can also be part of the programme by sending various questions for response. Viewers can also contribute by visiting the programme's fan page on Facebook and twitter where questions and other comments can be sent across directly.

The interviewee (production team member) explained;

For me, the best part is the opportunity to understand what people think about the production. The programme is for the people and we need to understand them and make them understand us. Over the years, we are happy to always learn that gradually people are getting to understand what the Vodafone brand stands for as a result of this television programme.

In addition, it was learnt that Vodafone has capitalised on health-line TV show to launch other CSR initiatives. Another contribution of Vodafone Health-line to the promotion of CSR at Vodafone is that, it has enabled the initiation and promotion of other CSR initiatives. Following the success of Vodafone health-line, Vodafone has introduced a radio version of the programme, a call centre for free doctor consultation (Vodafone 255) and a mobile applications all of which are CSR initiatives. The production member stated:



Thanks to the success of our flagship TV programme, we have launched a radio version with the same name (Vodafone health-line), we have also started the first health call back centre named after the TV show (Vodafone 255) and now we have a mobile application that customers can download for free and enjoy regular updates. All of these are CSR initiatives that are strategically associated with the TV show for promotional purposes.

The response reproduced above captures how Vodafone Ghana has taken advantage of Health-line to successfully launch and promote other CSR initiatives.

Also, it was realised that Vodafone health-line TV show has contributed to the increased publicity and enhanced reputation of Vodafone and its CSR activities. Vodafone continuously publicises its health related CSR initiatives such as sponsored surgeries,

donations and other interventions during the broadcast of the Vodafone Health-line TV show. Owing to the already established viewership for the TV programme, the continued publicity of other Vodafone CSR initiatives on the programme is a very successful promotional tactic used by Vodafone. More importantly, the producer commented:

We have a significant advantage with Vodafone Health-line because we use real health professionals who serve as advocates. Dr. Bryte Asamoah for instance works with the 37 Military-Hospital in addition to working with us during production. This makes our messages believable, and because of that any other initiative promoted on the show is successful. Let me tell you this, during the Ebola outbreak in parts of West Africa, Dr. Bryte Asamoah delivered a special message of caution which was integrated as a call back tune. We noticed that the initiative was embraced and some callers even copied the message.

The findings of the study in this section show that Vodafone Ghana derives various benefits from the programme in terms of how it contributes to the promotion of CSR initiatives. Essentially, Vodafone health-line gives the opportunity for interaction, serves as a launch pad for other CSR initiatives and also improves the publicity and visibility of other CSR initiatives by Vodafone Ghana.

The success of the Vodafone health-line TV show and its contribution to the promotion of other Vodafone CSR initiatives confirms the point by Hill, Kirkwood, Kendall, Adjei, Arthur & Agyemang (2007) that television is one of the best ways to communicate health issues because although many Ghanaians do not personally own television sets, most

have access to one somehow. The choice of television has helped the organisation to successfully promote its CSR initiatives.

The findings in this section are also supported by Ramachandran, Snehalatha, Mukesh, Bhaskar, Vijay (2006) who also reported that Health communication requires a stronger channel to achieve the needed impact. This goes to affirm the assertion that picture and sound captures people's imagination and hence television is a good choice for the promotion of health related CSR initiatives. It is however worth noting that in addition to the power of television, the production of the programme also involves very sound communication and CSR practices such as formative research and consultation which also contribute to the success of the programme. Further, the producers of the programme have also been very strategic with the promotion of the CSR initiatives as it appears the programme which began as a television show now has a radio version and also an internet presence through the health-line application downloadable on the mobile phone.

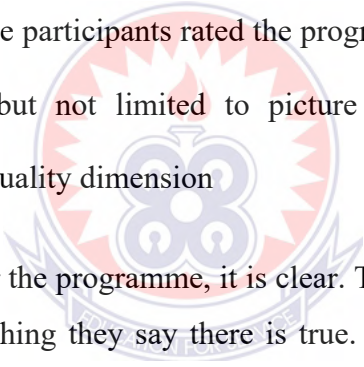
4.4 RQ3 what is the perception of audiences about Vodafone Health-line TV show as a CSR promotion initiative?

The third research question sought to ascertain the perceptions of audiences about Vodafone Health-line TV show. This research question was addressed using data obtained during two focus group discussions conducted in the Ashaiman and Oyibi communities in the Greater Accra region. Both focus group discussions were conducted in English although Ga was the predominant dialect of the community people. The participants could express themselves in English and occasionally explained further in the Ga language was allowed because the researcher could also speak and understand Ga.

The recorded discussions were later played back and transcribed by the researcher for the analysis in this section.

It was noted that audiences had different perceptions about Vodafone health line. However, a close reading of the transcribed text revealed certain patterns which were later collapsed into themes that represented the perceptions of audiences about the Vodafone health line television programme.

First, the programme is perceived to be of good quality. The participants in the focus group discussion who were all heavy viewers of the Vodafone health-line TV show indicated that the quality of the Vodafone health-line TV show was better than other television programmes. The participants rated the programme as being of high quality for some reasons including but not limited to picture quality and good content. One respondent explained the quality dimension



As for the programme, it is clear. The colour is fine and everything they say there is true. Me, am not surprise because Vodafone get money and they can even bring white people to Ghana to do it for them...

Another respondent stated that;

I think people like the programme because it is good. The doctors are beautiful and handsome and they know what they are doing, so it makes the programme quality and when you watch you understand your problem and how to take action.

These expressions capture how audiences perceive the programme as being of high standard. The perception of the programme as quality is beneficial to the brand because it

implies that audiences are happy with the output and hence the programme is likely to achieve its purpose.

Hill, Kirkwood, Kendall, Adjei, Arthur & Agyemang (2007) explain that, to draw audiences, television programmes need to be as good or better than programmes currently on air. Also, the perception about the programme as being of high quality is because as stated earlier the production process involves some formative and audience research. This also corroborates an earlier point about the interactive nature of the production process. Thus, the programme is considered to be of quality because it is collaborative and based on prior research work or some forms of initial assessment.

Also, audiences perceived Vodafone health-line television show as being of relevance to them. Audiences indicated that they learned something new from the programme every time. The programme is perceived to be a great health resource to audiences as audiences can identify with the health problems that are addressed on the show.

One respondent stated,

I have benefited personally from the information provided and I know some friends who also found answers to their problems whilst watching the programme. Personally, I learnt about pregnancy, mental health, hypertension, diabetes and sex on the programme.

Another respondent indicated,

Not all of us have doctors or nurses as friends so the information we get from the programme is very helpful. I learnt about the dangers of self-medication and the benefits

of early check up on the programme. The information they gave has really helped me.

These responses demonstrate how audiences perceive the programme as being relevant to their personal lives.

Health-line TV show is also perceived to be integrative. During the focus group discussions, it was realised that many people who watch the programme saw it as educative and entertaining. This integration of education and entertainment according to respondents makes the programme interesting and it also makes the lessons memorable.

Generally, I notice that if the production is highly entertaining the messages or social issues get lost. with the Vodafone Healthline, therefore, the needs of the people are met because we always have the right balance of education and entertainment. At its best, the social and health issues are integrated with the entertainment.

Viewers' perceptions about Vodafone Healthline TV show were quiet positive. They consider the programme as a quality product and the content is also regarded as relevant. In addition, viwers reported that the TV show integrates information, education and entertainment in a manner that makes the programme interesting.

The findings of the study in this section support the position of the social action theory as expounded by Buckley and Anderson (2006) who suggest that when audiovisual content is transmitted, in the process, the audiences make their meaning from what media producers explicitly or implicitly put in the content. Similarly, it was realised that although viewers had constructed several meanings or formed various perceptions about

the programme, their interpretations were not too far from the intentions of the producers of the show.

In addition, the social action theory also posits that although the producers of TV content present their intention embedded in the message, it is up to consumers or audiences to distill this embedded content based on their personal background. The position shows that audiences are active and hence will evaluate television content based on its usefulness. Hence, the perceptions about the programme as being relevant and of good quality explain why viewers continue to follow the TV show.

Buckley & Anderson (2006) assert that audiences do not consume content hook, line and sinker but rather they examine the conventions of the content. Audiences therefore assess television content based on visual presentation, appeal, verbal and non-verbal connotations. This assertion is true for this study, as viewers perceive Vodafone Health-line to be of quality because of high resolution of pictures and doctors choice of simple and understandable language.

Further, Neuman and Guggenheim (2011) predict that when audiences decode and understand the embedded messages in television content, the viewers are likely to act on the messages received. This presupposes that Vodafone healthline TV show is likely to have a positive impact on the lives of its audiences.

4.5 Summary

The chapter analysed the interviews as well as focus group discussions conducted in two communities where Vodafone Healthline was shot. The analysis brought to fore how the Vodafone Health-line TV show is produced. The programme goes through various

stages; themes and concept development as well as beneficiaries and stakeholder engagement.

Also from the discussion it was evident that the audiences perceive Vodafone as a caring and socially responsible organisation. Furthermore, the TV show has helped Vodafone as an organization to promote their CSR activities.



CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This final chapter presents a summary of all major findings of the study based on which conclusions were drawn and recommendations were made. It also provides the limitations of the study, and implications for future studies

5.1 Summary of findings

The production of Vodafone health-line television show involves five stages; theme selection, theme development, production (actual recording), promotion and evaluation. The stages involve formative research on topical health issues, consultation of stakeholders and collaboration with suitable partners. It was realised that each of these stages involved distinct activities all of which are geared towards ensuring the final output is of good quality.

Vodafone health-line was found to contribute to the promotion of Vodafone's CSR activities. Mainly, the health-line TV show has served as a springboard for the successful launch and promotion of other health-associated CSR initiatives such as a radio version of the TV show, a telephone doctor consultation service (Health-line 255) and a mobile application. Through Healthline TV show, Vodafone is also able to continuously publicise other CSR activities such as public donations. Again, health-line TV show offers the Vodafone foundation an opportunity to interact with clients, partners and other

stakeholders to understand their needs and to make them understand the position of Vodafone with regard to CSR.

Audience perception about health-line TV show is positive. The programme is perceived to be of good quality. Thus, the video resolution and presentation style are of high standard. Also, audiences find the programme to be of personal relevance. This may be the result of the formative research that informs production and therefore ensures that only topical and relevant issues are discussed on the programme. Health-line TV show is also seen as interesting because it integrates entertainment and education.

5.2 Conclusions

This research sought to study how television content is used to promote CSR in Ghana, using Vodafone Health-line television show as a case for detailed investigation. The study specifically sought to describe how Vodafone Healthline is produced; it also ascertained how the Vodafone Healthline TV show contributes to the promotion of CSR activities of Vodafone Ghana as well as viewers understanding of the television show. Based on the findings of the study and the analysis that followed, the following conclusions were made:

First, the Vodafone health-line television show production process is elaborate and procedural involving formative research, consultation and collaboration with stakeholders. The activities involved in the production process help Vodafone to interact with its stakeholders and to make the CSR initiative responsive to the needs of the organisation and its clients. This finding supports the views of Theis-Berglmair (2005), Putnam (2000), and Chandler and Werther Jr (2014) that CSR is mainly for the purposes

of meeting organisational and societal goals, and hence there is the need for interaction between organisations and society in the implementation of any worthwhile CSR initiatives.

With regard to contributions of Vodafone Healthline to the promotion of Vodafone's CSR initiatives, it was realised that the success of Vodafone health-line TV show has been leveraged as a launch pad for the development and promotion of other Vodafone CSR initiatives. This confirms the assertion by Hill, Kirkwood, Kendall, Adjei, Arthur and Agyemang (2007) that television is one of the best ways to communicate health issues owing to its appealing nature of audiovisuals and increase in access to the television set.

Generally, viewers had a positive perception about Vodafone Health-line TV show. The show is perceived as quality in terms of picture, sound and presentation style. The TV show was also considered to be relevant and interesting. This finding confirms the position of the social action theory that audiences are active and have their own varying interpretations and perceptions about media content. This is also supported by Buckley and Anderson (2006) who posited that audiences form perceptions about TV content as they examine TV programmes based on visual presentation, appeal, verbal and non-verbal connotations.

5.3 Recommendations

The following recommendations are made based on the findings of the study. First and foremost, considering the success of Vodafone Health-line TV show and the general potential of TV content to promote CSR initiatives, the Vodafone foundation should

consider using this same approach to initiate social intervention projects in education and human development which are all part of the organisation's CSR focus.

Also, it is important for the producers of Vodafone health-line TV show to consider replicating the production in a local language which would give many more people in local communities the opportunity to be part of the initiative.

Again, the main strength of the show has been its collaborative and consultative style of production. This implies that there is need to encourage more consultation and collaboration in order to improve upon the impact of the TV show.

5.4 Suggestion for future studies

Future researchers could consider using a different approach such as the mixed or quantitative approach to investigate the perceptions of audiences about Vodafone Healthline Television show. Other researchers may also replicate this study in other communities to find out whether the findings reported in this study are specific to the communities studied.

5.5 Limitations of the study

Due to logistical constraints the study was conducted in only two communities (Oyibi and Ashaiman), whereas the Vodafone Healthline Television Show was produced all over Ghana. This affected the sample size and the population of the study.

5.6 Summary

This chapter looked at all findings of the study based on which conclusions were drawn and recommendations for future studies are made. It also provides the limitations of the

study, and implications for future studies to use mixed or quantitative approach to investigate the perceptions of audiences about Vodafone Healthline Television show.



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APPENDIX I

Interview Questions

1. What are Vodafone's objectives for the Vodafone Health-line TV show?
2. How is Vodafone health-line meeting these objectives?
3. What are some of your major CSR initiatives apart from Healthline?
4. How does the Helpline TV show promote other Vodafone CSR initiatives?
5. In your opinion, what has the production team been doing right that has accounted for the success of Vodafone Health-line?
6. What does the production process involve?
7. Can you describe the stages and activities that are undergone to ensure a successful production?
8. Which individuals or organisations are consulted during the production process?
9. How is community participation ensured during production?
10. What steps are taken to ensure that the programme meets the expectations of the audiences?

APPENDIX II

Questions for Focus Group Discussion

1. How would you describe the Vodafone health-line TV show?
2. What do you think of the graphics, video, and pictures screened on the show?
3. How do you find the issues or topics discussed?
4. What do you make of the presenters and the presentation style?
5. Do you find the content useful or otherwise?
6. Do you participate in the programme, how?
7. What do you like about the program?

