

WHEN THE PERSONAL AND THE PROFESSIONAL CLASH: AN ANALYSIS OF THE
DUAL PROFESSIONAL IDENTITY OF SELECTED KENYAN J-BLOGGERS

by

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APPROVAL

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DUAL PROFESSIONAL IDENTITY OF SELECTED KENYAN J-BLOGGERS

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of
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DECLARATION

WHEN THE PERSONAL AND THE PROFESSIONAL CLASH: AN ANALYSIS OF THE
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I declare that this thesis is my original work and has not been submitted to any other
college or university for academic credit

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LIST OF ABBREVIATIONS AND ACRONYMS

BAKE	Blogger Association of Kenya
CAK	Communications Authority of Kenya
CJ	Chief Justice
CNN	Cable News Network
ERB	Ethics Review Board
J-BLOGGERS	Journalist Bloggers
J1	Journalist 1
NACOSTI	National Commission for Science, and Technology and Innovation
NCIC	National Cohesion and Integration Commission
4G NETWORK	Fourth Generation Broadband Cellular Network

ABSTRACT

The purpose of this study was to explore the dual professional identity nature of the Kenyan J-bloggers with specific reference to Nairobi and Garissa Counties. The study was guided by the following specific objectives: to examine the ethical issues that Kenyan J-bloggers face, to find out what motivates the Kenyan J-bloggers to blog, and to explore the dual professional identity of a Kenyan J-blogger. This research centered on J-bloggers in Kenya. In examining the ethical issues that Kenyan j-bloggers face, the study established that there were several ethical guidelines that should be adhered to, which include adhering to copyright issues and giving credit to all the borrowed content, always being truthful and clearly making a distinction between individual opinions and facts, avoiding spam in the name of promoting blog posts, and maintaining the privacy of clients. The study also established that some j-bloggers are motivated by money, others are motivated by personal achievement and appreciation for a job well done, while some others do blog merely to inform the public. It also emerged that most bloggers perceive their work as service to the community as they try to fill the gaps left by the mainstream media in informing, educating, and entertaining the public. Lastly, the study found that J-bloggers face several challenges, among them monetizing the blogging career and finding the best niche to blog about. The study recommends that the government and policy makers develop policies and increase awareness on the legal and ethical issues that should be considered and followed by bloggers.

DEDICATION

I dedicate this work to my family, my wife Maryam Yarrow and my adorable children: Najma, Muhammad and Abdulhafidh. You were my true inspiration and my greatest support system throughout my master's studies journey. Blossom, this is dedicated to you!

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CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

Introduction

Journalists are often faced with a balancing act between their professional and personal selves. The lines might be blurred but distinguishing the dual identities of journalists is critical in understanding the demarcation between the professional self, often guided by a stipulated code of ethics, and the private self. While the newsroom's gatekeeping processes compel a journalist to adhere to legal and ethical rules of the profession, the mostly unregulated blogosphere offers the media professional freedom to choose whether to follow the guidelines or not. This study examined how journalists who worked as professionals in mainstream media but also owned personal blogs navigated the ethical intricacies of blogging. An overriding issue that was explored in the study was whether journalists who also blogged retained their professionalism even as they carried out news dissemination away from the newsroom controls.

This chapter gives the background to the study, the statement of the problem, purpose of the study, objectives of the study, research questions, justification and significance of the study, assumptions of the study, scope of the study, limitations and delimitations of the study, definition of terms, and chapter summary.

Background to the Study

A new kind of computerized communication called the Weblogs or blogs marked the advent of the 20th century. The term weblog was coined by Jorn Barger of the Robot Wisdom web blog in 1997 (Wanjohi, 2010). Also, Schmidt (2007) referred to blogs as frequently updated websites in which content is posted daily and shown in reverse chronological order in the

form of documents, photographs, and sound files. The blogging episodes began as a deed of one blogger, spreading rapidly while other players produced content and the consumers added to the existing content. Blogs broadcast news for free to conventional gatekeepers such as newspapers and media companies. Besides being news dissemination sites, blogs have also acted as a platform that publishes what the mainstream media is not bold enough to disseminate. Fahmy (2014) stated that blogging in Egypt is viewed as a tool against the government's restricted flow of information.

Freedom of the media is guaranteed under the 2010 Kenyan Constitution. This freedom is, however, limited if it is in violation of the rights of others. Kenyan journalists are required to respect the constitution and other sections of the law that guide media conduct. However, technological advancement in the shape of a sea of cable networks and mobile gadgets have resulted in the emergence of a new generation of journalists (Arnold 2015). In Kenya and many other countries around the world, these cyber journalists have become a major challenge to media law and the regulatory framework.

Although journalists and bloggers have the right to speak out in Kenya, they are governed by a number of laws. For example, Article 33 of the Kenyan Constitution prohibits unethical messages which may stir up hatred or incite violence. In addition, the Constitution prohibits messages discriminating on the basis of race, religion or sex. Kenya enacted the Computer Misuse and Cybercrimes Act ('the Act') after the 2017 elections. This Act which came into force in 2008 forbids the publication of misleading information (Republic of Kenya, 2017). Additionally, Quinta and André (2018) noted that the act limits journalists' freedom of speech and can convict bloggers. The law would, however, have reportedly seen social media

users imprisoned for some of their columns for a period of 20 years but this was lifted after it was contested in court by bloggers (Kakah, 2018).

Initially, private blogs were seen as spaces free of editorial and gatekeeping policy rules used by individuals to elude the controls of government (Singh, 2014). The obvious consequence was that blogger proliferation led to irresponsible citizen journalists' brand that regarded journalistic values such as fairness, accuracy, and reality, thus belittling the integrity of the profession (Campbell, 2010). Several reporters write blogs for the broadcasting companies that they work for. These journalists who also own blogs have been referred to as j-bloggers (Baran & Davis, 2012).

Fulton (2015) described a journalist as a participant in the distinctive search, confirmation and clarification process. Conversely, some media houses are not comfortable, with J-bloggers as they are gaining popularity and power, creating a conflict of interest with their media firms. Media companies have internal policies that prevent journalists from posting information on their (journalists') personal blogs. For example, Cable News Network (CNN) and Times requested the end of personal blogging from two journalists covering the Iraq war. The two journalists chose to quit the mass media and keep their blogs. A key issue that arises from the CNN and Times scenario is that while the affected journalists remained professional, the policies of their former employers denied them freedom in the cyberspace.

This was probably why Baran and Davis (2012) took it upon themselves to contest the fear that journalists will be unethical in the cyberspace and argued that many bloggers uphold ethics and even engage a paid professionals among those who run their websites.

Statement of the Problem

Journalists have a duty of reporting using credible sources, following stated ethics codes, and reviewing of facts and benefits from professional editing to generate credible news. However, it has been noted that bloggers do not respect the majority of conventional journalism systems (Knight, 2008). So how can media staff in the dark waters of the blogosphere who work for reputable publishing companies survive? In today's media environment, bloggers have become a major feature, and as noted by Baresch, Knight, Harp, & Yaschur. (2011) audiences gradually turn to blogs for information and news.

The growing influence of bloggers has made them to be known as key players in the delivery of news and information in the changing media environment, where the Internet is becoming the main communication tool. Fahmy (2014) established that the J-bloggers published news about the Mubarak law that the mainstream media ignored. This practice where mainstream media ignores major events has been referred to as agenda cutting (Fahmy, 2014). In the same vein, Fulton (2015) noted that while journalists who cross over to cyberspace from mainstream media have no problem continuing to refer to themselves as journalists, those who join the blogosphere from other professions are wary of the term. Who are J-bloggers in this situation, then?

The prominence of blogs in the Kenyan cyberspace is evident. Kenyan bloggers run general news, analysis of events, and gossip, among other things. Blogs have become a major source of information, including for journalists in print and electronic media. The blog is a collaborative, and acceptable news product for the journalist as well as the audiovisual community (Dimitrakopoulou, 2010). As their influence grows, however, the role of the bloggers in disseminating information is increasing steadily. President Uhuru Kenyatta, for

example, as captured in the Star Newspaper (Agutu 2019), advised the Chief Justice David Maraga, who had previously argued that bloggers published photoshopped images of him massaging corruption suspects, to get used to bloggers and move on. However, he called on bloggers to focus on highlighting Kenya's problems and avoid insults.

Although the blogosphere is known to be tainted by propaganda, rumours, obscenity, and other unethical practices, some journalists are devoted bloggers. This study examined the navigation of J-bloggers in this field. According to Oriedo (2017), bloggers and journalists have different roles, but they sometimes work together. The communication gap in this study was to investigate how reporters dealt with the dual professional identity of being, on the one hand, a journalist, and a blogger on the other. The question is: Do the two professional identities blend or clash?

Purpose of the Study

This study aimed at assessing the dual professional identity nature of the Kenyan J-bloggers with specific focus on Nairobi and Garissa Counties.

Objectives of the Study

The following three objectives guided this study:

1. To assess the ethical issues that Kenyan J-bloggers encounter.
2. To establish what motivates the Kenyan J-bloggers to blog.
3. To examine the dual professional identity of a Kenyan J-blogger.

Research Questions

The research questions were as below:

1. What were the ethical issues that the Kenyan J-bloggers encountered?

2. What motivated the Kenyan J-bloggers to blog?
3. What was the nature of the dual professional identity of a Kenyan J-blogger?

Justification for the Study

The study examined the works of Kenyan journalists who combined their media professions with blogging on the cyberspace. As there has been limited research in j-blogging, especially in Africa, the research contributes to the current scholarship in citizen journalism in the continent. The study also delved into policies that encourage or hamper the freedom of j-bloggers hence will inform the bloggers on their world space policies that guide their trade. The research was instrumental in establishing ways in which the relationship of editors, media owners, and J-bloggers would be improved as a way of dealing with the clash between the professional and personal.

Significance of the Study

This study would be beneficial to several parties. Firstly, the research would be useful in helping bloggers understand the moral principles that they should apply when uploading content to their blogs. Secondly, the findings would help media houses to see the need develop policies that would enable journalists continue with their work in the newsrooms and still post stories on their personal blogs. Thirdly, the findings would be instrumental in demonstrating to government and other regulatory agencies the need to develop policies that would promote the cyberspace. Finally, communication scholars could use this study to develop new theoretical frameworks that would allow gate-keeping functions to be seen, given the ethical challenges that j-bloggers face.

Assumptions of the Study

1. J-bloggers experience an ethical dilemma when their professional identities as journalists clash with their personal identities as bloggers.
2. J-bloggers would keep blogging as the study was conducted.
3. Journalists would be contended and at times work with bloggers.
4. The respondents would give the right information without failure or prejudice.

Scope of the Study

This research centered on J-bloggers in Kenya and specially focused on mainstream journalists who blog specifically in Nairobi and Garissa counties.

Limitations and Delimitations of the Study

The unwillingness of J-bloggers to disclose information from their pseudo accounts was one of the major challenges experienced by this research. The researcher however assured the respondents that the effort was purely an academic undertaking and that the information provided would remain anonymous and confidential.

The researcher also had to contend with concerns from respondents that the researcher might be an informant to the Communications Authority of Kenya, the police, the National Cohesion and Integration Commission or the mainstream media, to which the J-bloggers were attached. This challenge was mitigated by using a cover letter from Daystar University as a proof that the research was genuine. The researcher also informed the participants of the research that a code sheet would be adopted to ensure that in the data collection process no names or specifications of the respondents would be made public. The researcher obtained consent from the respondents by requesting each of them to sign a consent form. This was

done to ensure that the respondents gave information willingly. To deal with respondents who were wary of being recorded, the researcher introduced himself to the J-bloggers using a cover letter from the University and a letter of authorization from National Commission for Science, Tech and Innovation.

This analysis was qualitative in nature, and the researcher set out to answer the question why and not how? Although the study was qualitative in nature, the researcher used a method of triangulation by analyzing the blog content and interview data from bloggers to obtain rich information.

Definition of Terms

Blogs: Refers to an individual online journal that is always updated and used by the general public (Pagani, 2008). Blogs are described by their format, which are many posts done on a page in chronological fashion. For this study, a blog referred to a public page on social media outlets owned by a j-blogger.

Bloggers: Defined as an individual who operates a blog (Oriedo, 2014). For the purpose of this study, bloggers referred to individuals engaging in the general running of the page and may have originated it.

Blogosphere: Describes the world of blogs (Boyd, 2006). The term was applied in this study to describe global Web setting where bloggers post and exchange with their audiences.

Citizen journalism: Describes the public channel content mediated by the internet as opposed to printing (Baran & Davis, 2012). The term citizen journalism was applied in this study to refer to the gathering, transmission, and processing of news and information by the general public, particularly through the Internet.

Dual professional identity: Laura (2001) defined dual professional identity as two identities of a journalist, a mainstream media, who also blogs or the presence of two or more distinct identities or personality states each with its own relatively enduring pattern of perceiving, relating to, and thinking about the environment and self.

Gatekeeping: Refers to a process for news reporting where selections are made in the media, particularly decisions whether or not a particular news story is admitted into news channels by the gates of the news media (McQuail 1994). In this research, the term gatekeeping applied to media companies' business strategies to assess what is news and what is not.

Gate-watching: Describes the concerted and open-source models for news media production. It illustrates the process taken by news manufacturers (the producer and user) to publish news (by referring to the source) rather than publish it in the online environment (Bruns, Wilson, & Saunders, 2009). In this study, gate-watching/gate keeping referred to the process where j-bloggers identify and post interesting stories and act as an alternative to the closed news practice.

Gate-poking: Refers to a conservative practice of blogging carried out in the spirit of fun and wit by professional journalists fighting traditional journalism (Yu, 2011). In this study, poking referred to the practice of promoting news reviews and provoking thoughts on controversial issues rather than breaking news.

Journalists: Describes the persons in a media house who can create an idea and begin writing the story from a varying dimension using information that is similarly vital (Rawls, 2005). The term journalist was applied in this study to refer to a person engaged by a mainstream media house.

J-bloggers: Journalists who write for a mainstream media house but also maintain a blog (Baran & Davis, 2012). For the sake of the current study, the term J-bloggers referred to journalists working in a media house who operate active and participatory social media accounts.

Micro blogs/Mblogs: According to Walker (2008), micro blogs are the mini platforms which are used by bloggers to update information to a specific audience. This means that for one to access information on micro blogs, then that person or that user must either follow the blogger's page or be a friend on that platform. In this study, m-blogs/ micro-blogs referred to social media platforms operated and run privately by j-bloggers.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This section examines past studies which are related to the research problem of the study. Theoretical concepts are presented alongside empirical literature. In addition, the chapter presents the conceptual framework developed to explain the relationship between the dependent and the independent variables in the study.

Theoretical Framework

This study was guided by two theories, namely the democratic-participation theory and the public sphere theory.

Democratic-Participation Theory

The theory of democracy is a sub-set of political theory from Aristotle to modern policymakers. McQuail (1994) supported this theory by suggesting that as a response to the elitism and hegemony of the media, it should be abolished to make the media democratic, readily accessible, and participatory. The theory predicts that the media must be pluralistic, democratic, down-to-earth, or horizontal and equal. This encourages horizontal and inferior strategies in the media, promotes democracy, and promotes media and public engagement and interaction.

The Nylenian supporters of participatory democracy (2003) were firstly characterized for their reluctance to accept the conclusions of either the 'do-nothing' antistatic neo-liberalist, or demagogic neo-populist status quo that were undemocratic and demobilizing citizens.

Secondly, Nylanian supporters held that such indicators of civil disengagement, such as low and decreasing turnout, increased distrust of democratic politicians and processes, and decreasing participation in organized political society, can be reversed, especially in support of what Avritzer called “participatory public” by actively fostering the involvement of people in important decision processes.

Vatikiotis (2005) further discussed this theory, explaining why autonomous media can spread social and cultural ideas using new technologies. The idea incorporates the aspect of mass media as a mechanism to promote public participation in the justice system. Efficient communication refers to a process where people interact and share ideas freely.

This theory offers the mass media the platform for journalists to reach out to the public. The public can interact freely, express their opinions and interact with journalists in order to promote public participation through mass media (Ross, 2011). The theory also implies that mass media should be a horizontal and low up strategy rather than a one-way form of communication. Due to media dynamism and the emergence of social and internet media, this theory allows journalists to post their decisions online while providing the public with the opportunity of commenting on them. At the same time, the public will comment on mass media outlets publishing or broadcasting current issues, which encourage the public's involvement as practiced by J-bloggers.

The Public Sphere Theory

Jurgen Habermas in 1989 proposed the theory of public sphere. According to him the public sphere is neither an institution nor an organization but is best seen as an information and opinion communication network (Crider, 2012). Also, Habermas (1989) described the public

sphere as a forum where public affairs are discussed, the state authority is criticized, and authorities are expected to justify their actions. The public sphere is established, according to the theory, by fundamental rights, which include press freedom. The rights helped to promote and preserve the diversity of views. In principle, the media (newspapers, television, and radio) is a public sphere serving as a communication channel between the state and the society. The free flow of information and communication is fundamental to the running of the media as a public sector. The traditional media and blogs, which were the subject of this study, show these qualities. Bloggers publish public-interest matters; their platforms serve as forums for citizens to criticize the public, so as to seek accountability and to question and debate relevant issues publicly.

The free information flow on blogs helps the public to comment freely on many issues and concerns, the bulk of which are unedited. The public discusses most of the articles posted on blogs and traditional media. There are many letters and answers from which the editor chooses what he publishes each day or week which often shows this in mainstream media. The public sphere theory states further that most of the texts written in the 17th century and which influenced press discourse and public discussion centered on schools for the needy, the advancement of education, demands for good behavior, controversy over gambling and fanatics vices, and censored evil morals and eccentricities. Since then, little has changed.

The above-mentioned topics still make up a majority of public debates on blogs and the traditional media and the internet play an important part in strengthening the debate. Crider (2012) noted that the internet's propagation, as well as other computer-mediated communications, has helped foster public speeches by avoiding attempts by government dictatorships to dismantle the public opinion which has swept Egypt and Tunisia through the

Arab Spring. The theory is important for this study, because it helps understand why blogs become more popular and have a great impact on public discourse and on public sphere development. For example, while traditional media can censor public comment, most bloggers will not filter out public speeches. Anybody can be a communicator in the new media. If each single consumer can produce and distribute content, ideas and images, the issue of “who has what” is of little or no significance.

General Literature Review

This section presents a review of general literature on the main concepts in this study including blogging, journalism, and emergence of j-bloggers in Kenya.

Origins of Blogging

Blogging is a little over 20 years old. The first blog can be traced to Justin Hall who was a student at Swarthmore College in 1994. Hall’s blog, Links.net consisted of dated entries with links, ideas, feedback, and a personal website. The most popular definition of blogs is based upon the structural features of blogs, as pointed out by Puschmann and Bastos (2015) who said blogs are; “frequently updated web pages with a series of archived posts, typically in reverse-chronological order” (Nardi, Schiano, & Gumbrecht, 2004, p. 222).

Websites, “blogs” are sites where the content is published regularly in reverse chronological order in the form of text, video, images, and sound (Hendrick, 2012). According to Walker (2005), blog is a regularly updated website, consisting of date entries in reverse chronology so that the most recent entry is first published. Boyd (2006) acknowledged that in December 1997, Jorn Barger coined the term “the weblog” and that, in April/May 1999, Peter Merholz coined “the blog by” dropping the phrase “we blog” on his website (Rioja, 2018). In another

study, Hendrick (2012) argued that the weblog is as old as the web. The blog has its roots online in the lists of connections that have been posted on by experienced computer designers and early bloggers, who are wandering around Cyberspace.

A blog began to look more and more like newspapers and news sources as a simple search tool. Blogging was as simple as entering the document for word processing in 1999 on sites such as Blogger (blogger.com). Bloggers provided a low-threshold publication method which included publication of models and social networking solutions out of the box, such as comment availability of every post and links to permanent archived data locations, and permalinks (Blood, 2003). It was this switch that led to the web's ability to publish blogs on the web. According to Walker (2008),

It is this free-form interface combined with absolute ease of use which has, in my opinion, done more to impel the shift from the filter-style weblog to journal-style blog than any other factor. And there has been a shift. Searching for a filter-style weblog by clicking through the thousands of weblogs listed at weblogs.com, the Eaton Web Portal, or Blogger Directory can be a Sisyphean task (p. 28)

Blogs are classified based on their content (Zhao, Kumar, Spaziani, & Spaziani, 2010). A blog dealing with health problems is classified as a blog on health. A blog featuring popular clamors will be an entertainment blog. A blog providing political insights will be classified as a political blog. The study focused on those bloggers who are allied to a news source / institution and have a voice beyond that of the institution. Another category is education, company, technology, travelling, fashion, research, and staff, which is a form of diary on blogger activity.

Journalism

Journalism has been defined by the mainstream news agencies, journals, broadcasting stations and radio stations prior to the World Wide Web (Knight, 2008). People using the internet have asked who journalists are, what they do, where they report to, why they choose stories and also the time they report. To the question, who should be considered as journalists in an age when anyone can publish a blog, it has been argued that everybody can be an editor with the advent of the Internet.

Fulton (2015) in a study to find out who is a journalist argued that those who identify themselves as journalists are those who work in the mainstream media and clearly define what they do as journalists and consider themselves as journalists. While Fulton separated a reporter from a blogger, this study explored the duality of J-blogger. Oriedo (2017) analyzed journalists and bloggers commonalities and concluded that bloggers are distinct from journalists, and that the bloggers prefer their career to stay independent of journalism. Oriedo's findings obscure the debate, which tries to explain whether J-bloggers can act independently in line with the unifying factor that bonds them to the profession of journalism.

Most of the bloggers surveyed said they do not consider themselves as journalists despite educating, entertaining, informing and setting the agenda for the public. The reason for this is that while journalists are trained to follow a code of conduct and ethics and has to take their stories for publishing in respective newspapers, TV and radio; bloggers operate liberally and publish their stories themselves. This finding implies that bloggers want their occupation to remain distinct from journalism. (Oriedo, 2017, p. 37)

Rawls (2005) defined a reporter as a person in a media house who can develop an idea and start writing a story from a different perspective using equally important information. The professional journalist, according to Deuze (2005, p. 54) outlined these values; public interest, accuracy, justice, objectivity, autonomy, and ethics, following a code of conduct, put differently. Such laws are established by governing organizations and media organizations for which they are employed, but others are focused on the nature of their work, for example, the accuracy and freedom. Knight (2008) argued that, in the years to come, a journalist will be everyone who specializes in information distribution through credible ethical codes. This code of ethics, however, does not automatically bind bloggers. This study examined how a Kenyan J-blogger balanced ethical rules and the freedom accorded by the cyberspace.

Development of J-Blogging in Kenya

Blogging began in Kenya in 2003, according to the Bloggers Association of Kenya (BAKE), with Daudi Were blog, mentalacrobatics.com (Macha, 2015). The Digital Africa report noted that Kenyans in the diaspora who made social and political statements were the first bloggers in Kenya. BAKE was founded in 2011 to link the online content creators of the Kenyan community.

Kenya's media is a diverse and vibrant industry. The industry dates from the pre-colonial period, with the first press being published in the country by Rev Albert Stegal of the Church Missionary Association in 1895 (Oriare, 2010). Following this growth, in 1901, the Asian trader Alibhai Mulla Jeevanjee launched a regional paper called the East African Standard. The paper served the interests of white colonists as things affecting native people were rarely reported. The clamor for independence from the mid-1920s to the 1960s led to a multitude of native language publications that spread the liberation of gospel. The majority of Kenya's

television and radio broadcasters were British and American up to 1963 when Kenya became independent. Kenya has however moved from the liberation gospel in its media after independence to challenges which have plagued the new nation, namely illiteracy, disease, and poverty (Oriare., 2010).

Today, Kenya has multiple media companies, including Nation Media Group, Standard Group, Radio Africa Group and Media Max, among many others. A wave of transformative and disruptive Web 2.0 technologies that are accessible via computers and more and more via mobile phones, have been seen in the media landscape of Kenya.

Three new critical media regimes have since become incubators to these developments. Secondly, a new community of freelancers (citizen journalism) has come into being in the country. A new web communication infrastructure has made it possible for the public sphere to expand, encourage public participation in news and the creation of important “alternative” journalism (in this case, blogging) sites for nontraditional journalistic platforms. Though the Government has been pressing for regulating bloggers and subjecting bloggers to strict regulation as journalists (BAKE, 2015), it has also been pressurized through the Communications Authority of Kenya (CAK) and the Media Council. Obonyo (2012) has, however, noted that state regulations or self-regulations in many African countries remain a contentious problem.

The emergence of j-bloggers in Kenya has compounded the practice of journalism. In their 2008 post, Domingo and Heinonen claimed that bloggers are practicing their journalism as amateur journalists, authors, and commentators on the media. One of the most common journalistic blogosphere activities is media commentary. These blogs, also referred to as watch blogs, monitor online and off-line the work of the professional media to highlight

covered stories, expose mistakes, report prejudice, and condemn poor arguments in newspapers and columns. This study intended to answer the question; are journalists and j-bloggers in Kenya in competition or are they collaborating?

Empirical Literature Review

Any journalist has a primary role to play in identifying and providing information (Turrow, 2011). A journalist collects and provides the public with truthful, accurate and consensus-oriented information. In this case, the reporter uses the media as a platform for the public to understand what happens worldwide. A blogger also uses the media platform to communicate to the public. When Fahmy (2014) compared the two, she highlighted the way Egyptian J-bloggers aired news during the Mubarak reign. The findings indicated that the J-bloggers reported stories that the mainstream media had ignored. They described the media act of ignoring key stories as agenda cutting. Fahmy noted further that the j-blogs revealed the news 'cut' and played a kind of monitoring role. He observed that,

J-bloggers ...use their blogs to represent news that is deliberately avoided by traditional media. They use their own news sources, documents, footage and hyperlinks to other blogs and news sites that support their news, giving evidence of their credibility, accuracy and news exclusivity. (p. 182)

In line with the previous assertions, the purpose of this study was to assess whether journalists in Kenya regarded J-blogging as an alternative to mainstream media. This study examined J-bloggers in a blogosphere of democracy, where media freedom is enshrined in their constitution.

The importance of the bloggers in journalism can no longer be underestimated. The media publish weblogs as a single item in their online contents repertoire and therefore appear everywhere in and around journalism (Domingo & Hedomen, 2008). For example, journalists are blogging and hosting amateur arrays of (in terms of journalism) blogs similar to mainstream media contents. In order to include mainstream media, complement, supplement, critique, comment and question mainstream media transparency, amateur journalists and bloggers have spread online news (Qiu, 2009). Professional Chinese journalists have gone beyond their position as gatekeeper and played gate watchers poking at 'the door' and mocking the gate. Bruns et al. (2009) added that blogging and journalism were celebrated in a way that the distinctive binarism in networking media had been removed. Journalists and amateurs are working together to receive news. The question is whether Kenyan J-bloggers collaborate or compete in this regard with the mainstream media.

Cooper (2006) argued that while the mainstream news editorial teams are capable of spiking stories and making headlines, there is no blogger. Bloggers, however, have the ability to identify factual errors in mainstream reporting, to argue for various interpretations, or to focus on stories which they feel are not well covered. Yu (2011) pointed out that, if a gate refers to the mainstream journalism agenda, Chinese j-bloggers used the blogosphere to transform their traditional gatekeepers' roles into gate watchers and gate mockers. This study explored the dual professional identity of J-bloggers, how they tackle journalism and blogging.

The lack of exhaustive mainstream media offers social networks an opportunity for mainstream journalists to challenge them, for example, as opposed to social media, mainstream media journalists do not have direct contact with their audience. Micro blogs and

blogs not only create a discussion between the author and the readers, but also between them (Garden, 2014). Readers here respond with blogs connecting audiences. Garden noted that reactions and reviews on their work are important to journalists or writers. This means that readers send stories or comments which otherwise would have been ignored, so that journalists can correct a plethora of errors in a previous copy. Franklin (2016) agreed with Garden that the public has space for comment on the topic in social media platforms such as blogs and mini blogs. This research discussed how the claims of Garden and Franklins affected the j-bloggers from Kenya.

The content of blogs is broader and richer than the conventional media. A blog may present two or more subjects simultaneously, whereas traditional media such as journals include one topic in a column, because the air times in print media broadcasts and the columns are limited, as argued by Robinson and DeShano (2011). In a similar vein, Cooper (2006) also pointed out that mainstream media content has been criticized as controlled by the state or sometimes by the multinationals due to their advertising companies. Therefore, without the state and the multinationals, mainstream media cannot thrive. In this case, this research sought to investigate why the Kenyan journalist was inspired to have the dual identity.

Yu (2011) argued that bloggers are synonymous with gatekeepers who have a more transparent news collection than journalists (gatekeepers). In gate watching, for example, the reporter has access to the sources in contrast to the gatekeepers, where the reporter is forced to protect the source. According to McQuail (1994),

As a norm in journalism, gate-keeping is a news reporting process by which 'selections are made in media work, especially decisions on whether or not to admit

a particular news story to pass through the “gates” of a news medium into the news channels. (, p. 213)

Further, Yu (2011) stated that “editors and journalists routinely check their reports for facts and balance. They also check for conflicts of interest or, in many cases, promotion and protection of certain interest” (p. 381). In their blogs, J-bloggers uphold the function of gate keepers, which also implies that in blogging they respect the rules, codes and publishing policies (Chen & Pain, 2017). In addition, Singer (2005) argued that in comparison to hardcopies, the papers online are not required to remain impartial in their coverage (external diversity). This is because alternative media may exist to tell the story from another point of view. Knighted (2008) noted that,

Mainstream journalists deploy technologies embedded in a culture of ideas through which they construct the way they report, select, edit and prioritize news. These ideas reproduce and reinforce themselves in the news-making process, re-creating apparently flexible yet in practice, conformist ways for imagining the world outside the newsroom. In this largely unconscious process, called “news instinct”, journalists prioritized accepted versions of events while dismissing alternative accounts as “not news”. (p. 120)

Knight (2008) and Singer (2005) explained that a journalist who has edited an articulate part of the story may feel the urge of the blog to bring the real image of the murdered story out. It needs to be seen if Knight and Singer’s argument is appropriate to the Kenyan blogosphere. With the worldwide popularity of blogs, many researchers have studied the impact of the journalism platforms. Marley and Kim (2004), in a study on the impact of blogs on the traditional media and politics found out that bloggers value what they do and classify it as an

important social task that has consequences for media reports. In a study carried out in the United States, researchers have noted that their work helps bloggers check out the Fourth Estate, because traditional media models are suitable for covering news in the 21st century. The bloggers thought themselves as journalists of the open source. Furthermore, the study showed that the influences of bloggers as the consumption of Internet new shifts are difficult for mainstream journalists.

Baresch et al. (2011) have taken note of bloggers as journalists in their understanding and inspiration for the site. J-bloggers are empowered to control, educate, and set the public agenda-including the media. It is their journalistic conduct, which includes quoting sources, checking facts and posting corrections if necessary, that gives them their feeling as journalists. Although blogging has always been the most influential factor for journalists, publications by bloggers shows the part played by journalism in blogging.

Park (2009) explored the way journalism and journalists have become more and more popular with bloggers. This demonstrates that most bloggers affirm their authority by rejecting journalism. Their disagreement on what and how the mainstream media professionally presents news is seen by the audience to show their ability, to be able to tell the truth and to serve audiences with omnipresent faith. Park further stated that bloggers are allowed to do so precisely because they are not journalists, and their independence is played out to make them more authentically aware of the audience needs". In this study, we have looked for answers as to who is the J-blogger or the mainstream journalist.

In Kenya, studies have shown that people are increasingly looking to connect and obtain information through alternative means (Facebook, Twitter and blogs), especially where they are of an opinion that the mainstream media does not give them what they want (Makinnen

& Kuira, 2008). This confirms the claim that alternative media prospers when the mainstream media appears to be tumultuous, particularly because of the fear of repression. Nonetheless, blogs can exacerbate conflict if a country is in a crisis like the one that occurred in Kenya in 2007 (Lindroos, 2011). Although traditional media can still be controlled and professional, bloggers operate freely without any code of conduct and, in Kenya's case, it can open them to tribalism, hatred and manipulation that has not helped the nation during this time. The aim of this study was to identify J-bloggers ethical challenges as they dealt with their professional identity on the side and blogging on the other.

Conceptual Framework

Conceptual framework refers to a pictorial representation of the various factors depicting research concepts (Dant, 2003). As noted by Latham (2017), in conceptual frameworks diagrams are generated to explicitly describe the structures or variables in a study and arrows are used to demonstrate the relationships holding between variables. According to Lathan, the entire approach and their relations and meaning must be compatible with the variables. The conceptual framework for this study is shown in Figure 2.1.

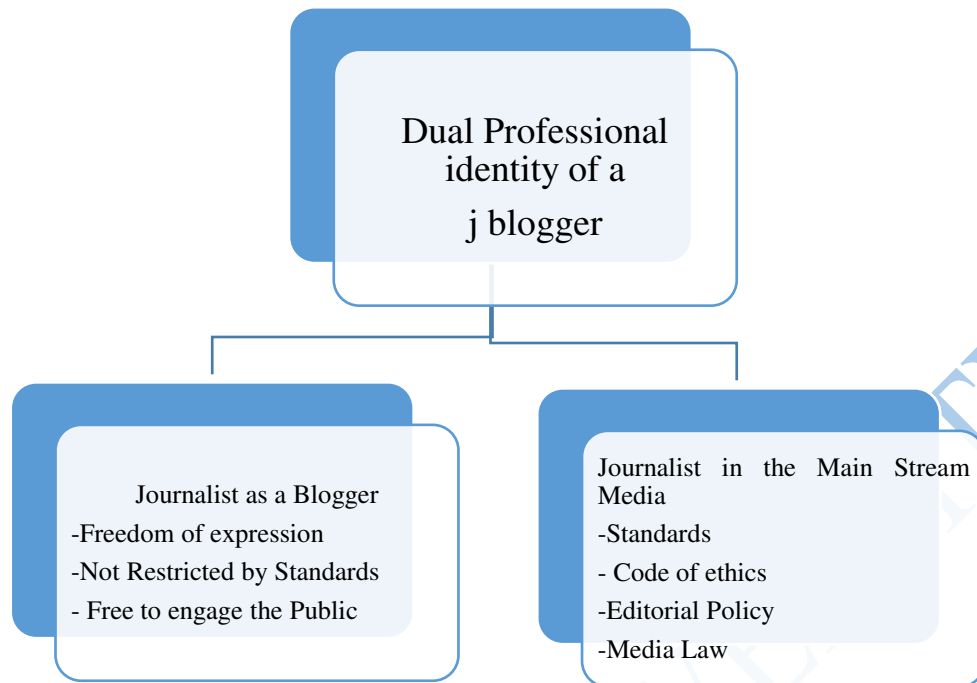


Figure 2.1: Conceptual Framework

Source: Author (2021)

Discussion

The key motive for this analysis is shown in Figure 2.1, which is embedded in the interaction of various J-bloggers' identities. J-bloggers run blogs and work in media companies as well. This study determined if J-bloggers were restricted or freely engage with the public in accordance with standards, the code of ethics, and publishing policies of ethics. The study was aimed at understanding how journalists worked as bloggers and in the main media, which motivates, informs, and sends the agenda.

The research was designed to determine whether J-bloggers considered themselves as journalists or bloggers in journalism or bloggers behaviour, including citation of sources, verification of facts and correctional knowledge. The conviction was always that blogging

affects most journalists, but its results show that journalism plays a very important role in blogging.

Summary

This chapter has addressed general literature, theoretical framework and key studies related to the study. The study also examined the application of the theory of democratic participation and public sphere theory under the theoretical framework. The general literature review provided an overview of the concepts under study. Although drawing on other scholars' research, the empirical literature examined the principles that characterize journalism as the gatekeeper of the media environment, together with its ethical and legal limitations. The blogosphere was, however, examined as an area where bloggers practice gatekeeping, gatewatching, gate-poking and gate mocking. The research aimed to fill the gap in information in how J-bloggers, gatekeepers and gate watchers worked at the same time, and show how the J-bloggers protected their own blogosphere gates in Kenya.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

The research methodology adopted to conduct the study is presented in this chapter. It includes the research design, population study, sample size and techniques for sampling, research tools, data collection and data analysis.

Research Design

Exploratory research aims at examining an issue which has not been clearly explored, which is aimed at defining goals, creating organizational concepts, and enhancing the final design of the research. The best research design, data collection process and selection of subjects are described in an Exploratory Study (Saunders, Lewis, & Thornhill, 2012). Exploratory work offered an insight into the ethical rather than technical problem of J-bloggers dual character.

This study was qualitative in nature and was designed to conduct exploratory research. The qualitative approach was chosen because the design of the study reflects the essential features of qualitative inquiry described by Creswell (2014). Qualitative research focuses on the interpretation and the discovery of the importance of a social or human issue for individuals or groups.

According to Rovai, Baker, & Ponton (2014), qualitative approach was again favored because it represents the building model, which implies that truth is an insider's point of view, variables that are difficult to measure, complex and interwoven, and the primacy of topics. The researcher attempted to establish the dual identity in personality of a J-blogger.

Population

The key population was journalists in the mainstream media in Kenya, who were involved in blogging.

The Target Population

The target population was the Kenyan J-bloggers who operated in both Nairobi County and Garissa County. These two Counties served best in representing an urban and semi urban area.

Sampling Technique

A precise and adequate population representation is crucial to the sampling technique (Saunders et al., 2013). Purposive sampling methods and snowball methods were used in this study. Journalists working in the media and running blogs (J-bloggers) were purposively selected for this research. The researcher identified the most successful and active J-bloggers in Kenya, who then helped to identify the rest through references. Cooper and Schindler (2008) stated that purposive sampling allows researchers to use cases with the knowledge needed in order to achieve their study's objectives.

Berg (1988) argued that the initial sample involves a connection or link with other people in the same target population in relation to snowballing. In this study, the sampling approach of snowball was used to identify j-bloggers who then identified others involved in J-blogging. The snowball survey includes selecting an initial number of subset participants from which the data is collected and who then act as 'seeds' or research employees hired to help identify other sample members (Magnani, Sabinb, Saidela, Heckathorn, 2005). The researcher,

therefore, considered the best way for the study participants to take purposive samples and snowball.

Sample Size

The sample sizes used in qualitative researches are quite smaller compared to those applied in quantitative research (Mason, 2010). This is due to the fact that in qualitative studies, it reaches a point where returns begin diminishing with increase in sample size beyond which more data does not necessarily yield more information (Masons, 2010). According to Domingo and Heinonen (2008), this point is called the sample size saturation point. It is where further data collection stops proving new or relevant information. Charmaz (2006) added that it is imperative to establish the sample size saturation point. A substantially high number of studies use multiples of ten as their sample size, meaning that a sample size of 10 to 30 is a better representation of the population being targeted (Mason, 2010). In a similar qualitative study, Komen (2015) used a sample size of 12 households. This study employed a sample size of 20 respondents who were J-bloggers in Nairobi and Garissa counties. The blogs run by the selected j-bloggers included Facebook, twitter, and traditional blogs.

Data Collection Procedure

In this study, interview guides were employed in data gathering. According to Babbie and Benaquisto (2009), interview guides are effective in guaranteeing accuracy, consistency, and in conducting response comparison. To ensure confidentiality of the gathered data, and the respondents, codes were used to identify them. An audio recorder was used in data recording which was later transcribed.

The data collected was qualitative. Twenty interviews were carried out from 6th to 19th October, 2020 for a period of two weeks. The interviews were carried out in the respondent's offices. These study sites were chosen because their offices were spacious and COVID-19 protocols such as social distance could be easily maintained. There was also running water in the offices for use in washing hands. The contacts of the journalists were acquired through snow balling where the researcher was given referrals by j-bloggers he interviewed.

The researcher contacted the participants through phone calls, to request for their participation in the interviews on the agreed dates. The researcher went to the offices of the journalists to conduct the interviews.

Further, two research assistants were employed to help in data collection. One of the assistants helped in mobilizing the study participants, by making phone calls to some of the participants to seek their participation, introduce the topic, purpose, and procedures of the study. Research Assistant 1, also worked to ensure government guidelines on social distancing were observed. Each participant sanitized their hands, temperatures got measured and they wore the face mask. Research Assistant 2, helped in conducting the interviews, by translating the study questions to enhance clarity, as well as recording and transcribing the interview transcripts.

Three sessions were conducted each day, such that each interview took 20 -30 minutes, thereafter there were breaks and transition in between each interview accounted. In total, the transition period between the accounted for 60 minutes. Health precautions were also observed in line with the Ministry of Health Directions. Each participant was provided with a

face mask. Sanitizers were also availed for use by the participants. Social distance of at least one meter was observed throughout the interview sessions.

The data collected from the interviews was analyzed thematically. In this regard, data was transcribed and then organized in emergent themes and categories. The findings were presented in a narrative format. The key themes were concluded from the transcribed data and presented based on the research objective. The interviews were named numerically (1 to 20), based on the order in which they were conducted. The transcribed data was then analyzed by identifying the key themes that emerged.

In order to analyze the blog content, the researcher used a content analytical code sheet. Kingori and Ojiambo (2016), in a related study, preferred the code sheet in a qualitative study when collecting data. Two days a week the researcher visited the blogs of the participants. In the study of the gender, identity, and language use in adolescent blogs, Huffaker and Calvert (2005) recommended frequencies of twice a week. In addition, the post date and the date of the visit to the web blog were recorded. Blog information was carefully collected to identify words, phrases, ideas, emoticons which showed patterns and feelings from comments made (Fink, Piatko, Mayfield, Finin, & Martineau, 2009). These are the basis on which the legal and juridical safeguards of the J-blogger were evaluated. Kenyan J-bloggers who have dual identity were also interviewed by the researcher. This was achieved by speaking face to face to the chosen respondents and recording the interviews in the interview guide.

Data Collection Instruments

A guide for the interview was used to collect data. This allowed for an appraisal, provided the interviewees with room to validate their responses and enabled detailed information to be collected as required by this study (Lindell & Whitney, 2001). The tool consisted of open-ended questions that guided the interview sessions. Five sections were included. Section one gathered background data, section two focused on ethical issues faced with dual-identity and blogger data, section three was on ethical decisions concerning dual identity, section four centred on J-bloggers and section five concerned comparative analysis. A code sheet was also used to analyze blog contents that were already available on Kenyan J-bloggers blogs and micro blogs.

Pretesting

A measure is deemed to be reliable to the extent that it yields consistent outcomes (Cooper & Schindler, 2013). The extent of similarity of the outcomes from repeated occasions was employed to establish consistency of the research tool. The greater the similarity from the repeated tests, the higher the reliability of the researcher tool is.

Pretesting of the interview guide was done to ascertain its content validity. Media and communications students in their fourth year who had and used blog accounts were interviewed. They were selected for the pretest because many of them had undergone internships in the mainstream media outlets, and therefore understood what a blog was or ran one. The researcher assumed the fourth-year students had sufficient understanding about media and they could be referred to as media persons and therefore could have similar traits as J-bloggers.

It was assumed that some of the fourth-year students were already working with media houses and run blogs. Therefore, they had experienced the two environments. Five fourth year students were interviewed, and their blogs analyzed. Their responses were employed to eliminate unclear questions, hard questions, assess sufficiency of the questions in the interview guide and hence enhanced the research tool. This was helpful in establishing the time it took to complete answering the questions so as to ascertain if it was reasonable and to determine if every question triggered sufficient responses from the respondents.

Data Analysis Plan

The analysis of data involved using logical analytical tools to investigate the data collected with a view to generating summaries, observation of trends and patterns so as to inference and draw informed conclusions (Cooper & Schindler 2013). The research analyzed the reactions to the dual identity of Kenyan j-bloggers using thematic analysis. The approach consisted of defining, evaluating, and documenting topics in quality data.

According to Braun and Clark (2006), both qualitative methodologies share the fundamental principles of thematic analysis and that the method is also tailored for various theoretical perspectives and frameworks. The researcher was able to organize and explain data in detail, and to analyze and to draw conclusions using this approach. Evidence from the following three thematic areas was collected in this report, the ethical issues faced by J-bloggers, the ethical decisions on the dual identity of personality, freedom of expression and motivation of J bloggers in making ethical decisions in mainstream media or their own personal blogs.

Once data had been organized, content analysis was carried out of the data relevant to research questions of the study. Data was read for general information purposes and for the

considerations of the ethical and legal guidelines (Creswell, 2009). Then, the data was carefully analyzed to identify the repeated words, phrases, and ideas as patterns (Fink et al., 2009). Taking into account the study objectives, the theoretical and conceptual framework, and research issues, emerging patterns were analyzed. In view of the study, the researcher finally interpreted or made meaning of the data.

Ethical Considerations

In designing, collecting data, analyzing and disseminating the entire study, the researchers upheld the ethical commitments as expected. The study also provided participants with information and their consent was sought before the participation. According to Wimmer and Dominick (2011), the areas of ethical considerations include informed consent, voluntary participation and confidentiality.

These considerations were upheld in this study. The researcher drafted a digital consent form which was sent to the j bloggers for approval to collect data both from their personal blogs and from the interview guides sent. This ensured that they voluntarily participated in the study. The researcher made efforts to avoid physical or emotional harmful procedures, which would have amounted to breach of informants' privacy rights by asking insightful questions or by accessing personal data registers. All personal information was restricted to information of a general nature. A code sheet was also used to differentiate j-bloggers so as to allow them to remain anonymous and retain confidentiality.

The researcher also received a cover letter from Daystar University to introduce him to the respondents and to assure them that the data collected was for academic purposes only.

Before proceeding with data collection, the researcher submitted a research proposal to Daystar University Ethics Review Board (DU-ERB) and was granted ethics approval.

Summary

This chapter has discussed the research procedures followed in carrying out the study including outlining the type of research design employed, the population studied, techniques used in sampling the population to yield a sample size, instrument employed in collecting the relevant data, and the plan followed in data analysis. The chapter has equally provided the ethical principles observed during the study and how the pretesting was done. Presentation, analysis, and interpretation of data is done in chapter four that follows.

DAYSTAR UNIVERSITY

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Introduction

This chapter presents the data collected for the study, the analysis done, and interpretations of the analysis. Background characteristics of the participants, and analysis of the findings are presented based on the study's objectives. Thematic analysis techniques were employed in analyzing the collected data and the findings presented in prose form.

Analysis and Interpretation

A sample size of 20 respondents was targeted out of which 18 (12 from Nairobi and 6 from Garissa) were successfully interviewed resulting in a 90% response rate. In regard to the response rate, Mugenda and Mugenda (1999) noted that a 50% response rate is sufficient for analysis and reporting; 60% is good and a 70% response rate and more is excellent. Based on this, the 90% response rate was considered as satisfactory to be used in drawing conclusions for the study.

Table 4.1: Response Rate

Sampled	Frequency	Percent
Interviewed	18	90
Not interviewed	2	10
Total	20	100

Background Information

In this section, the researcher presents the general information of the interviewed J-bloggers. The study categorized the information they provided, and the results are presented in percentages.

Gender Distribution of JJ Bloggers

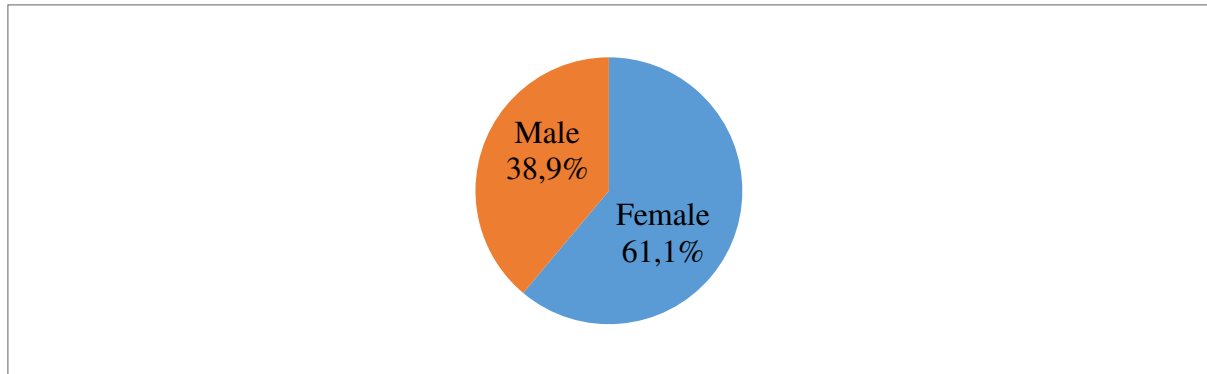


Figure 4.1: Gender Distribution

Based on the findings presented in Figure 4.1, the majority (61.1%) of the J-bloggers interviewed were female. Only 38.9% were male. These findings suggest that in Kenya, the J-blogging field is dominated by women. The study was also gender inclusive because both male and female respondents were included; therefore, it did not suffer from gender bias.

Age of J-Bloggers

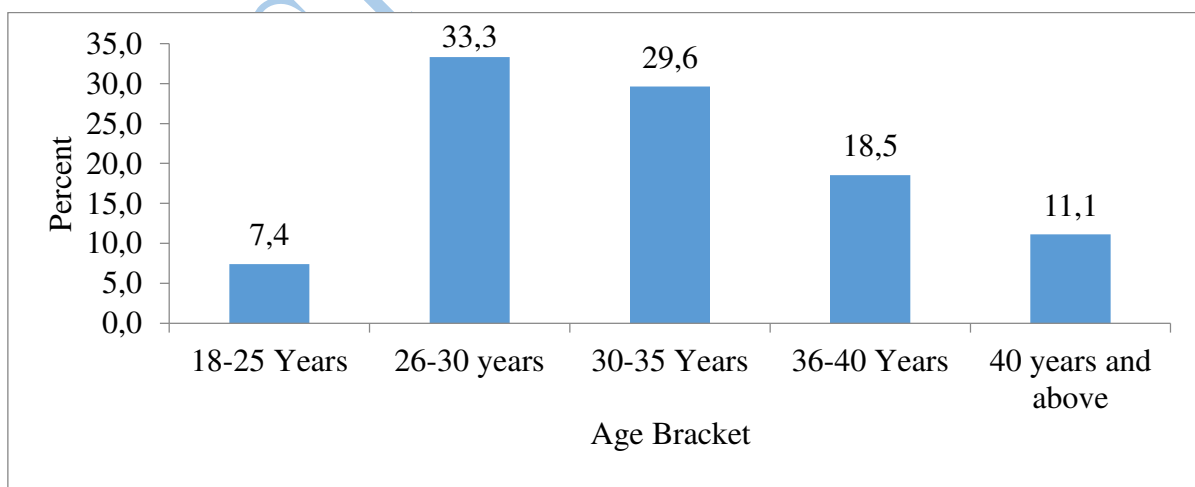


Figure 4.2: Age Distribution

From the findings, 33.3% of the J-bloggers interviewed were aged 26-30 years, 29.6% were aged 30-35 years, 18.5% were aged 36-40 years, 11.1% were 40 years and above, and 7.4 % were 18-25 years. These findings suggest that the selected bloggers were of varied ages. It can however be seen that the majority of the bloggers were young, that is, aged 35 years and below. This implies that bloggers in Kenya are young individuals.

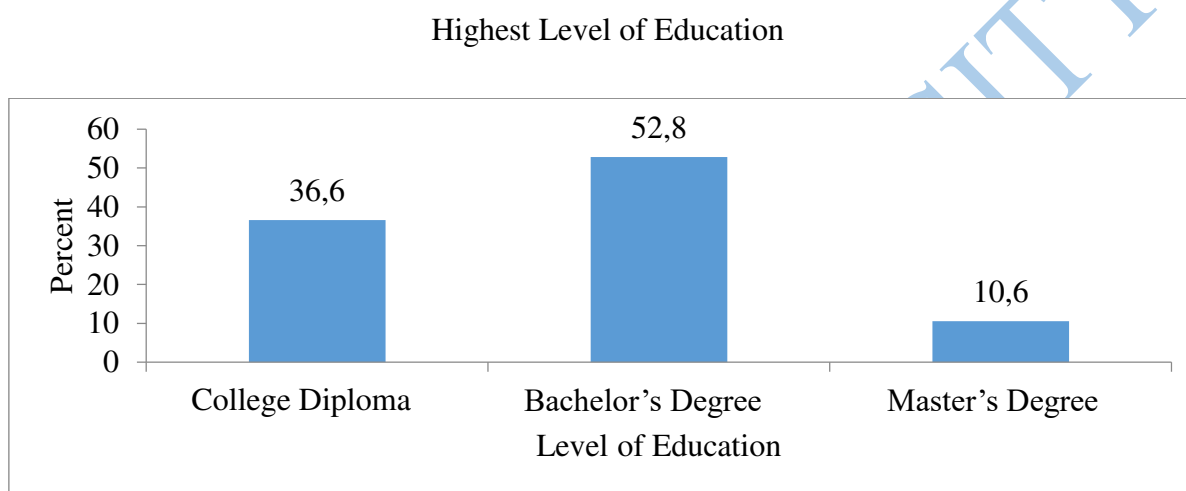


Figure 4.3: Highest Level of Education

On level of education, the study established that 52.8% of the respondents had bachelor's degree, 36.6% had college diploma, and 10.6% had master's degree. Based on these findings, it is evident that j-bloggers in Kenya have some level of education with the majority (52.8%) having acquired bachelors' degree. It also implies that the respondents were well distributed in terms of their education.

Media House Respondents Worked for

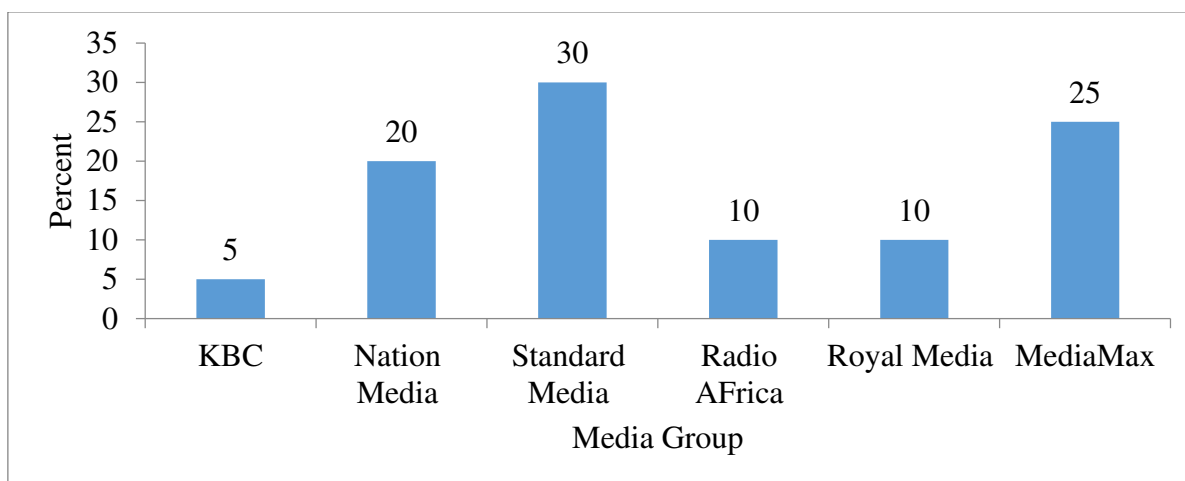


Figure 4.4: Media House Respondents Worked for

Based on the findings, 30% of the J-bloggers interviewed were from Standard Media Group, 25% were from Media Max, 20% from Nation Media, 10% from Royal Media, another 10% were from Radio Africa, and 5% from KBC. These findings show that the respondents selected a representative group. All the major media groups were included in the study.

Position in the Organization

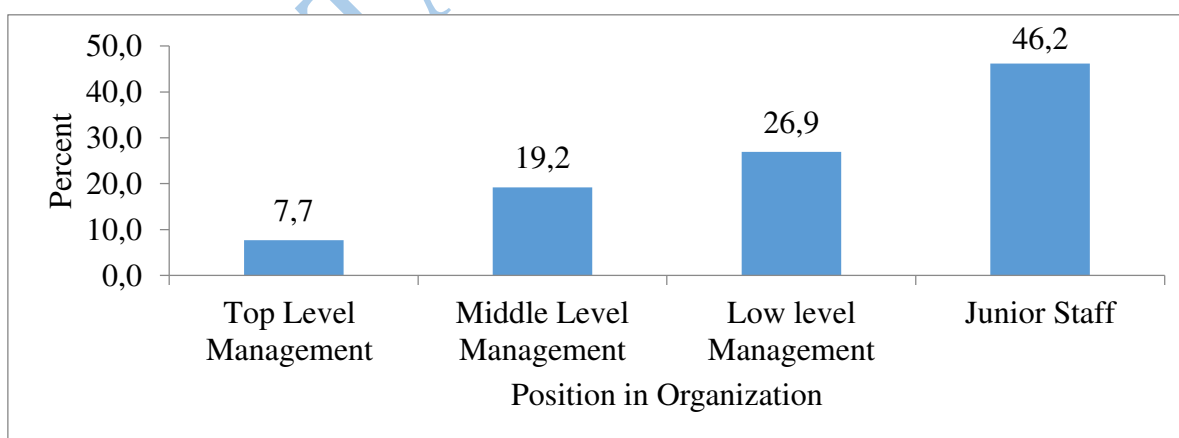


Figure 4.5: Respondent Position in the Organization

Based on the findings, 46.2% of the respondents were junior staff, 26.9% were low level management, 19.2% were middle level management, and 7.7% were top level management. These findings indicate that the study selected respondents who held different positions in the organizations. The selected respondents were representative of various positions in the media industry.

Kinds of Blogs Run

The majority of the Jbloggers (88.8%) interviewed indicated that they focused on niche blogging. J 06 stated that *sports and games is the area I blog about*. J11 said *I blog about fashion and lifestyle*. J09 and J10 indicated *I blog about fashion and lifestyle*. The common topics they focused on were finance, sports, business, cars, music, games, fitness, travel, current events, entertainment, fashion, lifestyle, and politics. J12 indicated *blogging is what the company has employed me to do*. J3 *through blogging, I get to place food on my table*. *Blogging is what secured me my current job* said J15. They explained that they create these blogs for the purpose of business.

According to J01, *my blog has been successful because I first research on my audience and what they might be interested in*. Jo7 said, *any blogger should first identify the niche they are passionate about and are interested in, this will help them be successful*. *Blogging on its own cannot earn you money, you must be aware of ways to make your blog make you money*. J02 explained, *"I use Google AdSense to make money with my blog. Other ways to make money is through affiliate marketing*. To ensure blogs are successful, bloggers must analyze the audience, monetization opportunities, and competition before starting the blog and make adjustments to the idea for the best marketing strategies. J12 explained *I am a corporate blogger; therefore what I blog is in the interest of the company I work with*. The study also

established that some of the bloggers were on corporate Blog. These bloggers focus was on the business itself-the media house products or services with the purpose of increasing traffic for their business in order to gain customers. They chose topics in order to attract visitors that were interested in their specific products and services their media house offered.

In addition, the study established that bloggers blog on different content. Most of them focused on industry news. They explained that most of the readers were interested in learning and being up to date with the industry news. Since blogging is a wide field they have a great field to produce quality news. J15 said *social media is the main platform that you can use to disseminate news; it is reliable and real time*. This has made it necessary for bloggers to update on their social media about the latest things happening in the society so that they can be at per with the happenings of the society. They research on industrial news and the interest of their content consumers so that they can provide them with relevant news. J14 explained *In order to be successful in blogging industry, one should be unique and this means creating content that is catchy to the audience and unique. Think outside what other bloggers are doing*. Content creation is what they also focus on. Bloggers try their best to be unique and provide original and quality content. According to J05, *consistency is the key to blogging success*. To increase visibility of their content, most of the bloggers once in a while at least once week usually use guest posts. They explained that despite these kinds of post not increasing traffic, it increases the visibility of posts.

J08 stated *I blog about celebrities. Stories of billionaires and millionaires are the area I am interested in. I interview and document their life stories*” explained J08. *People are interested in knowing stories of celebrities and their controversies, that is what I blog about* J14. Based on these findings, the study established that success stories are another type of

content they post. They well-document the ups and downs that individuals have gone through before they reach the success level people see. They give a clear picture of the background story behind the success. Another common content seen is info graphics. This is because it has the ability to appeal to the reader visually and it can easily convey valuable and useful data. In this era and age, most people love and prefer visual things. It captures their attention, and it requires minimal effort and less time. Bloggers have therefore adopted the use of video in their blogs to help them drive home the point they are passing on and also add value to the reader. YouTube is the most popular video sharing platform.

Bloggng Platforms

Table 4.2: Bloggng Platform

	Frequency	Percent
General blogs	14	77.8
Facebook accounts	13	72.2
Twitter accounts	18	100.0
Instagram accounts	9	50.0

From the findings, all the J-bloggers interviewed had twitter accounts where they posted their blog contents. 77.8% used general blogs, 72.2% used Facebook accounts, and 50% used Instagram accounts. These findings show that the j-bloggers utilized the various social media platforms to share their blog contents. The most common one was the twitter accounts. This was mainly used by those J-bloggers who were interested in sharing news as they happen. Those who bloggers about niches such as the fashion industry used Instagram and Facebook mostly. Being J-bloggers they concentrated mostly on sharing news and this happened on twitter mostly.

Years of experience Blogging

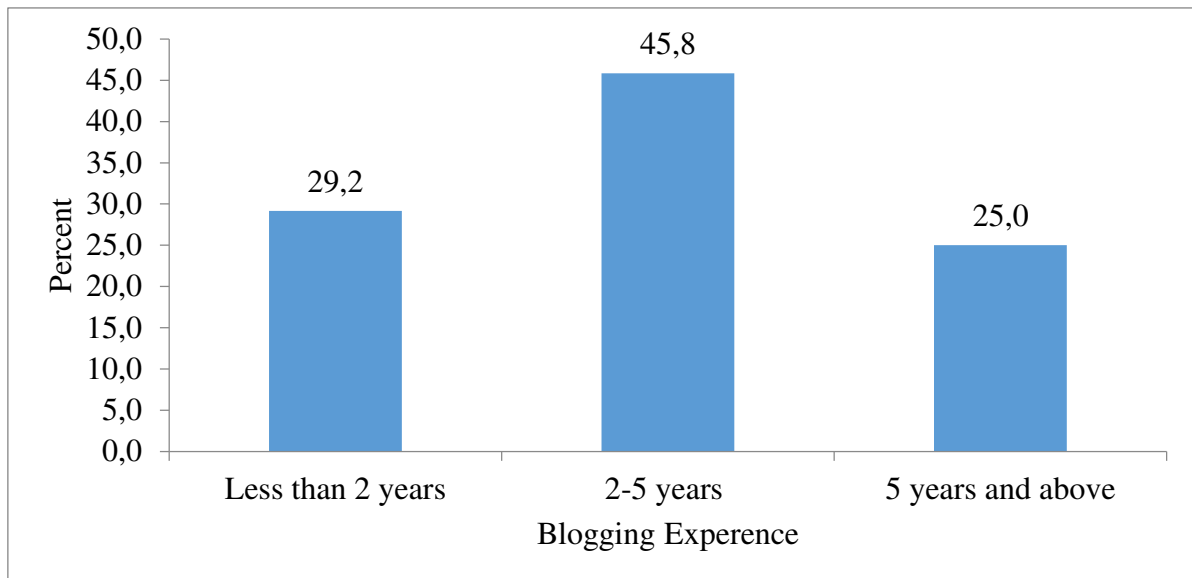


Figure 4.6: Bloggers Experience in Blogging

Regarding the number of years, the bloggers interviewed had been blogging, 45.8% of the respondents indicated that they had blogged for 2-5 years, 29.2% for less than 2 years, and 25% for 5 years and above. These findings show that the study interviewed respondents with varied years of experience with blogging. Most (45.8%) had blogged for between 2 and 5 years. This therefore implies that the majority of the respondents had blogged for a considerable period of time which implies that they were in a position to give credible information relating to this research.

Blog Content

In regard to the J-bloggers blogs, the researcher established that the bloggers employed various blogging platforms, where 77.8% employed traditional blogs, 72.2% employed the Facebook platform, and 50% employed Instagram platforms. A majority of the respondents used a combination of various platforms, majorly to increase their blogging outreach.

Content analysis technique was used to identify the kind of content that was posted by j-bloggers. The researcher visited participants' blogging platforms twice a week and evaluated their blogs. It was established that the bloggers always used their platforms. All the respondents made daily posts with 79% making posts more than two times each day. Further, it was established that j-bloggers posts reached thousands of the target population. Also, 89% of the of twitter platforms contained 100,000 followers and beyond, while 90% of Facebook platforms considered contained more than 10,000 followers. In regard to the Instagram account, the researcher noted that blogging content was not blogged there, but rather was personal in kind and had other content that did not relate to blogging.

Similarly, the researcher found out that content posted on twitter platform was greatly reached by many users courtesy of the re-tweet feature that it contains. Much of the information posted attracted more than one thousand re-tweets and the number of responses were more than one thousand. However, the numbers of emoticons on twitter postings were fewer in comparison to the number of re-tweets, likes and the number of comments that postings attracted. There were scenarios where users-initiated discussions under those comments; particularly with themes on politics and sports. There were instances where comments attracted more responses than the initial posts, particularly when the individual commenting disagreed with the information posted and/or raised queries/viewpoints that captured the attention or resonated with a majority of the followers. The same happened with postings on the Facebook account, the difference being that with Facebook, the number of shares were fewer, implying that users did share posts on Facebook as did with tweets.

The tone of posts was also analyzed during the study. From the findings, it was clear that J-bloggers made postings that were liked by the users. These were mainly debates on matters

that were trending and those that attracted people's attention. The users' views in regard to the topics were shared and, hence establishing a trend. A majority of the posts particularly those that were political in nature attracted heated arguments among the users coming from differing political persuasions. Courtesy of these platforms, the j-bloggers initiated debates and shared information that was not shared by the mainstream media and similarly involved the views of the people. There were other j-bloggers who told the truth as was without sugar coating it, an element not likely to be reported in the mainstream media.

Similarly, reviews of the J-bloggers' platforms indicated that a majority of them were interested in the dissemination of information to the general public. This was particularly with rising controversial issues, where they were interested in obtaining people's views. Much of the blogging information was unbiased, since it simply stated facts and this facilitated people to indicate their viewpoints and ultimately, it was simple to establish what the people's voice was. On the other hand, some of posted information was educational, that is, they conveyed formation that was beneficial to the people. This was especially in regard to what was taking place in the county, government plans, investments and business opportunities. Conversely, in other accounts, the intention of the bloggers was unclear, since they posited information that attracted debates whose real intention could not be understood.

Ethical Issues faced by Dual Professional Identity bloggers

Ethical Guidelines to Follow

Respondents were asked to indicate the ethical guidelines they follow as j-bloggers. They explained that there were basic ethics and legal issues that each blogger should understand, and this included factors relating with copyright and credit, truth and opinion, giveaways and content, marketing and spam and privacy policies. As J12 indicated, *if you are in a position*

to write all the content for your blog, and create all the graphics and take all the photos, you will be clear of copyright infringement. Interviewee J5 said, *when you have original content in your blog the blog will shine for the hard work you have put into it.* They explained that since it is not easy and not every blogger has the skill to create original content from scratch, it is important to follow the legitimate way of collecting content for your blog. J17 said, *If you are using images from other sources, ensure the free stock photography have appropriate license or buy them, or seek permission from the content creator to re-use their work.* Interviewee, J1 said, *If you are using the content of another person, make sure you have the right to do so.*

Truth and opinion is another ethical guideline. A blogger should earn the trust of their reader. J6 said, *you need to clearly distinguish between facts and your personal opinion.* Interviewee J20 said, *Libel can get you into legal trouble.* There I also a legal way for giving giveaways and contests. Some of the contests or lotteries are illegal in other areas and when it's a prize to be won, there are axes that should be put into consideration. As interviewee J10 said *When promoting your blog, makes sure you avoid spam things like sending unsolicited emails. Always keep in mind that your content consumers want to get value from you and not endless stream of ads* J04.

Regarding privacy, it was always important to respect the privacy of your reader. If any form of data including their emails is collected, always ensure that this information is kept private. Share the set policies for your blog with policies. *One thing most people don't know is that the comments you receive on your posts are not yours and therefore if you need to use it elsewhere you need permission,* J11. When you develop policies regarding the comments, it can help you get permission in advance.

Moral Dilemmas Faced

Interviewees were asked to indicate the moral dilemmas they face as j-bloggers. *There are cases when I am faced with situations that I have to decide on whether I will maintain my values or write a story*, J05 said. *There was a time I was asked to push a campaign online to support abortion which was against what I believe in. Despite the huge pay I had to decide whether to take the money or maintain my beliefs*, J09 explained. These findings suggest that one major challenge they face is maintaining their personal integrity that is maintaining your values and beliefs. For instance, if an individual holds a certain principle they might be averse in writing on certain industries like those that harm people, the environment or animals. Also, if a blogger considers some aspects to be unhealthy, then they will have to avoid writing about such topics. This causes moral dilemma to such bloggers because they are faced with a tough decision on whether to prioritize their morals and beliefs or money.

Interviewee J06 said, *When writing about a client, there is a certain style, tone, format and even length that is followed and therefore, most of the time this forces a blogger to deviate from the style that is authentic to you*. Most clients might find bloggers way of writing not ideal for them and will require them to change and prioritize on other areas like SEO and readability to maximize of the traffic. However, there are other clients who will allow the writer to use their own style especially if their style of writing is unique and is exactly what the company wants. In most cases, bloggers as indicated by interviewee J13, *we have to give up our control and creativity energy in most of the work that we do*. J16 said to me, *meaningful work is the extent in which I have control over my work*. This means that there are those bloggers who really value their work and do all they can to maintain their control.

This is usually a dilemma to bloggers because their meaningful work means retaining control over their work. When clients demand is so high, then the creativity of the blogger is affected and this causes them to feel that their work is not fulfilling and is stifling. On the other hand, there are those who don't really care of control, they do as they are required with no questions asked and this makes it even more challenging to those bloggers who care about control.

Due to the financial struggles that are currently experienced, bloggers are forced to choose clients work based on what they pay and not based on their passion or quality. Interviewee, J11 stated, *I choose projects based on what the client is willing to offer even if it's not my area of interest.* This suggests that there are no ethics that guide bloggers. There are those who blog just for the money and nothing else; so long as it pays. This suggests that. Interviewee J18 said, *Every blogger wants to fully actualize their potential.* This meant that they have to write to the best of their ability, but this is a challenge because there are some clients who just want simple, concise and useful content. Producing such content is highly paying and most clients want that. This creates a dilemma because while the blogger feels secure earning a good amount of money, the writing does not match their true skills and potential. As explained by interviewee J10, *When you constantly produce content that is below the level of quality and value you can actually provide, you can either continue to do so in the name of financial security or take steps to focus on clients that will genuinely favor your career development.*

Most of the bloggers feel that their level of self-respect and work they do is conflicting. Interviewee J07 said *When a client consistently forgets to pay me or is very late in doing so, I not only become anxious about my personal finances, I also feel disrespected.* Bloggers feel

loss of self-respect when they are caught with jobs that are low paying. It also suggests that good pay improves blogger's self-worth. This, therefore, means that there is interrelationship between work play and self-worth. The mismatch between your writing ability and your pay creates a dilemma. As explained by interviewee J03, *you may struggle with the choice of continuing to write for less than what you deserve or demand from existing and potential clients on what you consider to be the fair rates.*

Interviewees were also asked to indicate whether the moral dilemmas were different when they blog in a mainstream media blog and in their personal blog. They explained that as bloggers they regularly face these sorts of dilemmas irrespective of their blogging platform. Therefore, despite these bloggers receiving the trainings of journalists, they still experience moral dilemmas. This can suggest that the blogosphere is not well established and there are no ethical guidelines to guide how blogging should be done. It also suggests that these bloggers lack work ethics that can guide them in dealing with those dilemmas. There is therefore the need to develop work ethics.

Ethical and Legal Controls

The study sought to determine the ethical and legal controls faced by J-bloggers in the blogosphere. Plagiarism is a huge indisputable ethical violation. It can greatly harm bloggers website, their reputation, and their relationship with editors. Copyright law gives the author exclusive right to copy, distribute, make derivatives, publicly perform, and publicly perform their work. Copying other people's content and posting as your own, you are violating copyright. If content violates copyright laws, they will end up paying hefty fines and therefore it's important to avoid using copyrighted content.

There was also the ethics on ghostwriting, and it enables the writer to expand their offerings, since you write for someone else without having a name attached. *The temptation of including your company's name in your guest article in a big website or a well-known blog is totally understandable*, interviewee J15 explained. This means that because of the thin line between professional blogger and independent blogger; sometimes there is temptation for the two to combine which will be violation of work ethics. This means that the points earned are not for your personal authority, but for the company you represent. There are however boundaries within which brand references are valid and ethical. One of the most important but misunderstood legal issues that bloggers must understand relates to disclosing material connections. Bloggers most frequently violate laws related to disclosing materials connections when they publish blog posts that a third party pays them for, or when they publish a review about a product or service without disclosing the compensation or free product, they received from the third party in exchange for publishing the post or review. The connection must be very clearly communicated in the blog post.

Another legal control that was very important is the blog defamation law. This was applicable when you publish statements that are not true about someone and thus harm their reputation. The use of blog disclaimers can protect the business from lawsuits. It was important to have appropriate disclaimers on your blog making it clear to your readers that what you publish are not statements of facts but rather your personal opinions.

Influence of Freedom of Expression on Blogging

Freedom of expression is an important human right. The right to freely express your mind/thoughts on important societal issues and access to information plays a crucial role in health development role in the society. Due to freedom of speech, bloggers explained that

they were able to inform the public. *Through blogging, I am able to inform people on what is happening in the world, because I can freely report politics, economics and societal events as they occur*, interviewee J06.

In places where freedom of expression is not respected the media faces a choice: self-censor or put yourself at risk. When the media cannot accurately tell the whole story, it's impossible to achieve balanced, high-quality journalism. In countries where the media are pressured to only report on things which align with the ideological or political framework: journalists are forced to self-censor. Some do not report the full story, while others choose to report on other, 'safer' topics instead. Interviewee J04 stated, *Some of the bloggers maintain their braveness and report topics regardless of their censorship, and often risks fines, legal cases, prison sentences or even violence*. Therefore, freedom of expression has helped to have proper functioning and accurate media. They also explained that, *in most mainstream media, the marginalized and minority voices are left out, but through blogging, their stories are heard* Interviewee J16. In addition, *the right to freedom of expression also guarantees people the right to speak up on their opinions even when they are unpopular or go against the status quo*:

They explained that through their freedom of communication, they are able to express and report on issues that have been cut out of the mainstream media. And, therefore, blogging has become an embraced form of sharing information. Traditional forms of communication are slowly fading away and therefore, bloggers are becoming the new trend of informing the public on what is currently happening in various fields. Therefore, there are several ethical guidelines that should be adhered to. This includes adhering to copyright issues and giving credit to all the content that has been borrowed. It is also important to always be truthful and

clearly make a distinction between individual opinion and facts. Before promoting your blog posts with give away and contests, it is important to first ensure that they are legal, and the proper legal channel is followed. In addition, it is important to avoid spam in the name of promoting your blog posts. This includes sending of unsolicited email i.e., spam messages. Also, privacy of clients is important. When any form of personal information such as emails is collected, it should be kept confidential. Also, seek permission from original content creators and comments on posts before using them elsewhere.

Dual Professional Identity of a J-blogger

Challenges Faced by J-blogger

The study sought to understand the kind of challenges j-bloggers deal with when navigating the two sides of their professional life- as journalist and then as a blogger. As explained by the J-bloggers, being bloggers and journalists is like a curse and a gift. Interviewee J14 said, *Despite the freedom the blogosphere presents, there are certain rules for the mainstream journalists. When you are a journalist, you are representing your organization*, stated interviewee J02. Another challenge is competition. There are several bloggers in the country and around the world and therefore it becomes a major challenge to get the attention of the target audience. However, this challenge can be dealt with by *being you instead of trying to blend in*, interviewee J05. The key is differentiation.

There is also the challenge of monetizing the blogging career. It is important that after you have put effort in creating content for your blog, you are able to get some returns out of it. However, interviewee J06, a very successful blogger, said *before thinking of money, first grow your readership. This means putting effort and time into it*. Blogging is also faced by the challenge of professionalism, credibility and accuracy. Also finding the best niche to blog

about is a challenge because most of the time, the topics they are interested with are contrary with those they deal with in the mainstream media.

Another challenge is with the voice. *Your blog in your brand*, said interviewee J09. However, being a journalist and a blogger, most of the time, is a challenge because it is impossible to differentiate yourself from the mainstream media you are representing. Also, the media group has some rules and regulations that should be adhered to, and this makes it a challenge to present your personal views and opinions.

Influence of Media House on J-bloggers

The study sought to establish how the media house influences the work of a j-blogger. They explained that *'when generating story ideas, blogging journalists do not need someone to tell them who the reader is and what they want because they already know because readers in the blog communicate what they are curious to know.* Because of trend the in media, majority of the media houses have incorporated bloggers in their own sites. This helps in satisfying audience needs in various segments. It could be in law, environment, or politics so that they can attract the target audience.

Journalists must adhere to a code of conduct that guides the profession and day-to-day operations. These rules are developed by regulating bodies and the media houses they work for, but others are based on the nature of their work; such as accuracy and independence, J 02 said. Therefore, when one is a journalist and a blogger, the ethics the media house has on them must be followed on and off job. The blogs have taken part of the space newspapers, TV and radio as sources of information, particularly on the internet and this has made these

media houses employ bloggers. Therefore, bloggers have to blog about the information their employer needs, and this brings about the challenge of independence.

Influence of Training and Work Experience on J-bloggers

The study sought to determine how respondents training and work experience has influenced their work as a j-blogger. J 09 explained that *with the use of the styles of writing they have learnt from journalism training, they are able to improve their craft and perfection storytelling. Their experience influences their writing using the tips they have learnt from various experiences.* Having been trained as a journalist, they have the knowledge on all the grammar and style rules. In addition, journalists with experience have been trained on ways to avoid plagiarism and therefore, they are less likely to get themselves in ethical dilemmas. Journalists are naturally inquisitive; this is beneficial to blogging because these questions lead to excellent story ideas.

Having trained as a journalist, they have the experience and the know-how of keeping readers involved and telling a compelling story. J12 explained, *we receive proper training on how to develop a solid opening sentence, an explanatory body and a nice conclusion. In addition, journalists are trained not to inject their own opinions into their work or be biased at all.* Naturally, journalists are investigators and won't hesitate to put themselves out to obtain content; this is key to good blogging. Journalists have a background with working under tight deadlines. When there is breaking news, they have had to scramble to put the news together. This has therefore trained them to become consistent bloggers and one can be sure that they won't miss regular content being posted in their blogs.

The exposure they have from their respective media houses has helped them to become influential. They can provoke the thoughts of their readers and make them question what they already know especially when they are constantly seeking the truth; this makes people want to know more and be part of their journey.

Benefits of J-blogger in Mainstream Media

The study sought to determine the benefits of a j-blogger in mainstream media news dissemination, and in operating the independent blogs. Interviewees were of the opinion that it has helped media houses to expand boundaries. Through re-circulating of stories, blogs help to keep stories alive. It also helps to reiterate them with new perspectives, insights and other revelations that are newsworthy. Blogging has also helped to enhance the reader's trust. It has helped newsrooms to become more transparent, accessible, and answerable to consumers of their content. Through blogs, media houses have also been able to report news that doesn't get to be disseminated through the traditional channels. They explained that *Blogging allows you to share your opinions and thoughts on certain topics. Blogging is a great way to create a personality and makes your business more credible approachable.*

Blogs have also helped to accelerate the speed of gathering news and reporting them. Currently, the blogosphere provides instant updates. While traditional journalists had developed an ethic of professionalism via journalistic education, professional societies, and professional codes of behavior, bloggers have none of these and therefore, the introduction of blogging has helped them to include the public.

Motivation of J-bloggers

Factors Influencing One to become a J-Blogger

The study sought to determine the things that motivated the journalist to become bloggers. They explained that they are interested in getting their thoughts and feelings to the public. Others are just passionate and love writing and therefore blogging provides them with the opportunity to do so. Interviewee J01 explained, *Blogging is essential in today's new media especially for those interested in standing out in their niche. Blogging is a way of me demonstrating my expertise* interviewee J07 explained. Journalists most of the times have to write for their media house and therefore, blogging is the only way they get the opportunity to express themselves. It also provides the journalist with the opportunity to share their unedited reports.

As a journalist, blogging is the best way to create a professional hub of yourself, said interviewee J06. It also helps to create one's brand. If you have short contacts, blogging is very important because it helps you to create a brand around your name which will help you progress through your career. Therefore, it is evident that there are several factors that motivate journalists to blog. Some journalists are motivated by money; others are motivated by a need for personal achievement and appreciation for a job well done. Most bloggers perceive their work as service to the community as they try to fill the gaps left by the mainstream media in informing, educating, and entertaining the public.

Most journalists have turned to blogs to publish information that cannot be published in the mainstream media. They want to write about the things they are not able to write about in the mainstream media. Also, the reach of digital platforms is more than that of the mainstream media and therefore the opportunity to tap on the untapped audience. As stated by interviewee J13, *blogs give me the chance to air my views independently without it being edited and not following the strict rules from the media house.*

Influence of Social Media on J-bloggers

The study sought to determine how the powerful nature of social media has influenced j-bloggers. It was established that the use of new media has helped in enhancing interactions between journalists and the content consumers. Through social media, j-bloggers get immediate feedback on their posts; through this immediate feedback, there is room for more discussions. The contributions received from the audience are important in completely covering topics being discussed. Social media has changed the aspect that journalists were the sole information providers. Through social media, bloggers are able to provide a diverse marketplace of information and opinion.

Social media is key to networking. Through the use of age-old social media platforms have provided bloggers with the opportunity to network and connect with more like-minded individuals. Also, the introduction of social apps allows for massive reach of audience and therefore increases the reach of content. The introduction of social blogging tools such as word Press has made blogging easy. In addition, social media has made it possible to have advertising and boosting of content and this is beneficial because it increases reach and also awareness of your blogs. Social media has also helped to improve the rating rates of blogging websites.

J-bloggers Setting Agenda for Mainstream Media

The study sought to determine whether j-blogging can be used to set the agenda for the mainstream media. J06 said, *bloggers and blogs have become more popular than the traditional media in agenda setting, educating, entertaining and informing the public.* Therefore, in order to adapt to the new media environment, it is important for the journalists to aspire in the new media landscape to be the one source that can best help citizens discover

what to believe and what to disbelieve - a shift from the role of a gatekeeper to that of an authenticator or referee. This therefore means that the media houses should make some significant changes; rather than merely monitoring the official corridors of power, news organizations may also need to monitor the new alternative means of public discussion as well. There are several bloggers who have become very influential in the blogosphere and have become inter-media agenda-setting.

They explained that *blogs have brought the press to the people, therefore, the traditional media agenda setting is no longer universal but rather, the independent blog platforms is providing citizens with more influence and power in agenda setting*. This is mainly because, unlike the traditional media channels, bloggers do not follow bureaucracies and routine sources in order to produce reliable, credible and predictable journalism. Therefore, they get the advantage of reporting real time information.

Are J-Bloggers Watchdogs of the Mainstream Media?

The study sought to determine whether j-bloggers are watchdogs of the mainstream media. J-bloggers are also journalists and one of the practices of a journalist is serving the interests of the public. This means that they are the watchdogs of the society and therefore, they should gather and disseminate news that is of interest to the public. In serving democracy, j-bloggers, they provide information needed by the public and therefore enhance democratic system. Also, they inform the public on what is happening in the society and challenge public institutions with questions that help show how transparent they are and also expect them to clarify issues that are complex.

Since they report and act as intermediaries between the government and the people, they set agenda. The topics they report can give attention to certain topics and thus initiate public talks regarding the same. They influence what the public thinks and talks about. J12 explained that *Journalism ethics directly connects to professional purpose and mission*. Jo9 added that, *Journalists serve the public in multiple ways in informing on significant issues; reporting on events of interest; holding the powerful accountable as watchdogs; using words and images and sound to take people to places where something important or fascinating is occurring*. J-bloggers also being journalists it is their responsibility to be watchdogs of the society; it is part of their duty and ethical responsibility to fulfill this unique and essential role in the society.

Summary of Key Findings

The study established that the majority of the Jbloggers (88.8%) interviewed indicated that they focused on niche blogging. The common niches focus on were sports and games, fashion and lifestyle. The common topics bloggers focused on were finance, sports, business, cars, music, games, fitness, travel, current events, entertainment, fashion, lifestyle, and politics

The study also established that some of the bloggers were on corporate blog. These bloggers' focus was on the business itself-the media house products or services with the purpose of increasing traffic for their business in order to gain customers. They chose topics in order to attract visitors that were interested in their specific products and services their media house offered.

Further, the study established that bloggers blogged on different content. Most of them focused on industry news. This was because most of the readers were interested in learning and being up to date with the industry news. Most blog consumers desired quality news. This made it necessary for bloggers to update on their social media about the latest happening in the society. Bloggers researched on industrial news and the interest of their content consumers so that they could provide relevant news.

The study sought to establish what kind of content creation bloggers focused on. The results indicated that bloggers tried their best to be unique and provide original and quality content. Consistency was the key to blogging success. To increase visibility of their content, most of the bloggers once in a while at least once week usually use guest posts.

Another form of content that bloggers focused on was success stories. This was because they well-document the ups and downs individuals have gone through before they reach the success level people see. They give a clear picture of the background story behind the success. Info graphics was another common content seen. This was because it has the ability to appeal to the reader visually and it can easily convey valuable and useful data. In this era and age, most people love and prefer visual things. It captures their attention, and it requires minimal effort and less time. Bloggers have therefore adopted the use of video in their blogs to help them drive home the point they are passing on and also add value to the reader. Videos were mainly posted on YouTube Twitter accounts, general blogs, Facebook accounts, Instagram accounts.

In regard to the J-bloggers blogs, the researcher established that the bloggers employed various blogging platforms, where 77.8% employed traditional blogs, 72.2% employed the

Facebook platform, and 50% employed Instagram platforms. A majority of the respondents used a combination of various platforms, majorly to increase their blogging outreach. Content analysis technique was used to identify the kind of content that was posted by j-bloggers. The researcher visited participants' blogging platforms twice a week and evaluated their blogs.

Further, the study established that j-bloggers' posts reached thousands of the target population. Also, 89% of the of twitter platforms contained 100,000 followers and beyond, while 90% of Facebook platforms considered contained more than 10,000 followers. In regard to Instagram account, it was noted that blogging content was not blogged there, but rather was personal in kind and had other content that did not relate to blogging. Similarly, the researcher found out that content posted on twitter platform was greatly reached by many users courtesy of the re-tweet feature that it contains.

The tone of posts was also analyzed during the study. From the findings, it was clear that J-bloggers made postings that were liked by the users. These were mainly debates on matters that were trending and those that attracted people's attention. The users' views in regard to the topics were shared and, hence establishing a trend. A majority of the posts particularly those that were political in nature attracted heated arguments among the users coming from differing political persuasions. Courtesy of these platforms, the j-bloggers initiated debates and shared information that was not shared by the mainstream media and similarly involved the views of the people. There were other j-bloggers who told the truth as was without sugar coating it, an element not likely to be reported in the mainstream media.

With regards to ethical guidelines followed by j-bloggers, the findings reveal that the basic ethics and legal issues that each blogger should understand included factors relating with copyright and credit, truth and opinion, giveaways and content, marketing and spam and privacy policies. The respondents agreed that if a blogger created all the content for their blog and created all the graphics and took all the photos, they would be clear of copyright infringement. Bloggers with no to create original content from scratch followed the legitimate way of collecting content. This was through having ensured that free stock photography had appropriate license before using images from other sources or buying them, or seek permission from the content creator to re-use their work.

The study established that another ethical guideline was truth and opinion. Bloggers needed to earn the trust of their readers by clearly distinguishing between facts and personal opinion. Bloggers also avoided committing libel which could lead into legal trouble. When promoting their blogs, avoiding spam things like sending unsolicited emails was important.

The study sought to determine the things that motivated the journalist to become bloggers. The results reveal that bloggers were interested in getting their thoughts and feelings to the public. Others were just passionate and loved writing and therefore blogging provided them with the opportunity to do so. The study also revealed that blogging is essential in today's new media especially for those interested in standing out in their niche. Many a times journalists have to write for their media house and therefore, blogging is the only way they get the opportunity to express themselves. It also provides the journalist with the opportunity to share their unedited reports.

The study established that some journalists are motivated by money; others are motivated by a need for personal achievement and appreciation for a job well done. Most bloggers perceive their work as service to the community as they try to fill the gaps left by the mainstream media in informing, educating, and entertaining the public.

The study also revealed that most journalists turned to blogs to publish information that cannot be published in the mainstream media. Through blogs, journalists write about the things they are not able to write about in the mainstream media. Also, the reach of digital platforms is more than that of the mainstream media and therefore the opportunity to tap on the untapped audience. Blogs give journalists the chance to air their views independently without it being edited and not following the strict rules from the media house.

The study sought to determine how the powerful nature of social media has influenced j-bloggers. It was established that the use of new media has helped in enhancing interactions between journalists and the content consumers. Through social media, j-bloggers get immediate feedback on their posts; through this immediate feedback, there is room for more discussions. The contributions received from the audience are important in completely covering topics being discussed. Social media has changed the aspect that journalists were the sole information providers. Through social media, bloggers are able to provide a diverse marketplace of information and opinion.

Further the study established that social media is key to networking. Through the use of age-old social media platforms have provided bloggers with the opportunity to network and connect with more like-minded individuals. Also, the introduction of social apps allows for massive reach of audience and therefore increases the reach of content. The introduction of

social blogging tools such as word press has made blogging easy. In addition, social media has made it possible to have advertising and boosting of content and this is beneficial because it increases reach and also awareness of your blogs. Social media has also helped to improve the rating rates of blogging websites.

The main aim of this study was to assess the J-bloggers' dual professional identity nature. The bloggers in urban and semi-urban areas were not differentiated. This was majorly due to the fact that the bloggers from the two settings (urban and semi-urban) blogged on matters that impacted the entire nation or were of interest to all people regardless of their geographical background. A conclusion can therefore be drawn that with the emergence of the internet, sharing of information has been rendered easy and it and a person's location does not count as long as they have connectivity to the internet, they will always access information.

Bloggers from both Nairobi and Garissa counties encountered the same ethical matters and challenges. Since they were both bloggers and journalists, there was always no much distinction between the two and this caused conflict. Quite often, the media outlets restrained their journalists from conveying news or certain posts on their personal accounts for blogging. This occasioned a huge ethical dilemma since many of the bloggers desired to be transparent, but media outlets want to be seen to being objective.

The findings further revealed that the conflict between the double personalities of J-bloggers was declining. This was due to the fact that many of the media houses have come to understand the fundamental role they play and also the shifting trend in sharing of news.

Many of the media houses are beginning to motivate and even use bloggers to work under them.

Summary

This chapter has given the research findings in detail as the respondents provided, summarizing, and presenting the data in a manner that can be understood. Data was organized and presented in tables and figures in accordance to the study objectives. Chapter five entails discussions, conclusions and recommendations including areas for future research.

DAYSTAR UNIVERSITY

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

Introduction

From the analysis and data collected, the following discussions, conclusion and recommendations were made. The responses were based on the objectives of the study. This study sought to explore the dual professional identity nature of the Kenyan J-bloggers with specific reference to Nairobi and Garissa Counties.

Discussions of Key Findings

This section presents discussion of study findings based on the specific objectives of the study. The study specifically sought to examine the ethical issues that Kenyan J-bloggers faced; to find out what motivated the Kenyan J-bloggers to blog and to explore the dual personality identity of a Kenyan J-blogger

Ethical Issues faced by Dual Professional identity bloggers

The study found out that there were several ethical guidelines that the J-bloggers followed. There were basic ethics and legal issues that each blogger understood. These included factors relating with copyright and credit, truth and opinion, giveaways and content, marketing and spam and privacy policies. This, however, disagrees with Baresch et al. (2011), who found out in their study that freelance and dual professional identity bloggers have failed to show the ethical challenges that they faced. The study also established that if a blogger had original content in their blog, the blog would shine for the hard work put into it. In addition, since it was not easy and not every blogger had the skill to create original content from scratch, it was important to follow the legitimate way of collecting content for their blogs. Therefore, if any blogger is using images from other sources, they should ensure the

free stock photography has appropriate license, if not they should buy them, or seek permission from the content creator to re-use their work.

Trust and Opinion

A blogger should earn the trust of their reader. When blogging about individuals, bloggers must ensure they verify what they are writing about. Libel can get one into legal trouble. There is also a legal way of giving giveaways and contests. Some of the contests or lotteries are illegal in other areas and when it's a prize to be won, there are axes that should be put into consideration. It is therefore important to make sure you avoid spam things like sending unsolicited emails. Regarding privacy, the study established that it is always important to respect the privacy of your reader. This agrees with the public sphere theory where Habermas (1989) explained that rights help to promote and preserve the diversity of views. If any form of data including their emails is collected, always ensure that this information is kept private. Share the set policies for your blog with policies.

The study also established that j-bloggers face moral dilemma. One major challenge is maintaining their personal integrity, that is maintaining their values and beliefs. For instance, if an individual holds certain principles, they might be averse in writing on certain issues like those that harm people, the environment or animals. Also, if a blogger considers some aspects to be unhealthy, then they will have to avoid writing about such topics. This causes moral dilemma to such bloggers because they are faced with a tough decision on whether to prioritize their morals and beliefs or money.

Most clients might find bloggers way of writing not ideal for them and will require them to change and prioritize on other areas like Search Engine Optimization (SEO) and readability

to maximize of the traffic. However, there are other clients who will allow the writer to use their own style especially if their style of writing is unique and is exactly what the company wants. In most cases, bloggers have to give up their control and creativity energy in most of the work that they do. This is usually a dilemma to bloggers because their meaningful work means retaining control over their work. When clients demand is so high, then the creativity of the blogger is affected, and this causes them to feel that their work isn't fulfilling and is stifling.

Due to the financial struggles that are currently experienced, bloggers are forced to choose clients work based on what they pay and not based on their passion or quality. This means that they have to write to the best of their ability, but this is a challenge because there are some clients who just want simple, concise and useful content. Producing such content is highly paying and most clients want that. This creates a dilemma because while the blogger feels secure earning a good amount of money, the writing does not match their true skills and potential.

Most of the bloggers feel that their level of self-respect and work they do is conflicting. Bloggers feel loss of self-respect when they are caught with jobs that are low paying. The mismatch between their writing ability and their pay creates a dilemma. The study also established that bloggers regularly face these sorts of dilemmas irrespective of their blogging platform. The study further established that prioritizing personal integrity, autonomy, creativity, passion, quality, and self-respect does not have to result in financial losses or job insecurity. By creating an action plan on how to pursue work that aligns with these values, you can ensure that your freelance writing and blogging is both fulfilling and sustainable.

A number of ethical and legal controls that J-bloggers in the blog sphere were faced with were identified. Plagiarism is a huge indisputable ethical violation. It can greatly harm bloggers website, their reputation, and their relationship with editors. Copyright law gives the author exclusive right to copy, distribute, make derivatives, and publicly perform their work. Copying other people's content and posting as your own, you are violating copyright. If content violates copyright laws, they will end up paying hefty fines and therefore it's important to avoid using copyrighted content.

There is also the ethics on ghostwriting, and it enables the writer to expand their offerings, since you write for someone else without having a name attached. It is possible to earn points not for your personal authority, but for the company you represent. However, there are boundaries within which brand references are valid and ethical. One of the most important but misunderstood legal issues that bloggers must understand relates to disclosing material connections. Bloggers most frequently violate laws related to disclosing materials connections when they publish blog posts that a third party pays them for, or when they publish a review about a product or service without disclosing the compensation or free product, they received from the third party in exchange for publishing the post or review. The connection must be very clearly communicated in the blog post.

Another legal control that is very important is the blog defamation law. This is applicable when you publish statements that aren't true about someone and thus harm their reputation. The use of blog disclaimers can protect the business from lawsuits. It is important to have appropriate disclaimers on your blog making it clear to your readers that what you publish are not statements of facts but rather your personal opinions.

The rights to freely express your mind/thoughts on important societal issues and access to information plays a crucial role in health development role in the society. Due to the freedom of speech, bloggers explained that they were able to inform the public. In places where freedom of expression is not respected the media faces a choice: self-censor or put yourself at risk. When the media cannot accurately tell the whole story, it's impossible to achieve balanced, high-quality journalism.

In countries where the media are pressured to only report on things which align with the ideological or political framework: journalists are forced to self-censor. Some do not report the full story, while others choose to report on other, 'safer' topics instead. Therefore, freedom of expression has helped to have proper functioning and accurate media. In addition, freedom of communication has enabled to express and report on issues that have been cut out of the mainstream media. And therefore, blogging has become an embraced form of sharing information. Traditional forms of communication are slowly fading away and therefore, bloggers are becoming the new trend of informing the public on what is currently happening in various fields.

Dual Professional Identity of a J-blogger

The major aim of this research was to assess the J-bloggers' dual professional identity nature in Kenya with specific focus on the counties of Nairobi and Garissa. The bloggers in urban and semi-urban areas were not differentiated. This was majorly because the bloggers from the two settings (urban and semi-urban) blogged on matters that impacted the entire nation or were of interest to all people regardless of their geographical background. In regard to the usage of twitter, Facebook and other accounts for blogging, the audience was similar for both the bloggers from Garissa and Nairobi. A conclusion can therefore be drawn that with the

emergence of the internet, sharing of information has been rendered easy and it and a person's location does not count as long as they have connectivity to the internet, they will always access information. This is concurrence with Baresch et al. (2011) who observed that audiences largely use bloggers' postings for news and information and that the dynamic media environment has rendered the internet to be the major tool of communication.

Bloggers from both Nairobi and Garissa counties encounter the same ethical matters and challenges. Because they are both bloggers and journalists, there is always no much distinction between the two and this causes conflict. Quite often, the media outlets restrain their journalists from conveying news or certain posts on their personal accounts for blogging. This has occasioned a huge ethical dilemma since many of the bloggers desire to be transparent but media outlets want to be seen to being objective. This is consistent with Fahmy (2014) who established that J-bloggers apply their blogs to convey news that is intentionally avoided by the mainstream media. They employ their own source of information, new material, articles, and hyperlinks to other bloggers and news sites that are supportive to their news, providing proof of their accuracy, credibility, and comprehensiveness of news.

The conflict between the double personality of J-bloggers is slowly reducing. This is due to the fact that many of the media houses have come to understand the fundamental role they play and also the shifting trend in sharing of news. Many of the media houses are beginning to motivate and even use bloggers to work under them. This is in concurrence with Arnold (2015) who noted that technological developments in the form of cable networks and mobile devices has led to the rising of a new breed of journalists

Challenges Faced by J-blogger

The study found that J-bloggers being bloggers and journalists is like a curse and a blessing. Despite the freedom the blogosphere presents, there are certain rules for the mainstream journalists; a journalist represents their organization. Another challenge is competition. There are several bloggers in the country and around the world and therefore it becomes a major challenge to get the attention of the target audience. However, this challenge can be dealt with; key is differentiation.

There is also the challenge of monetizing the blogging career. It is important that after you have put effort in creating content for your blog, you are able to get some returns out of it. Blogging is also faced by the challenge of professionalism, credibility, and accuracy. Also, finding the best niche to blog about is a challenge because most of the time, the topics they are interested with are contrary with those they deal with in the mainstream media. The study found that being a journalist and a blogger, most of the time, it is impossible to differentiate yourself from the mainstream media you are representing. Also, the media group has some rules and regulations that should be adhered to and this makes it a challenge to present your personal views and opinions.

The study established that when generating story ideas, blogging journalists do not need someone to tell them who the reader is and what they want because they already know because readers in the blog communicate what they are curious to know. Because of trend in media, majority of the media houses have incorporated bloggers in their own sites. This helps in satisfying audience needs in various segments. It could be in law, environment, or politics so that they can attract the target audience. Journalists must follow a code of conduct that guides the profession and day-to-day operations. Therefore, when one is a journalist and a blogger, the ethical standards the media house has on them, must be followed on and off job.

Hence, bloggers have to blog about the information their employer needs, and this brings about the challenge of independence.

The study further found that with the use of different styles of writing they have learnt from journalism training, they are able to improve their craft and perfect their story telling. Their experience influences their writing using the tips they have learnt from various experiences. Having been trained as a journalist, they have the knowledge on all the grammar and style rules. In addition, journalists with experience have been trained on ways to avoid plagiarism and therefore, they are less likely to get themselves in ethical dilemmas. Journalists are naturally inquisitive; this is beneficial to blogging because these questions lead to excellent story ideas.

Having trained as a journalist, they have the experience and the know-how of keeping readers involved and telling a compelling story. They receive proper training on how to develop a solid opening sentence, an explanatory body, and a nice conclusion. In addition, journalists are trained not to inject their own opinions into their work or be biased at all. Naturally, journalists are investigators and won't hesitate to put themselves out to obtain content; this is key to good blogging. Journalists have a background with working under tight deadlines, when there is breaking news; they have had to scramble to put the news together. This has therefore trained them to become consistent bloggers and one can be sure that they won't miss regular content being posted in their blogs.

Benefits of J-blogger in Mainstream Media

The study established that j-blogging has helped media houses to expand boundaries. Through re-circulating of stories, blogs help to keep stories alive. It also helps to regurgitate

them with new perspectives, insights and other revelations that are newsworthy. Blogging has also helped to enhance the reader's trust. It has helped newsrooms to become more transparent, accessible, and answerable to consumers of their content. Through blogs, media houses have also been able to report news that doesn't get to be disseminated through the traditional channels. Blogs have also helped to accelerate the speed of gathering news and reporting them. Currently, the blogosphere provides instant updates. While traditional journalists had developed an ethic of professionalism via journalistic education, professional societies, and professional codes of behavior, bloggers have none of these and therefore, the introduction of blogging has helped them to include the public.

Motivation of J-bloggers

Factors Influencing One to become a J-Blogger

The study established that bloggers are interested in getting their thoughts and feelings to the public. Others are just passionate and love writing and therefore blogging provides them with the opportunity to do so. Journalists most of the times have to write for their media house and therefore, blogging is the only way they get the opportunity to express themselves. It also provides the journalist with the opportunity to share their unedited reports.

It also helps to create one's brand. If a journalist has short contacts, blogging is very important because it helps them to create a brand around their name which will help them progress through their career. Therefore, it is evident that there are several factors that motivate journalists to blog. Some journalists are motivated by money; others are motivated by a need for personal achievement and appreciation for a job well done. Most bloggers perceive their work as service to the community as they try to fill the gaps left by the mainstream media in informing, educating, and entertaining the public.

The study further established that most journalists have turned to blogs to publish information that cannot be published in the mainstream media. They want to write about the things they are not able to write about in the mainstream media. Also, the reach of digital platforms is more than that of the mainstream media and therefore the opportunity to tap on the untapped audience. Blogs give them the chance to air their views independently without it being edited and not following the strict rules from the media house.

Influence of Social Media on J-bloggers

The study found that the use of new media has helped in enhancing interactions between journalists and the content consumers. Through social media, j-bloggers get immediate feedback on their posts; through this immediate feedback, there is room for more discussions. The contributions received from the audience are important in completely covering topics being discussed. Social media has changed the aspect that journalists were the sole information providers. Through social media, bloggers are able to provide a diverse marketplace of information and opinion.

The study also established that social media is key to networking. This agrees with Blood (2003) that bloggers provided a low-threshold publication method which included publication of models and social networking solutions. The use of old-age social media platforms has provided bloggers with the opportunity to network and connect with more like-minded individuals. Also, the introduction of social apps allows for massive reach of audience and therefore increases the reach of content. The introduction of social blogging tools such as word Press has made blogging easy. In addition, social media has made it possible to have advertising and boosting of content and this is beneficial because it increases

reach and also creates awareness of your blogs. Social media has also helped to improve the rating rates of blogging websites.

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J-bloggers Setting Agenda for Mainstream Media

Bloggers and blogs have become more popular than the traditional media in agenda setting, educating, entertaining, and informing the public. Therefore, in order to adapt to the new media environment, it is important for the journalists to aspire in the new media landscape to be the one source that can best help citizens discover what to believe and what to disbelieve - a shift from the role of gatekeeper to that of authenticator or referee. Also, news organizations may need to monitor the new alternative means of public discussion as well. There are several bloggers who have become very influential in the blogosphere and have become inter-media agenda-setting.

The study also established that blogs have brought the press to the people, therefore, the traditional media agenda setting is no longer universal but rather, the independent blog platforms in providing citizens with more influence and power in agenda setting. This agrees with Fahmy (2014) that a reporter uses the media as a platform to make the public understand what happens worldwide and that a blogger also uses the media platform to reach out to the public.

Are J-Bloggers Watchdogs of the Mainstream Media?

The study established that J-bloggers are also journalists and one of the practices of a journalist is serving the interests of the public. This means that they are the watchdogs of the society and therefore, they should gather and disseminate news that is of interest to the public. In serving democracy, j-bloggers, provide information needed by the public and therefore enhance democratic system. This agrees with Turow (2011) that any journalist has a primary role to play in identifying and providing information. Also, they inform the public on what is happening in the society and challenge public institutions with questions that help

show how transparent they are and also expect them to clarify issues that are complex. Fahmy (2014) also explained that a journalist collects and provides the public with truthful, accurate and consensus-oriented information.

Conclusion

In examining the ethical issues that Kenyan j-bloggers face, the study established that there are several ethical guidelines that should be adhered to. This includes adhering to copyright issues and giving credit to all the content that has been borrowed. It is also important to always be truth and clearly make a distinction between individual opinion and facts. Before promoting your blog posts with give away and contests, it is important to first ensure that they are legal, and the proper legal channel is followed. In addition, it is important to avoid spam in the name of promoting your blog posts. This includes sending of unsolicited email i.e., spam messages. Also privacy of clients is important.

On establishing what motivates Kenyan J-bloggers to blog, the study found out that there are several factors that motivate journalists to blog. Some journalists are motivated by money; others are motivated by a need for personal achievement and appreciation for a job well done. The study also found out that most bloggers perceive their work as service to the community as they try to fill the gaps left by the mainstream media in informing, educating and entertaining the public.

Lastly on exploring the dual professional identity of Kenyan J-blogger, the study found that J-bloggers faced several challenges. This included monetizing the blogging career, finding the best niche to blog about. Also, being journalists and bloggers, most of the time, it is impossible to differentiate oneself from the mainstream media they are representing. The

study further found that the training they receive as journalists has helped them to become better bloggers. Also, blogging has benefited mainstream media by helping them expand boundaries, reiterating them with new perspectives, insights and other revelations that are newsworthy. Enhancing the readers trust and introduction of blogging has helped them to include the public.

Recommendations

The study made the following recommendations:

There are ethical issues that bloggers should adhere to. It was however not clear whether all bloggers were aware of these issues. It is therefore important for the government and policy makers to develop policies and increase awareness on the legal and ethical issues that should be put into consideration and followed by bloggers.

It is also important to have clear explanations on the consequences bloggers will face if they are found violating those ethical issues.

The study found that the need to inform the public is the main reason for blogging by j-bloggers. This means that there is need for the mainstream media to change their ways of reporting to provide more information to the public. It is also important that they embrace the use of social media in disseminating information because it allows the public to interact and also reaches a greater audience.

It is also important for mainstream media to provide its journalists with the opportunity to express their views and opinions as individuals and not as the brand ambassador of the organization.

The study also found that J-bloggers are better bloggers because of the training they have received as journalist. It is therefore important to introduce training for bloggers. They should also receive training just like journalists to help them improve their blogging. Because of change in mainstream media due to the introduction of social media, there is not much distinction between bloggers and journalist and therefore the government should ensure that they are all governed and regulated by the same ethical and legal guidelines.

Recommendations for further Research

This study focused only on two counties, that is, Garissa and Nairobi; Future studies can consider a larger sample to facilitate generalization of research findings.

Further, the study used interviews as the main data collection tool. Future studies can consider the use of closed ended questionnaire to facilitate collection of quantitative data. This would allow conducting of in-depth analysis on the relationship existing between the variables.

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APPENDICES

Appendix A: Researcher's Letter of Introduction to Participants

Abdullahi Musdaf,
P.O. Box 51259-00200
Nairobi, Kenya
19th, February, 2020
Dear Sir/Madam,

RE: REQUEST TO PARTICIPATE IN A RESEARCH STUDY

I am undertaking a Masters in Communication at Daystar University. I am investigating when the personal and professional differences arise: analyzing the dual professional identity of selected Kenyan Bloggers in order to fulfill my degree. In view of your unique position and experience in the organization, I have been referred to you as one of the respondents. The questions to be asked will relate to your experiences and opinions on the subject matter. It is important to understand that no correct or incorrect responses exist. This research is designed to give you details of what you honestly think.

In this regard I am requesting you to dedicate some time to participate in this exercise. I will observe anonymity and I can assure you that the responses you give will not be disclosed to anyone.

Thank you.

Appendix B: Consent Form

If you agree to participate in the study, please put your signature or thumbprint below, confirming that you have read and understood the nature of the study, your responsibilities as a study participant, the inconveniences associated with voluntary participation in the study and that all your questions and concerns concerning the study have been answered satisfactorily.

Participant's Statement:

I do hereby give consent to participate in this study that is aimed at establishing when the personal and professional clash in an analysis of the dual professional identity of selected Kenyan Bloggers. I have read or have been taken through the information in this informed consent as well as having all my queries answered and I fully understand my role as a participant. I also understand that withdrawal from the study at any point is voluntary and not subject to penalty.

Signature of Study Participant and Date

Date

Signature of Person Obtaining Consent and Date

Thumbprint of Study Participant and

Appendix C: Interview Guide

This interview aims to identify the ethical considerations and moral dilemmas Kenyan J-bloggers face.

Section 1: Background Information

- a) What is your highest level of education?
- b) Which media house do you work for?
- c) What position do you hold in your organization?
- d) What kinds of blog(s) do you run?
- e) What kind of content do you post?
- f) How many years of experience do you have in blogging?

Section 2: Ethical Issues faced by Dual Personality bloggers

- a) What ethical guidelines do you follow as a j-blogger?
- b) What moral dilemmas do you face as a j-blogger?
- c) Are these moral dilemmas different when you blog in a mainstream media blog and in your personal blog?
- d) What are the ethical and legal controls faced by J-bloggers in the blogosphere?
- e) How does this freedom of expression influence your blogging?
- f) Comment on J-bloggers reports what has been cut out by the main stream media
- g) In your opinion, what ethical guidelines should a j-blogger assimilate?

Section 3: Dual Personality Identity of a J-blogger

- a) What kind of challenges do you deal with when navigating the two sides of your professional life – as a journalist first and then as a blogger?
- b) How does your media house influence your work as a j-blogger?
- c) How has your training and work experience influenced your work as a j-blogger?
- d) What is the benefit of a j-blogger in mainstream media news dissemination, and in operating the independent blogs?

Section 4: Motivation of J-bloggers

- a) What factors influenced you to become a j-blogger?
- b) How has the powerful nature of social media influenced you as a j-blogger?
- c) How does your work as a journalist influence the kind of content you blog?
- d) Can j-blogging be used to set the agenda for the mainstream media?
- e) Are j-bloggers watchdogs of the mainstream media?

Thank you

Appendix D: Code Sheet

1 Code of the j-bloggerJB-01JB02JB03JB04JB05JB06JB06JB07JB08JB09JB10JB11JB12JB13JB14JB15

JB16

JB17

JB18

JB19

JB20

2. Mblogs

- a. Traditional blog
- b. Facebook page
- c. Twitter platform

3. DATE OF THE POST

The researcher will indicate the date, the month and the year when the post was updated e.g. 1/1/2019

4. DATE VISITED

The researcher will also indicate the date, the month and the year when he visited the Post e.g. 1/1/2019

5. NUMBER OF LIKES ON POST

The researcher will indicate the number of likes or specific likes will be found normally on the bottom left of every post for instance the post will indicate '3000' people liked this. It indicates how many people agree with that idea.

6. EMOTICONS ON THE POST

The researcher will point out the type of emoji's associated to a given post. This emoji's will help show the feelings and reactions of the commenters. The impact of emoticons and smileys is not relegated to the message itself but will help form impressions of the respondents 'disposition or attitude

7. NUMBER OF COMMENTS/RE-TWEETS

The number of people commented on that post will be indicated on the bottom right of that post. It will read like “2 out of 300” comments; this means there are 300 comments or re-tweets on that post. Here, the audience agrees or disagrees.

8. TONE OF THE POST

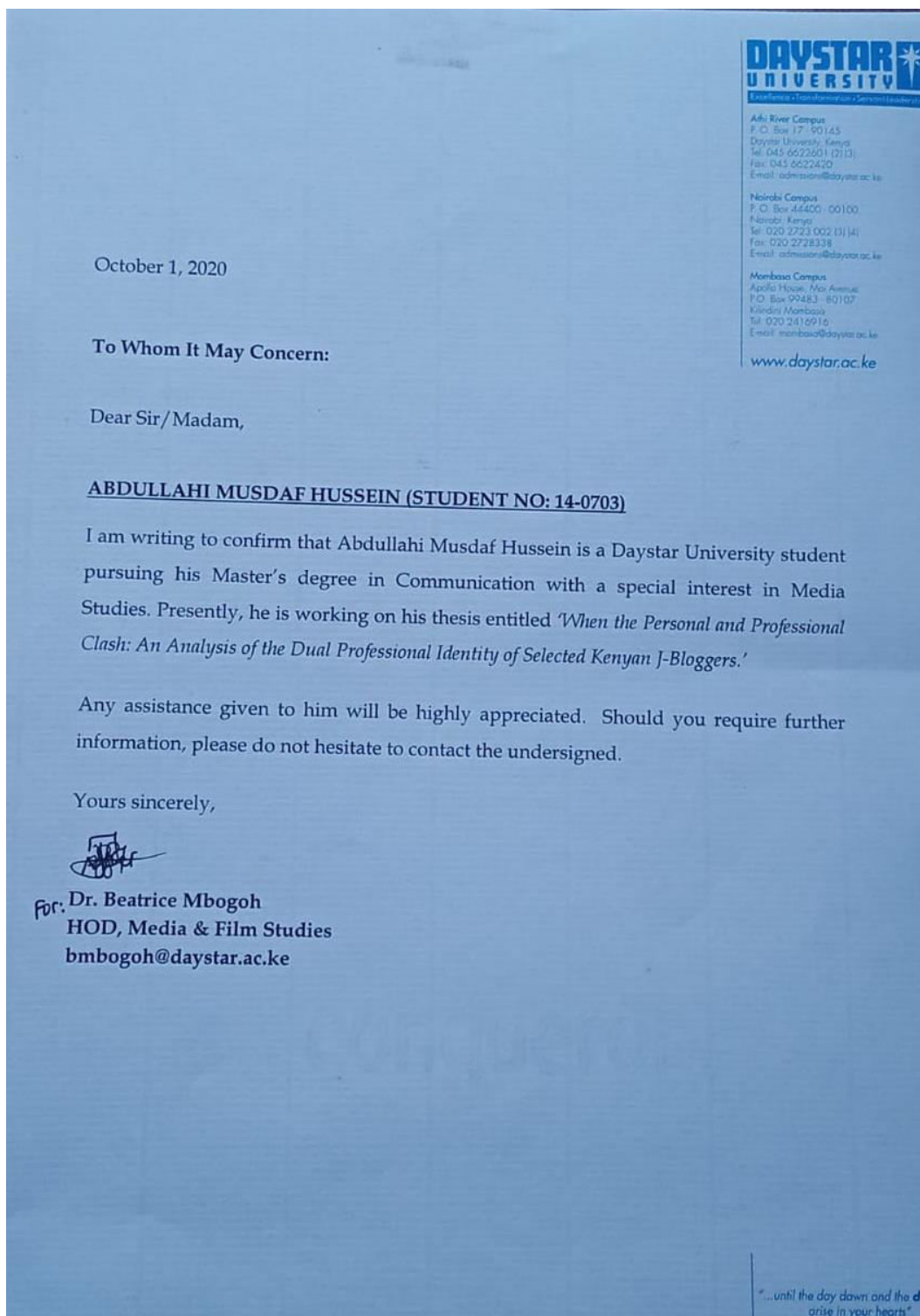
Through analysis, the comment and how the audience will receive the post will automatically tell the tone of the post. Whether it is harsh or not.

9. MOTIVE OF THE J-BLOGGER

Through analyzing by reading the comments and the re-tweets of the post. The researcher will determine the motive of that post which the j-blogger intended to:

- a. Information provision of specific
- b. For advertisement
- c. To pull more audience/ remain relevant

Appendix E: Researcher's Introduction Letter from Daystar University.



Appendix F: Ethical Clearance

VERDICT – APPROVAL WITH COMMENTS

Daystar University Ethics Review Board

Our Ref: DU-ERB/11/10/2020/000461

Date: 11th October 2020

To: Abdullahi Musdaf Hussein

Dear Abdullahi,

RE: WHEN THE PERSONAL AND PROFESSIONAL CLASH: AN ANALYSIS OF THE DUAL PROFESSIONAL IDENTITY OF SELECTED KENYAN J-BLOGGERS

Reference is made to your ERB application reference no. 051020-02 dated 5th October 2020 in which you requested for ethical approval of your proposal by Daystar University Ethics Review Board.

We are pleased to inform you that ethical review has been done and the verdict is to revise to the satisfaction of your Supervisors and Head of Department before proceeding to the next stage. As guidance, ensure that the attached comments are addressed. Please be advised that it is an offence to proceed to collect data without addressing the concerns of Ethics Review board. Your application approval number is DU-ERB-000461. The approval period for the research is between **11th October 2020 to 10th October 2021** after which the ethical approval lapses. Should you wish to continue with the research after the lapse you will be required to apply for an extension from DU-ERB at half the review charges.

This approval is subject to compliance with the following requirements;

- i. Only approved documents including (informed consents, study instruments, MTA) will be used.
- ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by Daystar University Ethics Review Board.
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to Daystar University Ethics Review Board within 72 hours of notification.
- iv. Any changes anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to Daystar University Ethics Review Board within 72 hours.
- v. Clearance for export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.
- vii. Submission of a signed one-page executive summary report and a closure report within 90 days upon completion of the study to Daystar University Ethics Review Board via email [duerb@daystar.ac.ke].

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://oris.nacosti.go.ke> and other clearances needed.

Yours sincerely,



Mrs. Purity Kiambi,
Secretary, Daystar University Ethics Review Board

Encl. Review Report



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www.daystar.ac.ke

"...until the day dawn and the daystar
arise in your hearts"
2 Peter 1:19 KJV

Appendix G: Research Permit


REPUBLIC OF KENYA


NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY & INNOVATION

Ref No: 703295 Date of Issue: 05/October/2020

RESEARCH LICENSE



This is to Certify that Mr. ABDULLAHI MUDAF HUSSEIN of Daystar University, has been licensed to conduct research in Nairobi on the topic: **WHEN THE PERSONAL AND PROFESSIONAL CLASH: AN ANALYSIS OF THE DUAL PROFESSIONAL IDENTITY OF SELECTED KENYAN J-BLOGGERS** for the period ending : 05/October/2021.

License No: NACOSTI/P/20/7013

703295
Applicant Identification Number


Director General
NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY &
INNOVATION

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DA

Appendix H: Plagiarism Report

ORIGINALITY REPORT			
17%	11%	1%	11%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	Submitted to KCA University Student Paper	5%	
2	erepository.uonbi.ac.ke Internet Source	3%	
3	www.semrush.com Internet Source	1%	
4	www.samwoolfe.com Internet Source	1%	
5	10years.mediadefence.org Internet Source	1%	
6	Submitted to Daystar University Student Paper	1%	
7	Submitted to Rosebank College Student Paper	<1%	
8	basicresearchwithjenlee.blogspot.com Internet Source	<1%	
9	thesavvycouple.com Internet Source	<1%	