

Exploring the Influence of Social Media on Journalism in Kenya

by

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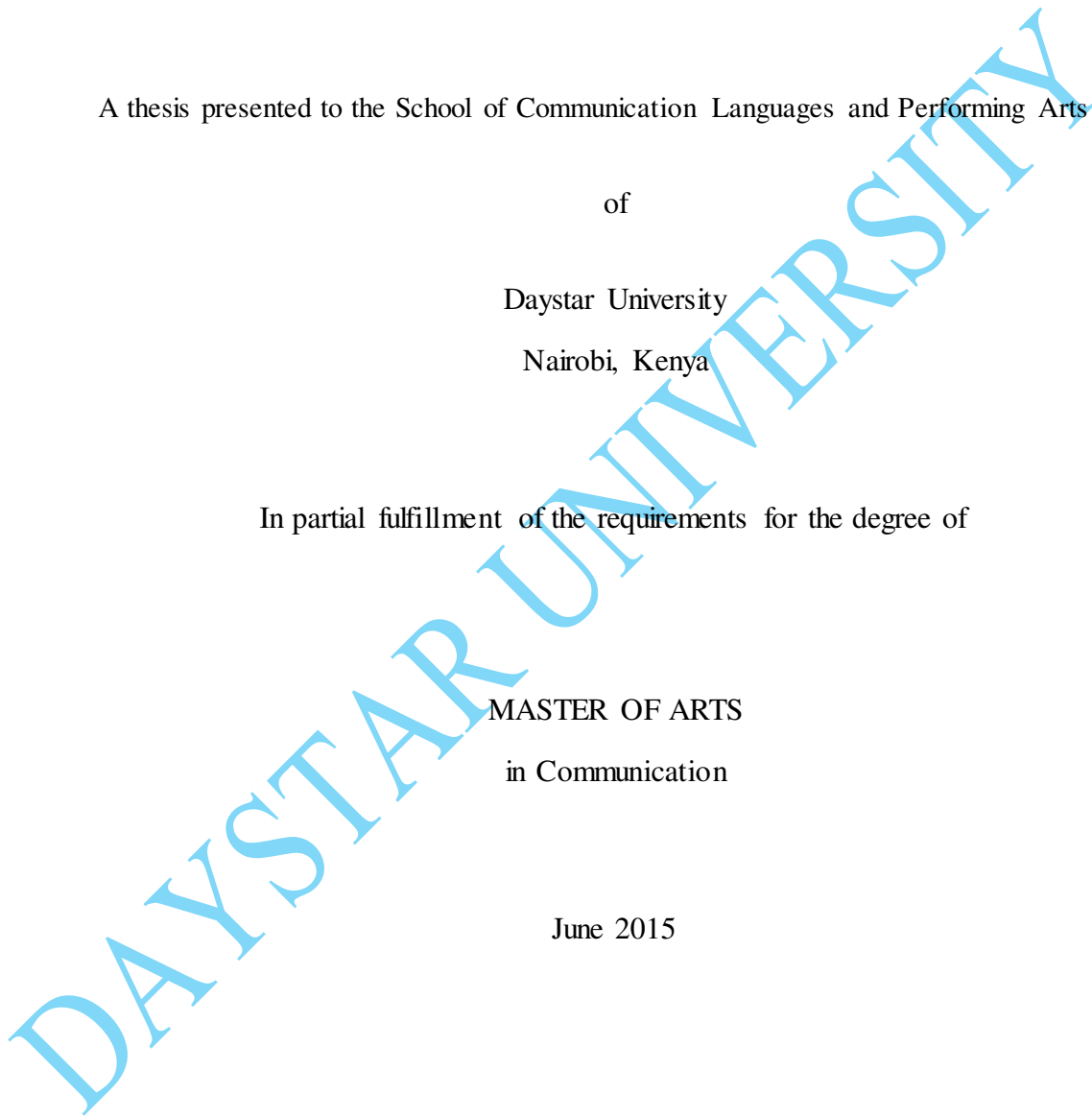
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APPROVAL PAGE

EXPLORING THE INFLUENCE OF SOCIAL MEDIA ON JOURNALISM
IN KENYA

by

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of requirements for the Master of Arts degree.

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STUDENT'S DECLARATION PAGE

EXPLORING THE INFLUENCE OF SOCIAL MEDIA ON JOURNALISM IN
KENYA

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

CORD	-	Coalition for Reforms and Democracy (Kenya)
EDU	-	Educational Broadcasting Channel
FNC	-	Federal Networking Council
FGD	-	Focus Group Discussion
ICT	-	Information and Communication Technology
KBC	-	Kenya Broadcasting Corporation
KICD	-	Kenya Institute of Curriculum Development
KNA	-	Kenya News Agency
KTN	-	Kenya Television Network
MCK	-	Media Council of Kenya
NACOSTI	-	National Commission for Science, Technology and Innovation
NMG	-	Nation Media Group
NTV	-	Nation Television
RMS	-	Royal Media Services
SG	-	Standard Group
TEAMS	-	The East African Marine Systems
TCP/IP	-	Transmission Control Protocol/Internet Protocol

ABSTRACT

The advancement of technology has been considered to affect all spheres of life, including, to a significant extent, the journalism practice. In Kenya, news consumers are increasingly active online through social media as journalists seek to leverage on social media phenomenon in an effort to remain relevant. The free-for-all nature of reporting news through social media and proliferation of alternative and cheap sources of information has sparked debate about the future of professional journalism. The extent to which this is significant in the experience of Kenyan journalism was what preoccupied this research. This study sought to investigate influence of social media on journalism in four areas: professional and ethical journalism, participation of audiences in news production, the influence of social media on journalism as a process of domestication and a force of change driven by the technological advancement and the influence of news editorial policies. The study employed a descriptive research survey design and a calculated sample size of 291 respondents was used. The sample was randomly selected from the accredited journalists based in Nairobi. The survey findings showed a strong indication that social media has influenced the practice of journalism in Kenya. The study further elucidated that the extent of influence of social media on journalism varied depending on the theme being investigated. In this respect, behavioral-related research was recommended as a future undertaking to establish the effects of varying behavior of news consumers as far as the influence of social media on journalism is concerned.