THE IMPACT OF SOCIAL MEDIA ON TRADITIONAL MASS MEDIA FUNCTIONS
IN KENYA: A CASE STUDY OF ROYAL MEDIA SERVICES LIMITED, NAIROBI.

By

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A Research Project Submitted in Partial Fulfilment of the Requirements of the
Master of Arts Degree in Communication Studies, School of Journalism,
University of Nairobi

November 2010
DECLARATION

I hereby declare that this research project – 'The Impact of Social Media on Traditional Mass Media Functions in Kenya: A Case Study Of Royal Media Services Limited', is my original work and has not been submitted to or examined by any other university.

Signed.......................................................... Date.................. 22/11/2016

This research report has been submitted for examination with my approval as a University supervisor.

Signed.......................................................... Date.................. 29/10/2016

MR. TOM KWANYA

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DEDICATION

I dedicate this research project to my dear children: Abigail Wanjiku Macharia and Victor Kinyanjui Macharia whose patience and understanding enabled me to complete my work. May this work inspire you to reach greater heights in your future endeavour.
ACKNOWLEDGEMENT

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May God bless you all.
ABSTRACT

This case study is on the impact of social media on traditional media function in Kenya with a focus on Royal Media Services, Nairobi. The main purpose of this report is to amalgamate information on how Royal Media Services are responding to social media participatory wave that is linked with a historic shift in control towards individual consumers. It seeks to answer the general question: What is the impact of social media on news mass media organizations?

This study sought to find out whether social media have changed the way traditional media functions like surveillance, correlation, socialisation and entertainment are carried out in the news media firms by using Royal Media Services as a typical case. This case has provided observations that are generalised to general systems theories and McLuhan theories.

To achieve this, the researcher asked the media people who develop news at Royal Media Services whether they use any form of social media; the extent to which they use them and the challenges they face. Questionnaires, face to face and telephone interviews, observation and documentary sources were used as the research instruments. Varied answers were gathered, analysed and presented in form of words, table’s charts and graphs.

This study revealed that Royal Media Services uses some forms of social media tools like FaceBook, Twitter, and Really Simple Syndication (RSS) to a small extent. It thus concludes that social media impacts traditional media functions to a small extent. Various challenges like information overload and audience segmentation were identified and the researcher has given some recommendations and suggestions for future research. Finally, references for further reading are listed and support documents for the study are appended in the appendices.
<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 1</td>
<td>Simple Systems' Model</td>
<td>32</td>
</tr>
<tr>
<td>Figure 2</td>
<td>Royal Media Services respondents by gender</td>
<td>92</td>
</tr>
<tr>
<td>Figure 3</td>
<td>Royal Media Services respondents by age</td>
<td>93</td>
</tr>
<tr>
<td>Figure 4</td>
<td>Respondents educational levels</td>
<td>93</td>
</tr>
<tr>
<td>Figure 5</td>
<td>Respondents department</td>
<td>94</td>
</tr>
<tr>
<td>Figure 6</td>
<td>Royal Media Services staff duties</td>
<td>95</td>
</tr>
<tr>
<td>Figure 7</td>
<td>Time Spent Using Social Media</td>
<td>96</td>
</tr>
<tr>
<td>Figure 9</td>
<td>Social media use on traditional mass media functions</td>
<td>100</td>
</tr>
<tr>
<td>Figure 10</td>
<td>Social media use on surveillance function</td>
<td>101</td>
</tr>
<tr>
<td>Figure 11</td>
<td>Social media use on correlation function</td>
<td>102</td>
</tr>
<tr>
<td>Figure 12</td>
<td>Social media use on mobilisation</td>
<td>103</td>
</tr>
<tr>
<td>Figure 13</td>
<td>Social media use on socialisation function</td>
<td>103</td>
</tr>
<tr>
<td>Figure 14</td>
<td>Social media use on entertainment function</td>
<td>105</td>
</tr>
<tr>
<td>Figure 15</td>
<td>Social Media Effects on Surveillance Function</td>
<td>107</td>
</tr>
<tr>
<td>Figure 16</td>
<td>Social media effects on correlation function</td>
<td>108</td>
</tr>
<tr>
<td>Figure 17</td>
<td>Social Media Effects on Mobilisation Function</td>
<td>109</td>
</tr>
<tr>
<td>Figure 18</td>
<td>Social media effects on socialisation function</td>
<td>111</td>
</tr>
<tr>
<td>Figure 19</td>
<td>On social media effects on entertainment function</td>
<td>112</td>
</tr>
<tr>
<td>Figure 20</td>
<td>On extent to which social media impacts traditional media</td>
<td>113</td>
</tr>
<tr>
<td>Figure 21</td>
<td>On whether social media compliment traditional media functions</td>
<td>114</td>
</tr>
<tr>
<td>Figure 22</td>
<td>On challenges facing social media use application</td>
<td>116</td>
</tr>
</tbody>
</table>
LIST OF TABLES

Table 1: Extent to Which Social Media is Used at Royal Media Services ..................................................97
Table 2: Use of social media in performing traditional media functions .........................................................99
Table 3: Social Media use on entertainment function .......................................................................................104
Table 4: Social Media Effects on Socialisation Function ..................................................................................110
Table 5: Extent to Which Social Media Impacts Traditional Media ...............................................................113
Table 6: On extent to which social media compliment and conflict old media ..............................................115
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAR</td>
<td>Computer Assisted Reporting</td>
<td></td>
</tr>
<tr>
<td>CMC</td>
<td>Computer Mediated Communication</td>
<td></td>
</tr>
<tr>
<td>HTML</td>
<td>Hypertext Mark Up Language</td>
<td></td>
</tr>
<tr>
<td>HTTP</td>
<td>Hypertext Transfer Protocol</td>
<td></td>
</tr>
<tr>
<td>ICTs</td>
<td>Information Communication Technologies</td>
<td></td>
</tr>
<tr>
<td>IM</td>
<td>Instant Messaging</td>
<td></td>
</tr>
<tr>
<td>IRC</td>
<td>Internet Relay Chats</td>
<td></td>
</tr>
<tr>
<td>KBC</td>
<td>Kenya Broadcasting Corporation</td>
<td></td>
</tr>
<tr>
<td>KTN</td>
<td>Kenya Television Network</td>
<td></td>
</tr>
<tr>
<td>NMG</td>
<td>Nation Media Group</td>
<td></td>
</tr>
<tr>
<td>RSS</td>
<td>Really Simple Syndication or Rich Site Summary</td>
<td></td>
</tr>
<tr>
<td>SMC</td>
<td>Social Media Club</td>
<td></td>
</tr>
<tr>
<td>TCP/IP</td>
<td>Transmission Control Protocol/Internet Protocol</td>
<td></td>
</tr>
<tr>
<td>UCC</td>
<td>User Controlled Content</td>
<td></td>
</tr>
<tr>
<td>UGC</td>
<td>User Generated Content</td>
<td></td>
</tr>
<tr>
<td>URL</td>
<td>Uniform Resource Locator</td>
<td></td>
</tr>
<tr>
<td>VICOPs</td>
<td>Virtual Interactive Communication Platforms</td>
<td></td>
</tr>
<tr>
<td>WOMMA</td>
<td>Word of Mouth Marketing Association</td>
<td></td>
</tr>
<tr>
<td>WWW</td>
<td>World Wide Web</td>
<td></td>
</tr>
<tr>
<td>FAQs</td>
<td>Frequently Asked Questions</td>
<td></td>
</tr>
</tbody>
</table>
DEFINITION OF KEY TERMS AND CONCEPTS

Citizen journalism
The concept of the public playing as active role in the process of collecting, analyzing and disseminating news and information.

Computer Mediated Communication
Any exchange of information between a sender and a receiver that is facilitated by a computer.

Journalism
The professional practice of gathering, organizing and analyzing information concerning contemporary events and issues in the public interest by independent persons or associations in order to represent these as “realist communication” in mass media.

Mass media
Organised technologies for communicating publicly to many people at a distance.

Mass media functions
Results of repeated sets of actions within the mass media firms that are directed to the society.

Participation
Involvement of the physical senses of the user of a medium.

Programs
A set of sequenced instructions which causes a computer to perform given.

Social media
Two way, online consumer powered media platforms for creating and sharing information.

Social software
A set of programmed computer instructions that enables online users to interact and share data in form of text, sound or video.

Technology
Application of scientific knowledge to solve practical problems that includes use of materials, tools, techniques, and sources of power to make life easier, more pleasant and more productive.

Virtual community
Social relationships forged in cyberspace through repeated contact within a specified boundary or space.

Web
Part of the internet that contains linked text, image, sound, and video documents.
CHAPTER ONE
INTRODUCTION

1.1 Overview

This chapter presents the background to the study on impact of social media on traditional mass media functions. In addition, statement of the problem, research objectives, research questions together with justification, limitations and scope for this study, are provided. These areas present the sub-headings for this chapter.

1.2 Background to the study

Technologies for communicating publicly with many people at a distance, due to their dynamic nature, shape the way mass messages are gathered, produced, stored and disseminated by trained communicators. Traditional news media today are facing new challenges; new competitors; new demands; and, new expectations and opportunities due to the advancement in information gathering, processing and dissemination technologies. Royal Media Services which is a major player in the Kenyan mass media industry is also faced with the above referred challenges.

Mass media technologies shape the way the society uses them to meet its communication needs (Albaran 2009; Baran and Davis 2006; MacQuail 2005). At the same time the way the society uses these media also shape their adoption and their use. Mass media technologies have a long history and have been evolving over time with each new media threatening to phase out the previous one (DeFleur and Dennis 2002; MacQuail 2005; Tan 1984).
1.2.1 Mass Media Technologies: Historical Background

The critical and comprehensive historical background that follows demonstrates how technologies have impacted on mass media functions and the society at large and how the society has equally dictated their operations over the years. An equally important point to note is the way older mass media coped in any new media landscape, dominated by successive and superior mass communication technologies. The relevance of the events to this study is also noted.

From the ancient period, societies strived to communicate through time and space. Cries, screams, drum beats, smoke, drama, and use of village messengers, are some of the means used to pass on messages to audiences beyond the communicator(s) immediate environment. Like the current traditional mass media, these traditional forms of communication were used to transmit cultural heritage, build consensus thereby forging and maintaining commonality of values; entertain, and campaign for societal objectives in all aspects of life.

This media historical period known as the tribal age compares with no other communication era ever experienced due to its emphasis on oral culture, holistic multi-sensory involvement and intuitive thinking (McLuhan (1964; MacQuail 2005). Although these forms of communication worked well for an oral society that lived closely together in small groups, they were highly challenged by such factors as weather, distance, and, the limitation of data storage especially with the human brain memory that other successive eras strived to overcome. Communication through time and space was therefore a struggle during the tribal age. The discovery of writing assisted in overcoming these challenges as it moved communication from purely oral form to both oral and written form consequently ushering in the ‘Age of Literacy’ or writing (McLuhan 1962).
Such media as papyrus, clay tablets, tree barks and, animal skins were used to record information despite their limitations in availability, storage and portability.

Content was recorded by hand, and therefore only few copies of documents were made and consequently, their access was limited to few scribes (writers) and the royal families. Thus, as put by MacQuail (2005), only the elites, the rich and the rulers had access to information and, consequently, power. Traditional media houses like the Royal Media Services, have equally monopolised mass communication industry as major sources of news and other information for the audience for a long time. The emergence of Social media may bring this domination to an end as it encourages ordinary people to communicate at a large scale.

Modern mass media can be traced from the printed book. Mass communication experts like DeFleur and Dennis (2002) and MacQuail (2005), contend that the development of print technology, which was enhanced by the introduction of paper by the Chinese and the invention of the movable type of printing press by a German goldsmith named Johannes Gutenberg in the 15th Century, transformed mass communication process. Today, Social media technologies have brought another transformation in the media industry.

Manufacture of paper, and, the invention of the movable printing press, is said to have “facilitated the production of books at a mass scale” (DeFleur and Dennis 2002:42). This expanded authorship in addition to book publishing and book trade industry in general.

Various careers emerged such as publishing, authorship, editing, designing, printing, and, book binding that incorporated the common man.
More knowledge was accessed through the printed books that reportedly facilitated the establishment of schools, colleges and universities which provided a ready market for the printed books. In addition, disciplines like Science and Philosophy were added to the existing content in religion, genealogy and literature as education sector expanded (DeFleur and Dennis 2002). Increase on book production also lead to the establishment of libraries as knowledge repositories, giving rise to librarianship and its related fields in information management. This study sought to find out the specific changes that social media has brought to the Royal Media Services.

This technological growth then restructured the people’s social and economic life with the climax being industrial revolution that leads to urbanisation among other changes. This shift brought some imbalance in power between the citizens on one hand and the government and religious groups on the other hand as seen in the way authorities of the church and state in countries like German, England and France, where print technology was highly adopted soon after its invention, were allegedly alarmed by this technological development that facilitated circulation of content to many people (MacQuail 2005).

MacQuail (2005) argues that this book evolvement, gradually led to changes in content and flow of power and also the spread of deviant ideas that caused great fears to the authorities of the church and the state. Consequently, these authorities reacted by controlling circulation of public communication. This is seen as a starting point for the struggle for freedom of expression in the mass media that continues to date, and, a brainchild to the censorship laws together with copyright law (MacQuail 2005).
Social media has equally brought about some fears not just to the mass media industry, but also to the society as a whole. The free exchange of ideas at mass scale between users of the social media tools seems to be threatening the traditional media business model. It is worth noting that traditional media and the governments have been controlling public communication for a long time. This researcher is concerned with how Royal Media Services professionals feel towards the impact of social media on their business.

Apart from books, printing technology facilitated the emergence of other types of paper based forms of written communication like the newspapers, magazines, pamphlets, reports and posters. Among these paper-based publications, the newspaper allegedly had the greatest impact as a mass medium (DeFleur and Dennis 2002). The forerunner of the modern newspapers, as described by Mathilda (2004:6) were “sheets of papers, sent quickly to distant places, describing important events (news) and sometimes passing on rumours and propaganda”. Printing and publishing of these events on sheets of paper can be considered “early journalism” (DeFleur and Dennis 2002; Mathilda 2004; MacQuail 2005).

By 1800s, during the industrial revolution (age of machines), newspaper is purported to have become “a technologically sophisticated and complex mass media” (that) “had no competition from other media” (DeFleur and Dennis 2002:67). Newspaper is said to have started as a watchdog of the public interest with its golden ages being the years after the First World War. Evolution of print technology increased the ability of journalists to gather, transmit, print and distribute news as supported by DeFleur and Dennis (2002). Introduction of the steam powered rotary press is said to have boosted the production of news also.
The press was faster and could do tasks like cutting and folding simultaneously, in addition to printing. Telegraph is also credited for the improved newspaper publishing as it increased the speed at which news reached the editors desks (MacQuail 2005). Similarly, the evolution of Internet technology, is increasing the journalists ability to do their business better. Newspaper readership by then was high since people who worked in factories in urban towns away from their families and relatives used newspapers as a source of news about what was happening in the rural areas. The same reason motivated those in the village to read the newspaper though at a minimal level due to high rate of illiteracy.

Today newspaper readership is going down especially among the youth (Mathilda 2004; Stein, Paterno and Burnett 2006). Lack of appropriate infrastructure in the rural areas like electricity, fibre optic cables and other technologies and skills, may equally affect social media use. As a result social media may be highly used in the urban areas more than the rural areas.

For decades, print technology monopolised media landscape before other new media technologies emerged such as the radio, projected film, television and currently the internet which is a major engine of social media. It is crucial to note by now that what started as a technological innovation (printing) impacted on various social aspects like development in education, libraries and, formulation of new laws. It’s important to note too that the age of literacy was based on social practices in the tribal age. The newspapers flourished well before motion pictures and other media joined the mass media landscape.
Motion pictures are reported to have risen after the invention of cameras, roll film and lenses with various technologies like the optical, photography and electronics contributing to their growth (DeFleur and Dennis 2002). As a show business, film and cinema did not offer anything new in terms of content as it only presented and distributed the older forms of entertainment like drama, music, stories and comics in the tribal age but in an interesting way (MacQuail 2005). This is because films give an impression of reality for example through movement and colour that thrills the audience while watching. Social media has advanced graphical features that are more captivating and vivid than these early films and cinema. In addition ordinary people are making them to convey messages in a language that they understand and these can be uploaded freely from the internet and watched by an individual or groups anywhere.

The advent of motion pictures (film and cinema) in the 1920s is alleged to have brought fear to the print industry (DeFleur and Dennis 2002; Mathilda 2004; MacQuail 2005). The advent of social media has also brought fear to the traditional media forms and therefore the need to assess the impact of the social media on the traditional media functions especially in relation to the Royal Media Services. Motion pictures are reported to have taken away the newspaper audiences leading to its decline thus impacting on its news, socialisation and entertainment functions among other functions (DeFleur and Dennis 2002).

By 1930, the high cost of newspaper and competition from film and cinema, decreased newspaper circulation figures, advertisers and consequently, profit. This made some media observers to “predict its death” (DeFleur and Dennis 2002:92). However, the newspaper never died and was not replaced by film as we still have them to date.
Contrary to the pessimists’ prediction of its demise, print media is said to have survived the challenges posed by film with its unique features of being portable, predictable, accessible and cost-effective.

In addition, its provision of special types of information that could not be easily got from other information sources like the classified adverts, cross-word puzzle and obituaries are reported to have assisted it to beat the competition posed by the film (MacQuail 2005; Mathilda 2004). This supports the notion that “when the function of an existing medium is replaced by a newer technology, the older medium finds new functions” (Baran and Davis 2009:45). This study sought to find out whether the traditional media in Kenya in general, and at the Royal Media Services in particular, has come up with new functions as a result of the emergence of the social media technologies.

Motion pictures were popular from 1930s - 1940s and their major function was to entertain (MacQuail 2005). The popularity of the motion pictures did not last for long as it is purported to have declined with the rise of the radio broadcasts that ushered in the “electronic age” (MacQuail 2005). Their transmission of sexually explicit content which was opposed by religious groups also reduced its popularity as noted by DeFleur and Dennis (2002). Internet communication systems have been criticised of spreading similar content even to underage net users. Dissemination of pornographic content and child abuse cases for instance have been singled out as popular vices that spread fast in the internet. The question is, will such vices hamper the development of the social media as a mass communication media?
To proceed with the historical debate let's take note that when radio technology rose, film and cinema were expected to die just like the demise of the newspaper was predicted when film and cinema came. Paradoxically, the loss of film and cinema audience is reported to have been compensated by a new domestic film and cinema audiences reached by radio and later by television, video recordings, cable and satellite channels (Mathilda 2004).

This means that in an attempt to remain relevant, film and cinema coped by integrating themselves into the other media like book publishing, popular music, and radio and, later on, television. In addition, new concepts were reportedly born- for example motion picture experts introduced drive-in services where the audiences could watch films in the comfort of their cars (MacQuail 2005). In Nairobi, Kenya; these services are still being provided for example at Drive-In Cinema at Survey, along Thika Road.

Radio broadcasting technology pioneered in filling the need for rapid, long distance mass communication (DeFleur and Dennis 2002). It is said to have applied the previous communications technologies of the telephony, telegraphy, and sound recordings with the discovery of electricity also being credited for facilitating the development of its services. Radio technology is reported to have frightened the newspaper, sound recordings, film and, cinema with its ability to coordinate complex human activities quickly, over large geographical areas (DeFleur and Dennis 2002).

This implies that radio took over the entertainment function from film and cinema especially with its dramatic presentations and its star systems that made Orchestras quite famous. News, popular music and drama reportedly dominated radio programming.
It also became a popular unifying medium during times of crises as experienced in the Roosevelt radio chat in the 1930s (DeFleur and Dennis 2002). Later on, Roosevelt allegedly used the radio successfully to campaign for presidency by mobilising voters at a mass scale to become the president of the United States of America.

Social media today can be used by politician in many parts of the world to mobilise citizens, Kenya included. Social media extends beyond the radios’ national coverage to global coverage in terms of communication. Through the social networks complex activities can be organised. Some observers contend that the current president of the United States successfully used social media tools highly in his 2008 presidential campaign.

This researcher is concerned with the professional media peoples’ views on the impact of social media on mobilisation of any kind and not only the political mobilisation. One can pose a question like ‘what would be the fate of the traditional media if political campaigns and other campaigns went online in Kenya whereby people in the various networks persuaded each other to take up an idea in a viral style?’.

The low cost of radio and the fact that it could deliver information faster, nationally, made it popular with the masses (DeFleur and Dennis 2002). Its flexibility in content use also made it possible (and continues to make to date), to be listened to in offices and other places of work, in vehicles, and at home as one performs other activities. Today, through the mobile telephony people can use social networks in any place at any time and this may favour its adoption.

Production cost for radio was and continue to be low compared to print and motion pictures technologies and this favoured its adoption.
Today in Kenya, Internet enabled mobile phones and computers are getting cheaper and Internet service providers' fee is also dropping. Cybercafés are proliferating at a high speed too. These advantages may favour social media just like they favoured the radio. This study was meant to dig into this in the process of finding out whether social media have any impact on traditional media functions by focusing on the Royal Media Services.

On interactivity, listeners connected and do connect to date with skilled radio commentators and announcers through call-in talk shows. Audiences call the media houses like the Royal Media Services FM radio stations and contribute to an ongoing debate. In addition, Radio enhanced the producers-audience interaction and audiences aired their views openly to the other audience through it, informing and trying to reach consensus over societal issues.

Today, with the increase in population and diversity of opinions, the call-ins cannot possibly be accommodated effectively within the limited time-slots allocated to the talk shows. The questions asked by the old media professionals too can generally be considered shallow since most of the times they need a ‘yes’ or ‘no’ answer with no room for explanations.

Radios popularity did not last indefinitely. After the World War II, television (TV) is reported to have expanded posing great competition for the radio as it purportedly took away part of the radios financial support through the loss of prime time evening audience( DeFleur and Dennis 2002).

Some observers, as noted by DeFleur and Dennis (2002), even predicted the death of the radio. It is crucial to note that contrary to their expectation; radio refused to die when TV came in, just like the previous media were not killed by the rise of technologically superior media.
It is worth noting however, that radios’ survival was not automatic. Unlike the previous media, TV threats were so intense that media practitioners had to act quickly.

This is supported by DeFleur and Dennis (2002:75), who have argued that “radio might have died had it not been for its response to the challenge of television”. TV is believed to have taken away the radio drama, the soap operas, quiz programs and other entertainment programs like comedies. Due to this competition radio had to re-engineer itself to fit into the new media landscape that was dominated by the TV (MacQuail 2005).

Bearing these caveats in mind, radio is said to have changed its contents for instance by taking up adverts that could not afford the costly TV commercials (DeFleur and Dennis 2002). It also majored on music, spot news (summarised news), brief weather reports and call-in shows. At this juncture, some authors argue that radio ceased to be a national medium and survived as an intimate (personalised), community – oriented and local medium (Gunter 2000; MacQuail 2005).

“Television took away a large part of the film-viewing public especially the general family audience” (MacQuail 2005:33). This allegedly left a small number of audiences especially the younger group to the film industry, a trend that is still manifest today in Kenya. TV became the most popular mass media being the main source of information and communication especially between politicians and citizens by 1940s. This evidence is reported in Paul Lazarsfeld, Bernard Berelson and Hazel Gaudet “The People’s Choice” study that investigated on effects of publicity through the mass media during an electoral campaign.
TV in the past has been credited as the most influential, credible and trusted medium of mass communication in addition, to being declared the largest single channel for mobilizing and advertising (MacQuail 2005; DeFleur and Dennis 2002). Even so, with the onset of computer mediated communication discussed its monopoly may not last indefinitely.

TV and the other traditional media have been widening the gap between them and their audiences making the audiences to feel alienated and disconnected. Mass media audiences have also become skeptical on what is sometimes reported Social media can connect media organisations to their audiences by becoming key players in the social media platforms. This can increase media credibility and trust and also speed up the rate at which information is passed on unimpeded by time or space.

Computer-mediated communication may be viewed as any exchange of information between a sender and a receiver that takes place through or is facilitated by a computer. Computers, whether stand-alone or networked as means of collecting, processing, analysing, and disseminating information, have allegedly changed the mainstream media operations. For example, they enable news reporters to gather, enter and, edit their stories quickly and with accuracy (Lavine and Wackman 1988; Baran and Davis 2006; Albarran 2009; Lin 2009).

Computers have changed the way news are gathered, processed and distributed with old Printing and typesetting technologies invented in the literacy age being replaced by computer technologies. Computer technologies gave rise to the internet technologies.
Internet information gathering and distribution systems have further enhanced the process of gathering and distributing media content. It has also brought about some challenges to the mass media business.

Internet communication refers to the global interconnection of computers by use of a common protocol known as Transmission Control Protocol (TCP), that allow computers to converse with each other and share text, sound and video internationally (Newman 2009). Internet technologies are believed to have revolutionised mass communication highly more than the previous media technologies (Albarran 2009; Manovich 2001). Initially Internet facilitated the establishment of static websites whereby through a search engine like Google, Yahoo and AltaVista, online users got any type of information. At that juncture, as put by Albarran (2009), old media firms rushed in and established their websites for their prints and broadcast products.

Although this may have given the media houses some relief, their communication in the virtual space still continued to be a linear and media dominated processes. This is because some of the media firms simply presented what had been in the previous old media formats (Albarran 2009). This study aimed at establishing whether Royal Media Services has any online interactive forums where they can communicate with their audiences at a mass scale without going ‘on air’.

Internet development, that gave rise to the social media, is allegedly threatening to wipe off this whole set of linear and monologue traditional media (Chan 2007; Devi 2008; Albarran 2009; Clark and Aldelaide 2009; Newman 2009; Wei 2009). This study on impact of social media sought to find out whether social media have brought or will bring about any changes in the way Royal Media Services and other news mass media do their work.
Social media benefits have been explored theoretically and practically though with limited empirical evidence not just in Kenya but globally. These media are said to be more interactive, provide non-hierarchical communication environments, and bring about the breakdown of power and allied knowledge structures (Newman 2009; Gitelman and Pingree 2003). Social media is a new phenomenon in the mass media landscape and its impact cannot be depicted easily as it merges all the traditional forms of communication on one platform. Social media is facilitating both the media professionals and the amateurs to pass on messages to large audiences just like the traditional forms of mass communication have been doing.

1.1.2 Kenyan News Media History

Kenyan news media has a short history compared to that of developed countries. It dates back to the British colonial period, (1902), when Alibhai Mullah Jeevanjee founded ‘The standard Media Group’ as ‘African Standard’ with its base in Mombassa. This media house is now based in Nairobi, and owns the ‘The standard Newspaper’ daily and ‘Kenya Television Network’ television station (KTN-TV station).

The next news mass media firm to be established in Kenya is the Nation media Group (NMG), founded in 1958 by His Highness the Aga Khan. Its first weekly paper was ‘Taifa’ in Kiswahili language, whose English version was published two years later. NMG has increased the number of newspapers by adding the weekly ‘The East African’ paper that covers Kenya, Uganda, and Tanzania; (though it may include the new members of East African community namely Rwanda and Burundi) and , the ‘Daily Monitor’ in Uganda, and Metro newspaper for the youth in Kenya. Nation Media Group has an FM radio station known as Easy FM.
This media has expanded to a multimedia entity venturing highly in electronic media and the internet and is said to be the largest media house in Eastern and Central Africa.

Kenya Broadcasting Corporation (KBC) followed in 1961. The media firm was nationalised in 1964 through an Act of parliament when it changed its name to Voice of Kenya (VOK). However, it later reverted back to KBC in 1989, through another Act of parliament, a name that it uses to date. This state controlled media owns a TV station (KBC Television). It also owns several radio stations namely KBC-Swahili, English, Central, Eastern and Western services; Coro FM, Metro FM and the newly started Pwani FM. One of its core functions includes increasing the understanding of the government’s development strategies in addition to informing, educating and entertaining.

Royal Media Services limited, owned by S.K. Macharia who is also the chairman of the Kenya Media Owners Association, are among the newest news media in Kenya. It came into existence in 1998. They are based in Nairobi city and owns two TV station namely Citizen TV-Kenya (1998) and the newly launched Citizen TV-Uganda (2010). Royal Media Services also owns nine FM radio stations targeting various audiences in the country. This is the highest number of radio stations ever established privately in Kenya.

Another less known television news station in Kenya is K-24 that was established in the year 2007 by Madam Kimotho. It started as a purely news media with no entertainment but later incorporated some entertainment programmes. It is popular for conducting high profile interviews by a renowned international journalist, Jeff Koinange.
Religious, community and any other categories of media firms in Kenya are not covered in this study and therefore will not be highlighted on. Only the news organisations are related to this study.

This case study focused on Information and Communication Technologies (ICTs) in mass communication that Albarran (2009:4) among other authors contends “continue to change the nature of the mass media business and the way society uses the media”.

The study aimed at explaining the impact of social media on traditional media functions in Kenya by focusing on Royal Media Services Limited.

1.3 Statement of the Problem

In the 21st century news media professionals are facing a myriad of challenges. They are not only expected to adhere to the traditional journalistic standards of accuracy and fairness but deal too with the rapidly advancing technology and a more sceptical public that wants many things done, ethically and with fast speed. In addition they have been accused of creating a big gap between them and their general audiences and favouring the mighty and the powerful (MacQuail 2005).

The impact of social media on traditional mass media touches on technologies of mass communication and the people who utilize them. It attempts to find out if it can reduce media credibility problem, audience alienation, content biasness and also bridge the knowledge gap.

Mass communication technologies change in various ways. Bozeman (2000:629), posits that technology can be changed by the characteristics of its use or by changes in the physical or social setting within which the technology exists. This study focused on what has changed in the way Royal Media Services professionals use the various technologies of mass communication by focusing on how social media has changed their business.
There is a lot of uncertainty pertaining to the impact of the new social media on traditional media functions worldwide and in Kenya in particular. While addressing the impact of the new media on the traditional media for instance, MacQuail (2005:136) notes that the implication of the new media [that includes social media] “is far from clear.” MacManus (2008), also argues that social media is “a global phenomenon”.

A call for communication researchers to cover internet communication systems that include social media communication systems has been equally echoed by many authors like Rafaeli (1996); Chan (2008); Cohen (2009); Lin (2009); Clark (2009); MacQuail (2010); among others. These experts’ views motivated this researcher to look into this global phenomenon as it is said to be neglected for a long time.

A number of hypothesis exists that may explain why Internet communication areas of study are neglected by academic and industrial researchers for a long time. For example, there is a general feeling that this area falls beyond the scope of communication as a field, due to its technical characteristics. This author does not support this notion since communication channel is one of the major elements in a communication process in addition to sender, message, receiver, noise and feedback.

Internet related communication systems are therefore areas of study in communication studies. However, communication experts like MacQuail (2000) and Lin (2009) suggest that internet communication systems as research areas require a multi-disciplinary approach. Various fields of study are therefore expected to focus on what is in the internet for them.
Secondly, internet communication systems may be neglected due to lack of empirical information to guide operations in mass media practice. Industrial and academic communications researchers have been criticized for maintaining silence on topics related to internet-based communications (Newhagen and Rafaeli 1996; Livingstone 1999; MacQuail 2002; Lin 2009). They are condemned for allegedly preferring to stick to the old media formats like the newspaper, the radio and the television (MacQuail 2002; Newhagen and Rafaeli 1996).

Thirdly, lack of research data has lead to poor development of a coherent theory in internet communication and by extension social media at macro and micro-levels. Morris and Ogan (2006) have noted that “not only have theoretical models constrained research, but the most basic assumptions behind researchers' theories of mass media effects have kept communicators from being able to see the Internet as a new mass medium”.

DeFleur and Ball-Rokeach (1989:126), for instance, are quite pessimistic toward computer mediated communication and compare it to telephone. They argue that “Even if computer literacy were to become universal, and even if every household had a personal computer equipped with a modem, it is difficult to see how a new system of mass communication could develop from this base alone”.

By taking the telephone analogy a step further, however, Rakow (1992), points out that the lack of research on the telephone was due in part to researchers' inability to see it as a mass medium when they linked its use to women, who allegedly embraced it as a way of overcoming social isolation. This research is based on the assumption that social media are mass media
It is debatable whether the new social media represents a new domain for old theories of mass media or whether new frameworks and questions are required (Newhagen and Rafaeli 1996; Livingstone 1996; Lin 2009; Morris and Ogan 1996). Whereas some posit that there is need to review the old media theories, others hold that the existing ones can equally serve the new emerging mass media. This debate is not likely to end soon and this study has taken a position that old theories like systems theories will suffice though others like agenda setting may need to be reviewed.

Fourthly, some academic and industrial researchers have kept off this area for fear of the unknown. Some media houses may fear the risks of indulging in new ventures and may be waiting for others to start. Others do not foresee any social media benefits or challenges to their media business. Possibly this could be the case with the Royal Media Services and hence the need for this research project.

It is noted that the paradox facing many mainstream media houses and communication scholars now is to fathom out what social media are, the opportunities and the challenges they present and how to behave in the new environment that is interactive and multi-media in character in order to continue serving the society. For the optimists, social media is believed to possess some unique characteristics that contrast those of the old media.

First, social media use is not limited to time or place and is seen to be open to many people whose access has been limited in the earlier media. Social media narrows the gap between the information producers and information consumers thereby enhancing their relationships.
MacQuail (2005:38) summarises these unique features as “interconnectedness; interactivity; multiplicity of use and open ended character; delocatedness and accessibility to users as senders and or receivers”. This study investigates the views of the Royal Media Services professionals concerning the ability of the social media in narrowing the gap that exists between them and their audiences.

Unlike traditional mass media, social media allegedly “co-locate the means of production with means of consumption” (Devi 2008; Wei 2009). This conflation of the means of production with means of consumption may present some threats to the old mass media organizations. This may be the case with Royal Media Services and hence the need for this research project.

This is seen to contrast the past modes of information gathering, production, and dissemination applied in the traditional mass media where information is gathered from the field by professional journalist; processed in the media houses and, finally disseminated to the mass audiences who receive it more or less simultaneously.

Some media scholars like Mathilda (2004), Katz (2006), MacQuail (2005), Devi (2008), Stein, Paterno and Burnett (2006), allege that the new social media can push the old media into oblivion. These experts extend this notion further by contending that Journalism as a profession seems to be threatened as the public allegedly adopts the role of journalists, bridging the professional spheres with those of amateurs.

In his discourse on ‘end of journalism’, Katz (2006), for example proclaims that the emergence and adoption of social media may mark the end of the old mass media and institutionalized journalism in mass communication.
MacQuail (2005) is also concerned with the fate of the old mass media that seems to be in the verge of being rendered obsolete by the new media tools and technologies such as the social media. Possibly this could be the fears at the Royal Media Services and hence the need for this research project.

The use of social media is advancing social and economic development. Stein, at al (2006), and Clark (2009), among others have noted that much more content in the virtual environment is available free and that advertisers are migrating online. Genius.COM, a social network company, for instance reports that 24% of social media leads to sales opportunities. According to another research by Shirky (2009), 76% of people in America trust consumer recommendations especially through social media.

A typical case is Dell Company, which is reported to have made $7 million in sales via twitter in the year 2009. Advertisers are thus believed to be supporting the new social media players. The advertisers' revenue that maintains the old mass media has reportedly been dropping over time (Lavine and Wackman 1988; Stein at al 2006). This means that the social media presence in the mainstream media landscape is likely to make the situation even worse if traditional media continue to underrate them. This prediction however, requires more research.

Open platforms in the internet for sharing, remixing, and commenting upon both amateur and professional media are believed to be gaining popularity (Clark 2000; Wei 2009; Rafaeli 2009; Chan 2008; Yin 2009). While old media broadcasts still reaches more people, especially in many developing countries like Kenya. Internet communication; whether accessed through phones or computers, is still rapidly becoming a mass medium (Yin 2009).
Unlike the notion that social media is for youngsters, Maddens 2010, in one of the Pew Research center publications revealed through research that 42% of social media users in America are more than 50 years. This study sought to establish the age group that uses social media highly at the Royal Media Services.

Whereas these statistics may not hold true for Kenya, my observation of cybercafés users reveals that social media potential is predictably high. For example, a random sample of many cyber users in Kenya reveals that majority of the internet users are found on social network sites like YouTube, Facebook and Twitter.

This indicates that mass media industry may no longer be confined to only television, radio, print publications or any other traditional media in Kenya. In this case Royal Media Services is likely to lose some of its audiences to the social media virtual communities and therefore the need for this research to explore their views.

Some global organisations like Nokia, Google, Dell, IBM Corporation Sony and Kodak have adopted social media in their firms. Renowned media houses like British Broadcasting Corporation (BBC) and Aljazeera TV has equally incorporated social media and Citizen Journalism in their daily operations. BBC for instance employed a team of social media experts in the year 2005 while CNN launched ‘iReport’ social media program in the year 2006. Aljazeera TV too uses social media to solicit stories and photos from its viewers. The question is can this trend be adopted by Kenyan media like the Royal Media Services? This research will attempt to answer this question.
Though a controversial issue. User Generated Content (UGC), won the ‘person of the year award’ tagged ‘YOU’ in the year 2006, featured in the popular United States’ popular ‘Times new Magazine’. The person of the year award is won annually by people, classes of people, or an invention with an impact in History.

It was a great honour, therefore, for social media and User Generated Content, to have shared a prize with famous people like Bill Gates (Microsoft software Company) and the presidents of the United States like Clinton and George Bush. This gives a hint as to the value of social media and by extension the significance of this study.

The commencement of courses on social media at Purdue University and Rochester Institute of Technology to name but a few also shows the focus that social media has started to get from the society and academicians in particular.

Although social media have brought about golden opportunities that seem to supplement industrial media products outlets as advanced by Clark (2009), Wei (2009), Rafaeli (2009), and Chan (2008) among others, many traditional media houses have not focused on social media impact in their business.

Pessimists like DeFleur and Ball-Rokeach (1989), feel that social media has no impact. Tumbo (2010), notes that some media houses view social media use as the work of idlers. He further observes that for those who attempt to create their social media presence, “they conduct it as a side or pet project.” Others still find the social media disruptive, undermining the old journalistic tradition (Mathilda 2004). User Generated Content (UGC) may be criticised for lack of journalistic standards like fairness, quality, and respect for privacy.
This may be due to lack of training on the side of the audience members turned journalists, and lack of gate-keeping process. Cases of defamation and invasion of privacy may also cause fear to any media organisation.

Despite all these hurdles, social media is here and it is making a worldwide impact on communication structures. Dijk (1999) and Lin (2009) characterize this development of computer mediated interactive communication as a major structural change produced by the communications revolution. Opportunities, potential risks and pitfalls to social media adoption and use in mass communication therefore need to be addressed and therefore the need for this study.

This researcher is thus motivated to bridge the information gap that exist on internet communication systems by focusing on the way social media tools influence traditional media. Royal Media Services was chosen because of its presence in media industry in Kenya which is quite widespread.

1.4 Objectives of the study

The primary objective of this study was to investigate the impact of social media on traditional media functions in Kenya. The specific objectives are:

1. To investigate how Royal Media Services use social media tools and technologies;
2. To find out the extent to which social media impacts the traditional media functions at Royal Media Services;
3. To explore the challenges facing the Royal Media Services as a result of the proliferation of social media; and
4. To recommend, where possible, on how Royal Media Services can cope with the social media.

1.5. Research Questions

1. How does Royal Media Services use social media tools and technologies?

2. What is the extent to which social media impacts the traditional media functions at the Royal Media Services?

3. What are the challenges Royal Media Services face as a result of the proliferation of social media?

4. How can Royal Media Services cope with social media?

1.6 Scope of the Study

The study was conducted in Kenya at Royal Media Services Limited, Nairobi. The focus was on the impact of social media like blogs, podcasts and wikis on the traditional news media functions such as surveillance, correlation, socialization, entertainment and mobilization.

Royal Media Services operates in various departments namely: the Administration, Editorial, Marketing and Production. Respondents in this study were from these departments. The choice of Royal Media Services was not based on any unique characteristic as it is a typical case among other news media in Kenya like the Nation Media Group and KBC.

However, its convenient location, Nairobi in Kenya, was within the researchers’ reach. Its multilingual broadcasts i.e. in the national language (Kiswahili), official language (English) and several local languages also led to its selection. Its heritage, national and across borderer coverage was also a favourable factor.
1.7 Theoretical Framework

According to Walliman (2005:108), "a phenomenon cannot be understood and research cannot be carried out without a theoretical underpinning". This study is therefore guided by mass media theories. A theory is a systematic explanation for observed facts or laws that relate to a particular aspect of life. MacQuail (2005:14) views a theory as "a systematic set of ideas that can help make sense of a phenomenon, guide action or predict a consequence.

Any systematic (scientific) theory draws its authority and ultimate validation from its connection to the real phenomena to which it is applied. The theories applied in this study are related to technologies of mass communication and are useful in solving problems and answering questions regarding the impact of the social media on traditional functions at Royal Media Services. Mass media theories aim at improving our understanding of mass communication processes like the ones carried out at the Royal Media Services.

With better understanding of the Royal Media Services work, we are better positioned to predict and control the outcomes of its efforts. In this case systems theories and the McLuhans theories have guided the researcher in predicting the impact of the selected social media technologies on traditional media functions. The main purpose for choosing theories in this study is to explain the impact of social media on mass communication and to explain the uses to which Royal Media Services experts put mass media and social media to, based on the traditional media functions.

The emergence of new technologies which combine aspects of both interpersonal interaction and mass media, presents something of a challenge to communication theory as noted by Morris and Ogan (1996).
For example with new social media technologies, the line between the various contexts of intra-
personal, interpersonal, group and mass communication contexts seems to be blurring. It is
unclear therefore whether theories and models based on mass media or face-to-face contexts are
adequate for this study (Wright and Hinson 2007).

However, the researcher is of the opinion that some existing theories will suffice. This study on
social media impact on traditional media has taken two theoretical viewpoints: the medium
centred perspectives that discuss the displacement and replacement effect of social media and.
the User centred perspectives that discuss the complementary effect of the social media.

1.7.1 Systems theories

This study is grounded on systems theories originally developed by biologist Ludwig von
Bertalanffy which asserts that objects in the world are interrelated to one another. A system is a
set of objects or entities that interrelate with one another to form a whole (Littlejohn 1992:41).

A system which can either be controlled (cybernetic) or uncontrolled is any set of interrelated
parts that can influence and control one another through communication and feedback loops
(Persons 1968). Systems theories are based on one of Aristotle’s principle of: "the whole is
greater than the sum of its parts".

Systems theorists assert that all phenomena can be viewed as a web of relationships among
elements, or systems (Shapiro, et al 1996). They also contend that all systems have common
patterns, behaviours, and properties that can be understood and used to develop greater insight
into the behaviour of complex phenomena.
Social media traits in the precedent sections in this chapter have been explained to enable us understand what they are and consequently comprehend their impact on traditional media functions.

Systems' theories single out two types of systems: closed and open systems. A closed or homeostatic systems have no interaction with their environment (Littlejohn 1992) while open systems are dynamically balanced systems with interrelated parts that allow the overall system to adjust to both internal and external changes in its environment. The question to be answered is whether Royal Media Services is an open or a closed up system based on its ability to adapt to new changes in the society like the technological environment brought about by social media.

Mass media houses are systemic and operate within big (supra-systems) and small systems of human interactions. Restated, communication takes place when there is interplay of different components in a communication system and cycle where each part contributes to the whole in enhancing the communication process.

Royal Media Services system has various elements that maintain its operations like the journalistic sources, the media professionals, the machines (channels), the messages, the audiences and the government. All these elements operate within a bigger system (supra-system) known as the Kenyan society that also operates within a global communication system.

A system is believed to have four elements namely the objects, the attributes, the relationships and the environment that affects systems (Shapiro et al 1996). An object refers to the parts or elements of a system which are also called sub-systems (Persons 1968).
At Royal Media Services for instance, sources of public messages, media professionals, channels, message receivers and feedback are all needed to complete mass communication processes.

Without one of these elements mass communication may experience some difficulties. Attributes touches on the qualities or properties of the system and its components. In other words it covers the elements' inherent characteristics for example the Royal Media Services and its products' features together with the social media traits and its audience characteristics. Relationships touches on the associations between elements which are intended to have mutual effect and constraint at the Royal Media Services organisation. Relationships thus deal with the reciprocity between elements in a system with an intention of keeping the whole system at a balance.

Environmental element enables systems to operate in certain context. In this case systems are affected by their surroundings. Royal Media Services and its functions, for example, are affected by the fact that they are in Kenya and not in any other country since the social, political, economic, and technological levels are unique to Kenya. In addition, Royal Media Services operates in a mass media saturated environment in which each media fight for survival.

The environmental factors also refer to the various circumstances that affect how communication is done. This study aimed at finding out the way mass communication is being carried out at the Royal Media Services under the prevailing conditions whereby social media is empowering the audience in sharing and distributing public messages across online networks.
In this element it is crucial to note that the Royal Media Services communication systems are also expected to affect the social media environment and the society at large as informed by Littlejohn (1992).

Historically, technology impact traditional mass media processes. As technology develops, systems theory asserts that it reduces or even eliminate noise and in so doing improve efficiency, and increase channel capacity as applied in communication technology and the design of communication systems (Shapiro et al 1996). Technology based on this theory has been and continues to provide the building blocks for constructing the information superhighway that includes social media (Albarran 2008; Mathilda 2004). Intentions of designers of this super-communication system thus provide mankind with vast quantities of information at low cost in convenient, user-friendly formats as seen in the internet and social media information systems.

The study of systems can follow two general approaches: A cross-sectional approach that deals with the interaction between two systems and developmental approach that deals with the changes in a system over time (Baran and Davis 2006). This study is guided by the two types of systems as both social media and traditional media do interact on a computer system. They have also been evolving and continue to evolve. Royal Media Services has been growing over time as well and is expected to continue growing.

According to Littlejohn (1992), four key principles interact to maintain a system First, all systems are goal oriented that is, they have a specific function Royal Media Services like all mass media houses, has specific functions to perform like surveillance, correlation, and entertainment. Second, systems have inputs from their environment on which they act.
To the Royal Media Services this refers to what they receive from the environment which includes raw data that they get from the field and later process in the media house.

Third, systems have outputs which refer to the products that they send out to their environment. This is what the audience gets as news, comedies, music, weather forecasts or any other program from the mass media. Inputs in a system determine the type and the quality of the outputs.

Fourth, systems obtain feedback from the environment that offers information about their product. Traditional news media houses, Royal Media Services included, have not been getting constructive feedback from many people and social media is expected to assist in soliciting for constructive feedback. These four elements are depicted in Littlejohn’s Conceptual Model in figure 1.

**Littlejohn’s Conceptual Model**

![Diagram of Littlejohn's Conceptual Model]

- **E** = Environment
- **I** = Input
- **T** = Transformation
- **O** = Output
- **Fb** = Feedback

**Figure 1: Simple Systems' Model**

Source: Littlejohn (1992)
There are four principles that explain the implications of viewing communication as a system:

To begin with, all parts of communication are interrelated, meaning that it consists of interdependent parts that interact continuously and affect one another (Littlejohn 1992). Consequently, if you change any part of a system, you change the entire system. Royal Media Services gets input data from the field through reporters, processes it by passing it through the editorial process and, finally broadcasts information back to the society. The emergence of social media is enabling peer to peer information exchange and this may sideline traditional media at a mass scale. Royal Media Services is likely to adopt social media to maintain the equilibrium and remain in the network.

The next principle states that communication systems are organized wholes: This principle emphasizes the idea that we cannot understand any part of a system in isolation from other interrelated parts. Because systems are organized wholes, they must be seen and studied as a “totality of interacting elements” (Rapoport 1986). This explains why mass media technologies in this study could not be studied alone without considering the audiences and the whole society as a system. This means that although this study is based on the impact of social media technology at the Royal Media Services, it’s informed by what is happening outside the media house. It attempt to deal with a whole person’s communication needs. This study borrows a lot from audience studies especially on their changing media consumption habits.

The next principle in the systems theory states that the whole system is more than the sum of its parts: Communication systems are more than the collection of their parts. Thus we can say that Royal Media Services operates in a complex system whose elements keep on changing.
From the tribal age mass media technologies have been evolving, societies have also been changing but this has not halted mass communication processes. Royal Media Services keeps on changing, through their programming thereby generating new forms of interactions. For this reason social media may not kill a whole mass communication system but instead may develop rules that regulate their online and offline communication.

The last principle states that communication systems strive for but cannot sustain equilibrium. Communication systems seek to achieve a state of equilibrium or stability but in reality systems cannot sustain absolute balance or equilibrium, as change is inevitable and continuous. Sometimes change happens suddenly, while at other times it is gradual. Change may be prompted by influences outside of the system and in other cases the system produces change internally. Changes brought about by the emergence of the social media are influenced by factors outside the Royal Media Services. Therefore, members of the Royal Media Services are expected to continuously adjust and change in order to perform and survive in their operations.

Various theorists have developed systems theory approach consequently coming up with various micro theories like Organizational Theory, Mathematical Theory of Communication, Complex Adaptive Systems, Socio-cybernetics, System Dynamics, Systemic Psychology, Supra-national System and information theory to name but a few. A few of these that the author finds directly applicable to this study are highlighted below.

Network theory by Monge and Eisenberg

Networks are social structures created by communication among individuals and groups (Monge 1987: 239) Royal Media Services operate within a series of networks that consists of groups connected to one another by communication ties.
Mass communication researchers have shown that innovations and information are disseminated faster in a society through interpersonal networks that utilize the word of mouth (Monge 1987). Social media communication system equally relies on interpersonal relationships across networks.

Cultural information disseminated in this way require network participant to establish a common ground or a common understanding. Common protocol used in the internet communication systems enable all mass media forms to operate online by using a computer as a base. Networks connect groups with one another and enable them to exchange information (Littlejohn 1992). Social media users equally operate within several networks. When old media enter or persuade audiences to enter into their networks knowledge is generated, shared, and agreed on.

**Convergence theory by Kinkaid**

This theory by Kinkaid, is highly related to the network theory and explains why some groups have common features and others are different from each other.

This implies that those who share common beliefs, values and behaviour will converge and those who share nothing will diverge (Jenkins 2006: 48). Digitalization of various media forms that “reduces them to a binary code”, enables them to “share the same process of production, distribution and storage” (MacQuail 2005:137). As TVs, radios, and newspapers and other media content goes online, they may lose their long lived identity and start being viewed as one form of mass communication.

Therefore for Royal Media Services to perform their traditional media functions effectively they need to connect with all audience categories. One way of creating this network is through the social media platforms where individuals share common beliefs, values and behaviour.
With the creation of cyber-culture, more contacts are vital to avoid a divergence situation between the traditional media and the social media groups.

**Organizational Theory by Kurt Lewin**

Media organisations operate complex dynamic goal-oriented processes and thus can apply the systems framework. Kurt Lewin developed systems perspective within organizational theory. The systems approach to organisations relies heavily upon achieving negative entropy through openness and Feedback. This theory gives prominence to the interrelationships, (not to the elements of the system) and offers a means for analyzing the structure, functions, and processes of mass media organizations.

In addition it may find dysfunctions that reduce media effectiveness in achieving its purposes. Once the challenges are identified, solutions can be sought to enhance efficiency.

In this study, social media can be incorporated into the Royal Media structure to facilitate feedback from the audiences through ratings, forums, chats and any other form of conversation carried out on the social media platform.

**Mathematical Theory of signal transmission by Shannon and Weaver**

In 1949, Shannon and Weaver made a breakthrough in communications technology when they recognized that accuracy in message transmission is essential if systems are to operate effectively and achieve long term goals. It was revealed that even minor errors within a system can compound with time and lead to serious problems if feedback mechanisms are not set to evaluate the information processing systems (Griffin 2000).
To deal with this problem communication engineers developed a very sophisticated way of conceptualizing the flow of communication from one part of a system to another.

The flow is referred to as a signal and each element in it, is labeled with an information bit (Shannon and Weaver 1948). These theorists assert that the ultimate information bit is the digital bit, one that's either present or absent. Methods of monitoring the accuracy of transmission of bits were developed whereby the signal transmitted by one part was compared to the signal received on the other.

Any differences between the signal sent and received were viewed as errors or noise. When applied, the gap between Royal Media inputs and its outputs can cause communication breakdown. Every communication link in the social networks thus is a communication channel. Social media that links people online may be viewed as mass media channels whose role is to minimize any misunderstanding between the mass media and its audiences.

Multiplicity of social media platforms is therefore meant to enhance channel capacity with minimum noise; thus carrying a lot of information that can help the Royal Media Services gatekeepers in making informed decision. Griffin (2000:36), supports Shannon and Weaver views that their "goal was to get maximum line capacity with minimum distortion". Social media here may be seen to compliment other journalistic sources and at the same time increase the number of media outlets.

Socio-cybernetics theory

"Cybernetics is the study of "regulation and control in systems with emphasis on feedback" (Littlejohn 1992:40). Based on the open system element of interdependence socio-cybernetic theory seeks to explain how systems parts influence one another for purposes of control.
Socio-cybernetics theory, developed by Walter Buckley and Niklas Luhmann are purposeful since they strive to seek goals under certain regulations (Luhmann 2000). These theorists sought to identify the socio-cybernetic feedback loops which is claimed to largely control the operation of society by enabling them to gauge their effects and make necessary adjustments.

In this case social media may be used as control tools by the Royal Media Services after receiving feedback from their audiences on popularity of their programs. However, care should be taken when introducing a good product that the audience rejects.

**System Dynamics by Jay W. Forrester**

System dynamics is an approach for studying and managing complex feedback systems through modeling or simulating complex situations. It was founded in the late 1950s by Jay W. Forrester as a method for understanding the dynamic behaviour of complex systems.

Its premise rests on recognizing that the structure of any system is important in determining its behaviour just like its individual components (Rapoport 1986). This means that the way Royal Media Services is structured or organized may determine or dictate whether they are going to adopt social media tools or not. This may include such structures as its organizational structure showing the flow of power and the relationships between Royal Media Services staff at higher and lower levels. Physical structures matters too, for example the existence of computer laboratories in the firm.

By following the methodology of systems dynamics on social media, Royal Media Services as a media firm is expected to start by identifying the problems that they feel can be solved by the social media. This could include audience alienation, credibility problem and content biasness.
The second step requires them to develop a dynamic hypothesis explaining the cause of these problems. Possible solutions are given and the third step involves testing their hypothesis to be certain that they represent the real life situation. This is a kind of simulation exercise that may call the person applying the theory to devise, test and re-test the various educated guesses in order to come up with various alternative answers to the problem.

Lastly out of the many solutions got through this simulation and analysis of the assumptions the most appropriate solution to the problem is implemented as put by Sperman (2000).

**General Strengths of Systems Theories**

Powerful forms of communication technology such as radio, television, satellite phones, etc. were developed as a result of systems research (Manovich 2001). Systems principles especially on wholeness and interdependence guides us on how functionalism works. According to Littlejohn (1992), functional approaches to theory examine the links, influences and associations among concrete parts of a system.

In addition, Systems theory is multidisciplinary, as it is applicable to different disciplines. Further, Communications flow in the social networks is captured through a “signal”, thereby minimizing errors (noise) in the transfer of messages from one part of the system to another (Albert 1986; Rapoport 1986).

In addition, systems theory is goal oriented i.e. it constantly seeks to achieve its long-term purpose for example Royal Media Services strives to fulfil the traditional media functions. This influences the way we think, the way we interpret our world and the actions we take in a given situation. Systems tend to work towards harmony.
In this case social media is viewed as an extra outlet for news that is not in competition with the traditional media like the Royal Media Services firm. It should be noted however, that this harmony is not often possible to achieve.

Systems theory uses the Mathematical model designed by Shannon which is machine based just like social media communication systems are based on mobile phones and computers (machines). Shannon’s idea was to give maximum line capacity with minimum distortion just like social media strives to disseminate a lot of information that can be broken down and clarified to make it clear.

**Limitations of systems theory:**

Because systems theory tends to favour stability over change, innovation is often seen as a system anomaly. The emphasis on harmony in systems theory hence means that conflict is presented as abnormal and destructive. It is noted that some people term social media communication system “disruptive”, meaning that it causes instability in the mass media environment. Perhaps professionals at the Royal Media Services view it as destructive and hence the need to find out through this study.

Systems theory also ignores issues of power and status that influence small group decision making, especially when groups are embedded in larger organizations like the Royal Media Services. Although systems theory considers the ways in which group members and groups are interrelated it ignores other human aspects of small groups which are equally important (Littlejohn 1992).
The theory ignores the meaning of a message or its effects on the listener, since systems theories aimed at solving the technical problems of high-fidelity transfer of sound (Shannon and Weaver 1948).

In Shannon and Weavers Communication Model, feedback was not an inherent feature and yet in every communication, feedback provides the response to the message sent. This may disqualify this theory as suitable for this study since social media is based on a two way communication process that is normally enabled by the feedback loop. It should be noted however, that modern systems theories incorporates feedback.

1.7.2 McLuhan’s theories:

This study is also informed by Marshall McLuhan’s theories formulated in the 1960’s whose general assumption is that changes in communication technology inevitably produce profound changes in both culture and social order. In other words McLuhan theories assumes that “changes in media forms and technology can change our way of gaining experience in essential ways and even our relations with others” (MacQuail 2005:79).

Applied, this means that Royal Media Services firm is bound to change in the ways it conducts its business. Social media in this case is the cause of change. McLuhan was bothered by the transformative power of media technology and wondered if communication media can transform our sensory experiences as well as our social order. He came up with the media history from the tribal age; age of literacy; print age/Gutenberg age; to the electronic age whereby various senses were used predominantly to decode reality.
This study focuses more on the electronic age in which McLuhan prophesied on the emergence of the “Global Village”; “retribalization of humanity” and emergence of “electronic culture” that has no room for linear, logical thinking among other prophesies. Social media is fulfilling this prophesy. McLuhan (1964) proclaimed that new forms of media transform content that relates to our experiences of us and our society. Social media is fulfilling this forecast as content is created and modified online changing

According to Baran and Davis (2006), McLuhan was optimistic about changes in our personal experience, social structure, and culture that new media would make possible. Social media has changed personal news consumption pattern as one does not have to wait for designated time to receive the news castes from the traditional media like the Royal Media Services.

Through Twitter and Really Simple Syndication for instance, one can get news updates any time in any place. Several relationships are also being established online with some users having more friends and acquaintances online than offline. Cyber culture is rapidly being adopted in Kenya.

Although McLuhans’ theories have not been applied much by communicators, this researcher believes that social media communication systems can apply most of the McLuhans’ prophesies. Roger (2000) equally argues that McLuhan’s perspective deserves more attention by mass communication scholars especially those interested in the new media.

The claim that the content of a medium is seen by McLuhan as another medium, may help in explaining the nature of a computer and its related technologies in communication. The computer in this sense is a “meta medium”, capable of simulating the interfaces of other media.
The phase “the medium is the message” “conveys this. Further, the dominant media determine our “ratio of the senses” (Littlejohn 1992:344). In this case social media is taking us to the tribal age also known as aural age due to its dominant sense of hearing.

This means that the most superior technology (in this case, social media) through which we relate to the world around us dictates how we experience the world. Social media users are experiencing many things online like news and entertainments to mention a few.

McLuhan’s better known theories on the effects of technology, apply to this study. This includes its retribalization of man; it’s potential for creating a global village, its numbing effect, and its incompatibility with a passive model of communication.

On retribalization of man online conversations indicates the innate need for man to go to the media historical period known as the tribal/aural age that emphasised on oral culture, holistic multi-sensory involvement and intuitive thinking. Adoption of the western culture and modernisation, have had a negative impact on society. Social media may be of help in bringing people together, online.

On its potential for creating a global village, communication technology is capable of forming new social organisations into one social, political and social system as facilitated by the social media platforms whereby people are not limited by space.

McLuhan also feared the numbing effect caused by shock that comes along with the emergence of any new media form. This is caused by the body’s reaction to excessive amounts of stimulation that makes use of all our senses (Baran and Davis 2006; MacQuail 2005).
This may refer to the negative impacts social media may have on the mainstream media functions and the society at large.

Marshall McLuhan (1964) discusses numbness as the desensitization of the mind and body due to the stimulating shock of new technology. He viewed it as a sudden debilitating effect produced by over-stimulation of nerves. A number of people have complained of information overload and petty discussions in the multiple social media platforms that grow each day and this may apply to the media experts at the Royal Media Services.

The last principle touches on incompatibility of any new media with a passive model of communication. This principle suggests that media do not act alone, but are part of a large system encompassing all of the media. When a new medium is introduced, the other media can be affected and, at the same time, existing media affects the new medium. This effect is called hybridization by McLuhan and can be seen in progress in social media. For example, one can argue that social media genres today are possibly influenced by tribal culture as far as conversations on the web are concerned.

The advent of the social media technologies is changing the way people are communicating and using traditional media like the Royal Media Services. McLuhan also coined the terms hot and cool medium. Hot medium is described as a high definition channel of communication such as print, movies, radio and sharp photographs that focuses on a single sensory receptor while cool medium is said to be a low definition channel of communication such as television, telephone, cartoon, and face to face talk that stimulates several different senses and requires high sensory involvement. In this categorization social media is a cool medium as it uses multiple senses in its communication.
Criticisms

McLuhan theories have been blamed for being disjointed, hard to grasp and controversial. In addition, they ignore the content that circulates within the global village, focusing instead on the physical media of communication as the sole determinant of change. This author holds that these theories can guide the study in collaboration with other applicable theories.

1.8 Justification of the study

This research is very important considering the fact that the concept of social media is a new phenomenon in Kenya.

1.8.1. Policy Justification

It is the opinion of the researcher that the findings of this research will assist the policy makers especially at Royal Media Services come with the roadmap on how to adopt the social media in their journalistic practice. These policies are likely to solve the traditional media credibility problem, audience alienation content biasness and also bridge the knowledge gap.

It will also help other players in the industry including the government agencies such as the Kenya Ministry of Information and the Communication and Communication Commission of Kenya to formulate appropriate policies in regard to the adoption of social media including their regulations.

1.8.2. Academic Justification.

The research findings in this project will help future scholars, media industry researchers, students and other parties who may be interested in the field of social media. It is the hope of the researcher that this project will try to bridge the information gap that may be existing in this area.
1.9. Limitation of the study

In carrying out this research project, the researcher encountered various challenges. Due to time and financial constraints, the study collected data using only one case study at the Royal Media Services Limited, Nairobi. This may have some inherent weaknesses as the potential for respondent bias within the organization is likely as experienced in all case study researches. This predisposition is likely to impact on the validity of the results and therefore cannot be overlooked.

Secondly, the use of only one case study limits the size and composition of the sample. This aspect may limit the ability to broadly generalize the results for the entire mass communication sector i.e. the findings may not be sufficiently taken as a true representation of the mass communication industry in Kenya as a whole.

Finally, in term of response to the primary data collection tool, not all questionnaires were returned and among those returned, some sections were not filled in. Probably due to pressure of work, the time taken to answer them was also long.
CHAPTER TWO
LITERATURE REVIEW

2.1 Overview

This chapter contains background information to social media technologies, traditional media functions and a critical survey on what is written on social media impact on traditional media. This sheds some light on the existing research gap and gives direction for future research. The researcher used primary and secondary literature sources of information such as research reports, articles, books, journals, websites and abstracts.

2.1 Social media concept and genres

Social Media which is also known as social web is a term that encompasses the new forms of Internet based Information Communication Technologies (ICTs) that came along worldwide around the year 2005. Social media communication systems can offer great opportunities for a traditional media houses if they take the advantages of its interactive capability and the power of the networks.

Social media has no standard definition. However, it may be described as online tools and websites that allow people to share, interact and collaborate in a transparent and authentic way by use of open source software that are mostly free. Restated, they describe online practices that utilize communication technology to enable people, individually or in groups to create and share content in form of opinions, experiences, insights, and mass media themselves. Social media are "web services that receive most of the content from users or that aggregate the content from other sites as feeds" (Lietsala and Sirkkunen 2008).
Bock and Paxhia (2008) believe that "social media encompasses a range of applications and services available to support communications, collaboration and information sharing within an individual enterprise and beyond". Still, others maintain that it refers to the activities that integrate technology, telecommunications and social interaction, and the construction of words, pictures, videos and audio messages. Basically, social media are internet-based platforms that enable online users to generate and exchange messages through text, sound, and video; separately or in combination.

Despite the inconsistencies in defining the term, most experts like Chan (2007), Bock and Paxhia (2008), Clark (2009), Rafaeli (2009), Wei (2009), and Newman (2009), among others agree that it refers to the use of two or more modes of computer-mediated communication that result in virtual community formation. This implies that social media are communication platforms that are based on two-way communication process.

Social media uses social software, which, like the social media concept, has no standard definition. Nevertheless, it can be viewed as any software that supports group interaction. In this study the term social software is applied as a set of programmed computer instructions that enables online users to interact and share data. Social media platforms vary in theme, and genre, as well as in their use and design (Chan 2007: 7). Despite these differences, they have some traits that are common to all, that differ from those in the traditional media. On one hand, social media is said to be user-driven as content is created and distributed by ordinary online users. Further, this content is being reshaped and repurposed as users constantly edit, mix or mash it thereby generating new content.
On the other hand, traditional media differ as journalists manufacture and distribute tightly controlled uniform content to anonymous audiences. Production of the packaged content in the traditional news media is a complex process involving many people at different stages in the information processing system (Severin and Tankard 2001). Many a times these messages are read and replayed several times in a day or days without being updated or repackaged in the traditional media. Social media is expected to compliment this trend by repackaging the mass content.

Social media is also believed to be community oriented as it allows online users to share interests, participate in conversations and collaborate in content production (Rafaeli and Sudweeks 2009). On the contrary traditional media are media centred. Some media houses have been criticised for pursuing their own interest or the interests of a few powerful members of which Royal Media Services may not be an exceptional case.

Ease of use and its accessibility is another characteristic of the social media. The implication here is that anyone with access to the internet either through mobile phones or computers can access the social media sites (Lin 2009). The presence of free social software like the Wordpress simplifies the process of social media engagement even further.

As noted earlier social media offer varying terms of engagement and users can choose between a variety of activity types and user roles. Social media platforms are therefore many and vary in use. One challenge faced by this researcher was in identifying the various categories of social media as new ones crop up daily.
Lietsala and Sirkkunen (2008) in their research report, however, attempted to classify social media platforms into various categories that were used partly as a base for selecting the various social media used in this study. Generally the most popular ones in Kenya were selected.

The first category is the content creation and publishing sites like blogs and microblogs, V-logs and podcasts. These social media sites enable online community to produce and disseminate messages for public viewing. The second class consist of the content sharing sites like YouTube (social networking and video sharing), Flickr (photo sharing), Del.icio.us (Web bookmarks) and Digg.com (news sharing where content is shared with peers). These sites use social bookmarking service to store users’ favorite web sites/pages online and share with others (Rafaeli 2009).

Social networking sites/ biographical and representational sites form the third category. They include FaceBook (social networking), MySpace (social networking), LinkedIn (networking site for professionals), Friendster, eharmony.com and March.com websites. Unlike other sites these are basically dating and career websites that are interested in peoples’ personal information at a social or professional level.

They are thus meant to capture and produce social networks, enabling participants to maintain old networks and expand by creating new networks. Recommendation sites and systems, that contain an account of people’s lives, form part of social networks sites too. Chan (2007) posits that these sites subordinate the biographical presentation of a person (e.g. personality and character) to the objects reviewed in such areas like books, movies, music, restaurants, web sites, travel, products.
Collaborative production sites like Wikipedia, OhmyNews and StaWreck form the fourth genre of social media platforms. These media enable participants to communally build information and are collectively known as ‘Wikis’.

Virtual world’s sites like second life and WOW and ‘add-ons’ like GoogleMaps, Rock You and Slides, constitute the last type of social media sites. Virtual world’s sites enable online communities to play and experience life in virtual environments (Rafaeli 2009). Add-ons are open-interface applications that adopt practices from one site to another. When various sites combine their forces, they transform a service into a feature of another, explains Lietsala and Sirkkunen (2008).

There is no consensus as to what constitute social media. Some authors like Rheingold (1994) and Bock and Paxhia (2008) argue that Social media concept is not very new in networked environment especially in the Web. They posit that many older Internet-based media such as mailing lists and Usenet forums, email, newsgroups, groupware, virtual communities and the like also qualify as social media.

Rheingold (1993), Slevin (2000), Bock and Paxhia (2008) and Lietsala and Sirkkunen (2008) among others claim that social media includes email, Web sites, Web Conferencing, shared work places, online video, Instant Messaging (IM), Enterprise Directory and newsgroup/Forums. These authors collectively refer to these online communication media as Web 1.0 tools and technologies or First generation social media.
Bock and Paxhia (2008), among others however, claim that social media includes Web 1.0 tools and second generation tools (web 2.0 tools). Second generation social media tools and technologies are purported to include blogs and micro-blogs, social networking, Wikis, podcasts, Really Simple Syndication (RSS), social bookmarking and Mashups that are collectively referred to as web 2.0. In their report on social media, Bock and Paxhia (2008) included the fifteen mentioned social media tools in the first and second generations in their study of social media.

This imply that they believe that social media tools are about fifteen (15) - from the first and second generations. Still, some communication and other social science experts disagree with Bock and Paxhia (2008), and assert that social media consist of Web 2.0 tools only (MacManus 2008; Wei 2008; Clark 2009; Lariscy et al 2009; Newman 2007; Lin 2009). They insist that social media consists of the recent innovations in the Internet and mobile communications networks that uses consumer powered media platforms in a two way communication process.

All these consumer-based interactive systems are said to engage similar technologies that use interface techniques, and user practices (Newman 2007; Lin 2009). Online interactions between social media users are believed to take place at various levels. At one-on-one level for example through electronic mail and instant messaging; one-to-many level for example through blogs and, on many-to-many level for example through wikis and bulletin boards communication modes (Wei 2008). This interaction is based on building of shared meaning among virtual communities, as people share their stories and experiences. It is believed to encourage the production, editing, and publishing of User Generated Content (UGC) and User Controlled Content (UCC) (Lin 2009; Clark 2009; MacManus 2008; Wei 2008).
Here, anyone with an Internet connection has the ability to create, interact with, discover and share content with thousands and thousands of people instantly, unmediated by traditional editorial process.

As noted earlier in this section of the literature review, most social media users restrict its meaning to the more recent Web-based media formats such as blogs and micro-blogs, message boards, podcasts, online video (Vlogs), newsgroups. Really Simple Syndication (RSS), online photographs, social networking sites, widgets, social book-marking and wikis. This study used the more recent web-based media formats (Web 2.0), as highlighted in the paragraphs that follow. It is worth noting that the genres are increasing each day and the selected ones in this study are mere representative tools. A brief highlight that follows is meant to create familiarity on what the selected social media tools are and their uses in communication.

The first social media tool selected by the researcher is the blog. A blog is often described as an online journal or an online diary that can be private with some access control, or, public for all users to engage in (Lietsala and Sirkkunen 2008).

In simple terms they are Web sites that are easily created and maintained by individual or corporate authors containing regular entries of commentaries, descriptions of events, in form of text, sound, images, and links to other blogs, web pages, and social media.

This interconnection of blogs and other websites brings about what is known as blogosphere (Lietsala and Sirkkunen 2008; Larisey, et al 2009). Blogs displays its content in reverse chronological order whereby the most recent information is placed at the top.
Blogging engage in the creation of news, emphasizing news viewpoints, perspectives, and expertise (Wei 2008; Bock and Paxhia 2008). Depending upon the system used the entries may be searchable, archived by category, linked to entries in other blogs, and have comments linked to them. Thus Blogs can be used to build and maintain complex sets of interacting web sites and this may be one way in which blogs impacts mainstream media roles.

Blog genres according to Lietsala and Sirkkunen (2008) consist of diary blogging that give a personal account of a day; corporate blogging for professionals in organisations; research blogging (for scholars) and community blogging for people who share soothing in common. Blog can also be categorised on the basis of the content form that they publish. This brings about the written, audio photo and video blogs. Another major sub-genre is microblogging which consists of blogs with “very short posts up to 140 characters” (Comm 2009). These are streamed with some services like twitter, Jaiku and Powce where news updates can be viewed.

The next social media tools are the wikis. The term ‘Wiki’ originated from Hawaii whereby Hawaiians use it to mean “quick”. Simply put, it is a Web site that can be collectively edited directly on the web. Numerous types of Wikis software exist and the best known and popular social media tool in this category is the Wikipedia. This is a substantial and growing encyclopaedia which is built collaboratively (Lietsala and Sirkkunen 2008). Wikipedia information is collaboratively developed and updated by writers and editors around the world.

To elaborate on this, if a Wiki user thinks that an entry in the Wikipedia could be improved, one only needs to click the edit link and make the necessary changes (Chan 2008). Some Wikis are seen to resemble mass media sites for instance the WikiHow that combine how-to-manual from the users.
Most Wikis store each version of a document making it easy for users to view the various modifications that a document has undergone over time. Some Wikis enable users to engage in some form of discussion about the documents they are collaborating on.

Another example of a social media tool is Really Simple Syndication or Rich Site Summary with the acronym RSS. This is a website that uses software called RSS reader or aggregator. This type of a Website is said to be an important part of the participatory Web whereby a feed (RSS document) is used to distribute frequently-published content. RSS content (also referred to as feed" or "web feed" or "channel") is often referred to as syndicated content because it is widely distributed (Wei 2007; MacManus 2008; Lariscy, et al 2009; Newman 2007; Lin 2009). This means that it publishes a feed which is a summary of content and the resulting feeds can be pushed to RSS readers and Web pages in form of a headlines or brief content from a site.

Aggregators enable users to bring together feeds from multiple sites into a single location where they can be easily checked for new content. Various media types like blogs and podcasts therefore can be updated via RSS feeds. Users can also subscribe to the RSS feeds of their choice, and then have access to the updated information as it comes-in. summary or in full text form. RSS is especially popular for distributing news updates and for announcing new content added to the social Web (Wei 2007). RSS makes it possible for people to keep up with web sites in an automated manner that can be piped into special programs or filtered displays.

Online social network sites are also social media tools that allow users to create their own profiles. They are said to be the single-most popular form of social media (MacManus 2008).
Internet communication has become very popular with social sites like MySpace and Face book, and commercial sites like Amazon.com and eBay (Lin 2009). They (users) connect with friends and colleagues, socialize and extend their contacts within ones network.

Importance of social media may be analyzed from their inherent characteristics that seem to have some competitive advantages over the traditional media. For one, social media engages audiences in a way that encourages trust and profoundly increases message retention. According to the Word of Mouth Marketing Association (WOMMA), 92% of consumers cite word of mouth as the best source of information on new product ideas.

Secondly, social media has a viral capacity to reach wide audiences in just a short amount of time. This may represents both a substantial opportunity and threat for communications professionals. On one hand, a well-placed outreach effort can reap rewards if executed properly. On the other hand, the viral impact of social media may result into countless negative outcomes for organizations that may not be properly prepared to deal with any ensuing firestorm.

Thirdly, through social media, organizations can now communicate their message or distribute their content and enable users to provide immediate feedback, encouraging a process of dialogue between users and organizations. Enabling comments on a corporate blog, for example, has resulted in a positive impact for many organizations that have been able to gain valuable customer feedback from the practice. This is because Social media is interactive.

The fourth point is that Social media is quite visible on the net. In offline media landscape, organizations struggle to be heard or seen during peak hours like before, during and after news time when more audience members can get them.
Others strategically fight to put their messages on bill boards, posters and other media in conspicuous places to increase their visibility. With the social media, visibility is easy and will only be limited by the size of the networks. The present ‘fit for all’ mainstream media programming may need to change from mass targeting to niche targeting to ensure that the right product gets to the right consumer.

2.2 Mass media

The term media in the communication process refers to the channels through which a message is transmitted from a sender to a receiver. They are facilities, intervening agencies, means or instruments that act as a physical bridge, relaying information from a message sender to a message receiver. This term is said to have been coined in the “first age of mass media” - that is 20th century - when radio and mass circulation newspaper were introduced (MacQuail, 2005:50).

It is synonymous to the term ‘mass media’ that refers to the technologies of circulating public messages. West and Turner (2000), describes media as the channels, or delivery modes for mass messages that disseminate ideas on a large scale. The debate on which media are (or are not) mass media has been on for a long time. Nevertheless, a number of communication experts like MacQuail (2005) Baran and Davis (2006), Defleur and Dennis (2001) and Lane (2007) have the same opinion that the main mass media comprises eight different mass media that rose in different ages in history. These media are: books, magazines, newspapers (print media); film (commercial motion pictures); radio, television, (including cable television and videocassettes) and some Internet applications in the World Wide Web (WWW).
Royal Media Services own a TV station and several FM radio stations which are referred in this study as traditional mass media. This study extends the use of internet as a mass media by focusing on the impact of social media at the Royal Media Services. Internet may be viewed as a global network of networks connecting millions of computers and other ICT tools to facilitate fast, convenient and reliable information sharing.

Mass media channels of mass communication disseminate information, widely, rapidly, continuously and simultaneously to large heterogeneous mass audiences that hardly know each other at an interpersonal level (Defleur and Dennis 2001; Tan 1984; Littlejohn 1992; Severin and Tankard 2001).

Littlejohn (1992), definition is more explicit on what media does for the society. The author views mass media firms as windows that enable us to master our environment and interpret and make sense of our experiences by extending our vision. They are also said to be interactive communication platforms that convey information that includes audience feedback, although this interactivity is done on a limited scale in the old media.

He adds that Mass media also acts as signposts that provide us with instruction and direction thereby making sense of what may be puzzling or fragmentary. Gate keeping is also associated with the media whereby the firms filter our parts of experience focusing on some ideas and pushing others into the periphery. Mass Media practice as the profession of journalists is about information processing. Journalists like the ones at the Royal Media Services gather facts; decide how to assemble them and make important decisions about which facts to include in their communication transactions and which ones to omit.
For the purpose of this study the term mass media will be used instead of the general term 'media'. This will differentiate between interpersonal communications media and mass communication media; and, between the relatively new social media and the typical old mass media.

2.3 Traditional mass media and their functions

The term ‘traditional media’ is used interchangeably with the terms ‘mainstream media’, ‘old media’, ‘conventional media’ ‘Industrial media’ and ‘vintage media’ as expressed by Defleur and Denis (2002). Consensus on what constitute traditional media has been reached as they are said to comprise eight different mediums namely: the book, newspaper, magazines, recordings, radio, movies, television and non-interactive Internet systems that have been evolving in that order from the time of the movable type of printing press by Gutenberg in the 15th century to date (MacQuail 2005; Defleur and Denis 2002; Littlejohn 1992). The evolutions of these media are analysed by this author in the background to the study part in chapter one and this chapter extends that by looking at their social functions.

The general traditional role of the mass media is to gather process and disseminate information through mass communication technologies. It is also expected to facilitate feedback from the audience in order to complete the communication chain. The specific functions of the mass media to the society have been outlined by various communication experts like Lasswell (1948), Wright (1959), and Katz, Blumler and Gurevitch (1974), MacQuail (2005). Though the earlier researchers thought media functions refers to what media does to the society, those who followed added another angle of what people do with the media. This means that inquiry on media functions are both audience centred and media centred.
In one of his classic papers ‘the structure and functions of communication in society’ Lasswell, discussed three functions of communication in a community that are also referred to as activities of the media to the society. These social functions that are today attributed to the mass media encompass the surveillance, the correlation, and socialization that are highlighted in the next paragraphs. In the words of Lasswell, these are the main functions of the mass media, from a societal point of view (Lasswell 1948). In other words the three functions refer to some of the roles of the mass media to the society.

The first function highlighted in this study is Surveillance which is also referred to as news and information role of the media. Surveillance function is achieved by “scanning the environment - the immediate and far away environment” (Tan 1984:69).

Royal Media Services is thus expected to survey the surroundings and far geographical places gathering varied information from various sources, processing it, and, informing the Kenyan public on day to day events. Thus Kenyan communities are able to extend their knowledge beyond what they can directly experience to places, events, objects and persons in the distant environment.

Through this function, Royal Media Services is able to identify any threats to the society. This means that it is expected to raise awareness to threats with an intention of reducing the effects of the damages or, preventing disastrous effects from occurring altogether. Audiences are allegedly warned of looming dangers like those on terrorism carried out for example by Al-Qaida, Alshabab, Taliban and Mungiki.
The function too enables people to be cautioned on natural calamities like the Budalangi floods in Kenya, military attacks and, increasing inflation rates. Social, economic, and educational opportunities are also identified and the mass media creates public awareness to maximize their exploitation. This study sought to find out the impact of the social media in identification and dissemination of information on threats and opportunities.

Through this watchdog role Royal Media Services house provides information about events and conditions in the Kenyan society and the world. The role is said to facilitate control of the environment by enabling the Kenyan society to know what is going on around it.

This, as MacQuail (2005:97) puts it, includes “indicating relations of power, facilitating innovation, adaptation, and progress” and providing information about events and conditions in society and the world. This function is meant to meet the cognitive needs of the mass media audience and mainly deals with provision of news and day to day information. This study strives to answer the question: “do social media perform surveillance function?”

The second function is correlation, which involves explaining, interpreting and, commenting on the meaning and significance of events and information to enhance understanding of environmental problems. Correlation of the parts of society is meant to make sense out of the gathered data by creating common understanding of societal issues. This is meant to favour the mass media audiences by exposing them to a large number of points of view. According to MacQuail (2005:98), this function “encompasses provision of support for established authority and norms”.

61
Thus as much as possible the Royal Media Services reinforces what is in the Kenyan society and strives to maintain the status quo, a tradition that is grounded on the critical theories of communication.

Based on this, view social media is said to do the opposite of what this function requires. It is alleged to empower the less powerful audience that do not get a chance to participate in traditional media forums. Most of the times only those in power secure space in the traditional media interpretation forums and there is no guarantee that any elucidation of information by the few eminent persons together with the media experts is accurate and valid.

At times, traditional media have been blamed for spreading and analysing propaganda content to favour certain quarters, especially the rich and eminent personalities (Stein at al (2006). Media occasionally overlook some content that does not pull any profit or is not a mainstream idea to the disadvantage of the majority many. Social media are open forums for all to participate. Social media is promising to bring on board diverse ideas including those that are not considered mainstream and this may go against the premises of the spiral of silence theory.

Further, socialising and coordinating separate activities as well as consensus-building falls within the correlation function. Tan (1984:70) posits that mass media provide “a free marketplace of ideas by offering a platform where the discussion of day to day issues can be carried out”. Littlejohn (1992) adds that these forums explore options or solutions to societal problems.

Social media is likely to expand these platforms at the Royal Media Services. In short these podiums act as community forums that services systems in the society for example, economic, educational, religious and political systems.
To fulfil this societal function in the traditional media like, only few people especially those who hold high positions in the society, get a chance to participate in these forums. Open social media platforms expand the stage so that many ordinary people's ideas can be heard.

Socialization function was put by Lasswell (1948), as the third function. Socialization is "a process by which members of a community are taught appropriate values, behaviours, and roles" (Tan 1984:70). This relates to the function of expressing the dominant culture and recognising sub-cultures and new cultural developments or innovations as outlined by MacQuail (2005). Royal Media Services teaches many things consciously (planned) and unconsciously (unplanned). From fashion, to music, to family life, to healthy living, and the list is endless.

Socialization function then deals with forging and maintaining commonality of values in the society thus holding a society together (MacQuail 2005).

According to this function community members are expected to share common values and agree on what roles are appropriate if a community is to survive. Lasswell (1948: 37) posits that it refers to the "transmission of the cultural heritage or social inheritance for continuity purpose". The media here is said to assume the teacher's role whereby the media educates its audiences.

The question of what we learn from the media and how we learn it has been an area of concern to communication scholars for a long time. Royal Media Services house, for instance may affect its audience's acquisition of values, political beliefs, behaviour and, perception of social reality. Albert Bandura's social learning theory informs this notion whereby we learn through others.
Mass media as socialization agents may create many of the shared attitudes, values, behaviour and perception of the social reality.

This social relation’s function meets the social integrative needs of the audience as argued by Tan (1984) and MacQuail (2005). This study sought to find out if social media socialises their audiences and the extent to which they go.

In addition to the three mass media communication functions formulated by Lasswell, other scholars (Wright (1959); Katz, Blumler, and Gurevitch (1974), have added two more functions namely; entertainment and mobilisation functions. These roles are also elaborated on by Tan (1984) and MacQuail (2005) among others.

Entertainment function is meant for relaxation and reduction of tension. Mass media is said to play a key role in providing enjoyment and amusement. Royal Media Services then, is expected to provide programmes for fun and pleasure. In addition, they provide diversion or escape from burdens of problems and fatigue from daily routine. From long traffic jams to unmet targets in offices to family issues; modern days’ life is stressful and quite demanding and people need to relax and cool down.

Royal Media Services provide means of relaxation and reduce social tension through such means as music, drama, comedies, soup operas, and sports. Their current programs like Sakata, Tusker Project Fame 4, Tahidi High, Papa Shilandula and, Inspecta Mwala are all means of emotional release for the media audiences. This function is expected to meet the affective and the escapist
needs of Royal Services Media audiences. This study is meant to find out the impact of social media on the entertainment function.

Mobilisation function has been added by media experts as the fifth function. The function includes "campaigning for societal objectives in the spheres of politics, war, economic development work and, sometimes religion" (MacQuail 2005: 98). This means that mass media is expected to transmit a series of promotional messages in order to inform and persuade their audiences to support certain products like ideas, goods or services. A classic example is the way Royal Media Services traversed the county this year (2010), providing civic education and persuading Kenyan citizens to vote for the new constitution that was promulgated on 27th August, 2010.

Traditional media has been fulfilling the functions highlighted above without any major source of competition until computer networked technologies like the Internet and mobile-based technologies came about. Computer, in the context of defining Internet computer-mediated communication, means much more than just a device for text processing and calculations. The salient function of a computer as used for communication is not to provide computational capability, but to provide a platform for the operating system and applications software to support network data transmission and user applications (Onunga 1998).

Internet-based communication conforms to a particular set of data communications protocols that comprises a set of rules for exchanging information in virtual space for example the Transfer Communication Protocol (TCP) that is also known as Internet Protocol (IP). Computer networks use protocols to enable computers, printers and other network devices known as clients connected to each other through a server, to send and receive information (Onunga 1998).
A message on the Internet is encoded, stored, and transmitted according to the rules of the client-server application and the TCP/IP protocol suite.

The Internet or net has enabled increased connectivity between people by blurring geographic, time and social barriers. Communication process worldwide has been revolutionized as it is no longer limited by space or time that dominated the tribal age. This is because networks have no borders since gateways remove barriers so that different types of networks can communicate.

2.4 Computer-mediated communications

A computer in communication is a powerful tool in the search for answers to the famed questions, who, what, where, when, why and how. Computer mediated communication refers to any exchange of information between a sender and a receiver that is facilitated by a computer. The most important use of computers in journalism is described as Computer Assisted Reporting (CAR). The term is used to describe the application of computers in gathering information and data for reporting purposes.

Implementation of CAR techniques has opened new possibilities for journalists, enabling them to analyze, understand, follow up and report on stories that would be unapproachable without such technology. Some of the technologies that have been facilitated by use of computers by journalists include: use of word processor for typing and sorting; spreadsheets for calculations and preparation of graphs and charts; and, databases in the cyberspace by using newsgroups and internet relay chats (IRC) and the use of the world wide web, and electronic mail.

Mass media professionals have been tapping into the computer's ability to store huge amounts of raw data that they can quickly sort through.
Online connections with computers around the world have been facilitating information gathering process. The connections have been used in searching for experts for interviews and gathering information for future stories and news.

Photojournalist are now sharing information and displaying their photographs online too. Online communication can be carried out in various contexts. There is One-to-one synchronous communication, such as Electronic mail and many-to-many asynchronous communication, such as use of Usenet, electronic bulletin boards, and List servers (Gilmor (2004); Livingstone and Lievrouw (2006).

Asynchronous communication is generally characterized by the receiver's need to seek out the site in order to access information. It is a two way communication process where feedback is provided in real time. In a synchronous communication feedback is delayed. Online communication whether in Asynchronous or synchronous form, is organized around a topic, the construction of an object, or role playing.

Since technology has been evolving in the past several years, mass media companies are beginning to merge technologies to create demand for new products. In the past for instance, television in the mid 20th century merged the technologies of movies and radio, and today it is being converged with the mobile phones and computers. Phone calls are also being made with the use of personal computers. Converging technologies seems to be squashing many types of demanded technologies into one (Jenkins 2003).
Mobile phones for example are becoming manufactured to not only carry out phone calls and text messages, but also capture and hold images, videos, music, television, camera, and multimedia of all types. Thus modern mobile phones incorporate digital cameras, mp3 players, camcorders, voice recorders, and other devices.

Manufacturers are now integrating more advanced features such as video recording, photography, data storage and, security mechanisms into the traditional cell phone, consequently expanding its potential. Network convergence utilizes this attribute of digital communication to efficiently and effectively distribute different types of information - voice, video and data on the same communication network. Moreover, network convergence allegedly reduces the inefficient flow of voice, video, and data whose different characteristics led to the development of separate communication networks that were designed differently, and are often incompatible (Wright and Hinson 2007). Social media technologies are based on computer-mediated communication and their impact on traditional media form the basis of this research.

2.5. The impact of social media on traditional media functions

Rapid growth of instantaneous, decentralized communication is often deemed likely to change old mass media and their relationship to society. While continuing to evolve and expand, each social media format allegedly provides users with a variety of means to congregate, interact, and share information. As a result, most, if not all, forms of social media are considered to have "become content providers, communication facilitators, and audience aggregators" (Wei 2007). This advancement in technology may imply that traditional mass communication processes are no longer the prerogative of a few legacy media houses as supported by Rafaeli and Sudweeks (2009).
Technologies, according to mass media experts like Albarran (2007) and MacQuail (2005) is viewed as an agent of change. In this case, social media technologies are presumably presenting new media conduits where people can develop their own media.

This Participatory media seems to be blurring the boundaries between audiences and professional content creators as observed by MacQuail (2005), Albarran (2007), and Clark and Aufderheide (2009). In other words, one-to-many communication, that is, from media firms to their audiences is transformed into conversations among the mass media audience. This suggests that "people may no longer be confined to the traditional media like newspaper, magazine, television and radio or their preferred Websites" for any type of information. Media audiences are hence expected to become more interactive, voicing more what they see and know among themselves. This, as MacQuail (2005) puts it, is shifting the balance of power, from the mainstream media to the audience, an argument that is shared by a New York academician and bloggers, Professor Jeff Jarvis who claims that "the witnesses are taking over the news". Jarvis maintains that we are witnessing a historic shift of control from traditional news organisations to the audience themselves.

As pointed out earlier, traditional mass media like the Royal Media Services has been performing major functions in the society. It has been informing citizens, guiding public conversation, reducing stress and so forth. However, the top-down, one directional dissemination technologies that have been supporting them are allegedly being challenged and may be supplanted by an open, many-to-many interactive networked media environment (Clark and Aufderheide (2009); Shirky, (2009).
This is to be media both for and by the public that is less massive and less centralized. It has brought about the concept of narrow-casting that seems to be replacing the broadcasting concept. This study purposed to find out whether this holds for the Royal Media Services.

Social media genres offer forums for any organisation to collaborate with. If the history of technology innovation is any guide, the next phase of industry growth may come from the markets and industries that adopt social media in their daily operations. This idea is expressed and supported by Chan (2008) who believe that in the mass communication industry, “mass media’s evolutionary path too, seems to be pointing to this direction”. In the Kenyan scene, Tumbo (2010) asserts that “social media will define the growth strategies of many companies”.

This means Royal Media Services too is probably destined to assimilate social media. Communication experts like Clark (2009) and Chan (2008), assert that those who understand this transformation will communicate much more effectively than those who do not. Perhaps professionals at the Royal Media Services views this premise differently and hence the need for this study. Technology has revolutionized mass communication from the time of Gutenberg’s discovery of the movable printing press in the 15th century. MacQuail (2005) discerned that although initially the printing press was just a technical device for reprographic use, it gradually led to change in content and flow of power. Social media too, although only a technological development on the internet, is likely to create some imbalances and also opportunities in the mass media industry.

Looking back, in the 1920s, regular commercially licensed sounds broadcasting caused a major media revolution, ending the age of print monopoly.
Similarly, online social media seems to be causing a new revolution, changing fundamentally the meaning of the media; mass communication in addition to media-audience relationship (Stein, Parterno and Burnet 2006; MacQuail 2005). Royal Media Services may fundamentally change with the current developments in the Net.

Some experts contend that the new media blurs the line between interpersonal and mass communication. This has made Futurologist Paul Saffo (2008) to assert that there is a shift from mass media to personal media which he believes will make many traditional publishers to fall by the wayside in the process.

This is seen in the way individuals using mobile phones or computers are now accessing media products unimpeded by time or space. The common family time, whereby all eyes were glued to the TV screen for news and other programs, seem to be over. In addition, these emerging information and communication technologies (ICTs), have the capacity to blur the lines between production, distribution and consumption of media content (MacQuail 2005; Lavine and Wackman 1988; Stein, Parterno and Burnet 2006; Wei 2007).

These new forms of telecommunication are also said to be blurring the distinction between the traditional definitions of mass media like newspapers, radios televisions and recordings (Hansen et al 1998). This has brought about media convergence whereby from a single computerised base, all mediums may be accessed by the audience.

Their different characteristics are no longer clear cut for instance newspapers now provide video, TV offers interactive chat, and radio has web-cams. In addition, people’s media habits are seen to be changing especially in the developed world in various ways.
These transformations are experienced in matters pertaining to content choice, conversation, curation, and collaboration as explained hereunder.

The Information Age media audiences also called net generation, are said to be capable of making their own choices of the media content by use of the ‘pull technologies’ that have advantages over the old ‘push technologies’ used by the traditional media (Clark 2009).

This means that rather than passively waiting for content to be delivered as in the old media, users are actively seeking out information. Professor Jarvis (2008), director of interactive media at United Kingdom CUNY’s graduate Schools of Journalism, while advising media organisations remarked that “we used to always have the audience come to us, but that is not the case anymore”.

Consequently, it seems that media users are comparing media on important issues through search engines, recommendations, video on demand, interactive program guides, news feeds, and niche sites. In addition, users are reportedly using these conversation tools to share interests and mobilize around issues.

There has been a growing recognition in the mainstream media that social media played a significant role in Barrack Obama's 2008 political campaign success (Nguyen 2008). Barrack Obama is the current president in the United States of America. This indicates that online digital tools for making and sharing media have opened up new opportunities for civic engagement even at the grassroots’ thus earning another term –democratic media.
News that are collaboratively created, are gaining importance as they are becoming part of electronic conversation where users are sharing, ranking, tagging, and reposting. They are also juxtaposing, and critiquing content on a variety of platforms - from personal blogs to open video-sharing sites to social network profile pages and others (Cohen 2009). It is noted that reviews and media critique are popular genres for online contributors in addition to other displacing or augmenting genres, such as consumer reports and travel writing; feeding a widespread culture in critical assessments (Clark, 2009).

Users are allegedly creating a range of multimedia content in audio, video, text, photos, animation, and other forms. Some are created from scratch or, remixed with existing content for purposes of satire, commentary, or self-expression. Professional media makers particularly in developing countries are seen to be tapping this user-generated content as raw material for their own productions like at BBC, CNN, and Aljazeera media houses.

The question here is: does the Royal Media Services tap any User Generated Content that is in the social media platforms? According to Clark (2009), this may break through the stalemate of mass media talking points in the correlation function. In my view this may close the gap between the Royal Media Services professionals and their audience and this may enhance trust and build on media credibility.

Sometimes social media is replacing mainstream media functions under certain contexts. For example, despite the media ban in Iran, we still saw images of the demonstrations posted via the social media when the protesters were disputing the presidential elections results in the year 2009.
Another case where social media covered what traditional media never covered is found in a report released in mid April, 2010, from Wikileaks (social media) on indiscriminate shooting in Iraq by American soldiers through Aljazeera television. Another incident is the Mumbai terrorists’ attacks where news reached social media audience before traditional media picked up (Busari 2009).

Users are possibly adopting a variety of new roles along the chain of media creation, processing and distribution – for example from providing targeted funds for production or investigation, to posting widgets that showcase content on their own sites (Cohen, 2009; Newman, 2009; ). They are also said to be organising online and offline events related to media projects and mobilizing around related issues through online tools, such as petitions and letters to policymakers.

In this way, “Crowd sourced” journalism projects may in future invite audience participants as investigators, tipsters, and editors in the traditional media, Royal Media Services included. These changes in media habits are said to be fuelling a clutch of exciting new trends, each of which offers tools, platforms, or practices of enormous possibility for public media.

These virtual interactive communication platforms (VICOPs) can probably bring about new communication structures in the traditional mass media as supported by Cohen (2009), Newman (2009) and Clark (2009) among others. The media practitioners and all other stakeholders therefore need to know how communication is flowing and how it may be affected by these changes brought about by the social media.

At the societal levels, media whether old or new “create social ethos and climates of opinion.
They may provide meanings, confer status by approving or disapproving, offer models for identification, define problems, suggest remedies and offer selected guidelines” (Hansen et al 1998:17). In most societies the traditional media has been performing maintenance and reinforcement functions in regard to prevailing values and structure (Hansen, at al, 1998:18). The new social media do not seem to maintain the status quo but rather, offer chances to the ordinary people to air their views.

Through the social media, the consumers have increased control of content contrary to the old age held theories like magic bullet theories with their hypodermic or powerful effects models of communication and the two-step flow theory with limited effects model (Tan 1984). Today, many consumers have become more skilful at expressing themselves via the Web. This is because, the Web is an open, flexible and an interconnected communication platform (Newhagen and Rafaeli 1996).

Connectivity, participation, and digital media creation is likely to increase with the broadband access. With the fibre-optic network project in Kenya, we can expect this country to become part of the global village more than it is as predicted by McLuhan in the popular and controversial discourse on “The global village”. Digital audio and video recorders, laptops, and Web-enabled mobile phones are in addition getting cheaper and more sophisticated. These changes are likely to favour the application of the new social media offerings in the ever changing media technological environment. Enhancing the capacity of the networks will increase the volume of traffic at lower costs. Social media services are expected to replace desktop computing applications in many functions using newer social media tools that emphasise on online collaboration and sharing among users (Kwanya 2009).
Changing media habits may transform everything, from bookselling to politics to mass communication. Social media is allegedly changing the content marketplace in various ways that have an impact on traditional media. Social media platforms for instance, can disseminate breaking news as they unfold.

Through the use of social media tools like twitter, ordinary people share news about events that happen to and around them in real time. Social media is also transforming the content marketplace by “building a community around people, brands, and events” (Cohen 2009).

The use of social media tools like twitter, FaceBook, and blogs enables a wider audience to participate and gather with like-minded individuals in a large scale. “In many ways online social media networks resemble interactive mass media” (Chan 2008). This view may be based on the social media involvement in creating social scenes; Spawning and promoting brands, clubs, events, news, and so on. Royal Media Services views on the impact referred here were sought by this study.

2.6 Criticisms

Some traditional media professionals worldwide are not bothered by the emergence of the social media. For example, according to Professor Bhuiyan, a Director of Mass Communications and Journalism, Lincoln University, US, many people in the traditional media industry are pessimistic about the rise of a participatory culture. He further argues that this may be due to the belief that social media threatens the business model that they have grown used to, or because they feel it threatens public discourse, civility and even democracy.
Others such as Postman (1992) believe that the rise of unparallel new mediated technologies can be harmful for the society.

Social media critics have been questioning also the credibility of the messages circulating in the social media platforms. Some term them cheap talk whose sources, from the journalistic point of view, cannot be trusted due to the absence of the editorial process to filter the content.

However, by enabling content sharing and ratings through such tools as twitter, social bookmarking and social news sites, social media streamlines information gathering based on the preferences of people that users respect and find interesting. This is the wisdom of crowds applied to targeted audiences.

Distributed conversations across online services, such as twitter and FriendFeed, are managed via shared tags. Tools for ranking and banning comments give site hosts and audiences some powers for controlling the tenor of exchanges (Cohen 2009). The terms of engagements in all social media platforms also requires basic standards of mutual respect and courtesy as this is what keep the online community members together. This study aimed at gathering more criticisms on the impact of social media on traditional media functions from the media experts at the Royal Media Services Limited.
CHAPTER THREE
METHODOLOGY

3.1 Overview

According to Nachmias and Nachmias (1996:12), the term methodology means a “system of explicit rules and procedures upon which research is based and against which claims for knowledge are evaluated”. Methodology is said to serve major purposes of providing communication rules for reasoning and for intersubjectivity, which can at the same time facilitate replication of a study, by analysing the logic in the enquiry without being biased. This chapter on methodology explains the research design, targeted population, sampling method and procedure and data collection instruments applied in the study on the impact of social media on traditional mainstream mass media in Nairobi, Kenya; by focusing on Royal Media Services.

3.2 Research design

Research design is the structure of any study (Kombo and Tromp 2006). A research design show the approach/strategy used in carrying out an investigation including the various steps and activities that are undertaken. Several Social Science research strategies exist like case studies, surveys, experiments, histories and analysis of archival materials that researchers can use in their enquiries. This investigation has used a single-case study design with both explanatory and descriptive approaches. Case design was adopted despite the fact that it has a long and controversial history (Miller and Brewer 2003; Yin 2003; Denscombe 2003). Yin (1989:23) views case study design as: “an empirical inquiry that investigates a contemporary phenomenon within its real life context when the boundaries between phenomenon and context are not clearly evident, and, in which multiple sources of evidence are used”
Case study is an in-depth enquiry of a particular situation that narrows down a broad field of research into one easily manageable topic. In this case, social media impact on mainstream media, globally and in Kenya, is narrowed down to a comprehensive analysis on the impact of social media at Royal Media Services. This investigation fits well in the case study design since social media is contemporary phenomenon that can affect the way mass media firms operate.

The study places more emphasis on a full contextual analysis of few elements comprising the Royal Media Services staff; their conditions involving the presence of the social media tools in the mass media firms; and, their interrelations, that is the uses of the social media tools by Royal Media Services professionals. Case study approach enabled the researcher to get more detailed information about the views of the Royal Media Services experts on the impact of social media on their job. This study can partly judge trends in mass media technologies in addition to testing whether mass media technologies scientific theories and models actually work in the real word; that is in the mass media organisations like the Royal Media Services organisation.

Although case studies have been criticized on the basis that there is no justification for generalizing findings of a single or a few cases, Yin (1989) and Denscombe (2003), among others, clarifies that generalizations are made for theory and not to populations. This means that when case studies are well done, they can produce results that are useful and can be generalized to the whole population.

This study used both qualitative and quantitative approaches. In qualitative approach, un-quantifiable methods are used to collect, evaluate and analyze data (Borg and Gall 1993:19).
This approach was selected because it permitted the researcher to study selected issues, cases, or events on social media impact on traditional media functions in details. In addition, data collection was not constrained by predetermined categories of analysis. This allowed the researcher to get detailed data that could not be provided by the quantitative approach as guided by Borg and Gall (1993). Qualitative data gave the researcher a chance to find a variety of meanings, attitudes and interpretations about the place of social media at Royal Media Services.

On the other hand, quantitative approach enabled the researcher to collect numerical data that facilitated the collection of data on the impact of social media on the Royal Media Services based on the number of reaction times by the Royal Media Services professionals involved in the production of news. This involved the use of structured questions where the response options were predetermined by the researcher based on literature search information. The researcher sought to use this approach because it is more objective and it helps in achieving high levels of reliability and a higher degree of objectivity as guided by Denscombe (2003).

3.3 Location of the study

The study was conducted in Kenya at Royal Media Services Limited, Nairobi Royal Media Services firm owned by S.K. Macharia who is also the chairman of the Kenya Media Owners Association. It is physically located at the Western side of Nairobi, the capital city of Kenya, in a place called Hurlingum about 3 kilometers from the Central Business District. Royal Media Services Limited has been in operation since 1998 and owns two TV station namely Citizen TV-Kenya (1998) and the newly launched Citizen TV-Uganda (2010).
Royal Media Services also owns nine FM radio stations targeting various audiences in the country namely: Radio Citizen, Inooro, Ramogi, Mulembe, Mulembe Bukusu, Musyi, Muuga, Chamgei, Egesa, Wimwaro, Bahari FM, Hot 96 and Citizen Television- Kenya and Uganda. This is the highest number of radio stations ever established privately in Kenya.

More stations are still underway and the group has lived to its word of having a Pan – African footprint with the newly established TV station in Uganda in the month of March, 2010. The media house broadcasts’ in the country’s national language, official language and a number of Kenyan local languages.

This Media house has a vision of being the most creative and trusted organization in East African region and all the stations are believed to have a format that centers around the lives of the audiences by focusing on their everyday surroundings.

3.4 Target population and sample size

There are two types of population namely; the study population and the target population (Stake 1995). The study population is the entire number of units under study and the target population is the entire element to which the researcher wishes to generalise the findings.

The target population for this study was 400 members of staff comprising media professionals like administrators, reporters, editors, presenters, photo journalists, marketers, producers, writers, and librarians who are directly responsible for the manufacture of news. All cadres of media staff were involved to make the study population drawn from the target population more representative.
3.5 Sampling procedure

Denscombe (2003:21), define a sample as "a group from which information is obtained". Sampling then refers to a process of selecting a number of representative individuals from a population. Kombo and Tromp (2006), suggests that a representative population sample should attempts to be as diverse as possible. They adds using a large sample is good so that any generalization to the whole population can be done with confidence. The sample for this study came from the target population of 400 Royal Media Services professionals.

In this study, stratified, random sampling, purposive and convenient sampling were used at various levels. In stratified sampling, the population is divided into groups called strata. According to Mugenda and Mugenda (1999), stratified sampling helps the researcher to obtain sufficient sample points to support a separate analysis of the subgroups involved.

The population was consequently grouped according to their (then) current working departments and jobs from which simple random sampling was conducted. The type of jobs one was doing was used resulting into nine strata. According to Mugenda and Mugenda (1999), a representative sample should consist "of at least 10% of the whole population".

The 10% of 400 was therefore the minimum number of respondents the researcher used since the researcher appreciates that a sample should be as big as can be practically possible. Out of the population of 400 the researcher picked a sample of 280 respondents out of which 240 responded at a response rate of 60%. According to Mugenda and Mugenda (1999), a sample size comprising 10% of the population is considered adequate for academic research projects. This means that the researchers sample size of 60% is sufficient and large enough for this study.
Purposive and convenient sampling were applied to the data collected through observation and documentary sources.

3.6 Research Instruments

The researcher used a combination of four instruments to collect data through triangulation on the impact of social media on traditional mass media functions study. These are questionnaires, interviews, personal observation and documentary sources. According to Coleman and Briggs (2003:68), "triangulation means comparing many sources of evidences in order to determine the accuracy of information or phenomenon"

Triangulation between methods of data collection is seen to enhance validity. According to Coleman and Briggs (2003) and Denscombe (2003), validity is the extent to which a research instrument measures what it purports to measure. Validity can either be content, predictive or construct validity. The researcher was interested in content validity, which is the degree to which the content of the test is related to the traits for which it was designed to measure.

Reliability of the Instruments was checked in this study. Reliability is the degree to which the instruments yield consistent results after repeated trials (Mugenda and Mugenda 1999). According to Coleman and Briggs (2003), reliability is the consistency in results of observations made by different researchers or by the same researcher over time. Reliability aims at fitting between what the researcher records as data and what actually occurs in the setting under study. To enhance reliability in this study, the instruments were pilot tested at Royal Media Services on specific respondents who did not participate in the main study. 10 media staff were involved in the pilot study and made no changes to the data collection instrument in terms of content or form.
3.6.1 Questionnaires

A questionnaire is a set of pre-determined questions formulated by a researcher to give answers based on the objectives of a study. This data collection instrument was chosen as the main data collection tool because it is cheap to produce and it allowed the respondents to look up for information since the researcher gave them ample time to do so.

Respondents were not asked to put down their names on the questionnaires and this anonymity made the respondents to provide a lot of information. It also enabled the researcher to gather useful background information from the Royal Media Services staff for example on age, gender, and department and the jobs. Both structured and unstructured questions were used on one questionnaire to gather both quantitative and qualitative data. Thus, the questionnaire consisted of both open-ended and closed-ended questions.

Closed questions enabled the researcher to direct the respondents to facilitate straightforward responses to enable for quantitative data analysis. At the same time open ended questions allowed them to provide their own views on the questions, in their own words as they had an opportunity to elaborate on their responses. This provided some insights into the meaning Royal Media Services staff attach to their usage or lack of usage of social media tools together with their beliefs. This called for qualitative data analysis respectively. Use of both closed and open ended questionned was meant to complement each other and eliminate bias in this study.

The tool was divided into three sections; Part A sought to establish personal details of the respondent, i.e. gender, age, education level, current duties and departments in the company. Part B contained the specific objectives of the study on impact of social media on traditional
mass media function, and, part C requested the respondent for recommendations on the subject of study, i.e. recommendations on how traditional mass media can converge with social media to benefit the society.

Questions were structured in such a way that the same questions were asked in the same way, order and with the same wordings to improve on consistency and objectivity. The technical terms were explained to ensure that the respondents did not get confused on what they were being asked to respond to.

A pilot study was carried out by the researcher by distributing a few questionnaires to some selected respondents to give their views. There were no corrections made and so the researcher distributed them to the whole group of respondents comprising the sample size personally to the Royal Media Services staff in the head office. Personal contact with the respondents allowed the researcher to clarify any information where necessary.

Questionnaires were administered to all the respondents in each stratum randomly. All questionnaires were accompanied by an introduction letter. The investigator prepared 280 questionnaires and delivered to the respondents personally. However, 240 questionnaires were returned and this formed the sample size that the researcher used to analyze the results. The sample questionnaire is attached to this document in the appendix section (Appendix I).

3.6.2 Interviews

An interview is an instrument that gathers data from a subject through discussion or a question and answer session. One of the reasons why the method was chosen is to ensure that questions were understood by the respondents- in order to gather the correct data. Secondly, the researcher
(interviewer) got a chance to probe for more information beyond what was projected thus getting a rich content from the Royal Media Services professionals on this study.

In contrast to the questionnaire that allowed Royal Media Services respondents to deliberate on what to say, interview called for spontaneous answers. This helped the researcher to discover what the respondents really thought about the impact of social media to their business even through non verbal cues. Since the researcher controlled the order in which the questions were asked, each question was independent from each other. This differs from the questionnaire given whereby Royal Media Services professionals could scan all the questions in the questionnaire and ensure that all answers were consistent with each other. As noted by Miller and Brewer (2003), interviews gather more accurate data.

The researcher held the interview with two members of staff from each of the nine strata on "current job" basis who were selected randomly. Both faces to face and telephone unstructured interviews were conducted with the latter being done for the respondents who were not available in the station due to the mobility nature of the journalists work. The researcher started by preparing appropriate questions which were uniform for all strata and with permission from the Royal Media Services authority already sought, the actual interviews were conducted.

Interview method was opted for since it allowed the researcher to clarify the questions by improving the accuracy of both the questions and the responses. The method provided higher quality information that was free from bias than any other data collection instrument. In addition, it allowed greater interviewer-interviewee interaction. The sample interview guide questions are attached to this report in the appendix section (Appendix II).
3.6.3 Personal observation

The researcher used on-spot observation that involves gathering of data by viewing the situation. Through personal visits and observation; it was possible to find out the facts about the uses of social media at the Royal Media Services service. The areas observed were the editorial departments meant for the TV and Radio audiences where filtering of information is done and decisions made on what to broadcast. The library was also observed since they are involved in the day to day management of the Royal Media Services programmes.

The researcher has been observing one of the traditional media form (Citizen TV, Kenya) to find out if any of the content generated from the social media is ever broadcasted to the audience. This has been done randomly due to the researcher being a full time employee. Also visited is the Royal Media Services citizen TV website at http://www.citizentv.co.ke/main,sss?fr=direct to find out how the organisation has presented itself online. Observation guide is attached in the appendices (Appendix III)

Observation gave the researcher first hand information since it took place in an actual setting that is at the Royal Media Services organisation, Citizen TV, and citizen TV website. The researcher hence got evidence of the actual situation on the application of the social media tools and technologies and also provided back-up for the personal interviews and the questionnaires. The method was easy to use and consumed less time. An observation sheet on what was observed is attached to this document in the appendices section (Appendix III)
3.6.4 Documentary sources

According to Denscombe (2003), written forms of documents are sources of data. Therefore information recorded in books, newspaper, audio or video recorders, after being evaluated, was considered as an alternative source of research data.

A lot of insight was got from the literature especially on the history of the media and the percentage of social media use in Kenya and other courtiers in general. As proposed by Gitelman and Pingree (2003), the history of the past new media should not be forgotten as it informs the present new media (at the moment social media) and the other media that may supersede them in future. The issues media people have today concerning the potentials and risks of the social media are the same sorts of issues and anxieties that surrounded the present old traditional media when they first emerged as new media.

The researcher used convenient and purposive sampling to review the books, articles and research reports with the necessary information on traditional media and their functions and social media impact. The bulk of this evidence is found in the introductory part of this report in chapter one and in the literature review information in chapter two.

3.7 Data collection procedures

Data collection procedure refers to the way data was gathered from the sample using the data collection instruments. The questionnaires were personally collected by the researcher from the respective respondents after a period of three months allowed for them to fill in the questionnaires.
The interview data was collected by the researcher after every question was responded to by writing down the answers on a note book while Observation sheet informed the researcher on observed events and the researcher noted down what she saw on a notebook. The researcher summarised the documentary sources content from various forms of information sources and recorded the bibliographic details on a notebook. These details included the author’s names: titles of their work; date of publication and with the internet sources, date the content was accessed and its web address; publisher and the place of publication. These details are systematically organised in the “Reference” section that follows chapter five in this document.

3.8 Data analysis and presentation

Data analysis entails examining, categorizing, tabulating or otherwise recombining the evidence to address the initial proposition of the study (Miller and Brewer 2003). This study called for the analysis of both qualitative and quantitative data. For the Qualitative analysis, the data received from the open-ended questions, interviews, documentary sources and observation were grouped and analysed into themes, responses and explanations. The information was later summarized and presented in the form of narratives and interpretive reports using written words.

For the quantitative analysis, the feedback collected from the closed-ended questions in the questionnaire and similar questions in the interview and observation were coded and organized for analysis. Quantitative approach relied on the principle of verifiability as expressed by Kombo and Tromp (2006). This involved confirmation, proof, corroboration or substantiation. It focused on measurement i.e. the assignment of numerical events according to rules.
Data analysis was accomplished using Statistical Package for Social Scientist (SPSS) computer software and Microsoft Excel spreadsheet program. The quantitative data was coded, entered into the computer and with the help of the Statistical Package for Social Sciences, frequencies; means and modes were drawn from the data. In some cases data was analysed using SPSS package first and using MS excel the variables were merged so avoid generating many illustrations that can be disruptive.

Both qualitative and quantitative data is presented in this study in form of explanations, tables, graphs and, charts as communicated in chapter four. All this information was put together and the researcher came up with a conclusion, recommendation and other areas of future study after analysing data in chapter four.
CHAPTER FOUR
DATA ANALYSIS AND INTERPRETATION

4.1 Overview

This chapter presents analysis, findings and interpretations of the data on the impact of social media on traditional mass media functions at Royal Media Services Limited, Nairobi

4.2 Data collection instruments and response rates

The main research instruments included questionnaire which was distributed to 280 Royal Media Services staff involved in gathering, processing and distribution of information in Kenya and its neighbours. 240 Royal Media Services staff out of 400 staff responded to the questionnaire making a response rate of 60 percent. Most of the respondents as expected were in the editorial department.

Follow up interviews were carried out with 18 media professionals for clarification purpose. Two representatives from the nine strata based on current duty were randomly picked to make a total of 18 interviewees. The response rate for the interviews was at 78% as 14 members of staff gave audience to the researcher. These comprised of two respondents performing by then the administrative, editorial, reporting, presenting, photographing, marketing and librarianship duties. On -spot observation was also carried out too.

The areas observed included the editorial department including the production department and the library. These are areas where information is dealt with before it’s released to the public. Also observed is the Royal Media Services website .Data from documentary sources were purposively selected.
4.3 Profile of Respondents

This section provided background information that analysed the respondents by gender, age, educational level, departments and by duties.

4.3.1 Royal Media Services Respondents by Gender

The sample consisted of 240 people (respondents), all from the Royal Media Services. 222 respondents indicated their gender whereby 62% were men and 38% were women as summarised in figure 2.

![Royal media respondents by gender](image)

Figure 2: Royal Media Services respondents by gender

This response is proportional to the composition of the respondents in terms of gender because in the whole media house males are more than the females at a ratio of about 1:2.

4.3.2 Royal Media Services respondents by age

In terms of their ages, 228 media professionals responded to this question in the questionnaire. Majority, 74% were less than 35 years old, with 53% being in the 26-35 years bracket. Only 26% were older than 35 years. This information is displayed visually in figure 3.
4.3.3 Royal Media Services respondents by educational level

Respondent’s educational level is above diploma. The proportions of Diploma, degree and post graduate are: 38%; 59%; and, 3 % respectively as shown in figure 4. None claimed to have other qualifications beyond the graduate level among the 222 respondents who answered this question.

Figure 4: Respondents educational levels
The departments at Royal Media Services are Administration, Editorial, Marketing and Production. Majority of the respondents were in the editorial department at 64% as indicated in figure 5.

![Respondents departments](image)

**Figure 5: Respondents department**

The others are spread in the rest of the departments with administration having the least number of respondents at 3%. Those who responded by indicating the media they worked with revealed that 25.8% were in radio, 45.2% in Television while 29% in Electronic media.

**4.3.5 Royal Media Services respondents by current duties**

In terms of duties, 214 respondents indicated their current duties with the majority being reporters at 30% followed by producers at 19% as shown in figure 6. This tallies with the data on departments as the majority indicated that they are in the editorial department. It is worth noting that these percentages are relative to all those who participated in the study.
They do not therefore indicate the value of those who responded relative to all members in the whole department.

![Royal Media Services respondents by their current duties](image)

Figure 6: Royal Media Services staff duties

4.4 Time spent using social media

87% of the respondents claimed to use social media. 13% said they don’t use social media and gave varied reasons such as considering it as cheap talk, a waste of time while others claimed that they do not like being overwhelmed by “junk” information in the social media.

Out of those who used social media 3% said that the use social media for less than 1 hour. Majority at 61% use them between 1-2 hours with only 9% of the respondents using them for over 4 hours per day. Figure 7 summarises the findings.
4.4: Extent to which social media is used

This question sought to establish the extent to which individual media practitioners use the selected social media tools and technologies, officially. A key was presented in the questionnaire that allowed the respondents to select from five options. However, the researcher merged some of the options and came up with only three scales at the analysis stage as shown in table 1 and figure 7 below. While probed on any other social media that the respondents use chat rooms for example Yahoo chat was added.
Table 1: Extent to Which Social Media is Used at Royal Media Services

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Extent Of Use</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Large Extent</td>
</tr>
<tr>
<td>Blogs</td>
<td>61 %</td>
</tr>
<tr>
<td>Wikis</td>
<td>43 %</td>
</tr>
<tr>
<td>Message Boards</td>
<td>58 %</td>
</tr>
<tr>
<td>Online Video</td>
<td>30 %</td>
</tr>
<tr>
<td>News Groups</td>
<td>42%</td>
</tr>
<tr>
<td>Online Social Networks</td>
<td>16 %</td>
</tr>
<tr>
<td>Really Simple Syndication(RSS)</td>
<td>78%</td>
</tr>
</tbody>
</table>

Based on the results shown in table 1 and figure 7, it was established that the majority of the respondents at Royal Media Services use social media to a large extent as the percentages for "large extent is higher than those of "to some extent" and "to no extent".

However, the majority are still below average with those using social media to a very large extent and to a large extent being at 46%. This is followed by 41% of the respondents using social media to some extent and to a small extent while those who do not use it at all being rated at 12%. This implies that social media is used to some extent at Royal Media Services as we cannot say that social media use at 46% is really to a large extent as it is below 50% (the average).
4.5 Use of social media in performing traditional media functions

The researcher sought to find out the various traditional media functions that are being performed or facilitated through the social media tools and technologies at the Royal Media Services firm. This question was meant to find out, indirectly if social media have any impact on the mainstream media functions. The respondents gave varied comments as indicated in the table 2 and figure 9.
Based on the results, social media affects almost all the media functions at the Royal Media Services firm as the results show that Royal Media Services professionals use a variety of social media in their day to day activities.

Table 2: Use of social media in performing traditional media functions

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Surveillance</th>
<th>Correlation</th>
<th>Mobilisation</th>
<th>Socialisation</th>
<th>Entertainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td>18.5%</td>
<td>48.1%</td>
<td>14.8%</td>
<td>7.4%</td>
<td>11.1%</td>
</tr>
<tr>
<td>Wikis</td>
<td>25%</td>
<td>29.2%</td>
<td>8.3%</td>
<td>37.5%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Message Boards</td>
<td>52.5%</td>
<td>4.3%</td>
<td>26.1%</td>
<td>8.7%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Online Video</td>
<td>16.7%</td>
<td>16.7%</td>
<td>4.2%</td>
<td>12.5%</td>
<td>50%</td>
</tr>
<tr>
<td>News Groups</td>
<td>32%</td>
<td>24%</td>
<td>8%</td>
<td>32%</td>
<td>4%</td>
</tr>
<tr>
<td>Online Social Networks</td>
<td>0%</td>
<td>25%</td>
<td>16.7%</td>
<td>20.8%</td>
<td>37.5%</td>
</tr>
<tr>
<td>Really Simple syndication</td>
<td>53.6%</td>
<td>17.9%</td>
<td>10.7%</td>
<td>7.1%</td>
<td>10.7%</td>
</tr>
</tbody>
</table>
4.5.1 Social media use on surveillance function

In terms of percentages, figure 10 indicates that social media is used by Royal Media Services practitioners with Really Simple Syndication and message boards achieving a response rate that was slightly above 50%. None of the respondents felt that the online social networks are applicable to the surveillance function at the Royal Media Services. This was unexpected as online social networks like Facebook; MySpace and twitter have been seen empirically to impact the surveillance function.
Figure 10: social media use on surveillance function

Perhaps it is still worth noting that the average use for all social media tools on surveillance function is below 50%. This means that the tools impacts surveillance function at the Royal Media Services slightly.

4.5.2 Social media use on Correlation function

The extent to which social media is used to build consensus is still relatively low at the Royal Media Services. According to the social media platforms involved in the study, blogs are the only tools that are close to average use at 48%. The other social media tools do not reveal a major impact on the correlation function as shown in figure 11.
This equally implies that apart from the blogs and to some extent, the Wikis and online social networks, the other social media are used minimally in interpreting commenting and building consensus on events between the Royal Media Services staff and the Kenyan society at large.

4.5.3. Social Media Use in Mobilisation Function

Among the selected tools, this is one of the function that is least affected by the influx of the social media tools and technologies in general. Message boards' use in the process of mobilisation seems to be relatively popular at 26%. The average use is noted to be below 20% as shown in figure 12.
Figure 12: Social media use on mobilisation

This means that Royal Media Services does not use social media tools to mobilise its audiences and thus it has not been impacted on highly.

4.5.4 Social media use on socialisation function

This question was meant to find out the impact of social media tools on socialisation function at the Royal Media Services. The tools that are highly used in teaching of values, behaviours and roles are the Wikis at 38% . This means that the journalist at the Royal Media Services Respondents rated the use of RSS, message boards and blogs low in connection to the socialisation function.

This means that professionals at Royal Media Services house do not subscribe for news update through the RSS feeds.
Social Media Use on Socialisation

Social media use on socialisation

4.5 Social Media Use on Entertainment Function

Social media especially the online video (at 50%) and online social networks (at 36%) do impact traditional mass media entertainment function. As expected, the newsgroups are not utilised by the media practitioners to make their audiences relax and reduce tension. Table 3 and figure 14 summarises the findings.

Table 3: Social Media use on entertainment function

<table>
<thead>
<tr>
<th>Social media</th>
<th>Entertainment use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td>11.1%</td>
</tr>
<tr>
<td>Wikis</td>
<td>8.7%</td>
</tr>
<tr>
<td>Message Boards</td>
<td>8.7%</td>
</tr>
<tr>
<td>Online Video</td>
<td>50%</td>
</tr>
<tr>
<td>News Groups</td>
<td>4%</td>
</tr>
<tr>
<td>Online Social Networks</td>
<td>37.5%</td>
</tr>
<tr>
<td>Really simple syndication</td>
<td>10.7%</td>
</tr>
</tbody>
</table>

Figure 13: social media use on socialisation
4.6 Effects of social media on traditional media functions

Some mass communication experts are convinced that social media has a negative impact on traditional mass media functions. On the other hand others believe that it brings with it some positive values while still others believe that it possesses both positive and negative values.

There is also a category of media practitioners who do not know what it is all about or cannot tell its real impact.
This particular question sought to determine if social media has any effects on traditional media functions in general. The researcher opted to do the analysis for each function because different social media genres affect different functions of the mass media.

Again the table and the graph covering all functions and the way they are affected by all social media tools would not make sense as it looked too detailed and complex. Analysis is done on the impact of various social media on particular media functions from surveillance to entertainment.

4.6.1. Effects of social media on traditional mass media surveillance function

This question was meant to find out the effects of social media presence in the mass media landscape from the mass media practitioners viewpoint. The respondents to this question gave varied opinions on effects of various social media on the surveillance function.

Figure 15 indicates that social media affects this function more positively than negatively with newsgroups being at the top at 71% followed by blogs at 42%. The bar graph indicates that most of the respondents feel that social media affects the mass media surveillance function in both ways with

Still a large number, for example 65% for Really Simple Syndication, indicated that they “don’t know” the effects. Perhaps this could be caused by lack of familiarity to the social media tools and technologies.
4.6. 2 Social Media Effect on Correlation

Respondents to this question, like the ones on social media effects on surveillance function felt that social media affect correlation function both positively and negatively with the highest percentage leaning on the positive side. Newsgroups positive effects on correlation function are also rated highly similar to social media effects on surveillance. However, the rating has dropped from 71% for surveillance to 55% for correlation. Some respondents did not know if social media affects correlation function positively, negatively or both. More than 50% of the respondents did not know the effects of Really Simple Syndication on correlation function. Figure 16 summarises the extent to which various forms of social media affects the correlation function in percentages.

Figure 15: Social Media Effects on Surveillance Function
4.6.3. Social media effects on mobilisation

Most of the respondents felt that social media affects mobilisation function both positively and negatively with more feeling that it affects the function more positively than negatively. Message boards are seen to occupy top position for positive effects at 59% followed by newsgroups at 45%. Blogs effect on mobilisation function is rated low at 15%. Blogs, wikis, online videos, newsgroups and Really Simple Syndication (RSS) are seen to have no negative effect on this function. This leaves only the message boards and online social networks whose negative effect on mobilisation is at 9% and 5% respectively.
It is worth noting that an average of 5% of the respondents felt that the cited social media have no effects on mobilisation function An average of 15% of the respondents did not know whether the social media tools cited have positive, negative or both positive and negative effects with the highest response reaching 52% for RSS. This information is illustrated in the bar graph in figure 17.

Figure 17: Social Media Effects on Mobilisation Function

4.6.4 Social media effects on Socialisation function

This question sought to find out whether social media has any effect on the way traditional media teaches on values, behaviour and roles.
The findings indicate that the respondents felt that social media does affect the socialisation function both positively and negatively with the positive effects being rated higher than the negative ones.

The responses that expressed both positive and negative effects were as high as 68% and as low as 20%. Newsgroup achieved the highest percentage of positive effects at 59% with message boards and online video being rated second at 40%. Blogs, wikis, online video, newsgroups and RSS were reported to have no negative effects on socialisation function. A small percentage did not know the effect social media has on socialisation function. Table 4 and figure 18 elucidate these explanations.

Table 4: Social Media Effects on Socialisation Function

<table>
<thead>
<tr>
<th>Social media</th>
<th>Effects on socialisation function</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Positive</td>
<td>Negative</td>
</tr>
<tr>
<td>Blogs</td>
<td>36.4</td>
<td>0.0</td>
</tr>
<tr>
<td>Wikis</td>
<td>21.1</td>
<td>0.0</td>
</tr>
<tr>
<td>Message boards</td>
<td>40.0</td>
<td>10.0</td>
</tr>
<tr>
<td>Online video</td>
<td>40.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Newsgroups</td>
<td>59.1</td>
<td>0.0</td>
</tr>
<tr>
<td>Online social networks</td>
<td>18.2</td>
<td>13.6</td>
</tr>
<tr>
<td>RSS</td>
<td>20.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>
4.6.5. **Social media effects on entertainment function**

As shown in figure 19, the respondents felt that social media relatively affect the entertainment function more positively than negatively with online videos affecting the function positively at 55% (highest percentage). A similarity is noted on the high percentage of respondents who did not know of any effect especially the presence or absence of any effect of RSS (at 57%) on entertainment function. The figure 18 summarises these findings.
4.6.5. Social media effects on entertainment function

As shown in figure 19, the respondents felt that social media relatively affect the entertainment function more positively than negatively with online videos affecting the function positively at 55% (highest percentage). A similarity is noted on the high percentage of respondents who did not know of any effect especially the presence or absence of any effect of RSS (at 57%) on entertainment function. The figure 18 summarises these findings.
4.7. Extent to which social media impacts traditional mass media functions

This study was meant to find out the degree of impact of the social media on the functions of the traditional media. The researcher provided five choices in the questionnaire but condensed them to three during the analysis in order to present the findings in a clear and simple form.

From the results, the majority of the respondents at 49% were of the opinion that social media affect surveillance function to some extent while 46% of the respondents felt that social media impact surveillance function to a large extent. Similarly, correlation function is impacted by social media to some extent though at relatively higher percentage (70%). Social media was also seen to impact mobilisation function to some extent at 58%.
However, both socialisation and mobilisation function are impacted by social media to a large extent at 56% and 71% respectively. This information is summarised on table 5 and figure 20.

### Table 5: Extent to Which Social Media Impacts Traditional Media

<table>
<thead>
<tr>
<th>Social media tools</th>
<th>No extent at all</th>
<th>Some extent</th>
<th>Large extent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveillance</td>
<td>6%</td>
<td>49%</td>
<td>46%</td>
</tr>
<tr>
<td>Correlation</td>
<td>0%</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>Mobilisation</td>
<td>6%</td>
<td>58%</td>
<td>36%</td>
</tr>
<tr>
<td>Socialisation</td>
<td>0%</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>30%</td>
<td>26%</td>
<td>71%</td>
</tr>
</tbody>
</table>

**Figure 20: On extent to which social media impacts traditional media**
4.7.1 Social media compliment traditional media functions

The issue of social media’s position relative to the traditional media has generated varied views. According to many scholars, social media presents some opportunities that can be exploited by the traditional media forms (Dijk 1999; Lin 2009; MacQuail 2002; 2005; Stein et al 2006; Chan 2008; Rheingold 2009; Cohen 2009; Clark 2009; Wei 2009; Rafaeli 2009). Others argue that social media are disruptive media that have nothing to offer. The researcher, while presenting this question sought to find out the views of Royal Media Services professionals on whether social media complement or disrupt the Royal media services. The pie chart labelled figure 21 summarises the findings.

![Complement](image)

**Figure 21: On whether social media compliment traditional media functions**

The results indicate that 71% of the respondents felt that social media does not compliment traditional media; while 23% felt it does and 6% were not sure of the effect. This means that the complimentary role of the social media towards traditional media is minimal.
4.7.2 Extent to which social media complement and conflict old media

On the question of whether the old and new media are allies or foes the respondents painted the picture illustrated on Table 6.

Table 6: on extent to which social media compliment and conflict old media

<table>
<thead>
<tr>
<th></th>
<th>Complement</th>
<th>Conflict</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>22.9%</td>
<td>55%</td>
</tr>
<tr>
<td>Uncertain</td>
<td>5.7%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Disagree</td>
<td>71.4%</td>
<td>30.3%</td>
</tr>
</tbody>
</table>

One can deduce that the respondents’ feelings varied with more respondents indicating that social media is more of a foe to the old media than a friend. 55% of the respondents felt that social media is in conflict with mainstream media while 30% felt that they complement each other. It is also worth noting that quite a sizable number was not sure of the relationship between the two media. Perhaps this group does not even understand what they are for them to make a decision.

4.8 Challenges facing social media use

When asked if they face any barrier while incorporating social media tools and technologies in their profession, 58% of the respondents revealed that they encounter various challenges while 24% reported that they do not encounter any challenges. It is also worth noting that 18% of the respondents were not sure or aware of any challenges. This information is visually summarised in figure 22.
The researcher, being guided by documentary sources, hinted to the respondents on some of the challenges that face media practitioners. The respondents reported on these and added more. More than 50% indicated that they encounter problems in filtering information due to information explosion. This means that there is too much content/information on the social media platforms.

Audience segmentation was also cited as there are so many forms of social media and it is hard to communicate to all the virtual communities online. This was reported as a likely cause to poor media–audience relationship. Another challenge that was ticked relates to information circulation speed. While it is crucial that information flows fast to the target audience, old media professionals worry over the issue of objectivity and provision of factual information that is guided by journalistic principles. Lack of social media skill was also cited as a major challenge. Perhaps this can account for many “I don’t know” or “not sure” responses in the data collection process and perhaps the occasional unanswered questions especially in the questionnaire, which the researcher noted during the analysis.
Other challenges gathered from the respondents include lack of formal training on integration of social media into the mainstream operations, inability to deal with too much junk content and too many hyperlinks. In addition, the respondents noted that some of the social media sites are not frequently updated and some have just a few consistent followers.

4.9 Solutions to challenges

This part was meant to gather the respondents' suggestions of solutions to the challenges facing the mass media in relation to traditional mass media functions. Possible solutions varied and include application of censorship laws, encouraging social media use in positive ways and integration of social media in mainstream mass media organisation.

Respondents suggested that to maintain media objectivity and integrity, instant news can be verified immediately. Further, the respondents suggested that information ought to be targeted to those who need it. The respondents went further to suggest that media people ought to give audience some analysis of news as opposed to provision of news events only. Lastly, involvement of the audience in news gathering was put across as a suggestion.

4.9.1 Recommendations

This question was equally analysed qualitatively. The responses were grouped into themes that form the content in this section. Major suggestions from the respondents includes using of social media in promoting positive information carried by the traditional media whereby social media is seen as an extra outlet for traditional media messages meant to deliver digital content to the society. Some respondents felt that social media ought to be made part and parcel of the mainstream media activities by incorporating some forms of social media.

117
Mainstream media should adopt at least two tools to create collaborative platform that can benefit traditional mass media in communicating large contents that cannot fully fit in the mainstream media structures and programming.

Media professionals involved in this study did not fail to recognize their audiences’ lack of necessary skills to use social media tools with some suggesting that the audience should be literate and that the tools ought to be made available to the audience. Inviting them to participate in news gathering process by giving tips to the old mass media was another approach suggested in this study.

In view of whether the old media were rivals or friends, the study noted a cold war between the old media people and the new social media experts exists. However, respondents felt that they should not be seen as competing with each other since each media form has its own audience.
CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1 Overview

This chapter provides a summary of the findings made on the impact of social media on traditional media functions. Recommendations on adoption of social media are also provided.

5.2 Summary of Findings

The important findings of this study are that social media tools and technologies impact the traditional media functions to some extent. As the data analysed in the previous chapter show, Royal Media Services uses some forms of social media to perform its traditional media roles to the society like blogs, RSS, MySpace, Facebook and Twitter. Royal Media Services for instance has established a corporate blog and this study show that social media is used to perform traditional media functions to some extent. They are used to identify and communicate significant information on local and international events. Some media practitioners revealed that they use social media like Twitter, Facebook and Wikipedia and also subscribe to some feeds though RSS for news updates.

Social media use on correlation function is used in explaining, interpreting and commenting on any information that those participating on the online forums finds important. Participants' from the media house post questions concerning major events being reported on in the mainstream media. Social media is also used to mobilise and reach many people. Information spreads fast in the networks on any type of public campaign. This was witnessed in the United States whereby the current president used the Internet based tools to persuade people to vote for him.
Several public campaigns on health, politics, economics, religion and development work can be easily carried out within and across the networks. Social media use on socialisation function is seen in transmission of values, behaviours and roles. One can learn about many things through the social media just like in the mainstream media. Participants can converse in chartrooms, blogs, and can also communicate in wikis just to name but a few. The exchange of text, sound and video is also done for entertainment purpose as many members of online groups download music and video.

Concerning the effects of social media on traditional media functions the study shows that social media has both positive and negative effects at unequal proportion. Social media can be positively used to perform traditional media functions. The negative effects are due to circulation of unconfirmed information that may not be in line with the journalistic principles of being accurate and just. The tools may also widen the technological gap between those who can effectively use and those who cannot use or afford ICTs, a phenomenon referred to as the ‘digital divide.’

The extent to which social media impacts traditional mass media functions, based on the results of the study indicates that social media tools and technologies do impact the old media function to some extent. Majority of the respondents felt that social media supplements old media rather than compete.

Qualitative thematic analysis, as shown earlier in chapter four, indicates that there are numerous challenges facing social media use. These include being exposed to too much content and the presence of too many hyperlinks.
Audience segmentation is also seen to divide the former mass audience leading to demassification. However, this can assist the mass media in targeting so that the audience get only what it needs. Coping with the fast information circulation speed that makes searching for facts and verifying data difficult is also a challenge. Lack of social media skills was also cited as a major challenge.

Solutions to the challenges highlighted earlier include organising some training that can highlight what social media are and how they can maximise performance in the media houses. Application of censorship laws to the online content can monitor the spread of deviant ideas thus encouraging social media use in positive ways and integrate social media in mainstream mass media organisation. To maintain media objectivity and integrity, instant news ought to be verified immediately. Further, information ought to be targeted to those who need it. Media people can give audience some analysis of news as opposed to provision of news event only. Involvement of the audience in news gathering is seen today as an unavoidable undertaking.

5.2 Recommendations on how social media can compliment traditional media:

This study concludes that social media can provide an extra outlet for the media content specifically targeting various audiences. There is a general feeling that social media ought to be part of mainstream media operations. Large content that cannot fully fit in the traditional media structures and programming can be availed in the social media platforms.

The audience require some skill on how to manoeuvre the social media environment. Audience should also be invited to participate in news gathering process by giving tips to the traditional mass media similar to the way community policing concept works.
In view of whether the old media are rivals or friends, the study noted a cold war between the old media people and the new social media experts exists. However, respondents felt that they should not be seen as competing with each other since each media form has its own audience. This may call for some infrastructural changes in media houses.

5.3 Repositioning traditional media to cope with social media

Traditional media firms may have to accept that mass media will continue to evolve and media scholars should acknowledge the changes which the Internet and its digital interactive media have brought about. Each media firm require trained online journalists who can use online resources, including social media, to source stories not just to air but also to evaluate their general performance in addition to maintaining good public relations with their audiences. These media experts will be in a position to evaluate progress by tracking content performance based on traffic, audience ratings, and their comments.

In addition, online journalists are expected to manage the content’s long tail by developing stories around topics that niche groups want or need on a regular basis. They should also be able to craft articles in order to make them more search-friendly through the use of keyword-rich content, titles and dates.

Traditional media firms should reassess the revenue-generation challenges brought about by the social media.

The companies need to think in terms of “diversified revenue streams” as put by (Lavine and Wackman 1988:30). There are various ways for media companies to make money. Most
companies must use a combination of methods to ensure ongoing revenue streams. For example, through advertising which is the use of bought space and time and subscriptions whereby readers pay to get information they perceive to be valuable to be delivered to them on a regular basis.

The other applicable method is the use of supplemental content products. Through this method, consumers, who may not be regular users, may pay a one-time fee for content-related products, such as reports, events, Webinars, DVDs, mobile access, and so on as equally suggested by Rheingold (1994).

5.3.1 Tracking Content Performance

There are three major categories of metrics to monitor and understand mass media content's performance in light of social media's impact. They are social media engagement, content performance and financial indicators. Depending on mass media content offerings and audience composition, the following elements should be tracked to determine the strengths of mass media products. This will also enable the media firm to gather data from audiences on their feelings towards the firm and emerging trends too.

Registered users or followers give media firms a sense of the size of the community around its products. It is also noted that comments on social media sites show how involved readers are with mass media content and how they feel about the topics the media firms cover. Only a small percentage of readers normally contribute.

Unique users show how many people have read mass media content, comments and ratings on the media site. It gives insight as to how readers feel about mass media content. It can be used to
determine which topics are of interest for future content choices. Pass-along rates indicate how interesting readers find mass media content.

5.3.2 Financial indicators

This can be checked by calculating the revenues got. The media practitioners can find out how much revenue the social media content produce. The expenses incurred in the production process can also be used as a financial indicator. The question to ask here is ‘how much did the content cost to produce and distribute’? While social media is said to have caused disruptions to the mass media landscape, astute content providers (media firms) will continue to find ways to leverage these tools to extend their reach and increase revenues. It is critical to understand how to participate and engage users in a productive way.

5.3.4 Social media adoption strategies

It is worth noting that a “right” strategy for one company is not necessarily right for all. Thus the key word is to enable media professionals and the stakeholders to relate in order to express their stories in the way that they think is right for them. Other strategies include:

- Publishing employee-generated content that shows the real soul of the company and tells the stories that make the company what it is.
- Using photographs, video and audio sharing sites to help those stories come to life.
- Using RSS to distribute this content outside of the corporate career site.
- Having real ‘Frequently Asked Questions’ (FAQs) sections where candidates can ask questions, get real answers, and have this exchange indexed and searchable by others.
Evolve the definition of “relationship marketing” to include building and cultivating audience community through real two-way exchange of information for the media to maintain good public relations with its publics.

Encourage recruiters, hiring managers (all employees) to seek out potential hires and build relationships within online communities.

This model acknowledges neither creators nor consumers of messages, preferring to label the people associated with the model as communicators who both create and consume messages. The model presumes additional symmetries as well, with each participant creating messages that are received by the other communicator. This is, in many ways, an excellent model of the face-to-face interactive process which extends readily to any interactive medium that provides users with symmetrical interfaces for creation and consumption of messages.

It is, however, a distinctly interpersonal model that implies equality between communicators that often doesn't exist, even in interpersonal contexts. To elucidate on this, even in a face to face context, conversations initiator has an upper hand in setting the direction and tone; message choice, media choice, ability to frame meaning and ability to set the rules of interaction. Most Internet media grant everyone symmetrical creation and consumption interfaces. Anyone with Internet access can create a web site and participate as an equal partner in blogs, Wikis, chat rooms, computer conferences, collaborative composition sites, blogs, interactive games, and other media but the players are not equal since some are good in writing, while others prefer to read.
5.4 Conclusion

Social media has impacted the traditional media functions though to a limited extent since most of those who confessed to use social media were on average less than half of the respondents. The level of adoption is at the early adopters stage. Media practitioners have realised that two-way communication among members of the audience is the distinguishing feature of online media. It is the means by which they are exchanging information.

In just a short amount of time, social media has made a big splash. Perhaps the most significant indicator of social media importance is the fact that it has become embedded into the traditional media landscape. The integration of social media into the overall media landscape represents a new opportunity as well as a new challenge for communications professionals that have to be tackled. The researcher is of the view that traditional media is not dying; rather, it is evolving to incorporate the strengths of social media communities that make use of the interactive and conversational technologies.

5.5 Recommendations

1. From the findings as discussed in section 5.2 above the researcher wish to make the following recommendations.

2. This study recommends that all media professionals be trained on how to reach and establish two-way communication with their audiences using any social media tool. It was apparent that many did not know what RSS means although its part of the Royal Media Services websites.

3. It is further suggested that this training may concern the attitude change so that social media tools are seen as complementary media to the old media and not as rivals.
4. This is because a small number of respondents termed it “disruptive” and professed that they do not use any form of social media tool.

5. The study recommends that since not all media audiences are aware of the benefits and challenges of social media, the traditional media can sensitize the public since in Kenya it is more popular with the youth.

6. The study also recommends a review of the theories applicable to social media so that there is no consensus on which ones to apply.

7. This study also recommends that a course on Internet and social media be established in the mass media training centres to train upcoming journalist on how to cope in the convergence arena.

8. Moreover, the study also revealed media audiences will seek their gratifications. This study thus recommends that mainstream media come up with more ways of encouraging audience participation in their programming.

5.5 Suggestions for Further Research

Perhaps, further research extending to other mass communication companies may be required in order to examine whether the results found hold for the impact of social media on other mass media functions in Kenya across the entire mass media sector as a whole for the generalization of these findings.

Research on impact of social media on the other traditional media houses like the Nation Media Group, the Kenya Broadcasting Corporation (KBC) and K24 would be needed in order to compare with the results got from this study conducted at Royal Media Services.
Perhaps too, researchers can study a particular social media genre like blogs, RSS and its impact on media functions to allow for in-depth study. Alternatively one can cover one function of the media like surveillance or correlation and the way it is affected by several social media for an in-depth enquiry on a particular function.

Finally, as all media channels fuse within one channel the importance of studying this new communication phenomenon will only increase.
REFERENCES


130


132


APPENDICES
Dear Sir /Madam,

I am Esther G. Muria, a post graduate student pursuing Masters of Arts in Communication studies at School of Journalism, University of Nairobi. As part of my studies, I am conducting a study on "The Impact of social media on traditional mass media functions in Kenya". The key objective of the study is to identify and examine the impact of social media on traditional media functions in Kenya.

I hereby request your support by responding to this questionnaire. Please note that your participation is voluntary and you can withdraw at any stage without any consequences whatsoever. Please also note that the information you provide will be treated with utmost confidence. Thank you.

Instructions

Tick in the box provided for the most appropriate response and use the spaces provided for any extra information needed.

PART A: BIO DATA

1. Gender: Male [ ] Female [ ]

2. Age (years)
   - 18-25 years [ ]
   - 26-35 years [ ]
   - 36-50 years [ ]
   - 51 years and above [ ]

3. Level of education
   - O level [ ] Alevel [ ] Diploma [ ] Degree [ ] Postgraduate degree [ ]
   
   Other qualifications (please specify) ..................................................................................................................
4. **Tick the form of media that you work with**

   - Radio [ ]
   - Television, [ ]
   - Electronic media [ ]
   - any other (specify) [ ]

5. **In which department are you in?**

   - Administration [ ]
   - Editorial [ ]
   - Marketing [ ]
   - Production [ ]
   - any other (please specify) [ ]

6. **Current duty**

   - Administrator [ ]
   - Presenter [ ]
   - Producer [ ]
   - Editor [ ]
   - Photographer [ ]
   - Writer [ ]
   - Reporter [ ]
   - Marketer [ ]
   - Librarian [ ]
   - Others (specify) [ ]

**PART B: IMPACT OF SOCIAL MEDIA ON TRADITIONAL MEDIA FUNCTIONS**

[Social media are collaborative sites in the Internet that enhance two-way public communication. They allow online community to create, produce and circulate information to the masses for example: blogs, online social networks like Facebook, You Tube; Friendster; Flickr and MySpace], and wikis (e.g. Wikipedia)

1. (a) **Do you use any type of social media?**

   - No [ ]
   - Yes [ ]

   b) **If yes, for how long do you use them per day (tick one option?)**

   - Less than thirty (30) minutes per day [ ]
   - One to two hours per day [ ]
   - More than five hours per day [ ]
   - At least one hour per day [ ]
   - three to four hours per day [ ]
c) If no, please give reasons why you do not use social media tools and technologies in the space provided below.

2. Kindly state the extent to which you use the following types of social media. Use the key presented below as a guide to tick:

<table>
<thead>
<tr>
<th>Social media</th>
<th>extent of use</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Blogs</td>
<td></td>
</tr>
<tr>
<td>Wikis</td>
<td></td>
</tr>
<tr>
<td>Message boards</td>
<td></td>
</tr>
<tr>
<td>Online Video</td>
<td></td>
</tr>
<tr>
<td>Online social networks</td>
<td></td>
</tr>
<tr>
<td>News groups</td>
<td></td>
</tr>
<tr>
<td>Really Simple Syndication</td>
<td></td>
</tr>
</tbody>
</table>
3. a) Kindly indicate how you use social media technologies to perform the mass media functions. Please tick in the box and give brief comments.

<table>
<thead>
<tr>
<th>Social media</th>
<th>mass media functions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Surveillance (scanning of environment)</td>
</tr>
<tr>
<td>Blogs</td>
<td>Correlation (interpreting, commenting and building consensus on events)</td>
</tr>
<tr>
<td>Wikis</td>
<td>Mobilisation (marshalling or moving a community to action leading to increased empowerment)</td>
</tr>
<tr>
<td>Message boards</td>
<td>Socialisation (teaching of values, behaviours and roles)</td>
</tr>
<tr>
<td>Online Video</td>
<td>Entertainment (relaxation and reduction of tension)</td>
</tr>
<tr>
<td>News groups</td>
<td></td>
</tr>
<tr>
<td>Online social networks</td>
<td></td>
</tr>
<tr>
<td>Really Simple Syndication</td>
<td></td>
</tr>
</tbody>
</table>
5. In your opinion, do the following social media affect the media function positively, negatively or both. Use the key presented below as a guide to tick (please give brief comments) 1=positively 2=negatively; 3=both 4=no effects 5=I don’t know

<table>
<thead>
<tr>
<th>Social media</th>
<th>mass media functions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>surveillance</td>
</tr>
<tr>
<td>Blogs</td>
<td></td>
</tr>
<tr>
<td>Wikis</td>
<td></td>
</tr>
<tr>
<td>Message boards</td>
<td></td>
</tr>
<tr>
<td>Online Video</td>
<td></td>
</tr>
<tr>
<td>News groups</td>
<td></td>
</tr>
<tr>
<td>Online social networks</td>
<td></td>
</tr>
<tr>
<td>Really Simple Syndication</td>
<td></td>
</tr>
</tbody>
</table>
6. State any other social media that you use and provide brief comments on its effects on traditional media functions.

7. a) To what extent in general do you think social media tools and techniques impact on the following mass media functions? (Use the key presented as a guide to tick)  

<table>
<thead>
<tr>
<th>Function</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveillance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correlation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobilisation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Socialisation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7.b) Do you agree or disagree that social media and mainstream traditional media (newspapers, magazines, radio and television) are in conflict or complement each other (use the key provided)

1=strongly disagree  2=Disagree  3=Uncertain  4= strongly agree  5=Agree

<table>
<thead>
<tr>
<th>Statement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complement each other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are in conflict with each other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
8. a) Do you face any challenges while incorporating social media tools and technologies in your profession?

- [ ] Yes
- [ ] No
- [ ] Not sure

8. b) Tick the challenges that you are likely to face as a result of the proliferation of the social media.

<table>
<thead>
<tr>
<th>Code</th>
<th>Challenges</th>
<th>✓ Tick</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>In filtering of information</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Of audience segmentation</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>In maintaining media - audience relationship</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>In information circulation speed</td>
<td>✓</td>
</tr>
<tr>
<td>5</td>
<td>Of lack of social media skills</td>
<td></td>
</tr>
</tbody>
</table>

Other challenges (please specify):


8. c) Kindly suggest possible solutions to the challenges highlighted in question 8.a) above.


PART C: FEEDBACK AND ADDITIONAL INFORMATION

1. Please give recommendations on how social media can compliment traditional mass media to benefit the society.


Thank you for taking your time in answering these questions.
APPENDIX II

INTERVIEW GUIDE:

a. Do you use any type of social media as a mass media practitioner?

b. Please highlight some of the reasons that drive you to use them or not to use them.

c. To what extent do you use social media and which ones do you use most?

d. Do you feel that social media affects any of the main traditional media functions like surveillance and correlation?

e. In your opinion, do social media tools and technologies compliment the traditional mass media?

f. Highlight some of the challenges that you face or are likely to face as a result of the proliferation of the social media.

g. What possible solutions can you offer to the challenges highlighted in the above question in (f)?

h. What recommendations can you give on the adoption and use of social media?
APPENDIX III

OBSERVATION GUIDE

a.) observation on the type of social media platforms used at the Royal Media Services

b.) Observing the Citizen TV to find out if Social media content finds itself in the traditional information outlets

c.) Searching and using the social media platforms found on one of the Royal Media forms that is the Citizen TV.
LETTER OF INTRODUCTION:

UNIVERSITY OF NAIROBI

School of journalism,
P.O. Box 30197,
Nairobi-Kenya

Tel: +254 (020) 732160

To whom it may concern:
The bearer of this letter ESTHER GATHII MURIA with Registration number K50/70697/2007 telephone 0721874152 is a Master of Arts student in communication studies, School of Journalism, at the University of Nairobi. She is carrying out a study on 'The impact of social media on traditional mass media functions in Kenya' as part of the requirement for the degree of Master in communication.

We would therefore appreciate your assistance in enabling the student to collect data. The results of the report will be used solely for purpose of academic research and in no way will your organisation be implicated in the research findings.

A copy of the report would be availed to the interviewed organisation on request.

Thank you,

The coordinator, School of journalism
## APPENDIX V

### PROJECT PLAN

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>COMPLETION TIMELINE</th>
<th>OUTPUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal Generation and approval</td>
<td>Last week of September, 2009</td>
<td>Project proposal</td>
</tr>
<tr>
<td>Data collection</td>
<td>1st week of October, 2009</td>
<td>Raw Data</td>
</tr>
<tr>
<td>Data Analysis and Presentation</td>
<td>2nd week of October, 2009</td>
<td>Interpreted Data</td>
</tr>
<tr>
<td>Compilation of final project</td>
<td>3rd week of October, 2009</td>
<td>Complete Project Report</td>
</tr>
<tr>
<td>Submission of Final project</td>
<td>4th week of October, 2009</td>
<td>Bound project</td>
</tr>
</tbody>
</table>
### Appendix VI

#### Budget

<table>
<thead>
<tr>
<th>Activity</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal Research and Writing</td>
<td>Kshs. 20,000</td>
</tr>
<tr>
<td>Data Collection and Research</td>
<td>Kshs. 15,000</td>
</tr>
<tr>
<td>Data Analysis</td>
<td>Kshs. 15,000</td>
</tr>
<tr>
<td>Report Writing and Printing</td>
<td>Kshs. 5,000</td>
</tr>
<tr>
<td>Contingency</td>
<td>Kshs. 5,000</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>Kshs. 60,000</strong></td>
</tr>
</tbody>
</table>