

**A COMPARATIVE ANALYSIS OF FRAMING IN KENYAN NEWSPAPERS'
COVERAGE OF PEOPLE LIVING WITH DISABILITIES (A CASE STUDY OF
THE NATION NEWSPAPERS AND THE STANDARD NEWSPAPERS)**

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Declaration

I declare that this is my original work and has not been submitted for examination in any other University.

Submitted by:

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Signature.....Date.....

This research project has been submitted for review with my approval as a university supervisor.

Signature.....Date.....

Dr. Hezron Mogambi - Supervisor

Dedication

This research project proposal is dedicated to my daughter Lyvian Muthoni, who embodies the words of Martina Navratilova

“Disability is a matter of perception. If you can do just one thing well, you're needed by someone.”

Acknowledgements

I wish to extend my sincere gratitude to those who contributed to the production of this work in terms of both physical and moral support.

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Abstract

The goal of this research project was to assess how Kenyan newspapers framed the coverage of PWD issues.

The research project analyzed the content of PWD news coverage in The Nation and The Standard newspapers by determining the frequency and space allocation to PWD news in the newspapers from November 01, 2012 to April 30, 2013. A population sample of 181 newspapers was used to select the newspapers used in the analysis. Data were collected from newspapers issued during that period and were analyzed with SPSS version 20 using frequency counts percentages.

The results show that in The Nation newspaper, about 58.6 percent of PWD news is in general news category and in The Standard newspaper, it is about 70 percent. The study has also shown that The Nation newspaper has more PWD news placed prominently, 17.2 percent as compared to 16.7 percent in The Standard newspaper.

There is a significant difference between spaces allocated to PWD stories in The Nation and The Standard newspaper. It is recommended that the two newspapers must increase coverage of PWD news in Kenya.

Table of Contents

Declaration.....	i
Dedication.....	ii
Acknowledgements.....	iii
Abstract.....	iv
Table of Contents.....	v
List of tables.....	vii
Abbreviations and Acronyms	viii
CHAPTER ONE: INTRODUCTION.....	1
1.0 Introduction.....	1
1.1 Statement of the Problem.....	2
1.2 Objectives of the study	3
1.3 Research questions.....	4
1.4 Rationale and Justification of the study.....	4
1.5 Scope and limitation of the study.....	5
1.6 Operational definition of terms	6
CHAPTER TWO: LITERATURE REVIEW	9
2.0 Introduction.....	9
2.0.1 Disability.....	9
2.0.2 People with disabilities	9
2.1 Theoretical Framework.....	11
2.1.1 Agenda Setting.....	12
2.1.2 Priming theory	13
2.1.3 Framing.....	14
2.1.3.1 Framing theory.....	15
2.1.3.2 Framing: Relevance and Explanation.....	17
2.1.3.3 Conceptualizing Framing	18

2.2	The Intersection of Communication Studies and PWD Issues	21
2.2.1	PWD Issues in the Media and Framing	21
2.2.2	Research gaps.....	24
2.3	Conclusion	25
CHAPTER THREE: RESEARCH METHODOLOGY		27
3.0	Introduction.....	27
3.1	Research design	27
3.2	Data collection	28
3.3	Instrument of Data Collection.....	29
3.4	Content Categories.....	29
3.4.1	Variables and codes: Derivations and meaning	29
CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION		31
4.0	Data analysis	31
4.1	Presentation and interpretation of the data.....	31
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS.....		43
5.0	Summary	43
5.1	Findings	43
5.2	Conclusion	44
5.3	Recommendations.....	45
5.4	Suggestions for further studies.....	46
REFERENCES		47
Appendix A: Search terms		53
Appendix B: Coding Manual		54
Appendix C: Coding Sheet		59

List of tables

Table 1: Extent of percentage of PWD stories in the newspapers.....	32
Table 2: Extent of percentage of PWD stories by treatment in the newspapers.....	33
Table 3: Extent of page prominence and position of PWD stories in the newspapers .	34
Table 4: Extent of space prominence of PWD stories in the newspapers	35
Table 5: Mention of disability type in the PWD stories in the newspapers.....	36
Table 6: Coverage triggers of the PWD stories in the newspapers	37
Table 7: Byline sources of information for PWD stories in the newspapers.....	38
Table 8: Sources of information for PWD stories appearing in the newspapers	40
Table 9: Tone of descriptions of PWD in stories appearing in the newspapers	41
Table 10: Extent of percentage for support and opposition of PWD stories	42

Abbreviations and Acronyms

PWD - People (Persons) Living With Disabilities

IDPwD - International Day of People with Disability

CHAPTER ONE: INTRODUCTION

1.0 Introduction

As the media are acknowledged as “one of the most significant centers of power in the modern state” (Auerbach & Bloch-Elkon, 2005, p. 83), understanding how the media frame issues, including what is included and what is not included, is important to understanding why the society choose to act or fail to act during events. For an understanding of the issues, those interested in social issues rely on the media to keep them informed.

Many studies of media employ “framing” to determine the way in which a story is presented or framed for the readers. This theoretical framework provides a way to understand the selection and salience of media texts. “To frame is to select some aspects of a perceived reality and make them more salient in a communicating text” (Entman, 1993, p. 52). As Entman (2003a) points out, “framing entails selecting and highlighting some facets of events or issues, and making connections among them so as to promote a particular interpretation, evaluation, and/or solution” (p. 417, emphasis in original). Framing seeks to understand what media content is included in the media texts and what interpretation the media content is seeking to promote through the coverage, or lack of coverage, of events. The frame of an issue has wider implications regarding the viewpoint adopted by those exposed to it. “A media frame can be described as an organizing mechanism for media content. As such, it provides immediate context to the recipient of the frame, through the selection, emphasis or exclusion of specific facts or ideas” (Dimitrova & Connolly-Ahern, 2007, p. 155).

Media frames are important, as research has shown that differences in how media represent, or frame, events has consequences for the reasoning and beliefs of media consumers regarding events (McCombs & Ghanem, 2003). Framing theory provides an effective means through which to examine the media’s role in developing the public’s disposition toward PWD issues. The concept of framing is central to an understanding of

the media role in shaping PWD issues debate. With these contentions in mind, it seems evident that framing theory, despite its somewhat scattered conceptualization (Entman, 1993), has the potential to increase our nascent understanding of the interplay between media coverage of PWD issues and the public's knowledge of, and attitudes toward, these same issues. As a result, the study was rooted in framing theory.

A report by the Kenya National Survey for Persons with Disabilities Report (2008) points out that *“harmful and negative attitudes are one of the biggest barriers PWD face when trying to access mainstream media. Negative attitudes are reinforced every time disability is portrayed as a problem; where disabled people are regarded as being helpless and dependent, as sick, or as tragic victims”* (p.43).

In a 2007 study titled *‘Media Coverage of Gender and Disability in Kenya’*, Aghan Daniel found that persons with disabilities are not seen regularly in the media, and are rarely portrayed as persons with opinions on news and topical issues. When interviewed, it is mostly on disability issues. Alternatively, they will be talked about with pity, or with astonishment because they have managed to do something brave ‘in spite’ of their disabilities. The disability is usually on center stage when an individual that has a disability appears in the public media.

While not purporting to present a representative picture of any specific newspaper or of the newspaper environment in general, this research project gives some indication of the way the respective newspapers approach these PWD groupings, and indicates the obvious gaps. More detailed, quantitative findings are contained later in this research project.

1.1 Statement of the Problem

As with most social issues, media coverage plays a crucial role in educating the public about disability issues, and helps them form positive or negative perceptions about people with disabilities.

According to the report by the Kenya National Survey for Persons with Disabilities Report (2008), one common thread in all of these popular media portrayals of people with disabilities is that they focus on isolated stories about individuals, without

connecting them to larger social and political issues. Focusing on an individual's adversity rather than political and social issues does not expose the fact that the individual's adversity is largely due to societal attitudes and practices.

Aghan Daniel in a study titled '*Media Coverage of Gender and Disability in Kenya*' (2007), noted a common problem in reporting on disability issues as lack of sources who can speak with an informed and authentic voice of experience. Reporters often talk with service providers or organizations run by people without disabilities, but rarely go to advocacy organizations run by, or in cooperation with Boards comprised of self-advocates and others with disabilities. This furthers the public perception that people with disabilities are like perpetual children who are not able to speak for themselves and advocate for what is best for them and for people with disabilities as a whole.

According to Aghan, persons with disabilities have suffered from a relative "invisibility", and have tended to be viewed as "objects" of protection, treatment and assistance rather than subjects of rights. As a result of this approach, persons with disabilities have been excluded from mainstream society. He notes that they have been denied equal access to basic rights and fundamental freedoms (e.g. health care, employment, education, voting and participation in cultural activities) that most people take for granted.

1.2 Objectives of the study

This study was informed and sought the following specific objectives:

1. To assess and determine the extent of the number of PWD stories in The Nation and The Standard by analyzing the frequency and space allocation to PWD issue related stories
2. To assess and determine the frequency of PWD stories in The Nation and The Standard when analyzed by Treatment
3. To find out if there is a significant difference in the coverage of PWD issue related stories in The Nation and The Standard newspapers.

1.3 Research questions

This study was guided by the following questions:

- 1 What is the extent of the number of PWD stories in The Nation and The Standard when analyzed?
- 2 What is the frequency of PWD stories in The Nation and The Standard when analyzed by Treatment (Headline News; General News; Feature; Commentary/Opinion; Editorial)?
- 3 Is there a significant difference of PWD issue related stories in The Nation and The Standard newspapers?

1.4 Rationale and Justification of the study

The goal of the study was to provide an empirical analysis to verify the framing theoretical conclusions and to utilize them as interpretative narratives on PWD issues.

As Kim and McCombs (2007) have suggested, newspaper stories often set the agenda for television news stories, so examining whether newspaper articles—including editorials with clear and stated opinions—are intentionally or unintentionally framing their readers on PWD issues, could have implications for other media sources as well. An article that is framing readers on a PWD issue, for instance, may also be the subject on which a television story is aired, radio show is broadcast, or blog posting is created—thus exposing even more media consumers to this information.

Another reason for studying newspaper coverage of PWD issues is illustrated by Aghan Daniel in *Media Coverage of Gender and Disability in Kenya*, who observes that “there is extensive research on PWD issues, but very little research connecting it to the mass media”. Perceptions about PWD issues and the mass media are rarely studied, so this study aimed to fill that void in scholarship in this area.

Finally, the modern media age is daunting to the communication scholar. Newspaper subscription rates are down, but they still play a large role in setting the news agenda for other mediums. According to the *Pew Research Center for the People and the Press (2008)*, internet readership of newspapers has increased even though general circulation

has decreased. This indicates that while there is a decline, newspapers are still relevant in today's world. This study, having yielded meaningful results examining newspapers for framing about PWD issues, should be replicated using a subset of articles on a variety of contentious issues in Kenya.

1.5 Scope and limitation of the study

This study was limited to investigate the framing used by the two select newspapers in their stories about the PWD issues.

The objects of investigation were two newspapers in Kenya; The Nation and The Standard. These newspapers are the most popular amongst newspaper readers. The subject of analysis was newspaper articles that are about PWD.

The articles studied were taken from the two Kenyan newspapers, published between November 01, 2012 to April 30, 2013. These dates were selected because the period between November 01, 2012 and April 30, 2013 provided an adequate sample for analysis. These dates were selected in order to cover both episodic and thematic news coverage surrounding the PWD issues. This is especially during the International Day of People with Disability (IDPwD) celebrated every December 3 and the electioneering period. IDPwD is a United Nations sanctioned day that aims to promote an understanding of people with disability and encourage support for their dignity, rights and well-being. The end date is simply the date whereby the electioneering period was over and for meeting the academic calendar deadlines.

Terms searched in newspaper news bank were “disable”, “disabled”, “PWD”, “disability”, “impaired” and “impairment”. By including letters to the editor, guest editorials/opinion editorials, and newspaper editorials, several unique articles were available for analysis.

Articles that appeared in more than one newspaper were considered again since it was a comparative study.

In attempting to study the frames used by the two select newspapers in their coverage of the PWD and attempting to determine the dominant frames within each newspaper

coverage of this specific issue (disability), the issue of the sheer number of articles arose making the endeavor difficult at best.

In addition to the large population size of these articles, it was necessary to define the criteria further for study as not all of these articles were covering PWD issues or the same aspects of the PWD. While one article referred to the PWD in light of the fate of a person living with disability, another was about policy legislation about PWD. Both were factual in nature, but they were about two separate aspects of the PWD, and therefore used different types of frames to address the issue.

1.6 Operational definition of terms

In the framework of this study, the following terms were restricted to the definitions and explanations stated here:

Agenda-setting: Donald Shaw and Max McCombs developed it as the agenda setting theory. In choosing, displaying news, editors and newsroom staff articulate and create an agenda. To tell the public what is important and not exactly what to think

The theory states that the news media have a large influence on audiences, in terms of what stories to consider newsworthy and how much prominence and space to give them (McCombs, 1972; Shaw, 1973).

Attitude: A settled way of thinking or feeling

Column: A regular piece in a publication by the same author providing an opinion or different perspectives on the news item, but not labeled as editorial. A column is always written by an opinion maker.

Editorial: Editor's viewpoint implies a critical analysis of the news item (subjective opinion supported by facts). The issue is often framed in its broader context.

Feature: An in depth look at what's going on behind the news. This type of article tends to include a detailed description and the analysis of the issue involved and is often accompanied by an interview or quotes from various actors. A feature invariably implies full-page articles, with photos and sometimes illustrations reporting from the field with all possible sources included.

Framing: When applied to news coverage, the term *framing* describes the process of organizing, defining, and structuring a story. Many media theorists argue that even when journalists intend to be objective or balanced in their coverage, they necessarily report on issues in ways that give audiences cues as to how to understand the issues, including which aspects of the issues to focus on and which to ignore. Indeed, the core task of all media gatekeepers—to determine which stories to include or exclude from a given day's newspaper or broadcast and what to emphasize within those stories that are included—*itself* frames the issues covered in their publications and programs.

Interview: An article largely based on an interview, which can be preceded by a brief introduction and/or followed by a conclusion. Interviews often tend to represent one point of view i.e. that of the actor interviewed, unless two or more actors have been interviewed. There are different types of interview e.g. telephone interview or long statements in article.

Letter to the editor: A letter to the editor or newspaper is written by an individual from the general public or representing an organization.

Mainstream media: Mainstream media are defined by its wide-reaching circulation that generally results in what media consumers are likely to find

Message Analysis: Message analysis differs from simple or basic content analysis by centering the analysis on the presence of intended messages in articles. Key messages are developed based on communications objectives. These communications objectives are “translated” into codes that become the basis of the analysis. Articles are coded by the presence of key messages included in each article. The analytic process is similar to a simple content analysis where the codes from each article are entered into a database for statistical analysis.

Mixed: An article with analysis and quotes/ small interview, a one off article by an expert(s)/well known personality(ies), a longer analysis article where a description or analyses is interspersed with quotes from actors referred to in the news item. This category is added to classify articles that do not fall into any of the above categories, but have a common thread running through them – quotes from actors. The size of the article can therefore vary from short (a few statements with quotes, and therefore not just

a brief news where there are no quotes), to longer articles (a more detailed description with quotes from actor(s), but not long enough to fall into any of the other categories).

News: Concise report of a news item, usually just a short paragraph which sticks to factual information or a summary of an event.

Priming: Priming occurs when increased attention increases the prominence of issues when people form judgments about public officials.

Prominence Analysis: This analysis takes into account six factors: the publication where the article appears, date of appearance, the overall size of the article, where in the publication it appears, the presence of photography or other artwork and the size of headlines. In a typical prominence analysis, each element is given a weight that is factored into an overall score for each article. That score determines the prominence of the article.

Quality of Coverage: Quality of coverage is often based on a combination of factors. The factors typically included in this measure are tonality, prominence and inclusion of specific messages, as well as the overall volume of articles. Each of these factors is entered into a computation that generates a score for each article in the analysis. This generates a quality of coverage score. Many of these elements are highly subjective and usually are not tied to outcomes.

Tonality Analysis: Tonality is an analysis that uses a subjective assessment to determine if the content of article is either favorable or unfavorable to the person, company, organization or product discussed in the text.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This study was inspired and was enriched by a number of writings and publications on the subject of media coverage of persons living with disability in Kenya.

Literature materials valuable for this research included *inter alia*: textbooks, local and international journals, articles, research papers, newspapers and magazines, internet sources and other materials relevant to the study.

Literature reviewed for this study attempted to illuminate the different branches of scholarship that influence the ideas found herein. First, a brief explanation of disability, people living with disabilities; theoretical framework, the etymology of framing and processes that enable media consumers to be framed by the media is also presented. This is followed by a discussion of the intersection of PWD issues as it relates to communication studies and how this study fits within the field.

2.0.1 Disability

According to the Persons with Disabilities Act of Kenya, 2003, “disability” means a physical, sensory, mental or other impairment, including any visual, hearing, learning or physical incapability, which impacts adversely on social, economic or environmental participation.

As defined by the World Health Organization, a disability (resulting from impairment) is a restriction or lack of ability to perform an activity in the manner or within the range considered normal for a human being (<http://www.who.int/en/>).

For the purpose of this study, the term “people with disabilities” (PWD) was used, which is one of several accepted by the disability rights movement in Kenya.

2.0.2 People with disabilities

According to the Kenya National Population Census Report, 2009, [Available on <http://www.knbs.or.ke/Census%20Results/Presentation%20by%20Minister%20for%20Planning%20revised.pdf> (Last accessed on 18th March, 2013).], the overall disability in

Kenya is 3.5% of the population which translates to 1,330,312 million persons with disabilities. Of this, the largest proportion is physical impairment (413, 698 persons) followed by visual impairment (331,594).

The most common forms of disability in Kenya are associated with chronic respiratory diseases, cancer, polio, diabetes, malnutrition, HIV and AIDS, and injuries, such as those from road accidents (*Kenya National Survey for Persons with Disabilities Preliminary Report* March 2008: ix).

According to the Kenya Society for the Mentally Handicapped (KSMH), there is an established 3.5% of the total population living with disabilities in Kenya of which less than 1% are able to access care and rehabilitation services. Accordingly, out of the 3.5 Million people living with disabilities only less than 1% are able to access services such as education, rehabilitation services, voting and work. These people are not only segregated but they, together with their families are often not able to access any specialized support services. Without work, education and rehabilitation services, these people become fully dependent on third parties in order to access even the most basic needs. [These statistics are available at <http://www.ksmh.org/> (Last accessed on 18th March, 2013).]

In terms of media, the Kenya National Survey for Persons with Disabilities Report (2008) points out “harmful and negative attitudes are one of the biggest barriers PWD face when trying to access mainstream media. Negative attitudes are reinforced every time disability is portrayed as a problem; where disabled people are regarded as being helpless and dependent, as sick, or as tragic victims” (p.43).

Barnes (1992) points out that generally PWD are portrayed stereotypically in various media. Although his study is based in Britain, he generalizes his findings to state that the mass media influence people’s perceptions of the world. Furthermore, Barnes states that the media presents the following commonly recurring stereotypes: The Disabled Person as Pitiably and Pathetic; The Disabled Person as an Object of Violence; The Disabled Person as Sinister and Evil; The Disabled Person as Atmosphere or Curio; The Disabled Person as an Object of Ridicule; The Disabled Person as Their Own Worst and Only Enemy; The Disabled Person as Burden; The Disabled Person as Sexually Abnormal;

The Disabled Person as Incapable of Participating Fully in Community Life.

Generally, international studies (Saito & Ishiyama, 2005; Smith & Thomas, 2005; Auslander, 1999; Campbell, 2004) show that PWD tend to be under-represented in the media. These studies acknowledge that the media plays a major role in shaping and reflecting public attitudes, particularly in its gate-keeping role (i.e. how it covers an issue). Generally mental illness is portrayed most frequently than any other disability with a focus on bizarre symptoms, depicting people with psychiatric disabilities as dangerous and menacing, likely to commit acts of violence or to be victimized, having no families and no work life, and generally reinforcing the idea that PWD are non-productive, marginal elements in society (Bickenbach, 1993; Byrd, 1997). Newspapers, on the other hand, have been found to be more likely to report on physical disabilities, which are generally treated more positively in the media than developmental or psychiatric disabilities (Auslander & Gold, 1999).

In South Africa, a study (2004) conducted by Ilitha Research and Publications, states that disability issues have been sidelined by the South African media due to ignorance and the absence of people with disabilities in newsrooms. The report states that media coverage perpetuates a dependency syndrome by focusing on government grants, disabilities, deformities and impairments versus people, prejudice and human rights issues and violations. Furthermore, negative emotional descriptions which emphasize limitations versus abilities results in the creation of myths. The report concluded that disability news should be featured more prominently in order to integrate people, and that a newspaper on disability would help remove stereotypes and portray people with disabilities more positively.

2.1 Theoretical Framework

A theory is a set of concepts or constructs and the interrelations that are assumed to exist among those concepts (Mugenda, 2003). A theoretical framework provides a guide for getting answers to questions formulated in the study. This study is therefore informed by three media effects theories; Agenda Setting theory, priming theory and framing theory.

2.1.1 Agenda Setting

Agenda-setting theory was introduced in 1972 by Maxwell McCombs and Donald Shaw in their ground breaking study of the role of the media in 1968 presidential campaign in Chapel Hill, North Carolina. The theory states that the news media have a large influence on audiences, in terms of what stories to consider newsworthy and how much prominence and space to give them (McCombs, 1972; Shaw, 1973).

Conceptualised over time, agenda-setting is the dynamic process "in which changes in media coverage lead to or cause subsequent changes in problem awareness of issues" (Brosius & Kepplinger, 1990, p. 190; Lang & Lang, 1981). Bernard Cohen's statement in 1963 predicted "the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about" (p.13).

Whether social or political, local or national, public issues are generated by the media. Consumers not only learn about an issue "but also how much importance is attached to that issue from the amount of information in a news story and its position" (McCombs & Shaw, 1972, p. 176). McCombs and Shaw's study of mediated effects on the 1968 presidential campaign nullified previous assumptions that information and how it is presented has an attitudinal effect inducing behavior changes. Their groundbreaking efforts focused on issue awareness and relevance not behavior and attitude, concluding that "the mass media exerted a significant influence on what voters considered to be the major issues of the campaign" (Infante, et al., 1997, p. 366).

Gitlin (1980) suggests that mass media influence has become the principle distribution system of ideology. People are only familiar with their own "tiny regions of social life" (Gitlin, 1980, p. 1), and that the mass media brings simulated reality into their lives and people find themselves relying on those sources to provide a conceptualised image of the real world. Newspapers succeed in telling the audience what to think about through their writings. Salience, on which the agenda setting theory is premised, is brought out through repeated publication of stories. This repetitiveness constructs images in the minds of the audience.

The agenda setting theory states that the news media have a large influence on audiences. Newspapers and journalists have the ability to dictate what stories are considered newsworthy and how much prominence and space they are allocated. Coupling this theory with that of framing, researchers have been able to study the influence of mass media in the formation of public opinion. With an understanding of these theories, it becomes apparent that media sources with economic support and influence could have an effect on the opinions of their readers. The formation of words used in a news article creates a vehicle for persuasion that has the opportunity to form stereotypes and generalizations among the minds of its readers.

Walter Lippmann is really the first to write about this but did not call it agenda setting

“we are not equipped to deal with so much subtlety, so much variety, so many permutations and combinations...and although we have to act in that environment (the real world), we have to reconstruct it on a simpler model before we can manage it” (i.e. use the media)...

In the first chapter of Walter Lippmann’s 1922 classic, *Public Opinion*, Lippmann argues that the mass media are the principal connection between events in the world and the images of these events in the citizens' minds (Lippmann, 1922). Thus, the press is significantly more than a purveyor of information and opinion. In 1963, Bernard Cohen observed that the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. The world will look different to different people depending on the map that is drawn for them by writers, editors, and publishers of the paper they read (Cohen, 1963).

2.1.2 Priming theory

Priming, as illustrated by Iyengar and Kinder (1987), is “the idea that media draw attention to some aspects of political life at the expense of others” (p. 114). Priming is an outgrowth of agenda setting theory, described by McCombs and Shaw (1972), who argue that:

In choosing and displaying news, editors, newsroom staff, and broadcasters play an important role in shaping political reality.

Readers learn...how much importance to attach to [an] issue from the amount of information in a news story and its position,” so in effect, “the media may set the ‘agenda’ (172).

Priming goes one step further than agenda setting in that media consumers do not simply learn how much importance to assign to an issue (for example, the PWD issue is an important subject for newspapers to cover), they instead assign relative importance (for example, PWD is a more important subject for newspapers to cover than the impact of organic food on children’s health). Iyengar and Kinder documented that “...people who were shown network broadcasts edited to draw attention to a particular problem assigned greater importance to that problem” (p. 114).

Priming, in media, refers to the ability of news to affect the ways in which individuals judged their political leaders. The more prominent an issue in the national information stream, the greater weight it is accorded in making political judgments. Priming blurs the line between what to think about and what to think.

The priming level is relatively the most complicated function of agenda and has different meanings depending on scholars’ preferences. Priming is the most often defined as setting (changing , shifting) standards when evaluating political life by publicity. Priming also determines the criteria that we use while perceiving and estimating issues and the people that they concern. Priming is devoted to public’s focusing on particularly important problems, standardization of their communication and to mechanisms of creating prisms of perceiving and estimating issues.

In a slightly different approach, priming means giving events, people, organizations, and issues a special status. According to this view, media are ranking information in public agenda, thanks to public conviction, that everything which is significant and essential in public life is reported by media (Kozłowska, 2006 p. 75).

2.1.3 Framing

A selection of how framing theory has been used to inform communication research is provided later, but first, it is necessary to discuss framing theory: its relevance; conceptualizations; and ontological and epistemological assumptions.

2.1.3.1 Framing theory

In the agenda-building research, framing analysis refers to how the media choose to portray the issues they cover.

Framing analysis recognizes that media can impart a certain perspective, or “spin,” to the events they cover and that this, in turn, might influence public attitudes on an issue. Framing analysis has been called the second level of agenda setting.

As Ghanem (1997, p. 3) put it:

Agenda setting is now detailing a second level of effects that examines how media coverage affects both what the public thinks about and how the public thinks about it. This second level of agenda setting deals with the specific attributes of a topic and how this agenda of attributes also influences public opinion.

The concept of framing is related to the agenda-setting tradition but expands the research by focusing on the essence of the issues at hand rather than on a particular topic. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning. Framing is an important topic since it can have a big influence and therefore the concept of framing expanded to organizations as well.

When applied to news coverage, the term *framing* describes the process of organizing, defining, and structuring a story. Many media theorists argue that even when journalists intend to be objective or balanced in their coverage, they necessarily report on issues in ways that give audiences cues as to how to understand the issues, including which aspects of the issues to focus on and which to ignore. Indeed, the core task of all media gatekeepers—to determine which stories to include or exclude from a given day's newspaper or broadcast and what to emphasize within those stories that are included—*itself* frames the issues covered in their publications and programs. Beyond inclusion-exclusion decisions, news producers present or represent issues and political actors in specific ways; how a story is told contributes to its framing and therefore to the communication of how the issues and actors comprising the story should be evaluated by the audience. (Even a seemingly straightforward headline about an election result

inevitably involves a framing choice: An editor must decide whether the result should be framed as "Smith beats Jones" or, alternatively, as "Jones loses to Smith.")

For example, Iyengar and Simon (1993) found a framing effect in their study of news coverage of the Gulf War. Respondents who relied the most on television news, where military developments were emphasized, expressed greater support for a military rather than a diplomatic solution to the crisis. In their study of the way media framed breast cancer coverage in the 1990s, Andsager and Powers (1999) discovered that women's magazines offered more personal stories and more comprehensive information, while news magazines focused more on the economic angle, stressing research funding and insurance. Finally, Andsager (2000) analyzed the attempts by interest groups to frame the abortion debate of the late 1990s and the impact their efforts had with news media. She found that the pro-life group was more successful in getting their interpretation into press coverage.

The media draws the public attention to certain topics, it decides where people think about, and the journalists select the topics. This is the original agenda setting 'thought'. In news items occurs more than only bringing up certain topics. The way in which the news is brought, the frame in which the news is presented, is also a choice made by journalists. Thus, a frame refers to the way media and media gatekeepers organize and present the events and issues they cover, and the way audiences interpret what they are provided. Frames are abstract notions that serve to organize or structure social meanings. Frames influence the perception of the news of the audience, this form of agenda-setting not only tells what to think about, but also how to think about it.

Framing differs significantly from accessibility-based models. It is based on the assumption that how an issue is characterized in news reports can have an influence on how it is understood by audiences. Framing is often traced back to roots in both psychology and sociology (Pan & Kosicki, 1993). The psychological origins of framing lie in experimental work by Kahneman and Tversky (1979, 1984), for which Kahneman received the 2002 Nobel Prize in economics (Kahneman, 2003).

They examined how different presentations of essentially identical decision-making scenarios influence people's choices and their evaluation of the various options presented

to them. The sociological foundations of framing were laid by Goffman (1974) and others who assumed that individuals cannot understand the world fully and constantly struggle to interpret their life experiences and to make sense of the world around them. In order to efficiently process new information, Goffman argues, individuals therefore apply interpretive schemas or “primary frameworks” (Goffman, 1974, p. 24) to classify information and interpret it meaningfully.

2.1.3.2 Framing: Relevance and Explanation

Walter Lippmann (1922) presciently noted that the mass media function as a primary origin of the pictures in our heads, granting us impressions of the external world of public affairs that resides within a realm beyond which we can directly experience. Since Lippmann posited this notion more than three-quarters of a century ago, the mass media have expanded exponentially into the far-reaching corners of the globe, and into the daily routines and rituals that govern our lives. Surely, the extent to which Lippmann gave the media credit for constructing our realities in the 1920s has been supplanted many times over. It is with this notion in mind—that the mass media play a weighty role in defining our understanding of public affairs—that framing theory represents an important area of study in mass communication.

Mass communication researchers have construed a myriad of theories to explain how news is identified and defined (Pompper, 2004); the concept of framing is one such theory. Placing framing theory in a historical context is somewhat difficult. Ervin Goffman is frequently credited as having originated the notion of framing in 1974. Interest in framing grew out of a concern for how media organizations influence the choice of news content and how these choices subsequently affect their audiences (McQuail, 2000). Although framing is concerned with the processes of how media sources select and develop news, the primary theoretical concern of framing is to examine how news can change the manner in which audience members activate knowledge of public affairs (Price & Tewksbury, 1997). Overall, in a basic sense, framing aims to examine the presentation of mediated news content, and subsequently how this presentation influences audiences.

It is a widely accepted notion that the public formulates much of their knowledge about public affairs through exposure to mediated news content (Shen, 2004). Moreover, it is in

deciphering this mediated information and constructing subsequent knowledge that gives the public the ability to be productive members of society. To this end, Kinder and Berinsky (1999) noted, “Before citizens can evaluate the various options that they are asked to judge and choose between, they must first come to some understanding of them” (p. 3). Given that the media provide us with a substantial amount of the information we need to understand societal issues, it seems only natural that researchers strive to increase our understanding of the nature of this information and, ultimately, the manner in which it affects the public. Doing so requires a systematic examination of the media’s presentation of news.

2.1.3.3 Conceptualizing Framing

A number of negative connotations are associated with the concept of framing. Framing is frequently viewed as a process that prevents the news from being objective (Pompper, 2004), due to the logistical constraints of newsgathering and selection (McQuail, 2000), the conventions and working conditions of journalists and editors (McLeod, Kosicki, & McLeod, 2002), and as a process that favors the ideological perspectives of elite and authoritative sources and therefore upholds the dominant status quo (Druckman, 2001; Pompper, 2004; Price & Tewksbury, 1997). These allegations become more serious considering that “mainstream newspapers are perceived as official, conventional, traditional, and legitimate news purveyors” (Pompper, 2004, p. 107). It should be noted that these assertions populate much of the framing literature and suggest that framing theory most comfortably resides within mass communication’s alternative paradigm—a perspective that posits a more critical view of society and the functionality of the media than its counter, the dominant paradigm of mass communication (McQuail, 2000). Conversely, it should be noted that media frames are not inherently deleterious; in certain instances media frames are beneficial.

Defining the concept of *frames* and *framing* is an arduous task. (It should be noted that these terms connote the same concept, with framing representing the process of implementing frames.) In fact, numerous scholars consider the inconsistent conceptualization of framing to be the theory’s most significant problem. In the most general sense, a *frame* is a lens through which to view an issue in a certain manner.

Frames place news information in coherent packages that help audience members make sense of the external world that they cannot directly experience (Kinder & Berinsky, 1999). Gamson and Lasch (1983) considered a frame to be the “central organizing idea for understanding events related to the issue in question” (p. 398). Entman (1993) discussed a number of specific attributes that define frames, most notably those of selection and salience; he posited, “To frame is to select some aspects of a perceived reality and make them more salient in a communicating text” (p. 52). The term salience implies that frames make certain aspects of news issues more memorable, noticeable, or meaningful to audiences (Entman, 1993). Overall, frames determine what aspects of an issue people notice, how they come to understand this issue, and how they choose to act upon it. One must also therefore recognize that frames not only color the issues they address, but simultaneously color the issues they neglect to mention (Entman, 1993).

Price and Tewksbury (1997) noted that framing theory aims to analyze news story presentations (p. 181). They noted, “Framing focuses not on which topics or issues are selected for coverage by the news media, but instead on the particular ways those issues are presented, on the ways public problems are formulated for the media audience” (p.

184). For instance, as a researcher aiming to study how the media frame PWD issues in Kenya I analyzed the manner in which the media present this topic. This illustrates that frame research examines the manner in which the media *present* news topics. Put simply, framing is concerned with the presentation of issues reported in mediated news content; arguably an extension of agenda setting and priming that focus more on news story selection (Price & Tewksbury, 1997).

The characteristics discussed above refer to media-related frames. In addition to media-related frames, further conceptualization points out that framing theory also examines the perspectives used by audiences to make sense of topics in the news (McLeod et al., 2002). Framing theory therefore addresses media-related frames and audience-related frames. In the audience-related aspect, concern is placed with how media frames affect the audience, and considers the frame of reference within the audience member’s mind (McQuail, 2000). Entman (1993) defined audience frames as “mentally stored clusters that guide individual’s processing of information” (p. 53) and as “information-processing schemata”

(Entman, 1991, p. 7).

Framing theory implies that audiences of news will use frames similar to news frames to make sense of incoming news; an assumption that supposes a passive, malleable, and relatively homogenous audience that is directly influenced by exposure to news content. McQuail (2000) stated, “The audience is thought to adopt the frames of reference offered by journalists and see the world in a similar way” (p. 495). Moreover, it is important to recognize that a circular relationship exists between media and audience frames whereby those who develop media frames take into consideration predicted audience frames (Entman, 1991).

There are a number of dimensions that can be assessed in order to evaluate frames quantitatively. As previously noted, the goal of framing is to understand the nature of media presentations, and ultimately how these presentations affect audiences. However, before the effects of media frames can be examined, media content and messages must first be described and understood (Stacks, Hocking, & McDermott, 2003). For this reason, content analysis is the methodological technique necessary to use when studying media frames (McQuail, 2000).

Simply put, frames are isolated via content analysis by systematically examining different characteristics of mediated news stories. There are a number of approaches a researcher can employ to evaluate media frames. McQuail (2000) noted that a large number of textual elements can be used to analyze frames, including “the use of certain words or phrases, making certain contextual references, choosing certain pictures or film, referring to certain sources” (p. 343). Gamson and Lasch (1983) suggested that frames can be analyzed by examining five symbolic framing devices (metaphors, exemplars, catchphrases, depictions and visual images) that provide a framework from within which to view an issue, and reasoning devices (causal attributions, consequences and appeals to principles) that provide justification for a general position (p. 223). Pan and Kosicki’s (1993) framing analysis uses four framing devices—syntactical, script, thematic and rhetorical structures—through which to assess media frames. All told, the systematic analyzation of these characteristics (and others) via content analysis provide researchers with the data they need to judge media frames. For this study, a number of specific framing criteria was

measured via content analysis in order to assess media-related frames. In sum, numerous scholars have noted the potential framing theory has to illuminate our understanding of the interplay between mediated news content and the audience. Framing theory provides a means through which to describe the communicating text (Entman, 1993) and better understand how audiences comprehend and learn from mediated news content (McQuail, 2000). Despite framing theory's somewhat disjointed existence, studying the effects of framing has burgeoned (Bryant & Miron, 2004; McLeod et al., 2002) and is considered by some researchers a primary theory in media effects research (Price & Tewksbury, 1997).

2.2 The Intersection of Communication Studies and PWD Issues

The literature of PWD issues within the communication field is not extensive, but there are several significant articles that should be acknowledged before undertaking this sort of study. Additionally, there are sources that should be referenced simply because there are so few articles on the subject.

Aghan Daniel observes, "There is extensive research on PWD issues, but very little research connecting it to the mass media" (*Media Coverage of Gender and Disability in Kenya*). Perceptions about PWD issues and the mass media are rarely studied.

In a 2007 study titled *Media Coverage of Gender and Disability in Kenya*, Aghan Daniel has emphasised that proper and effective reporting on disability issues is vital for the inclusion of disability in the development agenda and within society. Although Kenyan journalists occasionally report about disability, they have hardly any training on how to do it in a humanizing and non-stigmatizing manner. In his findings, Aghan records that the *Daily Nation* (the most widely read paper in Kenya) had only 0.003 percent gender and disability stories during the period of the study and only allocated 0.24 per cent of space for reporting on gender and disability (Aghan 2007: 4). Apparently, these stories are used as fillers in view of their poor weighting as news.

2.2.1 PWD Issues in the Media and Framing

This point in the discussion is where literature surrounding PWD issues starts to dovetail with framing.

While many studies do use framing to study media portrayals of an issue that is similar to this proposed study, the fact that this study aims to examine newspaper articles and not television news make it difficult to compare methodologies. In addition, the news programs used to test framing in these studies are specifically tailored to reflect a given, framing perspective, whereas this study did not presume that framing existed in the artifacts that were studied.

Disability stories can come in the form of hard news, features, editorials, investigative stories, letters to the editor, press releases, supplements, commentaries, and analyses. However, for the journalists to report these issues and for editors to include them in the dailies or electronic media, they need a clear understanding of the issues, the language to use, and the angles to adopt. In addition to referential meaning (which refers to the object being talked about) and social meaning (which shows the identity of the person making the utterance), there is also *affective meaning* (which allows for a variety of interpretations resulting from word choice, intonation, and language (Finegan & Besnier 1989: 175). Affective meaning is processed through an examination of language choice, and it shows the feelings, attitudes, and opinions about a particular piece of information or about the context of the conversation.

In an article titled "*Media and Disability in Kenya*", Kimani Njogu highlights a story on disability carried by The Saturday Standard on May 19, 2007 titled: "Priest on a Noble Mission for the Destitute in Kwale." The use of the word "destitute" to refer to people with disabilities creates the impression of helplessness and hopelessness. Framed from the position of charity-giving and sympathy, the story of a 52 year old priest "determined to raise millions of shillings, no matter how long it takes, to improve the lives of the disabled and disadvantaged in Kwale," is told in the feature article, and the journalist seems to be in awe at this generosity. He notes that journalists can contribute in profiling individuals who spearhead the campaign for the rights of PWD, but that visibility should not be done in a manner that suggests that the destiny of PWD rests in the hands of the able-bodied. Significantly, affective meaning evokes emotions about a particular situation and may contribute to the enhancement of self-esteem or stigmatize the referent. Badly

written stories may contribute to the loss of respect and lead to stigma and discrimination of PWD.

Respondents interviewed by Aghan were of the opinion that the "lack of proper, accurate and timely information was to blame for the negligible number of stories." The researcher also reports that many editors treat gender and disability stories as hard to sell, with some arguing that their managers claim that stories on gender and disability are depressing (Aghan 2007: 15). Stories about persons with disability need not be depressing. They can be extremely inspirational and positive if presented by journalists who focus on the capabilities of persons with disability, rather than on the challenges they face.

The media can also open up an area of public discourse that could have passed unnoticed. On Friday 8th August 2009, The Daily Nation newspaper carried a story about an effort by a Member of Parliament to have the Persons with Disability Act 2003 amended in order to include albinos. The proposed amendment was a result of advocacy work undertaken by the Albino Society of Kenya and came at a time when albinos in Tanzania were being killed for ritualistic activities in the belief that their organs have power to give individuals prosperity. Unfortunately, that story was tacked away in a corner of the newspaper and was not given any prominence. Electronic media did not carry the story about the intended amendment. The media missed an opportunity to discuss the weaknesses of the Persons with Disability Act 2003 and to educate Kenyans on the importance of amending the Act. Through the media, the Member of Parliament would have been encouraged to bring substantial amendments to the Act. Equally, organizations working on disability did not draw citizens' attention to the intended amendment. This situation can be remedied through a range of approaches, including the training of journalists, enabling them to undertake investigative stories from politicians and communities, sensitizing PWD on how to engage with media, and networking media with organizations committed to disability issues. Such organizations might include human rights organizations. The effect of this might be an increase visibility of disability issues through responsible and sensitive reportage. There are many disability issues of interest to a well-sensitized media.

The media are therefore in a position to shape the public image of persons with disabilities by:

1. Increasing awareness about the situation of persons with disabilities among the public in Kenya
1. Promoting positive attitudes towards children, youth, women and men with disabilities and support the human rights of persons with disabilities.
2. Including and interviewing persons with disabilities in news and topical reporting, portraying them as part of the public.

2.2.2 Research gaps

The void in scholarship where the legitimate efforts by Aghan to study “*Media Coverage of Gender and Disability in Kenya*” leave off is where this study fits in to the scholarship. Aghan did not look for the possibility of framing of PWD issues specifically in newspapers. His findings about the media coverage of disability issues in Kenya are purely accidental because he was aiming at how the media was covering groups perceived to be disadvantaged and marginalized. As was discussed in Chapter 1, newspapers often provide the basis for television news coverage. An indication of framing in newspaper coverage of PWD issues has implications for Aghan’s work. Therefore, this study serves as a complement to Aghan, and furthers the field of communication studies about framing by the Kenyan newspapers about PWD issues.

While this study does not claim to identify every possible “trope” of PWD argumentation, it does examine whether there are any patterns as to how newspapers frame communication of PWD issues. This is a far more realistic and concrete goal that incrementally furthers the scholarship in the communication studies field by observing framing within newspaper coverage of a given issue. It can be replicated using many issues covered by newspapers to look for the possibility of framing about those issues.

With these studies providing a theoretical framework, this study attempted to see how Kenyan newspapers frame information about PWD issues. Framing as it relates to newspaper coverage of the PWD issues is a subject that has not been addressed at length.

2.3 Conclusion

Media framing is the way in which information is presented to its audiences. Goffman was the first to concentrate on framing as a form of communication and defined “framing” as a “schemata of interpretation” that enables individuals to “locate, perceive, identify and label” occurrences or life experiences (Goffman, 1974). Robert Entman modernized this definition by specifying that “to frame a communicating text or message is to promote certain facets of a ‘perceived reality’ and make them more salient in such a way that endorses a specific problem definition, causal interpretation, moral evaluation, and/or a treatment recommendation” (Entman, 1993, p. 51).

“Agenda setting serves as the first function of framing as it defines the problems worthy of government attention.” Priming is “the goal, the intended effect, of strategic actors’ framing activities” (Entman, 1993, p. 165).

Framing differs significantly from the accessibility-based models – agenda setting and priming. It is based on the assumption that how an issue is characterized in news reports can have an influence on how it is understood by audiences. Framing is often traced back to roots in both psychology and sociology (Pan & Kosicki, 1993). The psychological origins of framing lie in experimental work by Kahneman and Tversky (1979, 1984), for which Kahneman received the 2002 Nobel Prize in economics (Kahneman, 2003). They examined how different presentations of essentially identical decision-making scenarios influence people’s choices and their evaluation of the various options presented to them. Goffman and others (1974) laid the sociological foundations of framing who assumed that individuals could not understand the world fully and constantly struggle to interpret their life experiences and to make sense of the world around them. In order to efficiently process new information, Goffman argues, individuals therefore apply interpretive schemas or “primary frameworks” (Goffman, 1974, p. 24) to classify information and interpret it meaningfully.

Framing therefore is both a macrolevel and a microlevel construct (Scheufele, 1999). As a macroconstruct, the term “framing” refers to modes of presentation that journalists and other communicators use to present information in a way that resonates with existing underlying schemas among their audience (Shoemaker & Reese, 1996). This does not

mean, of course, that most journalists try to spin a story or deceive their audiences. In fact, framing, for them, is a necessary tool to reduce the complexity of an issue, given the constraints of their respective media related to news holes and airtime (Gans, 1979). Frames, in other words, become invaluable tools for presenting relatively complex issues efficiently and in a way that makes them accessible to lay audiences because they play to existing cognitive schemas.

This study was carried out in relation to a study of news media framing that suggest that framing is concerned with the presentation of issues reported in mediated news content.

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

This chapter examines in detail the methodology adopted in carrying out the study. It covers the following aspects; research design, scope of the study, instruments for collecting data, procedure for collecting and analyzing data. The researcher has discussed these aspects by highlighting the reasons why some techniques were selected for the research design.

3.1 Research design

The research design used in this study is a content analysis that sought to assess and determine the dominant media-related frames. It was also used to compare the frames used by the two select mainstream newspapers in their stories about the PWD issues.

Content analysis is a method of research defined, in brief, as “the systematic assignment of communication content to categorize according to rules, and the analysis of relationships involving those categories using statistical methods (Riffe,Lacy & Fico, 2005, p. 3).

This study was based upon a quantitative content analysis of newspaper articles. The analysis relied on census data, rather than a sample, therefore rendering statistical sampling analysis unnecessary.

A census was collected from two mainstream newspapers: 181 newspapers were identified and analyzed for PWD related stories. These papers were chosen because of their large readerships, national influence, and representation of diverse geographic areas (national and local). All boast large circulations- the Nation 250,000 and The Standard 120,000. The two hold considerable political influence and “shape the agendas of other newspapers and TV stations”. They are considered newspapers for Kenya’s middle-class; a newspaper for everyone. Data collected by the Ipsos Synovate Research Group for the Kenya Advertising Research foundation list the following average daily readership for

the studied papers: The Nation at 23% and The Standard at 10%.

A content analysis was used to address the aforementioned research questions. The research was enriched through the use and review of two Kenyan mainstream newspapers as the primary sources of data. A total of 39 stories were selected from two newspapers: *The Nation* and *The Standard* from November 01, 2012 to April 30, 2013.

Each newspaper story was the unit of analysis. All content-based news articles and editorials—including advertisements, letters to the editor, etc.—were used in the sample.

3.2 Data collection

The newspaper stories were accessed via the respective media house morgue database. The researcher acknowledges that digital newspaper editions provide exhaustive access to all of the PWD articles published in these two newspapers. Therefore, as the researcher intended to collect a census of PWD articles, this content analysis examined a census of articles for the said period.

Articles were searched through a database access software, and were be qualified by including the search terms of “disable”, “disabled”, “PWD”, “disability”, “impaired” and “impairment”. The search terms were allowed to appear anywhere in the article, in order to include relevant texts. All articles were converted into text files and run through a file generator.

Articles were drawn from the period November 01, 2012 to April 30, 2013 in their entirety. These dates are chosen in order to cover both episodic and thematic news coverage surrounding the PWD issues, especially during International Day of People with Disability (IDPwD) celebrated every December 3 and the electioneering period. The end date was simply the date whereby the electioneering period was over and when the study would be complete to meet the academic calendar deadlines.

The total number of texts included in The Nation newspapers and the texts within The Standard newspaper articles were tabulated and analyzed.

The methodology of this study was a quantitative content analysis designed to sufficiently narrow an overly broad topic to studying framing in Kenyan newspaper coverage to a more narrowly defined set of articles dealing PWD.

However, in this study, the researcher used only this type of framing concept interpretation, which suggests that the media present information in a certain manner. The researcher omitted, for example, psychological and cognitive mechanisms of framing process or attitude accessibility concepts.

3.3 Instrument of Data Collection

The instrument of data collection for the study was a coding sheet that contains the parameters of analysis. Content analysis in respect to this research was designed to compare media content to the real world i.e. coverage of media in issues related to PWD. This technique was used to obtain data from the manifest content of the newspapers thereby describing communication content. Content analysis was used in this study to determine the direction, prominence and frequency given to stories concerning PWD.

3.4 Content Categories

3.4.1 Variables and codes: Derivations and meaning

The first set of variables is descriptive, enabling the researcher to identify the article. However, data about the page number, section in the newspaper and the type of article gave additional indications of the importance of the article.

The unit of analysis in the current study is the individual article. Each article was coded for the following variables:

1. Newspaper: The name of the newspaper in which the article was published.
2. Date: The date and day of publication of the article
3. Page number: data about the page number
4. Area of Expertise: The author 's area of expertise including journalism (counting editors and newspaper columnists), science or health, politics, religion, issue advocate (affiliated with an advocacy organization), academic or other.
5. Headline: Copy and paste the headline of the article into the string variable that was provided for article identification.

6. Story Types: this was to ascertain whether the articles are news Stories, feature Stories, editorial, opinion articles, personality profile, cartoons and pictures or advert.
7. The size of the articles: this was to determine the quality of reportage. This was done by assessing the space allocated to the story.
8. Placement: To determine the pagination of the articles. Are they placed on the front page, inside page or back page? The section where the article appears within the newspaper.
9. Prominence: to determine where the story is within a page. Is it a lead, an editorial or a commentary?
10. The type of disability mentioned most often in news about PWD.
11. Triggers of news coverage: this is to determine what the story is derived from e.g. is it the World Disability Day?
12. The main actor in the story: to determine who is moving the story. Who is the person behind the story?
13. Support or Opposition to PWD issues: Quantified by a five- point scale, each article was coded for the affective tone/slant in relation to support or opposition to issues concerning PWD. The scale ranged from strongly oppose, somewhat oppose, neutral, somewhat support or strongly support.
14. Sources of information: To find out the identifiable sources of information for people living with disabilities stories - is it the journalists, disabled persons organizations or the PWD?
15. Number of articles: This is to determine the frequency of coverage about PWD issues.

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

4.0 Data analysis

Data analysis was done upon completion of the data collection from the sample population. Data collected was coded, tabulated for both quantitative and qualitative data and extracted for appropriate analysis respectively.

Thematic analysis was used for the qualitative data whereby the data was classified under the objectives concerned. Graphics have been used to present this data. Quantitative data once collected was summarized and presented by use of statistical methods in accordance to the objectives of the study. The statistical software that was used in this analysis is Statistical Package for Social Sciences (IBM SPSS Statistics version 20), which is capable of computing many different procedures with different kinds of data (Stinchcombe, 2005). This software aided in faster data analysis since things like tables and graphs were generated automatically to give information on the variables. Frequency distributions statistical technique has been used in the presentation of the findings.

The findings have been presented clearly for ease of comprehension.

This chapter contains the analysis, presentation and interpretation of the data gathered. The data sought to identify the frequency of PWD stories in all pages of The Nation and The Standard newspapers when analyzed by category, treatment and approach. Appropriate statistical treatment has been applied on the findings. These findings are presented through tables and texts and are discussed accordingly.

4.1 Presentation and interpretation of the data

Table 1 presents the extent of percentage of PWD stories in all pages of The Nation and The Standard when analyzed. In total, there were 39 articles about PWD analyzed from the two newspapers.

In The Nation, PWD articles got the highest frequency of 29 or 74.4 % while The Standard got the lowest frequency of 10 or 25.6%.

Table 1: Extent of percentage of PWD stories in the newspapers

Newspaper of Publication		Rank of Number of Items		Total
		The Nation	The Standard	
The Nation	Number of items	29	0	29
	% of Total	74.4	0.0	74.4
The Standard	Number of items	0	10	10
	% of Total	0.0	25.6	25.6
Total	Number of items	29	10	39
	% of Total	74.4	25.6	100.0

The result of this research shows that PWD issues were reported frequently in The Nation newspaper than in The Standard newspapers.

Table 2 presents the extent of percentage of PWD stories by treatment in all pages of The Nation and The Standard in terms of the following indicators: Headline news, General news, Feature news, Commentary/opinion, Editorial column.

In The Nation, the highest frequency in terms of treatment is the general news which got a tally of 17 or 58.6%, followed by features which got a frequency of 6 or 20.7%. During the period of analysis, photographs and adverts about PWD were accorded 2 appearances or a frequency of 6.9%. Opinion columns pieces and letters to the editor appeared once or a frequency of 3.4% while the editorial got zero frequency.

In The Standard, the highest frequency is the general news which has 7 or 70%, followed by editorial/ leader which got a frequency of 2 or 20%. There was only one advert addressing PWD issues or 10%. Feature news, opinion columns, letters to the editor and photographs got a tally of zero or 0%.

The two newspapers show that general news has the highest frequency (61.5%) of PWD stories in all pages while opinion pieces and letters to the editor has the least frequencies (2.6%) of PWD stories when analyzed by treatment.

Table 2: Extent of percentage of PWD stories by treatment in the newspapers

Newspaper of Publication		Type of item							Total
		News item/News piece	Editorial/ leader	Feature	Opinion/Column piece	editor Letter to the	Photograph	Advert	
The Nation	Number of items	17	0	6	1	1	2	2	29
	% of Total	43.6	0.0	15.4	2.6	2.6	5.1	5.1	74.4
The Standard	Number of items	7	2	0	0	0	0	1	10
	% of Total	17.9	5.1	0.0	0.0	0.0	0.0	2.6	25.6
Total	Number of items	24	2	6	1	1	2	3	39
	% of Total	61.5	5.1	15.4	2.6	2.6	5.1	7.7	100.0

According to Table 3, in The Nation and The Standard newspapers, zero percent of PWD news is located in the front page. Most of the PWD news in both newspapers are located in the inside pages, with a percentage of 82 and 90 percent for The Nation and The Standard respectively. In both newspapers, none of the PWD stories is located on the back page.

Table 3: Extent of page prominence and position of PWD stories in the newspapers

Newspaper of Publication		Page Prominence/ Position of item/				Total
		Page number				
		Page 1	Page 2-4	Page 5 onwards (excluding back page)	Back Page	
The Nation	Number of items	0	5	24	0	29
	% within Newspaper of Publication	0	17.2	82.8	0	100.0
	% within Page Prominence/ Position of item/ Page number	0	83.3	72.7	0	74.4
	% of Total	0	12.8	61.5	0	74.4
The Standard	Number of items	0	1	9	0	10
	% within Newspaper of Publication	0	10.0	90.0	0	100.0
	% within Page Prominence/ Position of item/ Page number	0	16.7	27.3	0	25.6
	% of Total	0	2.6	23.1	0	25.6
Total	Number of items	0	6	33	0	39
	% of Total		15.4%	84.6%	0	100.0

In terms of space in The Nation newspaper, PWD news occupy about 13.8 percent of space above one page, about 17.2 percent of space $\frac{1}{2}$ - 1 of a page, about 24.1 percent of space $\frac{1}{4}$ - $\frac{1}{2}$ of a page, about 10.3 percent of space $\frac{1}{7}$ - $\frac{1}{4}$ of a page, and 34.5 percent less than $\frac{1}{7}$ of a page.

In The Standard newspaper, PWD news occupy about 20 percent of space above one page, about 10 percent of space ½ - 1 of a page, about 10 percent of space ¼ - ½ of a page, about 20 percent of space 1/7 - ¼ of a page, and 40 percent less than 1/7 of a page.

Table 4: Extent of space prominence of PWD stories in the newspapers

Newspaper of Publication		Space prominence					Total
		Up to 1/7 of a page	1/7 - ¼ of a page	¼ - ½ of a page	½ - 1 of a page	1 – 2 pages	
The Nation	Number of items	10	3	7	5	4	29
	% within Newspaper of Publication	34.5	10.3	24.1	17.2	13.8	100.0
	% within Space prominence	71.4	60.0	87.5	83.3	66.7	74.4
	% of Total	25.6	7.7	17.9	12.8	10.3	74.4
The Standard	Number of items	4	2	1	1	2	10
	% within Newspaper of Publication	40.0	20.0	10.0	10.0	20.0	100.0
	% within Space prominence	28.6	40.0	12.5	16.7	33.3	25.6
	% of Total	10.3	5.1	2.6	2.6	5.1	25.6
Total	Number of items	14	5	8	6	6	39
	% of Total	35.9	12.8	20.5	15.4	15.4	100.0

Table 5 presents the analysis showing the type of disability that featured prominently in the two select newspapers. In The Nation newspaper, the mention of physical disability and visual impairment was 5 times or 17.2% for each. Hearing impairment had a frequency of 4 or 13.8% and mental disability had a frequency of 3 or 10.3%. A majority

of the PWD stories (41.4%) did not mention the type of disability and chose to address it generally.

In The Standard newspaper, frequency of the mention of visual impairment is 1 or 10%. Hearing impairment, physical disability and mental disability had no mentions. A majority of the PWD stories (90%) in The Standard did not mention the type of disability and chose to address it generally.

Table 5: Mention of disability type in the PWD stories in the newspapers

Newspaper of Publication		Mention of disability type					Total
		Physical disability	Mental disability	Visual impairment	Hearing impairment	Disability mentioned in general	
The Nation	Number of items	5	3	5	4	12	29
	% within Newspaper of Publication	17.2	10.3	17.2	13.8	41.4	100.0
	% of Total	12.8	7.7	12.8	10.3	30.8	74.4
The Standard	Number of items	0	0	1	0	9	10
	% within Newspaper of Publication	0.0	0.0	10.0	0.0	90.0	100.0
	% of Total	0.0	0.0	2.6	0.0	23.1	25.6
Total	Number of items	5	3	6	4	21	39
	% of Total	12.8	7.7	15.4	10.3	53.8	100.0

Table 6 presents the analysis showing the type of type of triggers for coverage of PWD related issues by the two select newspapers. In The Nation newspaper, the dominant trigger for coverage was media initiated investigation with a frequency of 6 or 20.7%. Voluntary sector, NGO announcements and their initiative for news coverage trigger had

a frequency of 4 or 13.8%. Government policy announcement and legislature debate was responsible for the coverage of two stories each (6.9%).

In The Standard newspaper, the dominant trigger for coverage was the voluntary sector, NGO announcements and their initiatives with a frequency of 3 or 30%. This was followed by media initiated investigation with a frequency of 2 or 20%.

Table 6: Coverage triggers of the PWD stories in the newspapers

Newspaper of Publication		What triggers coverage																Total
		Media initiated investigation	Celebrity pronouncement	Personal experience	Other legislature debate	Government policy announcement/initiative	Other public body policy announcement/initiative	Voluntary sector/NGO announcement/initiative	Conference – charity/voluntary sector	Conference – other	Publicity campaign – national government	Publicity campaign – Charity	Publicity campaign – other	Public demonstration against abuse	Other citizen activism for	A death	Judicial process/ outcome	
The Nation	Number of items	6	3	1	2	2	1	4	0	1	1	3	0	1	1	1	2	29
	% of Total	15.4	7.7	2.6	5.1	5.1	2.6	10.3	0.0	2.6	2.6	7.7	0.0	2.6	2.6	2.6	5.1	74.4
The Standard	Number of items	2	0	0	1	0	0	3	1	0	0	1	1	0	0	0	1	10
	% of Total	5.1	0.0	0.0	2.6	0.0	0.0	7.7	2.6	0.0	0.0	2.6	2.6	0.0	0.0	0.0	2.6	25.6
Total	Number of items	8	3	1	3	2	1	7	1	1	1	4	1	1	1	1	3	39
	% of Total	20.5	7.7	2.6	7.7	5.1	2.6	17.9	2.6	2.6	2.6	10.3	2.6	2.6	2.6	2.6	7.7	100.0

For The Standard, 70% of stories listed staff reporters in the byline. Other sources and wire services contributed 10% of the stories.

Importantly, 37.9% of stories in The Nation and 20% of stories in The Standard did not list any source in the byline.

Table 7: Byline sources of information for PWD stories in the newspapers

Newspaper of Publication		The author's area of expertise						Total
		Health correspondent	Political correspondent	Education correspondent	Name only	No name/ no specialism listed	Other	
The Nation	Number of items	3	1	1	10	11	3	29
	% within Newspaper of Publication	10.3	3.4	3.4	34.5	37.9	10.3	100.0
	% of Total	7.7	2.6	2.6	25.6	28.2	7.7	74.4
The Standard	Number of items	0	0	0	7	2	1	10
	% within Newspaper of Publication	0.0	0.0	0.0	70.0	20.0	10.0	100.0
	% of Total	0.0	0.0	0.0	17.9	5.1	2.6	25.6
Total	Number of items	3	1	1	17	13	4	39
	% of Total	7.7	2.6	2.6	43.6	33.3	10.3	100.0

Table 8 presents the analysis showing the sources of information for PWD related stories by the two select newspapers. In The Nation newspaper, a majority of the information came from pressure groups with a frequency of 9 or 31%. People in the political arena followed this with a frequency of 4 or 13.8%. Medical sources of information contributed 10.3% of the information used to write the articles. Friends / relative, law and order, academic institutions, government agencies and other groups had a frequency of 2 or 6.9% each.

In The Standard newspaper, a majority of the information came from pressure groups with a frequency of 8 or 80%. Non-governmental organizations / social movements and persons organized in groups had a frequency of 1 or 10% each.

Table 8: Sources of information for PWD stories appearing in the newspapers

Newspaper of Publication		Source(s) type										Total
		Not applicable	Medical	Pressure group	Friend / relative	Politics	NGO/ Social Movement	Law and order	Academy	Government agency	Persons / Citizens / Groups	
The Nation	Number of items	2	3	9	2	4	1	2	2	2	2	29
	% within Newspaper of Publication	6.9	10.3	31.0	6.9	13.8	3.4	6.9	6.9	6.9	6.9	100.0
	% of Total	5.1	7.7	23.1	5.1	10.3	2.6	5.1	5.1	5.1	5.1	74.4
The Standard	Number of items	0	0	8	0	0	1	0	0	0	1	10
	% within Newspaper of Publication	0.0	0.0	80.0	0.0	0.0	10.0	0.0	0.0	0.0	10.0	100.0
	% of Total	0.0	0.0	20.5	0.0	0.0	2.6	0.0	0.0	0.0	2.6	25.6
Total	Number of items	2	3	17	2	4	2	2	2	2	3	39
	% of Total	5.1	7.7	43.6	5.1	10.3	5.1	5.1	5.1	5.1	7.7	100.0

Table 9 shows the tone of descriptions of PWD in news stories in daily newspapers. The Nation newspaper had 75.8%, of PWD related news in a favorable tone and 10.3% had an unfavorable tone. The tone in 13.8% of the articles analyzed was not clear.

It shows that 60% of PWD related news in The Standard newspaper had a favorable tone and 30% had a negative tone. The tone in 10% of the articles analyzed was not clear.

Table 9: Tone of descriptions of PWD in stories appearing in the newspapers

Newspaper of Publication		Tone of descriptions			Total
		No reference	Only Negative	Positive	
The Nation	Number of items	4	3	22	29
	% within Newspaper of Publication	13.8	10.3	75.8	100.0
	% of Total	10.3	7.7	56.4	74.4
The Standard	Number of items	1	3	6	10
	% within Newspaper of Publication	10.0	30.0	60.0	100.0
	% of Total	2.6	7.7	15.4	25.6
Total	Number of items	5	6	28	39
	% of Total	12.8	15.4	71.8	100.0

Table 10 presents the extent of percentage by support or opposition of PWD stories in all pages of The Nation and The Standard.

In The Nation, under the attitude, pro-PWD issue oriented stories have the highest frequency of 25 or 86.2 % while anti-PWD issue oriented stories have a lower frequency with 2 or 6.9%. Under the same approach, those whose orientations were either not applicable or not clear had a frequency of 2 or 6.9%.

Table 10: Extent of percentage for support and opposition of PWD stories

Newspaper of Publication		Attitude towards PWD issues (Support or opposition)			Total
		Not applicable / Not clear	Pro-PWD issues	Anti-PWD issues	
The Nation	Number of items	2	25	2	29
	% within Newspaper of Publication	6.9	86.2	6.9	100.0
	% of Total	5.2	64.1	5.1	74.4
The Standard	Number of items	0	10	0	10
	% within Newspaper of Publication	0.0	100.0	0.0	100.0
	% of Total	0.0	25.6	0.0	25.6
Total	Number of items	2	35	2	39
	% of Total	5.2	89.7	5.1	100.0

In The Standard, under the attitude approach, all were pro-PWD issue oriented stories with 10 counts or 100%.

Based on these data, The Standard frames the PWD stories under the ‘issue campaign approach’ angle more extensively.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents the summary of the analyzed findings from the concluded study. From here, conclusions were arrived at, and the researcher formulated appropriate recommendations.

5.0 Summary

The study aimed to know the content of Kenyan mainstream print media in terms of scope, treatment and approaches to PWD issue related reporting.

Specifically the study aimed to answer the following:

1. What is the extent of the number of PWD stories in all the pages of The Nation and The Standard (November 2012-April 2013) when analyzed?
2. What is the frequency of the number of PWD stories in all the pages of The Nation and The Standard (November 2012-April 2013) when analyzed by Treatment: (Headline News; General News; Feature; Commentary/Opinion; Editorial)?
3. Is there a significant difference of PWD issue related stories in all the pages of The Nation and The Standard (November 2012-April 2013)?

5.1 Findings

The following are the major findings of the study:

The Nation had the highest frequency at 74.4% while The Standard had a frequency of 25.6% of the total PWD related stories appearing during the period between November 01, 2012 and April 30, 2013.

In The Nation, the highest frequency in terms of treatment is the ‘general news’ which got a tally of 17 or 58.6%. In The Standard, the highest frequency is still the ‘general news’ which has 7 or 70%.

The Nation had 82% of the PWD articles located in the inside pages. The Standard has placed 90% of the PWD related stories in the inside pages.

In terms of article space prominence, The Nation had 34.5% of all the articles appearing as brights (news briefs) that occupied less than 1/7 of a page. 40% of articles in The Standard occupy less than 1/7 of a page.

In The Nation newspaper, the mention of physical disability as a type of disability was 17.2%. In addition, visual impairment had a frequency of 17.2%. About 90% of the PWD stories in The Standard did not mention the type of disability and chose to address it generally.

In The Nation newspaper, 20.7% of the trigger for coverage was media initiated investigation. In The Standard newspaper, 30% of the trigger for coverage was the voluntary sector, NGO announcements and their initiatives.

The Nation did not list any source in the byline of 37.9% (highest frequency) of stories. For The Standard, 70% of stories listed staff reporters in the byline.

In The Nation newspaper, a majority of the information came from pressure groups with a frequency of 31%. In The Standard newspaper, a majority of the information came from pressure groups with a frequency of 80%.

In The Nation newspaper, 72.4% of PWD related news has a favorable tone. In The Standard newspaper, 60% of PWD related news has a favorable tone.

In The Nation, under the attitude, pro-PWD issue oriented stories have the highest frequency of 86.2 %. In The Standard, all articles were pro-PWD issue oriented stories with a frequency of 100%.

5.2 Conclusion

The Nation got the highest frequency in the scope of reporting PWD related issues found in national newspaper articles.

In terms of newspaper treatment, '*general news*' got the highest frequency of PWD stories in the National papers in the country.

None of the PWD related stories appeared in either the front page or the back page, which are considered more prominent than other pages in the newspaper. This translates to low treatment of such stories therefore rendering them less important Ofuoku and

Agumagu (2008) stated that the front page is used to present to readers all the important, attract, eye catching and major headlines contained inside the newspaper. This is also supported by Clear and Weideman (1997) that the content of a newspaper is normally organized or structured according to a standard layout. This means that certain types of news or articles are allocated to certain pages in a newspaper.

There has not been a serious treatment of PWD related stories in terms of the length of the articles. This means that PWD related stories are treated casually.

There was a fair balance in the mentioning of the type of disability in the two newspapers.

The dominant trigger for coverage of PWD issues in The Nation newspaper was media initiated investigation. However, voluntary sector, NGO announcements and their initiatives for news coverage were the triggers for The Standard newspapers coverage of PWD issues.

The results indicate that there is a trend in The Nation newspapers of not naming the writer of the story. This can affect the credibility of the entire story.

The two newspapers have consistently relied on pressure groups as their source of information about PWD related issues. This gives credibility to the stories written using such information since this is a credible source.

The tone of the overwhelming majority of the news articles from both newspapers were favorable toward PWD related issues.

The result manifests that The Nation newspaper publication frames the PWD stories using a pro-PWD issue approach frame more frequently rather than the anti-PWD issue approach frame. This may imply that local newspapers prefer to report PWD stories that are framed using issue rooting angle.

5.3 Recommendations

It is evident in the result of this study that general news got the highest frequency based from the two newspapers studied. Meanwhile features were dominated by heroic framing based on the findings of this study showing that editorial, letters to the editor and opinion

columns got the least frequency in PWD reporting. Newspapers should employ more effort in the writing and publication of these articles. It is conceivable that longer stories allow journalists to take the time and effort to investigate an issue or event more fully and thoughtfully. Longer stories may allow journalists to move beyond mere reporting of facts into some analysis, and exploration of causes of and alternatives to social problems.

Every PWD story can be treated using different types of news. General news treatment is only one of the treatments, however; PWD stories can also be treated in a way that promotes human interest through feature news and authority through editorial treatments.

It is clear from the findings of this research project that PWD stories have not been treated with the importance that they deserve. A majority of the stories appearing were brights. The newspapers should therefore foster the reporting of more than one opinion or approach to a story to uncover certain aspects. This corresponds with the findings of Bittner (2003) that media in competition will sometimes take the extra initiative to explore an issue in depth rather than be satisfied with superficial information.

Media practitioners should play a critical role in getting at the roots of the disability, looking at underlying issues and reporting. A follow up research about the result of this study focusing on the reasons why most if not all journalist frame PWD stories in a victim approach rather than advocacy journalism approach. A recommended journalistic intervention is hereby-proposed using advocacy journalism approach to PWD reporting.

Recommend to seek funding support from funding agencies to materialize a Journalistic Intervention such as symposium, workshops and seminars or to offer short courses for journalists in promoting advocacy journalism.

5.4 Suggestions for further studies

The study recommends that a research study be carried out to assess the information seeking behavior of people living with disabilities. This is an effort to fill a gap in understanding the information needs and information-seeking behavior of people living with disabilities.

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Newspapers analyzed

- *Daily Nation* (Daily Newspaper)
- *The Standard* (Daily Newspaper)
- *Saturday Nation* (Saturday)
- *The Saturday Standard* (Saturday)
- *Sunday Nation* (Sunday)
- *The Sunday Standard* (Sunday)

Appendix A: Search terms

For each of the newspapers the search terms used were:

Disable

Disabled

PWD

Disability

Impaired

Impairment

Appendix B: Coding Manual

V 1, Case Number

Each coded item is to be assigned a unique code depending on the newspaper it appears. i.e.

Codes to be used for The Nation newspapers are **N001, N002,... N00n**

Codes to be used for The Standard newspapers are **S001, S002,... S00n**

V 2. Date (Day of the week, Date, Month and Year)

V 3. Newspapers

1. The Nation
2. The Standard

V 4. Page Prominence/ Position of item/ Page number

1. Lead front page: the main story on the front page
2. Other front page: the story is represented on the front page, but is not the main story
3. Page 2-4
4. Page 5 onwards (excluding back cover)
5. Back page: when the article's headline appears in the back cover

V5. Space prominence

These measurements refer to the approximate space on a page occupied by the article.

1. up to 1/7 of a page
2. 1/7 - 1/4 of a page
3. 1/4 - 1/2 of a page
4. 1/2 - 1 of a page
5. 1 – 2 pages
6. 2+ pages

V 6. Type of item

1. News item/News piece
2. Editorial/ leader
3. Feature
4. Opinion/Column piece
5. Personality profile piece
6. Letter to the editor/ Readers letter
7. News analysis
8. Supporting material
9. Cartoon
10. Photograph
11. Advert
12. Other (write type of item on the coding sheet)

V 7. Story headline

Write the story headline in the space provided

V 8. The author's area of expertise. Who reports?

1. Health correspondent/editor
2. Political correspondent/editor
3. Education correspondent/editor
4. Home affairs correspondent/editor
5. Social affairs correspondent/editor
6. Entertainment correspondent/ editor
7. Foreign correspondent/ editor
8. Science correspondent/ editor
9. Economic/ business correspondent/ editor
10. Sports correspondent/ editor
11. Name only
12. No name/ no specialism listed
13. Other (write correspondent designation on the coding sheet)

V9.Mention of disability type

This variable is designed to provide some indication of the **main** disability mentioned in the story (e.g. Is this a mainly a story about Visual impairment that lists other disabilities?).

1. Physical disability
2. Mental disability
3. Visual impairment
4. Hearing impairment
5. Other not listed
6. Disability mentioned in general (no names mentioned specifically)

V 10. What triggers coverage

This variable is designed to provide some indication of the main trigger behind the news story.

00. N/A
1. Media initiated investigation
2. Response to media coverage/debate
3. Celebrity pronouncement
4. Family campaign
5. Personal experience
6. Parliamentary debate
7. Other legislature debate
8. Government policy announcement/ initiative
9. Other public body policy announcement/ initiative
10. Corporate sector policy announcement/ initiative
11. Voluntary sector/ NGO announcement/ initiative
12. Research publication* – central government
13. Research publication – local government
14. Research publication - university sector
15. Research publication – charity/ voluntary sector
16. Research publication – business sector
17. Research publication – other
18. Conference – central government
19. Conference – local government
20. Conference - university sector
21. Conference – charity/ voluntary sector
22. Conference – business sector
23. Conference – other
24. Publicity campaign – national government
25. Publicity campaign – county government
26. Publicity campaign – University
27. Publicity campaign – Charity/ Voluntary
28. Publicity campaign – other
29. Opinion polls
30. Unnamed survey
31. Public demonstration against abuse
32. Other citizen activism against
33. Other citizen activism for
34. Police arrest
35. A death
36. Judicial process/ outcome
37. Official enquiry/ investigation
38. Unclear

In this context, the test for classification here is authorship, not sponsorship of coverage.

V11. Tone of descriptions

The idea for this variable is that the researcher documents the key words used to describe the PWD issue (if any). Is the issue referred to:

- 00. No reference/ NA
- 1. Only Negative
- 2. Positive (for example: Outstanding, talented, brilliant)

The researcher is interested in the words used to *describe the PWD issue* specifically. The coder should also note a maximum of three descriptive words (if relevant).

V12. Attitude towards PWD issues (Support or opposition)

This variable aims at identifying a) whether the article is pro- or anti- PWD issues (or not clear) overall (including all the sources and the journalists' framing of the article), and b) whether individual sources are pro- or anti- PWD issues (or not clear).

- 00 Not applicable / Not clear
- 1. Pro-PWD issues
- 2. Anti-PWD issues

V13. Source(s) type (select as many as necessary)

Sources will be coded identifying each source with one number.

- 00. Not applicable
- 1. Medical
- 2. Pressure group
- 3. Friend / relative
- 4. Politics
- 5. Non-Governmental Organization / Social Movement
- 6. Showbiz
- 7. Law and order
- 8. Academy
- 9. Trade Union
- 10. Religion (church)
- 11. Government agency
- 12. Business

13. Media
14. Think tank
15. Sci/tech
16. Sport
17. Intelligence
18. Witness
19. Terrorist group
20. Civil servants
21. Economic and financial experts
22. Persons / Citizens / Groups
23. Other / not identified

Appendix C: Coding Sheet

V1. Case Number: _____

V2. Date (Day of the week, Date, Month and Year) _____/_____/_____/_____

V3. Newspapers: _____

V4. Page Prominence/ Position of item/ Page number: _____

V5. Space prominence: _____

V6. Type of Item: _____

V7. Headline _____

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V8. The author's area of expertise. Who reports? _____

V9. Mention of disability type (code up to three disabilities mentioned)

(V) Disability 1	
(V) Disability 2	
(V) Disability 3	

V10. Coverage Trigger: _____

V 11. PWD (code up to four PWD)

	Who	PWD	Gender	Age	Tone
(V) PWD					
(V) PWD 2					
(V) PWD 3					
(V) PWD 4					

Note any key adjectives here

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V12. Attitude towards PWD issues: _____

V13. Source(s) type (select as many as necessary)

Source(s): Category Write the source numbers *in order of appearance in the item.*

Medical	Pressure group	Friend/relative	Law and Order	Educational Institution
Politics	NGO / SMO	Showbiz	Business	Media
Trade union	Religion	Govt. agency	Sport	Intelligence
Think tank	Sci/tech	Persons/groups	Diplomats	Economy / Finance
Witness	Terrorist group	Civil Servants	Other/Not identified	N/A