A Comparative Study of Print and Online Media Content in Kenya:

A Case of *'Daily Nation'* Newspaper

BY

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Declaration

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This research has been submitted for examination with my approval as University Supervisor.

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                                      SIGNATURE   DATE

Dedication

To my dad, Mr. David Ngoge, who put in me the desire to enroll for a postgraduate degree. He was my greatest inspiration as I embarked on my studies and his wisdom and words of advice have propelled me this far.

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I thank the Almighty God for the gift of life and above all for his abundance. His grace has been sufficient to me thus far.

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List of Abbreviations

BBC   British Broadcasting Corporation

CORD   Coalition for Reforms and Democracy

CID   Criminal Investigations Department

CS   Cabinet Secretary

DP   Deputy President

DPP   Director of Public Prosecutions

FKE   Federation of Kenya Employers

GDC   Geothermal Development Company

ICC   International Criminal Court

IFMIS   Integrated Financial Management Information System

IG   Inspector General

IT   Information Technology

INMA   International Newspaper Marketing Association

KARF   Kenya Advertising Research Foundation

KCB   Kenya Commercial Bank

KDF   Kenya Defence Forces

KIPS   Kenya Institute of Professional Studies

KMTC   Kenya Medical Training College

KRA   Kenya Revenue Authority

KWS   Kenya Wildlife Service

NEMA	National Environment Management Authority
NCIC	National Cohesion and Integration Commission
NGOs	Non Governmental Organizations
NMG	Nation Media Group
NIS	National Intelligence Service
NPSC	National Police Service Commission
NTV	Nation Television
NYS	National Youth Service
MCK	Media Council of Kenya
MP	Member of Parliament
ODM	Orange Democratic Movement
PC	Personal Computer
PS	Principal Secretary
PSC	Parliamentary Service Commission
SGL	Standard Group Limited
TV	Television
UASU	Universities Academic Staff Union
UNES	University of Nairobi Enterprises and Services
USA	United States of America
WAN	World Association of Newspapers
Wi-Fi	Wireless Fidelity

Operational Definitions

Audience	The people who subscribe to a given media outlet.
Broadcast Media	Electronic instruments used to relay information to the public.
By line	The name of the journalist who has compiled a story in the newspaper.
Consumer	Any person who reads the newspaper as a source of information.
Convergence	Using various technologies and media to produce and deliver news.
Display	The mode of presentation of news stories in the newspaper.
Figure Quote	**A** number written in large fonts that shows the quantity of what is presented in a story.
Infographic	Visual representation of information in a story.
Kicker	A line above the main headline in a newspaper that names the subject of the lead story.
Mug shot	The portrait of a person that is used in a story.
Online Newspaper	A publication that contains news and related information that can be accessed over the internet.
Photo Caption	The text that describes what a photo contains in a newspaper.
Print Media	Technologies that present information in form of newspapers, magazines and books.
Print Newspaper	A publication that is produced on paper and is circulated physically.
Prominence	The visibility of a story in the online and print newspaper.
Refer	A line of bold, small type with a page number at the end that directs readers to a related story elsewhere in the newspaper
Story	A news article as presented in a newspaper.

Abstract

Development in technology has transformed the way newspapers have traditionally been produced, distributed and read. In Kenya, technological improvements have seen an enhanced access to online newspapers besides the printed copies that traditionally existed.

This study sought to establish the extent to which presentation of content in the print newspaper compares with that of the online version. It focused on the differences between the content of the hard copy newspaper and that of the online platform. The research set out to determine how content was displayed and primed in the print newspaper as compared to the online version.

This research focused on the *'Daily Nation'* newspaper in Kenya where the researcher studied the dailies for both the online and print platforms for two weeks between the dates 16th June 2014 to 30th June 2014. The study employed the qualitative research approach where data was generated by way of comparative analysis of the print and online versions of newspapers. The researcher compared the two versions of newspapers under three major parameters: content, display and prominence.

The study was guided by the Media Dependency Theory and the Functional Theory of Media and Society, which were very vital in highlighting the issues surrounding media audiences and their media of choice.

The research found the online newspaper lacking in a number of features that were evident in the print newspaper. It concluded that the online newspaper was different from the print newspaper in terms of content provision. The researcher therefore recommended that the online newspaper needs to be enhanced to provide more and detailed information to match that of the print newspaper. There also need for the online newspaper to be uploaded in time with a specific focus on accuracy of the dates when the news is presented.

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.0 Overview of the Study

The development of the online newspaper is a new innovation in the newspaper industry. The use of digital production and distribution technology has offered new opportunities to media practitioners to improve the print newspaper industry with the internet being utilized to improve the provision of news to society. The innovation of internet technology has seen newspaper publishers adapt and apply it to improve and change existing practices in the print media industry (Lauf and Wurff, 2005). In keeping up with these technological advancements, practitioners in the newspaper industry have found ways in which they can use the internet to provide value to their customers. Information and communication infrastructure not only provides access to markets but also transforms market segments into audiences which in turn transforms them into consumers of particular media services or products (Geniets, 2013)

This research involved a study of the online platform of newspapers in comparison with the print versions of newspapers. The study was concerned with an analysis of the content of the online newspaper as compared to the print form of the newspaper. The study also compared the display and prominence of news stories in the online newspaper with the print edition of newspapers.

1.1 Background to the Study

According to Trotman (2000), media refers to TV, radio and print journalism. The concept of media typically includes print media (newspapers, magazines, books), electronic media (radio, TV, film, video, records) and most recently the so called online media that constitutes internet based forms, blogs and websites (Jukka & Kaale:136).

People can learn of news by word of mouth (for example from neighbours), from billboards along the streets or via radio or TV in public places like bars and pubs or in public transport vehicles (Genets, 2013). Over time what constitutes 'the media' has expanded because the media has been closely linked with technological changes and this has greatly affected content,

platforms and devices over time. The media is now considered a combination of content – music, films, TV, radio, publishing, advertisement and electronic games along with associated technological devices (Locksley, 2009).

According to Jukka and Kaale (2010), the core of media is journalism but it extends to entertainment and arts as well as to education and business. The well recognized functions of the media are to educate, inform and to entertain while the social and economic contributions to development of the media depend on the nature of content in the media platform of choice (Locksley, 2009). Direct development benefits of the media flow from educating and informing with the entertainment role acting just as a hook. The mass media are agents of social change in the service of national development. They are expected to help accomplish the transition to new customs and practices and in some cases to different social relationships (Scramm, 1964). The change in behaviour expected after interacting with media should include changes in attitudes, beliefs, skills and social norms.

The 19th century saw numerous advances with many inventions that converged in the 20th century to transform the media. The 20th century witnessed the development of mass media and the foundations of a global media. In the 21st century, the transformation of media is accelerating as a consequence of the digitization of content and its global distribution over digital platforms to digital devices. The digital transformation supplements traditional models and platforms and changes the content distribution and production with new devices (Locksley, 2009).

Increased access to media has seen television sets, personal computers, radios and newspapers take centre stage in people's lives and these have impacted greatly in the communication patterns of the world. The availability of internet music and the invention of mobile phones are a recent addition to the new media that has added a fourth screen to those of cinema, TV and personal computers. People now have a lot of exposure and spend more time with the media which they use for various purposes.

With the conception of the internet, people have voiced their opinions on the imminent death of traditional journalism. Many people believe that the culture as has existed is quickly transitioning into a mostly digital world (Sullivan, 2012). The advent of the internet has led to new media that

has not in any way replaced the existing media but has found a way to survive by being used concurrently with the old media. People are now surrounded by media in their homes and the portability made possible by the increased miniaturization of digital media means that they can remain connected almost any where they go. With internet at the people's fingertips, everything can now be accessed online with a possibility of users accessing the web through their phones.

Besides the broadcast media of television and radio, there exists print media that can be in the form of books, magazines and newspapers; the latter being the focus of this study. Throughout the world, when one talks of journalism, they predominantly have in mind the press – a term that generally connotes newspapers. According to Merill (1983), when we think of journalism, we think of media of mass communications – mainly newspapers, magazines, radio and TV. The term press connotes the print media and more specifically newspapers.

According to Turrow (2011), newspapers are printed products created on a regular (weekly or daily) basis and released in multiple copies. By this definition, newspapers did not exist before Johannes Gutenberg invented the printing press in the middle 1400s and although this made it possible for newspapers to be produced, having the technical means to do so did not immediately result in an explosion of newspaper publishing. The Gutenberg press started printing in 1453 with the first English language newspaper appearing around the year 1620 (Locksley, 2009). Technology has allowed individuals the ability to instantly access works that were once in print form from the online platform. The various forms of print media can now be accessed from the internet besides the hardcopy versions that have been used.

1.1.1 Newspapers in Kenya

Media play crucial roles in the development of any country and Kenya is not an exception. The Kenyan media is among the most vibrant in Africa and indeed in the developing world and as thus Kenyans have been accorded unparalleled access to both broadcast and print media (MCK, 2011). In Kenya newspapers are recognized for their originality and credibility as news providers. Most newspapers are published by media conglomerates that have broadcasting and online platforms (Nyabuga and Booker, 2013). The newspaper industry in Kenya has developed

over the years with the readership and circulation of newspapers being highly dependent on the type of newspaper and the target group.

The dominant publishing houses are the Nation Media Group and the Standard Group. These two have the largest market share. *'The Standard'* which started in 1902 is the oldest newspaper. Published by the Standard Group, it comes in daily editions between Monday to Friday with *'The Standard* on *Saturday'* and *'The Sunday Standard'* being published on Saturday and Sunday respectively. All these editions highlight the news and happenings through the week with more detailed coverage offered in the weekend editions. The Group also publishes *'The County Weekly'* which puts into focus issues and developments in the forty seven counties of Kenya.

The Nation Media Group (NMG) started its publications in 1959. *'Daily Nation'* is available from Monday to Friday while *'Saturday Nation'* and *'Sunday Nation'* are published on Saturdays and Sundays respectively. Just as in the case of the SGL publications, these provide news ranging from politics, business and sports in Africa and across the world. NMG also publishes *'The Business Daily'* which concentrates on business news in Kenya and its neighbours in the East African region. *'The East African'* is another publication of the NMG which focuses on all aspects of news affecting the East African region. The group also publishes *'Taifa Leo'* which is a shorter version and Swahili equivalent of *'Daily Nation'* and *'Taifa Jumapili'*, a *'Taifa Leo'* equivalent published on Sundays.

Most of the newspapers produced have for a long time encompassed news on all segments affecting society ranging from politics, sports, business, entertainment but in recent times, there has been a shift with more focus been given to segmenting audiences depending on their readership trends and likes. To this end, The SGL launched *'Game Yetu'*, a sports only publication in November 2012. This was aimed at providing the sports enthusiasts with a more detailed coverage on sports happenings as opposed to the few pages that they were getting in their dailies. To meet this goal, 'NMG, also started a similar publication, *'Sporton'* in January 2013.

The newspaper audience in Nairobi was found to have specific needs that do not match those of people in the other counties of Kenya. This therefore prompted the SGL to start a publication,

'The Nairobian' in February 2013 with the NMG launching an equivalent *'Nairobi News'* in November 2013. These two were meant to capture the Nairobi landscape and its related activities while at the same time shedding light on the varied lifestyle choices of the city dwellers and what inspires them. *'Nairobi News'* however wound up in May 2014.

Other major publications in Kenya are *'The People'*, *'Kenya Times'* and *'The Star'*. *'The People'* is owned by the Media Max Networks and it started in 1993 as a weekly publication. It is currently produced daily. The *'Kenya Times'* newspaper was formerly *'Nairobi Times'*. The latter is however no longer in circulation. *'The Star'* on the other hand is a publication of the Radio Africa Group. Launched in 2007, it was initially distributed in Nairobi as the *'Nairobi Star'* but has since gone national.

The largest newspaper by circulation is *The Daily Nation* followed by *The Standard* then *Taifa Leo, The Star, Business Daily,* and *The People* in that order (Nyabuga & Booker, 2013).

1.2 Statement of the Problem

The news sector is undergoing significant changes with the gathering and distribution of news being more widely spread. Developments in IT have revolutionized the process of production of newspapers with digitization and internet bringing changes to the newspaper publishing markets.

Newspapers in Kenya have for a long time existed in the print form but with the digitization of information, they are now availed in the online platform through the websites of the respective newspaper publishers. The availability of online newspapers besides the traditional print newspaper has provided readers with an alternative choice from which they can access their daily newspapers. As they set out to read the online newspaper, readers have the same information needs which they expect to meet in the same way as print newspaper readers would.

To this end therefore, the content and packaging of the print and online newspapers need to be similar in that all aspects of newspaper reporting that are visible in the print version of the newspaper should be availed in the online platform of the newspaper. An online newspaper reader should not miss any details and features that the print newspaper reader gets and on the other hand a print newspaper reader should not be disadvantaged over the online newspaper reader. This way then, newspaper readers may satisfactorily depend on one version of the

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newspaper to meet their needs as opposed to complementing their reading which the alternative version of the newspaper after reading the edition that a reader may have accessed earlier.

1.3 Objectives of the Research

1.3.1 Main Objective

The main objective of this study was to assess the extent to which the online newspaper compared with the print newspaper.

1.3.2 Specific Objectives

The specific objectives of the research are:-

(i) To find out the differences in content of print and online editions of newspapers in Kenya.

(ii) To compare the layout of online and print versions of newspapers in Kenya.

(iii)To establish the prominence given to stories in the online and print newspapers in Kenya.

1.4 Research Questions

This research will be guided by the following research questions:-

(i) To what extent does content of print newspapers in Kenya differ from that of online newspapers?

(ii) How is content displayed in the online newspaper as compared to the print newspaper?

(iii) How are stories primed in the online and print newspapers in Kenya?

1.5 Justification for the Study

Newspapers are an important tool in the media industry and their power cannot be underestimated. The newspaper gives a detailed coverage of happenings in society that are only presented in brief on radio and television, which are the other major media outlets. The newspaper captures the fine details of who said or did what, where, when, and how what was said and done affected the lives of other people.

The provision of online newspapers beside the print editions has offered newspaper consumers an alternative way to read their dailies. With internet connectivity being the only hindrance, free access to the websites that post the online newspapers has seen a very high flow of traffic that has in turn led increased the daily access rates. Whichever edition of newspaper that a reader accesses whether print or online should serve the need of quenching the thirst for information. Both online and print newspaper readers should draw the same benefit as they would have if they accessed the alternative option.

This study highlighted the various aspects of content and display that differed between the online and print editions of newspapers and was aimed at helping media managers in general and newspaper editors in particular better manage and fully utilise both the online and print newspaper platforms to disseminate news and information to their audiences.

1.6 Scope and Limitations of the Study

This research focused on similar and differing aspects of the online edition of newspaper and the print version. The study involved a comparative analysis of content on the print and online versions of *'Daily Nation'* newspaper. The newspaper which is the most influential and a market leader in the newspaper industry in Kenya commands a market share of 53% and has a daily circulation of more than 200,000 copies (KARF data, 2014).

This research made use of comparative analysis as the method of research and it involved a study of both online and print editions of *'Daily Nation'* newspaper.

The researcher purchased the print newspaper of a given day and logged in to the NMG website where he accessed the online version of the same newspaper. The mode of doing this research meant that that the study of a given day's newspaper had to be carried out on the same day as the newspaper website was uploaded with the following day's newspaper the next day. The researcher had to ensure that he studied all the aspects of this study on the same day as there was no way he could access an online newspaper for a day that had already passed. This called for the researcher to cut down on quantity of content that he had intended to study.

There were delays in uploading the digital edition of the newspaper on some days during the period of study. On 20th June 2014 for example the researcher was not able to access the online

newspaper as at 7.50 a.m. The contents of the online newspaper were availed way after 9.30 a.m. and this posed a challenge to the researcher as he had to work extra hard to ensure that all the stories for that day were adequately covered as planned.

On other days some stories in the online newspaper were uploaded much earlier and they got mixed up with the stories for the previous day. On some occasions, previous days' stories were not pulled down in good time and they continued appearing on the website. On some days, stories for a given day were uploaded with previous days' dates and all these made the researcher's work a bit cumbersome as it took more time to filter the relevant content for the day.

During the period of this study, the researcher was a teacher at Rasul Al Akram Academy in Nairobi and this meant that on any given day he interacted with teachers and the students in the school. There was need from the teachers and students to have a look at the day's print newspaper that the researcher was using in this study. More often than not, these requests to 'glance through' the print newspaper ended up being full reading sessions for those who had borrowed the researcher's copy of the print newspaper. This to a great extent delayed the research process.

The progress of the research on any given day was also affected by slow speeds or occasional unavailability of internet connectivity given that the researcher entirely depended upon the Wi-Fi connection that was available in the school that he served in at the period of this study.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview of the Chapter

This chapter discussed 'Media Convergence' and 'Online Journalism' which highlighted and provided a basis for the development of the topic under study. In line with the objectives of this research, this chapter reviewed literature that related to this study with a focus on newspapers in the digital age and the development of online newspapers.

The chapter also discussed the developments in the newspaper industry in select countries of the world with a specific focus on the USA, Britain and Russia and concluded with an analysis of the theoretical and conceptual frameworks for this research and a description of the philosophical paradigm for this study.

2.1 Media Convergence and Online Journalism

The internet was originally designed as a communication network for the military and scientists. Even before the web existed, computer savvy government and university employees used the internet. It is in the late 1900s and early 2000s that the internet went from a specialized medium used mostly by university personnel and computer experts to a true mass medium. The internet has become the hub of a global marketplace of information with millions of people surfing the web every day.

The PC and its associated innovations (multimedia, internet) is the new market screen that will remain central to the changing media environment. This electronic screen is the focus of the convergence of broadcasting, telecommunications and computing. Screen media include familiar and new technological developments in ICTs which have contributed to a radical shift towards convergent forms. The notion of timeliness of news has been completely redefined with the advent of ICTs. Developments in technology has allowed news organizations to transmit information almost instantly. Media audiences have thus been conditioned to expect immediate coverage of any breaking event (Craig, 2005).

In past years publishing major international news stories within a few days of their occurrence was considered timely but that is not the case anymore. When the dependence on traditional media of communication was high, information travelled far more slowly than it does today. The invention and subsequent development of satellite communication brings events and reports of their occurrence to the media audiences without delay.

According to Craig (2005), the notion of proximity has also changed with freeways and airlines shortening travel times. What is local has now expanded depending on the circumstances and subject matter. These days most news within a state or a region of a country may be considered local. The notion of prominence has changed as well due to the explosion of media outlets on cable and the internet with so many more content providers cranking out hours of programming and pages of coverage (Craig, 2005:6). This has provided more opportunity for exposure and as thus many people are considered famous today than before.

Information services such as media, information and telecommunication services have become interconnected. This facilitated by the emergence of more recent media, PCs and internet has led to convergence of media forms (Livingstone & Bovill, 1999). According to Kolodzy (2006), convergence in journalism requires changes in how news organizations think about their news coverage, how they produce the news and how they deliver the news. Most convergence in journalism however focuses on delivering the news and for the newspaper, it involves placing the daily edition online.

The terms new media and old media have been associated with different meanings depending on level of technological advancement one is at. The change brought about by the development of new media is the shift from one way mass communication between the medium and the user (Livingstone and Bovill, 1999). The notion of interactivity has now focused the attention on the relationship between the user and the medium. Interactivity incorporates several dimensions which characterize the changing models of involvement in media. With old media, standardized content was beamed out to a mass audience and relatively small opportunities for choice were available.

According Livingstone and Bovill (1999), the only options that mass audiences had was to choose which channel to watch or listen to and how much to watch but it was limited to that. With the introduction of new media, it is now possible to choose and control media content. According to Biagi (2012), internet media have become a new mass medium as well as an integrated delivery system for traditional print, audio, video and interactive media. News organizations are thinking of ways of producing news differently and they are trying to ensure that the news they are producing is best suited for the audiences of each medium or format being used to distribute the news (Kolodzy, 2006). The organizations realize that newspaper readers want more context and detail to their stories while online browsers are looking for quick bits of information, interactivity and the ability to seek out other information.

Convergence is a likely destination for the news media in many parts of the world with many media organizations eagerly embracing the concept as they see it as a way of dealing with an uncertain future (Quinn, 2005). The chairman of the New York Times Company and publisher of the *'New York Times'* in USA told a conference in 2004 that convergence was the future for the media and that the reason why his company had been acquiring other media was to allow *'Times'* journalists to tell the stories in print, online and television. He said " Broadband is bringing us all together. We have to it in the papers, digitally and on TV and because news is a 24-7 operation, you need to have journalistic muscles in all these three platforms to succeed (Quinn 2005:2).

CanWest Global Communications Corporation's Rick Camillieri told a conference in Toronto that convergence was the only viable business model for media companies in the digital age and true to thus assertion his organization was prepared to launch content in different media platforms. As of late 2004 the organization owned 11 major Canadian daily newspapers including *'The Gazette'* and the *'National Post'*. The company's Global Television Network also owned 11 television stations that reached 94 percent of English speaking Canada plus two television networks in New Zealand and other in Australia and Ireland (Quinn, 2005)

According to Quinn (2005), news organizations in the world have been embracing convergence at different levels. In 2001, Juan Antonio Giner who was the founder of the Innovation International Media consulting group wrote that 7 out of 10 newspaper executives said their reporters had formal duties in at least one other medium apart from the newspaper. "Newspapers

were becoming 24-hour information engines" just as broadcast organizations like CNN had become 24-hour news providers. "Media diversification is the past, digital convergence is the present while multi-media integration is the future", Giner wrote in the online edition of *'Ideas'*: the journal of the International Newspaper Marketing Association. INMA's executive director, Earl Wilkinson noted after attending a newspaper conference in Singapore in 2001 that "The major newspaper companies worldwide have accepted the multimedia, brand oriented future for newspapers (Quinn, 2005:2)

Martha Stone, then a senior consultant for Innovation International wrote that in nearly every country on each continent, mono media companies "were transforming into multimedia companies integrating editorial side operations from print, web and broadcast divisions. She noted that the benefits of convergence were overwhelming and that 73% of the members of the WAN had reported some form of convergence emerging at their companies (Quinn, 2005). As of mid 2004, media companies in South East Asia and Scandinavia had embraced convergence most widely. According to Quinn (2005), the Tarun Sanomat Group in southwest Finland was one of the world's leaders in multiple platform publishing. The group's Editor-in-Chief, Ari Valjakka said that the key issue in Finland was people's time. Individuals spent an average of 7.5 hours a day in media related activities so the division of time between all possible information channels is fierce thus the reason to be involved in more than one medium.

In the United Kingdom, the *'Financial Times'* and *'The Guardian* were the leaders while in Spain the Marca Group captured 62 percent of the daily sports market through a combination of the daily newspaper and a huge website that offered plenty of multimedia content (Quinn, 2005). According to Quinn (2005), the Bell Globe Media group led the convergence charge in Canada as it owned the national daily *'The Globe'* and *'Mail'* while in the US, the pioneers tended to be grouped in Florida: the *'Tampa Tribune'*, the *'Orlando Sentinel'* the *'Sarasota Herald-Tribune'*, *Florida Today,* the *'Washington Post'* the *'Los Angeles Times'* and *'The Chicago Tribune'*. A study of the state of America news media identified eight media trends of which convergence was one of them. The study thus concluded that online journalism appeared to be leading the move to convergence with itself seeming more inevitable and potentially less threatening to journalists than it may have seemed a few years ago.

John Haile; a pioneering editor who introduced convergence at the *'Orlando Sentinel'* said that the success in convergence depended on having journalists who could "think multiple media" and those who were comfortable working in or with various media (Quinn, 2005). Paul Horrocks who was the editor-in-chief of the *'Manchester Evening'* news in the UK on the other hand said that convergence was about survival. He said that multiple platform publishing offered many advantages in the crowded media markets in the UK. He further told a publishing conference in 2002, that newspapers had to reinvent themselves to be more competitive and to satisfy consumers eager to receive information by different channels (Quinn, 2005:5)

Michael Aeria, then a deputy publisher of the Star Publications Group in Malaysia similarly said convergence was an opportunity for his company to reach multiple audiences while Gil Thelen, who was one of the pioneers of convergence in 2003, said that multiple platform delivery should be designed to help people live their lives more easily (Quinn, 2005). His newspaper he said reflected the fact that many readers led hectic lives and had less time to spend with the publication. "We want to make sure these on-the-run readers can scan the paper quickly and get a good sense of what's important that day. Yet at the same time, we want to make sure that when busy readers do catch their breath and find time to read the paper more completely, they'll enjoy the context, depth and perspective on the news that only newspapers can provide" (Quinn, 2005:6). This now remains the defining paradox of the modern newspaper – how can it present its content in such a way that consumers can scan it quickly, yet also offer content that is deep and informative?

According to Quinn (2005), convergence is attractive to both media managers and practitioners because it satisfies consumer demands and lifestyles: It addresses the needs of the audience as it offers the audience new ways of absorbing news rather than just offering journalist news ways of presenting it. Digital technology makes convergence possible and through it content sharing among print, online and television platforms owned by the same company is facilitated.

2.2 Newspapers in the Digital Age

The digital age is changing journalism forever. The effect of the digital age on journalism can be seen in the way photos can be in the paper within minutes of being taken. In the old days, it would take hours, if not days. Anyone with access to the internet can order on line personalized news services that deliver to their computer only the kinds of stories that interest them. Major news organizations update their overseas news on the internet every hour. In other words, the digital age journalism makes available to audiences the news they want when they want it.

The digital age means that information is drifting away from governments into the hands of journalists. Although this has created new opportunities for the modern journalist, it calls for the journalist to become a specialist who knows how to search for information on the web and turn it into news. Moreover, the journalist needs to be able to sift through the huge chunks of available information to select the most important of information. A journalist needs to know how to find what they are looking for which takes time to find exactly what you need (Herbert, 2000). The focus of online journalism is therefore to inform people more deeply while saving time.

According to Quinn (2005), newspapers are portable and flexible and give readers a chance to go into detail about a subject and discover things they did not know about. Given a reasonable degree of education, they are easy to read and navigate (Quinn, 2005:88). Newspapers have an ability to provide a reflective and analytical mode of commentary that is missing in instantaneous broadcasting and unavailable in most other news media (Allen, et al. 2005).

Broadsheets have utilized internet capacity as they can today provide quite exhaustive connections from their own archives to help readers pursue their particular interests, sometimes in considerable depth. Thus newspapers can claim to have become enabling portals, opening up from their own output into a range of parallel sources, albeit for a social range of leaders as narrow as that of their hardcopy circulation (Allen, et, al: 17).

According to Allen et al. (2005), online journalism is different - its screen based nature changes readers' physical relationship with the textual surface. The websites of national and local newspapers and the publication of the e-mail addresses of prominent newspaper columnists now allow a more in depth and interactive engagement with contemporary journalism. The regular

posting of web logs on the internet introduces another radical and personalized slant into the news with the journalist of the 21st century now emerging from the observational journalistic tradition of years gone (Allen, et al. 2005) Online journalism therefore provides a technological enhancement of narrowcasting audience appeal and diversity of content that have always formed part of the appeal of newspapers.

According to Allen, et al. (2005), newspapers seem unsure of how to respond to the fact that reading online is different. On one hand, they want their online versions to mirror the definitive reporting of their print editions while on the other hand, they understand that because reading online is uncomfortable and the web allows theoretically unlimited column inches as well as access to readers across the world, it is hard to justify uploading the paper as it is. Nevertheless that is precisely what most have done any many continue to do (Allen, et al, 2005:236)

The drive for convenience has changed the way people get their news and the way they interact with it. In a presentation to the World Association of Newspapers in 2002, Ruth de Aquino suggested that "the concept of news was changing and becoming 'more personalized, more service-oriented and less institutional" (Quinn, 2005:29). Jack Fuller, president of the Tribune Company, noted that people used to buy papers such as *The Chicago Tribune'* as a "seven day a week habit" but by the start of the 21st century, many consumers had got out of the habit. Fuller said that people bought papers such as the *'Tribune'* when "something happens in the world". The rest of the time, he said they tended to look for more convenient options such as the internet. He was quick however to suggest that "providing free information on the internet could have been one of the newspaper industry's biggest mistakes.

According to Allen, et al. (2005), both newspapers have made use of the internet to add on to their spectrum of services and this has been aimed at maintaining their brand appeal and to reinforce their interactivity in an age where linear modes of media reception are increasingly becoming outdated. At the start of the 21st century, broadsheets gave a glimpse of a radically altered, more open ended journalism under the influence of the internet and its archival potential.

According to Kolodzy (2005), anyone can download a story, article, even a book on the internet and read it on an electronic device. In 1990 when Roger Fidler spoke about a portable electronic newspaper when he was the new media director for Knight-Riddler newspapers, that idea was considered crazy. He told groups of very skeptical journalists that rather than buying a newspaper, subscribers would be able to plug their tablets into cable or phone lines, download newspaper content, and read it on portable electronic devices. These devices are closer to reality now, as technology is making screens easier to read and easier to carry around without wires and heavy batteries (Kolodzy, 2006:6).

The good news for journalists moving online is that the web is primarily a text based medium and journalistic writing works well on the screen not only because of its familiarity but also because many of its conventions suit the way people read online (Allen, et al, 2005). Online publications are dependent on complex and unpredictable combinations of technologies to encode, publish, deliver and present their work to readers. To fully exploit the online medium, it is necessary to have a good understanding of the technologies and their interrelationships as this would make journalists better writers online. These would help journalists to make stories more accessible, easier to find and bookmark and more comfortable to read (Allen, et al, 2005:228).

The web is different from print because digital technology is not just part of the production process but is fundamentally bound up with the content. For print, whatever the production technologies used, readers get their content in ink on paper. The future of newspapers therefore in a technologically advanced, globalised print industry may be based upon the media managers' abilities to maintain a balance between reader identification, cultural credibility and financial success to sustain their location at the centre of the audiences' cultural lives (Allen, et al. 2005).

2.3 The Development of Online Newspapers

Online journalism has expanded making web news a new medium that has fast developed. With the developments brought by the advent of the internet, the notion of timeliness of news has been completely redefined. According to Craig (2005), technology has allowed news organizations to transmit information almost instantly and audiences have become conditioned to expect immediate coverage of any breaking event. People working for news organizations on the

internet deal with online versions of existing publications or web only publications with their own audiences (Craig, 2005).

Journalists in the 21st century have all the complexities of modern society to consider yet they also have unprecedented resources. They cover news today using techniques and resources unthinkable in past years with online journalists doing a job that was unknown in recent years. The menu of tools available to reporters grew from pen, paper and typewriter to include the telephone, camera, tape recorder, video camera and computer. Tools for gathering news have evolved beyond simple observation and interviewing to include government records, archives, computer databases and most recently the internet (Craig, 2005). Combined with the unprecedented ability to transmit stories far and wide, individual journalists now have a far larger impact than ever before.

The function of the journalist has largely remained unchanged even with the changing trends in journalism. According to Craig (2005), the central objective of the journalist has always been to report news as quickly and accurately as possible. Perhaps the only change that has been witnessed by the technological developments is the radical alterations of the standards by which journalists measure several aspects of news.

The improvements in technology have also contributed to a rise in expectations of audiences. It is no longer sufficient to simply go to the scene of an event, jot down some notes and write a story. Audiences now expect photos to accompany news or better still to get live coverage of happenings (Craig, 2005:6). Media audiences now want the immediacy that these add-ons bring to a story and it is such that if a media outlet does not have the coverage that best suits the story, a consumer is at liberty to find another source that meets his/her needs.

Rupert Murdoch in his address to the annual meeting of the American Society of Newspaper Editors in April 2005 outlined what he perceived to be the fast developing reality confronting the newspaper industry. In underscoring the startling implications of digitization to the future of the newspaper, he said 'Scarcely a day goes by without some claim that new technologies are fast writing newsprint's obituary. 'Yet as an industry, many of us have been remarkably, unaccountably, complacent.' (Stuart, 2010:2).

Murdoch admitted that he himself was a digital immigrant who was still searching for answers to an emerging medium that was not his native language. He further added that he was neither weaned on the web, nor coddled on a computer but instead grew up in a highly centralized world where news and information were tightly controlled by a few editors who told their audiences what they could and should know (Stuart, 2010)

According to Stuart (2010), the world of broadband and internet access brought about a generational shift with the new generation of people accessing news and information from newspapers or other media sources having a different set of expectations about the kind of news they get. This includes when and how they will get news, where they will get it from and from who they will get it from.

Audience data from a report by Merill Brown (2005) for the Carnegie Corporation of New York on the change to digital media presented some worrying findings that were thought to be alarming to the viability of newspapers. That although local television news may be the most accessed source of news for consumers between the ages of 18-34, internet portals are fast becoming their favoured destination for news. 44 percent of the study's respondents said that they use the portal at least every day for news, as compared to just 19 percent who use a print newspaper on a daily basis. A projection for the next three years after the period of the research found that 39 percent of the respondents were expected to use the internet more to learn about the news, versus only 8 percent who were expected to use traditional newspapers (Stuart, 2010).

The dramatic revolution taking place in the news industry revolves around the fact that technology savvy young people are becoming increasingly likely to turn to the web as their medium of choice for news. Merill Brown's report and projections for the future depict a revolution in the way people, especially the youth access their news. That they do no longer rely on a god like figure from above to tell them what's important nor do they want news presented as gospel. They rather prefer news on demand – they want control over the media, not the media to control them.

According to Stuart (2010), young people especially need news that is continuously updated because they want a point of view about not just what happened but why it happened – they want news that speaks to them personally, that affects their lives. This dynamic conception of young people as digital natives – as individuals who actively question, probe and seek out different angles in news online – throws into sharp relief some of the more familiar assumptions that typically guide industry judgements about how best to extend the reach of newspapers via the internet.

Murdoch in his address insisted that the conventions that drive online efforts must be challenged and reformulated. That even though the speed of technological changes is an issue of pressing concern, there has to be focus on making the necessary cultural changes to meet the new demands - that there should be an effort to assimilate culture as a way of thinking of the internet enthusiasts.

2.4 The Newspaper Industry in Select Countries of the World

The world's newspapers are quite diverse with respect to emphasis and content and although chain ownership and certain economic factors are making more and more newspapers, there exist differences among them (Merill, 1983). Newspapers normally devote a percentage of their total space for news and editorial matter. The rest is taken up by advertising. In addition to advertising and news, the typical newspaper provides its readers with such items as features, photographs, editorials, columns, letters to the editor, invited and freelance contributions, news analyses, government announcements, weather reports, horoscopes, stock market charts, comic strips, cartoons, crosswords and other puzzles.

2.4.1 Newspapers in the USA

Media seem to have taken a front row seat in the lives of Americans with most of them heavily dependent on media in the course of serving various purposes (Sullivan, 2012). News media impact Americans' viewpoints of religion, politics and other sources of interest and as such the media dependency concept in America has infiltrated the lives of every American each single day. According to Kolodzy (2006), American news consumers are individualistic, and their news

interests are scattered. They use different types of media at different times of the day to get news and information.

The US constitution's first amendment had many facets including protection of the right of protest and practice of religion but freedom of speech is the most fundamental part of a free society (Gillmor, 2004). *Thomas Jefferson* famously said that if given the choice of newspapers or government, he'd take the newspapers. Journalism was important to society, he insisted.

Personal journalism is not a new invention in the US. Ben Franklin was one of the most prominent in America's history. His *'Pennsylvannia Gazette'* was civic minded and occasionally controversial. There also were pamphleteers who before the first amendment was enshrined into law and guaranteed a free press, published their writings at great personal risk. The *Federalist Papers* which were at the time written by anonymous writers were essentially a powerful conversation that helped make a nation. Their work of analyzing the proposed constitution and arguing the fundamental questions of how the new republic might work has shown that without them, the constitution might never have been approved (Gillmor, 2004).

There have been several media revolutions in the US history each accompanied by technological and political changes. The completion of the final parts of the then most dependable and comprehensive portal system in the world helped fuel the rise of the first truly mass medium – newspapers. The news including newspapers was cheaply and reliably distributed through the mail (Gillmor, 2004). For most of American history, newspapers dominated the production and dissemination of what people widely thought as the news. The telegraph which was a revolutionary tool sped up the collection and transmission of the news. Local papers could now gather and print news of distant events.

According to Gillmor (2004), newspapers flourished in the 19th century with the best of them being aggressive and timely which ultimately served their readers well. Many however had little concern for what is now called objectivity as they held points of view which reflected the politics of their owners. Newspapers have provoked public opinion for as long as they have been around. Yellow journalism achieved perhaps its ugliest prominence when early media barons – Joseph

Pulitzer & William Randolph Hearst abused their considerable powers. Hearst in particular is notorious for helping to spark the Spanish – American war by inflaming public opinion.

Personal journalism went on throughout the 20th century with individuals finding ways of working outside the mainstream of the moment. I.F Stone especially wrote a weekly newsletter that was a must read for a generation of Washington insiders. At the time, the economies if newspaper publishing favoured bigness and local monopolies came out because in most communities, readers would support only one daily newspaper of any size (Gillmor, 2004). Radio and TV lured readers and advertisers away from newspapers contributing to the consolidation of the newspaper industry. The news hegemony of the networks and big newspapers reached a peak in the 1970's and 1980's and by the 1990's, big newspaper companies were swallowing small papers around the nations though this did not reduce quality.

According to Biagi (2012), there were about 1,400 daily newspapers in the US. These were evenly divided between morning and afternoon delivery but the number of afternoon papers was declining. While the papers that came out in the morning were growing in circulation, the ones that came out in the afternoon were shrinking. The number of weekly newspapers was also declining. Advertising made up more than two thirds of printed space in the daily newspapers.

Media dependency in America has grown exponentially with the advent of social and digital media outlets which have created availability of a wide range of options for people to choose from (Sullivan, 2012). Americans flip the newspaper to check for headlines while some log onto the internet to connect with individuals across the globe. With people now having access to digital media than ever before, news organizations have an option to develop a digital newspaper that can be sent to a subscriber's digital device.

A Pew Research Centre study found that as at 1995, only 14 percent of Americans had gone online with the percentage increasing to 36 percent by 1999 (Craig, 2005) . By 2002, the number of Americans online increased to 62 percent but by the end of the year in 2002 majority of Americans had internet access. Nevertheless, by this time 40% of them had been online for more than three years.

According to Craig (2005), one of the most popular features of internet was news even though the online news competed with non internet commercial online news sources. Even though several large newspapers experimented with delivering news through non internet online text services throughout the 1980's and early 1990's, it was not until 1994 when the Netscape Browser gave the internet a graphical interface that online news became available to the majority of internet users. News sites quickly became among the most widely viewed sites on the net. Some were affiliated with print and broadcast news while some were independent. For preexisting news organizations, developing a website quickly became a high priority.

For the first 30 years of the 20th century before radio and TV, newspapers dominated the country. They were the nation's single source of daily dialogue about political, cultural and social issues (Biagi, 2012). Newspaper publishing companies 1st launched internet editions in the late 1990s to try and capture new audiences for the information they gather. According to Biagi 2012, newspapers arriving on the screen were now an essential part of newspaper reader friendly strategy. Most newspapers in the US launched online editions to try and expand their reach but overall, but that notwithstanding, the newspaper industry income was shrinking and many major newspaper organizations had to cut staff and sell off some of their newspapers to stay profitable. Internet editions were generating a lot less revenue than paper editions because a paper edition can carry more advertising than an online edition.

Newsrooms have changed with the advent of new forms of media. In September 2001 when hijacked commercial airlines crashed into the World Trade Centre and the Pentagon, Americans knew about it within minutes. While TV and radio ran live coverage, the available internet outlets updated their information regularly and many newspapers produced extra editions (Craig, 2005). The notion of having to wait to find out news of this magnitude was unthinkable. According to Craig (2005), two basic human needs that is to gain understanding in a time of tragedy and to share that information drove both news organizations and ordinary citizens to use the internet at unprecedented levels.

According to the American Journalism Review in 1994, only twenty newspapers in the entire world had websites but less than five years later, there were more than 5,000 newspaper websites. In the beginning, online journalism differed a little from print journalism as many news

websites particularly those affiliated with print outlets simply posted the text of some or all of the day's news stories online. TV stations with news pages also put the text of their reports on their web pages. While some news outlets added photos, some did not but as computer technologies developed, modems made network connections faster. This is turn made news editors to begin to realize the possibilities inherent in online journalism and the news sites began to evolve (Craig, 2005). Access to internet enabled computers also allowed journalists to find facts in a very different way thus making searching for facts very easy (Herbert, 2000)

According to Craig (2005), while the heart of online news remained text, editors discovered two main characteristics that distinguished online journalism from its print counterpart. Online media offered multimedia capabilities and the ability to update stories instantly. Some outlets began offering sound clips from interviews or press conferences giving online audiences something in addition to the stories found in print editions. When news was breaking, even print news outlets could now post stories within hours or even minutes which offered them a chance to compete with broadcast outlets on quickly developing stories for the first time. In spite of these capabilities, many outlets still limit their online content to the text of each day's news stories and nothing more (Craig, 2005). This scornfully referred to as 'shovel ware' essentially refers to 'shoveling' text from a print edition to an online edition with little regard for how additional web content might enrich stories to readers.

Online news is a mass medium that is growing exponentially in the 21st century. According to a Pew Research Centre Study in 1996, only 2 % of Americans went online to get news at least three times a week buy by 1998 the number had risen to 13% and by 2002 it was at 25%. By October 2002, 82 million Americans had gone online for news up from 52 million two years earlier. The internet has a new media in the US is growing the fastest. According to Biagi (2012), about 79% of all US consumers were online and the amount of money spent for internet advertising increased from $ 8 billion in the year 2000 to $ 26 billion in 2010.

According to Gillmor (2004), three of the best American newspapers: *'The New York Times', 'The Wall Street Journal'* and *'The Washington Post'* are making some of the most innovative use of the internet as they expand their horizons in the digital age. The invention of the PC together with the internet in the early 1980's saw journalists write and electronically submit news

stories to publications such as *'The New York Times'* and *'The Boston Globe'*. These new developments allowed lone reporters to report news in a timely and efficient manner (Gillmor, 2004). John Markoff; of *'The New York Times'* was the first major newspaper reporter to understand the value of internet. He acquired information by reading the internet's public message boards which are collectively called usenet and it remains a useful resource.

2.4.2 Newspapers in Britain

According to Allen, et al. (2005), the *'Telegraph'* and *'Guardian'* were the first newspapers to have a web presence in Britain followed two years later by *'The Times'* and *'The Independent'*. *'The Daily Star'* on the other hand launched online in 1997. *'The Independent'* and *'The Times'* employed about ten people in the period 1998/1999 while the *'Telegraph'* and *'Guardian'* had about thirty employees. Staffing levels for the various media organizations rose considerably with an increase in opportunities for journalists employed in print editions to work on web exclusive stories (Allen, et al. 2005)

In 1999, there were 10.6 million people online and the numbers keep growing. That is about 18 percent of the population (Herbert, 2000). The broadsheet newspapers have been online for several years. In 1999, the two largest selling newspapers in the world, the British *' Sun'* and *'Mirror'* went online. The *'Sun'* jumped on the bandwagon with a website called CurrantBun.com, whilst the *'Mirror'* has a site called ic24.co.uk, which stands for *I see 24 hours a day.* The *'Sun'* believes that the internet is no longer for nerds and boffins, it is for ordinary people like you and us (Herbert:1). Its aim is to prove that the internet is fun, cheeky and dead easy to use.

The *'Daily Mail'* began publishing on the internet in 2004 and this saw staffing at online operations vary considerably with the broadsheets committing more human resources. (Allen, et al, 2005:227). In the same year, 10-20% of the *'Times'* online content was being written exclusively for the web with the focus being on business, breaking news, sport and special reports in travel, health and entertainment.

According to Allen et al. (2005), virtually all British newspaper websites had run at losses over a period of ten years. Eight years after launching their website, the *'Guardian'* admitted that it was not that easy a business to run. One way that online editions sought to create a space for themselves was by shifting their strategic direction and concentrating on ways that they could add value to the parent print brand. While the *'Guardian'* saw the online newspaper as an opportunity to build a community online, the *'Telegraph'*'s website became a way of allowing it to escape its old fashioned fuddy-duddy image. On the other hand, the dot.com operations of the *'Financial Times'* acted as a marketing aim of the newspaper reaching a whole new international audience who may not otherwise have picked up a pink paper (Allen, et al. 2005:227)

Despite losing money, there has been a substantial investment in the technology driving newspapers' online editions. *FT.com* overhauled and re-launched its website at a cost of 200 million pounds while the *'Times'* invested in a content management system costing several million pounds. (Allen, et al. 2005). The ongoing costs for media companies have also been substantial with the BBC annual budget of 18 million pounds which is one of the reasons it has become the most popular destination for online news in the UK.

According to Allen et al. (2005), online newspapers have started to charge for content in addition to more advertising income and better commercial partnerships. The *'Independent'* charges for some exclusive content like 'Robert Fisks' articles while the *'Telegraph'* charges for crossword solutions. The FT.com charges for some news and reports, financial data and archive access and while the *'Guardian'* does not charge for content as yet, registration has been introduced for access to popular sections like the 'Media Guardian'. As web editions start to make money from readers who are increasingly willing to pay for premium content, respond to advertising and engage with commercial partners, online departments have employed more staff to reduce their dependence on print copy (Allen et al. 2005:237). When the *'Telegraph'*'s site became profitable in 2003 with editorial staff working exclusively on the online editions, technical design and marketing, they were able to generate their own stories which typically make up between 10-20 % of the content added to the website on a typical day (Allen et al. 2005)

2.4.3 Newspapers in Russia

Russia inherited from the Soviet Union a highly developed media system. Technically and in terms of reaching the population, the Soviet media were from the 1950's among the top twenty in world statistics. According to Jukka & Kaale (2010), mass media in Russia are referred to as instruments of mass information implying that they are technical instruments that mediate the messages emanating from sources of power to the public at large and this receiving public will then turn the message flow into mass information or mass consciousness.

The media structure in Russia largely collapsed with the Soviet system leaving television as the only national media. Newspaper circulation was before the collapse heavily concentrated on a small number of national newspapers. In 1990, forty three (43) national newspapers shared 49% of the total newspaper circulation of the whole Soviet Union (Jukka & Kaale, 2010).After the collapse, most of the national as well as many regional newspapers lost over 90% of their circulation. Distribution of newspapers which was formally based on subscriptions was not the case now as the new newspapers found retail sales a more viable way of distribution. In the early 1990's, most of the newspapers however became privatized to their staff.

With only two out of the top ten publishers being foreign in the Russia newspaper market, changes that took place saw newspaper circulation boom in 1991 with the introduction of new publications but soon after, further reductions in circulation were witnessed in 1992 and 1993 due to the economic collapse and hyperinflation that the country was witnessing at the time (Jukka & Kaale, 2010). Though there was a significant increase in the number of newspaper titles, the fall in circulation has not been uniform as new weekly newspapers were able to gain new readers. According to Jukka & Kaale (2010), the degree of differentiation in newspaper readership is thus some newspapers serve the information needs of an educated elite while others are catering for the mass taste.

The population reading newspapers decreased in 2001 from an average of 58% in 1998 to 34% in 2001. Even though newspapers devoted to sports gained popularity, all in all, newspapers lost their popularity especially in larger cities with the small towns and rural areas having local newspapers reaching only 50% of the population (Jukka & Kaale, 2010).

According to Jukka & Kaale (2010), the most important change in Russian media use in a period of twenty years was the change from a nation of readers to a nation of TV viewers. Even though TV raised the expectations among audiences, the internet has raised them further. Today's multimedia environment has so many capabilities and is being utilized in so many innovative ways that traditional reporting has changed dramatically. This has however not satisfied audiences as they still demand more (Craig, 2005)

The development of newspaper between the years 1990 to 2010 in Russia also forms part of the changes witnessed in media consumption in Russia. Newspapers though as of 2010 are still being read by two thirds of the Russians, they are losing their popularity while magazines are increasing their readership. Another major change that has occurred over the years has been the differentiation of newspapers which has changed the reading patterns of different newspapers. A national survey conducted in 2010 showed that over 98% of Russians watch TV, while only 66% read newspapers. On the other hand, 53% listen to radio and only 38% read magazines.

2.5 Theoretical Framework of the Study

Newspaper readers choose to buy newspapers to get a comprehensive and detailed coverage of happenings that they have heard or seen highlighted on radio and television. Newspapers also act as a source of easy reference in case a reader wants to relate various readings of newspapers and the gratification that a reader gets at their first interactions with the newspaper would either make them to access future editions or stop depending on the newspaper altogether.

This study was guided by two theories which formed the basis upon which the research was carried out. The 'Media Dependency' Theory and the 'Functional Theory of Media and Society' are theories of media use which focus on the media of choice for audiences and the purposes they serve to them.

2.5.1 The Media Dependency Theory

According to Straubhaar et al. (2010), people would choose to read an online newspaper because of its brevity, or could be because it is easy to navigate and look for information, it gives them information for free or it is enjoyable and entertaining. Media users are active and not passive in selecting media content for personal uses and gratifications. Newspaper readers make a

conscious decision to access either the print newspaper or the online version depending on how best their choice serves them.

The Dependency Theory also known as the Media System Dependency Theory looks at audience goals as the origin of the dependency. The theory holds the view that media use can lead to dependency and states that the more dependant an individual is on media to have his/her needs fulfilled, the more important the media will be to that person (Petrick, 2006).

Melvin De Fleur and Sandra Ball Rokeach (1976) who were the proponents of the Dependency Theory described dependency as the correlating relationship between media content, the nature of society and the behaviour of audiences. They proposed an integral relationship among audiences, media and the larger society. That active selectors use the media to achieve their goals resulting in them being dependent on media.

LittleJohn (2002) explained that people become dependent on media that meet a number of their goals and that the intensity of media dependency depends on how much people perceive the media they choose are meeting their goals. These goals were categorized by De Fleur & Rokeach (1989) into three dimensions which were social and self understanding, interaction and action orientation and social and solitary play. Dependency theory predicts that you depend on media information to meet certain needs and achieve certain goals but you do not depend on all media equally. Consumers may expose themselves to all the media outlets available to them but after a while start inclining themselves to one outlet which they feel meets their needs best.

A newspaper reader may depend on a newspaper to learn about oneself, to know about the world, to get hints on how to handle news or difficult situations or even to relax when alone. It is only after constant use that a reader chooses if it is the online version or the print version that best meets his/her information needs.

According to Foss & LittleJohn (2008), meeting needs and social stability are the two factors that determine how dependent consumers will become of media. Newspaper readers will depend on either version of newspapers depending on the one that meet a number of their needs than on the version that satisfies just a few. Media can serve a number of functions like monitoring government activities, reporting news and providing entertainment. For any given group of

people, some of these functions are more important than others and their dependence on information from a medium increases when it supplies information that is central to the audience needs (Foss & LittleJohn (2008).

When social change and conflict are high, established institutions, beliefs and practices are challenged forcing a re-evaluation and perhaps new choices in terms of media consumption. At such times the reliance on media for information will increase. At other more stable times, dependency on media may go down. According to Foss & LittleJohn (2008), social institutions and media systems interact with audiences so as to create needs, interests and motives. These in turn influence the audience to select various media and non media sources that can subsequently lead to various dependencies.

2.5.2 The Functional Theory of Media and Society

The Functionalist Theory explains social practices and institutions in terms of the needs of society and of individuals. Society is viewed as an ongoing system of linked working parts or subsystems each making an essential contribution to continuity and order (McQuail, 2010). The media can be seen as one of these systems and it is by responding to the demands of individuals and institutions in consistent ways that the media achieve unintended benefits for the society as a whole.

The main functions of the media according to Lasswell (1948) were surveillance of the environment, correlation of the parts of the society in responding to its environment and the transmission of cultural heritage. Wright (1960) developed this basic scheme to describe many of the effects of media and added entertainment as a fourth key media function. Although this may be part of transmitted culture, it has another aspect – that of providing individual reward, relaxation and reduction of tension which makes it easier for people to deal with real life problems and for societies to avoid breakdown (McQuail, 2010)

According to McQuail (2003), much early sociological theory was explicitly or implicitly functionalist interpreting what media do as having some necessary or positive contribution to the working of the social system). Lasswell (1948) proposed the four functional interpretations of the media which were later developed by Wright (1960). Media serves the function of surveillance

of the environment that is collecting and publishing of information about social reality. The correlation function relates to cohesion, interpretation and maintaining order, providing continuity of the social order or cultural transmission from one generation to another for society as a whole, as well as for individuals and subgroups within society.

The entertainment function was identified as aimed at diverting people from problems and releasing social tension as well as giving pleasure to media consumers. The full range of media functions were however disclosed by McQuail, Blumler and Brown (1972), who conceive media audiences as active, goal oriented making motivated choices. Katz, Gurevitch & Haas (1973) further modified the already identified functions and thus said 'Mass communication is used by individuals to connect/disconnect themselves via instrumental, affective or integrative relations with others.

The same content of media can serve different functions. The media audiences may choose to read either the print or online newspaper to serve the function of diversion (escape from the constraints of routine and emotional release), for personal relationships (substitute companionship and social utility), personal identity (personal reference, reality exploration and value reinforcement.

2.6 Conceptual Framework of the Study

Media is part and parcel of society. For years the media of the world have been and continue to be referred as the 4th estate with their major roles being to inform, educate and entertain members of society. Newspapers are categorised under print media while radio and TV fall under the broadcast category. Media consumers have a choice between exposing themselves to either print or broadcast media depending on their needs. Audiences are motivated either to tune in to radio, television or read a newspaper for different reasons.

Media users have available to them various outlets and mostly, they would narrow down to the medium that best meets their needs. Media consumers who choose to read a newspaper to meet their goals have for a long time had only the option of accessing the print edition but with the developments in technology and the advent of internet, they can now get their newspaper online. With the decisions that regard media choice and use being conscious and intentional, newspaper

consumers now have a choice of depending on the traditional print form or accessing the online edition of the newspaper. The choice between the print and online editions of the newspaper and how their usages compare is the focus of this study.

2.7 Philosophical Paradigm of the Study

A research paradigm is an accepted set of theories, procedures and assumptions about how researchers look at the world. Paradigms are based on axioms or statements that are universally accepted as true (Wimmer & Dominick , 2011). This research will apply a relativist ontology and an interpretivist epistemology. According to Lindlof and Taylor (2002), the interpretive paradigm is an ontological and epistemological foundation for qualitative research where realities are socially constructed between human beings in their expressive and interpretive practices.

The experience of newspaper readers would be different depending on the version of newspaper that they subscribe to. Whereas the print newspaper reader will have to find a vendor to make his purchase, the online reader has to access the internet for him to get his edition of newspaper from the website. At the end, both will have different experiences that set them apart and make them to continue accessing their newspaper the same way or change to the alternative option altogether.

According to Baxter, human action is purposive; it is action intended to accomplish some purpose and that humans are accountable for their actions to others in their shared social world and they make sense to themselves and to others on the basis of their capacity to render their actions intelligible (Baxter, 2003: 59). Both the online and print newspaper readers purposely go out to seek their favourite newspapers and they have their justifications as to why they stick to one edition of the newspaper.

According to Frey, L. et al. (2003), interpretivism is all about treating each individual uniquely. This research appreciates the fact that human beings are fundamentally different. They have their own tastes and preferences and more so in the field of media, they will choose outlets differently from one another.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Chapter Overview

Wimmer and Dominick (2011) define methodology as the study of methods and the underpinning philosophical assumptions of the research process itself. Methodology deals with the question of why a researcher does research in a certain way and it is a guide to how the research should proceed.

This chapter focuses on the research methodology that was used in this study. This guided the researcher in collecting, analyzing and interpreting observed facts. The chapter explains the research approach and method that were used in the study. This chapter discusses the population of the study, how sampling was done and the data collection procedure that was used in this research. The chapter explained the credibility and dependability of data in this research and the ethical considerations that were taken into account before the actual research began.

3.1 Research Approach

According to Lindlof and Taylor (2002), qualitative research covers an array of interpretive techniques which seek to describe, decode, translate and otherwise come to terms with the meaning of certain more or less naturally occurring phenomena in the social world.

This research applied the qualitative approach to inquiry where relativity in meaning and alternative interpretations of the choice of media for audiences were investigated. The qualitative research method was the best placed for this study as it involved a description, interpretation and discussion of the data that was collected based on the comparison between the online and print newspapers.

3.2 Research Method

Wimmer and Dominick (2011), define a method as a specific technique for gathering information following the assumptions of the chosen methodology.

This research entailed a comparative study of online and print newspapers in Kenya. Comparative analysis was the method of study that was used in this research. The researcher compared and contrasted the two versions of newspapers with a view of discussing the similarities and differences that were evident in the two editions of newspaper. This enabled the researcher to answer the questions of whether the content, display and prominence of stories in the online the newspapers were similar to the print newspaper.

3.3 Population and Sampling

The term population refers to a group or class of subjects, variables, subjects, concepts or phenomena (Wimmer and Dominick, 2011). Populations are usually large and are composed of many elements. According to Baxter (2003), a population is the theoretically specified aggregation of study elements while a study population is the aggregation of elements from which a sample is selected.

A sample is a subset of the population that is representative of the whole population. According to Baxter (2003), sampling is the process of selecting observations. The *'Daily Nation'* newspaper is produced daily from Monday to Friday. The weekend editions are *'Saturday Nation'* and *'Sunday Nation'* for Saturday and Sunday respectively. Given that a typical *'Daily Nation'* newspaper consists of averagely sixty pages and costs 60 shillings, a study of all the daily editions of the newspaper would have needed more time and resources than what was allocated for this research. Such a study would also not be exhaustive as the newspaper is still being published. The researcher therefore sampled newspapers in select days of the week in the month of June 2014.

Reinard (2006), refers to purposive sampling as known group sampling and describes it as involving collecting a sample composed of subjects selected deliberately or on purpose by researchers usually because they think certain characteristics are typical or representative of the population. This research used the purposive sampling technique that involved non random selection of days of the week in which the study was carried out. The researcher used the purposive sampling technique where the sample was selected on the basis of his knowledge of the population, its elements and the nature of the aims of the study. This was based on the

researcher's awareness of the production patterns of newspapers in Kenya where newspapers are produced on each and every day of the week.

The researcher selected to study newspapers in the month of June 2014 and focused on the newspapers produced and posted in the last two weeks of the month, between the dates 16th June 2014 to 30th June 2014. This ensured that the researcher covered all the days of the week within the period of the study. This adequately covered the content in the newspapers given that separate days had different pull outs or distinct sets of news that distinguished them from other days' newspapers.

In this study, the probability of days of the week that were picked was known is known as there were only thirty days in the month of June 2014.

3.4 Data Collection Procedure

In this study, the researcher purchased a copy of the print edition of the newspaper and accessed the online version of the same newspaper by logging into the NMG website. The researcher then perused the print newspaper and looked for the same content in the online newspaper. The researcher then compared the two newspapers and recorded the findings under three major parameters: content, display and prominence which provided the basis for the objectives of this research. The findings from the comparative analysis were also discussed under the three categories.

3.5 Credibility and Dependability of Data

Researchers who align themselves with the interpretive paradigm are interested in reason explanations, or understanding instead of causal or functional explanations (Baxter, 2003:298).

In this study, the researcher sought to understand if there existed differences in the content, display and prominence of news stories in print newspapers and in the online versions. The data that was collected in this research was within a two week period in the month of June 2014. It was evident that the newspaper was presented in the same way during the period of this study. The style of presentation of content in the print newspaper was similar across all the print

newspaper editions under study while the content in the online newspaper was availed in the same manner for the online newspapers studied in the period that the research lasted.

These findings were representative of what the practice is in the newspaper industry as the production and presentation will still be done in the same way until such a time when the requisite changes will be effected. Newspaper readers, media managers and other stakeholders in the newspaper industry can identify with these findings as both versions of newspapers are within their disposal and can easily be perused for confirmation of facts. The researcher ensured that conclusions from this research were as a result of the study itself rather than his own biases.

3.6 Ethical Considerations in the Research

This study was carried out in partial fulfillment of the requirements for the award of degree of Master of Arts in Communication Studies of the University of Nairobi. As part of the proposal defence requirements, the research proposal for this study was presented before a panel of the School of Journalism and Mass Communication for approval before the researcher embarked on the actual research. The department to which the project will be presented was made aware of what exactly the researcher had set out to investigate before the actual data collection began.

Having being cleared at the proposal presentation stage on 13th June 2014 and in consultation with the project supervisor, the researcher embarked on the data collection on 16th June 2014 thus the date when the analysis of the newspapers began.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS & INTERPRETATION

4.0 Overview of the Chapter

This chapter focuses on the presentation and interpretation of the findings from this research. The discussion of the findings was done with a view of meeting the objectives of this study whose main aim was to establish the extent to which the online newspaper in Kenya compares with the print newspaper. The data which was collected by way of perusing the online newspaper besides the print newspaper was presented under three broad parameters: content, layout and prominence. These parameters also formed the highlights of the objectives of this study.

4.1 CONTENT OF THE NEWSPAPERS

During the period of study, stories in the online newspaper were generally presented under the following segments: Top News, National News, Politics, Opinion, Letters, County News, Africa News, International News, Business followed by Sports

On the other hand, the print newspaper consisted of averagely 60 pages with each daily edition from Monday to Friday coming with a pull-out, *DN2* that provided news on various aspects of life. The *DN2* publication focused on relationships and education on Monday while the Tuesday publication highlighted on matters health and finance. The Wednesday newspaper focused on living and motoring while the Thursday newspaper pull-out was all about money matters. While the Friday edition of the newspaper came with a comprehensive coverage on jobs in its *DN2* pull-out, the *Saturday Nation* had a pull-out referred to as *'Seeds of Gold'* other than the Saturday magazine which is characteristic of the Saturday Nation newspaper. The Sunday Nation on the other hand had *'Buzz'* and *'Lifestyle'* as the pull-outs that accompanied the day's paper.

The news under each segment was not presented in order of the pages as they appear in the print newspaper. The *'National News'* segment for example in the Saturday 28th June 2014 newspaper was placed to cover the first twenty pages of the newspaper but in between the other pages some other news segments took that space. These ranged from previews, advertisements, notices, special reports, opinions, and letters. On page 2 of the newspaper, there was provided a preview

of the *Sunday Nation* for 29th June 2014 which contained the stories that readers expected in that day's newspaper. On page 3, the newspaper also provided a preview of the stories that were carried in that week's edition of *'The East African'* which is a publication of the Nation Media Group. It also had a number of notices and advertisement on pages 4, 5, 6 and 7 and 8 and thereafter a 2 page special report that contained the stories, *'The queen of multi-million business deals'* and *'How US, local politics are stoking Boko Haram and Al Shabaab terror embers'*. Page 12, 13 & 14 constituted the opinion section while a full page advert took page 15 of the newspaper. The 'Letters' segment was placed on Page 16 while a full page advert covered page 17 of the newspaper before National News resumed on page 18 to 20. As for the online newspaper all the news items that appeared under the National News segment were all presented in progression before the next segment of *'Politics'* was presented.

The *'Daily Nation'* newspaper of 16th June 2014 had 'National News' covering from page 1 to page 11, pages 12 and 13 had on 'Opinion' section while page 14 had a section on 'Letters'. 'National News' again took page 16 with pages 15 and 17 consisting of advertisements from various counties and educational institutions. 'County news' was covered on page 18 to 23 with a number of notices and advertisements on some pages. 'Africa News' covered pages 24 to 25 while 26 to 29 covered on 'International News'. 'Business News' was contained on page 30 to 34 of the newspaper while pages 35 to 39 had notices and advertisements with a special advertising feature on pages 38 to 43. Pages 44 to 45 of the day's newspaper had a 'Leisure' section while pages 46 to 50 had 'Classified' advertisements other than the page 51 that consisted of 'Obituaries' that covered up to page 53. Pages 54 to 59 of the newspaper focused on sports news.

The print newspaper of Tuesday 17th June 2014 consisted of 56 pages with the weekly business magazine *'Smart Company'* consisting of 12 pages and the *'DN2'* weekly pull-out constituting 8 pages. In total the Tuesday newspaper consisted of 76 pages. 'National News' covered page 1 to 11 of the newspaper, with a number of advertisements from government agencies and private corporations. Pg 12 -13 had an 'Opinion' section while page 14 had a section on 'Letters'. More *'National News'* was placed on page 16 with pages 15 and 17 of the newspaper consisting of advertisements from various counties and educational institutions. 'County News' was placed on

pages 18 to 23 with a number of notices and advertisements on some pages. 'Africa News' covered pages 24 to 25 while International News was placed on pages 26 to 29. 'Business News' was placed on pages 30 to 34 while pages 35 to 39 contained notices and advertisements with a special advertising feature on pages 38 to 43 of the newspaper. Pages 44 to 45 covered on 'Leisure' while pages 46 to 50 had classified advertisements. Pages 54 to 59 of the newspaper consisted of 'Sports News'.

4.1.1 Notices

During the period of study, a number of notices were placed in the print edition of the newspaper but these were missing in the online newspaper. Most of the notices were meant to make readers aware of various activities that were scheduled for specific dates or even changes of dates and even timelines for some of the activities.

Diamond Trust Bank placed a notice on page 3 of the print newspaper on 30th June 2014 that detailed the banks rights issue for 2014. The notice also gave the bank's shareholders a deadline for acceptance and payment for new shares as 25th July 2014. CfC Stanbic Holdings also placed a notice on page 6 of the same newspaper informing its shareholders of the appointment of a member of the board of the company that took effect from 26th June 2014. On the same edition of the print newspaper, Kenya Institute of Professional Studies placed a notice in page 8 that detailed on the courses it was offering and that the institute's July/August intake was in progress. On the notice, KIPS, further indicated that it was offering a 45% discount on all the courses offered at the institution. Air Travel and Related Studies Centre also had a similar notice on page 16 of the newspaper.

National Environmental Management Authority placed a notice on page 17 of the print newspaper on 19th June 2014 that was a request to the public to submit comments on an environment impact assessment study report for a proposed construction of a beverage and detergent plant in Kiambu County. The notice detailed the anticipated impacts and proposed mitigation measures for the proposed construction and directed readers to the relevant offices where they could access the full report of the proposed project for inspection. The notice invited members of the public to submit oral or written comments within thirty (30) days from the publication of the notice. A similar notice by NEMA to the public to submit comments on an

environment impact assessment study report for a proposed construction of the Eastern by- pass Total Kenya Limited service station in Ruiru appeared in the print edition of the *Daily Nation* dated 30th June 2014.

Athi Water Services had a notice that was placed on page 15 of the print newspaper dated 30th June 2014. The full page notice was an awareness to the general public on different ways that they could put into use to conserve water. The notice dubbed *'Zuia Hasara, Water is Life'* was an informative notice given that water use forms part and parcel of the daily lives of people. There was a notice appearing on page 35 of the print newspaper by Nairobi City Water and Sewerage Company Limited that reminded customers to pay their outstanding water bills to avoid disconnection. This notice was important to water consumers as it gave the regional offices and business centres where they could pay their bills. The notice also gave a list of accredited agents and service providers where the users could as well make their payments from. These were not in the online newspaper.

The Higher Education Loans Board (HELB) placed a notice on page 5 of the newspaper on 28th June 2014 informing all university loan beneficiaries that the deadline for those who intended to benefit from an 80% waiver on penalties levied for loans that had not been serviced was fast approaching. This was a very importance notice given that a beneficiary had only upto to 30th June to take advantage of the waiver period to offset their loan balances. A beneficiary would therefore find it difficult thereafter if they did not get to see this notice giving the deadline. The issue of clearance from HELB is now a requirement before one can be employed in most institutions in Kenya.

There was a notice on page 23 of the print newspaper dated 24th June 2014 and on page 32 of the 25th June 2014 newspaper. This regarded a change of name of Laptrust Administration Services Limited to CPF Financial Services Limited. This was a very important notice to shareholders and stakeholders of the company to be aware that their pension administrator was now being referred to by another name.

Kenya Revenue Authority put a notice on page 11 of the *'Saturday Nation'* dated 28th June 2014. This was directed to exporters and clearing agents on the change of the way Cigarettes, Neutral Spirits and Detergents have been cleared before. A deadline of midnight 29th June had been given for automatic cancellation of export entries that would be unutilized by then. The urgency of this notice meant that is a reader did not access their daily edition of the newspaper, they would not be aware of the deadlines. KRA also had a notice on page 27 of the print newspaper on 30th June 2014 informing tax payers of the d-day for filing of their 2013 Income Tax Returns. The same notice was also placed on the 25th June 2014 print edition where it alerted readers that they only had six days to go to file their returns.

Kenya Medical Training College placed a notice on page 26 of the print newspaper of 24th June 2014 that detailed an open day that was slated for the same day. The notice had the venue for the slated open day and the time within which it was meant to take place. For any person who would have been interested to attend, the KMTC notice was especially very vital as it appeared on the same day that the open day was taking place.

There was a notice provided on page 19 of the *'Saturday Nation'* on 28th June 2014 for Mlolongo Ngwata Phase III plot owners that required them to have paid for their Deed Plans by 14th July 2014 failure to which the payments would have attracted a 50% penalty. The notice also gave the account details where the payments were to be made and given the nature of the notice with its deadline, a reader would have only benefitted if they accessed the print newspaper.

The *'Saturday Nation'* of June 28th 2014 also provided on page 7 a notice cum advertisement for Daystar University. The institution in a full page advertisement put out a notice informing the participants on the 36th graduation ceremony and a section that provided the courses that the institution offers in the various departments, the admission requirements and even the deadlines for application and registration. If a prospective student was interested in finding this information and they depended on the online newspaper to get, they would not probably find it as it was only placed in the print newspaper.

The Premese Africa Development Institute had a notice on the *Saturday Nation* of 28th June 2014 indicating a new graduation date. The institute had postponed its 14th graduation ceremony from the earlier scheduled date to 6th September 2014. This meant that those affected by this change could only know about this from the print edition of the newspaper as the online edition did not provide this notice. Murang'a University College, a constituent of Jomo Kenyatta University of Agriculture (JKUAT) in Kenya also had a notice appearing on page 11 of the same newspaper on the dates that the Special/Supplementary Examinations for the 2013/2014 academic year were to be done. The only way that a student was able to know if they had passed, the dates and even the timetable for the supplementary exams was by looking at the print edition of the newspaper which as this information was not provided on the online newspaper. The Technical University of Mombasa also placed a similar notice regarding Special/Supplementary Examinations that were scheduled for between 14th - 18th July 2014. The notice gave the requirements to be met before a student could be allowed to sit for the said examinations. This notice was placed on the print newspaper dated 26th June 2014.

The attack at Mpeketoni in Lamu County was the major highlight in the news during the period of study. It formed the headlines in most of the dailies in the two weeks during which this study was conducted. This therefore called for the Lamu Governor, Issa Timamy to send a condolence message to the affected families. This message was placed on page 37 of the Daily Nation print edition dated 24th June 2014. It detailed the county's offer to help the bereaved families meet their funeral expenses and reiterated his government's commitment to promote peaceful co-existence among all the people in the county. If a reader depended on the online newspaper they would not have had an opportunity to read any such message from the governor.

4.1.2 Special Features

During the period of study, the print editions of the newspapers came with a number of pull outs and special features that were not provided in the online newspaper. The Monday 16th June 2014 newspaper had a special sports pull-out titled *'Samba Kick'*. This consisted of 12 pages and provided a comprehensive coverage on the FIFA 2014 World Cup matches that were undergoing during the period of the study. Similar pullouts were placed in the Monday 23rd and 30th June 2014 newspapers and continued offering detailed reports on the outcomes from the World Cup

Matches. The *DN2* weekly pull-out on the 16th June 2014 print newspaper had 8 pages with an insert, *'The Springboard'* that consisted of four pages and focused on Kenya's education. The *DN2* pullout on Monday 30th June 2014 however focused on relationships.

Seeds of Gold was a special pull-out that was introduced as part of *'The Saturday Nation'* newspaper. This publication dubbed 'the weekly farming magazine' expertise advice the best farming practices new farming trends and the benefits of carrying certain types of farming and even markets for farm produce. Page 5 of the print newspaper on 20th June 2014 had a preview of what readers expected in *Seeds of Gold* for 21st June 2014 which focused on fascinating stories of farmers who defied adversity and losses to harvest big from the soil. The 28th June edition of *Seeds of Gold* highlighted on the success story of a failed crop of maize that led a farmer to discover the fruits of prosperity among other stories.

The Saturday magazine that came with the *'Saturday Nation'* newspaper covered news that deal with various aspects of life. Beauty and style, fashion, money and personal finance, love and relationships, health and nutrition, travel and leisure, entertainment. The wide range of topics provided offered expert advice to readers on these broad areas. Some readers shared experiences that would enable them to have balanced lives. None of these stories was however presented on the online edition of the newspaper.

The Commission for the Implementation of the Constitution had a special advertising feature placed in the 27th June 2014 print edition of the newspaper. The feature dubbed *'System of Devolved Government – From Steps to Strides'* consisted of six pages and had the mandate and role of the commission, the progress that had been made so far in implementing the devolved system of government, the challenges and threats to devolution and recommendations on the way forward. This was quite an informative feature given that there was a lot of focus on devolution in Kenya. Jomo Kenyatta University of Agriculture and Technology placed an advertising feature as part of its 23rd graduation ceremony while the Thika School of Medical and Health Sciences had a similar feature for its 5th graduation ceremony. Both of these were in the print edition of the newspaper dated 27th June 2014 but were missing in the online newspaper.

'The Saturday Nation' of 28th June 2014 provided its readers with a preview of what they could expect in their weekly edition of *'The East African'*, a publication of the Nation Media Group. The publication which covers regional news and analysis of politics, culture, business and markets would interest readers and prompt them to seek out the publication from the vendors. Page 4 of the print edition of the Saturday newspaper further provided readers with information that regards a special feature that the publication intended to carry in its 12th July 2014 edition. The feature dubbed *'International Relations & Diplomacy Training Schools of Choice'* would have provided the print newspaper reader with information on training institutions that would offer training on International Relations and Diplomacy. These would have been beneficial especially for students and parents who were seeking any such training institutions. These previews were however not provided in the online newspaper.

The print newspaper also provided on page six a notice of intention to publish a special feature on *'The East African'* of 19th July 2014 on *'Petroleum Equipment and Engineering in East Africa'*. This feature that aimed at providing an advertising avenue for the companies that deal on petroleum and petroleum products could only be accessed by print newspaper readers which put an online reader at a disadvantage because they could not access this notice.

'The Saturday Nation' print edition of 28th June 2014 had on page 39 had a notice to run a special feature in the *'Business Daily'* issue of 11th July 2014 on *'Modern Office Parks, Malls & Go-downs'*. In Kenya today, there has been a great shift in relocation of head offices, business premises or even opening of branches to already existing business enterprises in newly constructed business parks and malls. This feature would have been very informative to both business owners who would want to know the best locations to expand their businesses to and the owners of the business who would take this opportunity to advertise their parks and the facilities and amenities therein. This notice appeared again in the daily print edition dated 30th June 2014 but was not placed in the online newspaper meaning an online reader missed on this notice. There was a similar notice on the same page on an intention to publish a feature on *'Payroll, Human Resource and Accounting Software Solutions across East Africa'* which again would be a very informative feature for Human Resource practitioners. Its placement in the print

edition of the newspaper on 30th June 2014 meant that an online reader may not have a chance to know about its existence.

4.1.3 Advertisements

Advertisements were a common feature of newspapers during the period under study. Aimed at making readers aware and persuade them to take action on products and services offered by particular institutions and organizations, there were a number of advertisements from government ministries, state agencies, NGOs, and private corporations.

The online edition of the newspaper was very economical in the provision of advertisements with only a few running through the websites for the whole period that the study lasted. In the first week of the study the online edition of the newspaper ran an advert that detailed how readers could download an application in their mobile phones that could allow them to get a free one month subscription to the Daily Nation e-paper. The lead story in the Daily Nation online newspaper of 16th June 2014 ran an advertisement for a car for the whole of the first week of the study. The online version of the newspaper also ran advertisements for Madison Insurance Company and Safaricom Ltd on the same page. As compared to a Madison Insurance advertisement that was placed on page 25 of the print newspaper on 25th June 2014, the online advertisement was lacking in detail that was evident in the print newspaper advertisement that had contacts in case a reader wanted more information on the services offered by the insurance company.

The University of Nairobi placed an advertising feature on page 24-25 of the print newspaper dated 29th June 2014. This feature detailed the programmes that the University was offering under the School of Business for the September 2014 intake. It also had the requirements for admission into the programmes, the commencement dates, the application procedure and the deadlines for returning the application forms. The same page also provided an avenue for the University to advertise its consultancy arm, University of Nairobi Enterprises and Services that offered service consultancy, contact research and short courses training for interested organizations. The UNES notice highlighted on the main areas of expertise that it offered services in. These were only placed in the print newspaper and were missing from the online newspaper.

There was an advertising feature in form of a property guide that was placed between page 42-46 and on page 51-52 of the print newspaper on 26th June 2014. This feature highlighted on various properties that were available to let and for sale ranging from land/plots, apartments and houses it detailed the features and amenities that buyers expected to enjoy once they became owners of the advertised property. An online reader would have missed on this feature as it was only provided in the print newspaper.

The *Saturday Nation* on 28th June 2014 provided readers with an advertisement on *'The Big Annual Sale'* by the Tile and Carpet Centre that was scheduled for between 23rd June and 13th July 2014. The advertisement gave the time that customers expected to be attended to and even contacts in case they needed to make any inquiries. The same advertisement appeared on page 21 of the *Daily Nation* print edition dated 30th June 2014 and on page 8 of the print newspaper of 24th June 2014. There was also placed an advertisement dubbed *'biggest ever annual sale'* for Ideal Ceramics that appeared on page 25 of the print newspaper on 24th June 2014. The advertisement was clear on the extension of the said sale to 28th June 2014. This advertisement was also placed on page 31 if the print newspaper dated 25th June 2014. These being annual sales were important events for readers to be aware of as most of them would take advantage and do most of their purchases at reduced prices. These were not provided in the online edition of the newspaper so a reader would not know of any such sales.

Kenya Commercial Bank placed a full page advertisement on page 29 of the print newspaper dated 29th June 2014. The advert which detailed on the 105% financing on home construction made readers aware that KCB could assist them become proud owners of homes by financing the purchase of plots, construction of houses or even buying of ready built houses. The advertisement gave readers what they stood to benefit from the arrangement and the contacts in case they wanted to make inquiries or wished to enter into such an agreement. This advertisement was missing from the online newspaper.

Homex Kenya, a property company placed on page 21 of the *Daily Nation* print newspaper dated 30th June 2014 an advertisement on houses that were up for sale. The advertisement detailed on three bedroom apartments at Kitisuru Gardens, the facilities therein, the pricing and contacts for

interested buyers. This was meant to make readers aware of the availability of homes for purchase given that most people would be looking out for these. The same advertisement also appeared on page 26 of the print newspaper dated 24th June 2014 and on page 33 of the 25th June 2014 newspaper. This was not availed in the online newspaper.

The print newspaper dated 25th June 2014 had a special advertising feature for Kenyatta University. The six-page feature offered readers with detailed information on institution based programmes for the August 2014 intake. The advertisement invited qualified applicants for a number of programmes to be offered in the institution in the academic year 2014/2015. It also gave the campuses where each of the courses were offered, the minimum entry requirements and the fees payable for the programmes. This informative feature was however only availed in the print newspaper but was missing in the online copy.

There was placed a notice cum advertisement on page 7 of the print edition of the newspaper dated 24th June 2014. The full page advertisement that detailed the Safaricom Open Day had some mobile phones and a tablet that were on offer with their respective prices. The advert also directed readers to page 9 of the same newspaper for details of the dates and venues where the open days were to be held across the country. The open day would have offered the mobile service provider staff an opportunity to interact with their customers, answer any questions that they may have heard, respond to any challenges and even sort out any of their problems as regards connectivity within the mobile subscriber. The open day would also have offered a chance for the subscribers to get to know of any new products that Safaricom was offering and even do purchases of some of the products that could have been on offer. An online reader did not have an opportunity to know about this as it was not placed in the digital newspaper. There was also placed a full page advertisement on page 15 of the same newspaper for two mobile devices and their costs and another on page 16 for a *Samsung* printer both of which were not availed in the online platform.

On the print edition of the Daily Nation of 24th June 2014, there was an advertisement for a car *'The New Chevrolet Trailblazer'* by Associated Motors Limited. With the image of the car covering both page 32 and 33 on which the advertisement was placed, it was appealing and

would have attracted the eyes of any car enthusiast. An online reader did not get this opportunity as the advertisement was not placed on the online newspaper. A similar advertisement appeared on page 5 of the *Smart Company* insert in the DN2 pullout for 24th June 2014. The advert by General Motors East Africa detailed an Isuzu Dmax complete with its image and the features one expected to get if they purchased it.

During the period of study, the 'Classified' section of the print newspaper provided advertisements and notices that were briefer and occupied less space than those in the main pages of the newspaper. This section was however missing from the online newspaper. Owing to the fact that the cost of placing advertisements in the newspaper depend on the content of the advertisement and how much space of the newspaper one is allocated, the classified section would be beneficial to people who want to make others aware of the services they offer.
The print newspaper on 20th June 2014 had *'Classifieds'* on pages 60 and 61 of the newspaper while the 25th June 2014 had them on pages 59-63. The Thursday June 26th 2014 had Classifieds on pages 59-62 while the 27th June 2014 edition of the newspaper carried these advertisements between pages 59-61.

4.1.4 Job Vacancies

During the period of study, the print newspaper provided readers with an opportunity to get advertisements that detailed vacant positions in various organizations, what the employers were looking for in the prospective employee and even the modes and deadlines of application. The print newspaper for Friday 20th June 2014 for example had a special coverage on 'Jobs' as part of its *DN2* pull-out. The 2 page publication with the tag line *'Getting ahead in today's job market'* provided very valuable information for employers, employees and job seekers. The newspaper had from page 40 to 55 covered various job opportunities on 20th June 2014. As compared to the 15 pages of job advertisements that were covered in the print newspaper, the online newspaper was missing in any such details. This means that a reader who only depended on the online newspaper to get information would be disadvantaged in case there was a job opportunity that best fitted the reader. The Friday 27th June had a seven page comprehensive coverage on jobs and job vacancies from various organizations. These advertisements detailed the duties and responsibilities for the advertised positions and advise on jobs and job search and

were placed on pages 46 -53 of the newspaper. These were however missing in the online newspaper.

The National Police Service Commission placed a three page advertisement on pages 41-43 of the *Daily Nation* print newspaper dated 30th June 2014. This advertisement which detailed a recruitment of 10,000 police constables that was scheduled for 14th July 2014 had the entry requirements and the regulations that were to guide the recruitment process. The NPSC also included in the advertisement the application process and the various centres where the recruitment was to be carried out across the country. This being an annual exercise that is waited upon by many people would have been missed by a reader who depended on the online newspaper as it did not provide the advertisement.

The Parliamentary Service Commission placed a two-page advertisement on page 42 and 43 of the print newspaper dated 24th June 2014 and on page 44 and 45 on the newspaper of 25th June 2014. The advertisement sought to recruit people for various positions and had the available vacancies, the requirements for appointment and duties and responsibilities for each of the advertised positions. This information was only available to a print newspaper reader as it was not availed in the online newspaper.

The Kirinyaga County Government had an advertisement that was placed on page 51 of the print newspaper dated 25th June 2014. The County Public Service board had called for applications to recruit qualified persons to fill vacant positions within the county government. The full page advertisement detailed the duties and responsibilities and the requirements for appointment to each of the advertised positions. This advertisement appeared in the print edition but was missing in the online newspaper.

4.1.5 Tenders

During the period of study, the print newspaper had on some of its pages tenders for supply of goods and offering services for various organizations. These were however not availed in the online newspaper. This meant that the people who are in the tender business which they rely on as a way of generating income could not depend on the online newspaper to get the details.

The County Government of Kisumu had on page 17 of the 19th June 2014 print newspaper an *'Invitation to Tender'* that indicated the various services that the county assembly was seeking out from the public. These ranged from supply and delivery of office newspapers to transmission of live radio broadcast among others. The notice had a list of the requirements that bidders were to submit, the tender conditions and the deadline for submission of complete tender documents.

The County Government of Kajiado also had an *'Invitation for Bids'* for the year 2014/2015 that was placed on page 11 of the print newspaper dated 30th June 2014 and another full page tender notice that appeared on page 49 of the same newspaper. These notices consisted of various categories of service provision for the county government. The notice detailed where bidders could obtain the tender documents, the requirements, the conditions and the date and time by which tender documents ought to have been returned to the county offices.

The County assembly of Siaya also had a similar tender and prequalification notice on page 20 of the print newspaper. Besides that, the county placed on page 50 of the same newspaper a list of shortlisted candidates for the post of driver in the county assembly together with the time each of them was supposed to appear for the interviews. The notice also contained a list of the documents that the shortlisted candidates ought to have carried with them. This was only placed in the print newspaper meaning that if a reader only read the online newspaper, they would not have been aware of the interview schedules.

The Geothermal Development Company placed a tender notice on page 16 of the print newspaper of Monday, June 30th 2014 that invited bidders for supply, installation and maintenance of geothermal power plants for their Menengai station. The notice gave interested bidders the details on how to obtain further information, inspect, view and download the prequalification document and further gave the deadlines for submission of completed tender documents. GDC also placed a similar tender notice for supply and installation of watch towers, floodlights and construction of guard houses at Menengai geothermal project.

Kenya Railways Corporation placed on page 22 of the print newspaper dated 30th June 2014 a 'Pre-qualification of Suppliers for 2014-2016 while the National Council for Persons With Disabilities (NCPWD) placed on page 23 of the same newspaper a tender for provision of

insurance cover. The Kenya National Highways Authority also placed a three-page tender notice that covered pages 44-46 of the print newspaper dated 30th June 2014. This notice that consisted on 137 maintenance contracts for various roads across the country was missing in the online newspaper.

During the period of study, there was introduced a new *'Tenders Page'* in the print edition of *'The Sunday Nation'* newspaper. This ran first in 22nd June 2014 on page 39 and it was directed to the people who were in the supplies business. This section provided a collection of tenders that had been advertised in the whole of that week preceding the Sunday when they were placed in the newspaper. The tenders were by both the national government and county governments across Kenya.

Kenya Power placed an 'Invitation to Tender' notice on the print edition if newspaper dated 24th June 2014 that invited interested bidders for supply and provision of various goods and services. It also placed a tender clarification notice on the same page for an earlier advertised tender. Kenya power also placed an *'Extension and Clarification of Tender'* notice on page 54 of the print newspaper dated 30th June 2014 which was an addendum to an earlier on advertised tender. The notice gave new rules of engagement and even revised the timelines meaning that a reader had to access the print edition of the newspaper for them to know of these changes. This notice was not placed in the online newspaper.

The *Sunday Nation'* print edition of 29th June 2014 had the whole of its page 42 placed under the *'Business'* segment as a Public Tenders page. These consisted of available tenders at the national level from government ministries, state corporations and departments, government parastatals. At the county level, the page also consisted of tenders for supply and delivery of various items and even design construction, installation and maintenance of a number of facilities within the county governments.

4.1.6 Obituaries

During the period of study, at least each daily edition of the print newspaper came with death and funeral announcements with most of them being carried in the weekday editions of the newspapers. The announcements informed the readers on the date and cause of death, the

relatives of the dead and the funeral arrangements in case they wanted to participate in the final send off ceremonies. The print newspaper of Thursday 19th June 2014 consisted of death announcements on pages 57, 58, 62, 63 and 64 while the Tuesday 17th June 2014 had them on page 46 – 49. The *Daily Nation* of 18th June carried obituaries between pages 58 – 61 while the Monday 16th June 2014 newspaper had the obituary pages between pages 51-53. The Friday 27th June 2014 newspaper had obituaries on pages 62-64 while the 24th June 2014 print edition of newspaper had them on pages 50, 54, 55, 56, and 57. The obituaries are a celebration of the lives of the departed ones while some of them are put in memory of loved ones who had passed on a few years back to mark their anniversaries. Some of them were in form of appreciations after the dead have been laid to rest to acknowledge and thank all the people who supported the families in their times of need. These were however provided in the print editions of the newspaper as the online newspaper did not have any.

Death robs families, relatives and friends of their loved ones. The people who were close to the departed are usually at a great loss when they are bereaved. As part of the last respects, families put notices on the newspapers to let those who may not have been aware of the deaths of their close relatives to know of the loss. Most people get to know about such deaths through the obituaries section in the dailies which were only provided in the print newspaper. This meant that an online reader did not have an opportunity of getting to know of any such deaths.

4.1.7 County News

During the period of study, a very notable change in the content as provided in the print edition of the newspaper was the introduction of a 'County News' segment effective 23rd June 2014. The segment that covered the daily editions of the print newspaper between Monday and Friday was evident in the dailies for 23rd, 24th, 25th, 26th, 27th, 28th and 30th June 2014. The segment was highlighted on the front pages of these dailies with a title of the major story from a select county just above the headlines. The segment covered an average of eight pages in each of the dailies and detailed news from all the counties in Kenya. Some of the stories that were given prominence in this segment were *Tullow set to expand oil search in Western Kenya, Guns seized as suspected poachers killed in shootout, Cash crunch looms as governor rejects budget,* and *Leaders blame police as peace eludes Mandera and Wajir.* These stories featured Kisumu, Meru,

Makueni, Mandera and Wajir counties respectively. As compared to the online newspaper that contained only a handful of stories from the counties, the print edition of the newspaper was more detailed as it covered news from each of the forty seven counties in Kenya.

The focus on counties has especially been an area of concern since the promulgation of a new constitution in Kenya in 2010. There has been need to provide newspaper readers with information on the goings on in their counties which affects their lives directly. Such a segment therefore is very relevant and beneficial to readers since the devolved governments have been a centre of focus since they came into being. Readers would wish to know what is happening in other counties and in this way then they are able to compare with what their leaders are doing for them in terms if development in their home counties. An online reader did not however have this opportunity due to the brief coverage of the devolved systems of government.

4.1.8 Photos

During the period of this study, it was evident that most of the photos used in the print newspaper were real time while the online newspaper depended more on file photos. Although photos helped put the stories presented in the newspaper into perspective, readers would find it easier to relate with stories that have real time photos than those with file photos. The photo that was used in the lead story in the online edition of the *Daily Nation* newspaper of 16th June 2014 was a file photo taken during the 2013 Africa Cup of Nations quarter final football match between Ivory Coast and Nigeria. This photo was taken on February 3, 2013. The print version of the newspaper on the other hand used a recent photo taken during the 2014 FIFA World Cup game between Cote d'Ivoire and Japan. The online edition of the 17th June 2014 newspaper used a file photo of Energy Cabinet Secretary Davis Chirchir speaking at a past event in Nairobi.

On a story under the title *'MPs attack Linturi over motion'* the print story is not accompanied by any photo while the online version has a file photo of Igembe South MP, Mithika Linturi addressing journalists at the Panafric Hotel in Nairobi on June 11, 2014. The photo is however not in any way related to the story that it accompanies. In a story titled *'Don't renew space deal, MPs tell state'* that appeared on page 11 of the print newspaper on 16th June 2014, there was no

photo accompanying the story while the online newspaper had a photo of the inside of the Kenyan parliament buildings.

Some of the stories in the online newspaper however used the same photos as those that were used in the print newspaper. In the front page story of Monday 16th June 2014, the photo that was used was that of Raila arriving for a rally at Tononoka grounds in Mombasa which was the same photo that was used in the online newspaper. In the story *'Duale wants inciters punished'* that appeared on 16th June 2014, the photo that accompanied the online story showed Majority leader, Mr. Aden Duale in a file photo while the print newspaper had a photo of senators attending a church function. Readers would be able to relate with the photo in the print newspaper because part of the story has details of what the senators had said during the church service in criticizing the countrywide rallies being carried out by the CORD coalition.

The stories that were covered in the second and third pages of the Tuesday 17th June 2014 newspaper were accompanied by photos that related to the Mpeketoni attack in Lamu County that had occurred on 15th June 2014. In the online newspaper however, the no photos were provided and the reader had to scroll through to a different section where a link 'photo gallery' was provided to view photos on the attack.

During the period under study, the opinion section had a story *'Politics is healthy questioning of issues that will affect our nation, so how is it evil?* This story was accompanied by a photo of part of the crowd that had attended a political rally while the online version of the same story was accompanied by a photo of political leaders Anyang Nyong'o, Kalonzo Musyoka Raila Odinga and Moses Wetangula at a press conference at Orange House in Nairobi. The photo was dated June 3, 2014. The story matches more with the photo of the attendees in the political rally than that of the political leaders at a press conference because the questioning of issues that is referred to was being done at the political rallies more than at press conferences.

'Al-Shabaab claims responsibility' was a story that was placed first under 'National News' segment. The same story was placed on page five of the print newspaper where it was accompanied by a photo of demonstrators who had lit tyres on Ngong road in Nairobi protesting against CORD leader, Raila Odinga. Given that the demonstrators chanted anti-Raila slogans and

asked the former Kenyan Prime Minister to allow the Kenyan president to rule peacefully, it was prudent that the online story avoided using this photo that was likely to ignite tension across the country. Alternatively, the online story was accompanied by a photo of a victim of the Mpeketoni attack being attended to by members of the Kenya Red Cross on June 16, 2014.

Another story that was placed on the front page of the print newspaper on 18th June 2014 was *'Spy agency warning on attack was ignored'*. The story had its continuation on page 6 of the print newspaper and had a photo of residents fleeing their homes for fear of fresh attacks. In the online newspaper it was titled 'Spy agency knew of raid three days before' and the story however had a photo of charred vehicles that had been torched at Mpeketoni Police Station. This move again by the online newspaper to use a photo that only shows what happened during the attack but not the result of the attack. The photo that was used in the print newspaper once again could have sparked fear and panic among people due to the delicate nature of the ethnicity problem in Kenya.

A story that appeared on page 4 of the print newspaper *'Top officers moved in bid to bring calm'* was accompanied by a photo of the destruction on some buildings as a result of the attack. The story detailed on the transfers of senior provincial administration officials and top police officers in Lamu County following the attacks. The online version of the story however did not have any photo but had a video clip of Interior CS making the announcement on the changes. Ole Lenku addressed the press from Lake Kenyatta Primary school in Mpeketoni.

The story '*Sack Lenku over insecurity, says Raila*' that appeared on page 2 of the print newspaper was accompanied by a photo of professionals from Lamu county addressing journalists in Nairobi. The journalists said that they had opened an account to receive donations to assist families of the victims of the attack at Mpeketoni. The online story however had a video clip of the former Kenyan Prime Minister, Raila Odinga addressing a press conference in Nairobi. This video was the full statement that he had to make in response to remarks by the Kenyan president that CORD was responsible for attacks in Mpeketoni in Lamu County. The online story also had mug shots of the president, the Interior and Coordination CS, The IG of police and CORD leader Raila Odinga accompanying the story.

One of the stories that was given prominence in the online newspaper on Thursday 19th June 2014 was *'Jubilee and Cord close ranks in bid to defuse tension'* which was placed second under 'Top News'. The same story which appeared on page 3 of the print newspaper had a photo of the Young Kenyan Patriots, a civil society group demonstrating outside the Kenyan parliament buildings. The online story however had a photo of a victim of the Mpeketoni attack being attended to by members of the Kenya Red Cross society. The online story chose not to use a photo that was a confrontational reaction to the attack like the print story but rather a photo that showed efforts to mitigate the situation.

'Arrest MP for hate speech, says Tobiko' was a story that was placed third under the Top News in the online newspaper dated 20th June 2014 and was placed on page 2 of the print newspaper. The story detailed orders that had been given by the DPP over the arrest of Mombasa County Women Representative over allegations of hate speech. The story was accompanied by a photo of Mombasa County Women Representative Mishi Mboko and Jomvu MP Badi Twalib arriving at the Tononoka grounds in Mombasa County for a Cord rally on a photo taken on 15th June 2014.

A story that appeared under Top News in the online newspaper dated 21st June 2014 under the title '*Raila reaches out to Uhuru, denies talk of power grab'* was accompanied by a file photo of Raila Odinga and Uhuru Kenyatta sharing a word at a past function. The photo caption for the online story was 'Mr. Odinga has written to President Uhuru Kenyatta assuring him that he is not interested in grabbing power. The print edition of this story was however not accompanied by any photo.

'How Iringo and Nancy fixed Ruto' was the title of a story that appeared on the front page of the print newspaper on 21st June 2014. The details of the story in both editions of the newspaper were on claims that had been made by the DP William Ruto's defence that the PS Mr. Iringo and President Uhuru's advisor on political affairs, Nancy Gitau recruited ICC witnesses to fix the DP. The story referred readers to page 4 for the full details.

Another story that appeared on the front page on this day was *'Top politicians face arrest over hate talk'*. The story was accompanied by portraits of the political leaders that the DPP had recommended be investigated and referred readers to page 9 for the details. The story was placed 3rd under Top News in the online newspaper and had a photo of the DPP, Keriako Tobiko in a file photo. The photo caption was *'Nine lawbreakers are to be summoned over hate speech. The DPP has ordered'*.

A story on the print edition of the Sunday Nation newspaper on 22nd June 2014 was *'Uhuru's big headache over security chiefs'*. The headline story had portraits of the country's security chiefs while the online story appeared under Top News under the title *'Uhuru's headache as pressure mounts to overhaul security'*. The story was had a file photo of Senator Kipchumba Murkomen with Senate Majority Leader Kindiki Kithure in the Senate. The two had called on the President to replace the country's security chiefs.

4.1.9 Content Variations

It is the expectation of a newspaper reader that they can access the same stories that are found on the print newspaper when they access the online edition of the newspaper. This was however not the case as a number of stories in the print edition of the newspaper were not availed on the online platform. A story that was carried on the front page of the print newspaper on the *'Saturday Nation' 'CIC: Fight for power slowing devolution bid'* that was continued on page 8 of the print newspaper was missing from the online newspaper. Other stories on page 2 and 3 of the print newspaper that were missing on the online newspaper were *'Varsity picked to train top rank medics'* and *'Rules lock out youth, women from Uwezo'*

On Page 9 of the Saturday 28th June 2014 edition of the newspaper, there was a story *'Githu's wife among 11 new judges'* that detailed that Kenya's Attorney General, Githu Muigai's wife was among 11 new judges appointed to the High court by president Uhuru Kenyatta. This would be an interesting story that readers would want to follow closely to establish whether the appointment of Githu's wife was done purely on merit or due to the influence from the Attorney General himself owing to the office he holds.

There was a text quote that was visible in the print newspaper on 22nd June 2014. The quote *'I have been arrested many times in this country, arresting me is not an issue'* which was missing in the online version of the newspaper. A commentary that appeared on the front page of the print newspaper on 22nd June 2014 was *'Can our leaders be the statesmen we expect them to be?'* This story was continued on page 12 of the newspaper under the title *'We must never again take road to self-destruction'*. This story was however missing in the online version of the newspaper. *'Aladwa arrested over swearing in Raila talk'* was a story on page 2 of the print newspaper but it was missing on the online newspaper.

During the period of this study, there appeared some slight variations in the content of the print newspaper as compared to that in the online newspaper. On page 8 of the print newspaper of 16th June 2014, the story that appeared was under the title *'Proposed law give MPs sacking power'* while the online newspaper story appearing under the 'Top News' segment was *'New bill gives MPS power to sack public servants'*. It would not be immediately clear to a reader if they are reading the same story. Whereas the online story was specific on who exactly the law had given MPs power to sack, the print edition was general and the reader had to go through the story before they can decipher the details. Although the content of the story in the online and print editions were similar, the online version of this story had more detail as compared to the print version. The print version had some sections of the story clipped at the end which were visible on the online version.

There was a story appeared under the title *'MPs attack Linturi over motion'* in the print newspaper dated 16th June 2014. This was in reference to a censure motion that the Igembe South MP had intended to introduce in parliament against Devolution CS, Anne Waiguru. In the online newspaper story appeared under the title *'MPs criticize Linturi over motion*. The content for the two stories was the same except for the usage of the word 'criticize' instead of 'attack' that was used in the print newspaper. This must have been meant to tone down on the use of attack that may have had a connotation of a physical confrontation. In this case the online newspaper has made use of the editing capability that is possible with it. On the same note the online version replaced the term 'castigated' on the print newspaper with 'criticized' in the online version.

A story that appeared on the print version of the newspaper had a title *'Families celebrate fathers by taking the day out for fun'* while the online version had the title *'Families celebrate fathers by taking day out to have fun* for the same story. The content in the two stories was similar except for the following paragraph that was missing in the online newspaper:

> *Cathy Irungu said: "Today, I decided to give my dad a surprise visit. Met him and other members of the Ndimaini Catholic Men's Association (CMA) in a fellowship at Walimu Mugwe's home. "Spent Fathers Day with them. These gentlemen are a blessing to many of us and they have helped us to be who we are in the society. May God bless them abundantly"*

This meant that if one of the readers whose comment was missing in the online newspaper would not have easily known that the comment had been captured in the print newspaper if they had entirely depended on the online newspaper to get news.

In a story *'Duale wants inciters punished'* that appeared on the print edition of the *'Daily Nation'* newspaper of 16th June 2014, the online newspaper had the same story under the title *'Duale warns Cord against Chaos'*. The online newspaper here made use of the capability to tone down on the language that is used in the print newspaper. By choosing not to refer to the group that the majority leader in the Kenyan parliament was referring to as 'inciters', the online newspaper used neutral and non judgmental language. The online newspaper was also specific on the group that Duale was referring to.

The print newspaper of 16th June 2014 had on page 6 a section *'Around the World'* that provided readers with highlights on how other media around the world had reported about the Mpeketoni attack in Lamu county of Kenya. These included what *The Daily Mail, The Guardian*, *The New York Times* and the BBC. These are authoritative media that are depended upon and trusted across the world for news. This section would therefore have provided the print newspaper reader on information that regards how the world is viewing the attack that had occurred in Kenya.

4.2 LAYOUT OF THE NEWSPAPERS

During the period of study, the headlines for the stories in the online newspaper were placed in larger fonts as compared to the titles to the specific stories. The texts in the stories had smaller fonts and the photos were intertwined with the stories that they represented. During the period of this study, the online newspaper page was laid out in such a way that a news story was placed on the right and an advertisement right below the story. The results for the World Cup matches that were ongoing during the period of this study were put on the right side of most of the stories and below the results was a section that gave links to the most commented stories for the week *(Appendix 3).*

4.2.1 Links to Related Stories

During the period of study, the online newspaper provided links to related stories that readers were interacting with while the print newspaper referred readers to related stories on other pages of the newspaper. The headline for the print edition of the Sunday Nation newspaper on 22nd June 2014 was *'Uhuru's big headache over security chiefs'*. The headline on the front page of the print newspaper was accompanied by portraits of the country's security chiefs, Interior CS, the IG of Police, the NIS director, KDF Chief, CID director and the Interior Ministry PS. The story further directed readers to a special coverage of related events to pages 3,4,5,6,8,9,10,32 & 33 of the newspaper. The online story appeared under Top News under the title *'Uhuru's headache as pressure mounts to overhaul security'*. The story was had a file photo of Senator Kipchumba Murkomen with Senate Majority Leader Kindiki Kithure in the Senate. The two had called on the President to replace the country's security chiefs.

The lead story in the Monday 16th June 2014 print newspaper, *'Raila: I'm not scared by threats of arrest'* referred readers to page 4 of the same newspaper where the details of the story were contained. A story on the front page of the print newspaper on the same day *'Africa's football giants face test in Brazil tonight'* referred readers to pages 56 to 59 for related stories and pictures on the story.

The story *'Nairobi tops in reading and maths'* was placed on page 9 of the print newspaper on 19th June 2014 with a photo of students in a classroom. It also had a figure quote of 4,500 for the

number of schools in which the research upon which the story was based was conducted. The story also directed readers to page 18 of the print newspaper for a related story. The story on page 18 was titled *'Survey: One third of class three pupils can't subtract'* and it detailed on the inability by most children in Baringo county being unable to solve simple mathematical problems. The online story was similar in content to the print version of the newspaper except for the photo that was used of Pupils of Caso Upendo Primary School, Nairobi playing outside their school in Mathare slums.

'Lenku leads killings to incitement' was a story that was placed 3rd in order under 'Top News' in the online newspaper and was page 6 of the print newspaper. The online edition was under the title 'Joseph ole Lenku links killings to incitement' and had a full video of Interior CS's statement on the Mpeketoni attack in Lamu County.

'Uhuru blames massacre on tribalism, hate politics' was the lead story in the print newspaper edition of Wednesday 18th June 2014. While the print story only provided a mug shot of the Kenyan president and a text quote from what he had said in his statement on the Mpeketoni attack, the online version of the newspaper was complete with a video of the statement of the Kenyan president that detailed on what he said about the attack. This meant that even if a reader had not had the opportunity of watching the president make his statement live or even in the day's television news, all was not lost as the online newspaper provided the full video.

'They killed our men and raided shops' was the title of the print newspaper story that was placed on page 5 under 'National News' on 18th June 2014. This story had a photo of a building where some of the victims in the Mpeketoni attack had been killed. The online edition of this story appeared under the title *'Mpeketoni attack: They killed men and took our food'*. Though the story was not accompanied by any photos, it had a video clip of one of the survivors of the attack narrating the ordeal. This would have provided an opportunity for the online reader to hear a first had account of what the victims had gone through in the attack which provided more detail as compared to the static photo in the print newspaper.

'At least 10 killed in fresh Mpeketoni attack' was a story that was carried on page 3 of the print newspaper on 18th June 2014. It detailed on a fresh attack near Mpeketoni, Lamu County on the

morning of Tuesday 17th June 2014.The online version of the story was complete with video clips courtesy of NTV. The video clips were interviews from families who had lost their loved ones in the Mpeketoni attack.

A story that appeared on page 9 of the newspaper *'Villagers' fury over slow response'* detailed protests by Mpeketoni residents at Kibaoni Shopping Centre over what they termed as slow response from security officers during the Mpeketoni attack. The story had a photo of protesting residents of Mpeketoni in Lamu County who had barricaded the Lamu-Mombasa road during the protests. The online story was however not accompanied by any photo.

'MPs file motion to impeach Lenku' was a story that was carried on page 5 of the print newspaper for Wednesday 18th June 2014. This story was accompanied with a mug shot of the Chairman of the parliamentary administration and national security committee, Asman Kamama detailed on a motion that had been filed in parliament to impeach the Interior CS, Joseph Ole Lenku. The online version of the newspaper had similar details and content but instead of any photos it had a video footage courtesy of NTV showing the proceedings in the Kenyan Senate that called for the Interior CS's resignation.

A story *'When angry crowd humiliated Lenku'* was placed third under Top News in the online newspaper for 19th June 2014. The story that appeared on page 6 of the print newspaper had a photo of pall bearers carrying the body of one of the people killed during the Mpeketoni raid while the online story had a video clip of Interior CS, being confronted by local residents as he addressed them over their security concerns *(Appendix 2)*. The print version of the newspaper had some reactions from Kenyans on the social media platform 'twitter'. The video clip in the story showed an angry crowd that refused to listen to Ole Lenku and instead shouted on his face on how he had failed in assuring Kenyans of their safety.

The story *'Bosses tell Uhuru to take charge of security'* was placed on page 3 of the print newspaper on 19th June 2014. The story which was placed 7th under National News in the online platform, did not have any photo accompanying it, but a video clip of the statement from the national chairman of the FKE on the number of jobs that the federation estimated had been lost in the tourism industry due to insecurity in Kenya at the time.

4.2.2 Feedback/Interactivity

The interaction between the writers and the readers of the stories in the online newspaper was through comments. In the online newspaper, readers gave their comments and replies on what they felt about the stories that they had read. This section ensured that the feedback provided was instant as compared to the print newspaper that provided newspapers readers with a section on *'Letters to the Editor'* where they gave their feedback on topical issues which could only be carried in subsequent editions of the print newspaper. Online readers preferred to give their views especially on topical issues which may have had a great bearing on their lives. Some trending topics may have been so sensitive that the readers used the comments section that was the only available avenue for them to make clear their thoughts on the stories. This to a great extent enhanced discussion and debate on all the issues presented in the newspapers through the replies from other readers which kept the conversation that had been started by the stories going.

The comments from readers kept increasing as the day went by. The lead story in the *'Daily Nation'* newspaper of 16th June 2014 for example had elicited 17 comments by 9.41 a.m. The lead story *'Pain, Terror and Death'* of Tuesday 17th June 2014 had 8 comments by 8.06 a.m. *'Uhuru blames massacre on tribalism, hate politics'* was the headline of the newspaper on Wednesday 18th June 2014 and by 2.00 p.m, the online newspaper had 95 comments. This showed how sensitive this story was given that the president had blamed the opposition led by CORD leader Raila Odinga as having been behind the attack. People gave various opinions on what their thoughts were on the president's pronouncement some in support while others attacked the president for failing to be in charge of the governance of the country. This again, brought the ethnic nature of politics in Kenya as through the comments, one could easily tell from which political divide the respondents came from.

'Sack Lenku over insecurity, says Raila' was the lead story in the online newspaper on 19th June 2014. The story had received 34 comments by 11.00 a.m. of that day. *Jubilee and Cord close ranks in bid to defuse tension'* was a story on page 3 of the print newspaper that had quotes from the sentiments that were aired by over 30 Kenyan legislators on the Mpeketoni attack. The online

version of the same story gave summaries of what the legislators had said. The online story had elicited 23 comments as at 11.32 a.m. of that day.

A story appeared under Top News in the online newspaper on 21st June 2014 under the title *'Raila reaches out to Uhuru, denies talk of power grab'* was accompanied by a file photo of Raila Odinga and Uhuru Kenyatta sharing a word at a past function. The story has a three point summary of its contents and had received 18 comments by 9.38 a.m. The second story under Top News in the online newspaper on 21st June 2014 was *'ICC: How Mutea Iringo plotted to fix Ruto'*. It was accompanied by a portrait of Interior and Coordination of National Government PS Mutea Iringo. The story had a three point summary of its contents and by 9.49 a.m, readers had posted 17 comments on it.

The writers of stories in the newspapers did so purposely knowing too well that they had an audience in form of readers who are going to benefit from the stories. This therefore called for the writers to provide information that was relevant and that met the readers' needs. On the same breadth, the writers expected that readers could express their thoughts and feelings on the stories they had read which was through giving comments for the online newspaper and by writing *'Letters to the Editor'* for the print newspaper.

4.2.3 Use of Space

During the period of study, the print newspaper filled every space with a story however small it was. The online newspaper however had some stories in one segment of the newspaper being repeated on other sections. The most common duplications were under 'Top News', 'National News' and 'Politics sections'. These spaces would otherwise have been utilized to post other stories. *'Uhuru's big headache over security chiefs'* and *'Was Al-Shabaab used in Mpeketoni to settle political scores?* were stories that appeared under the 'Top News' and 'National News' sections of the online newspaper on 22nd June 2014 but they were still repeated under the 'Politics' segment.

The story *'MPs attack Linturi over motion'* appeared on both the 'National News' segment and the 'Politics' section of the newspaper.*'I hid my children after gunshots'* was a story that was

placed 4th in the order of 'Top News' in the online newspaper. The story which was placed on page 9 of the print newspaper was however repeated under the 'National News' segment in the online newspaper where it was placed second.

A story appearing under the title *'Raila Odinga: Cord has nothing to do with massacre'* was placed 2nd under the Top News segment. Another story *'Lenku leads killings to incitement'* also appeared under 'Top News'. Both the two stories were repeated under 'Politics' segment in the online newspaper. *'Uhuru blames massacre on tribalism, hate speech'* was a story that was placed top under National News in the 18th June 2014 newspaper. The story was repeated under the 'Politics' segment.

A story *'When angry crowd humiliated Lenku'* was placed third under Top News and it appeared on page 6 of the print newspaper. This story was repeated in the online platform under National News. *'More oil found off the Lamu coastline'* was a story that was placed fourth under Top News in the online newspaper but was repeated under National News. The story appeared on the front page of the print newspaper under the title *'Oil company finds fresh deposits off Lamu coast* with a continuation of the story of page 8 of the newspaper. This was the first positive story to have carried about Lamu County since this study started.

During the period of study, some stories in the online edition of the DN2 magazine for Saturday 21st June 2014 were also repeated. The story *'Lights, camera... oops! When fame comes via a camera lens'* that had appeared on the Friday 20th June 2014 newspaper was still on the online website as at 9.00 a.m. The fourth story under Top News in the online newspaper dated 21st June 2014 was *'Did Police arrest innocent man over Mpeketoni killings?* This story was however repeated under the National News segment in the online newspaper. Other stories that were repeated on this date were *'Raila writes to Uhuru'* ,*'How ICC plotted to fix Ruto'* and *'Top politicians face arrest over hate talk'* all of which appeared under both the Top News and Politics segments.

A story on page 30 of the print newspaper, *'Uhuru orders KWS, Prisons and NYS be put under IG Kimaiyo'*. The story detailed that President Uhuru Kenyatta had ordered that all security personnel and equipment of the KWS, the Kenya Prisons and the NYS to be placed under the

command of Kimaiyo, and had a file photo of the IG of police. The story that appeared on 'Top News' of the newspaper was repeated under 'National News'

These spaces that have been used to post stories that are already posted under different categories could be used to cover content that is missing in the online newspaper but available in the print newspaper.

4.2.4 Figure Quotes

There was a lot of use of figure quotes in the print editions of the newspapers during the period of study. These were done in large fonts and in blue colour other than the normal black that was used for the rest of the text. On a story *'Funds crisis hits lecturer's union'* in the print edition of the newspaper on 16th June 2014 where UASU Secretary General, Muga K'Olale was referring to institutions that had not remitted money to the Union, he said the University of Nairobi was the biggest defaulter, having failed to remit Sh. 944,753. The figures are conspicuous and stand out. These figure quotes were missing in the online newspaper. *'Struggle over land, jobs 'threat to unity'* was a story on page 10 of the print newspaper on 16th June 2014 that had a figure quote on the percentage of jobs that the counties are expected to be able to generate in future but that lacked in the online newspaper.

A story appearing under the title '*Raila Odinga: Cord has nothing to do with massacre'* was placed on page 4 of the print newspaper on 17th June 2014 had a mug shot of CORD leader, Raila Odinga and other photos showing the destruction that was the aftermath of the attack at Mpeketoni in Lamu County. The story was also accompanied by an infographic in form of a map showing the areas that were attacked. The figure quotes used for this story stood out as they showed the number of people who had been killed in the attack '48' and the number of vehicles the killers are believed to have used '20'. These details are missing from the online version of this story that was placed 2nd under the Top News segment. A story *'Lenku leads killings to incitement' that* was placed on page 6 of the print version also had a figure quote of '48' which was the number of people who had been killed in the Mpeketoni attack.

The story at the back page of the print edition of the Daily Nation on 18th June 2014 was *'Kenya's Eurobond issue exceeds target'*. The story had figure quotes of '400bn' which was the amount in the budget deficit that the Eurobond was expected to fund while '175bn' was the amount the Kenyan government had intended to raise from the bond issue. The figure quotes once again were put in large and coloured fonts that made them conspicuous. This for a reader would have been what they see first which would easily create interest in the whole story. This figure quotes were however missing from the online newspaper.

The lead story *'Raila rejects plea to call off Cord Rallies'* in the print newspaper on 19th June 2014 had a figure quote of '60' as the number of people who were killed during two nights of violence in Lamu county on the night of 15th June 2014. This again in appeared in a larger font as compared to the rest of the text in the story and was placed in a coloured background. This made it stand out and made it more visible. Being the fourth day that the attack story had been trending and developing, the figure quote was an emphasis on the number of people who had been killed in Mpeketoni in Lamu county.

The story *'Bosses tell Uhuru to take charge of security'* was placed on page 3 of the print newspaper. Although the story did not have any photo accompanying it, it had a figure quote of 2000 for the number of jobs the FKE estimates have been lost in the tourism industry due to insecurity in Kenya at the time. In the online newspaper it was placed first under *'National News'* and it had a video clip of what exactly the FKE chairman had said on the security situation in the country *(Appendix 2)*

The story *'Crisis as officers live in canteens'* was covered on page 10 of the print newspaper. The story made use of figure quotes of Sh.2.9 bn as the budget for recruitment of 10,000 new police officers in the year 2014/2015 financial year. There was also a quote of 7,000 being the number of police officers absorbed into the service in recent months. The online story however had a photo of staff quarters at Kapkerer Police Post in Aldai Constituency, and had a 3 point summary of the whole story as compared to the print newspaper that only did one statement.

'Who controls TV remote? 30bn to watch world cup' was a story that was placed on page 3 of the print newspaper on 20th June 2014. The story which was in reference to the World Cup matches that were taking place during the period of this study, underscored how football is a game with such a huge following world over. The story had a photo of football fans in Rwanda catching part of the World Cup action. The story had figure quotes of '30 bn' which was the cumulative number if viewers globally who were expected to watch the World Cup football matches, '25m' was the number of people in Africa who watched a match between Super Eagles of Nigeria and Iran and '70 pc' which was the proportion of football fans in Kenya who said they would watch matches at home due to kick off times. These details given by the figure quotes are missing in the online newspaper.

4.2.5 Accessibility of Stories

Stories in the online newspaper could be seen at a glance at once because they all are placed on the same web page. Just by scrolling downwards, a reader could view all stories and within a short time, it could have been easier to tell what the newspaper contained in a given day.
A reader for example had to turn pages to access a story that was carried on page 16 of the *'Daily Nation'* newspaper on 16th June 2014 but the same story was placed fourth under National News segment which could be easily noticed once a reader accesses the online newspaper. Similarly, the story *'Football fans accuse officer of killing man'* that appeared on page 16 of the print newspaper is placed 5th on the 'National News' segment of the online newspaper and a story titled *'Don't renew space deal, MPs tell state'* appeared on page 11 of the print newspaper was also placed 6th in order of the 'National News' segment of the online newspaper.

4.2.6 Accuracy of Dates

Most of the stories contained in the online edition of the newspaper appeared under the dates for the previous day. The lead story for example in the Monday 16th June 2014 newspaper appeared under the date Sunday 16th June 2014. The stories on the Tuesday 17th June 2014 newspaper also appeared under the dates Monday 16th June 2014.
A reader may not easily tell that the stories are updated unless they had interacted with the online newspaper the day before.

'The cutting edge' section of the newspaper consisted of short takes of what readers felt on various issues that formed part of their day to day lives. On the online newspaper for 22nd June 2014, this section placed under 21st June 2014 which was the previous day's date. It would not be easy for a reader to tell if what they were reading was that day's news unless they had interacted with the previous day's newspaper. *'The cutting edge'* section on the online edition was similar in content to that of the print version except for a photo that was missing for one of the items and a wrong date indicated as 11th June 2014. On 16th June 2014 the same section appeared under the dates Sunday 16th June 2014 and 12th June 2014 instead of Monday 16th June 2014 *(Appendix 1)*.

During the period of study, it was clear that it is only the news updates that indicated the current and exact date of day that the stories were uploaded. The stories in the online newspaper for 18th June 2014 appeared under the date 17th June 2014. It was the breaking story *'At least 21 killed in Nigeria blast'* that detailed an explosion in the Nayi-Nama area in Nigeria's capital city on the night of Tuesday 17th June 2014 that appeared under the date 18th June 2014. The story confirmed that the Sani Abacha Specialist hospital had received 21 dead bodies and 27 injured victims from the explosion.

Some stories in the online newspaper were however uploaded before the date that they appear in the print newspaper. This means that an online reader had the advantage of being privy to news much earlier before the print newspaper went into circulation. A check on the online platform at 9.56 p.m. on 18th June 2014 showed that some stories under the 'Letters' and Opinion' sections dated 19th June 2014 had already been uploaded.

There were other instances however that there were delays in making available the online newspaper. On some days the online newspaper took long to update stories as they appeared in the print newspaper. The front page previews for the print newspaper on 19th June 2014 for example had stories that were contained in the previous day's newspaper. The details of the online newspaper had not been uploaded as at 7.50 a.m. on 20th June 2014. There was only a preview of the front page of the day's print newspaper until after 9.30 a.m. that the newspaper

was availed. Even still, it was only the Top News that had been uploaded. The other sections of the online newspaper had the previous day's stories.

4.2.7 Story Summaries

During the period of study, the print newspaper made use of kickers that were placed right above the headlines of the newspapers. These were one line summaries of what the headline stories were about. *'The Saturday Nation'* of 28th June 2014 had *Politics: Tight Security as opposition rally takes place in Jubilee Government stronghold'* while the Thursday 19th June 2014 edition of the newspaper had *Politics: Cord leader criticizes Uhuru for saying Mpeketoni violence was politically instigated'* as the kickers. The Wednesday 18th June 2014 print newspaper had *Insecurity: Witnesses describe attackers as highly-organized with clear command structure, superior arms and* radios while the Tuesday 17th June 2014 newspaper had *Insecurity: Death toll from arrack rises; security officers sent in to pursue attackers; political and religious leaders condemn raid'* as the kickers. The Monday 16th June 2014 newspaper on the other hand had its kicker as *Dialogue: Rally at Mombasa's Tononoka grounds part of a series leading to Saba Saba showdown.*

At a glimpse a reader was able to know what the story contained even without having to read the full story which gave the details. The online newspaper however did not provide kickers and this therefore meant that a reader had to go through the stories to know what they were about.

During the period of study, the stories in the newspapers were provided which short summaries. In case a reader may have wanted to get a gist of what a particular story contained, they had an opportunity to do this from these summaries. Although the contents of the lead story in the *'Daily Nation'* of 16th June 2014 were similar, they had different summaries for the online and print versions. The summary for the online version was *'Cord leader warns Jubilee to prepare for consequences if they fail to meet with opposition for talks on the challenges facing Kenya, including rising insecurity.* As for the print newspaper, the summary was *'At Tononoka, and amid shouts of "Uhuru must go", Mr Odinga once again declared Saba Saba a public holiday and asked the public not go to work but instead join their local leaders to press for dialogue. He*

said that it was the same power of the people that he was using to call for the national dialogue to discuss about pertinent issues afflicting the country.

The print newspaper of 17th June 2014, also provided summaries that captured the attack at Mpeketoni in Lamu county, most of them being the accusations and counteraccusations and claim of responsibility by the Al-Shabaab. The fourth story under Top News in the online newspaper dated 21st June 2014 was *'Did Police arrest innocent man over Mpeketoni killings?* This story was accompanied by a photo of Mr. Salim Dyana, one of the suspects who had been arrested on 18th June 2014 over the Mpeketoni attack that had left 60 people dead. Before his arrest, Mr. Salim had narrated from a hospital bed in Lamu his ordeal at the hands of the gunmen. The story had a three point summary of its contents.

'Britain not pushing for a regime change: Envoy' was a story that appeared on page 5 of the print newspaper that referred readers to page 11 of the newspaper for the rest of the story. The print story had a portrait of the British High Commissioner to Kenya Dr. Christian Turner, while the online story had a file photo of President Uhuru Kenyatta and the High Commissioner who had called on him at State House Nairobi on 30th April 2013. The story had a 2 point summary of its contents.

'Was Al-Shabaab used in Mpeketoni to settle local political grudges?' was a story carried on page 4 and 5 of the print newspaper on 22nd June 2014. The story had photos of residents of Maporomoko village in Lamu County fleeing their homes after an attack by gunmen. There was also a photo taken on 20th June 2014 of a man riding a motorcycle past a burnt petrol station and a charred building in Mpeketoni, Lamu County, on June 20, 2014. The online story had a summary of events with photos of the damage inflicted by terrorists in different parts of the country for a period of one month before the period of the study. The photo credits were given to Joan Perunuan.

The online newspaper for 28th June 2014 gave prominence to the stories *'Shabaab still benefiting from Kismayu Charcoal Exports – UN'* and *'Call for dialogue over Centra Africa Conflict'* which were listed under its 'Top News' segment. The story *Raila gives Uhuru 10 days to call talks'* which was the headline in the print newspaper on the same day was placed first under 'National News' in the online newspaper. The print newspaper had a four point summary of the

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story and referred readers to page 4 of the newspaper for the detailed coverage. While the front page story of the print newspaper had a photo of CORD leader Raila Odinga as he addressed a rally at 64 stadium in Eldoret on Friday 27th June 2014, the online newspaper has a photo of armed anti-riot police office keeping vigil at the venue of the Eldoret rally.

4.3 Prominence in the Newspapers

Most of the stories that were given prominence in both the online and print newspapers during the period of study were those that related to the attack in Lamu County. The raid that occurred at Mpeketoni at the start of the first week of this study saw most of the headlines capture the situation and stories that contained the developments after the attack being given priority by covering the initial pages of the print newspaper and the top sections of the online newspaper. Generally, stories in both the print and online newspaper were presented in the following categories: *National News, Politics, Opinion, Letters, County News, Africa News, International News, Business and Sports.*

The stories appeared in the above order in each of the categories. Stories under the National News category occupied the initial pages for the print newspaper and the top section for the online newspaper while Sports News covered the last pages of the print newspaper and the bottom section of the page with the stories in the online newspaper. The Top News segment in the online newspaper carried news that made headlines in all the other categories.

On Monday 16th June 2014, the researcher accessed the Nation Media Group website at 6.54 a.m. and found that the day's online newspaper had already been uploaded. *'Kepsa wants talks to be issue based'* , *'Security stepped up as soldiers join policemen on road patrols'*, *'How attack threw calm newsroom into high gear'*, *'Hotel owners warn of raid's effects on tourism sector'* , *'Sack security chiefs, Uhuru told'*, *'Police vetting in Coast called off'* , *'Clergymen condemn Mpeketoni raid'* and *'Police are not vigilant, say Coast groups'* were leading stories that were given prominence in the day's newspapers on Tuesday 17th June 2014. Placed in that order under 'National News' in the online newspaper, they were also placed on the same pages in the print newspaper. Most of them are related to the Mpeketoni raid and thus it would have made it much easier for the reader to relate the content in each of them. These stories were placed between pages 5 and 11 of the print newspaper; pages which are also under National News.

4.3.1 Front Page Stories

The stories that appeared on the front page of the print copy of the Daily Nation of 16th June 2014 were similar to the news making headlines in the online copy of the newspaper. The headline on the print newspaper was *'Raila: I'm not scared of threats of arrest'*. In the online edition of the newspaper, the headline appeared on the top of the web page under a section 'Top News' together with three other stories. The story *'Africa's football giants face test in Brazil'* which also appeared on the front page of the print newspaper was placed right after the headline story in the online newspaper. This showed that the prominence given to stories in the print newspaper was similar to that given to in the online newspaper. The stories that appeared on the front page of the newspaper were put first under 'Top News' in the online newspaper.

The lead story on the print newspaper of Tuesday 17th June 2014, was under the headline *'Pain, Terror and Death'* and it was covered on the front page of the newspaper. In the online version of the newspaper, it was placed first under 'Top News' with the title *'Pain, tears, death and destruction as masked gunmen kill 48 in night raid'*. Both stories used different views of photos that showed the burnt and damaged vehicles after the attack. This story was a follow up on the story that was carried on 16th June 2014 and it provided further information on the attack that had occurred at Mpeketoni in Lamu County the day before. Most of the issues that were covered in this story had either been mentioned in the previous day's newspaper while some consisted of emerging information.

'*Uhuru blames massacre on tribalism, hate politics'* was the headline of the print newspaper edition of Wednesday 18th June 2014. The online newspaper was similar in content to the print newspaper except for the last sections of the story where the online newspaper was not clear on the security officers who had been interdicted or transferred in Lamu County following the Mpeketoni attack.

Another news item that was placed on the front page of the *Daily Nation* of Wednesday 18th June 2014 was a survivor's story that appeared under the title *'How I escaped from killers in night of terror'*. Part of the story was on the front page of the print newspaper had a mug shot of the survivor journalist while the rest was on page 8 under the title *'Nation reporter survived raid by hiding in a toilet'*. The story on page 8 was accompanied by a photo of Lamu residents who had

barricaded a road to protest against the rising cases on insecurity following the attack in Mpeketoni. This story which was placed 3rd under 'Top News' in the online newspaper was however not accompanied by any photos.

The headline of the print newspaper on 19th June 2014 was *'Raila rejects plea to call off Cord rallies'*. The story on the print newspaper had a photo of CORD leader, Raila Odinga addressing a press conference at the Serena Hotel in Nairobi. The leader said that CORD leaders were not to blame for the Lamu violence. The print story directed readers to details of the story on pages 2-6 of the newspaper. It is on page 2 of the newspaper that the story goes under the title '*Sack Lenku over insecurity, says Raila*' which was the top story under the online platform. While the headline of the print newspaper seemed to have focused on the continuation of rallies that CORD was holding across Kenya at the time, the online newspaper concentrated on calls to the Kenyan president to start a major overhaul of the national security system.

'Military shoots five in hunt for Lamu raiders' was the headline in the print version of the newspaper on 20th June 2014. The story was supported by a three point summary of the developments on the Mpeketoni attacks that occurred in Lamu County in Kenya earlier in the week. This ranged from what the president had agreed on with legislators from the Coast region who had paid him a courtesy call at State House, Nairobi. Police had also found bodies of two other victims of the Mpeketoni attack and the release of the suspect who had been arrested over Al-Shabaab tweets. Readers were directed to pages 4-6 of the newspaper for the full stories. In the online edition of the newspaper the story was placed under the title *'Soldiers gun down five suspects over Mpeketoni attack'*. This was the same title under which the story was placed on page 4 of the print newspaper which had a photo of relatives loading the body of their kin killed during the raid for burial. The online newspaper has a photo of a clearing in a forest in Mpeketoni, Lamu County, where villagers who feared a repeat of the attacks had set up camp.

'Raila calls off Cord rallies set for Nakuru and Kisii' was another story that was carried on the front page of the print newspaper on 20th June 2014. The front page story had a mug shot of the CORD leader and a text quote of what he had said the previous day "Our government was caught napping on its job of providing safety for Mpeketoni residents". The story referred readers to page 6 of the newspaper for a continuation which was accompanied by a photo of the former

Prime Minister addressing a rally at Suneka town in Kisii County where he campaigned for John Oyioka, the ODM candidate in a by-election for Bonchari Constituency that was due on Monday 23rd June 2014. The story on page 6 of the newspaper was under the title *'Raila postpones two cord rallies'* The same story was placed 3rd under National News in the online newspaper and was accompanied by a photo of CORD leader Raila Odinga arriving at Tononoka grounds in Mombasa to address locals in a photo taken on 15 June 2014.

'Raila writes to Uhuru' was the headline of the Saturday 21st June 2014 print newspaper. The story had a speech quote from what was contained in the letter that Cord Leader, Raila Odinga had written to President Uhuru Kenyatta. *'I want to assure you your Excellency that we hold no grudges nor do we want to interfere with your tenure and that of the Jubilee administration as the president and the Government of the Republic of Kenya'* was what the quote contained. The story referred readers to page 5 of the newspaper for details. The story appeared under Top News in the online newspaper under the title '*Raila reaches out to Uhuru, denies talk of power grab'*. The story was accompanied by a file photo of Raila Odinga and Uhuru Kenyatta sharing a word at a past function. The photo caption for the online story was 'Mr. Odinga has written to President Uhuru Kenyatta assuring him that he is not interested in grabbing power.

Raila: Hate speech summons a ploy to silence Cord' was a story that was carried on the front page of the print newspaper on 22nd June 2014 and referred readers to page 15 of the newspaper for the full story where it appeared under the title *'Cord calls on government to rise above threats and engage in talks'*. The story was also given prominence in the online newspaper where it appeared under the 'National News' section.

4.3.2 Back Page Stories

The story *'Airline crisis looms over jet fuel shortage'* was placed at the back page of the print newspaper on 16th June 2014. An highlight at the top of the front page of the print newspaper for that day, '*Back page: Oil companies warn stocks can only last up to June 23'*directed readers to the back page for details of the story. The story was placed 3rd under Top News on the online version of the newspaper. *'Oil firm banned from fuel imports'* was a story that was placed 4th in the Top News segment of the online newspaper and it appeared at the back page of the print

newspaper on Friday 20th June 2014. The online story had a photo of Energy and Petroleum CS, Davis Chirchir and his PS, Eng Joseph Njoroge in a file photo.

The story at the back page of the print newspaper of 17th June 2014 was *'Tanzania assists to solve jet fuel crisis'*. The same story was placed was placed 14th under National News stories in the online newspaper. Being placed at the back page of the online newspaper made the story more visible and accessible to readers than the way it was placed in the online newspaper.

The story at the back page of the print edition of the *'Daily Nation'* on 18th June 2014 was *'Kenya's Eurobond issue exceeds target'*. This story was placed 5th under 'National News' in the online newspaper. The story appearing on the back page of the print newspaper on 19th June 2014 was *'Standoff as workers fight new NSSF rate'*. This story was placed 7th under National News in the online newspaper.

The *'Saturday Nation'* of 28th June 2014 carried the story *'Will Brazil swallow red-hot Chile'* in reference to the much anticipated match between Brazil and Chile as part of the 2014 FIFA World Cup competitions that were taking place during the period of the study. The competitions had generated great interest to not only football lovers but also to those who are not ardent followers of the game. Any updates therefore on the progress of the matches was a 'must read' for most people and therefore the placement of the story on the back page was strategic. So important was the game between Chile and Brazil to the extent that the story had to be captured at the back page of the newspaper and readers referred to a continuation in the inside pages.

Stories that were carried at the back page of the dailies bore the same weight as those that were placed at the front page of the newspaper. The back page stories were conspicuous and therefore could be easily seen by readers. It is quite easy for newspaper readers to preview stories at the front pages of their dailies and then automatically turn to the back page before they could think of going through the stories that were in the inside pages of their newspapers.

4.3.3 News Updates/Developing Stories

During the period of this study, the online edition of the newspaper provided readers with an opportunity of knowing what was currently happening in Kenya and around the world. The

online edition provided readers with breaking news and updates on developing stories. The trending story on the online edition of the newspaper on 16th June 2014 was on an attack in Mpeketoni in Lamu County of Kenya. This was under the title *'Police battle gunmen in Mpeketoni attack'*. News on the attack that had happened around 9 p.m. of the previous day was being updated especially on the death toll that kept rising and the reactions from various leaders and the civil society. On the other hand the print edition of the newspaper which had already been sent on circulation was not able to capture this story except for some few copies of the newspaper that carried the story on the attack on the front pages. These papers which must have been printed later after the story had broken had the story as the headline.

At 3.20 p.m. on 16th June 2014, there was a developing story that was uploaded on the online newspaper about the widow of former Gatundu South MP, Joseph Ngugi having declared that she will contest the parliamentary seat that had been left vacant by her late husband. The developing story of the day on Tuesday 17th June 2014 was *'15 killed in fresh Mpeketoni attack* which was related to the news that had been carried in the newspaper the previous day. This was a subsequent raid where attackers had struck Maporomokoni area the previous night where another 10 people were executed. The attack that appeared related to the previous day's attack had now brought the death toll to more than 60 people.

Most of the breaking news stories were given prominence in the online newspaper. These were placed top on the news segments for the day and if a reader had accessed the newspaper earlier in the day, they are able to tell that a new item has taken precedence in the online newspaper and thus would easily tell what was happening. There was a breaking story on 18th June 2014 *'At least 21 killed in Nigeria blast'* The story detailed an explosion that had ripped through a viewing centre showing football matches in Damaturu, Northern Nigeria. This was in relation to the World Cup matches that were going on during the period of the study.

The developing story for the day on 19th June 2014 was *'Raiders torch houses in Baringo'* that detailed on raiders who had attacked Mukutani village in Baringo South and burned one hotel and four houses at 11p.m. on the night of Wednesday 18th June 2014. Other items that formed the breaking news for the day was that the Elgeyo Marakwet County Assembly members had passed a bill that would allow them to establish offices complete with staff who would draw

salaries from the county government and that police had discovered two more bodies of victims of the Lamu County attacks at Pangani, about fifteen kilometres from Mpeketoni town.

There was a breaking story on Sunday 22nd June 2014 at 5.56 p.m. under the title *'At least 20 killed and 5 injured in Wajir clashes'*. This story detailed the renewed fighting between the Degodia and Gare clans in Wajir County. The clashes caused by a political boundary dispute had started early in the day.

4.3.4 Newspaper Previews

The print newspaper provided front page previews of what readers expected in that edition of the newspaper or even in subsequent editions of the newspaper. The front page the 28th June 2014 print newspaper provided a preview of the stories contained in the newspaper that included the weekly farming magazine *'Seeds of Gold'* that comes with the Saturday Nation. It had a summary of the fixtures for the football matches that were scheduled to be played on that day as part of the World Cup competitions that were going on during the period of the study. The front page of the print newspaper had even a banner showing a TV programme *'Churchill Show'* that was scheduled for Sunday 29th June 2014 at 8.00 p.m. on NTV . A reader having accessed this print newspaper will be better placed in getting a glance of what the newspaper contains on the front page without having to check in the inside pages.

The *'Index'* that was provided on the front page of the print newspaper was specific on what each of the pages of the newspaper contained. It clearly indicated what pages were constituted the *News, Opinion, Letters, Weekend, Seeds of Gold, Business* and *Sports* sections of the newspaper. Page 2 of the print newspaper also provided a preview of what readers expected in the sister publication *'The Sunday Nation'*. The *'Saturday Nation'* newspaper provided the major stories that readers expected to find in *'The Sunday Nation'* of the following day that was 29th June 2014. This meant that if a reader saw a story that interested them in the preview having being lined up for publishing in the following day's newspaper, they would have looked forward to and anticipated that paper.

A story that was previewed in the *'Saturday Nation'* that was expected to be carried in the *'Sunday Nation'* newspaper was 'Saba Saba test for cord would interest most readers as it related to the countrywide rallies that being held at the time of the study in preparation for a major rally

that was slated for 7th July 2014. The rallies had been dubbed by the opposition as piling pressure to the government to agree to dialogue on the issues facing the Kenyan nation. It would have been interesting to see how *'The Sunday Nation'* of 29th June 2014 carried the story given that it was only ten days left to the big rally. A reader would look forward to get the print edition of the newspaper to answer the question of *'How the push by Mr. Odinga and his allies for national dialogue would affect the Kenya political landscape'*. An online reader however did not have any such opportunity to know what to expect in the following day's newspaper.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Chapter Overview

This chapter summarizes and gives conclusions and recommendations that were drawn from the study. The chapter assesses the findings of the study in relation to the objectives that were set out at the beginning of the research.

5.1 Summary of Findings

This study focused on three parameters: content, layout and prominence in the online and print newspapers which were the major highlights of the objectives of this study. Under content of newspapers, the researcher discussed on notices, special features, advertisements, job vacancies, tenders, obituaries, county news and photos. The study found out that the online newspaper was missing in a number of notices and advertisements from various organisations and government agencies. These were made available in the print newspaper.

A number of job advertisements and tenders that were also evident in the print version of the newspaper were conspicuously missing in the online newspaper. The research also found out that death announcements and county news' pages that were placed in the print newspaper were not available in the online newspaper. During the period of study, the print newspaper also came with a number of advertising features that were specific to organizations and government corporations that were not presented in the online newspaper. The research also found out that the online newspaper used more file photos to accompany their stories as compared to the print newspaper that made use of real time photos.

The research discovered that on some days, the online newspaper presented stories under incorrect dates and had most of its stories repeated under different categories. The online newspaper however had its stories displayed on one page in such a way that what a reader needed to do was to scroll up and down the page to access a story. The online newspaper also provided video links to the stories presented and a section where readers could give their comments and feedback on the stories that they had read.

During the period of study, the stories that were placed on the front and back pages of the print newspaper were also given prominence by being placed on the 'Top News' segment of the online newspaper. Some of them appeared under the 'National News' category which was as well placed on top of the webpage just like the 'Top News' segment. The online newspaper provided readers with an opportunity to get up to date news on any developing events or any breaking news and this was usually given prominence by being placed at the top of the web page. While the print newspaper provided its readers with previews of what they could expect in their subsequent editions of their newspaper, the online version did not provide this.

5.2 Conclusions from the Research

The study was to assess the extent to which the online newspaper differs from the print newspaper in Kenya. From the research it can be concluded that the online newspaper differs from the print newspaper in a number of ways. Although the online newspaper was better in terms of provision of an opportunity for readers to give feedback on the stories they had read it lacked in detailed content as compared to what was provided in the print newspaper. While the online newspaper was easy to navigate due to the placement of its stories on one page and the links that were provided to related stories, it did not make good use of space as some of its stories were repeated under different categories.

The online newspaper was highly interactive from the comments that readers gave and it also provided readers with an opportunity to get updated on any breaking news from across the country. The online and print newspapers were found to give prominence to stories in rather similar way with front page stories in the print newspaper being placed at the top of the page for the online newspaper.

The flexibility that comes with the online newspaper gives an online reader an opportunity to select the story that they are interested in reading as opposed to the incidental reading that often comes with leafing through the print newspaper. This flexibility however meant that stories could easily be uploaded and pulled down at will making the online platform of the newspaper quite unreliable.

The print newspaper does not however have the manipulation that is possible with the online versions of the newspaper. Print newspapers are published, printed and distributed early enough to reach the various destinations in the whole of Kenya in time. In Nairobi for example readers are able to access their print copy of the newspaper as early as 11.00 p.m. of the previous day. This means that is not possible to alter content once a paper has gone to press let alone when it is already in circulation.

The detailed nature of the print newspaper also requires that readers create enough time to read it if ever they intend to exhaust the contents. A typical newspaper was found to consist of 60 pages and went up to 100 pages in cases where there was a detailed pull-out. A print newspaper could however be kept for later reading in case one does not complete his reading at a given time or even future reference in case one needed to confirm something that appeared on the print newspaper of a given day.

5.3 Recommendations from the Study

In Kenya, newspapers are undoubtedly an important medium of passing information. More often than not, radio and TV broadcasters refer their audiences to the next day's newspapers for more information on the stories they air. It is thus common for news anchors to advise their viewers to get themselves a copy of the following day's paper to get more details and understand a story better. So important is a newspaper such that it has become necessary to have a copy in public service vehicles, barber shops and even in public and private offices. The newspaper availed in these places however can only be the print newspaper.

The Government of Kenya has always depended on the print newspaper as a source of news. This is the version of newspaper that is availed in various public offices. In early 2013, however there was a proposition by the executive arm of government that the state was to stop buying newspapers for its officers. The move which was part of austerity measures aimed at reducing government expenditure required public officers to read the newspaper on the internet if they could not buy their own newspapers. In June 2014, the Cabinet Secretary in charge of Information, Communication and Technology in Kenya, directed that the government departments should consider doing their advertisements online. To this effect, he proposed that

there be formed a government advertising unit to coordinate and manage advertising services for the government and state companies.

These two propositions have been thought of because of the availability of online newspapers which makes it possible for them to come to fruition if implemented. The questions that come into the mind of newspaper consumers therefore are, 'What is the future of the print newspaper in Kenya? 'Is the newspaper industry in Kenya ready to go online? To this end the online newspaper platform therefore needs to be enhanced to match the standards of the print newspaper. Key among them would be to provide as much content on the online newspaper as one can find in the print newspaper.

The digital newspaper needs to be improved with a focus on making use of the available space adequately enough to provide a more detailed newspaper that can be depended upon as an alternative to the print newspaper. There has to be every effort to ensure timely uploads of the online newspaper as may be satisfactory to the readers with a specific focus on accuracy of the news presented.

The laying of fibre optic cables by the Government of Kenya in various places across the country needs to be speeded up to see to it that internet access is made available to most people. This will also go a long way in improving internet speeds that could be a challenge to newspaper access on the online platform. There has to be every effort to ensure that internet connectivity is made cheaper and more affordable to most people to encourage them to make use of the online newspaper.

5.4 Recommendations for Further Research

Based on the findings from this study, the researcher feels that it will be of importance to interact with newspaper readers to get their experiences when they read their preferred version of the dailies. The researcher also feels that will be beneficial to speak to media managers and newspaper editors who would provide the much needed information on the distribution patterns and readership of the two versions of newspapers. These interactions, the researcher feels will be helpful in exploring this research area further.

To this end therefore, the researcher wishes to make the following suggestions in form of questions that would be useful for future research.

(a) What prompts media consumers to select on a medium of choice for consumption? Which version of the newspaper is preferred by readers and what motivates them to keep reading that particular version? Whet levels of satisfaction exist within the readers of the two versions of newspapers?

(b) What are the consumption patterns of the online newspapers vis a vis those of the print newspapers? What considerations do newspaper editors take into account before they put together each of the two versions of newspapers? How is content selection for the two newspapers done?

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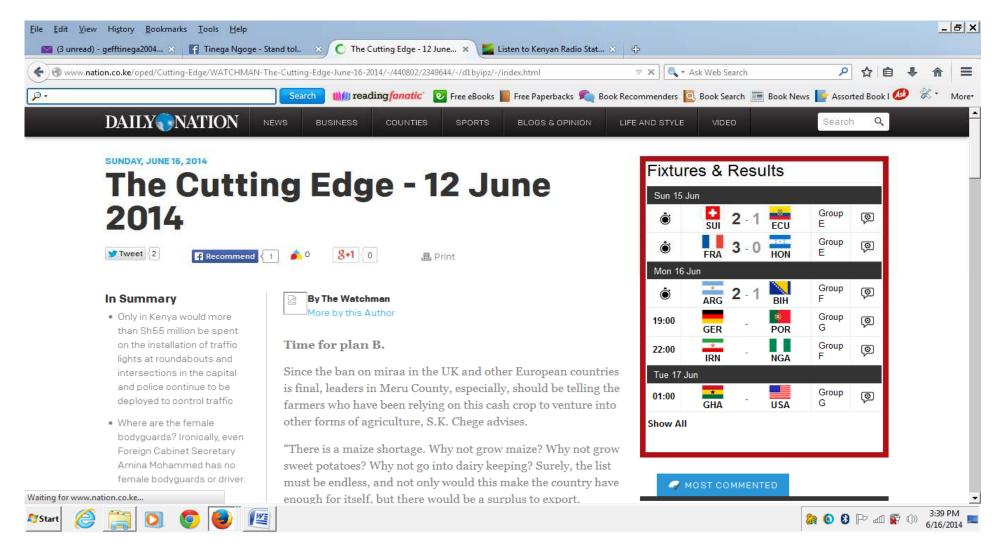Trotman, (2000). *Studying Media*. Trotman and Company Limited

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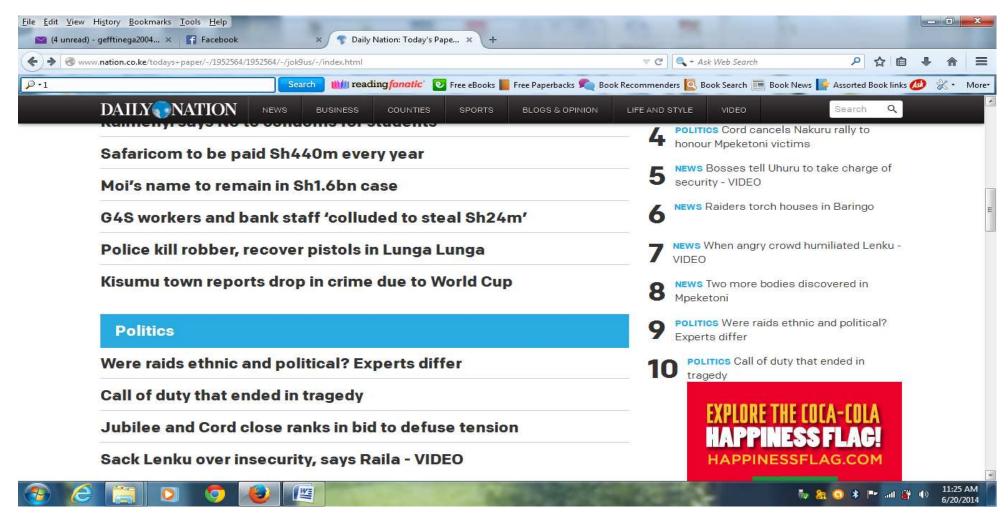
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Appendix 1:

Incorrect dates on *'The Cutting Edge'* of the online newspaper dated 16ᵗʰ June 2014

Appendix 2:

Video links to stories in the online newspaper of 19th June 2014

Appendix 3:

Most commented stories on the online newspaper of 20th June 2014