

**GLOBALIZATION AND DIGITAL DIVIDE: THE PLACE OF INTERNET
COMMUNICATION IN THE NORTH-SOUTH INFORMATION FLOW.
A COMPARATIVE ANALYSIS OF THE DAILY NATION AND THE NEW YORK
TIMES ONLINE EDITIONS.**



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**A RESEACH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF MASTER OF ARTS DEGREE IN
COMMUNICATION STUDIES**

**UNIVERSITY OF NAIROBI
SCHOOL OF JOURNALISM**

2005

Declaration

I wish to declare that this research is my original work. This project was submitted to the School of Journalism, University of Nairobi, in February 2005 in partial fulfillment of the requirements for the award of Master of Arts degree in Communication Studies.

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Signature 

Date 07-03-2005

The project has been submitted for examination with the approval of my supervisor

ORIARE PETER

Signature 

Date 7/3/2005

Acknowledgement

I wish to acknowledge the support I received from my supervisor Mr. Peter Oriare. I appreciate his encouragement, commitment, sacrifice, academic input and keen eye on detail that ensured a quality academic project. I accept full responsibility for any shortcomings in the project.

I appreciate the assistance given by Dr. Joseph Mbindyo in the initial stages of the research project especially in proposal writing. I am grateful to all the other lecturers in the School for the knowledge and support extended during my study period. I also extend my appreciation to all the other my fellow students, staff at the School of Journalism and ACCE library. I will always be indebted to my resource persons who took time from their busy schedule to fill the questionnaires.

I acknowledge the academic and moral support of the acting Director, Wambui Kiai. In the same breadth, I appreciate the sponsorship from the Board of Post-Graduate Studies, University of Nairobi, without whose financial assistance I would have missed an opportunity to grow intellectually.

Last but not least, I appreciate my family and friends for their moral support. To God be the glory for all the support given and to this achievement.

Dedication

This work is dedicated with love to my daughter, Rachael Nyambura, whose smile brightened my days after classes at the School of Journalism in pursuit of knowledge.

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Abbreviation

AMR -	Africa Media Review
Com -	Commentary
Eco -	Economic
Envi r-	Environment
Et a l-	and others
FM -	Frequency Modulation
HN -	Hard News
Ibid -	Previously mentioned
ICT -	Information Communication and Technology
KBC-	Kenya Broadcasting Corporation
KTN-	Kenya Television Network
Nat-	Natural disaster
Nepad-	New Partnership for African Development
No.val-	No value
Nwico-	New world Information and communication order
P -	Page
Pol-	Politics
Scit-	Science and Technology
Soc-	Social-Cultural
Tab-	Table
TNC-	Transnational Corporations
UDHR-	Universal Declaration of Human Rights
Unesco-	United Nations Educational, Scientific and cultural Organization.
UK –	United Kingdom
US-	United States

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CHAPTER ONE INTRODUCTION

1.0.0 Background

According to universal Declaration of Human rights (UDHR) of 1948, Article 28, “everyone is entitled to a social and international order in which the rights and freedoms set forth in the Declaration can be fully realized.” (Gerbner et al. 1993).

UDHR had recognized the right to freedom of opinion and expression where “everyone has the right ... includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media regardless of frontier,” (McBride. 1980, p137).

Modern mass media communication puts heavy demands on technology, human and financial resources. The West has dominated the flow of information. The news flow tends towards a North-South direction and hinders development of exchanges between developing countries themselves. The imbalanced one-way flow has left the South depicted negatively in the North, (Gerbner. 1993, p12).

In 1976, a symposium in Tunisia by non-aligned news organization demanded for an information order to redress the imbalance. Mustapha Masmoudi, Tunisian Secretary of Information, called for “the reorganization of existing communication channels that are a legacy of the colonial past.” (Gerbner. 1993, p4).

Several meetings were later held that culminated in the formation of the new international information order that was later transformed into New World Information and Communication Order (Nwico).

Nwico embraced the free-flow doctrine. The free flow doctrine was designed by the US and Western nations after Second World War. The unchecked flow was geared to promote peace and understanding while spreading technical advances.

However, according to Gerbner et al (ibid. p6) the free-flow was a global strategy for ideological and market control in the field of communication by the North. Third World countries called for the rewording of the doctrine and favoured a free and balanced flow. This was rejected by the developed nations who saw the balance as an anti-thesis to the free flow and would strangle their expectations.

New attempts were made to determine the needed and acceptable information order. Between 1977-1980 a team led by Sean McBride undertook fact-finding research and organized debates on the issue through the sponsorship of UNESCO. The team put forth a report presented to the Unesco Conference of 1980 in Belgrade that outlined and supported the principles of the New Information and Communication Order. Some of the resolutions included,

- Elimination of the imbalances and inequalities, which characterize the present situation.

- Elimination of the negative effects of certain monopolies, public or private and excessive concentration.
- Removal of internal and external obstacles to a free flow and wider and better-balanced dissemination of information and ideas.
- The capacity of developed countries to achieve improvement of their own situations notably by providing their own equipment, by training their personnel, improving infrastructures and making their information and communication media suitable for their needs and aspirations.
- Respect for the right of all people to participate in international exchanges of information on the basis of equality, justice and mutual benefit.
- Respect for the right of the people of ethnic and social groups and individuals to have access to information sources and to participate actively in the communication process.
- Respect for each peoples' cultural identity and for the right of each nation to inform the world about its interests, aspirations and social and cultural values.

Nwico is about justice in communication. It places great emphasis on strengthening regional horizontal exchanges among third world countries. Nwico advocates for fairness in international communication. It is an effort to decolonize and democratize information systems at international level. The main aims as outlined are,

- Ensure adequate national information system where all are actively involved in the common process and relevant information be easily accessed.

- Equal and non-discriminatory international circulation of information.
- Balanced international exchanges of information free from intellectual interference, ideological subversion and psychological warfare.
- Uphold the norm of international law with emphasis on principles of sovereignty.

In 1983 Unesco held a meeting in Austria where communication technologies were discussed as a major concern for developing nations in enhancing balanced news flow. New communication technologies were viewed as tools for centralizing economic and cultural decisions in supranational system reinforcing vertical dependence on metropolis (White, R. cited in Gerbner, et al. 1993).

Nwico was strongly supported by Third world countries in an attempt to eliminate the imbalance in communication. Nwico would give nations the right to regulate access to information as well as guarantee accurate reporting. It hoped to ensure balanced and fair presentation of news about developing regions. "Nwico gives third world countries more say in how they are portrayed in foreign media." (Gamble, 1989, p411).

The US protested the adoption of Nwico by withdrawing financial support to Unesco to a tune of \$50 million. The debate was 'silently killed' as the West saw this as an interference with fundamental human rights. The world attention slowly started focusing on globalization. Globalization advocates for free trading of goods, services and information.

According to Collins English Dictionary, "globalization is the process of enabling financial and investment markets to operate internationally largely as a result of deregulation and improved communication."

Globalization has become the focus of the world economy. The concept puts heavy premium on all countries to participate in the world economy. This draws unequal partners into competition that is disadvantageous to weaker partners. The world information market is now controlled by international news agency from the north.

The study of international relation on the information field reveals a host of qualitative and quantitative imbalance and disparities, distortions and dependencies, (Nordenstreng et al. 1986, p63)

Developing countries assert that the reports by international news agencies are distorted, superficial and inadequate hence people in industrialized nations have been led to negative images of third world. This has been enhanced by lack of financial and communication facilities leading to dependency on the agencies for information by developing nations, (Gerbner, 1984, p84).

Information is both a key input and an important factor in international bargaining (Gerbner, 1984, p41). Differences in access to information can be a major element in the distribution of the world's income. Market forces determine the selection of news coverage but there is need for increased and regular flow of accurate and meaningful information among the people of the world.

"News flow both between developing and developed countries and among developing countries must become balanced, expressing the aspirations and achievements of the poor nations... developing nations plead for perspective; individual events must be related to a process of development." (ibid. p60).

New initiatives like Nepad and the African Union increase the need to consider strengthening information sharing and expertise among developing nations. According to Amunugama (Gerbner, p50) policymakers in developing countries are increasingly employing the media to achieve national goals.

Third world countries have to depend on the industrialized nations for access to latest development in media technology. But how are they utilizing these latest innovations like the internet for development and to reduce the digital divide.

The digital divide is the wide division between those who have access to Information Communication Technologies (ICTs) and are using it effectively and those who do not (bridges.org). The digital divide means the information have-nots are denied the option to participate in ICTs to improve their lives. Access to ICTs is embedded in a complex array of factors encompassing physical, digital, human and social resource and the institutional structures must be considered if meaningful access to new technologies is to be provided. (Mark Warschauer, 2002).

Real disparities exist in access and use of ICTs between countries (international digital divide) and between groups within countries (domestic digital divide). This research project aimed at addressing the international digital divide.

According to Larry Irving the internet is widening the information gap even in America among the minorities, low-income persons, less educated and children of single parent household. He holds that this gap can be narrowed if prices of computers and internet decline further. Policies that encourage competition should be formulated as a way of making computers and internet affordable.

Irving holds that determining who has access to the resources is a critical first step towards closing the digital divide and ensuring that no group continues to fall through the net. This research project was an attempt at establishing if the news media are using the internet to narrow or widen the digital divide. Is the internet effectively being used to improve the image portrayal of developing nations by the online media?

1.1.0 Problem Statement

Globalization has ensured the domination of the UK and US on the South's print, broadcast and online media with Trans-National Corporation (TNC) getting the biggest share of entertainment and information market. The TNCs have saturated their market in the North and are now relentlessly trying to create market in the South. The South invariably depends on the North for news and entertainment creating imbalance and inequalities. The media empires are consolidating their influence in the South through commercialization of information and communication, (Thussu, 1998, p67).

According to Mowlana (1985, p27) economics affects the quality, quantity, availability and distribution of news in several different ways like ability to establish infrastructures for newsgathering and transmissions, ability of the masses to purchase the news product among others. Political and social-cultural factors also influence the global flow of news.

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The international communication and the flow of information are now viewed as hardware and software development issue .New technology affects the speed, quality and quantity of information that flow. However, there is empirical evidence that the growth of the new technology have not necessarily increased access of all people to information both nationally and internationally, (Mowlana, 1986, p199).

The study of the new communication technologies is critical owing to their ramification to political, social, cultural and economic development. The internet is a more recent technology that is credited with great potential.

The internet has aided the creation of the “global village” envisaged by Marshall McLuhan in the 1960s. “The internet has become a huge electronic superhighway incessantly traveled by millions of enthusiasts around the globe.” (Amoro & Mung’ou, 1999).

The internet has helped to collapse the traditional limitations of time and space on human communication offering individuals’ more access to information. The internet has a relatively low production and distribution costs compared to other media. The entrepreneurs have used the internet to create non-territorial virtual communities and this has had great implications on development.

The potential of the internet to impact on life, work and societies is not fully known (Albarran & Goff, 2000). Every new communication medium is credited with great potentials to the disappointment of many. There is need for more research that would provide empirical evidence to verify and support the posited potentials of the internet.

According to Albarran & Goff, the development of the internet has created four distinct social groups. These are:

- i. Those that progressively adapt the technology after realizing the potential in creating new markets and communities.
- ii. Those who regressively adapt the technology but seek to impose government control on information producers and technology.
- iii. Those who want to control others' information
- iv. Those who want to control their own information.

All the groups have a lot of impact on social and economic systems of nations. The internet enhances individual and social groups' expression although this can be curtailed through information surveillance and invasion of privacy.

The internet is available at a fee for everyone with a computer, modem and an efficient telephone. However, Gooloe Michael (1991) sees the English language as a major determinant to internet access.

“Access to the internet depends not only on ready access to terminals, efficient phone lines and telecommunication infrastructure but also a working command of English, the language of cyberspace.” (ibid, p65).

Proponents of the internet see it as the device that champions democracy where individuals actively participate in the goings-on of their community, state and world.

“The information superhighway has enhanced interpersonal, intergroup and international communication where individuals exchange ideas and information directly in a global conversation.” (Nyamnjoh. AMR. 1996, p4).

Djamen Jean-Yves sees the internet as a vehicle to enhance communication among Africans. “The present situation in which Africans do not directly control their own data would be reversed.” (ibid. p59).

Despite the advantages of the internet the problem of access still persists due to high costs involved. The developing countries cried foul play in international communications and through Unesco demanded for a new order in communication that would ensure balanced two-way information flow.

There is need to find whether technological innovation in communication and information industry is increasing the centralization and control of information by developing nations thus enhancing their power. Is the internet being used to improve the present disadvantage in information economy experienced by developing nations?

This project attempted to show in whose interest and at what cost the internet is being used in communication? The internet is value-laden but are Kenyan media using it to advance the social, cultural, political and economic development?

Are the news media in the South utilizing the internet to channel out detailed accurate and positive news and information about their countries in an attempt to negate the scanty inaccurate and negative stories transmitted by the foreign media?

Is it a tall order expecting the developing nations' media outlets to invest in internet communication as a way of controlling the information that flows out regarding their countries?

Previous research in the print and electronic media indicate continued imbalance in information flow between the North and the South. This has been due to the economic inability of media houses in the south to establish their own international news gathering networks hence depends on foreign agencies. Has the internet helped change the situation in the information flow between the north and the south? Does the nature and scope of coverage of the south on the internet improved its portrayal? Is the internet use in media houses widening or narrowing the information gap between the North and South?

1.2.0 Research Objectives

The general objectives of the study are:

- i. Determine how the selected media is portraying Kenya, developing nations and developed countries.
- ii. Identify the factors influencing internet use and growth in Kenya.
- iii. Find out how the internet can be improved to play its role in enhancing positive image portrayal of developing nations.
- iv. To assess the qualitative and quantitative coverage of news and information in the selected online media.
- v. Establish the number of people hooked to the selected online media.

The study will attempt to achieve the following specific objectives

- i Identify the print and broadcast media outlets in Kenya that are on-line.
- ii. Describe the quantitative and qualitative nature of information on the sampled on-line news media.
- iii. Determine the nature, source, type and favourability of the news content

1.3.0 Justification

The internet has been able to create a global village like postulated by Marshall McLuhan where time ceases and space is vanished. The internet is still a new phenomenon with great potential in information flow. There is no empirical evidence to show the role the internet is playing in the flow of information between the Daily Nation and New York Times.

Globalization is opening debates and challenging the role of developing nations in the information economy. There are many initiatives like Nepad and the African Union that aim at redefining the role, independence and potential of Africa. The South is still experiencing unfavorable coverage in the North. The Internet offers an opportunity for developing nations to share detailed and accurate information on their social, cultural, political and economic environment. This will allow individuals in the North access to accurate and detailed information about them. But have the news media taken advantage of this avenue or is it a tall order for them?

According to Irving Larry, determining who has access to the internet is important in helping to narrow the digital divide. The information will guide in policy formulation that would aim at removing the barriers to access. The internet provides an opportunity for dialogue and correction of dented image of Africa. The study will inform on how the media outlets that are online are using the forum to advance the image of developing nations.

1.4.0 Significance of the study

The study is important in generating knowledge on the contribution of the internet communication in narrowing or widening the digital divide. This information is critical for policy makers and planners in their attempts to argue for or against an information order.

The information obtained can be a rational basis for revision, deliberations and adoption of policy measures intended to increase dissemination of relevant information. This will aid policy makers in improving the quality of their decisions.

The study will provide relevant information that can be used by media houses to exploit the new technology in ensuring self-determination, democracy and justice in international communication.

The findings can be utilized by communication and policy planners in designing information policy aimed at enhancing a country's position in controlling political, social, cultural and economic environment through information. Many Third world countries lack comprehensive information policies hence waste an opportunity to control this power (information).

The findings will provide ground for more or further research on the subject. It will form part of the reference material for future studies on the new age communication and information flow particularly in Kenya.

1.5.0 Hypotheses

The research paper postulated the following hypotheses with the aim of verifying their validity. They are:

- i. The internet use in media house is widening the information gap between the North and the South.
- ii. The online editions are filled with political stories about the domestic environment that are mostly negative in nature.

1.6.0 Research Questions

The study aimed at answering the following questions,

- i. Which regions of the world are mostly covered in the online editions?
- ii. Which are the predominant themes in the stories carried in the selected editions?
- iii. Are the media houses in the Kenya on the web?
- iv. Which type of stories feature prominently in the editions.
- v. Is the internet use in media publishing widening or narrowing the information gap between the North and South
- vi. Is the portrayal of Africa and the developing nation favourable in the online media of the North and South?
- Vii. What are the limitations of the internet publishing in the north-south information flow?

1.7.0 Scope and Limitation

A large research team would be required to undertake a complete study on the North-South information flow with regard to the internet communication. The internet is still green and fertile and begs for intensive research among scholars from the South to help understand and appreciate its potentials. However, time, human and financial resources limited this study.

The study aimed at establishing which mainstream Kenyan news media outlets both the print and electronic are on the web. The selected print media were The Daily and Sunday Nation, The People Daily, Kenya Times and East Africa and Sunday Standard. They are the mainstream newspapers and have the resources to go on-line.

For the electronic media, all licensed and operational television and radio stations were included. The aim was to establish if they are online without assessing their content.

To fully appreciate the role the Internet is playing in enhancing fairness in international communication between the North and South, expert opinion was sought from scholars and media practitioners through key-informant interviews.

This was supported by a content analysis of The Daily Nation and the New York Times online editions. The Daily Nation, which includes its weekend edition, was selected due to the circulation and credibility of its print edition in the country. It is also the first Kenyan media that started publishing online in 1997

By 1998 it was the only newspaper on the web in Kenya and was the most popular site with eight million hits a month (Mudhai as cited in Robins and Hilliard, 2002, p90). The increase in popularity was occasioned by the 1998 US embassy bombing that it gave detailed up to date coverage.

The Daily Nation did not have its content on Africa in the archive where the study gathered its data from hence the true volume of stories on developing nations would have been higher.

The New York Times was selected to represent the North due to its influence and credibility. It is one of the most influential newspapers in the US. Parenti Michael (1994, AMR, Vol 8) in a study on the coverage of Third world countries by the West established that certain patterns of framing international news that was consistent with American values appeared in the American media. The depiction of the Third world countries indicated the image the publics in the North have of these countries.

This project sought to establish whether the online editions are more favourable in their coverage of developing nations. The New York Times had a lot of information on fashion, arts, technology, music, property that was not included as it was considered to be advertising.

A comparative analysis of the Daily Nation and The New York Times informed the study whether the internet is playing a pivotal role in reducing inequalities and imbalances already present in the print and electronic media information flow between the North and South.

CHAPTER TWO LITERATURE REVIEW

2.0.0 Disparities in the Information Flow

The free-flow of information favoured by the North has been blamed for the one-way flow from the North to the South. The imbalance and inequalities in the flow gave impetus to the call for an information order. Nwico advocates for a balanced two-way vertical flow where both the North and South enjoy continuous exchanges on equal footing as well as enhanced horizontal exchanges.

However, some of the aims of Nwico have not been realized. Many developing countries lack access to core information, state-of-the-art technology and sophisticated telecommunication system and infrastructure. They do not have the capacity to build and service the technology involved in adding value to information and encouraging participation of consumers and producers in the information economy.

The North, on the contrary is characterized by high per capita income, advanced technology and cheap and widespread means of communication. The poverty gap between the developed and developing countries has been instrumental in widening the gap in information flow.

The disparities in communication, production and processing, sale and consumption of news and information led for the demand for an information order by the developing countries that would ensure more just and balanced information flow.

“To the north news is a product that is traded for profits. It also constitutes power and influence as it greatly determines what recipients think and perceive. Those who control the facilities for gathering and disseminating news also control technical knowledge.” (Ndumbu, 1983, p4).

According to Merrill (1980, p51) Nwico is an idea that would largely eliminate the inequalities in communication and make developing nations share information with the developed ones as equal partners rather than helpless consumers.

The developing countries previously relied on foreign news agencies for news. Over 80% of the world news were provided by five international news agencies namely, Reuters, AFP, AP, UPI and TASS. The agencies gave a paltry one fifth of the coverage to Third world countries (Ndumbu, 1983, p5)

A study by Kaplan (Mowlana, 1985, p21) revealed an insufficiency in amount, scope and type of news disseminated about developing countries by the agencies. The stories carried correlated with wealth, elitism and political potency of the west.

The information from the agencies were faulted as being irrelevant to the actual needs of the developing nations and only served to advance the interest of developing nations (Ndumbu, 1983, p4)

“The little news disseminated about developing countries is about catastrophies, conflicts and sensational news... has no development value for the countries of the south.”
(ibid. p5).

According to Mowlana (1985, p24-25) the North-South flow in a number of studies was depicted as having a number of shortcomings. These are:

- i. International news is western-centric
- ii. Coverage of developing countries is on negative news mainly catastrophies, violence, corruption etc.
- iii. International news is shallow and over-simplified with a major leaning on political news.
- iv. International news concentrates on elites rather than the masses.
- v. Emphasis is on events instead of factors leading to the events.

According to Adefola (2003) the developing nations resolved to establish their own agencies due to the glaring imbalance in news flow upon the realization of the greater role the media play in national building. The effectiveness of any news agency depended on availability of adequate financial and human resources, efficient telecommunication network and trained and motivated staff.

The local news agencies within developing countries are critical in the gathering and processing of news for the media outlets in the respective countries. A Unesco sponsored study established that “every national system devoted most attention to events happening within and to actors belonging to the immediate geographical region,” (Ouma, 2002, p1).

Another study by Stevenson and Cole (Mowlana, 1985, p21) concluded that regional proximity is a dominant characteristic in foreign news and that Western Europe and North America enjoy wider coverage while developing countries have the least visibility.

A study on the coverage of international news by the four Kenyan daily newspapers done by Ouma Odour (2002) revealed that 72.8% of the stories were about the Third World and 20.2 % on the first world while 7% was on the second world.

New technologies have been accused of widening the information gap. The internet is linked to the digital divide where information-rich North dominates the information economy at the disadvantage of the information-poor South.

The digital divide refers to the disparity between the haves and have-nots on ownership of computers and internet communication (Attansey & Cletus, 2003). The expensive adoption of modern communication technology is hampered by poverty, cultural orientation and social priority. The study aimed at investigating whether internet publishing by the media is widening or narrowing the gap in the information flow?

2.1.0 Internet communication in information flow

The internet is a relatively new field of communication in Kenya where the earliest service providers started operation in 1995.

The fusion of computing and communication through the internet has broken the bounds of cost, time and distance leading to global information network, (Amoro & Mung'ou, 1999, p13).

However, uncertainty and speculation still linger on the potentials of the internet.

If well managed new technology serve the interest of both the privileged and underprivileged. In its dual role it “opens up opportunities for centralization of authority, control on communication typical of industrial state and on the other hand supply alternative channels of cultural resistance and ideological mobilization.” (Obijiofor, 1996, Vol. 10, p56).

According to Jegede Olegbemiro (Ibid. p59) the internet lacks the ability to accelerate Africa's development as it fails to address immediate human needs.

“ The internet only divert attention from all other problems of development making people believe that getting hooked to the superhighway is the panacea for Africa's problems,” (ibid, p59).

Technological changes in the field of communication are more likely to benefit people from the West as Africa lacks basic equipment.

This view is supported by Okigbo Charles (AMR. 1995, Vol. 9, p111) who argues that despite its potential, the internet has been inadequate in negating the quantity and intensity of negative news about Africa which has led to 'Afro-pessimism' - the pervasive feeling that Africa is doomed.

"In the present situation where communication in the North is overladen with negative news of the South, the enhancement of the highway leads to more production and dissemination of the biased content." (ibid. p112).

But on the contrary, Jean Sutherland, editor of *The Namibian* holds the view that "access to the internet allows us to determine what news coverage is beamed into cyberspace. We can decide what image we project... we can have an opportunity to provide a more complete picture of the people and events in our country," (Robins & Hilliard, 2002, p164).

The internet can be used to redirect the attention of the world media to positive and realistic aspects of development in the South.

"Cyberspace can be utilized in Africa to leap-frog development," (ibid. p164).

“ The internet can serve as a conduit for important information for the citizens once economic and infrastructural problems are remedied.” (Ibid. p164).

According to Robins & Hilliard (ibid. p97) the online editions can put African nations in the limelight in international communication. The former American president. Bill Clinton is quoted in *The East African* claiming that he reads over a dozen online editions from Africa.

The target audiences for the online editions in Kenya are the Kenyans in diaspora and foreigners with an interest in Kenya.

“It is believed that Kenya’s online newspapers are read by intergovernmental institutions, foreign intelligence group and foreign government officers.” (ibid. p98).

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Studies indicate that socio-economic factors like income, literacy, age and gender determine internet access. (ibid. p99).

By the end of 2000, 82% of the world’s 350 million internet users belonged to the developed world. Africa accounted for 1.2%, Pacific 2.2%, Asia 28.6%, Europe 32.8%and America 35.2% of internet users, (Amaizo. Courier, 2002, p56). The disparity in access has created the digital divide, which has widened the gap between the North and South in information flow.

The internet does not create inequality but only add to the existing social and economic disparities that characterize the developed and developing nations that are partly a function of colonization and neo-colonization.

Country	National income in US \$ 1999	Electricity consumed /inhabitant in KWH 1998	Mobile Phone/1000 inhabitants 1999	Cost of 3min phone call to US \$ 1999	Personal Computers /1000 inhabitants 1999	Internet Access/10000 Inhabitants July 2000	Registered Internet users 1999
France	24170	6287	366	1	221.8	167.17	537000
Sweden	26750	13955	583	0.9	451.4	703.91	366600
S. Africa	3170	3832	120	0	54.7	43.12	182000
Kenya	360	129	1	11.17	4.2	0.32	3500
Senegal	500	111	9	4.48	15.1	0.54	3000
Jamaica	2430	2252	56	5.2	43	2.26	6000

Tab 1. The digital divide between the rich and the poor. An excerpt form World Telecommunication Report of 2000 as cited in The Courier. No 192. p57.

2.2.0 Agenda-setting theory

Walter Lippman in his article of 1922, 'The world outside and the pictures in our heads' is associated with the agenda-setting role of the media. Lippman saw the world as being mediated and the pictures people have of reality depend on how the media depicts them.

Human beings he asserts learn "... to see with his mind vast portions of the world that he could never see, touch, smell, hear or remember. Gradually he makes for himself a trustworthy picture inside his head of the world beyond his reach." (Schramm & Roberts, 1963, p284).

This view was supported by political scientist Bernard Cohen who argued that the media may not be successful in telling us what to think but it is stunningly successful in telling us what to think about. (Okigbo, 1994, p35).

Trenaman and Mcquail in 1961, (Mcquail, 1987, p275) conducted research that supported agenda setting, "The evidence strongly suggests that people think about what they are told but at no level do they think what they are told."

Simon Raymond (Okigbo, 1994, p34) defines agenda setting as "the ability of the media to influence the public's perception of important topics and issues of the day."

The agenda-setting theory holds the view that the audience regard the media highly as the primary source of information on public issues but at times the media do not reflect reality. (Emory & Smythe, 1980, p16).

Early scholars focused their mass media research on attitude change rather than knowledge and awareness. To sociologist Robert Park (ibid. p16) the function of news is to create awareness on issues rather than knowledge or attitude about issues.

Donald Shaw and Maxwell McCombs in a study on the 1968 US presidential election conducted the original agenda-setting research in 1972. The study showed a strong correlation between issues the voters held as critical and the actual issues in the news media content.

According to McCombs and Shaw, the media does not have the same effect on all members of society due to a number of factors. The two common factors that influence the media's effect are relevance and uncertainty. A person will be influenced by the media if the issues being discussed are relevant to the life (affects them in some way) and they are unsure about their position on the issue (uncertainty).

Through priming and framing processes the media affects public opinion. Priming is the process by which issues discussed in the media reminds the public of previous information that they have about the issue causing more thought and discussion. Framing on the other hand explains the media's ability to change the context within which an issue is viewed by emphasizing some aspect of it while ignoring others. (Julia Kindi, researchafrica.net).

Politician → Reporter → Editor → Sub-editor → Audience

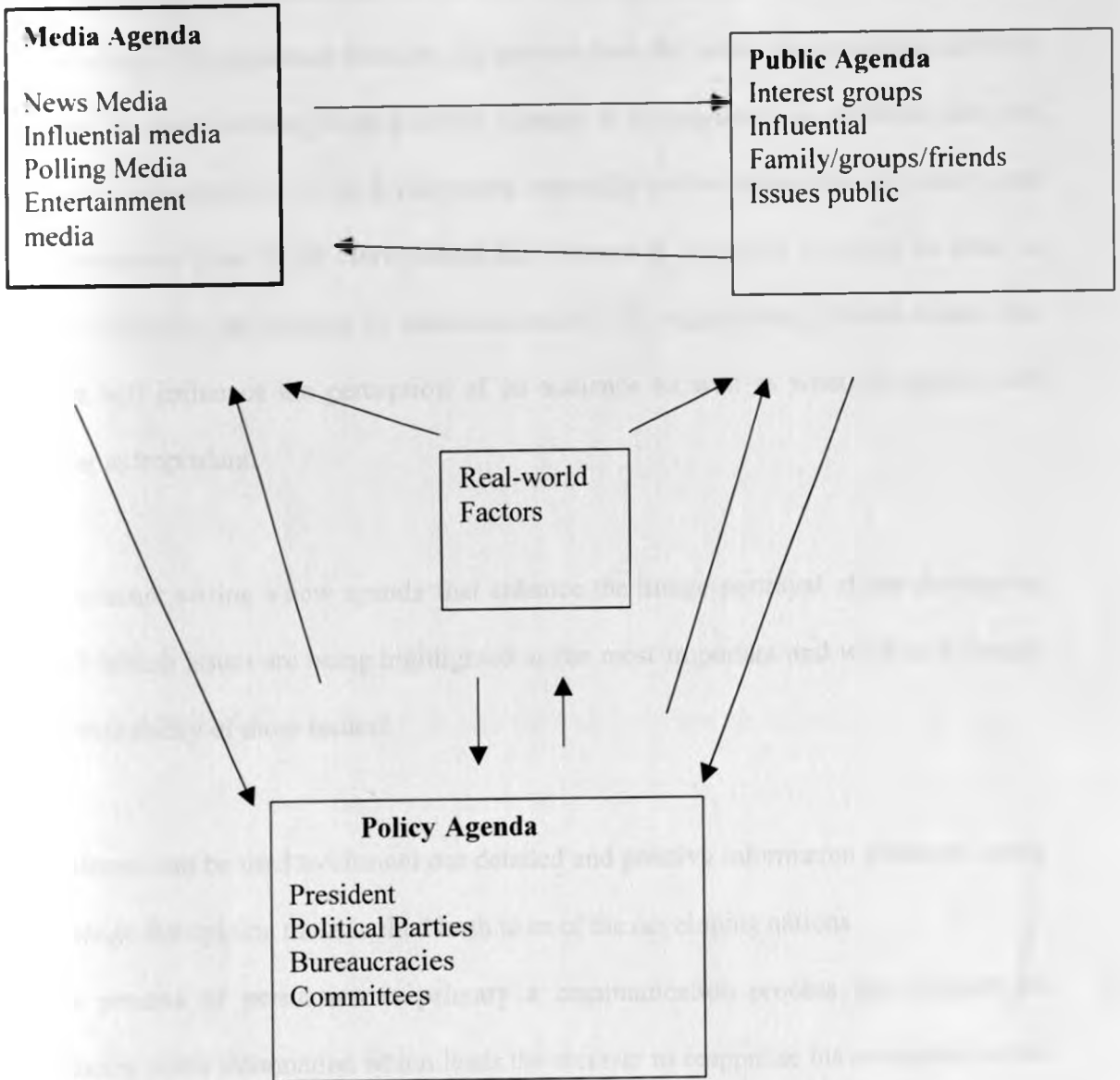
Information flowing through various gates

Each of the stage has a gatekeeper who determines how to frame issues hence setting the public agenda.

According to Bittner (1989, p382) the media creates an agenda for peoples' thoughts and influences what seems important.

Agendas are a ranking in relation to importance of various public issues (Stuart, 2002, p20). Issues vary in importance or salience relative to other issues- the order of issues based on salience is an agenda. An agenda, therefore, can be measured by making a list of issues in order of salience. Because issues vary in salience relative to each other, an agenda can also be measured by looking at the relative salience of a single issue.

A measure of the public agenda, usually based on responses to the 'most important problem' question could include a list of issues in order of importance or simply the percentage of respondents citing a single issue.



An expanded model of the agenda setting process. Excepted from Agenda Setting Dynamics in Canada. (Stuart, 2002).

The project vested a lot of interest in confirming the role of the internet in agenda-setting as a useful model of communication. As new technologies make an increasing impact on people's lives, it is important to be on the alert on how the media are changing and how they can be used to bring forth positive change. It is important to establish how the internet is being used to bring development especially in the information economy and the information flow in the North-South. The internet is a channel that can be used to greatly influence the opinion of decision-makers. By highlighting certain issues, the internet will influence the perception of its audience as well as what the public will consider as important.

Is the internet setting a new agenda that enhance the image portrayal of the developing nation? Which issues are being highlighted as the most important and what is the angle and favourability of those issues?

The internet can be used to channel out detailed and positive information about the south and change the opinion those in the North have of the developing nations.

“ The process of persuasion is primary a communication process that consists of introducing some information which leads the receiver to reappraise his perception of his environment,” (Schramm & Roberts, 1936, p45).

2.3.0 Libertarian theory

America is credited as being one of the first countries to embrace libertarian theory of the press. Through the First Amendment the freedom of the press was enshrined in the constitution.

The freedom of the press is intertwined with other basic freedoms like freedom of speech, assembly, petition, expression, political thought and action, intellectual growth and communication of information and ideas.

The underlying principles and values of libertarian theory are identical with those of liberal democratic states, a belief in the supremacy of the individual, in reason, truth and progress and the sovereignty of the popular will.

The libertarian theory views the press as a free market of divergent views that is essential in reaching for the truth. "The peculiar evil of silencing the expression of an opinion is that it robs the human race posterity... if the opinion if right they are deprived of the opportunity of exchanging error for truth. if wrong they lose what is almost as great a benefit, the clear perception... of truth produced by its collision with error." (Mcquail.1990, p113).

In societies, social and cultural division leads to demands for alternative communication channels based on region, language, religion culture etc. The more alternative and independent types of media, the better the diversity both internal and external. The diversity of news, ownership and information provides ideas for the masses to make rational decisions.

The West favours the freedom of the press that abhors any form of government control on the media system. The west accepts the basic libertarian position of separation of press and state and advocate for open journalistic dialogue where information freely flows. (Merill, 1983, p54).

The motives for advancing the theory are mixed and debatable. The theory is seen as an expression of opposition to colonialism, as a useful safety valve for dissent, as a defense against misrule and as a means of arriving at the truth. (Mcquail, p113).

According to McClosky (Burns, 1965, p243) scholars hardly give a consistent account of the hierarchy of liberty hence creating confusion in the calls for equality and liberty. According to Thomas Jefferson (ibid, p243) all men are equal and should enjoy equal rights and liberties. However, the initial inequalities created by exploitation, colonialism and neo-colonialism undermine the equality in information sharing between the North and South.

LIBERTARIAN THEORY NETWORKING

The libertarian theory, which advocates for a free information flow doctrine has ensured that the west dominates the information market due to its financial and technological advantages. In libertarian theory, the media allows the readers to also participate in informed as well as being informed.

Everybody is equal and should be able to communicate. The internet allows those with resources to package information for access to all who have the resources and skills to access and utilize the information. But are all the media houses in the developed and developing nations equal in the information economy?

CHAPTER THREE METHODOLOGY

3.0.0 Sampling design

Sampling is based on scientific observation. It is done where scientists want to generalize or comment on broader patterns or more extensive social behaviour, which is difficult to observe directly (Prewitt, p15).

Sampling provides the researcher with a manageable sample that is representative of the whole population from which observations can be made.

The study applied the systematic sampling technique. In systematic sampling, every k^{th} element in the total list is chosen for inclusion in the sample, (Babbie, 1989, p185).

The first element was selected at random.

Sampling frame

A sampling frame is an actual list of all sampling units from which the sample is drawn (ibid. p171). The list of all editions by dates from 1st January 2002 to 31st December 2002 was the sampling frame. 1st January was number 1 while 31st December was 365.

Sampling element/ unit of analysis

The on-line editions of the Daily Nation and the New York Times were studied in terms of their editorial content. The unit of analysis was the editorial content.

Study population- articles both news and features stories on the news websites for the selected media. Advertisement, obituaries, announcements were not included.

Sample size

The size of a sample varies with the cost, homogeneity of population, number of traits to be measured, kind of sample drawn and sample error the investigator is willing to tolerate (Prewitt, p10). The study chose a sample size of 45 editions of the on-line editions from a population of 365 editions for the year 2002. This was found to be representative owing to the method of sampling that gave all the editions a chance of inclusion.

Sampling interval = $\frac{\text{Population size}}{\text{Sample size}}$

$$= \frac{365}{45}$$

$$= 8.1$$

The study took 8 as the approximate sampling interval. Sampling interval is the standard distance between elements selected in the sample. The first element will be randomly selected and the rest will be selected at an interval of 8. Systematic design ensures a degree of representativeness and permits an estimation of the error present.

3.1.0 Exploratory Key Informant Interview

Exploration is typical when examining a new interest or when the subject of study is relatively new and unstudied.

The study is also appropriate in case of more persistent phenomenon. Exploratory studies are valuable in social scientific research and they can yield insights into a topic for research. They are however, less definitive due to representativeness, (Babbie, 1989, p80).

The internet is relatively new in Kenya. The Daily Nation was the first media to go on-line in 1997. The spread and use of this new technology is still limited to urban areas in Kenya. There is need for research to discover the potential of the internet.

A key-informant interview was carried out in the exploratory study. A total of ten informants were selected due to their experience in communication related areas. Only five informants responded to the emailed questionnaire. The scholars and media practitioners gave their divergent views on how the internet is expanding or narrowing the gap in information flow between the North and South. They also made suggestions on what needs to be done to realize the full potential (if any) of the internet in enhancing international communication.

3.2.0 Content Analysis

Content analysis is essentially a coding operation (Babbie, 1989, 298). Communication is coded or classified according to a conceptual framework. The coding is done for the manifest and latent content that provides information that is presented numerically.

Content analysis (Holsti, 1969, p2) is defined as a phase of information processing in which communication content is transformed through objective and systematic application of categorization rules into data that can be summarized and compared.

Every content analysis is an analysis of what came to peoples' attention. The analysis can show trend that provides data, which can be correlated with corresponding changes on the part of the audience.

Content analysis is particularly well suited to the study of communication and to answering the classic question of communication research: who says what to whom, why, how and with what effect, (Babbie, 1989, p294).

A content analysis of the online editions for the selected news media was undertaken.

The content was assessed in terms of the following variables.

- I. Type of news
 - Hard news
 - Features
 - Editorial
 - Commentary
- II. Themes of news
 - Political
 - Economic
 - Social-Cultural
 - Science and technology
 - Natural disaster
 - War/ conflict
 - Crime
 - Law
 - Environment
- III. Favourability
 - Positive
 - Negative
 - Neutral
- IV. Locality
 - local
 - Developed World
 - Developing World

V. Angle of coverage - Balanced

- Biased

- Neutral

3.3.0 Operational Definition

Operationalization is the specification of variables and attributes that they possess. (Babbie, p128). The attributes of a variable should be exhaustive and be mutually exclusive for it to have any utility in the study, (ibid, p28).

The study adopted the following meaning,

Locality- origin of the news

- i Local-stories about the country of the sampled editorial.
- ii Developing World -refers to countries in Africa, Latin America and part of Asia that characterize countries whose per capita income is still low, have low technological development.
- iii Developed World –countries in Europe, America and part of Asia .
that are characterized by high economic and technological advancement.

Favourability of the stories

- i. Positive- stories reflecting social cohesion, co-operation, political and economic stability.
- ii. Negative- stories depicting social conflict, disorganization, and instability.
- iii. Neutral –stories that take no side in its depiction, its neither positive nor negative.

Type of news

Hard News- stories that report what the news source say.

Features- researched stories.

Editorial- the collective voice of the media house.

Commentary- viewed on important public issues by columnist and guest contributors.

Angle of coverage

Biased- Story that ought to have more than one side to it but it doesn't have.

Balanced - More than one side of the story is given.

Neutral - descriptive, non-directional and straight stories that do not require both side of the story.

Thematic distribution

Theme 1- the most important/ predominant subject in the story

Theme 2- the 2nd most predominant subject.

Political- stories that refer to public affairs, governance, political leadership and power

Economic- stories that talk about investments, growth and progress, standards of living

Socio-Cultural - stories on education, health, sports, heritage and practices and related issues.

Science & Technology- stories that highlight on any technological or science related issue like use and discoveries in science and technology.

Natural Disaster- events beyond mans control that are catastrophic e.g.

floods, famine, earthquake, lightning.

War/ Conflict- civil strife, any warfare activities for political reasons.

violent activities involving a large group of combatants.

Law- constitutional issues, bills, court interpretation of law.

Crime- any unlawful and criminal activities e.g. theft, fraud, bribe,

murder, burglary.

Internet- an integrated network of computers.

Daily Nation- it includes the daily and Sunday editions of the publication.

Editorials- news / information content.

CHAPTER FOUR

DATA ANALYSIS & PRESENTATION OF FINDINGS

4.0.0 Introduction

Interaction between human and computers has greatly increased in the twenty-first century. The ability to access computers also continues to grow at an alarming rate. On the one hand, sections of society already connected such as the high income or educated are adopting newer technologies faster and are connected even more. On the other hand, groups with traditionally lower rates for internet and computer usage continue to lag far behind. This study has conducted a content analysis and key informant interview that provides vital information on the gap between the developed and developing world in the online medial publishing.

Previous research indicates that the print and electronic media have failed to enhance the position of developing world in information economy. The channels have been dominated by the content from the North. The study aimed at establishing if the scenario is similar with the internet. The print and electronic media are limited by space, time and physical boundaries. However, the internet transcends such boundaries and can be accessed by anybody with a computer, modem and telephone.

The following data analysis highlights many significant difference and similarities in online media publishing between the New York Times and The Daily Nation online editions.

Data was coded and analyzed using Statistical Package for Social Science where descriptive statistics were obtained based on the various objectives set. The findings of the study are discussed under the following sub-titles.

4.1.0 Type of News

A content analysis of the selected media revealed that The New York Times had a preference for hard news, which was recorded at 63.2%. This is news that is reported directly from the source. Features stories were second with 18.4% while the editorial followed at 10.5% and lastly the commentary at 7.9%.

Tab 2. Type of News

Type of News	New York Times		Daily Nation	
	Frequency	Percent	Frequency	Percent
Hard News	1080	63.2	1013	77.7
Features	315	18.4	103	7.9
Editorial	180	10.5	84	6.4
Commentary	135	7.9	104	8.0
Total	1710		1304	

The Daily Nation online editions had fewer stories compared to The New York Times. The Daily Nation had a total of 1304 stories compared to the New York Times that had 1710 for the sampled dates.

The Hard news received more coverage with 77.7% of the stories. Commentaries that were written by seasoned writers, columnist and guests on topical issues contributed 8% of the coverage with Features at 7.9% and Editorial at 6.4%.

4.2.0 Angle of the Story

The angle indicates whether the coverage of the story was balanced or not. The content analysis revealed that the Daily Nation balanced 46.7% (60) of their stories with 38.5 % (502) being neutral and 14.8% (193) biased. The New York Times had more neutral stories 855 (50%) with only 585 (34.2%) being balanced.

Balanced stories requires time to find all parties involved or angles of the story to ensure the story is balanced. This partly explains why both media had few balanced stories. The New York Times had 15.2% of its stories biased compared to the Daily Nation’s 14.8%.

Tab 3. Angle of stories

Angle of Stories	New York Times		Daily Nation	
	Frequency	Percent	Frequencies	Percent
Neutral	855	50	502	38.5
Biased	270	15.8	193	14.8
Balanced	585	34.2	609	46.7
Total	1710	100	1304	100

4.3.0 Favourability of the Stories

The content analysis of the New York Times indicates that the media had slightly more Neutral stories. These stories did not significantly impact on the image of the reported countries. The New York Times had a total of 677 (39.6%) stories were neutral compared to 636 (37.2%) negative stories. The positive stories were only 23.2%.

Tab 4 Favourability of stories

Favourability of stories	New York Times		Daily Nation	
	Frequency	Percent	Frequency	Percent
Positive	397	23.2	359	27.5
Negative	636	37.2	368	43.6
Neutral	677	39.6	377	28.9
Total	1710	100	1304	100

Although the countries have decried of the negative depiction in the North, the content analysis indicates that the Daily Nation was flooded with more negative stories. Most of the stories, which were reported directly from the source, indicate that a lot of the events or issues that were being addressed in the country were negative.

The Daily Nation online had 43.6% of its stories being negative compared to only 37.2%. Thus, the Daily Nation failed to be an effective channel of informing the developed world of the success/ progress of Kenya and developing world at large. The Daily Nation had only 27.5% of its stories being positive compared to the New York's 23.2%.

Although the Daily Nation had more negative stories, it performed better than the New York Times in reportage of negative situations/ issues. The two media had a difference of 8.8% in the coverage of neutral news. The New York Times had more neutral stories at 39.6% while the Daily Nation had only 28.9%.

The call for an information order during the 1960's-1980's had been occasioned by unfavourable coverage of developing nations in the media of the developed countries. Most of the stories were negative in nature mostly highlighting the catastrophies, civil strife, poor economic and technological development and political instability. The impression and image people in the developed nations have of others is mostly mediated. Thus, most of these people are misinformed about the developing nations. There is need for deliberate effort to depict the true picture of the developing nations citing its success and failures. The consistent reportage of negative events is likely to lead to afro-pessimism and loss of opportunities of growth in all sectors.

4.4.0 Locality / Origin of Stories

The aim was to establish which areas of the world were prominently featured in the websites. According to the agenda setting theory, the issues that the public will hold as important are those that are given prominence. Similarly, the same argument can be applied in relation to location of the stories. The image or information the public will have on any region depends on what the media is telling them and how often they are reminded to think about the issues and the regions. Previous research by Ouma Odour on the print media indicated that the local and foreign print media focussed much of the coverage on local events or issues.

This study has established similar pattern in the online media. One of the major values of news selection is proximity. The closeness to a news event makes it more newsworthy as its relevance is more.

The Daily Nation had 86.1% of its stories covering issues and events about Kenya. The developing world registered only 10% while the developing world had only 3.9%. The stories on developing nations were few because the stories carried in the Daily Nation's editions in the 'Africa in brief' section was not available in the archive. If this had been a tracking study on the coverage, the percentage of news coverage for developing nations would have been significantly higher.

Tab 5 locality of stories

Location	New York Times		Daily Nation	
	Frequency	Percent	Frequency	Percent
Local	1233	72	1123	86.1
Developed	348	20.4	51	3.9
Developing	129	7.6	130	10
Total	1710	100	1304	100

The New York Times has financial, technical and human resource to gather stories about the world. It can rely on any of the major international agencies to provide news and information about any part of the world. However, the New York Times also focussed more on local events. It had 72 % of its stories on the USA. The media preferred reporting on the developed world with 348 (20.4%) of its stories while the developing world received only 129 (7.6%) of its space. Thus, the New York Times cannot be relied upon to give limelight to issues affecting the developed world. The developing nations cannot rely on the western media to change or improve their image portrayal.

4.5.0 Thematic Presentation

The study aimed at establishing which themes or issues were covered in the media. The themes that received the most coverage were the issue the audience would have also considered significant according to agenda setting theory. The study recorded only the most dominant (theme 1) and the second dominant (theme 2). The findings are discussed below.

4.5.1 Distribution of stories in Theme 1

The preference in coverage in the New York Times was on political theme, which received 37%. Economic and social cultural issues also received fair coverage at 24.4% and 19.1 % respectively. The other themes had less than 10% each in coverage.

Tab 6 Coverage of Theme 1

Theme One	New York Times		Daily Nation	
	Frequency	Percent	Frequency	Percent
Political	635	37.1	395	30.3
Economic	417	24.4	268	20.6
Socio-Cultural	327	19.1	386	29.6
Science&Technology	76	4.4	4	0.3
Natural Disaster	2	0.1	14	1.1
War/Conflict	34	2	16	1.2
Crime	120	7	149	11.4
Environment	27	1.6	24	1.8
Laws	72	4.2	48	3.7
Total	1710	100	1304	100

Political theme attracted a lot of space also in the local media. The dominant theme in the Daily Nation was politics at 30.3%. This was followed closely at 29.6% by socio-cultural issues. Economic issues had 20.6% while crime was at 11.4%. The other themes had less than 10% of coverage. The main theme of coverage in the New York Times and the Daily Nation were political, economic and socio-cultural.

4.5.2 Distribution of stories in Theme 2

The hard news was predominant in the both the New York Times and the Daily Nation. Hard news is mostly brief with a major focus on a single theme. This explains why a bigger portion of the stories had only one theme.

The New York Times had major of its stories depicting one predominant theme. However, 35.5% of their stories had no second theme. Economic theme was dominant with 29.2% while the political has only 20.1%. The other themes have less than 10% of the coverage.

Tab 7 Coverage of Theme 2

Theme Two	New York Times		Daily Nation	
	Frequency	Percent	Frequency	Percent
Political	344	20.1	106	8.1
Economic	499	29.2	257	19.7
Socio-Cultural	116	6.8	109	8.4
Science & Tech	19	1.1	0	0
Natural Disaster	0	0	1	0.1
War/Conflict	8	0.5	6	0.5
Crime	74	4.3	47	3.6
Environment	2	0.1	3	0.2
Laws	41	2.4	41	3.1
No value	607	35.5	734	56.3
Total	1710	100	1304	100

The Daily Nation had 56.3% of its stories without a second theme. Only 19.7% of the stories had an economic theme while the other had less than 10% in the second theme each.

4.5.3 Distribution of Types of News in Theme 1 in the New York Times

The New York Times had most of its stories covering political them that had 635 stories. The hard news was predominant in coverage and they featured political stories with 418 stories. This was followed by economic stories at 208 and socio-cultural at 170. The other themes had less than 100 stories each.

The feature articles were only 315 and were on economic theme at 120 and socio-cultural at 105. Political issues had only 63 articles. Commentary stories were 135 in the New York Times. The economic theme had a bulk of the stories with 62 while political had only 36 and socio-cultural with 20 and crime at 17. The other themes didn't record any commentary. The editorial focussed on political themes just like in the Daily Nation. A total of 118 editorials were on politics while socio-cultural had 32 and economic had 27 articles.

Tab 8 Distribution of type of news in Theme 1 on the New York Times

News Type	Pol	Eco	Socio	Scie	N&Dis	War	Crime	Envir	Law	Tot
H.N	418	208	170	76	2	34	99	3	70	1080
Feat	63	120	105	0	0	0	1	24	2	315
Com	36	62	20	0	0	0	17	0	0	135
Edit	118	27	32	0	0	0	3	0	0	180
Total	635	417	327	76	2	34	120	27	72	1710

4.5.3 Distribution of stories in Theme 1 in the Daily Nation

Political news was predominant in the Daily Nation with a total of 395 stories. This was followed closely by socio-cultural issues at 386 while economic were at 268. The least covered issues were on science and technology with only 4 articles, natural disaster with 14 and war/ conflict with 16 articles.

However, in terms of the type of news, the hard news was mostly covering the socio-cultural issues at 302. The least of the hard news was on science and technology with only 3 stories.

The features were mostly on socio-cultural issues at 47 articles with political stories being 35 and economic at only 12 stories. The other themes had less than five feature stories.

The commentary focussed on political theme at 54 while economic had 28 articles and socio-cultural had only 15 articles. The others had less than 5 articles each.

Editorials gives the stand of the media house. The Daily nation wrote editorials mostly targeting political issues with 27 articles. Socio-cultural at 22 and economic at 13 articles followed this.

Tab 9 Cross-tabulation of type of news in theme I in the Daily Nation

News Type	Pol	Eco	Soc	Scit	Nat	War	Crime	Envir	Law	Total
H.N	279	215	302	3	13	9	129	18	44	1012
Feat	35	12	47	1	1	3	4	0	0	103
Com	54	28	15	0	0	1	5	1	0	104
Edit	27	13	22	0	0	3	10	5	4	84
Total	395	268	386	4	14	16	148	24	48	1303

4.5.4 Distribution of Types of Stories in Theme 2 in the New York Times

The New York Times had 607 stories, which did not have a second theme. The economic stories were predominant in the second theme with 499 articles. Political stories followed with 244 stories. The hard news stories were 1080 with economic issues at 304 and political at only 93.

The features were only 315 with the focus of the features being on political theme at 101 articles. The economic issues received 80 articles compared to the socio-cultural at 74.

The commentaries were also political in nature with 85 articles while 34 were on economic matters and 11 on socio-cultural.

The editorial in the New York Times mostly had economic issues as the second predominant theme.

Tab 10 The type of stories in Theme 2 on the New York Times

News Type	Pol	Eco	Soc	Scit	Nat	War	Crime	Envir	Law	No val	Total
H.N	93	304	13	17	0	6	66	0	38	533	1080
Feat	101	80	74	2	0	0	4	2	3	49	315
Com	85	34	11	0	0	1	1	0	0	1	135
Edit	65	81	8	0	0	1	1	0	0	24	180
Total	344	499	116	19	0	8	74	2	41	607	1070

4.5.5 Distribution of stories in Theme 2 in Daily Nation

The Daily Nation had more of its stories compared to the New York Times without a second theme. A total of 733 stories in the Daily Nation had no second theme compared to New York Times 607 stories.

The hard news focussed on economic issues with 189 articles compared to socio-cultural at 89 and political at 75. The features were few with only 16 focussing on economic themes and 8 on socio-cultural issues. The commentaries were few in the second theme with only 25 targeting economic and 16 on political issue.

Tab11 Distribution of type of stories in Theme 2 on the Daily Nation

News Type	Pol	Eco	Socio	Scit	Nat	War	Crime	Envir	Law	No value	Total
H.N	75	189	89	0	1	4	37	2	32	584	1013
Feat	5	16	8	0	0	0	4	0	0	70	103
Com	16	25	10	0	0	2	1	1	5	44	104
Edit	11	27	2	0	0	0	5	0	4	35	84
Total	107	257	109	0	1	6	47	3	41	733	1304

4.6.0 Local Media on the Internet

The project also aimed at identifying which local media houses are embracing the internet technology. The internet provides the developing countries with an opportunity to channel out important information about their countries that can be accessed by the Africans in diaspora. According to a world Bank report (Tapsoba, 2000) the number of Africans in diaspora has kept on increasing between 1960 and 1987 to over 23,000 academics and 50,000 managers and executives leaving the continent yearly. These experts are a valuable resource in improving the participation of developing nations in the information economy.

The internet can help create a virtual forum for African experts in the diaspora to advise African decision-makers as a way of supporting Africa's interest in global information economy. This would be useful in mobilizing support for Africa in Europe and North America.

The project established that all the mainstream media houses are on the web. However, the study was not able to assess the content of the websites due to financial, human and time constraints. The results were as tabulated,

Mainstream Newspapers	Web Address
Nation Newspapers	www.nation.co.ke
The Standard	www.eastandard.net

The People Daily	www.peopledialy.com
Kenya Times	www.kentimes.com
Radio Stations	
Nation Fm	www.natioaudio.com
Family Fm	www.fmfamily.co
Hope Fm	www.hopefm.com
Citizen Fm	www.citizenfm
Kiss	www.kissfm.com
Coro	www.kbc.com
Kameme	www.kamemefm.com
KBC	www.kbc.co.ke
Metro Fm	www.metrofm.com
Pwani Fm	www.kbc.co.ke
Baraka Fm	www.mombasaonline.com/baraka
Capital	www.capitalfm.com
Metroeast Fm	www.eastfm.com
Television	
KTN	www.ktn.com
Nation	www.nationaudio.com
KBC	www.kbc.co.ke
Metro	www.metro.tv
Citizen	www.royalmedia.com
Family	www.family.org

4.7.0 Key- Informant Interview

The project found that all the mainstream media outlets are online. The online media aims at reaching a wider audience and transcends the physical boundaries. The study indicated that online publishing mostly targets Kenyans living abroad. The stories carried are a replica of the print edition but preference is given to stories with an international appeal. (Kirauni, *The Standard*).

Publishing online is beneficial to the developing nations as it allows them instant worldwide accessibility and easier archiving of information (Mwangi Evan). According to Kirauni, the internet also allows for round the clock updating of news that ensures the audience is constantly informed. It is also a source of revenue although currently they are not getting a lot as many advertisers have not fully appreciated the medium.

According to Ojiambo Frank (*Internet Editor, The Daily Nation*) those who mostly run banner advertisements are local business with international clientele. Thus, the number of manpower is limited making constant update difficult.

According to an analyst in technological issues, Mureithi Muriuki (Summit Strategies} the number of Africans leaving the continent due to brain drain is high. This can be a major market for the internet content. He asserts that over 40,000 executives leave Africa yearly.

This means that Africans in diaspora who have access to information on the continent can play a significant role in advancing the role of developing nations in the information economy.

The study also indicated that the home page and the news are the frequently visited sites. The number of visitors to the Standard website is 19,500 from the country while 39,000 from developed nations visit the site daily. The *Daily Nation* that was the first local newspaper to publish online indicated that 25,400 visitors from Kenya log in daily while over 47,460 from the developed nations visit daily (Ojiambo). The internet access in the developed nations is higher due to lower costs of computers and penetration of telephones. This explains the high number of visitors to the New York Times. According to Bob Herbert (editor, *New York Times*), over 200,000 visitors read news from the site daily from US. The number of those from the developing nations who visit the site daily is only 12,000 visitors.

The scholars and practitioners approached indicated the internet as a source of information. However, the newspapers were rated by five as the main source of information with only one selecting the internet. They all also said they access the internet in the office and only one two, apparently who reside in America, access it also at home. The informants access the internet on a daily for a number of reasons. The reasons for using the internet that were advanced included to get news, information, music and entertainment and provide solution to problems.

Although publishing online is cheaper compared to the print (Kirauni) the internet connectivity is unreliable in the country making it difficult to publish and be credible. The Internet publishing requires well-trained staff to continuously update the site.

However, due to low revenue collection form internet advertising, the media house are inadequately staffed and updated. Constant updating is required as information flows in but according to Mwangi, this will raise intellectual costs. Thus, most internet media outlets are behind in news. He also blames the poor layout of the internet content to lack of enough trained staff.

According to Mureithi the government policies have constrained internet access in the country. The country lacks an ICT policy. This has been compounded by the monopoly of Jambonet as the backbone provider making internet connection costs prohibitive. The high costs have limited the number of internet users.

Mwangi who argues that liberalization of telecommunication would lower the costs of bandwaves supported this. He recommended that government should undertake the implementation of electrification programme in rural areas to facilitate internet activities. He asserts that the government requires a policy to boost the internet industry suggesting an aggressive policy to introduce e-education in schools as one alternative. He also advocated for a reduction in the control of official information going to the internet media.

According to Kirauni, the internet is an effective tool in reducing the digital divide by providing access to information to many people especially where the access is intensified to rural areas. This will especially reduce the domestic digital divide as more people will be informed as well as participate in discussion forums.

The internet can only narrow the international digital divide according to Mwangi by offering possibilities of information exchanges between the elites from the two countries. The poor of both the developing and developed countries lack real access to facilities, knowledge, computer literacy and language barrier and are left out in the exchanges and hence continue to widen the information gap especially considering that they are the majority. He also added that the internet is elitist and targets only the rich and hence increases their information power compared to the poor.

According to Ojiambo, Kenya lacks an aggressive editorial policy to provide information online hence the internet is an abused forum for peddling retrogressive and malignant ideas. The editorial policies also affect the degree and freedom of audience participation. He also indicated that the stories published online including the views of audience are edited to avoid legal problems. This was supported by Kirauni and Herbert, who said that audiences are allowed to participate in discussion forums but legal reasons constraint their degree of freedom. Thus, the internet operates under the same editorial policies for the print media. If doesn't increase the participation of audience. Thus, the communication still remains from the leaders and media house to the masses.

However, Mwangi blames the limited levels of audience participation to lack of civility among the participating audience. The image can be improved by providing updated and reliable information the official websites and media sites. The material will only be reliable if they are well researched, better edited, designed and laid out {Ojiambo}

The Standard according to Kirauni makes deliberate effort to leave out a lot of negative and political stories in an attempt to improve the image portrayal of developing nations.

5.0.0 Discussion of Findings

The study was designed to investigate whether Daily Nation and the New York Times are using the internet to widen or narrow the digital divide as well as find out if they are being used to project a favourable image of their respective countries and others. The variables investigated included,

Type of News

Most of the stories were hard news with the New York Times at 63.2% and Daily Nation at 77.7%. The hard news are reported directly from the source unlike the features, commentaries and editorial that have more content value but require a lot of research. The internet requires constant updating to ensure those who visit the sites get latest news.

However, lack of enough staff in the media houses makes it difficult for the news to be processed/updated many times in a day. The internet edition of the Daily Nation and New York Times rely on the print media for news. A few of the stories carried in their print edition are the ones used in the online edition. The edition is also prepared in the evening after the print edition has been completed. The internet is partially a replica of the print edition only that it has fewer stories.

Angle of stories

The angle indicates whether stories were balanced, biased or neutral. The content analysis indicated that the Daily Nation had 46.7% balanced whereas the New York Times had 34.2 %. The Neutral stories were the most in the New York Times at 50%

while the Daily Nation had 38.5%. The biased stories were 14.8% and 15.8 % in the Daily Nation and the New York Times. Balanced stories require a lot of time to prepare where a reporter has to seek the opinion of various players. One of the reasons why balancing stories in media reporting is important is to ensure objectivity as well as avoiding legal problems (libel or slander).

Neutral stories also were many owing to the fact that most stories were hard news in nature that did not require the opinion of others.

Favourability of stories

The Daily Nation had more negative stories at 43.6% compared to New York Times 37.2%. The positive stories were 27.5 % and 23.2 % in the Daily Nation and the New York Times respectively. The Daily Nation had 28.9% neutral stories while the New York Times had 39.6%.

The negative stories can be partly attributed to instances of violence, as this was an election year. There is need for further research to determine if the other non-election years the coverage was also more on negative happenings.

There is need for further research to determine if the other non-election years the coverage was also more on negative happenings.

The internet continues to copy the other media which apparently are full of negative stories. This is because the internet media is published by the same publishers of the other media.

Locality of Stories

The online edition had a preference for news or information about their respective countries. The coverage of local issues was 86.1% and 72% in the Daily Nation and New York Times respectively. The Daily Nation gave the developed nations 3.9% while the New York Times had 20.4%. The Daily Nation gave the developing nations more coverage (10%) compared to New York Times (7.6%).

In news writing proximity is an important factor when selecting which news events to cover. The online edition gave issues that closer proximity to their environment more coverage. This explains why preference the Daily Nation gave more coverage to developing nations while the New York Times gave more coverage to developed nations. Proximity and significance are some of the news values that explain why the studied media gave to local issues.

Although the sampled year 2002 was an election year where the research expected more coverage in the media of the developed nations, this was not the case. During the sampled dates only five issues covered in the |New York Times were about Kenya.

Thematic distribution

The political theme received 37.1 % and 30.3% in the New York Times and the Daily Nation respectively. Politics was the most predominant the in the sampled media.

In Kenya, this can be attributed to the fact that the sampled year was an election year where politics was the public and media agenda.

The social cultural issues had 19.1% in the New York Times and 29.6% in the Daily Nation. The economic issues also had more coverage with 24.4% in the New York Times and 20.6% in the Daily Nation. The other important theme was crime at 7% and 11.4% in the New York Times and Daily Nation respectively. The Daily Nation reported a number of incidents of political violence accounts for the high percentage. However, only a study in a non-election year would verify whether crime is high even in other years.

In theme two the dominant issue was economics (29.2%) in the New York Times while in the Daily Nation had 19.7%. The political theme had 20.1 % in the New York Times while the Daily Nation had social cultural at 8.4% as the next significant issue. Most of the stories did not have a second theme. The New York Times had 35.5% and the Daily Nation 56.3% of their stories missing a second theme. This can be attributed to the fact that most of the stories were brief and hard news in nature. This made it difficult for the stories to cover many issues.

Visitors to sites

Visitors (daily)	Local	Developing	Developed
Daily Nation	25,400	Not availed	47,460
The Standard	19,500	Not availed	39,000
New York Times	200,000	Not availed	12,000

The internet editor through the assistance of the web-designer were able to establish the approximate number of visitors to the sites daily. The local media has less visitor compared to the New York Times. The Kenyan online media had more visitors from developed nations than the locals. This can be explained by the high cost of internet access and usage in the country. Only those in a few urban areas have access to the internet leaving out a lot of potential audience from the rural areas and a number of urban areas too.

Digital divide

The key informant interview indicated that the high access and usage cost, low revenue collected, restrictive government policy, editorial policies, lack of adequate staff to constantly update the sites and ensure high quality websites were among the reasons that affected online publishing especially in developing nations. Thus the internet is widening the gap further in the information flow.

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The New York Times had more stories compared to the Daily Nation with 1710 and 1304 respectively. The number would have been higher for the Daily Nation if the archive had all the stories on developing nations that are run in the Africa in Brief section. Thus, for those with access to the two media the New York Times would provide more information. The New York has more resources, the cost of computers, electricity, telephone and internet are lower and they embraced the technology first giving them a lead advantage in content and quality of website.

There is need to put in place an ICT policy as well as deregulate the information market. The policy will help bring down the cost of computers to increase the access and usage.

Globalization

The globalization aspect supports the libertarian theory where all men are seen as equal. It champions the liberalization of the market where all beings are equal and should be free to trade in the information economy. The internet is making the world be a global village where a reader in Kenya can be informed at the same time about an event happening in the US just like another reader from the US if both have access and log on to the New York Times site.

However, the study indicated the internet is drawing unequal partners into a free market economy. The New York Times due to its economic and technological advantages is able to provide more content on its website (1710) than the Daily Nation (1304) is.

The key- informants who reside in the US have access to the internet at home whereas those in the developing nations indicated the office as their source of internet access. Thus, those in the developed nations are likely to have more access to internet than in developing nations. Globalization of the information economy will favour those with the resources leaving only the elite of the developing nations to participate in the economy.

5.1.0 Summary

Although the number of those in developed nations with access to internet and computers continue to soar yearly, the digital divide continues to grow at alarming rate.

The section of those already connected are adopting newer technologies faster and connecting even more. On the other hand, those with traditionally lower rates of internet and computer usage continue to lag far behind. The domestic digital divide in the US is attributed to education, income, race and marital status. (Internet Access and Usage: researchictafrica.org). The international digital divide is also on the rise due to financial, educational and technological factors.

With technology continually advancing, the issue of digital divide cannot be ignored. The distribution of wealth between the developed and developing nations is already heavily unbalanced, access to the internet is unbalancing the situation even more. Those with computers and access to internet are becoming even richer through the power of information while those without are becoming poorer in comparison.

According to William Kennard (overview.org) the chair of Federation of Communication Commission, “ in a society where increasingly we are defined by access to information and what we earn is what we learn if you don't have access to technology you're going to be left in the digital dark ages. That's what the digital divide is all about.”

The digital divide will not close unless there is an initiative to seal the gap.

The major barrier to closing the gap is financial and policy. There is need for developing nations to improve the content of the online editions to improve the image portrayal of Africa.

The study revealed that.

- Most of the stories were hard news in nature. The stories are reported directly from the source and are easy to prepare. However, most hard news stories are brief and don't have much information value.
- The online editions have fewer stories compared to the print editions due to cost implications. Thus, the internet is widening the information gap. The Daily Nation had only 1304 stories compared to New York Times 1710.
- The online edition focuses on local content. Hence, they are effective in creating awareness and raising knowledge levels of others on local events/ issues. There is need to improve the content to have more marketing information of the developing countries. The challenge then would be on how to make the developing nations visit and read the online content of local media house and change their attitude towards these nations.
- The stories were mostly unfavourable with only a smaller percentage of the stories depicting the positive aspects of the countries. This means a perpetual negative portrayal of developing nations will persist in the media.
- The digital divide is not likely to be narrowed if the current trends of online publishing persist. The content is brief, political in nature and negative in depiction.

- The dominant theme in most of the stories was political. The social-cultural and economic themes were significant in coverage.

5.2.0 Conclusion

The research supported the hypothesis that the internet use in media house is widening the information gap between the North and South. The New York Times had more stories on the internet than the Daily Nation. This can be attributed to the cost implication among other factors.

A survey conducted in the US in 1998 (<file:///A:/Falling Through the Net.htm>) on the internet access and usage indicate that two-thirds of the households have access to the internet with few citing cost as the factor why they don't have or want the internet. However, the reduction of cost of computers and development of Community Access Centres have ensured an increased access to the internet for all.

The key-informants from Kenya indicated that access costs are prohibitive due to high electricity tariffs and telephone costs, monopoly by the unreliable Jambonet, make it difficult to constantly update the website, have more informational content and improve the design/ layout. The internet however, is reducing the international digital divide between the elites of both the developed and developing nations who have the resources to use them.

The internet continues to set the public agenda in relation to the image portrayal. The online edition gave prominence to local stories where most of them are political and negative in nature.

The Daily Nations and New York Times online framed and primed the political issues as the most important. Hence, it does make the other issues e.g.environmental seem insignificant among the publics.

A study on the coverage of developing nation by the news agencies in the North done by Kaplan (Mowlana.1985,21) revealed an insufficiency in amount, scope and type of news. This study shows that the trend is continuing even in the internet. The study also supports the findings of Odour (unpublished. 2002) on the coverage of news in four local dailies in Kenya that showed that 72% was about developing nations and only 7% about the developed nations. In this study the Daily Nation gave local issues 86.1%, developing nations 10% and 3.9% developed nations.

The study did not support the libertarian theory, as all men were not seen as equal. The media outlets limited the degree and level of audience participation. Thus, the political elites, opinion leaders, and media owners/staff had more say in the information coverage. The audience were allowed to inform others by participating in the discussion but their views were also edited for legal and space reasons. Also those with more resources like the New York Times had a greater usage of the internet compared to the Daily Nation. Although libertarian theory advocates for free flow of information, there are many factors that hinder this flow. The factors highlighted included access and usage costs.

government policies, lack of adequate staff, administrative factors and editorial policies. Thus, online publishing is currently still widening the information gap between the North and South further.

The Daily Nation has failed to improve its portrayal of Kenya and developing nation by painting a gloomy picture where the negative happenings enjoyed more prominence. There is need to remedy the situation if developing nations aim at changing the negative and wrong perception those in the North have.

5.3.0 Recommendations

The following recommendations are made based on the feedback from the research activity,

Type of News

Most of the stories were hard news in nature. These are stories reported directly from the source. There is need for a deliberate effort to increase the coverage of features and commentaries to give more detailed stories that are likely to provide more information.

Media houses need to invest in internet publishing. The investment should be supported by intensive marketing of the internet. This will provide a forum for generating revenue for the media as well as an information centre for many about Africa. There is need to focus more on information than news events for the internet. The information can be used to market Kenya as well as project a favourable but accurate image.

Favourability

The Daily Nation had more negative stories (43.6%) compared to the New York Times (37.2%). There is need to reduce the number of negative stories carried on the internet as a means of reducing 'Afro-pessimism'. This will be a challenge especially due to objectivity in reporting.

There are also many positive things that go unreported or do not attract much space. The internet media should be used to set a new agenda about the breakthroughs being seen in developing nations.

The government needs to have an official website that would be more effective in selling Kenya. Media houses are limited in their ability to project a favourable image of Kenya by editorial policies, objectivity, staffing among other factors. Well-written, edited, designed and laid out information about Kenya would help to build the image of the country. This calls for planning, financial, technological, policy and human resources.

Locality

The internet had a preference for local content. The trend should be maintained considering media outlets in developing nations have little influence in their coverage in the Media outlets in the developed nations. Thus, the Daily Nation should use its website to provide a lot of vital marketing information about the country. The challenge they will face then will be on how to improve the quality of the content and website as well as how to market the site to attract greater audience from those in developed nations whose perception of developing nations they seek to influence and correct.

Angle of coverage

The stories carried in the Daily Nation were mostly balanced (46.7%) whereas the New York Times had a preference for neutral stories (50%). There is need for the media to increase the coverage for balanced stories as they improve objectivity where they give the various sides of a story to avoid bias.

This is critical owing to the fact that the audience rely on what the media depicts as a postulated by Walter Lippmann in his article 'The picture in our heads and the world outside' where he argues that our picture of the world is drawn by the media. This hence can lead to an incomplete or untrue reflection of reality.

Thematic Distribution

Political theme was the most predominant with 37.1% and 30.3% in the New York Times and Daily Nation respectively. There is need to also increase the coverage of other issue that affect development. People need to discuss also economic, social cultural , environmental and technological issues with the aim of improving the country's performance. Ignoring such issues creates an impression in the publics that only political issues are important.

Digital divide

The key informant interview indicated that the internet is widening the gap between the rich and the poor in information access due to the access and usage costs. This can be reduced where the country needs to put in place an ICT policy framework that will provide all citizens with the means to use ICT as a public service. The policy will help

develop new technologies that will address the needs of rural areas and their capacity to pay as a way of having greater number of people to participate in the information society. There is need to have community access centres, which will benefit the low-income individuals, unemployed, or those with low education. The government should heavily invest and support community access centres especially in rural areas.

The government should also put in place measures that will bring down the cost of computers and internet connectivity. This will increase ownership. Africa has the lowest diffusion of the internet due to limited penetration, unreliable connection and high cost of the communication infrastructure usage and high usage cost. The policy makers must recognize and take measure to ensure access for all. The government should subsidize internet access to make them affordable.

The high prices of computers and internet connections is due to restrictive policy and regulatory environment and monopolistic market structures that inhibit competition. There is need to open up the market to other gateways to reduce the cost of internet. The government must make deliberate effort to support information economy. There is need to increase the penetration of fixed lines in all geographical areas of the country.

The domestic digital divide is also due to difference in knowledge and skills in using computers. There is need to regulate training in computers to ensure afford and quality computer literacy for all. Computers and other technologies alone are not enough.

Communities and schools must train and preserve additional and more qualified staff to promote the best application of resources.

The society needs to change the attitude towards technology. Rather than perceive the computers and the internet as a superfluous luxury, the public should view them as crucial necessities.

The public must appreciate and recognize the power of new technologies and embrace them. All types of work can benefit from greater access to information. This calls for education of the public to appreciate the benefits of technology.

5.4.0 Future Studies

There is need for further research to find out the value content of all media outlets in Kenya that are on the internet. Although all the mainstream media are on the web, the study was not able to assess the nature and scope of their coverage. It is important to determine the volume and objectivity in the stories carried in the media.

There is also need to carry a investigation among a number of developing countries media outlets to find whether they are exchanging information horizontally among themselves through the internet. This may form a basis for initiating an online News agency for developing nations that will help increase the position of the developing nations in the information economy.

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5.6.0 Appendices

Appendix i. Sampled Dates

2 nd January 2002	2 nd May 2002	30 th August 2002
10 th January 2002	10 th May 2002	7 th September 2002
18 th January 2002	18 th May 2002	15 th September 2002
26 th January 2002	26 th May 2002	23 rd September 2002
3 rd February 2002	3 rd June 2002	1 st October 2002
11 th February 2002	11 th June 2002	9 th October 2002
19 th February 2002	19 th June 2002	17 th October 2002
27 th February 2002	27 th June 2002	25 th October 2002
7 th March 2002	5 th July 2002	2 nd November 2002
15 th March 2002	13 th July 2002	10 th November 2002
23 rd March 2002	21 st July 2002	18 th November 2002
31 st March 2002	29 th July 2002	26 th November 2002
8 th April 2002	6 th August 2002	4 th December 2002
16 th April 2002	14 th August 2002	12 th December 2002
24 th April 2002	22 nd August 2002	20 th December 2002

Appendix ii Coding Sheet

<u>Date</u>	<u>No of Story</u>	<u>Type of News</u>	<u>Angle of Story</u>	<u>Favourability</u>	<u>Theme 1</u>	<u>Theme 2</u>	<u>Theme 3</u>	<u>Locality</u>

Appendix iii. Coding of Variables

Types of News- (0) Missing Value (No. Val)
(1) Hard News (HN)
(2) Features (Feat)
(3) Commentary (Com)
(4) Editorial (Ed)

Angle of Stories- (0) Missing value (No Val)
(1) Neutral (Neut)
(2) Biased (Bias)
(3) Balanced (Bal)

Favourability (0)-missing value
(1) Positive (pos)
(2) Negative (neg)
(3) Neutral (neut)

Locality – (1) Local (loc)
(2) Developing World (dvping)
(3) Developed World (dvped)

Themes – (1) Political (pol)
(2) Economic (eco)
(3) Social-cultural (soc)
(4) Science and Technology (scit)
(5) Natural Disaster (Nat)
(6) War/ Conflict (war)
(7) Crime (crime)
(8) Law (law)
(9) Environment (environ)
(10) Missing Value (no val)

Appendix iv Questionnaire to Communication Scholars

1. What is your main source of information / news from? (In order of priority, numbering after the options)

- 0.1 Radio
- 0.2 Television
- 0.3 Newspaper
- 0.4 Friends
- 0.5 Internet
- 0.6 Magazine
- 0.7 Others (specify)

2. What do you consider the most important information to you (select option by underlining)

- 0.1 Health
- 0.2 Education
- 0.3 Politics
- 0.4 Entertainment
- 0.5 Economics
- 0.6 International affairs
- 0.7 Literature
- 0.8 Others (specify)

3. Where do you access the internet? (select option by underlining)

- 0.1 Office
- 0.2 Home
- 0.3 Cyber café
- 0.4 Others (specify)

4. What do you use the internet for?

- 0.1 Get news
- 0.2 Information
- 0.3 Passing time/relaxation
- 0.4 Music/ entertainment
- 0.5 Provide solution to problems
- 0.6 Sell services and products
- 0.7 Chat with friends
- 0.8 Others (specify)

5. How often do you access internet service?

- 0.1 Daily
- 0.2 Weekly
- 0.3 Monthly
- 0.4 Irregularly

6. Which online news media do you particularly like visiting for news and information?

Internet Use and Growth in Kenya

7. What are the benefits of publishing online for developing nations?

8. How do the following factors affect the access and growth of internet by media house in Kenya

a Cost

b Staffing

c Time

d Revenue

e Government policies

f Editorial policies

g Administration and management

9. What is the freedom and level of audience participation in on-line publishing?

10. Is the internet an effective medium in reducing information gap between the developed and developing nations? Explain

11. What are the challenges facing the growth and use of internet publishing in Kenya?

12 What are measures needed to ensure positive image portrayal of developing nations on the internet?

Appendix v Questionnaire to Media Outlets

Please fill the questionnaire in the spaces provided.

1. Why do you publish on-line?

2. Who is your target audience for the online edition?

3. What is the average number of people who visit your website daily?

i. From Kenya

ii. From developing nations

iii. From developed nations

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4. Which area of your website is frequently visited?

5. What are the benefits of publishing online?

6. How do the following factors affect the use of internet publishing in your media house

a. Cost

b. Staffing

c. Time

d. Revenue collection

e. Government policies

f. Editorial policies

7. What is the freedom and level of audience participation in online publishing?

8. Which factors do you use to determine which stories to publish on your website?

9. Is online publishing reducing or widening the information gap between the developed and developing nations? Explain

10. What challenges are you facing in internet news publishing especially with regard to image portrayal of developing nations?

12. What measures are needed to improve the use of internet to project a positive image of developing nation.

Appendix Vi**Scholar Approached for Interview**

1. Dr. Evan Mwangi	mwangi@ohio.edu	Lecturer
2 Mr. Policarp Ochilo Omolo	train@aacc-ceta.org	Lecturer
3. Mr. Kodi Bartha	Kodi@kodibartha.com	Columnist
4. Mr. Philip Ochieng'	Ochieng@nation.co.ke	Columnist/writer
5. Mr. Mureithi Muriuki	summit@africaonline.co.ke	Technology Analyst
6. Mr. Jerry Okungu	jerry@infotrak.co.ke	Writer
7. Mr. Frank Ojiambo Wanyama	wanyama@nation.co.ke	Internet Editor
8 Ms. Lucy Kirauni	kirauni@eastandard.net	Internet Editor
9. Mr. Mutahi Ngunyi	mutahi@iconnect.co.ke	Political Analyst
10. Mr. Bob Herbert	web-editor@nvtimes.com	Internet Editor