

**THE IMPACT OF SOCIAL MEDIA ON RADIO CONTENT AND PROGRAMMING:
A CASE OF THE KENYA BROADCASTING CORPORATION RADIO STATIONS**

BY

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DECLARATION

This research project is my original work and has not been submitted for examination or award of a degree in any other university. No part of this project may be reproduced without prior permission by the author or University of Nairobi

Sign _____

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

Signature _____ Date _____

Dr. Sam Kamau

DEDICATION

This project is dedicated to my Wife, Rahab Wangui and my sons, Vincent Mwaura and Jidraph Ndirangu.

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I acknowledge the invaluable support and guidance offered by my supervisor, Dr. Sam Kamau, throughout this research work. I am privileged to have worked with him and I appreciate his timely support during the entire period. This contribution has enriched my academic experience and hence I learned and grew to become a better communication student and researcher. I wish to appreciate the contribution from the entire 2018 Master of Arts in Communication class lecturers and students and the Kenya Broadcasting Corporation staff for the invaluable support they accorded me during the entire study programme.

ABSTRACT

This study sought to investigate the impact that technology and social media has had on radio broadcasting. It examined the various ways and reasons why radio broadcasters use social media using a sample of radio presenters at the Kenya Broadcasting Corporation. The study applied purposive sampling and stratified random sampling methods to compose a study sample of 52 respondents to participate in the filling of questionnaires and interviewees to be involved in in-depth interviews. By employing a mix of quantitative and qualitative research methods, the study guided by two theories of communication namely Uses and Gratification and Displacement theories set out to identify appropriate formats and the techniques to use, the various reasons for and ways social media networks are applied in radio broadcasting, the gratifications sought and the effects of social media. Quantitative data collected through the questionnaires was analysed using descriptive statistics and presented using tables and pie charts. The study established that radio presenters are heavily dependent on social media for content generation and interactivity amongst themselves and with their listeners. The study suggests that the Kenya Broadcasting Corporation should put in place a social media policy to regulate use of social media and that the findings of this study should be used to generate more revenue. Future studies should examine the extent of harm caused to the Kenya Broadcasting Corporation by the uncoordinated use of social media and suggest ways of undoing the mess. Further, there is need to explore how the gender of radio practitioners determines the impact of social media in radio programming.

LIST OF ABBREVIATIONS

AOL	America On line
CMSs	Computer-Mediated Communication Systems
FM	Frequency Modulation
ICTs	Information Communication Technologies
ITU	International Telecommunication Union
KBC	Kenya Broadcasting Corporation
MW	Medium Wave
UGT	Uses and Gratifications Theory
VOK	Voice of Kenya

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CHAPTER ONE

INTRODUCTION

1.0. Overview

This chapter provides background information on communication technology, symbiotic relationship between radio and social media and how it has impacted on radio content and programming at KBC, statement of the problem, the rationale (justification) for the study, the general and specific objectives, the scope and limitations of the study and ends with definition of a number of key terms.

1.1. Background to the Study

Technology plays an important part in transforming our cultures and this is the reason why the world has invested a lot of resources in innovations. One of those innovations is the Internet which has been credited for causing what is referred to as social revolution in the world (Dagron, 2003).

Science and technology have enabled humanity to create numerous facilities resulting in positive impact. Among those facilities is radio which has played a critical role in transforming cultures across the world. For many centuries people have relied on radio to satisfy certain needs. Tan (1985) elaborates that the main argument in media uses and gratifications research is the capacity possessed by media which enables them to meet people's social and individual needs. Therefore, Dagron (2003) recommends that communities should adopt technology in order to meet their needs. McLeish (2005) is categorical that radio has over the years grown to be an almost universal medium of communication. Dagron (2003) asserts that the adoption and acceptance of radio as the most important means of communication in the world taken several decades.

While Dragon appreciates the rapid growth of the new information and communication technologies in the recent past, he also acknowledges the symbiotic relationship between ICTs and other mainstream electronic media such as radio and television. He predicts that Internet-based technologies stand benefit greatly from the experience in radio broadcasting

vice versa; likewise, television and radio will enjoy the benefits associated with the speed and reach offered by the information and communication technologies.

1.2. History of the Kenya Broadcasting Corporation

The first radio signal in Kenya rent the air in 1928 when the East African Broadcasting Corporation was established by the British colonial government to serve the European settlers with news and entertainment from their home countries in English language.

The first radio station targeting natives was set up in 1953 to provide updates on the 2nd World War to the families who were left behind by their relatives who had been relocated to take part in the war (Masinde, 2010). In 1954, the colonial government created a commission to chart out the future of public broadcasting which gave birth to the Kenya Broadcasting Services (KBS) later in 1959. When the Kenya Broadcasting Services came into being it introduced the first regional radio stations in Mombasa, Nyeri and Kisumu which were used to relay colonial propoganda to the natives in their own local languages. When the fight for independence intensified the colonial government hurriedly turned KBS into KBC which later launched the first television services in 1962. It is notable that around that time the colonial government placed radio broadcasting services under strict control and censored all content (Oriale, 2008).

On 1st July, 1964, KBC was nationalized and renamed the Voice of Kenya (VOK). Later, on 1st February, 1989 VOK was re-established as a state broadcaster through KBC Act CAP 221 and renamed the Kenya Broadcasting Corporation (Nyongesa, 2005). The new corporation was mandated to provide independent and impartial broadcasting services namely education and entertainment and information. For some time KBC controlled the Kenyan audience since it was the only local broadcaster. The audience had no alternative but to consume whatever content was provided by subsequent regimes which did not condone divergent views (Masinde, 2010).

The 1991 repeal of section 2A of the Kenyan Constitution ushered in multi-party politics and paved the way for the liberalization of the media industry. By this time the misuse by the current and the previous regimes had severely dented the image of the Kenya Broadcasting

Corporation and established poor management services, obsolete technology and poor staff retention factors.

Since inception the Kenya Broadcasting Corporation has been the sole mouthpiece of both the colonial and independent governments. Just as Kellner (1998) noted, the mandate of KBC radio brands are geared towards educating, informing, entertaining and influencing the public. KBC boasts of having played this significant role which has transformed the lives of millions of people living in the urban to the remotest regions of Kenya. As it fulfills its core mandate of informing, educating and entertaining the public, the corporation is also required to generate revenue which it does by airing commercial content from advertisers, casual and funeral announcements, and by hosting transmitters of other players in the broadcasting industry.

When the Kenyan government deregulated and liberalised the electronic media in 1980s new entrants came into the scene which abruptly ended the monopoly that KBC enjoyed. The impact of this development was drastic as it resulted in the shrinking of the organisation's market share and revenue. The entry of the mobile phone also landed a big slap on KBC as it affected another important source of revenue: casual and funeral announcements.

In order to circumvent imminent death or being rendered irrelevant, the Kenya Broadcasting Corporation came up with drastic measures which include creation of new FM radio stations. Today KBC radio stable comprises the following radio stations: Radio Taifa, Pwani Fm and English Service which broadcast in official languages namely Kiswahili and English service respectively. The rest of the radio stations target the rural populations in their vernacular languages and they are listed as follows: Kitwek Fm, Ingo Fm, Nosim Fm, Mwatu Fm, Coro Fm, Iftiin Fm, Mayienga Fm, Regional services, Minto Fm and Mwago Fm.

For a long time, radio broadcasting has been one way where content flows from the studio where the source sits to the receiver, through the electronic channel. In 1980s, an improvement was noted at KBC when participation and interactivity with the audiences was sparingly allowed, amid severe challenges, through greeting cards (salaam cards), letters and telephone lines. The few letters received from the fortunate listeners in distant places were read live by the radio presenters after a long time but some of them were discarded when

their content was perceived to be outdated. It is also observed that insufficient number of landline telephone booths in the country, oftentimes faulty, was a limitation to the radio interactivity. Githaiga (2011) postulates that despite KBC unveiling a grand vision aimed at improving its programming content in 1989, the dream has remained a mirage for it could not operate with an independent editorial policy. Mutunga (2013) asserted that KBC did not operate free from government interference.

Mutunga (2013) listed down the daunting challenges facing KBC as follows: bad corporate image, poor service delivery, poor perception, outdated operational processes, bloated processes, inability to attract and retain competent workforce, political interference, low staff morale and slow uptake of information and communication technology. Further, Mutunga reveals that pressure for change from internal and external stakeholders prompted KBC top management to embark on a turnaround strategy whose basic objective was to modernise and integrate operations in line with international best practices.

To date, remarkable progress in technology has been recorded at the Kenya Broadcasting Corporation. Over the years, a number of the KBC radio stations have been transformed from Medium Wave (MW) transmission to Frequency Modulation (FM) transmission and to digital transmission technologies. The use of social media is one of the strategies which have been tried to unlock the doors blocking the much-sought-for audiences and revenue by heightening the levels of interactivity and participation.

1.3. Problem Statement

Traditional broadcast and print media have largely embraced social media technology wholeheartedly resulting in remarkable transformation of television, radio and print publications. The radio broadcasting sector, in particular, has adopted social media in audience building, revenue generation, decision making, branding, idea generation, accessing feedback from listeners, and identifying and engaging experts to provide content.

Having realised the potential of social media on their own, the on-air radio presenters at the Kenya Broadcasting Corporation have embraced these platforms and mainly used them to enhance interactivity with their listeners; soliciting and receiving contributions from their

listeners including insights, opinions, comment, compliments and complaints. Some of them make use of social media to promote their programmes and to direct the attention of the audience to content, personalities or celebrities hosted on their live shows.

However, there was no existing policy framework in place to regulate the use of social media platforms and no professional training or support was given to the presenters. Despite all the benefits outlined above, the process of adopting social media at KBC has been very slow and largely unstructured. The integration of this technology has been dependent on unskilled producers and on-air presenters. Initially, nobody thought of putting in place any guidelines or responsible officers to manage the integration process. Due to this, therefore, the potential of social media has not been fully exploited.

The purpose of this study, therefore, is to investigate the type of social media, how they are used by the radio staff and their impact on radio content and programming.

1.4. General Objective

This study sought to investigate the impact of social media on generation of radio content and programming.

1.4.1. Specific Objectives

The following were the specific objectives of the study:

- i. To investigate how on-air radio presenters at KBC use social media to interact with their audiences.
- ii. To investigate how the use of social media by on-air radio presenters influences content generation.
- iii. To determine the extent to which information obtained from social media is used to inform programming and other strategic decisions.

1.5. Research Questions

This research study sought to answer three broad questions:

- i. How do on-air radio presenters use social media in their daily work?
- ii. To what extent do social media influence content decisions at KBC?

- iii. How is the information mined from social media used in decision making at KBC?

1.6. Justification of the Study

Many organisations and individuals are currently very active on social media platforms. The on-air radio presenters at the Kenya Broadcasting Corporation have not been left behind. However, the broadcasters continue to perform their duties using the social media, without guidance or support and hence risking their own privacy and the reputation of KBC. The use of social media is unregulated and scanty information is available on the history and types of social media used by the staff and the impact created on radio content and programming.

1.7. Significance of the Study.

The study will broaden the understanding of the impact of social media on radio content and programming at the Kenya Broadcasting Corporation and it will enrich the existing literature on the symbiotic relationship between radio and social media. Specifically, the study will investigate types of social media used at the Kenya Broadcasting Corporation and their impact with a view of recommending regularisation. The findings could also be used to increase profitability and bolster relationships between various KBC radio services and other stakeholders.

1.8. Scope and Limitations

The study was confined within the Kenya Broadcasting Corporation. The study examined how social media technology has impacted on content and programming in thirteen radio stations at the organisation. The investigation covered KBC radio stations based in Nairobi, Mombasa and Kisumu. The selection of respondents was limited to on-air presenters, station managers and the digital unit manager. The scope was determined by limited time and financial factors. These factors therefore explain why the researcher did not travel to Kisumu and Mombasa to interview the station managers. The interview guides were only applied in Nairobi to engage ten station managers and the digital unit manager. However, questionnaires tailor-made for the on-air presenters were distributed to all the respondents found in Nairobi, Mombasa and Kisumu.

The research was conducted for six months during which time primary and secondary data was gathered through literature review, questionnaires, and structured interviews. A significant amount of time and money was spent in collecting relevant literature, formulation and distribution of the questionnaire, conducting face to face interviews, analysis of data and in preparation of the final report.

Majority of the radio stations from which the highest number of respondents was drawn do broadcast in vernacular languages and hence analysis of the content carried on their social media fan pages was an uphill task. Another challenge was accessing the presenters since they work on shifts from 5.00am to midnight, across the week. Further, there was bias when the researcher tried to access data from the respondents who were colleagues; majority of the respondents did not disclose their names.

1.8. Definition of key Terms

Communication - This is the fundamental social process of humans which is needed to build up any form of social or group structure (Tan, 1985).

Interactivity - This is a transaction that is created and maintained by two actors who exchange elements of equal, active and mutual participation (Gazi, Starkey & Jedrzejewski, 2011).

On-air radio presenter - This is a radio host at the music or talk radio station (Kempfer R., Swanson J. (2004).

Programming - This is a mixture of compatible elements including newscasts, commercials and on air presenters (Norberg, 1996).

Ratings - The estimate of the size of television, radio or Internet audience relative to the total group sampled expressed as a percentage (Perebinossoff P. et al. (2013).

Reach - The area in which radio station's transmission can be received (Perebinossoff P. et al. (2013).

Share - The percentage of the households or people using a radio or television tuned to a specific programme or station in a specific area at a specific time (Perebinossoff P. et al. (2013).

Social media - These are Internet sites or platforms where people interact freely, sharing and discussing information often about each other and their lives, using a multimedia mix of personal words, pictures, videos and audio (McIntyre, 2014).

Station manager - This is the chief officer who is responsible for the day to day running of a radio station, managing staff and overseeing various operational, legal and contractual functions (Norberg, 1996).

CHAPTER TWO

LITERATURE REVIEW

2.0. Overview

This chapter provides a review of literature on the communication process, the impact of technology on the communication process, the symbiotic relationship between radio and social media, social media policy, and lastly, the two theories used as the framework for the study.

2.1. Review of Empirical Literature

Tan (1985) posits that the main objective of communication is to preserve the interpersonal relationship between the communicator and the receiver. Tan points out that an important characteristic of communication is that it is purposive from the viewpoint of the sender and the receiver. A number of key models such as Shannon and Weaver's Mathematical model and the Transactional model have are used to explain the communication process.

Tan (1985) argues that in Shannon and Weaver's Mathematical Model an information source selects a message which is then turned into an electric signal by a transmitter. The signal is then sent over a channel to the receiver. The receiver decodes the transmitted signal into the message before directing it to its destination. Tan clarifies that the brain is the information source, the vocal cords is the transmitter, the sound pressure is the signal, air acts as the channel, the ear nerve as the receiver while the brain is the destination. And talking about the transactional model of communication, Tan argues that the sources of messages, on the other hand, have specific objectives which they want to achieve by initiating the communication process. The person receiving the message acts as the receiver. The transactional model is cognizant of the fact that everyone is both a sender and a receiver; not merely a sender or a receiver. Lastly, Tan observes that when two people are conversing, one is constantly relaying feedback through facial expression and verbal utterances.

2.1.1. The Impact of Technology on Communication

This literature review examined how various technologies have impacted on radio which is recognised as a very important communication tool the world over. While McQuail (2005)

appreciates the enormous changes that technology has caused in the media institutions and in the society itself, Steiner (1991) submits that new technology transforms social, cultural, political and economic set up. This reasoning resonates well with that of Gathigi (2009) who reckons that dynamism in communication technologies has enabled the world to romp into the information age. Gathigi clarifies that the new technological platforms that emerged during the information age such as satellite, radio, mobile telephony, and internet have had a great impact on accessibility and consumption of information to a large extent.

The belief in technology as a crucial element in the society started during the industrial revolution. Smith and Marx (1994) explain that this belief affirms that the influence exerted by technology on societies is not comparable to any other factor. However, McQuail (2005) argues that the more open a society is the more is the tolerance and efforts geared towards developing communication technology to its fullest potential. Likewise, the more closed a society is the more restrictions are put in place aimed at limiting the development of communication. Girard (2001) asserts that radio took advantage of the openness to cause radical transformation in social communication. In the same breath, Kellner (1998) argues that technologies have been abused to close or open societies through authoritative or democratic styles of leadership.

Pringle and Starr (2009) submit that advancement in technology resulted in the emergence of radio and television broadcasting services. However Dagrón (2003) sees the advancement in technology in terms of the symbiotic relationship between the Internet and the main electronic media. Dagrón states that the most interesting observation about the rapid growth of the new ICTs is their capacity to interact with traditional media. Further, he recommends that Internet-based technologies should benefit from the long experience of community radio. He also advises radio and television to take advantage of the speed and reach associated with the new ICTs.

As Gathigi (2009) argues, radio, being one of the most important traditional media, has had a great impact on social issues including health, environment, education and economic empowerment. Dagrón (2003), on the other hand sees radio, not only as an important mechanism for the diffusion of development information but also a important tool for

integrating cultural aspects and people's identities. However, as Gathigi (2009) explains, the growth of some information sources has been hampered by logistical challenges including illiteracy and poor infrastructure. Girard (2001) observes that radio, on the other hand, is available almost everywhere and hurdles such as illiteracy, poor infrastructure and poor distribution of power are not so severe to inhibit the reception of radio broadcasts. In most African countries, inclusive of Kenya, national radio stations which broadcast from the capital are the most reliable sources of information. Many countries have set up networks of rural radio stations which broadcast a mix of local and national content. In Africa where vernacular stations have mushroomed across rural and urban areas most stations are usually managed from the capital by their national broadcasting systems (Girard, 2001).

The importance of radio as a medium of communication has drawn its recognition from governments across the globe who use it to disseminate information to their citizens. Dagon (2003) posits that radio has become a platform for democratic discussion and sharing of ideas and aspirations. It has also been used by rural communities to raise awareness on social issues. McQuail (2005) is cognizant of the arrival of the new technologies that have changed the entire spectrum of socio-technological possibilities for public communication. Hilliard (2015) admits that the new technologies of communication continue to create dramatic changes in culture, leisure, and everyday life. And Kellner (1998) affirms that the development of the internet which has improved accessibility of a variety of media sources creates a reason why fresh inquiry should be undertaken to establish ways in which audiences and users use new media technologies to interact and communicate with broadcast material.

2.1.2. Radio and Computer-mediated Communication

As mentioned above, this study is investigating two key technologies of communication which have been credited for their significant role in determining how the world communicates: radio and social media. These two important innovations influence how human beings relate amongst themselves. But Tan (1985) posits that the main question in media Uses and Gratifications research is not the role played by media in changing our attitudes and behaviour but how the media is used to satisfy our social and individual needs. Brandwatch Report (2013) reminds that the first documented radio transmission was

recorded in 1895 after which it underwent a great transformation aimed at making radio an effective tool that would satisfy human needs and expectations.

Social media has been instrumental in the great transformation of radio. McIntyre (2014) observes that online discussion groups resulted in creation of social networks. While underscoring the contribution of social media, Kellner (1998) observes that radio has already developed capacity to create new public spheres of debate, discussion and information. This new capacity has enabled radio to emerge as an important tool of communication that continues to transform cultures across the world. Girard (2001) who notes that in Africa, many of the national networks are in the process of decentralising, and setting new objectives that target development, education and community participation.

The communication process on radio starts when the radio broadcaster uses a microphone in a studio to send a broadcast message through a channel to the target receiver. McLeish (2005) reckons that radio broadcasters pour out millions of words aimed at educating, informing, entertaining and influencing their audiences. The broadcasters use their words creatively to capture and retain audiences to their programmes or their stations. They are aware that attracting and retaining significant number of audiences is an assurance of obtaining a large market share and reach which ultimately translates into good ratings and revenues.

2.1.3. Radio and Competition

Almost all managers in radio broadcasting stations have experienced the influences of the new broadcast technologies and other technologies that provide alternative means of accessing entertainment and information content. Cordeiro (2012) registers that radio has been competing for audience attention with television, magazines or newspapers, books, movies, radio podcasts, video games and the web-based content. Pringle and Starr (2006) foresee challenges that are likely to confront radio station managers due to the impact of the new technologies and lifestyles. Pringle and Starr mention that Internet radio, satellite radio, iPods and other audio sources provide listeners with various alternatives. In fact, Tabernero (2009) proclaims that Internet is an example of alternative sources of information and entertainment.

Keith (2007) regrets that radio audience numbers are on the decline and fears that if this trend continues radio will soon lose its dominance in the communication sector. However the author opines that this communication tool can survive with the intervention of talented broadcasters with genuine passion to restore its relevance. This feeling is in tandem with the line of thought by Girard (2001) who also states that radio is in the decline due to severe challenges caused by competition from other media, discrimination and insignificant budgetary allocations.

Rice and Gail (1987) suggest that those communication systems whose operation depends on the computer (CMCS) systems are turning out to be reliable alternative media when various organizations put in place appropriate measures in order to transform their internal and external communication.

These systems appear to aggravate the strangulation of radio. However, Cordeiro (2012) allays fears that the radio business is on the brink of collapse by recalling that evolution has enabled radio to overcome numerous challenges over the years. For instance, the popularity of television had an effect on radio programming which prompted the introduction of audience segmentation. However, in the 1960s, the radio sets manufactured for homes and those installed in motor cars turned radio listening into an individual activity and thus altered the listening habits.

2.1.4. Transformation of Radio

Cordeiro (2012) observes that changes are taking place when stakeholders in the broadcasting sector are spending sleepless nights in search of new approaches that can increase the competitiveness of radio against digital media. Cordeiro appreciates the contribution of digitalisation and the Internet which is fundamentally changing the radio market. According to him radio has changed drastically in the recent past by shifting from broadcasting style that uses only one medium to a different approach that uses several media that trigger responses. He observes that a person who starts off as an audience gets empowered to comment, engage, offer objective observations or contrary arguments, react to the content and hence become part of the story. On this development, Hilliard (2015) concurs that Internet has enabled the untrained consumer or a common person with a cell phone to

participate and contribute to the conversation as a reporter and hence become part of the story.

It is generally believed that the radio listener is a passive audience. A passive audience is regarded to be a consumer or receiver of information which is processed by the source. However, Kellner (1998) disagrees with people who argue that radio has been targeting a passive listener. He recalls that for a considerably long time, radio has been partially participatory with regard to talk back and use of telephones to give the audience a voice. The call-in show has for a long time been regarded as an important component of radio programming (Crittenden 1971). Indeed, Bierig and Dimmick, (1979) assert that call-in shows are a substitute for face-to-face communication.

McIntyre (2014) observes that some scholars appreciate the great transformation occasioned by the Internet. McIntyre's line of thought reflects on Kellner's (1998) who elaborates that since the development of the Internet, greater opportunities have emerged and expanded participatory opportunities. More importantly, radio is not only involved in dispatching news and entertainment; technology has given it new capacity to receive as well. And as Cordeiro (2012) asserts, due to advancement in technology, the world has witnessed a type of audience which receives and disseminates information.

Technology has established a new concept called citizen journalism which Olson (2016) commends for turning ordinary citizens into interactive broadcasters. This innovation has therefore advanced interactivity in the communication process. Olson asserts that interactivity in radio creates a variety of content and improves mutual relationship between a radio station and its listeners leading to a strong loyal listenership. Olson highlights two types of interactive relationships in radio broadcasting, namely direct interactive and indirect interactive relationships. In direct interactive relationships listeners get a chance to talk live on air and contribute content to a radio station. A listener interacts with the on-air radio presenter or the guest hosted by the station and reacts on a topic under discussion or seeks clarification using traditional communication tools such as letters and telephone. Conversely, in indirect interactive relationships, the listener is able to interact with a radio station using

networks created by contemporary communication tools including cell phones, Twitter, Facebook, Instagram and WhatsApp.

2.1.5. Hope for Radio in the Competitive Market.

Jenkins (2006) supports technological accessibility as an important component that can be used to improve participation in the communication process and enhance bonding between broadcasting entities and their active audiences. This component has enhanced availability of content which can now be accessed from any location, any time and on various communication platforms and devices. Kellner (1998) suggests that stakeholders in the radio industry ought to explore how to use appropriate communication tools in order to create an active and reliable audience.

Girard (2001), in *A Passion for Radio*, notes that changes in the mainstream media are so much pronounced. He notes that commercial radio stations do not provide as much space for participation by the listeners as community radio stations. While listener participation in a commercial radio station is limited to telephone calls, the listeners who relate with community radio stations are also involved in the processing of content and in decision making.

The most important pillars in radio business are technology and content. As argued above, unlike in the past when the listener was perceived to be passive, today's radio listener is able to receive and contribute content. Technology has not only turned the listener into both a receiver and an active participant, it has also turned the presenter in the studio into a source and an instant receiver too. According to Rafaeli and LaRose (1933) collaborative mass media systems have taken mass communication to a higher level where the audience is actively involved as a source and receiver. Kellner (1998) observes that participation is part of culture and it behoves the broadcasters to enable the audience to become content producers too.

Further, Kellner comments that new technologies have improved dissemination of content and enhanced participatory relationships between their followers and media practitioners. Kellner argues that in the digital age, radio broadcasters have no alternative but to reassess

their presence in the media sector and their relationship with the new audience which has become highly participative in nature. And Fredin (1989) concurs that in order to improve the relationships between audience and content creators there is need for journalists to appreciate the capacity which has been introduced by new technology that has injected substantial changes in the communication sector.

The CMC systems have enabled the users to expand their personal and professional networks globally at minimal cost (Hiematra, 1982). In order for the audiences to enjoy the benefits which have been introduced by new technologies there is an urgent need for traditional radio broadcasters to consider adapting to the convergence playground and present content in formats that can be delivered on various platforms and devices. Jenkins (2006) warns that if radio stations do not evolve and adapt with changing distribution trends they will lose listeners to more readily accessible forms of media.

Cordeiro (2012) acknowledges that today, radio is dependent on the Internet and the digital devices which influence interaction and participation. The optimist Kellner (1998) affirms that by embracing new technologies and relevant local content, radio will retain its relevance and competitiveness in the digital world and it will therefore register and benefit from strong support from a loyal and participatory community of listeners. Therefore, he argues that it is a combination of content and distribution that leads to user engagement. It is therefore recommended that in order to attract and build participatory audiences which are a requisite for a successful radio station, broadcasters must embrace and adapt to the latest technologies and opportunities created by digital radio and third party Internet sites and to invest in engaging high quality content. Kellner cautions that a radio station which does not invest in unique content faces a risk of operating without a loyal community which is necessary for its sustainability.

There has been a controversial but interesting debate amongst various media practitioners and researchers over what makes radio programming to tick. As mentioned above, there are some media practitioners who believe that the responsibility of a radio professional is to use appropriate technologies in order to engage the listeners by providing them with unique and

attractive content. On the contrary, Brandwatch Report (2013) indicates that radio show content, presenters and programming are less important to listeners than the music played.

However some scholars disagree that neither music nor news are the key drivers of a successful radio station but what is referred to as the radio personality.

2.1.6. The Radio Business

Managing change is a daunting responsibility that is making radio station managers to burn the midnight oil in a dynamic environment which is experiencing a shifting policy climate and accelerating technological innovation. Steiner (1984) feels that this environment has caused insurmountable challenges which have not been experienced in the recent past. Therefore, Pringle and Starr (2006) indicate that decision makers in the media business bear the responsibility of identifying emerging trends and understanding their possible implications with a view of developing appropriate action plans. On the other hand, Cordeiro (2012) explains that corporate media business model calls for marketing of information and entertainment content and selling of audience attention by incorporating advertisement content the programming schedules. Commenting on media as business, Pringle and Starr (2006) argue that, like any other business, a broadcast station must be run profitably in order to survive and satisfy the owner's financial expectations. However the two authors feel that it is not an easy task to balance the private interests of the owners and the public interests of the audience.

It is evident that all businesses are affected by too many forces including political, economic, social-cultural, technological, environmental and legal factors. However, Steiner (1984) suggests that companies should try to identify those forces within the environment that are likely to affect their operations and direct their resources appropriately. Apart from the rest of the factors mentioned above, Cordeiro (2012) argues that the success of radio business is determined by its coverage which is controlled by the regulation put in place by the authorities in which it operates. Further, Rice and Lone (1987) concur that the user's experience with CMC systems, group norms and communication activities play a critical role in influencing the amount of social-emotional content in the CMC systems. This determines the level of the comfort of listening which is the foundation of any successful radio station.

And how does one create the comfort of listening? Cordeiro (2012) responds that this happens when content is delivered to the listeners through their preferred means of consumption, either on the radio, phone, tablet or computer.

2.1.7. Social Media and Radio

McIntyre (2014) indicates that the introduction of social media has improved the narration on communication. Additionally, McIntyre says that social media landscape is largely composed of various specialised sites that complement existing channels and those that target specific groups or niche groups. These sites are credited for enhancing interactive relationships in the communication industry. Social media is amongst key interactive telecommunications innovations that have enhanced the comfort of listening to a great extent. In fact Zarrela (2010) regrets that as millions of people continue to connect with social media, a number of companies continue wasting this great opportunity by failing to engage their consumers on this platform. Jenkins (2006) postulates radio broadcasters should not fear to incorporate social media but they should instead embrace it as a natural and logical extension to radio since it can be used in the cultivation and measurement of human interaction.

In comparison to face-to-face communication, Rice and Gail (2014) argue that CMC systems are superior because the content they carry is well thought out, it is well organized and it is richer. Jenkins (2006) explains how beneficial social media can be to the broadcasters particularly in establishing a stronger relationship with their audiences. Brand Watch Report (2013) suggests that data obtained from social media provides rich insights to the radio stations which also benefit from a better understanding on the perception of their presenters and content. Pound et al. (2011) argues that social media provides more benefits to broadcasters who operate with an open mind, plan and listen to their audiences. For one, social media help in formation of affiliations which Pound et al describe as alliances and loyalties created through memberships formed on common interests which are strengthened through provision of local content. Secondly, social media enable collaboration which empowers a consumer or a user to be, not only a producer but also a consumer. And thirdly, social media enhances technological accessibility which enable content to be always available on diverse channels and devices that facilitates accessibility and processing of

content from any location. However, Mahler and Rogers (1999) assert any new innovation in the communication sector is supposed to connect a potential user with existing adoptees. Mahler and Rogers explain that an innovation is not important to any person until it is adopted by other people with whom he or she wants to communicate with.

The International Telecommunication Union lists down the benefits associated with social media platforms singling out Facebook and Twitter. These two sites are credited for enabling exchange of ideas, posting of updates and comments, and for causing active participation.

Social media have gone through various stages of transformation. When CompuServe was created in 1969 by Jeff Wilkins it became the first social media for facilitating online communication McIntyre (2014). But CompuServe's popularity did not last long. Shortly afterwards, America Online (AOL) grew rapidly and emerged the leading online service provider of the 1990s before acquiring CompuServe in 1998. However competition intensified because, as McIntyre (2014) points out, Hotmail which had been established in 1996, eventually outsmarted AOL when it decided to offer free email services from any computer. McIntyre reports that Google emerged the victor in the competition for email services when it created Gmail whose capacity was much higher.

When competition among social media platforms intensified some of them transformed and shied away from direct competition and hence opted for co-existence (McIntyre, 2014). The stiff competition made social media redefine its strategy in order to start targeting niche market rather than mass audiences.

According to Zarrella (2010) listed eight different categories of popular social networks and types of social media that can be used by individuals and companies as follows: blogs, micro blogs (Twitter), social networks (Facebook and LinkedIn), Media-sharing sites (YouTube and Flickr), social bookmarking and voting sites (Digg, Reddit), Review sites (Yelp), forums and virtual worlds (Second Life).

2.1.8. Social Media and Radio Content

From the foregoing it is clear that there are various forms of social media that radio broadcasters can take advantage of in order to enhance the performance of radio and

interactivity with the listeners. Participation and interactivity are key aspects in radio broadcasting. Straubhaar and LaRose (1996) posit that interactivity takes place when the source picks real-time feedback from the receiver and uses it to modify the communication process which is ongoing.

2.1.9. Social Media and Audience Building

The primary target of most of the radio stations are the youth between eighteen to thirty-five years of age. The programming and content is therefore tailor-made specifically for these young people. While targeting these youth radio stations have employed the social channels media to connect, interact and access comfort of listening. Kamau (2013) establishes that young people have become dependent on the Internet and social networks for benefits such as interactions, relevant information, connection amongst themselves and entertainment. Kellner (1998) says that interactivity can be attributed to technology. Kellner argues that by using different types of social media, the youth have become active participants in radio programming where they contribute content and offer relevant feedback which broadcasters need in order to streamline their programmes. And while advocating for involvement, Shirley (2003) indicates that participatory process occurs when an individual gets actively participates in any form of human interaction.

Geller (2007) explains that good broadcasters are keen observers of any event that is unfolding before their eyes. When broadcasters witness such events, they process it in words and revert it to the society by telling their audiences about it. They also disclose some truths about themselves and reveal sincere reactions. On the contrary, Girard (2001) argues that the most important factor in community radio is participatory communication which gives priority to communal concerns. Girard points out that the passion for radio is driven by the desire to empower listeners to be active participants in all spheres of life.

In order to achieve success and real transformation in fields such as economic, social, religious and political participation must be given serious consideration. The four factors have been identified as key pillars for shaping human realities. However, although it is paramount for people to participate in research, planning and execution of programmes, they should start by freeing themselves from fear in order to express themselves effectively, and

they need to understand the value of their experience. Majority of the young people operate in fear and probably this is the main reason why Kellner (1998) is calling upon radio journalists to harness a participatory environment which is conducive for the development of skills in the youth.

Some radio producers and presenters in some broadcasting stations are not allowed to engage their listeners through social media. As Zarrela (2010) highlights, even some people and organisations outside the broadcasting industry do not trust social media. He cites cases of big brands that have suffered embarrassing moments on social media. And this raises the question of credibility or authenticity. McQuail (2005) warns that media has been losing trust and it might be difficult to regain it. However, Tan (1985) argues that messages from credible sources are judged to be fairer, more factual, well documented, more valid and more grammatical than messages emanating from sources which suffer from low credibility (Tan,1985). Consequently, (Kamau, 2013) indicates that 68% of the youth found in urban areas feel that content posted on social media is credible to a certain extent, 20.1% feel that this content is not authentic at all while only 8.8% believe that it is actually authentic.

2.2. Social Media Policy

There are a number of organizations which do not allow their employees to use social media at their place of work. The management has forbidden the use of Facebook, YouTube, and Twitter because fear looms that the staff might mishandle information or post obscene content that is likely to put their companies at risk. However, despite the mistrust, Zarrela argues that incorporating social media allays the fear by advising radio broadcasters. On the contrary, (Kamau, 2013) cautions that after establishing the presence of speech on social media and other material bordering on defamation and slander, social media users must exercise caution to avoid legal challenges; it is important to practice responsible use of social media in order to protect and guide the freedom of expression.

Since the list of the leading social media is available it is recommended that any plan to formulate a social media policy for a company should consider designing specific guidelines for Facebook, Twitter, and LinkedIn. For this reason, Breakenridge (2012) that employees

should be guided and trained in order to enhance their understanding on the use of social media at the workplace.

The use of social channels poses serious risks to safety and confidentiality of an individual or company. Breckenridge (2012) concurs and warns that people should not wait for a legal issue or a social media crisis to occur before embarking on developing their social media policies. Breckenridge observes that companies have realised that their employees and customers chat about them in their social media communities and that the conversations are positive and negative. For employees, it was either tied directly to their daily work activities and personal life, or a mixture of both.

Majority of American companies appreciate social media policy. In order to circumvent risks posed by social media, Breckenridge reports that by October 2011, 65% of U.S companies had already put in place their social media policies.

It has been mentioned that in spite of the numerous benefits brought along by social networking sites many there is still a big number of organisations that have not accepted them wholeheartedly in fear of negative effects on the employees' productivity and reputation. This fear can be addressed by putting in place a social media policy whose objective is mainly to provide guidance for staff and safeguard organisations and their clients from any risk. Therefore, Breckenridge elaborates that a social media policy streamlines employee communication, and sets guidelines that control public participation.

Further, Breckenridge says that social media policies help companies and all their stakeholders to use social media appropriately, in a conducive environment. However, it is suggested that an effective policy demands that people should appreciate that embracing new knowledge and skills implies that one is ready to also move forward to alter the mindset of their organisations. The author challenges professionals to design new research methods, initiate specific policies to guide participation, test content on various social media and try connecting and building relationships with stakeholders through new technologies.

Breckenridge lists down the characteristics of a good social media policy. Firstly, a good policy demands for review and approval of officially-recognised social media accounts and

web pages. Secondly, there is need to assign an officer to manage every social media account. Thirdly, every account must carry a disclaimer statement. Fourthly, eliminating bad content, and lastly, considering best practices pertaining to the use of social media.

Lastly, Breakenridge (2012) advises companies intending to draw their social media policies and regulations to involve a specialised legal counsel fully. The legal counsel's involvement should ensure that the policy protects the staff and the company's intellectual property, and it is consistent with pre-existing guidelines for social interaction, email and confidential information.

2.2.1. Theoretical Framework

There are various theories employed to increase the understanding on the changes taking place in the media sector. However, two main theories of communication will guide this study namely Uses and Gratifications and Displacement theories.

2.2.2. Uses and Gratifications Theory

Uses and Gratifications theory (UGT) has been used by many scholars to enhance the understanding of consumers of mass media content. It is important therefore to examine communication through radio in this perspective. Over the years technology has transformed radio by expanding its reach and enhancing the quality of its transmission. At the same time technology has adversely affected radio and threatened its survival and probably that is why Uses and Gratifications theory is likened to the Media Effects Research (McQuail, 1994). The pioneers of communication research strived to find out what attracts and retains and this led to the establishment of an approach which would carry out an investigation on gratifications that attracted and held an audience to a particular medium of communication and content.

The list of gratifications for radio listening has expanded since the 1920s. The Uses and Gratifications theory provides a platform which can be used to explain the involvement of an individual media consumer and how traditional media is retaining its relevance amidst the myriad changes taking place in the media landscape. In 1974, Katz, Blumler and Gurevitch established U&G theory with several assumptions. They assumed that any consumer of media content is active and chooses a particular medium in order to achieve a specific goal,

the audience chooses the medium that provides more gratifications and that different channels of communication compete for need satisfaction.

The elements in the U&G theory will be used to guide the literature review geared towards exploring how traditional media has survived over the years. The approach will shed light how traditional media has retained its relevance and competitiveness in this highly dynamic media market. Through numerous alterations made to the media landscape by technology the audience now seeks to access gratifications from a variety of new sources. Social media is a new innovation which has altered and diversified accessibility of message by the audience. These social media platforms continue to evolve and strive to adapt in the midst of competition. It is therefore notable that the audience relates with social media is determined by what is taking place in the society in which they live (West, Turner, 2010).

Katz was the first person to describe the Uses and Gratifications approach 1959. Before then research activities carried out mainly tried to find out how audiences were affected by persuasive campaigns (Severin, Tankard, 1992). However the focus of the researchers changed considerably leading them to research more on the effects of media on people.

Several researches that have been performed to investigate use of social media have revealed that audiences use media as pastime, as a companion, to gain excitement, for escapism, to relax, to access information and enjoyment. It is known that individuals utilize media for other reasons (Severin, Tankard, 1992). McQuail, Blumler, Brown, (1972) concurred that media is used for surveillance and to achieve diversion, establish personal identity and relationships. However, West and Turner (2010) observe that a lot on resources have been spent to gain a better understanding of factors such as needs, goals, benefits and consequences of media use.

U&G theorists concur that the human needs determine how channels of communication are used and the resultant responses. The U&G theory states that audience plays an active role in selecting a medium for adoption and effective use. However, the theory reveals that media, other than the audience, are in constant competition against each other and that the most satisfying medium tops the list of the most popular media and hence tends to be used more often.

From the foregoing it is clear that there is constant competition amongst media channels and that older media risk being displaced by new media. Nevertheless, Stemple et al. (2003) explain that despite the competition among different media, what is seen today is more of a complementary role played by both traditional and new media. Ramirez et al. (2008) explains that this scenario is clear where overlapping of various media is minimal.

Radio has grown strong over the years and its dynamic nature has enabled it to evolve, survive and retain its relevance in spite of rigorous competition for the audience from other media channels particularly television and newspapers. Efforts by other media to displace radio have been futile and such displacement is not predictable at the moment because of the new strengths it has gained from social media. However, it is acknowledged that over the years, radio listenership has been affected by viewership and some of its audience's attention has waned.

Nevertheless, the benefits associated with social media outweigh the effects on radio. Social media play a significant role of complementing radio services. These networks have been used to increase radio's visibility, streaming, interactivity and drawing the attention of listeners to specific radio content and personalities. In the process, a symbiotic relationship has developed between radio and social media.

As U&G theory explains, it is the human need that determines how social media is used and responded to by human beings. It is therefore important to examine how investors in radio business, management, producers, presenters and the listeners use social media to satisfy their needs. While carrying out this examination it is worth giving a serious consideration to the factors of adaptability and decentralization which have enabled radio to integrate effectively with social communication networks and practices.

2.2.3. Displacement Theory

This theory explains how media has evolved over the years. It is argued that when a new medium of communication emerges it competes with and replaces the older channels. Dutta-Bergman, (2004). Lin, (2008) clarifies that this displacement takes place when two different types of media which are serving the same audiences and needs overlap and start competing with each other. However, in reference to the evolution of newspapers, television and

telephones which have retained their relevance many years after the creation of email and online news, Stemple et al. (2000) disagrees that the older media are irreplaceable.

It is a fact that a day is made up of twenty four hours which cannot be increased or reduced. Any innovation in the communication sector eats into these hours thus affecting the existing channels and reduces the amount of time spent on other human activities. Morgan and Gross, (1985) and Ferguson, Perse, Kayany, Yelsma, (2000) cite incidents where television has been displaced by the Internet which has a higher capacity to create gratifications.

Displacement regulates media consumption based on the ability of a medium to satisfy the needs of the individual. In maintaining the status quo, the conceptions of symmetrical displacement and functional displacement reflect the Principle of Relative Constancy which explains that two important resources, time and money, that are invested in mass media are a fixed proportion of the overall resources available to a society. McCombs (1972) asserts that mass communication continues to get its constant budgetary allocation despite the changes and trends taking place in the society. However, there are some dramatic implications associated with the Principle of Relative Constancy that determine the fate of traditional media in an environment which has been recording rapid growth of new media. The principle explains that financial resources spent on any new medium that is created are either drawn from new resources registered in the economy or diverted from the existing media.

The argument in the Principle of Relative Constancy is that value cannot be created nor eliminated and therefore there is a possibility that new media will gradually displace and replace old media performing the same functions. Time is an example of as a zero-sum phenomenon because of its inelastic nature (Nie et al. (2002). McCombs (1972) mentions time and money as two important factors that determine the expansion of mass media.

Different researchers have observed that old and new media share the same resources. Therefore even if displacement continues to take place it is not predictable that total displacement or replacement of the old media will happen in the near future. Traditional media will remain to complement the new media in satisfying the needs for news and information by human beings.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0. Overview

This chapter described how the study was carried out and the techniques employed in gathering appropriate data. This includes the research design, research population and sampling techniques, data collection procedure and data analysis techniques.

3.1. Area of Study

The location of the survey was the Kenya Broadcasting Corporation branches in Nairobi, Mombasa and Kisumu. The population for this study was defined as all on-air radio presenters during the sampling time frame, the digital unit manager and all radio station managers.

3.2. Research Design

The study applied case study research design to investigate the impact of social media on radio content and programming at the Kenya Broadcasting Corporation. The case study method is appropriate because it allows for close examination on data within a specific context particularly where a small geographical area or a considerably small number of respondents are involved. In this study only 52 respondents were required to achieve the set objectives. Kombo and Tromp (2006) assert that a case study research design describes a phenomenon exhaustively. The study aimed at investigating and creating a wider understanding on how social media have impacted on performance at the Kenya Broadcasting Corporation and therefore a case study research method was the most appropriate. This is because the study aimed at revealing critical data about the use of social media by on-air radio presenters at KBC and the impact these media have had on radio content and programming. In order to realise the objective of the study primary and secondary data was collected. Primary data was gathered through face to face interviews, and self-administered questionnaires with open-ended and closed-ended questions while secondary data was gathered from scholarly relevant books, dissertations and thesis from the University of Nairobi Digital Repository.

3.3. Research Approach

In order to achieve the general objective of the study both secondary and primary data was collected that was quantitative and qualitative in nature. Secondary data was necessary for preparing the researcher to appreciate the effort of the previous scholars who had an interest in the same field and for potential readers to understand the significance of the study. Primary data was collected using self-administered questionnaires, structured in-depth interviews and observation.

The study employed mixed methods research design in order to collect both quantitative and qualitative data. Firstly, self-administered questionnaires with closed-ended and open-ended questions were distributed to majority of the respondents. The closed-ended questions required the respondent to pick the appropriate response from the list provided by the researcher while the open-ended questions allowed the respondents to express their opinions.

Secondly, an in-depth interview guide was mainly used to obtain qualitative data. While the questionnaire was used to obtain data from majority radio on-air presenters with minimal bias, few managers were involved in face to face interviews using a structured in-depth interview guide in order to perform exhaustive examination on the study going by Kothari (2004) that in-depth interviews come in handy when the researcher wants to examine a phenomenon exhaustively. The researcher used the qualitative data to verify, obtain additional information or disagree with data collected using the questionnaire.

Lastly, the researcher observed the body language of the interviewees and examined the traffic, content and interactivity between the presenters and their listeners on the presenters' and radio stations' Twitter and Facebook fan pages. Lindlof (1995) states that a person who is carrying out an investigation can learn more by being keen on the body language of other people involved in the study.

3.4. Sample size and Sampling Procedure

Target population defines those units for which the findings of the survey are meant to generalise Mugenda (2008). The target population was KBC presenters in three regions namely Nairobi, Mombasa and Kisumu. The study employed a stratified sampling method. The population was partitioned into non-overlapping groups, called strata and a sample was selected from each stratum. The target population in our study was small and thus the study

targeted all the presenters in all the radio stations. Structured data collection instruments were applied to generate quantitative and qualitative data that would produce results that are easy to summarise, compare and generalise. All efforts were undertaken to ensure that data that was generated is recorded accurately and systematically using a portable audio recorder, field notebooks and sketchers.

Programming on most KBC radio stations is segmented into four main shows namely Breakfast, Mid-Morning, Drive Time and Evening shows. A population of fifty two radio staff who present these shows was identified from the KBC radio stable through random sampling to participate in the research study. The study used stratified random sampling since the method involved the division of a population into smaller groups known as strata. In stratified random sampling, or stratification, the strata were formed based on members' shared attributes or characteristics.

Table 3.1: Sample population

Time	Radio Departments	Sample
Breakfast 5.00am- 10.00am	Nosim FM, Coro FM, Pwani FM, Ingo FM, Mayienga FM, Minto FM, Kitwek FM, Iftiin FM, Mwago FM, Mwatu FM, Radio Taifa, English Service, Regional Service.	13
Mid-morning 10.00am- 2.00pm	Nosim FM, Coro FM, Pwani FM, Ingo FM, Mayienga FM, Minto FM, Kitwek FM, Iftiin FM, Mwago FM, Mwatu FM, Radio Taifa, English Service, Regional Service.	13
Drive time 2.00pm- 7.00pm	Nosim FM, Coro FM, Pwani FM, Ingo FM, Mayienga FM, Minto FM, Kitwek FM, Iftiin FM, Mwago FM, Mwatu FM, Radio Taifa, English Service, Regional Service.	13
Evening 7.00pm- 12.00am.	Nosim FM, Coro FM, Pwani FM, Ingo FM, Mayienga FM, Minto FM, Kitwek FM, Iftiin FM, Mwago FM, Mwatu FM, Radio Taifa, English Service, Regional Service.	13
Total		52

Source: Author 2018

3.5. Data Collection Methods and Instruments

It is very important to ensure that requisite data is collected effectively and efficiently in order to obtain valid end results at cheaper costs. This being a mixed study research it employed both quantitative and qualitative data collection methods. The quantitative phase entailed gathering primary data from respondents based in Nairobi, Mombasa and Kisumu using self-administered questionnaires and interview guides. The ones targeting Kisumu and Mombasa were distributed online. Simple and straight-forward open-ended and closed-ended questions were included in the structured questionnaires to reveal quantitative and qualitative data. Additionally, two different interview guides were used to conduct in-depth interviews with radio station managers and the digital unit manager stationed in Nairobi with a view of obtaining qualitative data. Cresswell (1994) describes qualitative research as an inquiry process of understanding a social or human problem based on building a complex holistic picture with words, reporting detailed views of informants and conducted in the natural setting.

The selection of the on-air radio presenters was done through stratified random sampling method as indicated in table 1 above. The list as shown in the appendix viii of all the KBC radio stations was developed depicting the number of presenters in each station thus all the on-air presenters were issued with a questionnaire. Since not all managers were involved in the study, the ones to be engaged were identified through purposive sampling. More data was gathered from the station social media fan pages that depicted interactivity between presenters and their listeners.

3.6. Data Presentation and Analysis

The following techniques of data analysis and presentation were employed: qualitative data analysis, interpretation of interviews and fan page content, observations, content analysis, quantitative data analysis and descriptive statistics. Tables, SPSS version 17.0 and pie charts were used extensively to display the findings in order to ease the interpretation of data. The process of analysing data started immediately after the completion of data collection. This process started by transcribing the data obtained through in-depth interviews with the station managers and the digital unit manager. Transcription of data followed systematic analysis of

the transcripts which involved placing similar comments together and interpreting them to draw valid conclusions. Effective interpretation of data depends on several factors. Some of these factors included the competence of data collectors and interpreters, the statistical tools available and the data collected. Firstly, the data that was collected was coded in preparation for computer analysis using appropriate computer packages, statistical techniques and descriptive statistics. Thereafter, quantitative data gathered through structured questionnaires was summarised and organised before analysis. The data and the findings obtained were presented by splitting them into thematic sub-sections based on the research questions and the data collected. The findings were reflected using visual display namely tables and pie charts.

The study used various tables and pie charts as techniques and tools of display to give a reflection on frequency distribution and survey which entailed collection of data from target respondents in order to obtain their opinions, behaviour or knowledge.

3.7. Validity and Reliability

3.7.1. Validity of Research Instruments

Validity is the extent to which a concept conclusion or measurement is well-founded and corresponds accurately to the real world. Hammersley (1992) indicates that validity and reliability can be achieved when the description of a phenomenon in a study depicts its existence in its own natural setting. In order to ensure validity of the study different research instruments were developed and the project supervisor was consulted over the relevance of the research questions against the objectives of the study. The instruments were later pretested for suitability and identification of vagueness or double meaning amongst three radio presenters before being distributed to the respondents at their work places. Whereas the structured questionnaires were distributed to the on-air radio presenters in the studio the interview guides were used to engage the station managers and the digital unit manager at their offices.

3.7.2. Ethical Considerations

Reliability of an instrument is done to ensure that there is consistency across all given variables (Mugenda & Mugenda, 2008). The reliability of any given measurement is the extent to which it is a consistent measure of a concept; it also measures the strength of that consistency. It would have been difficult to achieve reliability because the researcher was a colleague to the respondents and interviewees involved in the study. In order to circumvent that challenge and to comply with the basic ethical standards in research, the researcher consulted the supervisor while developing the concept paper. A research proposal was prepared and taken through a defense panel. The researcher made corrections as advised by the panel and was later issued with the Certificate of Field Work (**appendix i**) before embarking on primary data collection.

In compliance with the standard research ethics before and during the data collection exercise, the supervisor reviewed all the data collection tools. Since the researcher planned to collect data from colleagues he had to provide full disclosure of his background and the purpose of the study. The respondents did not have to disclose their identity and they were assured that their contribution would remain confidential. However they were requested to provide honest responses (**appendix ii**). It is good to assure respondents that their voluntary participation and responses will be handled in strictest confidence (Maykut, Morehouse, 1994).

Thereafter, the researcher produced and defended the project and made corrections based on the recommendations by the defense panel. The supervisor confirmed the corrections and issued the researcher with the Certificate of Corrections (**appendix iii**).

Later, the project was tested for originality in order to assess the level of plagiarism and the Turnitin Originality Report was issued (**appendix iv**).

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0. Overview

This chapter presents data analysis, presentation, and interpretation of the findings. The study was designed to establish how the application of social media impacted on radio content and programming at the Kenya Broadcasting Corporation. The chapter presents the background information of the respondents and findings of the analysis based on the objectives of the study. At the same time, descriptive statistics have been used to discuss the findings of the study.

4.1. Response Rate

The study targeted a sample size of 52 respondents from which 48 (participants) responded which constituted 92.3% of the participants. This response rate was representative and therefore sufficient to draw conclusions for the study. According to Mugenda and Mugenda (2008), a response rate of 50% is adequate qualification for carrying out analysis and reporting; a rate of 60% is good and a response rate of 70% and above is excellent. Based on the assertion, the response rate of 92.3% was considered to be excellent.

Table 4.2: Response rate

Questionnaires Administered	Questionnaires Filled & Returned	Percentage
52	48	92.3%

4.2. Background Information

This section presents statistical information on the respondents' demographics. Specifically, the data sought to include respondent's highest educational qualifications, gender category, age group, works station and period of service in the current station.

4.2.1 Distribution of Respondents by Gender

Respondents were required to indicate their gender category. This was sought in view of ensuring fair involvement of both male and female participants. Results are presented in table 4.3.

Table 4.3: Distribution of respondents by Gender

Gender	Frequency	Percentage
Male	25	52.1
Female	23	47.9
Total	48	100.0

Results obtained show that majority of the respondents were male at 52.1% while female were 47.9%. The findings reveal that more than half of the radio presenters are male. This implies that there are more male presenters than female presenters who were involved in the investigation on the use of social media in radio content and programming.

It could not be immediately established why the number of female respondents was smaller than the male respondents. The gender imbalance amongst radio presenters could be attributed to factors such as maternity leave, staff and redeployment to undertake other radio production duties. The gender imbalance could have been an important factor in programming decisions because as Sakwa (2012, p.1) pointed out, in spite of the transformation and integration of the Internet radio programmes at KBC ‘remain steeped in the socially built inequalities and do not reflect the realities of women in the society.

4.2.2. Distribution of Respondents by age Bracket

Respondents were requested to indicate their age group. This data was sought because individuals from different age groups hold different opinions and attitudes relating to different subjects and use of technology. Results are presented in table 4.4.

Table 4.4 Distribution of Respondents by age Bracket

Age	Frequency	Percentage
20-25 years	6	12.5
25-30 years	16	33.3
30-35 years	14	29.2
Over 35 years	12	25.0
Total	48	100.0

The findings in table 4.4 show that more than a third (33.3%) of the respondents were aged between 25 and 30 years, less than a third (29.2%) of the respondents were aged between 30 and 35 years, 25% were aged over 35 years while 12.5% of the respondents ranged between 20 to 25 years. This implies that three quarters of the respondents ranged between 20 and 35 years. Three quarters of the radio presenters are below 35 years of age which is the age group that is regarded as the most active on social media. Kamau (2013) establishes that young people are highly dependent on the Internet and social media networks for relevant information, connection and entertainment while Kellner (1998) concurs that the youth have used different types of social media to become active participants in radio programming where they contribute content and offer relevant feedback to the broadcasters in order to streamline their programmes.

4.2.3. Highest Level of Education Attained

Respondents were requested to indicate their highest level of education; results are presented in Table 4.5.

Table 4.5: Highest level of education attained

Level of education	Frequency	Percentage
Certificate	0	0
Diploma	31	64.6
Bachelor's Degree	17	35.4
Master's degree	0	0
Total	48	100.0

From the research findings, two thirds of the respondents (64.6%) indicated that they possessed a Diploma certificate while a third (35.4%) had a Bachelor's degree. The findings therefore disclosed that all the radio presenters are either diploma or degree holders and hence they have basic education and training required for an effective user of social media.

4.2.4. Period of Service in the Current Station

Respondents were required to indicate the period they had served in their current stations. The findings are shown in table 4.6.

Table 4.6: Period of service in the current station

Age	Frequency	Percentage
1-5 years	20	41.7
6-10 years	21	43.7
11-15 years	6	12.5
Over 15 years	1	2.1
Total	48	100.0

Evidence gathered show that an overwhelming number of respondents (85.4%) had served in their current stations for less than ten years, while a negligible number (14.6%) had served as radio presenters for over eleven years. The reason for this is that most of the vernacular stations from which majority of respondents were drawn came into being within the last ten years. Further, majority of new employees are not engaged on permanent and pensionable terms and therefore they are easily poached by competitor media organizations. However more than half of the respondents had served for over five years which is a considerable period of time for attainment of significant exposure to broadcasting and use social media tools.

4.2.5. Use of Social Media Platforms in Personal Life

The study sought to determine whether respondents used social media platforms in their personal life. Results are presented in table 4.7.

Table 4.7: Utilization of social media platforms

Opinion	Frequency	Percentage
Yes	48	100.0
Total	48	100.0

The findings revealed that all the respondents (100.0%) agreed that they were using social media platforms in their personal life. This confirms that largely all the radio presenters are changing with the times and have embraced social media in order to enhance their performance and to ensure they remain relevant in the dynamic world which is highly dependent on technology. This dependence in technology and the transformation that technology has taken the media sector and the entire society through is acknowledged by (McQuail, 2005, Gathigi, 2009, Steiner, 1991. Hiematra, 1982) calls upon radio broadcasters who want to remain relevant to embrace a convergence playground where they can present content on various platforms and devices.

4.3. Use of Social Media

4.3.1. Social media platforms used by the respondent in their personal life

Respondents were required to indicate the type social media platforms they used in their personal life which are listed in table 4.8.

Table 4.8: Social media platforms used by the respondents in their personal life

Social Media Platform	Frequency	Percentage
Facebook	48	100.0
Twitter	46	95.8
LinkedIn	8	16.7
YouTube	27	56.2
WhatsApp	46	95.8
Instagram	16	33.3
Badoo	1	2.1
Snapchat	1	2.1
Imo	1	2.1

Results obtained show that respondents used various social media platforms in their personal life (table 4.8). The social media platforms which registered an overwhelming score and hence the most popular were Facebook at 100%, followed by Twitter and WhatsApp at 95.8%. The respondents and interviewees indicated that Facebook tops the list because it is friendly, enjoys more followers amongst the young and the old, it accommodates more content and it provides a variety of sharing options for photos, video posts and comments. Twitter is popular because it is news-oriented. Other social media networks like Badoo, Snapchat and Imo were used by a negligible number of presenters because they were not common among the social media users in Kenya. Facebook, Twitter and WhatsApp are the most widely used social media sites in Kenya and hence the main reason why they are preferred by KBC on-air presenters who use them in content development and programming.

This finding was corroborated by the data collected through in-depth interviews with the radio station managers and the digital unit manager who observed that social media platforms preferred by KBC on-air radio presenters are Facebook, Twitter, Instagram and WhatsApp because they are friendly, easy to use, they are faster at generating instant feedback, they have many users, and some, particularly Facebook has capacity to accommodate a lot of information. The social media platforms attracted the highest number of Kenyan followers who tuned to various KBC brands resulting in high interactivity and involvement.

4.3.2. Utilization of Social Media in Execution of Duties

The study sought to establish whether respondents utilised social media in the execution of their duties. Results are presented in table 4.9.

Table 4.9: Utilization of Social Media in Execution of Duties

Opinion	Frequency	Percentage
Yes	48	100.0
Total	48	100.0

From the findings, all of the respondents (100%) agreed that they were utilising social media in execution of their duties. Three quarters of the respondents were below 35 years which is an age group which is regarded as very active on social media. Majority of Kenyans are young and tech-savvy with modern communication tools. The needs, interests and preferences of youthful presenters resonate well with those of the young Kenyan population and the most effective way of enhancing this relationship is by use of social media. This point is driven home by Kellner (1998) who calls upon broadcasters to foster a participatory environment in order to support the youth in the development of their skills, self-confidence and an understanding of ethical frameworks and appropriate behaviour within online, public and participatory communities.

In order to circumvent this challenge, multiple methods were applied namely structured questionnaires, in-depth interviews, observation, investigation on social media fan pages, and an assurance that the respondents' participation and responses would remain completely confidential (Maykut, Morehouse, 1994).

In order to ensure accuracy and credibility of the study the project supervisor confirmed the filling of all the questionnaires and the researcher was very observant during the in-depth interviews because, as Lindlof (1995) states, only the human investigator in a scene is able to register the subtle actions of other human beings.

The study further sought to establish the types of social media platforms used by the respondents while executing their duties. Results are presented in table 4.10.

Table 4.10: Social media platforms used by the respondents while executing their duties

Social Media Platform	Frequency	Percentage
Facebook	48	100.0
Twitter	40	83.3
YouTube	13	27.1
WhatsApp	16	33.3
Instagram	6	12.5
Badoo	1	2.1

According to the Uses and Gratifications theory media are in constant competition against each other but it is the medium that provides the highest satisfaction that emerges as the most popular and hence it is used more often (Katz, 1959). Table 4.10 above illustrates such competition and the findings show that an overwhelming majority of respondents use Facebook (100%) and Twitter (83.3%) to perform their duties. Slightly more than a quarter of the respondents (27.1%) indicated that they use YouTube, a third (33.3%) uses WhatsApp while a negligible number (14.6%) utilize Instagram and Badoo. It can be deduced therefore that Facebook and Twitter, being the most satisfying are preferred by the presenters because they have capacity to enhance and enrich their work.

These findings were corroborated by the responses from ten station managers who mentioned that the most popular platforms used by their presenters at work were Facebook, Twitter, WhatsApp and Instagram. Data gathered through in-depth interviews revealed that the social media mentioned above created new avenues for feedback on radio content, generated

relevant data, enabled diversity in publication of radio content, heightened the level of involvement and interactivity, allowed use of relevant posters and photos, enticed and attracted more followers, increased relevance of content, added value to topics being discussed, provided hints on issues of interest to the audience, indicated the level of audience's interest and their perceptions on brands. The collaboration between different types of media and the complementary role played by social media has enhanced the visibility of radio content and programming. Pound et al. (2011) explains that social media enables collaboration which allows a consumer or a user to compose new creative forms with a specific purpose and hence being empowered to become both a producer and a consumer.

Some respondents used social media to promote themselves, their programmes and their stations. Majority of them indicated that they used WhatsApp to communicate amongst themselves. WhatsApp was described as an effective communication platform that is easy to operate. Some respondents preferred WhatsApp for enabling the creation of virtual communities composed of presenters and their listeners and accessibility of real time data.

Social media have become both excellent tools for interaction and determinants of content for media consumption. Further scrutiny on the data established that social media helped to initiate debates on air in order to prompt listeners for feedback, access news or trending issues, promote various brands, assess engagement with the listeners, enhance and increase online listenership, market station merchandise, expand station reach and market share, and the visibility of the brands. This observation resonates with the statement made by Jenkins (2006) that social media sites are a prime ground to cultivate and gauge human interaction. This line of thought is echoed by (Fredin, 1989) who says that journalists should appreciate the capacity of new media to offer substantial improvements over existing media if they are interested in changing the relationships between their audience and content creators.

In order to circumvent this challenge, multiple methods were applied namely structured questionnaires, in-depth interviews, observation, investigation on social media fan pages, and an assurance that the respondents' participation and responses would remain completely confidential (Maykut, Morehouse, 1994).

In order to ensure accuracy and credibility of the study the project supervisor confirmed the filling of all the questionnaires and the researcher was very observant during the in-depth interviews because, as Lindlof (1995) states, only the human investigator in a scene is able to register the subtle actions of other human beings.

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4.3.4. Extent to which social media is used in execution of work related roles

The study sought to establish how often the respondents used social media in execution of work related roles. The findings are shown by table 4.11.

Table 4.11: Extent to which respondents used social media in execution of work

	Frequency	Percentage
Several times a day	44	91.7
Once a day	4	8.3
Total	48	100.0

Breakenridge (2012) observes that interaction on social media by employees is either tied directly to their work activities and personal life or a mixture of both. From the research findings, an overwhelming majority of the respondents (91.7%) indicated that they used social media platforms several times a day, while a negligible number (8.3%) used them once a day. This indicates significant popularity and high dependency on social media by radio presenters.

This implies that, to a great extent, presenters at KBC are active social media users which helps them keep abreast with trending issues, a critical attribute of any media practitioner. Kellner, (1998) acknowledges that through social media radio has already developed the capacity to create new public spheres of debate, discussion and information. Through social media, the presenters access fresh ideas and opinions from their listeners. Some of the presenters also used social media several times a day in order to chat with friends and relatives.

However, analysis of the data collected through interviews with the managers revealed that in spite of the respondents being highly active on social media the potential of these platforms had not yet been fully exploited. This was mainly attributed to lack of social media policy, incompetence of some presenters and instability and unreliability of the Internet service.

The respondents mentioned some risks which may have hindered full exploitation of social media while performing their duties. The risks included exposure to cyber bullying and use of fake or unsubstantiated news or defamatory content that could result in sacking or law suits in courts of law. Some of them expressed some fear that their accounts were prone to hacking which could lead to manipulation of content, impersonation and poor reputation and credibility to themselves and the stations they worked for. Galindo et al. (2012) caution that the openness of online social networking comes with risks which involve personal safety and loss of confidentiality. As (Zarrella, 2010) highlights, even some people and organisations outside the broadcasting industry do not trust social media. Kamau (2013) cautions that having established the presence of the speech on social media and other material bordering on defamation and slander, social media users ought to be careful and exercise caution to avoid legal challenges.

4.3.5. Awareness on Social Media Policies at KBC

The study sought to establish whether the respondents were aware whether KBC has put in place a social media policy and the findings are highlighted in table 4.12.

Table 4.12: Staff Awareness on Social Media Policy at KBC

Opinion	Frequency	Percentage
Yes	32	66.7
No	16	33.3
Total	48	100.0

The findings above showed that while more than two thirds (66.7%) of the respondents indicated that they were aware about the existence of a social media policy at KBC a third of them (33.3%) were not. It is therefore evident that there is uncertainty about the existence of a social media policy at KBC. This confusion was attributed to the existence of a draft social media policy that the digital unit manager had discussed with some of the radio staff.

However the in-depth interview with the digital unit manager confirmed that KBC does not have a social media policy.

The digital unit manager stated:

There has been no social media policy until the process of approving a draft version which is in place is completed by the Management and the Board.

All the station managers concurred with him that there is need to put in place a social media policy that conforms to the KBC vision and mission in order to streamline their responsibilities which includes providing guidance and support to radio presenters on relevant content for posting, frequency of posting content, balancing personal and work-related posts, ethics on use of social media and how to avoid lawsuits as a result of irresponsible use of social media platforms.

While acknowledging the challenges experienced by the radio presenters and their supervisors, the digital unit manager was categorical that lack of social media policy had resulted in inconsistency, ineffectiveness and inefficiency in the execution of social media strategy at KBC. On these challenges, Breckenridge (2012) asserts that employees require

guidance, workplace training and a clear social media policy that sets the limit of social media as it relates to their employment and the company.

4.3.6. Training on the Utilisation of Social Media

The study sought to establish whether the respondents had undergone specific training on the use of social media. This is shown by table 4.18.

Table 4.13: Training on the Utilisation of Social Media

Opinion	Frequency	Percentage
Yes	21	43.7
No	27	56.3
Total	48	100.0

Evidence presented in table 4.13 shows that more than half of the respondents (56.3%) had not undergone any specific training on the use of social media and therefore most of them did not have a proper or professional understanding of social media and their potential benefits and risks. Additional data gathered through in-depth interviews with the station managers established that some of them had not been trained on use of social media too. The fact that the presenters and their supervisors had not received adequate training emerged as one of the factors that had inhibited full exploitation of social media.

Nevertheless, during the in-depth interviews the station managers explained their responsibility in providing guidance to their staff as follows:

The Coro Fm station manager, Jacinta Njeri said:

I provide guidance on the nature of content to be posted.

The Kitwek Fm station manager, Joan Bett explained:

I have to ensure balancing of personal content and official content.

Minto Fm station manager, Geoffrey Onditi disclosed:

I provide guidance on the type of posts to make, frequency of posts and adherence to ethics.”

Pwani Fm station manager, Maximillah Walukhu revealed thus:

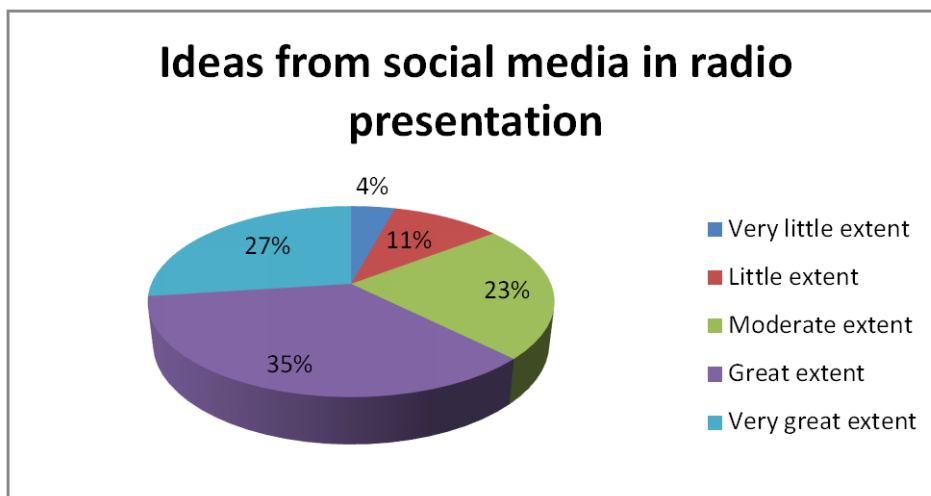
I guide them on the best way to write posts for different platforms to influence feedback, including pictures in their posts and engaging their community after doing posts.

4.3.7. Extent to which presenters get content ideas from social media

The study sought to determine the extent to which respondents generate ideas for their programmes from social media. The findings are indicated in figure 4.1.

Figure 4.1. Extent to which presenters get content ideas from social media

(1-very little extent, 2-little extent, 3-moderate extent, 4-great extent, 5-very great extent)



According to figure 4.1, an overwhelming majority of respondents (85%) depend on social media as a source of ideas while a negligible number of respondents (14.6%) don't rely heavily on social media as a source of content ideas for their programmes.

This implies that majority acknowledged that ideas which are contributed by the listeners through social media are invaluable as they are used by presenters to enrich their presentation. It also demonstrates that audiences have become active participants and contributors of content in radio programming and (Jenkins, 2006) warns those radio stations which do not evolve and adapt with changing distribution trends that they risk losing their listeners to more readily accessible media. The in-depth interviews with the management

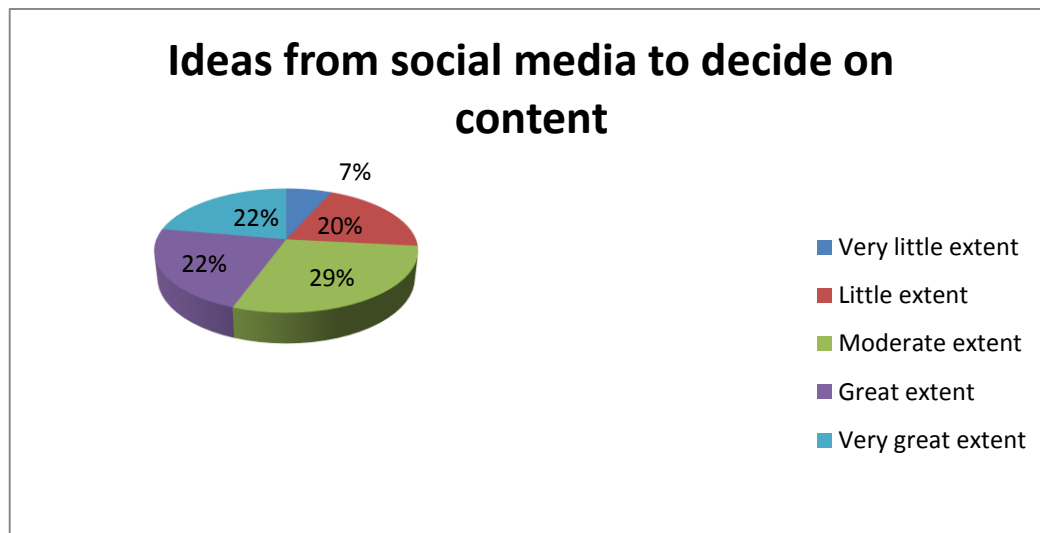
further confirmed that presenters solicit content ideas from social media users while others use social media to test acceptability of their ideas.

4.3.8. Extent to which presenters use ideas from social media to inform content decisions

The study sought to determine the extent to which respondents used ideas obtained from social media to inform content decisions and the findings are indicated in figure 4.2.

Figure 4.2. Extent to which presenters use ideas from social media to inform content decisions

(1-very little extent, 2-little extent, 3-moderate extent, 4-great extent, 5-very great extent)



Mahler and Rogers (1999) argue that the main purpose of any telecommunication innovation is to connect the potential user with the existing adoptees. However, figure 2 reveals that despite the findings that all KBC radio presenters use social media in their personal life and while performing their work (table 4.6, table 4.8) less than a third of the respondents indicated that they depend on ideas from social media to influence their decisions in content processing and programming. The finding could be attributed to several factors. KBC is a state broadcaster where staff have operated for many years in limited freedom. It is still fresh in most KBC staff that during the despotic Kanu regime radio studios were not equipped with an infrastructure for enabling live call-ins and interactivity between the host presenter and the

listener. Gone are the days when on-air presenters kept looking behind their shoulders in fear of drastic repercussions out of their utterances. McQuail (2005, p. 25) observes that “the more open a society is, the more is the tolerance and efforts geared towards developing communication technology to its fullest potential and that the more closed it is the more restrictions are put in place that limit communication advancement. Further, Githaiga (2011) elaborates that it is difficult to achieve development and democracy in a situation where people are denied space to air and debate issues concerning their lives. Majority of the KBC staff have grown in this kind of environment and it might take several years before getting out of it. The presenters and their managers have worked for a long time without training, guidance or support on use of social media and they have therefore not embrace this technology wholesomely. Some of the managers who are supposed to assist the presenters in decision making have not undergone any training on social media hence leaving them to grapple on their own. In giving credence to this finding, the digital unit manager remarked:

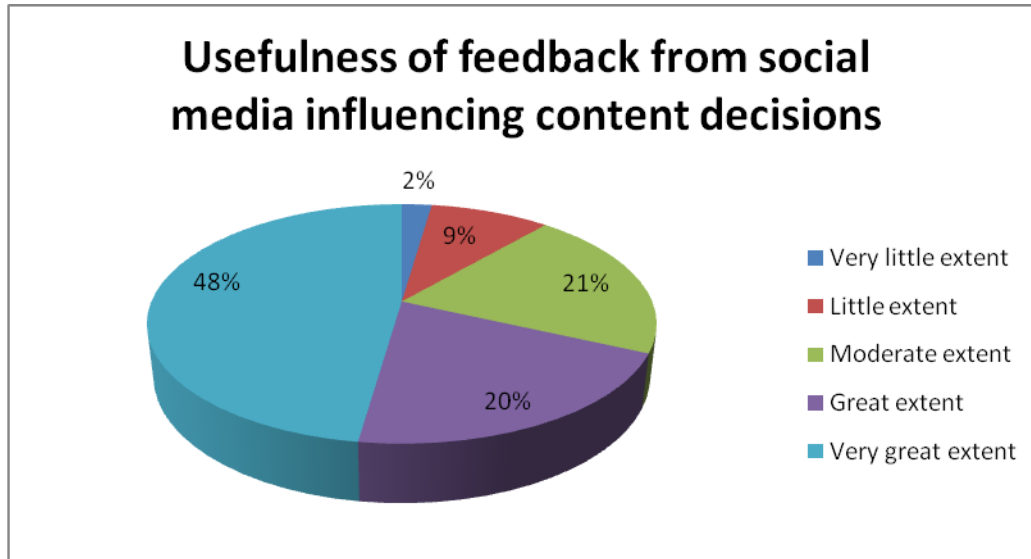
The impact of the absence of a social media policy has been lack of consistency, effectiveness and efficiency in the execution of social media strategies.

4.3.9. Extent to which presenters use feedback obtained from social media to inform content decisions

The study sought to determine the extent to which feedback obtained from social media is used to inform content decisions. The findings are indicated in figure 4.3 .

Figure 4.3. Extent to which presenters use feedback from social media to inform decisions

(1-very little extent, 2-little extent, 3-moderate extent, 4-great extent, 5-very great extent)



Straubhaar and LaRose (1996) appreciate the importance of real-time feedback in the communication process. Feedback is received by both the receiver, and the source who uses it to modify the message as it is being delivered.

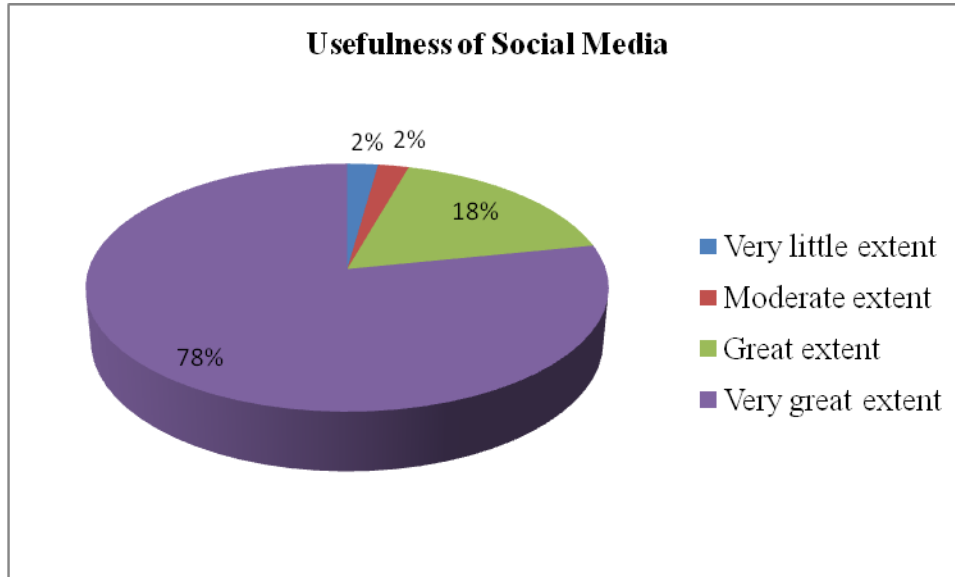
Figure 4.3 shows that decision making in content processing by 68% of the respondents is influenced considerably by feedback received from listeners through social media. However feedback, being as important as it is in the communication process, a score of 68% is not satisfactory and this could be attributed to the historical background of KBC which has continued to influence its operations and decision making. While the digital unit manager lays blame on lack of social media policy which has inhibited full exploitation of potential of social media at KBC, the process of decision making could have been affected because of mistrust on content from social media going by the statement that only 8.8 % of the youth in urban areas believe that information posted online is credible (Kamau, 2013).

4.4 Extent to which social media is considered a useful platform for radio presenters

The study sought to determine the extent to which social media is considered a useful platform for radio presenters. The findings are indicated in figure 4.4.

Figure 4.4. Extent to which social media is considered a useful platform for radio presenters

(1-very little extent, 2-little extent, 3-moderate extent, 4-great extent, 5-very great extent)



According to figure 4.4, 78 % of the respondents consider social media as a very useful platform for radio presenters to a very great extent while another 18% believe social media is crucial in radio broadcasting to a great extent. These two total up to an overwhelming majority (96%) of the respondents who consider social media as a useful platform for on-air radio presenters.

This depicts the symbiotic relationship between radio broadcasting and social media and the complementary role played by social media. Ramirez et al. (2008) explain that different types of media complement each other when there is low overlap among them since they serve different needs. The examination on social fan page content and the in-depth interviews established that social media enhanced involvement, increased innovativeness, expanded listenership and bolstered audience loyalty.

4.4.1. The extent to which social media helps presenters interact with audience

The study sought to determine the extent to which social media helps presenters interact with audience. The findings are indicated in figure 4.5.

Figure 4.5. Extent to which social media helps presenters interact with audience

(1-very little extent, 2-little extent, 3-moderate extent, 4-great extent, 5-very great extent)

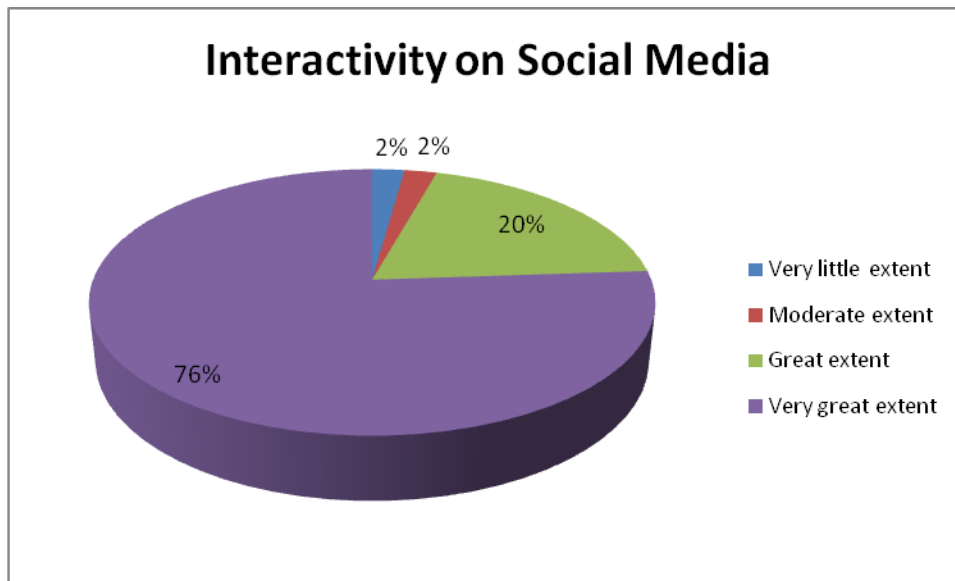


Figure 4.5 shows that 76 % of the respondents agreed that social media helps presenters interact with the audience to a very great extent while another 20% do so to a great extent. This combination translates into an overwhelming majority of the respondents (96%) who agree that social media is a key driver of interactivity in radio presentation. Additional revelations emerged during the interviews as per Minto Fm station manager's remark:

Presenters post their topics of discussion here to engage the listener, they share content on social media, they provide news updates, they also create brand loyalty on social media platforms.

Pwani Fm station manager stated:

Presenters use social media to influence listenership and engage listeners to get feedback.

The implication of this observation is that social media is an important channel that allows for exchange of content between presenters and their listeners. Rafaeli and LaRose (1933) underscore the collaborative role played by mass media systems which has transformed the audience into both the primary source of media content as well as its receiver. The in-depth

interviews and social media fan pages further confirmed that social media possess capacity to sustain conversations with or without necessarily any assistance from the presenter.

4.4.2. Utilisation of Social Media fan Pages

The study sought to establish how social media fan pages are used to enhance performance and interactivity at KBC. The activities and content are captured in appendix vi.

The study established that majority of the KBC radio stations have social media fan pages particularly Facebook and Twitter. Some on-air radio presenters have created their own fan pages and for their programmes. However in order to achieve the objective of this study, purposive convenience sampling method was applied to select and investigate Twitter and Facebook fan pages for Radio Taifa and English Service which use official languages.

The investigation radio brands including the stations and presenters are able to get a face on the fan pages through pronounced logos. This leads to enhanced visibility of the stations, presenters and their programmes and interactivity between the presenters and the listeners.

The on-air presenters posted topics of discussion accompanied by relevant posters on the social media fan pages and invited the listeners to give their input. The presenters could tell the number of followers and could see their images. Some of the followers indicated their appreciation by “liking” and commenting, retweeted content and made various requests. Through Internet a person who starts off as an audience gets empowered to comment, engage, offer objective observations or contrary arguments, react to the content and hence become part of the story (Cordeiro 2012).

CHAPTER FIVE SUMMARY OF FINDINGS; CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

This chapter gives the summary, conclusion, recommendation and suggestions for further studies drawn from the findings. The aim of this study was to establish how on-air radio presenters at KBC utilise social media to interact with their audiences, to assess how the use of social media by on-air radio presenters' influences content generation and to determine the extent to which information gained from social media is used to inform programming and other strategic decisions.

5.2. Summary of the Research Findings

5.2.1. How On-Air Radio Presenters at KBC use Social Media

The study revealed that on-air radio presenters at KBC used social media to interact with their audiences. Social media enhances interactivity between on-air radio presenters and their listeners. Majority of the respondents considered social media as very useful platforms for radio presenters. However to some extent ideas obtained through social media informed decisions on content and programming by the supervisors and presenters. The findings give credence to the study findings by Pringle & Starr (2006) that social media platforms provide on-air radio presenters with a free, fast, superior engagement avenue with their listener base.

Social media allows listeners to communicate with each other and to sustain the conversation without necessarily any assistance from the presenters. The interviewees argued that the interactivity experienced out of social media is not comparable to any other experience from different communication channels. When a listener uses e-mail, for instance, he or she must send an email to the radio station, and a presenter must to read it out loud on air so that other listeners can hear it. In order to sustain the conversation on air, other listeners who want to comment on that e-mail have to send in their own emails to be read out by the radio presenter too. The findings concur with the study findings by (Taberner, 2009) that social media allow the listeners to communicate on their own and the host presenter is not necessary needed as the link person.

The study also revealed that there is an urgent need to put in place a social media policy to regulate the use of social media at KBC. Numerous risks associated with uncontrolled use of social media were highlighted. Breakenbridge (2012) calls for a social media policy that provides sufficient protection and consistency with pre-existing guidelines for social interaction, e-mail, and confidential information and intellectual property.

5.2.2. Influence of Social Media on Programme Content Generation

The study revealed that social media platforms have set up an appropriate infrastructure for listeners to interact with on-air presenters and with fellow listeners. Social media platforms also allowed not only one to one or one to many communication to take place, but also many to many and many to one communication. The findings concur with the study findings by (Kinsella, *et al.*, 2011). Social media platforms such as Facebook, Twitter and WhatsApp have enabled their followers to make contributions, share ideas and convey suggestions and hence they have been turned them into active participants in radio broadcasting.

Further, the study revealed that feedback gathered from social media was used to improve radio content. Social media helped to gauge and assess listener perceptions, likes and dislikes and their expectations. The findings are in line with study findings by (Servaes, Malikhao, 2010) who maintain that social media has turned out to be a necessary precondition for radio stations to survive and remain relevant.

Results also showed that collaboration between different channels is very important. Radio stations are publishing content that they broadcast on other platforms. When good content is aired on a radio station, it may be modified for publication on various platforms. The use of multiple platforms expands the radio stations' visibility, market reach and market share. The findings are in line with study findings by (Cordeiro, 2012) that social media offer new tools for engaging the audience.

5.2.3. Social Media Informs Radio Programming

Evidence gathered depict that a radio station should interact with its listeners in order to sustain its relevance and competitiveness. When radio stations have a direct interaction with their audiences they can easily obtain critical feedback or reactions which can be used to shape programming.

Results obtained show that listeners use social media to gain additional information, to interact with fellow listeners, and most importantly, to be heard. Today's media consumers possess the capacity to influence the media content that they consume. The findings are in line with study findings by Rice and Gail (1987) which indicate that sharing of stories amongst audience is essential.

5.3. Conclusion

Social media have a variety of strengths which can be utilized by radio stations. Nowadays it has become a norm to publish content on various platforms whose popularity is increasing by the day. Not only do social media provide appropriate space for publication of content, they also play an important role in enhancing interactivity with the audience. A radio station can therefore choose the most appropriate social media platform that it can use to engage its listeners based on the demographics.

Social media, like other online content carrier, possess the capacity to tie together content published on different media platforms which makes it part of an effective and efficient part of cross-media communication. Undoubtedly, social media offers real time communication, which is a crucial requirement for live radio. Through social media, radio presenters can receive feedback on their live shows in real time which they read out on air.

Through social media, listeners can interact with each other without a host as the link person. It was also observed a radio station which uses social media registers a more fulfilling listening experience. Social media presence improves the visibility of radio stations and a deeper understanding of their target audience.

KBC radio stations should adopt social media in order to adapt to the changing trends so that they don't lose out in the competition. It is advisable that social media is embraced as a natural and logical extension to radio (Jenkins, 2006).

5.4. Recommendations

1. This document contains additional invaluable information to the granary of communication studies which could be useful to the KBC management and staff, media practitioners, policy makers, researchers, entrepreneurs in the media industry. A copy of this

report should therefore be archived at KBC Books Library and at the University of Nairobi Library for use by interested parties.

2. This report can also be of great help communication entrepreneurs since it provides insight in the highly dynamic online communication sector. The radio entrepreneurs should therefore consult it to develop a deeper understanding on how social media can be used effectively and efficiently in order to expand the reach and market share of the radio stations.

3. This report has been compiled when KBC does not have a social media policy to regulate the use of online technology. It is therefore important to conduct fresh research study to assess the impact of the social media policy on KBC radio stations after the management has have put it in place and tested for a considerable period of time.

4. This study does not contain a detailed report on the risks that KBC has experienced over the years following uncontrolled usage of social media. KBC management should invest in a new research study to establish the consequences with a view of determining the most appropriate strategies of undoing the mess.

5. The research revealed that social media is used to enhance advertising and hence increased revenue. The sales team should identify the most popular social media and cite them for value addition during negotiation with the clients with a view of attracting more revenue.

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APPENDICES

Appendix i: Certificate of Fieldwork



UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-3318262, Ext. 28080, 28061
Director's Office: +254-204913208 (Direct Line)
Telex: 22095 Fax: 254-02-245566
Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: CERTIFICATE OF FIELDWORK

This is to certify that all corrections proposed at the Board of Examiners meeting held on 2015 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: KSO/69603/2013

Name: JAMES MUIGAI MWaura

Title: THE ROLE OF SOCIAL MEDIA ON RADIO

CONTENT AND PROGRAMMING. A CASE STUDY OF THE
KENYA BROADCASTING CORPORATION RADIO STATIONS.

Gam Haman
SUPERVISOR

Sumwino
SIGNATURE

6/9/2018
DATE

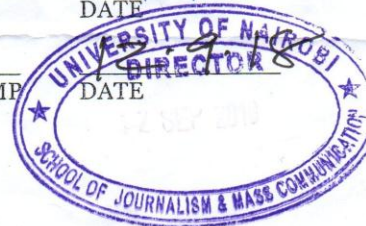
Dr Samuel Siringi
ASSOCIATE DIRECTOR

Siringi
SIGNATURE

09/9/2018
DATE

Dr. Ndeti Ndeti
DIRECTOR

MW
SIGNATURE/STAMP



Appendix ii: Introductory Letter

UNIVERSITY OF NAIROBI



SCHOOL OF JOURNALISM

Dear Participant,

My name is James Mwaura and I am a graduate student pursuing Master's Degree in Communication studies at the University of Nairobi. For my final project, I am investigating the role of social media on radio content and programming. I am therefore inviting you to participate in this research study by completing the attached questionnaire.

The purpose of this study is to investigate the role of social media on radio content and programming. All information in this questionnaire will remain confidential and will not be used whatsoever against you. If you choose to participate in this project, kindly answer all questions honestly and return the completed questionnaires as soon as possible. Please note that participation is voluntary.

I wish to take this opportunity to thank you for taking the time to assist me in my educational endeavours. The collected data will provide useful information regarding how the Kenya Broadcasting Corporation can use social media to revamp its radio programming.

If you need additional information, please don't not hesitate to contact me at the telephone number or email contact indicated below.

Sincerely,

James Mwaura

Appendix iii: Certificate of Corrections



**UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION**

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-3318262, Ext. 28080, 28061
Director's Office: +254-204913208 (Direct Line)
Telex: 22095 Fax: 254-02-245566
Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 26/10/2018 in respect of M.A/PhD. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: KSO/69603/2013

Name: JAMES MUISAI MWAURA

Title: THE IMPACT OF SOCIAL MEDIA ON RADIO

CONTENT AND PROGRAMMING: A CASE OF THE
KENYA BROADCASTING CORPORATION

Sam Ibrahim
SUPERVISOR

[Signature]
SIGNATURE

5/11/2018
DATE

Dr Samuel Siringi
ASSOCIATE DIRECTOR

[Signature]
SIGNATURE

13/11/2018
DATE

Dr. Ndet. Ndet.
DIRECTOR

[Signature]
STAMP

15.11.18
DATE



Appendix iv: Turnitin Originality Report

Document Viewer

Turnitin *Originality Report*

- Processed on: 11-Nov-2018 12:08 EAT
- ID: 1036720414
- Word Count: 16064
- Submitted: 1

THE IMPACT OF SOCIAL MEDIA ON RADIO CONTENT A...By James Muigai

Similarity Index

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Internet Sources:

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Student Papers:

7%

exclude quoted exclude bibliography excluding matches < 5 words [download](#) [refresh](#) [print](#)
mode:

☒ 1% match (student papers from 19-Apr-2017)

Submitted to Metropolia Ammattikorkeakoulu on 2017-04-19

☒ <1% match (student papers from 08-Aug-2016)

Submitted to Kenyatta University on 2016-08-08

☒ <1% match (Internet from 15-Jul-2017)



Appendix v: Questionnaire for Individual Respondents

SECTION 1: BACKGROUND INFORMATION

Please tick (✓) the appropriate answer in the questions below and where possible fill in the blanks.

1. Gender:

Male [] Female []

2. What's your age bracket

20-25 years [] 25-30 years []

30-35 years [] Over 35 years []

3. Highest level of education attained: (Tick)

Certificate [] Diploma []

Bachelor's Degree [] Master's degree []

4. Which station do you work for?

5. How long have you served this station?

1-5 years []

6-10 years []

11-15 years []

Above 16 years []

6. Do you use social media in your personal life?

Yes [] No []

SECTION 2: SOCIAL MEDIA USAGE

7. Which among the following social media platforms do you use in your personal life?
(Tick)

Facebook [] Twitter [] LinkedIn [] YouTube [] WhatsApp []

Others (specify).....

8. Do you use social media in the performance of your duties? Yes No If yes, which social media platforms do you use in your line of work? (List them).....

9. Why did you start using social media in your work?

.....

10. Which social media platform do you find most useful for your work? And why?

.....

11. For what purpose do you use social media platforms in your work? (List your answers)

.....

12. How often do you use social media for your work?

Several times a day Once a day

3 times a week Once a week

Fortnightly Monthly

13. Please circle the number that best describe your feelings on whether the management should formulate social media policy (1-very little extent, 2-little extent, 3-moderate extent, 4-great extent, 5-very great extent)

		1	2	3	4	5
	To what extent do you get content ideas for your program from social media?					
	To what extent do you use ideas obtained from social media to inform your content					

	decisions?					
	To what extent do you utilize the feedback obtained from social media to inform your content decisions					
	To what extent do you consider social media a useful platform for radio presenters					
	To what extent would you say social media helps you interact with your audience?					

14. How has social media contributed to your work as a presenter? (List your answers)

.....
.....
.....

15. Are there specific risks associated with the use of social media by presenters? (List and explain)

.....
.....

16. Have you gone through any specific training on the use of social media?

Yes [] No []

17. Are you aware if KBC has social media policy to guide the employees' use of social media?

Yes [] No []

Thank you

Appendix vi: An Interview Guide for Digital Unit Manager

1. When did you start working with the Kenya Broadcasting Corporation?
.....
2. How would you describe the status of social media usage at KBC when you joined?
.....
.....
.....
3. Which are the most popular social media that are used by the on-air radio presenters?
.....
.....
4. Why are those social media popular?
.....
5. How would you describe the impact of social media on radio programming and content?
.....
.....
6. Do you think KBC on-air radio presenters have used social media effectively and efficiently for the improvement of radio programming?
7. KBC does not have a social media policy. How has this absence impacted on the Corporation and its radio services?
.....
.....
8. How long will KBC take to have its own social media policy?
.....
Why?.....
.....

Thank you

Appendix vii: An Interview Guide for Radio Station Manager

Please indicate the station that you manage.....

1. Have you undergone any training on social media?
.....
2. Which social media are used by the on-air radio presenter on your station?
.....
3. Do all the presenters on your station use social media?
.....
4. How do the presenters use the social media?
.....
.....
.....
5. Which social media are preferred by the on-air presenters on your station?
.....
6. Why are these social media preferred?
.....
.....
7. Who determines the type of social media to be used on the station?
.....
8. Do you provide guidance to your team on use of social media?
.....
.....
9. What kind of guidance do you provide?
.....
.....
10. As radio station manager how do you use social media in decision making?
.....
.....
.....

11. What is the impact of social media on radio programming and content on your station?

.....
.....

12. Would you recommend that KBC develops its own social media policy? If yes, why?

.....
.....

Thank you


Appendix viii: List of Radio Stations

1. Nosim FM
2. Coro FM
3. Pwani FM
4. Ingo FM,
5. Mayienga FM
6. Minto FM
7. Kitwek FM
8. Iftiin FM
9. Mwago FM
10. Mwatu FM
11. Radio Taifa
12. English Service
13. Regional Service.

Appendix ix: Social Media fan Pages

English Service Twitter Fan Page

Tweets, current page.



KBC English Service @kbcenglish 2m2 minutes ago


Don't miss out Part 2 of the conversation with surgeon & writer Dr. Yusuf Dawood this Sunday at 1.30 pm with Geoffrey Mungai



KBC English Service @kbcenglish

Do you think the coverage of the investigations into the killing of Monica Kimani who was found dead in her apartment here in Nairobi last week has been balanced?

[@millicentaroka1#ArokaRocks](#)



KBC English Service @kbcenglish 9h9 hours ago

Do you think the coverage of the investigations into the killing of Monica Kimani who was found dead in her apartment here in Nairobi last week has been balanced?

[@millicentaroka1#ArokaRocks](#)

0 replies 0 retweets 1 like

Reply



KBC English Service @kbcenglish 9h9 hours ago

Are you celebrating your birthday today or know of someone who is celebrating their big day? Give me the name so i can shout and have the listeners help you celebrate. Happy Birthday! [@millicentaroka1#ArokaRocks](#)



0 replies 2 retweets 3 likes



KBC English Service @kbcenglish Sep 27

It's his Birthday. MEAT LOAF (Marvin Lee Aday), born in 1947. He of the 1993 UK & US No.1 single 'I'd Do Anything For Love But I Won't Do That' and the record breaking 1978 album 'Bat Out Of Hell' which spent 457 weeks on the UK album chart. on [#SundownerKBC](#) with [@CatherineNdonye](#)

“Government is not a profit making organization it collects money on behalf of Kenyans and uses the funds for the services it renders”

[@okatch_felix@millicentaroka1#ArokaRocks#BigConversation](#)

6 replies 5 retweets 8 likes



KBC English Service @kbcenglish Sep 27

“Government is not a profit making organization it collects money on behalf of Kenyans and uses the funds for the services it renders”

[@okatch_felix@millicentaroka1#ArokaRocks#BigConversation](#)

0 replies 0 retweets 0 likes



KBC English Service @kbcenglish Sep 27

“Corruption is what drives people away from paying taxes”

[@okatch_felix@EACCKenya@KRACorporate@millicentaroka1#ArokaRocks#BigConversation](#)

0 replies 0 retweets 0 likes



KBC English Service @kbcenglish Sep 27

“If mwananchi pays taxes and it does not help them, they have to wonder where the money goes. That’s why many people don’t want to pay taxes”

[@okatch_felix@KRACorporate@millicentaroka1#ArokaRocks#BigConversation](#)

0 replies 0 retweets 0 likes



KBC English Service @kbcenglish Sep 27

“The reduction of VAT to 8% is not final. After 2 years the Act says the rate will revert to 16%” [@okatch_felix@millicentaroka1#ArokaRocks#BigConversation](#)

0 replies 13 retweets 2 likes



KBC English Service @kbcenglish Sep 27

“Taxation increases revenue to the government immediately. VAT is easier to get compared to PAYE which is deducted at the end of the month”

[@okatch_felix@KRACorporate@millicentaroka1#ArokaRocks#BigConversation](#)

0 replies 0 retweets 1 like

Reply  **KBC English Service** @kbcenglish Sep 27

“China lends money with less conditions compared to [@WorldBank](#) Most African countries go to China for project financing”

[@okatch_felix@IMFNews@millicentaroka1#ArokaRocks#BigConversation](#)

0 replies 0 retweets 0 likes



KBC English Service @kbcenglish Sep 27

“Once you raise the prices of commodities, the value of currency goes down thus you will need a lot of money to buy less goods”

[@okatch_felix@millicentaroka1#ArokaRocks#BigConversation](#)

0 replies  **KBC English Service** @kbcenglish Sep 27

0 retweets 0 likes

“The increase in petroleum prices will increase the prices of commodities but not as much as 8%; it could be 3 -4% because production of some commodities is not directly related to fuel” [@okatch_felix@millicentaroka1#ArokaRocks#BigConversation](#)

0 replies 0 retweets 0 likes



KBC English Service @kbcenglish Sep 27

“When you increase the price of kerosene the poor person suffers most. This is a bad tax”
[@okatch_felix@keTreasury@millicentaroka1#ArokaRocks#BigConversation](#)

0 replies0retweets0 likes



KBC English Service @kbcenglish Sep 27

“The 16% VAT on fuel was too high. There was a hue and cry & Parliament technically reduced it on President’s recommendations”
[@okatch_felix@UKenyatta@NAssemblyKE@millicentaroka1#ArokaRocks#BigConversation](#)

0 replies0retweets0 likes

Radio Taifa Twitter Fan Page



Radio Taifa @KbcRadioTaifa Jul 19

Ni vyema kwa msanii wa injili kushirikiana kutoa wimbo na msanii wa nyimbo za kidunia?
Kigusile Mulenda ajibu! [@bonniemusambi@cynthy_anyango1#BonnieNaCynthiaKBC](#)



Radio Taifa @KbcRadioTaifa Jul 19

TOP Mashariki inakuletea taarifa za burudani! Baraka da Prince amebadilisha dini.
[@MwinyiMtetezi#TopMasharikiPlayChart#TopMasharikiTBT](#)

3 replies5retweets9 likes



Radio Taifa @KbcRadioTaifa Jul 19

TOP Mashariki inakuchezea nyimbo zile kali za kizazi kipya zilizovuma! Unaipta hio? Bwaga nyimbo kama hizi ungependa kuskiza! [#TopMasharikiTBT](#)



5 replies 7 retweets 9 likes



Radio Taifa @KbcRadioTaifa Jul 19

TOP Mashariki inakuchezea nyimbo zile kali za kizazi kipya zilizovuma! Unaipta hio? Bwaga nyimbo kama hizi ungependa kuskiza! [@MwinyiMtetezi#TopMasharikiPlayChart](#)



6 replies 6 retweets 11 likes

Reply  **Radio Taifa** @KbcRadioTaifa Jul 18

Katika Gumzo Pevu, ni mshimiwa yupi atakuwa rais wa nchi takatifu ya Kenya mwaka wa 2022? Ni mshimiwa Hassan Joho, Moses Wetangula, mshimiwa Gideon Moi au Mshimiwa makamu wa rais William Ruto? [#GumzoPevu#BonnieNaCynthiaKBC](#)

3 replies 3 retweets 4 likes

Radio Taifa Facebook Fan Page



Abaraba sato edition hiyo.....

Edmond namejja..

Comment

[Most relevant](#)

Edward Gitonga, PhelixJuma, Nicholas Gichana and 41 others like this.

Comments



Jackle dama mepetu Mchelsea Mwenyewe ktoka,maeneo ya kilgoris narok county kama kawa naskiza tuko pamoja xana wasikiliwzaj wote nawatakia [#Weekend](#) poa

[Kbc Radio Taifa92.9fm, SautiYaMkenya](#) was live.

26 September at 22:28 ·

Je mnaona ni vyema MCA's; wasimamizi wa wadi katika Kaunti yako waondolewe?

Gilbert Sikira · 0:00 Hawa watu huitwa ward administrators, deputy governors, MCA, women rep nominated mps waende kabisa heri senators



LidrobaKipkorir · 0:02 Zinga, according to me haina aja MCA'S ama nominated personal, than hio pesa iende kwa mfugo ya mtu fulani , better kuajiriwa mamia ya watu kutumia ikiwezekana hata walipe Wazee wakijiji....

[Kbc Radio Taifa92.9fm, Sauti Ya Mkenya](#) added 2 new photos— with [Mathias Momanyi](#).

24 September at 09:41 ·

UNAIKUMBATIAWAPI? [Double M. Mathias Momanyi](#) + [Hoka Major](#)

Fred Barongo Ochoki, Mitambo Patrick Muriungi, Edward NdemoMatureti and 69 others like this.

Comments



Michael Nandasaba WaSa wawa shikumulo market niko ndani kwa mpigo na my wife Delilah mam Nancy Tracey Brighton mpaka tamati

English Service Facebook Fan Page

[KBC English Service](#)

25 September at 21:56 ·

Embattled Migori Governor Okoth Obado is facing the battle for his life after he was arrested and Whether Obado is found guilty or not; do you think his political career will be able to survive this process?

arraigned in court over the murder of university student Sharon Otieno.



Bictor Nutty Bictor, Kahiga Pete, NgangaWanjiru and 2 others like this.

Comments



Boniface Mutahi In Kenya that is already forgotten ,he will survive since our politicians and Kenyans .We have a forgetting DNA aided by "MTUwetu " vaccine... Then the nxt government shall appoint him back to public service.

David Munene Sooner than later, just like the NYS, the case will be off the public glare. Okoth will be exonerated and the matter forgotten altogether. As such he will be back to his political elevation.

[KBC English Service](#)

Nganga Wanjiru, Antony Chege, Florah Kanario and 4 others like this.

Comments



Ian Kemboi yes. Mainly happening in rural areas 'crossed by tarmac roads.



Andie Njeru Reborn yeah bodabodas are being used as an easy get away simply because they are never stuck on traffic