PRINT MEDIA COVERAGE OF YOUTH BUSINESS STARTUPS IN KENYA: A COMPARATIVE ANALYSIS OF HUSTLE AND MY NETWORK MAGAZINES

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DECLARATION

I declare that this project is my original work and has not been submitted before for the award of

a degree in any University.

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K50/8065/2017   **SIGNATURE**   **DATE**

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

DR. JAMES ORANGA   …...   ………….17-11-2020……….

DEDICATION

I dedicate this research to my parents; Grace Adoyo and Maurice Otieno and my brothers;

Clifford Ogutu and Wallace Otieno.

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My deep and sincere gratitude goes to everyone who contributed towards the successful completion of this research project. I remain grateful to my supervisor, Dr. Oranga who has been of great help and who made sure I didn't lose track. I am also grateful to my family for the support they gave me throughout my study period. Above all, I am very grateful to God for sustaining me throughout my academic journey.

LIST OF ABBREVIATIONS AND ACRONYMS

ILO   International Labor Organization

KNBS   Kenya National Bureau of Statistics

MCK   Media Council of Kenya

NGOs   Non-Governmental Organizations

UNESCO   United Nations Educational, Scientific and Cultural Organization

WHO   World Health Organisation

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ABSTRACT

This study aimed at examining how the print media in Kenya specifically *Hustle* and *My Network* magazines cover stories on business startups founded by the youth. The study was anchored on four main objectives that seek to; a) Determine the amount of coverage given to youth business startups by *Hustle* and *My Network* magazines b) Examine the priming of youth business startups by the *Hustle* and *My Network* magazines c) Establish what subjects or issues dominate stories on youth business startups in *Hustle* and *My Network* and d) Establish the factors that determine coverage of youth business startups on *Hustle* and *My Network* magazine. The study was anchored on three theories namely; Agenda Setting, Gatekeeping, and Priming theories. The study used a mixed method approach. A code sheet was used to gather quantitative data, whereas an interview schedule was used to collect qualitative data. The study utilized an exploratory research design. Non-probability sampling specifically judgmental sampling was used to get samples studied within the research period (January 2020 to June 2020). January 2020 to June 2020 was selected as it is the most current, and therefore featured any recent changes that the magazine may have adopted over that period. The quantitative data collected was presented using graphs and tables, while the qualitative data was presented in a narrative format. After analyzing the data, the researcher found that both *Hustle* and *My Network* lack an editorial policy on coverage of business ventures established by the youth. Stories on business startups founded by the youth accounted for less than 15% of all stories published during the research period. The researcher also established that there was no consistency in coverage, the stories were not on prime pages and lastly the publications focused mostly on stories within Nairobi and its environs. From the findings, the researcher recommended that a detailed editorial policy be adopted by both publications to facilitate better coverage, allocate more space and give prominence to such articles by placing them on prime pages (front and last) to enhance chances of being seen by the intended audience, increase the number of pages in the magazines, to have more space and therefore, the possibility of covering more stories. Lastly, the study recommended that the publications can expand and cover more youth from outside Nairobi.

CHAPTER ONE: INTRODUCTION

Overview

This chapter tackles the background of the study, problem statement, objectives of the study, research questions, significance, justification of the study and operational definition of terms.

1.1 Background of the Study

The United Nations Educational, Scientific and Cultural Organization (UNESCO) define youth as those persons between the ages of 15 and 24 years. The World Health Organisation (WHO) defines youth as a person between the ages of 10 to 24. According to Bahaman et.al (2010), youth should not be defined according to ages but productivity. They opine that youth is a man or woman who has abundant energy and strength both in mentality and physically. The Kenya Vision 2030 however defines youth as one between the ages of 15 to 35. This research project adopted the Constitution of Kenya (2010) which defines youth as an individual who has attained the age of 18 years but has not attained the age of 35.

Data from the Kenya National Bureau of Statistics (KNBS) census conducted in (2009) indicated that about 13.7 million (34.5%) of the Kenyan population back then, was made up of the youth. Being a youthful population, a lot is expected from them in terms of innovation and wealth creation. However, that has not been the case in Kenya and Africa at large. A huge percentage of youths have graduated from colleges and universities but have not managed to secure employment in any organization. Over the years, the government and other stakeholders have rolled out several initiatives in a bid to mitigate the unemployment menace among the

youth but nothing much has been achieved. The programs rolled out by the government include; Youth Enterprise Fund and the Uwezo fund which were set aside to cushion the youth and other marginalized groups in society.

The government also passed a law that requires 30% of all government procurement services set aside for the youth and other vulnerable groups. Despite all these efforts, data from KNBS (2018) Economic Survey indicates that a large percentage of youth in Kenya are still unemployed. Odero et al. (2013), argues that the above-mentioned initiatives by the government have not decisively tackled the issue of youth unemployment in Kenya. However, Kimando et al. (2012) posit that the problem is not the programs in place currently, but the youth themselves. According to Kimando et al. (2012), the youth have not taken a full interest in adopting and being part of the programs set up by the government to combat the existing menace.

The same situation is reflected globally where data from the International Labor Organization (ILO) indicates that over seventy million young people were estimated to be jobless in 2017 with the unemployment rate among the youth standing at 13.1 per cent globally, with the most affected region being the Middle East nations at 30.0 per cent. According to ILO, 76.7% of working youth are in informal jobs, compared with 57.9 per cent of adults. In 2017, 16.7 per cent of working youth in emerging and developing countries lived below the extreme poverty threshold of US$ 1.90 per day.

The unemployment crisis has forced several Non-Governmental Organizations (NGOs) to step in and act hoping to end the issue. In Kenya for example, leading telecommunication provider Safaricom established the Blaze youth network, that provides training, and mentorship for young entrepreneurs. Blaze also helps in financing a potentially successful business. In addition to corporates, media houses have also lent a hand in the fight against the critical issue.

Different media organisations have rolled out various mechanisms to help empower the youth. Some of the efforts include joint mentorship programmes with top companies in the country.

The media also produces content that educates the youth on the subject of unemployment and different avenues available rather than waiting for formal employment. In light of the above, media has a critical role to play in solving the unemployment issue, in that the content they produce can educate the youth and encourage them to pursue other career objectives other than being employed. This study focused on youth business startups and whether the media gives coverage to such initiatives so that other youth can learn from them.

1.2 Print Media in Kenya

A report released by the Media Council of Kenya (MCK) in 2011 opined that the Kenyan media is one of the most vibrant in the continent. The media industry in Kenya is divided into the broadcast category, print media, digital /online media. The broadcast category is mainly grouped in two; the television and radio. Print involves; newspapers and magazines. Online majorly involves content published on online platforms. The content can be in form of text or audiovisual. Despite the availability of several content distribution platforms, the print media in Kenya is still appreciated by most people as a credible source of news. Several newspapers are published periodically in Kenya. However, two media houses; The Nation Media Group and Standard Media Group are the most dominant in the print media industry. This is in line with the argument of Nyabuga and Booker (2013) who opined that most newspapers in the country are published by media conglomerates that have broadcasting and online platforms.

The Nation Media Group publishes the *Daily Nation*, whereas the Standard Media Group produces the *Standard* newspaper which is the oldest in the country dating back to 1902. Both

publications appear daily. The two dailies carry news items, opinion pieces, lifestyle columns, business news, topical pullouts, sports news, and international news from Monday to Friday. Over the weekend, the papers give more extensive coverage of news features and other topical issues including health, careers and economic matters. Apart from the *Daily Nation*, the Nation Media Group also produces the *Business Daily* which focuses on business news in Kenya and the East African region.

It also publishes *Taifa Leo*, and *The East African* which are a Swahili version that gives news updates that happen in Kenya and around the world in Swahili, with the latter giving comprehensive information about what is taking place with the East African region. Apart from these publications, the two major players have pullouts and other publications that cater to specific topical issues.The Standard Media Group has *Game Yetu* for sports with Nation Media Group having *Mwanaspoti* for the same purpose. The Standard Media Group went a notch higher in 2013 when they launched *The Nairobian*, a weekly publication that catered for the needs of Nairobi residents. The Nation Media Group responded by launching *Nairobi News* an online platform that was meant to satisfy the needs of city residents. The platform, however, diversified and now provides news for the whole country including beyond borders.

Apart from the two, there are other publications in the country that include; *The Star* which is a daily publication by the Radio Africa media group. *The Star* was launched in 2007 with its main focus being Nairobi, but it later went national and is among the top daily publications in the country at the moment. The Media Max Network also runs *The People Daily* which is a daily publication. One unique thing about the publication is that it is a free newspaper. According to Nyabuga and Booker (2013), the largest newspaper by circulation is *The Daily Nation* followed by *The Standard,* then *Taifa Leo, The Star, Business Daily,* and *The People Daily*.

1.3 Business Startups in Kenya

The business dictionary defines a business startup as the initial phase of an enterprise where the founder moves from the stage of creating an idea to that of getting funding, putting together the business structure and coming up with techniques of trading. According to Hossein and Sharifi (2015), a startup is a fledgling business that is starting its operations. In this research, the business dictionary definition of a startup was adopted. Startups do not have any specified number of employees but most range between one to twenty. The number, however, becomes bigger as the company grows in revenue and clientele. To start a business one needs resources that include; finances, relevant information, human resource among others. There is no guarantee that a startup will automatically succeed, a thing that has scared a lot of people from venturing into them.

Aernoudt (2004) opines that the high risk linked to startups and the fact that the creator develops the idea from scratch make startups easy to fail. His point is echoed by Grandori (2013) who noted that most startups are vulnerable and fail at the establishment phase. Honjo (2000) established that a new enterprise with insufficient funds is highly likely to fail. Besides, it was also established that new enterprises tend to struggle in a bid to survive in the industry.

GSMA (2014) indicated that most Kenyan startups (70%) make $2,900 or less per month, meaning the founders cannot work full time on the project. The same research divulged that the minimum revenue required to startup a business is $3,300. On the matter of revenue, the research found that 88% of startups in Kenya make revenues ranging from $600 to $58,800. In terms of funding, GSMA (2014) found that 60.3% of Kenyan startups are solely based on personal savings from the founders. Most startup ventures locally were found to have been founded by persons with a background in Information Technology. Such startups stood at 46%, business

management stood at 11%, Engineering 8%, Accounting 5%, Science 3%, Arts and Visual design 3% and others at 24%.

1.4 Print Media and Business Startups

Hang and Weezel (2007) argued that media including print media plays a significant part in influencing entrepreneurship (establishing a business venture) culture, by developing a discourse that shares values and images portrayed in entrepreneurship, by providing a medium that promotes entrepreneurial practices, and by encouraging the adoption of self-employment in the society. By so doing, media creates an association with entrepreneurialism where they have an impact on each other.

The duo further noted that media formats such as newspapers, TV and radio are important mediums to transmit cultural values and ideas. They can also help to structure people's perception of entrepreneurship to foster an entrepreneurial spirit through society. Borrowing from the argument above, the growth of business startups is somewhat dependent on the press in that the latter through its power to reach many people and its ability to set agendas can pass across the message and develop impactful content that may help change the perception of the audience regarding business startups.

The press may also choose to profile a number of the startup initiatives that have done well, a concept that may change the audiences' attitude towards it. Schramm (1964) opined that mass media channels can perform various roles like teaching and are supportive when it comes to making a decision especially around issues of development. From this argument, we see that when print media consistently and diligently cover startups, it exposes them to the outside world.

This way, many people may learn about them, and therefore increase the chances of the viewers or readers taking up the same.

1.5 Hustle Magazine

It is a weekly pullout on the Standard newspaper. It highlights stories of youths running business ventures and shares tip with these youths through stories on the publication (Standard Media Group 2015). Apart from success stories, the magazine also publishes opinions from experts and motivational speakers regarding business ventures. A quick look at the magazine divulged that some of its columnists include renowned rapper Kaka Sungura who runs the Kaka Empire record label. Browsing through the paper, I noticed that the publication profiles several businesses and how their founders overcame challenges that they faced at the initial stages. Business ideas, financing options, advice and other related issues are captured in the publication.

During the launch of *Hustle* Magazine in 2015, its management announced that the publication's objective is to reach out to Kenyan youth and encourage them to start startups instead of waiting for formal employment. It also endeavours to package content that will implore the youth to embrace self-employment other than just focusing on white-collar jobs which are difficult to secure locally at the moment. The two objectives as announced by Standard are aligned to my study and recognize youth unemployment as a major issue locally, and therefore the need to explore other forms of employment.

1.6 My Network Magazine

My Network is a pullout magazine on *Daily Nation*. According to Nation, the magazine was developed to cater to youth who want information, which will help them advance their

university lives and prepare them for life after school (Nation 2016). Speaking during the launch of the magazine, Carol Njue the magazine's editor divulged that the publication will be about today's ambitious young person, adding that its target group is a young person who seeks to start his own company, that young person keen to understand how to make a good first impression on his interview and stand out from colleagues at the workplace.

The magazine also contains career-related information from career coaches that is targeted to the young people. That My Network is dedicated to the youth and specifically meant to address issues around youth career development and showcasing young people who've succeeded in business ventures, indicates it acknowledges the existing challenge and aspires to address it, which is the main issue in my research.

1.7 Problem Statement

A 2018 report by KNBS indicated that 90% of unemployed Kenyans are below 35 years, with those between 20 to 24 years having a 19.2 per cent unemployment rate. The 2019 census indicates that there are over 13.7 million youths aged above 18, but have not attained 35. Among these, 5,341, 182 (38.9%) are not employed. The trend has been consistent in the past census, where over a third of Kenyan youths are not employed. In a bid to reduce this number, the government has over the years rolled out several initiatives targeted at the youth. Some of the efforts include; the Uwezo Fund, Blaze by Safaricom, Tujiajiri by Kenya Commercial Bank, among many others.

While the state and other agencies have been trying to curb the issue, several scholars have criticized the media for giving little emphasis to issues relating to development. Onyango (2010) opined that the African media pays more attention to its entertainment function other than its

duties to educate and inform people how to improve their livelihood. He further opined that

surveying through the dominant African printed press, it was difficult to find development-

oriented programs, articles or news features which are pay emphasis to issues around the

development of the nation. Onyango's point of view is also adopted by Quebral (1971) who

noted that newspapers in developing nations have a tendency of dwelling on irrelevant issues

rather than paying attention to the development agenda.

The debate around the media's role in entrepreneurship has been tackled by several

scholars. Hang and Weezel (2007) held that media is very influential in the creation of business

enterprises by sharing information success stories that may encourage an entrepreneurial spirit.

Their argument is supported by Schramm (1964) who opined that mass media channels can

perform various roles like teaching and are supportive in decision-making when it comes to

development matters. Based on the above arguments, there is no doubt that media has a role to

play in regards to promoting youth entrepreneurship by coverage around the study subject. It is

for this reason that media used its role of education to help bridge the gap by running

publications, documentaries and features on the study subject

These publications focus on promoting business enterprises, self-employment and different

things that people are doing to earn a living other than waiting for employment by the

government, corporates and Non-Governmental Organizations. *Hustle* and *My Network*

magazines have been publishing content on successful entrepreneurs and giving tips around the

running of business enterprises. How well has this content been packaged to be of benefit Kenya

youth? Since reporting on business ventures owned by the youth is a relatively new venture in

the country, there exists a gap as to whether print media reporting on this area covers various

startups by the youth in an effective manner. This study intended to contribute towards filling the

gap by investigating the types of youth business startup information covered by the two

magazines, the prominence given to various types of startups, and the factors that determine

which youth business startup stories are covered by the publications.

1.8 General Objective of the Study

    To undertake a comparative analysis of *Hustle* and *My Network* magazines coverage of

youth business startups in Kenya

1.8.1 Objectives of the Study

  i. To determine the amount of coverage given to youth business startups by *Hustle* and *My*

Network magazine.

  ii. To examine the priming of youth business startups by *Hustle* and *My Network* magazine.

  iii. To establish what subjects or issues dominate stories on youth business startups in *Hustle*

and *My Network* magazine.

  iv. To establish the factors that determine coverage of youth business startups by *Hustle* and

My Network magazine

1.8.2 Research Questions

  i. What is the amount of coverage given to youth business startups by *Hustle* and *My*

Network magazine?

  ii. How are youth business startups primed by *Hustle* and *My Network* magazine?

  iii. What subjects or issues dominate stories on youth business startups in *Hustle* and *My*

Network magazine?

  iv. What are the factors that determine coverage of youth business startups by *Hustle* and *My*

Network magazine?

1.9 Justification of the Study

The 2019 census indicates that there are over 13.7 million youths aged above 18, but have not attained 35. Among these, 5,341, 182 (38.9%) are not employed. The trend has been consistent in the past census, where over a third of Kenyan youths being jobless. In a bid to reduce this number, the government and other stakeholders have over the years rolled out several initiatives targeted at the youth. Some of the efforts include; the Uwezo Fund, Blaze by Safaricom, Tujiajiri by Kenya Commercial Bank, among many others.

Odero et al. (2013) argues that the above-mentioned initiatives by the government have not decisively tackled the issue of youth unemployment in Kenya. However, Kimando et al. (2012) posit that the problem is not the programs rolled out, but the youth themselves. According to Kimando et al. (2012), the youth have not taken a full interest in adopting and being beneficiaries of the programs seeking to combat youth unemployment. The high numbers of unemployed youth have also forced several Non-Governmental Organizations to step in and act to stabilize the unemployment rate. In Kenya for example, leading telecommunication provider Safaricom established the Blaze youth network, that provides business training, financing and mentorship for the youth. KCB has 2jiajiri initiative; a flagship programme of the KCB Foundation that focuses on the development of vital skills among the youth in the informal sector.

The media has not been left behind in this fight. Kevin and Kim (2006) posit that a country and or society with great consistent coverage on youth entrepreneurship by the media, has increased chanced of inculcating entrepreneurship adoption among the citizens. The above argument is emphasized by Mccormick (2013) who opined that entrepreneurs in societies or countries with soaring volumes of positive stories on business startup ventures indirectly create an environment, which is more conducive for the creation of new business enterprises by

encouraging public acceptance of business creation. Angela and Jon (2007), argue that adequate coverage of business startups could be instrumental in establishing a favourable environment for the adoption of alternative forms of employment including self-employment through entrepreneurship. The duo further note that media coverage on youth startup ventures can be aimed at; educating the audience of opportunities they can take advantage of and create business ventures, discussing the challenges and prospects of starting and operating business ventures.

In Kenya, the two leading media companies; Standard Media Group and Nation Media Group have taken lead on the issue, producing *Hustle* and *My Network* magazines that promote business activities initiated by the youth in the country. *Hustle* and *My Network* magazines do not entirely focus on addressing the above-mentioned subject. Therefore, there is a need for an in-depth examination of how much priority these publications give to youth entrepreneurs. This is so because there is a gap in the literature on coverage of youth entrepreneurs in the Kenyan print media.

1.10 Significance of the Study

The findings of this study provide literature which may be helpful to future scholars researching this area. The study findings may also be helpful to media entities interested in venturing into this area of journalism. Lastly, the findings may guide media agencies already producing content on youth entrepreneurship to examine whether there is need for a change of style and manner in which the stories on the study subject are presented to the target audience.

1.11 Scope and Limitations

This study focused on stories addressing youth entrepreneurship and left out all other

startups whose founder is not or was not a youth by the time of starting the business. The study

focused on *Hustle* and *My Network* magazines published over a sixth month period, for this

study, only stories published between the moths of January to June 2020 were studied.

1.12 Operational Definitions

Youth: an individual who has hit 18 years but is yet to hit 35 years.

Business startup: the initial phase of an enterprise where the founder moves from the stage of creating an idea to that of getting funding, putting together the business structure and coming up with techniques of trading.

Entrepreneur: the owner and creator of a business enterprise.

Print media: any publication that appears in printed format.

Priming: making content stand out, and appear prominent as compared to everything else covered in the publication

Prime pages: Pages in a publication that are considered most accessible readers. They include the first page, second page and the back page.

Interior pages: Pages in a publication that are less considered less accessible by readers. They are mostly the middle pages.

Gatekeeping: Deciding what to publish and what to omit in a publication for example a newspaper.

Gatekeeper: The person deciding what is published and what is rejected in a media outlet.

Agenda setting: The increased focus of an issue leads to increased perceptions of the salience of that issue.

CHAPTER TWO: LITERATURE REVIEW

Overview

This chapter reviews the literature on coverage of youth business startups by print media, the issues that dominate print media in regards to youth business startups, priming of youth business startups by print media, and factors that determine which youth business startup stories are covered. The chapter also reviews theories that address the issues raised in this study.

2.1 Coverage of Business Startups by Print Media

Kevin and Kim (2006) posit that a country and or society with great consistent coverage on youth entrepreneurship by the media, has increased chanced of inculcating entrepreneurship adoption among the citizens. The above argument is emphasized by Mccormick (2013), who opined that entrepreneurs in societies or countries with soaring volumes of positive stories on business startup ventures indirectly create an environment, which is more conducive for the creation of new business enterprises by encouraging public acceptance of business creation.

Angela and Jon (2007) argue that adequate coverage of business startups could be instrumental in establishing a favourable environment for the adoption of alternative forms of employment including self-employment through entrepreneurship. The duo further note that media coverage on youth startup ventures can be aimed at; educating the audience of opportunities they can take advantage of and create business ventures, discussing the challenges and prospects of starting and operating business ventures. Klapper (1960) however opines that exists other socializing agents that are more important in shaping audience opinions, behaviour and attitudes in contrast to the media, for example, peer groups, family, religion, school, among others.

Amodu, Ekanem, Yartey, Afolabi and Oresanya (2016) investigated how four different newspapers in Nigeria, covered stories on business startups, and entrepreneurship. The research concentrated on the period between year 2013 to 2015 where it found that only 1,122 stories were covered by the four publications namely; Vanguard, The Punch, The Guardian, and Business Day. In the study, it was established that Vanguard managed to cover 457 stories out of the 1,122 covered over the two years. Business Day was second with 259 stories; The Punch covered 234 stories, while The Guardian had 170 stories. The five researchers noted that despite being a publication focused on business news, Business Day did not manage to cover even a quarter of the articles published over the research period.

Another interesting outcome was; The Guardian; a leading publication in Nigeria, and which had the most pages among the four publications, gave the least emphasis to stories touching on entrepreneurship, and business startups. The results above indicate that in Nigeria, the press has not paid much emphasis to business startups as the coverage is still low. This means anyone interested in learning about business startups may not easily access the information, limiting the chances of influencing the readers into adopting entrepreneurship.

Worku (2017) looked at how media in various countries covered entrepreneurship. Worku (2017) cited a study by Pinto (2007) where it was established that media entities in Mexico and the Republic of Macedonia have not paid enough emphasis to highlight stories on entrepreneurship. According to Pinto (2007) as cited by Worku (2017), the media coverage is low because the two countries were not producing and creating room for the development of sufficient startups, there was limited awareness on business startups, and more focus was placed

on seeking of employment rather than creating of business ventures. This is credited to the myth that entrepreneurship is not a viable career.

In Cuba, Peters (2012) found that business startups were receiving limited coverage until 2011 when the government-owned media started paying attention to entrepreneurs. Peters (2012) argued that the coverage of business ventures was low and focused on: stories on pilferage of private businesses, articles on violation of health standards by business focusing on food services, and stories on startup founders benefiting from discounted public services such as electricity. However, from 2011, the coverage improved with more publications paying attention to startups.

A research conducted on the adult population in Chile, and cited by Worku (2017), divulged that a huge number of Chile's adult population believed that business startup specifically new businesses were receiving adequate coverage by the press. The survey that based on the adult population survey in Chile which is conducted by GEM in developing countries, new businesses have lots of media coverage for example in 2013, 98% of Chilean citizen believe that new or startups businesses are given media attention.

Understanding and examining the literature on how media covers business startups is important for this project because it helps establish the connection between the two and raise any gaps that have not been addressed by previous studies. From the above arguments, there is no doubt that a direct connection exists between media coverage and the success of business startups. This study looked into how *Hustle* and *My Network* magazines covered the issue of youth business startups and sought to establish whether enough coverage has been issued to the same. The cases highlighted in the various countries paint a picture of how the media generally cover the issues of business startups. From the previous studies, business startups are not

frequently covered by publications in different countries, though some effort has been put to cushion the subject under study from being completely neglected.

This study looked into the Kenyan case and examined whether it is similar to other cases listed, considering that media in Africa has faced criticism for reportedly focusing on entertainment and politics at the expense of development matters Onyango (2010) argued that the media in Africa pays more attention to its entertainment function other than its duties to educate and inform people how to make their lives better. He further opined that surveying through the dominant print media in the continent, it was difficult to find development-oriented programs, articles or news features which are important to national development.

The study looked into how *Hustle* and *My Network* magazines covered startups, considering the above-mentioned factors, the researcher used the arguments listed above to query whether the magazines' management is affected by any of the above, and which other internal and external factors determine the coverage of certain issues. In so doing, this study was able to understand why magazines cover more stories relating to a particular subject if any, as compared to the rest.

2.2 Youth Business Startup Issues Covered by Print Media

A research conducted by Worku (2017), divulged that media in various countries had different ways of covering business startups and issues of entrepreneurship. In the study, Worku (2017) outlined how media in various countries covered business startups. For example in the Czech Republic, a public media has a TV program called "POKR", the program presents brief stories about entrepreneurs and their businesses, it gives advice and informs about new developments important for the business. In the UK there is "The Hustlers" this program is

addressed to a young audience. It shows young people who run their own business and describes their problems, successes and failures. In Poland "Firma", the program shows how to start a particular type of business, how much money needs to be invested, which regulations have to be observed, which investment and equipment are necessary. In Spain, there is a program called "Dreamers". In this planned one-hour program a real entrepreneur will play the role of the anchorman who presents the story of three businessmen.

Anita and Barbara (1998) noted that from the late 90s, the issue of youth unemployment has become a major challenge in the African continent. According to them, if unemployment among the youth is so dire as it seems, then more youth should venture into business startups and adequate media coverage given to ventures created by such youth in a bid to sort the unemployment crisis. The argument by the two scholars advocates for proper coverage of youth business startups on the premise that when other young people see their peers succeeding in business, they may also be lured to try and go the same route, this is only possible if sufficient airtime and space is given to youth business startups, and also if the content provided suits with the audience being targeted.

In Africa, a fair amount of research has been undertaken to determine how various publications cover business startups. According to Amodu et.al (2016), Ghana and Nigeria have better media coverage of business startups in the continent. In the study, four papers were studied in Nigeria and it was established that 78% of the material published had something to deal with starting a business, with most of the content being local. In Ghana, Koltai, Mallet and Muspratt (2013) found that 80% of content on various dailies touched on the subject of business startups. However, the researcher noted that the coverage was not very fair since some stories were told more often, and given prominence, yet others were never told at all.

In the study, three out of four respondents expressed their sharp critic of the Ghanian media in covering business startups. Koltai, Mallet and Muspratt (2013), divulged that the respondents generally believed that the media failed to sensitize, inspire, and educate the broader Ghanaian society about the power and value of entrepreneurship, and they felt the media often did not understand how to tell the stories of up-and-coming entrepreneurs positively.

An investigation conducted by Amodu et.al (2016), on four publications in Nigeria namely; Business Day, Vanguard, The Guardian and The Punch revealed that some of the issues addressed and covered by the local dailies in regards to business stories include; development, youth empowerment, funds acquisition/investment, business seminars, innovations, inventions, entrepreneurship, partnership/sponsorship, awareness, entrepreneurial training/skills acquisition, donation by Non-Governmental Organisations, women entrepreneurship, competition/foreign business and job creation/unemployment. Most of the stories covered by the publications focused on entrepreneurs with Nigeria and local news, with minimal coverage being given to locals conducting businesses in foreign nations.

Worku (2017) divulged that in Ethiopia, most producers covering news regarding business ventures preferred covering group businesses. This was mostly because media managers lacked the interest to produce news regarding small business startup owners, giving exception only to startups that had a connection to the state. In his findings, he reported that feedback from his sources claimed that giving proper coverage to startups would expose their employees to unwanted behaviour like bribery and passing around of brown envelopes before various enterprises get media coverage. Regarding coverage, the study observed that more emphasis was given to government-funded enterprises.

The results of the research by Worku (2017) divulged that among the total news coverage, 96 news stories dealt with government-funded entrepreneurs (55.8%), whereas 68 news stories are about self-funded (individual) entrepreneurs (39.5%). This means the government-funded enterprises have increased probability of getting coverage rather than self-funded or individual entrepreneurs. Therefore, from the outcomes, we can infer that the press gives priority to issues around the government's direction and its contribution for entrepreneurs and other activities rather than individual entrepreneur to inform, educate and mobilize the public through presenting their special characteristics and good experience.

The experience from the three African countries underscores some of the struggles African media goes through in its attempt to showcase content on youth entrepreneurship. This is important to the study, as it helped the researcher understand how *Hustle* and *My Network* magazines gather content relating to youth business startups, and whether they have faced the same challenges, and how the challenges (if any) have been tackled to ensure a smooth flow of the content to the audience. Worku (2017) further found that it is expensive to have a story aired on EBC. This has made it difficult for young entrepreneurs and small business enterprises to have their stories aired by the national broadcaster. Regarding the challenges faced in covering startups in the country, lack of skills, editorial policies and external interference were some of the major hindrances that barred content from startup owners from being published.

A considerable number of researches have explored coverage of business startups by various publications but only provide the topics covered and do not go deep to examine whether the stories covered focused on young people and whether the content had enough quality information to influence a reader into thinking, and or even venturing into a startup. This particular unclear are is what my study focused on.

Locally, various publications and programs have been established to churn out stories on business startups. However, not all these publications focus on youth business startups. Secondly, the problem under study is a relatively new phenomenon in Kenya with limited studies on it. It is therefore difficult; to specifically state how Kenyan media cover youth business startups. This study investigated *Hustle* and *My Network* magazines to determine how they cover issues of youth business startups, any achievements so far, the challenges faced, and areas for future improvement.

The experience from the other countries guided the researcher in formulating questions that were used when engaging the magazine editors, who in this case are the gatekeepers and the key decision-makers regarding the type of content that makes it to the weekly publications. The information gathered gave a glimpse of how the issue of youth business startup is covered locally. Kelly, Bosma and Amoros (2011) argued that in Kenya, the media has a duty to shape the beliefs and perception of the people about the subject of business startups by providing information that the audience needs for example telling success stories. From the above arguments, there is a connection between media coverage and business startups success in that whenever there is favourable coverage, then the latter has higher chances of succeeding.

2.3 Priming of Youth Business Startups by Print Media

Iyengar, Peters and Kinder (1982) argued that priming occurs when media attention to an issue causes people to place special weight on it. Ewoldsen, Ewoldsen and Carpentier (2002), opined that priming occurs when media content affects the consumers' later behaviour or judgments related to the content. Priming in the media mainly focuses on the level of importance given to some news stories as compared to others. It is from one family with the agenda-setting

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theory by McCombs and Shaw (1972) who held that media has powers to transfer the salience of items on their news agendas to the public agenda.

Priming revolves around the issue of accessibility and making content stand out, and appears prominent as compared to everything else covered in the publication. Miller and Krosnick (2005) argued that priming occurs any time a publication gives too much emphasis to a given subject making the audience put more emphasis on it when making critical decisions on issues affecting them more so in leadership and other aspects of their life. When the media decides to focus on one item (to prime a particular subject), then the receivers of the message will also focus on that particular item and ignore the rest, since the audiences judges what the media has decided to focus on as more important than what they did not publish, or what appeared only once in the entire publication.

Krosnick and Brannon (1993) opined that ordinarily individuals rarely make decisions by normal judgment basing on the knowledge accrued, but instead use information recently accrued by the mind. This, therefore, means that if the media pays more attention to issues of youth business startups, then the audience will be aware of the same and will have a clear picture and understanding of the subject. This way, more people could easily be influenced to consider starting a business as compared to seeking formal employment. Using this argument, this study examined how *Hustle* and *My Network* magazine prime issues of youth business startups with key emphasis on placement, font size and other editorial additives.

A study conducted in Nigeria by Amodu et al. (2016), on four publications namely; Vanguard, The Punch, The Guardian, and Business Day established that 99.4% of stories touching on business startups and entrepreneurship were printed on pages towards the end of the publications. The study established that only 0.4% and 0.2% of stories on the subject matter

featured on the front page, and the centre spread pages respectively. The study further established that all the four papers had designated slots for the publishing of business news, and others even had additional pullouts tackling the concept of entrepreneurship, and the issue of business startups.

Amodu et al. (2016) however, concluded that the publications were not giving prominence to the issue of business startups and entrepreneurship. The scholars established that a larger percentage of the entrepreneurial stories were given the inside page treatment (99.4%), the front and centre spread pages had little representation of such stories, as each had 0.4% and 0.2%. This raises the concern of the possibility of entrepreneurial stories not being considered important by the newspaper. Content to be published gets to the news desk from diverse sources; an editor is expected to make a decision on which of these news stories is more newsworthy. Due to high competition by other news houses, the editor decides on what would most get the readers' attention and gives them places of importance.

This study looked into how *Hustle* and *My Network* Primed stories on Youth business startups with key emphasis being placed on the story placement, amount of space allocated, pictures and graphics used, and whether the story features prominent personalities. From the outcomes, the researcher will be able to make a conclusion guided by the main arguments from the theory.

2.4 Factors Determining Coverage of News Content on Print Media

In every media entity, there is a set of editorial guidelines and how the media operates. These guidelines may affect the type of content covered and how the media agency frames the topical issues they have decided to cover. The concept of gatekeeping can also affect the issues

print media covers in regards to business startups. Barzilai-Nahon (2008) argued that gatekeeping is a mechanism used to control content and includes several processed namely; selection, adding stage, withholding and displaying, manipulating, deletion of information among others.

The main argument in gatekeeping is that editors have powers to decide what to publish and what to eliminate based on set guidelines by the organization or what the editor deems important to the public. According to Hirsch (1977), the selection process on what to be published is determined by the gatekeeper by estimating the level of interest the audience has in a particular story. This means that some stories or topical issues in the subject of youth business startups may be omitted because the gatekeeper does not consider them as having a greater level of interest among the public. Given the above, it is clear that a publication might cover business startups, but fail to address key concerns of importance to the target audience.

Coverage of various issues in the media is determined by several factors. According to Herman and Chomsky (2002), media ownership is one of the factors that determine coverage of various issues. The duo argued that an increase in private ownership of media entities restricts public debates. The two scholars argued that when a media entity is owned by an individual, the media may focus more on the individual's ideology, desire to gain profit, among others. This may therefore hinder coverage of public interest issues which would have been of great importance to the audience, at an expense of content seen as more marketable or seen as having more probability of generating greater revenue through sales.

Shinar (2003) opined that competition among media entities is another key factor that determines content covered and the frequency of coverage. According to Shinar, as media compete for a share of the audience, they tend to focus more on content that will give them an

upper inch against their competitors. In so doing, the scholar argues more emphasis is always given to soft news at the expense of development and public interest matters like the increasing rate of youth unemployment.

Kalyango (2009) studied coverage of political news in Uganda and established that editors' selected news9 stories based on the interest of their listeners. According to Kalyango, editors of most newspapers are likely to identify the interest of their readers as an important factor during the gatekeeping process. In Nigeria, Okigbo (1990) conducted a study seeking to establish how four publications select news. His study relied on information from 21 senior editors and reporters from the four national publications namely; The Guardian, National Concord, New Nigerian and Nigerian Standard. Okigbo (1990) established that the process determining stories to be published was influenced by corporate philosophies and policies of newspaper organizations irrespective of the type of ownership. He further established that journalists working in privately-owned newspapers pay less attention to ownership forces in the selection of news and that the issue of prejudice and personal preferences are played down considerably by the journalists.

In Ghana, Nunoo (2016) studied news selection focusing on Daily Graphic publication. He sampled 62 journalists who requested to outline how they select news featured in the publication. The journalists were asked to indicate whether there was any document directing the process of news selection. 95% of the journalists sampled divulged that there was editorial policy governing the selection of news. The respondents, however, noted that after they have selected stories to be featured on the publication, an editorial meeting is organized to make the final decision. Majority of the respondents divulged that news selection is an open process, but the final product is subject to the decision of the editorial board.

From the studies above, it is evident that several scholars have looked into the news selection process, and factors that determine what is published and what is not. However, there is a gap in the literature regarding factors that determine stories on youth business startups that make it to different publications not only in Kenya but the world over. This study sought to contribute to filling this gap by looking into the issue and providing findings that may be used by future scholars interested in this field of study.

2.5 Gaps in the Literature

From the literature reviewed, it is evident that media is essential in the growth and success of business ventures. Whereas researchers have looked into the connection between media coverage and success of business ventures, the area of youth entrepreneurship and how it prioritized by the Kenyan media in terms of priming has not been fully explored. This research will help provide literature painting a picture of the current situation in as far as coverage of youth business startups is concerned.

2.6 Theoretical Framework

2.6.1 Agenda Setting Theory

This theory was crafted by (McCombs and Shaw 1972). In the theory, the duo argued that the media has powers to transfer the salience of items on their news agendas to the public agenda. According to Rogers and Dearing (1988), the theory is divided into two; public and media agenda setting. The former is concerned more with the interests of the audience while the latter address effects of media on a people. In the theory, McCombs was of the view that; even

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though media influence has a tremendous impact, it relies on other factors to determine the public agenda.

McCombs and Shaw (1972) further noted that the even though the media is highly influential, its influence is yet to outdo the principle of democracy as people still have the wisdom to determine where they are heading as a nation and who is best suitable to lead them there. In sum, they noted only sets the agenda when citizens believe their news content is relevant.

This study relied more on the media agenda to establish whether the media in this case *Hustle* and *My Network* magazine produce content on youth business startups and whether the said content is packaged in a manner that can influence the audience to shift their behaviour in a certain way. The study also used some aspects of public agenda to establish whether the issue of youth business startups has been escalated through coverage to make it a topic of concern among the audience.

Griffins (2006) underscores that it is important to note that McCombs and Shaw do not suggest that the media makes a deliberate attempt to influence the listener, viewer or readers on particular issues since we are in a free world and most reporters and news agencies "have a deserved reputation for independence and fairness." In the theory, the main argument is that readers and media consumers look to new professionals for clues on where to focus their attention. According to McCombs and Shaw (1972), the audience judges as important what the media judges as important. This is seconded by Iyengar and Kinder (1987) who opined that agenda setting occurs through a cognitive process known as "accessibility," which argued that when news media covers an issue frequently and prominently, the given issue becomes popular and remain engraved in the audience's memory.

The two scholars in the theory noted that the position and length of the story were the two main criteria used to examine the prominence of a news story. When looking at stories on a newspaper, McCombs and Shaw as quoted by Griffins (2006) established that; a story on the front page and a lead were all counted as evidence of the significant focus on an issue. For news magazines, the requirement was the first story in the news section or any political issue where the publisher allocated a full page.

Besides, McCombs and Shaw (1972) further argued that the font size used on the headline can also be used to establish the prominence given to a news story. The evidence of the significant focus on an issue will come in handy in the study since it will form the basis for which data will be collected and analysed. While collecting and analyzing data, the researcher focused on the position of a story, font size, and size allocation as some of the key issues under study.

The theory has been criticized by several scholars. Davis and Robinson (1986) criticised the theory arguing that it failed to look at the possible effects on what people think about the issue of portraying some news items as being much important as considered to others. Despite such critique, the theory is important especially in this study because it outlines how news media give prominence to some issue and make them appear that like they are the most important, and therefore they are what readers should think about and give more attention to. In this study, the theory was important because its two main elements; prominence and frequency were used when studying youth business startup information covered by *Hustle* and *My Network* Magazine.

2.6.2 Agenda Priming

Priming is a media effects theory. Iyengar, Peters and Kinder (1982) argued that priming occurs when media emphasis on a given subject makes the audience pay attention to the issue.

Ewoldsen, Ewoldsen and Carpentier (2002), opined that priming occurs when media content affects the consumers' later behaviour or judgments related to the content. To get a deeper understanding of priming, it is important to examine two experiments conducted by (Iyengar et. al 1984).

In their first experiment, they had participants exposed to four news items for four days. For two of the four participants, their newscast contained a story about the deficiency of U.S. defence preparedness. For the other two, their stories lacked anything on defence preparedness. In experiment two, three groups were studied with each of them watching five news items in five days. In every news item, there was a different topical story for each group. The subjects of the study were; inflation, pollution and defence preparedness. Each group only one of the three topics above, and each group served as a control group for the other groups. Participants in both tests filled a questionnaire before and after watching the news items. The questionnaire tasked the participants to list eight national problems in terms of national importance, personal concern, the need for intervention by the government regarding the issue, and their estimated amount of interpersonal discussion with friends about the problem.

Furthermore, the respondents ranked the then regime's execution when handling the issue of defence (study 1) or inflation, defence and pollution (study 2), as well as President Carter's integrity and competency. The outcome was that the participants in the study became more concerned with their inserted issue (i.e., defence preparedness for Experiment 1; defence, pollution, or inflation for Experiment 2) compared with their concern before the news items and compared with the control groups. No other issue demonstrated an increase in importance.

The two experiments demonstrate that increased media coverage of a topic serves as a factor influencing how the public creates opinions and ideas regarding various issues. One of the

main arguments of the theory is that when one activity or event happens, it can activate the occurrence of another leading to more information being available to the audience. The theory is anchored on the belief that the media can create ideas and shape how the target audience reasons and thinks based on the ideas provided. This way, the media can control the information that gets to the audience.

According to Fiske and Taylor (1984), priming is important in the media as it helps apply benchmarks to shape and evaluate the thinking of the audience. The scholars further note that priming influences the setting of standards that the audience use on the evaluation of various issues. This, therefore, means that an audience will pay more emphasis to an issue that the media has given more emphasis to. Higgins (1996) argued that priming helps the media to selectively identify what it wants the audience to pay attention using physiological cues. This means that those who end up consuming that information may end up making conclusions based on the information provided to them by the media.

In reporting of youth business startups, priming can be used to prioritize the subject under study, and make it appear like something important. This way, the audience may be influenced into learning more about startups and maybe starting one in future. This study looked into the issue of youth business startups and examined whether print media effectively cover the subject under study. The arguments from this theory helped examine whether the youth have received content on youth business startups to be influenced in a particular way or vice versa. The theory also helped in deducing a conclusion based on the findings established, from the data collected during the content analysis.

2.6.3 Gatekeeping Theory

The idea was developed by German psychologist Kurt Lewin (1890-1947). He developed the concept to understand human behaviour. Lewin's work revolved around changing a population's food habits. In his analysis of how people consume food, Lewin noted that food reaches the family table through channels for example the grocery, and the cook. According to Lewin, before the food gets to the table goes through a lot of stages, and a particular food can be rejected or accepted at any given stage goes through a lot of stages, and a particular food can be rejected or accepted at any given stage.

According to Shoemaker and Vos (2009), the first scholar who used the theory in the field of media and communication was (White 1950). His study encouraged other scholars to looks into the issue. Shoemaker and Vos (2009) opined that gatekeeping is the process of culling and crafting countless bits of information into a limited number of messages that reach people every day, and it is the centre of media's role in modern public life. The duo further argued that people rely on mediators to transform information about billions of events into manageable subsets of media messages. Their point of view is shared by Fourie (2001) who opines that through gatekeeping, information gets to undergo a vigorous check, after which the acceptable news material is shared with the intended audience, while what is perceived bad is left out.

The main premise in the theory is that since the gatekeeper dictates information published, he/she impacts the reader's conduct in a discernible way. This can be interpreted to mean that the media impacts our lives based on what they report. This, therefore, means that to a large extent, what we the public know and care about at any given time is mostly a product of media gatekeeping. This study looked at print media coverage of youth business startups by *Hustle* and *My Network* magazine, and relied on the main argument of the theory to examine

whether gatekeepers in the two publications have paid enough emphasis on the issue under study, and provided coverage for the same, since the gatekeeping process to a large extent, determines how the masses define their lives, and the world around them, by shaping the audience's thoughts about what the world is like.

While analysing the gatekeeping theory, Deluliis (2015) noted that the media gatekeeper does not only determines what stories and news events the public get to know but also how the public thinks of the stories and events highlighted based on the gatekeepers attitude and expectations. In his view, media content can give indications of the expectations and attitudes of various media agencies. Given the above, Deluliis (2015) suggested four methods of analyzing gatekeeping theory namely; micro-system, mesosystem, exosystem and macrosystem

In the first analysis method (micro-system), a researcher studies how the gatekeeper operates the gates. This is the process the gatekeeper uses to select news. The second method is mesosystem, where the researcher examines the broader issues regarding coverage, for example, competition from rivals. In the third method (exosystem), he noted that this majorly revolves around factors which the gatekeeper has no control of, for example; organizational policies, issues of ownership and ideological beliefs that the owners subscribe to, among others. Lastly, the macro-system deals with how cultural beliefs. This study relied on Deluliis' analysis methods to understand the gatekeeping process used by the gatekeepers handling the two magazines. By so doing, the researcher will be able to understand and draw a conclusion on why some stories are published and others are not.

Another key argument advanced by Shoemaker and Vos (2009) regarding the theory is the fact that issues and events that are not covered are absent from the worldviews of most audience members. The scholars argue that people cannot know what the media fails to tell them

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unless the people have personal experience of the event. This is a key argument that was used in this study to examine whether the two publications have been covering the subject issue and contribution towards reducing the issue of youth unemployment in the country, or whether the two publications pay limited emphasis to the issue, and as such, stories on the study subject fail to pass through the gate, and therefore, the audience never gets a glimpse of them.

The arguments from the theory were essential in addressing objective number four in the study and helped the researcher craft questions for the editors of the two publications. This way, the researcher was able to understand the process used in deciding which story to publish and which ones to avoid, and the factors that guide the process above, and also the number of stories received by the publishers on the study subjects weekly.

CHAPTER THREE: METHODOLOGY

Overview

This chapter focuses on the methodology that was used to conduct the study. Methodology according to Wimmer and Dominick (2011) is the study of methods and the underpinning philosophical assumptions of the research process itself. This chapter further looks into the research approach, research design, research instruments, sampling procedures, data collection methods, data presentation, and data analysis methods. The chapter also highlights ethical considerations that were put in place during the study.

3.1 Research Approach

For this study, a mixed-method approach was used to handle the research problem. According to Leech and Onwuegbuzie (2008), mixed methods research represents a study that entails gathering, studying and elucidating quantitative and qualitative data in one or many studies that look into a similar problem. This study used quantitative and qualitative methods to tackle the research questions. In answering the matter of the amount of coverage given to business startups by *Hustle* and *My Network* magazines, the researcher used a quantitative approach to gather data on the number of stories published on the study subject by the magazines.

Regarding priming of youth business startup stories by *Hustle* and *My Network* magazines, the study used a quantitative approach to gather data on parameters of priming that include; page placement of stories, the size of the story, prominence of subjects used and pictures/graphics used. This was tackled through a coding sheet. In addressing the issues dominating stories on youth business startups in the two magazines, the researcher used a quantitative approach to

study the specific topics covered by the magazine, and the topics identified listed and presented graphically.

Lastly, in addressing the question on factors determining youth business startup stories, the researcher used a qualitative approach to interrogate editors from the publications. Mixed method approach was used because using two different approaches to study one phenomenon provides a better picture of the problem under study. Secondly, using a mixed-method approach helps supplement the shortcoming of using one approach. For instance, by talking to the editor of the magazine, I got a deeper understanding of why some content does not make it to the magazine, and also why some stories are preferred over others.

3.2 Research Design

This study looked at how the two magazines covered the issue of youth business startups from January 2020 to June 2020. According to Orodho (2003), a research design is a plan used to study a problem and develop solutions for the research problem. This study utilized an exploratory research design. Exploratory was used because the field of study has not been fully ventured into and limited researches have been conducted in this field. By using this research design, the researcher was able to have a clear understanding of the existing research problem.

3.3 Research Instruments

The study used a content analysis method of research. According to Krippendorff (1980), content analysis is a method of research where the researchers draw replicable and valid inferences from data to their context, to provide knowledge, new insights, a representation of facts and a practical action guide. For this study, content analysis was used to examine the

coverage of youth business start-ups by *Hustle* and *My Network* magazines. Through content analysis, the study examined the amount of coverage given to youth business start-up stories, the issues that have dominated stories on youth business startups in the two magazines, and how stories on business startups are primed by the magazines. The researcher studied content from January 2020 to June 2020. A code sheet was used during the content analysis. This made it easy for the researcher to enter data during the data collection stage. An interview schedule was created and used to get the views of experts behind the production of the two magazines, especially on objective number four.

3.4 Sampling Procedures

3.4.1 Unit of Analysis

Stacks and Hocking (1998) define the unit of analysis as what the researcher counts and assigns categories, adding that it is the area of social life on which research question focus. The unit of analysis of this study was made up of; every article on youth business startups published by the two magazines during the study period. This included; all hard news articles, features, commentaries, opinions, Questions and Answers, editorials, cartoons, news analyses and news roundups, and pictorials covered on youth business startups over the study period. In this study, the population was made up of all *Hustle* and *My Network* magazines produced over the study period (January 2020 to June 2020), and all stories published by the two magazines over the study period.

The study period had 26 weeks, and the magazines were produced weekly, meaning my study population was made up of 52 magazines, and all stories published by the two magazines over the study period. One copy of *Hustle* magazine has 10 stories, while a copy on *My Network*

magazine has 10 stories, meaning that for every week, both magazines have a total of 20 stories. The study period had a total of 26 weeks. Both magazines are weekly publications, meaning the total number of stories published over the study period was 520. Of the 520 stories, all stories focusing on youth business startups were tracked for analysis.

3.4.2 Sampling Procedures

The study utilized non-probability sampling, specifically purposive sampling. According to Mugenda and Mugenda (2003), purposive sampling allows a researcher to use cases that have the required information concerning the objectives of his/her study. Mugenda and Mugenda (2003) further opine that in purposive sampling the population is non-randomly selected based on a particular characteristic. The characteristics are selected to answer the necessary questions about a certain issue. Purposive sampling was used for both the qualitative and quantitative approaches. In the qualitative approach, the researcher purposively interviewed the editors of the two magazines to get information on the publication and how it functions. The editors were singled out because they are the most knowledgeable about the publication, and also because the editors are the ones who decide what are published, and what is not. The magazines under study were also purposively selected because they cover youth issues, and are among the top in terms of circulation.

In the quantitative approach, the researcher purposively sampled and analyzed all stories on youth business startups within the study period. Keywords guided the researcher while purposively sampling the stories. Some of the keywords that were used include 'startup' and 'the age of the business founder'. Purposive sampling was used because it provides the researcher with an opportunity to use cases that have the required information concerning the objectives of this study.

3.5 Data Collection Methods

The sampled stories were studied to establish how *Hustle* and *My Network* magazines covered the issue of youth business startups during the study period. Some of the key issues considered during data collection include; placement, size of the article, frequency of occurrence, personalities and graphics used. The magazines were retrieved from the Standard Media Group editorial library.

3.5.1 Coding

A code sheet was used to gather data from the content analysis, while interview schedules were used to collect data from the editors of the two magazines. A code sheet was settled on because it enabled the researcher to narrow down to the particular issues being studied, and also because it provided a clear way of evaluating the various aspects under study. The researcher used the keywords 'business startup' and the age of the founder to select stories that touch on the subject under study. All stories that touch on this will be looked at and analyzed accordingly. Key issues that were looked at during coding include; placement of articles, size of articles, headline, story type and image accompaniment. For placement, page numbers were used, for example, does the article appear on the front page, inside pages or back pages? On size, the amount of space given to the story was measured in terms of quarter page, half page, three-quarter page, and full-page, story type was looked at based on the topics covered in regards to youth business startups.

3.6 Data Analysis Methods

The study revolved around four specific issues namely; establishing the amount of coverage of youth business startups by the two magazines, examining issues dominating stories

on youth business startups in the two magazines, determining the priming of youth business startups in the two magazines, and lastly establishing factors that determine youth business startup issues covered by the two publications. For this study, data was analysed based on the issues listed above. In answering the matter of the amount of coverage of business startups by the magazines, the researcher looked at the number of stories published under the subject matter, and what percentage they represent as compared to the total number of stories published during the study period. High numbers were interpreted to mean the magazines gives priority to the subject under study, and thus higher possibility of reaching the intended audience, and possibly causing behaviour change.

In addressing the specific issues covered by the magazines on the subject matter, the researcher looked at the number of stories published on youth business startups, and further focused on the topics covered by the stories published under the subject matter. The researcher looked at the number of topics covered, and what percentage they represent as compared to all other topics covered in the subject matter. The message on the various topics was studied to examine whether it is educative, and what information it bears regarding the study subject.

Regarding priming of youth business startup stories by the two magazines, the study relied on parameters of priming that include; placement, size of stories, pictures and graphics used, prominent personalities and subjects featured in the stories and other editorial additives. Placing more business startup stories on the first page was taken to mean that the magazines give prominence to issues of business startups among the youth. In answering the last research question, the researcher studied feedback from the interview schedule and explained the findings.

3.7 Data Presentation Methods

Data gathered from the study was presented in two ways. The data gathered from the content analysis was presented using tables, charts and percentages. Data on the number of stories addressing subject matter, length, size, and type of stories were presented using tables, while patterns and trends discovered in the study in terms of placement, was presented using charts and percentages to enhance clarity. Data gathered from the interview schedules was presented in a narrative format.

3.8 Ethical Considerations

The researcher adhered to the set guidelines by the University of Nairobi School of Journalism including presentation of my proposal before a panel of examiners, the second presentation of recommended corrections, and a final presentation of the entire research project. In addition to the above, the researcher credited all sources used in the research to avoid issues of plagiarism. In the field, the researcher sought consent before interviewing the editors of the two publications and provided full details about the study before the interview. During the interviews, the researcher adhered to legal obligations put in place by the organization and respected instances where respondents were bound by non-disclosure agreements.

CHAPTER FOUR: DATA PRESENTATION AND INTERPRETATION OF FINDINGS

Overview

This chapter presents the research findings of the study and discussions of the findings. The study has a 96% response rate. Initially, the total magazines set to be studied were 51, but during the research, only 49 were available as Standard did not publish two editions of *Hustle* Magazine in February. The study analyzed a total of 49 magazines; 26 *My Network* magazines and 23 *Hustle* magazines covering the months of January 2020 to June 2020. A total of 774 stories were published by both magazines during the study period. Of the 774, *My Network* had 525 while *Hustle* had 249. It is important to note that stories in this regard compromise all material published in the magazine including adverts, puzzles, pictorials, cartoons, editorials, letters to the editor among others. The objectives of the study were; a) To determine the amount of coverage given to youth business startups by the two magazines b) To examine the priming of youth business startups by the two magazines c) To establish what subjects or issues dominate stories on youth business startups in the two magazines and d) To establish the factors that determine coverage of youth business startups by two magazines.

4.1. Findings on Amount of Coverage Given to Youth Business Startups by the Magazines

One of the objectives of this study was to determine the amount of coverage given to youth business startups by the two magazines. According to the agenda-setting theory by McCombs and Shaw (1972), one of the measures used in evaluating prominence given to news stories is the frequency of coverage. The theory argues that if a news media considers a particular subject/topic as important, it will frequently cover the given subject. Data collected during the study indicated that both publications published 774 stories with 525 being from *My*

Network and 249 being from *Hustle* magazine. From the 525 published stories, *My Network* magazine had 16 stories that focused on youth business startups during the six months as indicated in figure 4.1 below:

Figure 4. 1 My Network magazine coverage of youth business startups

On the hand, *Hustle* had 40 stories on Youth business startups out of the 249 published during the study period as shown in figure 4.2 below:

Figure 4. 2 Hustle magazine coverage of youth business startups

In *Hustle* magazine, the month of January had the highest coverage of youth business startup stories with 14 articles out of the 40 stories published that month. For *My Network* magazine, February had the highest coverage with 4 stories out of the 88 stories published that month. Below is a breakdown of youth business startup stories covered by the two publications monthly.

Table 4. 1 Coverage of youth business startups by the two magazines monthly

Months	January	February	March	April	May	June
Hustle Magazine	14	6	11	5	3	1
My Network Magazine	3	4	2	2	2	3

From the data above, it is clear that both *Hustle* and *My Network* magazines provide coverage for youth business startups. However, coverage in both publications is limited with both having coverage of below 15% of the total stories covered. Studying the monthly coverage, it is clear that both publications lack consistency on coverage of youth business startup stories. The above results are in line with the findings of Pinto (2007) as cited by Worku (2017) who established that there was low media coverage of business startups and entrepreneurship in Mexico and the Republic of Macedonia. According to Pinto (2007), media coverage is low because the two countries were not producing and creating room for the development of sufficient startups. There was limited awareness placed on stories on business startups, and more focus was placed on seeking employment rather than creating business ventures. This is credited to the creation of negative perception towards entrepreneurship as a career choice in the two nations.

The situation is, however, different in Nigeria and Ghana. Amodu et.al (2016) covered four publications in Nigeria namely; Vanguard, The Punch, The Guardian, and Business Day and it was established that 78% of the content had something to deal with starting a business, with

most of the content being local. In Ghana, Koltai, Mallet, and Muspratt (2013) found that 80% of content on various dailies touched on the subject of business startups.

Several scholars have previously addressed this issue, explaining why consistent and increased coverage of business startups is important. Angela and Jon (2007), argue that adequate coverage of business startups by the media could be instrumental in establishing a favourable environment for the creation of business ventures, and alternative forms of employment aimed at tackling poverty among the youth. Kevin and Kim (2006) posit that a country and or society with a great level of media coverage on matters regarding business startups have a higher chance of enhancing the spirit of entrepreneurship among the citizens. Kelly, Bosma and Amoros (2011) argued that in Kenya, the media has to shape the beliefs and perception of the people about the subject of business startups by providing information that the audience needs, for example, telling success stories.

Borrowing from the agenda-setting theory where prominence is measured partly using the amount of coverage given to a particular subject, the two publications can be considered to be paying little attention to issues on youth business startups, despite millions of youth being unemployed in the country. This, therefore, means that since the issue is not given the much-needed attention, it is not likely to elicit a public debate that could lead to behaviour change. During the study period, *Hustle* did well and had better coverage in terms of youth business startup stories published as compared to *My Network* magazine.

4.2 Findings on Priming of Youth Business Startups Stories by Hustle and My Network Magazines

One of the objectives of this research was to establish how stories on youth business startups are primed by the two magazines. In establishing priming, the research focused on four main parameters namely; placement, size of articles, photos and graphics used, and the personalities featured.

4.2.1 Story Placement

a) Prime pages

On a newspaper, the most important sections (prime pages) are considered to be the first and the back page. When an article is published on these pages, it is easily accessible by readers since most people are believed to look mostly at the pages listed above. By placing stories on the above-listed pages, it means that there is a high likelihood of attracting the readers' attention. From the data collected, *Hustle* covered 40 youth business startup stories over the study period. Out of the 40 stories, none was on the front and back page. Most of the stories were on the interior pages. Below is a summary of youth business startup story placement by *Hustle* magazine over the study period:

Table 4. 2 Hustle Magazine Placement of Youth Business Startup stories

Page Number	Page 1	Page 2	Page 3	Page 4	Page 5	Page 6	Page 7	Page 8
Number of stories on that page	0	2	3	11	12	10	2	0

On *My Network* magazine, the publication had 2 youth business startup stories appearing on the front page, with none appearing on the back page.

Table 4. 3 My Network Magazine Placement of Youth Business Startup stories

Page Number	Page 1	Page 2	Page 3	Page 4	Page 5	Page 6	Page 7	Page 8
Number of stories on that page	2	2	9	1	0	1	1	0

The above results are in line with the findings of Amodu et.al (2016) on four Nigerian publications namely; Vanguard, The Punch, The Guardian, and Business Day which established that 99.4% of stories touching on business startups and entrepreneurship were printed on pages towards the end of the publications. The study established that only 0.4% and 0.2% of stories on the subject matter featured on the front page, and the centre spread pages respectively.

Miller and Krosnick (2005) argued that priming occurs any time the media gives too much emphasis to a given subject making the audience put more emphasis on it when making critical decisions on issues affecting their daily lives. From the above finding and borrowing from Iyengar, Peters and Kinder (1982) who argued that priming occurs when the salience of an idea becomes the basis of evaluation and judgment. By placing most stories on youth business startups on interior pages, *Hustle* and *My Network* magazine create a picture of a subject that is considered not so important, and as such, the audience specifically the youth will also hold the same view and pay attention to what they think is considered more important by the publication. This is a setback as the magazines will not achieve its aim which is to empower youth with information that could motivate them to start business ventures as a career option.

4.2.2 Size of Articles

The data collected from the content analysis indicated that out of the 40 youth business startup stories published by *Hustle* magazine over the study period, 5 were allocated more than a full-page, 16 stories were allocated full pages, 17 stories were allocated more than half of a

page, while 2 stories were allocated less than half of a page. The table below shows the page size

allocation breakdown for *Hustle* magazine:

Table 4. 4 Youth Business startup story sizes on Hustle magazine

Page Size	More than a full-page	Full Page	More than half a page	Half Page	Less than half a page
Number of stories published	5	16	17	0	2

On *My Network* magazine, the stories were allocated the following page sizes; 4 stories

had more than a full-page, 11 stories had a full page, while one story had more than half of a

page.

Table 4. 5 Youth Business startup story sizes on My Network magazine

Page Size	More than a full-page	Full Page	More than half a page	Half Page	Less than half a page
Number of stories published	4	11	1	0	0

One of the key arguments of priming theory is that if a subject/issue is considered

important by a given publication, it will frequently cover that subject and provide more space to

it as compared to other stories covered on the publication. In a newspaper, a story can be more

than a full page, a full-page, more than a half-page, half page, or less than half page. A full-page

story is always perceived to be more important as compared to a story allocated less than half of

a page.

According to McCombs and Shaw (1972) agenda-setting theory, the length of a story is a

key criterion used to examine the prominence of a news story. When looking at stories on a

newspaper, McCombs and Shaw established that; the requirement was an opening story in the

news section or any political issue to which the editors devoted a full page. From this argument,

there is a high likelihood that a story allocated a full page will have higher readership compared to briefs and other stories allocated limited space.

From the data above, it is clear that both publications give huge amounts of space to stories on youth business startups. Though *My Network* magazine had fewer stories, all youth business startup articles covered over the study period were given; more than a full page, a full-page, or more than a half-page as opposed to *Hustle* where some stories were given less than half a page. While the publications dedicate quite some huge space to stories on youth business startups, it is important to note that the entire magazine has 10-12 pages, and covers a wide range of subjects. Therefore allocating a full page but only doing one story a week, may not necessarily achieve the intended outcome. For the stories to create impact, it is important to have consistent coverage while at the same time provide huge spaces for youth business startup stories.

4.2.3 Photos/Graphics Used

Data collected during the content analysis established that all youth business startups covered by the two publications had either accompanying photos or graphics. Over the study period, *Hustle* published 40 stories on youth business startups. Of the 40, 27 had photos while 13 had graphics. *My Network* magazine published 16 youth business startup stories during the study period. All the 16 stories had photos with none having a graphic. The most used photos are those of startup founders and their business premises. These photos were mainly used on stories detailing one's journey to owning a successful business venture. The graphics used in the stories were flow charts which mere mainly used on stories regarding business tips.

From the literature review, it was established that stories with photos have a high likelihood of attracting readers as compared to stories with a lot of text. Addressing the use of photos in news stories, Myerowitz (1985) argued that the media assumes that "attention is best

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gained by appealing to sensation and human interest". He notes that an image can capture human interest within a momentary glance as compared to using words only. While he acknowledges that words can also achieve the same goal, Myerowitz (1985) notes that with words it is cumbersome and takes much longer. In his argument, he notes that photographic images may win more attention than the printed word simply because they are easy to use.

The use of photographic images in news stories is also addressed by Graber (1996) who opined that when pictures are used in a story, they tend to arouse the viewer's interest and attention to a greater extent. Graber further noted that photos have a sense of drama attached to them, and as such, they tend to grab a reader's attention and create emotional involvement resulting in personal identification between the subjects of a story and the consumer.

From the above arguments, it is clear that your story stands higher chances of getting good readership if it has accompanying photos. *Hustle* and *My Network* seem to be aware of this as all the stories they covered on youth business startups either had a photo or a graphic. In print media, photos are considered as part of the selling point of a story and the newspaper, therefore having a good photo that passes across some message could bring a lot of traffic your way. By having accompanying photos and graphics on all youth business startup stories, the two magazines increased the possibility of readers reading their story, learning from others and possibly getting inspiration to chart the same path. The photos also increased visibility of youth business startups among the target audience, while also making it easier for the target audience to relate with the story as they can see that the subject is someone like them.

4.2.4 Personalities Used

While studying literature, it was established that using different kinds of people in a story could have varied outcome on the performance of the news article. According to Eagly, Wood

and Chaiken (1978), stories that cite expert sources tend to be more persuasive and more appealing. Their point of view was shared by Gotlieb and Sarel (1991) who opined that a highly credible source is perceived to provide a more accurate perception of reality as compared to a source with less knowledge on the subject.

Data from the content analysis established that through the entire period, *Hustle* featured one renowned personality King Kaka who has a reserved weekly column where he shares business tips with young entrepreneurs considering that he is also a youth business startup founder. Over the study period, *My Network* did not feature any renowned personality as it focused on stories covering the business journey of young entrepreneurs. By using prominent personalities, the stories have an increased chance of being read, enlightening the target audience and possibly getting the intended influence.

4.3 Findings on Youth Business Startup Issues Dominating Coverage on Hustle and My Network

This study was anchored on four objectives, with one of them being; to establish what subjects or issues dominate stories on youth business startups in the two magazines. While reviewing the literature, it was evident that prior studies have looked at coverage of startups, but have not interrogated the specific issues addressed in the stories covered. The gap created the need to establish what type of information is covered by the two magazines in regards to youth business startups. During the study period, a total of 56 youth business startup stories were published in the two magazines. Of the 56, *Hustle* published 40 while *My Network* published 16. While analyzing the stories, one trend was clear; both publications largely focus on

testimonials/feature stories from successful youthful entrepreneurs and business advice from renowned entrepreneurs and or experts in various fields around entrepreneurship.
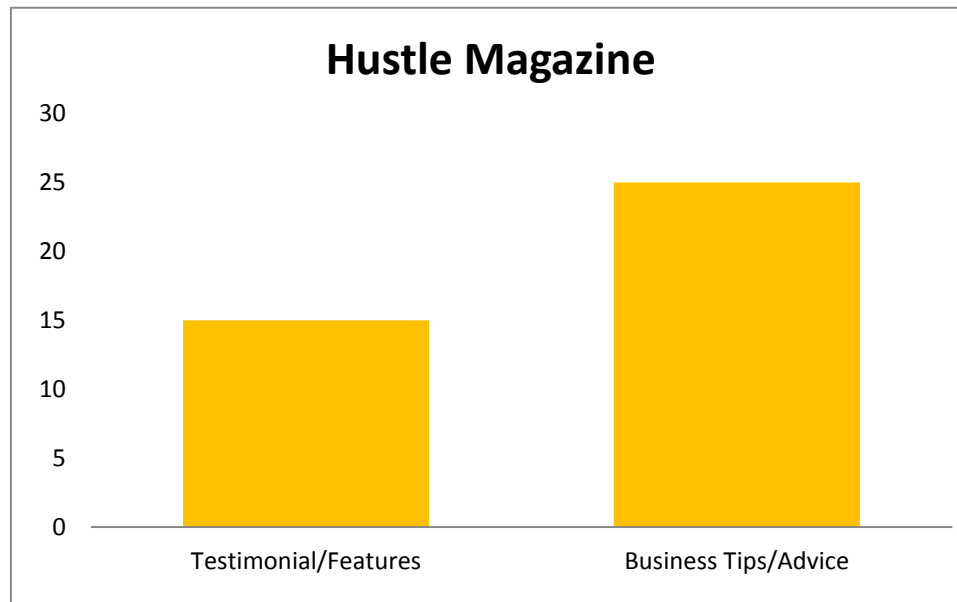
For the study period, *My Network* published 16 youth business startup stories. Of the 16, 12 were features/ testimonials from youth business startup founders, with 4 being on business tips.

My Network Magazine
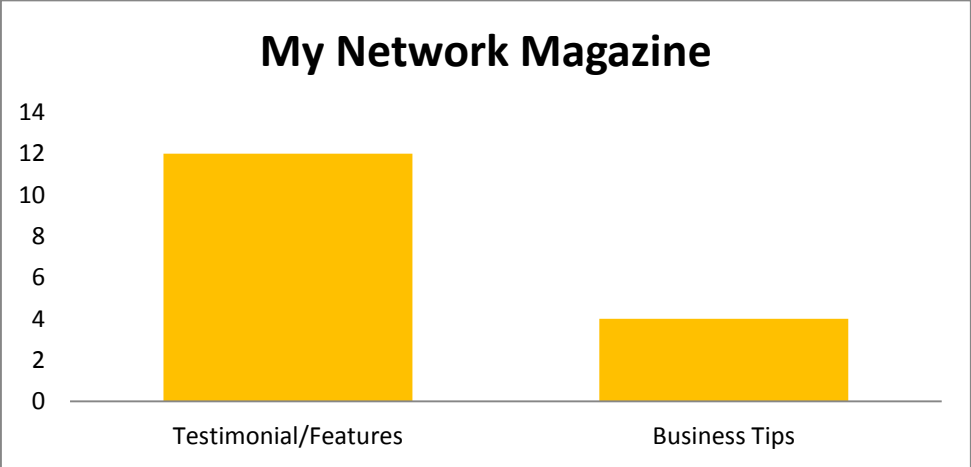
Figure 4. 3 My Network Magazine Youth Business startups issues covered

On the other hand, *Hustle* had 40 youth business startup stories with 15 being testimonials/features on successful youth entrepreneurs, while 25 focused on business tips for young entrepreneurs from business moguls and other experts in the field of entrepreneurship.

Hustle Magazine

A bar chart titled "Hustle Magazine" with a y-axis ranging from 0 to 30 in increments of 5. The "Testimonial/Features" bar reaches 15 and the "Business Tips/Advice" bar reaches 25.

Figure 4. 4 My Network Magazine Youth Business startups issues covered

After analysing the data from the content analysis, it was evident that testimonial/success stories and business tips were the main issues of focus by *Hustle* and *My Network* in regards to youth business startup stories published over the study period. Below is a detailed breakdown of stories under the two themes noted above:

a) **Testimonials/Success Stories**

Breaking down the content, it was established that the testimonials concentrated on detailing the journey of the startup founders. The stories were mostly broken down into four segments where in the first segment, the founder narrated how he/she started the business and gave a brief overview of his/her business venture. In the second segment, the founder narrates the challenges faced while setting up and running the business. For most of the stories, access to capital was the main challenge across most startups. In the third segment, the founder explained

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key lessons learnt through his/her entrepreneurial journey and lastly a call to action, where the founder would be asked what he/she can tell other young entrepreneurs. During the study period, *Hustle* had 15 stories on testimonials out of the 40 published during the study period while *My Network* had 12 testimonial stories out of the 16 youth business startup stories covered during the study period.

   b) **Business Tips**

    For stories on business tips, it was established that most of such stories revolved around the Dos and Don'ts young entrepreneurs should consider while starting a business venture. On *Hustle* magazine, the publication has hired renowned rapper and entrepreneur King Kaka who owns the Kaka empire record label as one of the columnists. Being a successful entrepreneur, King Kaka is charged with the duty of sharing business tips with young entrepreneurs through his weekly column. In his articles, he mostly shares his journey starting his music business and draws important tips that young entrepreneurs can borrow. He also shares important nuggets that can help young entrepreneurs survive the murky waters of the business world. For *My Network,* it does not have a resident columnist hired to solely address issues around youth business startups. In both publications, business moguls and successful entrepreneurs were in some instances interviewed on youth business startups, sharing tips like how to manage a team, importance of collaboration among other issues revolving around youth business startups.

Table 4. 6 Coverage of business tips stories on Hustle and My Network Magazine

Topics	Financing and business management	Team management/Customer relations	Vision/ Business Idea	Common Mistakes young entrepreneurs do
Hustle	10	9	0	6
My Network	2	0	2	0

Worku (2017) outlined how media in various countries covered business startups. For example in the Czech Republic, a public media was found to have a TV program called "POKR", the program presents brief stories about entrepreneurs and their businesses, it gives advice and informs about new developments important for the business. In the UK there is "The Hustlers" this program is addressed to a young audience. It shows young people who run their own business and describes their problems, successes and failures. In Poland "Firma", the program shows how to start a particular type of business, how much money needs to be invested, which regulations have to be observed, which investment and equipment are necessary.

Amodu et.al (2016) covered four publications in Nigeria namely; Vanguard, The Punch, The Guardian, and Business Day found that some of the issues addressed and covered by the local dailies in regards to business startups include; youth empowerment, funds acquisition/investment, innovations, inventions, partnership/sponsorship, awareness, entrepreneurial training/skills acquisition and donations by Non-Governmental Organisations.

Miller and Krosnick (2005) argued that priming occurs any time the media gives too much emphasis on a given subject making the audience put more emphasis on it when making critical decisions on issues affecting their daily lives. One of the ways to emphasise an issue is by giving it sufficient consistent coverage. From the findings above, it is clear that both *Hustle* and *My Network* focus on testimonials and business tips when covering youth business startups. Borrowing from the priming theory and the results above, it is clear that by covering these two areas extensively, the two publications create an impression that business tips and testimonials highlighting the business journey of young entrepreneurs are the most important issues in as far as the subject of discussion is concerned for example; legal requirements for one to start a company, where to source for capital and investors among others.

4.4 Editorial Motivations for Coverage of Youth Business Startups by the Magazines

Question: How does your publication choose stories on youth business startups to publish and what are the factors that guide your selection?

Hustle Editor: "For *Hustle* specifically, the stories have to be impactful and not your run-of-the-mill stories. The startups need to: be solving a problem in the society, stand out in service delivery or quality of products and have a background story that is relatable to our audience and if not relatable, the business journey should have lessons for the readers. We are going through a pandemic and businesses are bearing the brunt of it. So, stories that would inspire our audience (the hustlers), teach them how to pivot with the times or solve a particular problem always work. We also like stories that reflect the lives of the majority of Kenyans but overcame the hurdles and made it. In short, I mean the rags to riches stories but done with great depth."

My Network Editor: "The first question we ask ourselves is whether the stories will inspire our target audience. We write for the youth, and the aim for telling their stories is to motivate our readers, to show them what their peers are doing with their lives and careers, but even better, to let them know that they too can achieve those things. The stories also have to exceptional, unusual even."

While collecting the data, the researcher established that *Hustle* and *My Network* magazines have different motivations for covering youth business startup stories. For *Hustle*, the main motivation is to share the impact achieved by already existing startups by different youths and also share key lessons learned from their journeys with other young people who may be interested to venture in the same field. While covering youth business startups, the *Hustle* magazine editor noted that the publication is guided by key factors that include; whether the startup has solved or is in the process of solving a key issue in society, the startup should have

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had an impact in a particular community and must stand out in the services and or commodity if offers.

In addition to the above, the researcher also established that when covering youth business startups, *Hustle* is guided by the current happenings in the country. Speaking to the *Hustle* editor, it emerged that changing circumstances dictate the nature of the content they cover in regards to this subject. For instance, in 2020 Kenya suffered from the coronavirus pandemic. During this period, *Hustle* focused on youth business startups that managed to overcome the challenges of the pandemic in a manner that can inspire the target audience.

For *My Network* magazine, the main motivation for coverage of youth business startups is to empower youth people with information around the subject and provide content that may inspire the millions of unemployed youth in the country to consider starting a business venture as a career option. Similar to *Hustle*; *My Network* selects youth business startup stories to be covered based on; whether the story is inspirational and has key lessons that the target audience may benefit from. Speaking to the editor, the researcher established that, for *My Network* magazine, they operate under the belief that by covering other successful youth business startups, other young people may be empowered and venture in the same field.

A study conducted by Worku (2017) in Ethiopia found that cost is a critical factor that determines stories on youth business startups published in the country. In the study Worku (2017) found that it is expensive to have a story aired on EBC. This has made it difficult for young entrepreneurs and small business enterprises to have their stories aired by the national broadcaster. While analyzing the gatekeeping theory, Deluliis (2015) noted that the media gatekeeper does not only determine what stories and news events the public get to know but also how the public thinks of the stories and events highlighted based on the gatekeepers' attitude and

expectations. When *Hustle* and *My Network* consistently cover stories on impact and solving

problems in the community, by commanding a large market share, they are highly likely to start

a discussion on youth business startups as tools for changing the society. While this may be a

step in the right direction, it is important to note that the discussion will only focus on the issues

covered consistently as that is what the media has portrayed as important.

This concurs with Shoemaker and Vos (2009) who noted that issues and events that are

not covered are absent from the worldviews of most audience members. The scholars argue that

people cannot know what the media fails to tell them unless the people have personal experience

of the event.

4.4.1 Who are the People who Cover Youth business Startups on the Magazines?

Question: Who covers youth business startups in your publication?

Hustle Editor: We have writers tasked with covering stories around the youth, they are the ones

who write stories on youth business startups.

My Network Editor: The stories are written by our in-house writers.

Stories on youth business startups originate from the youth business startup founder. For

Hustle magazine, the stories are written by writers hired by the publication. These writers have

journalistic training and are commissioned to generate content on youth business startups by

adhering to the motivations explained in the section above. It is important to note that most of the

writers have journalistic training and are not experts in matters business. It is also important to

note that *Hustle* has a dedicated weekly column that is written by a business expert. Over the

study period, the column was handled by renowned musician King Kaka who is also the founder

of Kaka Empire record label. In the column, Kaka narrates his journey to owning a business and

shares key lessons that other young entrepreneurs can learn from his experience.

For *My Network*, youth business startup stories are entirely covered by in-house writers. The writers are employees of Nation Media Group and have no special training on business matters. Unlike *Hustle* which has an expert columnist, over the study period, the publication relied on its writers to source and cover stories on youth business startups.

Given the above, it is clear that both publications rely on persons who are not experts on the subject, and as such may not provide deep insight on the issue or information that may be appealing to a large portion of the target audience. According to Eagly, Wood and Chaiken (1978), stories written by experts or those that cite expert sources tend to be more persuasive and more appealing as compared to ones that lack an expert touch. Their point of view was shared by Gotlieb and Sarel (1991) who opined that a highly credible source is perceived to provide a more accurate perception of reality, for example, a business tycoon who discusses the strategies of effective business management is likely to be believable as compared to a discussion involving novices with no experience in the business world.

Given the above, it is clear that the author of a piece of information is very important when determining the credibility and believability of the said information. This, therefore, means that a writer with no experience in matters business may fail to pass out the information in a manner that may be persuasive and motivating to the target audience. Lack of expert writers can also be credited to the limited stories published because the writers who are supposed to source and cover the youth business startup stories do not have a deep understanding of the subject and may at times struggle to get content that they perceive as fit for coverage.

4.4.2 Extent to Which Youth Business Startups are Given Priority on the Magazines

Question: To what extent are youth business startups given priority on your magazine?

Hustle Editor: "We noticed that the 'hustler' was left out in the then existing market. The available publications were either too upscale (Business Daily, Management) or too elitist (Forbes). We filled the gap by creating a publication that spoke to the everyday man/woman who was looking for guidance from people who were doing business successfully and local industry experts."

My Network editor: "*My Network* was conceived after we realised that there wasn't a specific publication tailor-made for the youth seriously thinking about their career or future after school. For young people that were determined to set up a successful business or reach the pinnacle of their career sooner, rather than later, *My Network* was the answer. To also bear in mind is the worrying situation of joblessness in Kenya, with the youth being the most affected, it is, therefore, important to encourage our youth to set up businesses instead of waiting to get a job that is not forthcoming."

Over the study period, both magazines published a total of 774 stories. Of the 774, *My Network* had 525 while *Hustle* had 249. Youth business startups stories on *My Network* were 16 out of the 525, while *Hustle* had 40 out of the 249. For both magazines, stories on youth business startups accounted for less than 15% of the total stories published. *Hustle* and *My Network* are not entirely focused on youth business startups and have other content ranging from phone reviews, events, other business news that are not related to youth business startups among others.

Comparing the coverage of youth business startups to other content on the magazine, specifically other business news, it emerged that youth business startups are given more priority as compared to other business news on *My Network* magazine. However, the publication has other content that receives more coverage as compared to youth business startups. For example,

puzzles and crosswords have a half a page every week. On the other hand, *Hustle* covered more stories focusing on the wider subject of business as compared to those specifically addressing youth business startups.

Explaining why *My Network* magazine focuses more on youth business startups as compared to other business news, the editor noted that as a publication, they identified a gap and decided to develop a publication to fill it and satisfy the needs of users under that category. For *Hustle*, coverage is diverse and addresses the wide field. According to the editor of the publication, the Standard Group while creating Hustle magazine noted that the publications addressing business issues focused on the complex business news and did not create room for content on how to empower small business. It is for this reason that the publication was created to fill the identified gap.

From the feedback above, it is clear that other diverse contents are competing for space with youth business startups in the two publications. Due to the competition and limited space available, the publications will cover what is deemed as more important to them, and provide limited space or no space at all for content that is considered less important. According to Shinar (2003), competition is a key factor that determines content covered and the frequency of coverage. Shinar argued that as media compete for a share of the audience, they tend to focus more on content that will give them an upper inch against their competitors. In so doing, the scholar argues more emphasis is always given to soft news, as compared to hard news with detailed coverage on matters of public interest such as the unemployment menace among the youth.

4.4.3 Challenges Faced in Covering Youth Business Startups by the Magazines

Question: What are some of the challenges you've faced while covering youth business startups?

Hustle Editor: "Many businesses are hesitant to be brutally honest about their activities making it hard for us to get great stories. Understandably so because of the watchful eye of regulators like the Kenya Revenue Authority among others. But besides that, we haven't faced much of a problem as entrepreneurs are eager to share their lessons".

My Network Editor: "None at the moment."

During the data collection exercise, the researcher established that *Hustle* has encountered challenges covering youth business startups thus limiting the number of stories churned out. The key challenge that came out from the researcher's interview with the editor was the fact that some youth business startup founders are not open to being covered due to fear of victimization for lack of complying with set guidelines by the regulators. According to *Hustle* editor, some youth business startups are doing exceptionally well and need to be covered, but some owners do not have all legal requirements and as such they prefer not to get media coverage which may expose them to the authorities.

Shoemaker and Vos (2009) while analysing the gatekeeping theory argued that issues and events that are not covered are absent from the worldviews of most audience members. The scholars further noted that people cannot know what the media fails to tell them unless the people have personal experience of the event. The challenge identified above means that when youth business startups shy away from coverage, they miss out on the opportunity of getting in the eye of the target audience who has not experienced them first hand. This, therefore, means that the target audience may not get to know about some youth business startups that are doing well which may have inspired and motivated them to explore the same route.

4.4.4 Future Plans for Promoting Youth Business Startups by Hustle and My Network Magazines

Question: What do you think can be improved by your publication in the coverage of youth business startups?

Hustle Editor: I think we do a great job of it already. Only thing I could say maybe we increase the pagination to ensure that more businesses are covered and more issues tackled every week.

My Network Editor: Featuring more youth-led enterprises from other counties other than Nairobi.

The editors from both *Hustle* and *My Network* magazines acknowledged that in as much as their publications have put some effort in the coverage of youth business startups, more needs to be done to ensure the subject is covered better. The *Hustle* editor underscored that at the moment, the magazine is thin yet there is a lot of content to cover. Going forward, the editor noted that the publication could explore increasing its page size to provide space for coverage of more youth business startups. At the moment, *Hustle* has 10 pages and covers various issues relating to the youth, meaning that there are so many subjects to cover, but space is limited, therefore stories may be edited and some parts cut out to make it fit the allocated space, by so doing, this affects the priming argument where the amount of space allocated is a measure for how the story is perceived in regards to its importance, where full-page means very important and a quarter page means just another usual story.

For *My Network*, the editor noted that the publication currently focuses more on Nairobi County with very few youth business startup stories from other countries being published. The editor noted that the publication will be exploring how to get more youth business startup stories

from counties and other regions other than Nairobi and its environs. Angela and Jon (2007) argued that adequate coverage of business startups by the media could be instrumental in establishing a favourable environment for the creation of business ventures, and alternative forms of employment aimed at tackling poverty among the youth. Their point of view was supported by Kelly, Bosma and Amoros (2011) who argued that media is key in pushing the youth business startup agenda in Kenya. According to Kelly, Bosma and Amoros (2011), the media in Kenya has to shape the beliefs and perception of the people about the subject of business startups by providing information that the audience needs, for example, telling success stories. Given the above, it is impressive to note that the two publications acknowledge that they have a role to play and that at the moment, they have not done enough to enhance the impact the publications may have wanted to achieve on the target audience.

CHAPTER FIVE: SUMMARY CONCLUSIONS AND RECOMMENDATIONS

Overview

This chapter summarizes the key findings from the study, provides conclusions derived from the study, outlines recommendations made by the researcher, and proposes further areas of study in regards to the research subject.

5.1 Summary of Key Findings

The study aimed at examining print media coverage of youth business startups in Kenya. Two magazines; *Hustle* and *My Network* were studied, with editors from both publications being interviewed for further information. Guided by the theories of Agenda Setting, Priming and Gatekeeping, the study content analyzed and studied the coverage of youth business startups by the above-mentioned magazines.

After analyzing the data, it was established that; both magazines have low coverage of youth business startups. During the study period, stories on youth business startups accounted for less than 15% of the content covered by both magazines. Out of the 774 stories published by both magazines, only 56 were on youth business startups. Of the 56, *Hustle* had 40 while *My Network* had 16. The coverage was also inconsistent with no clear pattern, meaning that in a month, one publication may have 10 stories on youth business startups then have one the next month. Several scholars have addressed this issue arguing that media coverage is key in spreading of entrepreneurial culture in any country.

Kevin and Kim (2006) posit that a country and or society with a great level of media coverage on matters regarding business startups have a higher chance of enhancing the spirit of entrepreneurship among the citizens. Their argument is emphasized by Mccormick (2013) who

opined that entrepreneurs in societies and or countries with a high level of positive media coverage of business startup ventures indirectly create an environment, which is more conducive to new venture creation by encouraging public acceptance of business creation. The lack of consistency means that the issue will not get the much-needed attention as consistent coverage is important in making the audience perceive an issue as important.

On priming of youth business startup stories, the researcher established that *Hustle* had 0 out of the 40 youth business startup stories published on prime pages, while *My Network* had 2 out of 16 youth business startup stories on the prime pages. According to McCombs and Shaw (1972), position and length of a story are the two main criteria used to examine the prominence of a news story. When looking at stories on a newspaper, McCombs and Shaw established that; the front-page headline story, a three-column story on an inside page, and the lead editorial were all counted as evidence of the significant focus on an issue. From the figures above and relying on the argument by McCombs and Shaw (1972), it is clear that while *Hustle* covered more stories, they were not effectively placed on prime pages where they can be easily accessed by the reader. *My Network* had only 16 stories but 2 of the stories were on prime pages, meaning they had a higher likelihood of being seen and read by the target audience.

From the data collected, the researcher established that there are two main subjects dominating coverage on stories on youth business startups. The two subjects are; testimonials and business tips. By covering these two areas extensively, the two publications create an impression that business tips and testimonials highlighting the business journey of young entrepreneurs are the most important issues in as far as youth business startups are concerned, yet other key issues may never make it due to the gatekeeping process involved while selecting stories to be published. Shoemaker and Vos (2009) argued that issues and events that are not

covered are absent from the worldviews of most audience members. The scholars further noted that people cannot know what the media fails to tell them unless the people have personal experience of the event. This, therefore, means that since *Hustle* and *My Network* which are among the leading topical publications in the country fail to address some issues of key concern, we the public may never get to know these issues and have a debate around them, yet they are so important and maybe impactful to our lives.

Lastly, the study established that for both publications, the main motivation for coverage of youth business startup is to inspire other young people to consider taking up the same route. According to Angela and Jon (2007), adequate coverage of business startups by the media could be instrumental in establishing a favourable environment for the creation of business ventures, and alternative forms of employment aimed at tackling poverty among the youth.

5.2 Conclusions

Guided by the data collected and analyzed during the study, the researcher concluded that *Hustle* and *My Network* magazine cover very little content on youth business startups to warrant any change among the target audience. In six months, *My Network* magazine had only 16 stories on youth business startups out of 525 stories published over the same period. *Hustle* on the other hand only had 16 out of 249 stories published over the same period. According to Kelly, Bosma and Amoros (2011), the media in Kenya has to shape the beliefs and perception of the people about the subject of business startups by providing information that the audience needs, for example, telling success stories. The media can only shape the beliefs and perceptions of the audience if it consistently covers youth business startups. While both publications have made

efforts to cover the subject, the coverage provided so far is unlimited and more needs to be done. In terms of story count, *Hustle* published more youth business startups over the study period as compared to *My Network* magazine.

On priming of youth business startup stories by *Hustle* and *My Network* magazines, the researcher concluded that both publications have not given prominence to youth business startups in terms of placing them on prime pages where they can be easily seen by the audience. During the study period, *Hustle* had 0 out of 40 youth business startup stories on prime pages while *My Network* had 2 out of 16 stories published. By having youth business startup stories on prime pages, the publications increase chances of getting the stories to the intended receiver. In addition to this, the publications relied on most writers who have limited or no business expertise. According to Gotlieb and Sarel (1991), a highly credible source is perceived to provide a more accurate perception of reality as compared to a source with less knowledge on the subject. This means that expert writers could have more impact when covering youth business startups as compared to writers with a media background but with no business expertise.

On the issues dominating coverage, the researcher concluded that the two publications only focus on business tips and testimonials (success stories) while sidelining other stories which may have impact. Shoemaker and Vos (2009) argued that one key disadvantage of gatekeeping is the fact that issues and events that are not covered are absent from the worldviews of most audience members, as such people cannot know what the media fails to tell them unless the people have personal experience of the event. This is the case with coverage of youth business startups by the two publications. Some key issues e.g. sourcing funds, legal requirements among others have not been given extensive coverage and as such, the target audience may never get to

read such stories unless they seek information from other sources probably the agencies involved.

Lastly, on the question of factors that determine which youth business startup stories are published by *Hustle* and *My Network* magazines, the researcher concluded that the impact of the story on the audience is the key factor for both publications. While this is a great motivation, the publications ought to know that impact only comes with consistency; as such, they need to nail the issue of consistent coverage after which they'll focus on attaining maximum impact. According to Mccormick (2013), entrepreneurs in societies and or countries with a high level of positive media coverage of business startup ventures indirectly create an environment, which is more conducive to new venture creation by encouraging public acceptance of business creation.

5.3 Recommendations

Given the above conclusions, and guided by literature from the scholars cited above, the researcher recommends the following:

i. There is need for increased consistent coverage of youth business startups by *Hustle* and *My Network* magazine. By covering more content on the study subject, there is a higher possibility of initiating a public debate and escalating the issues to levels that may lead to the intended outcome. Increased coverage may be achieved by several ways for example; the *Hustle* editor noted that the publication is exploring adding more pages to increase the space available to cover more youth business startup stories. The publications for example *Hustle* which covers a large portion of business news that is not on youth business startups can transfer such content to the mother paper which has a business news section and create more space on the magazine for more youth business startup stories.

ii. On the issue of consistency, *Hustle* and *My Network* magazine should consider creating and adopting an in-house guide where every copy of *Hustle* and *My Network* is limited to a certain number of youth business startup stories per week. The magazines should also consider exploring other counties and also covering youth business startups from these regions rather than focusing entirely on Nairobi County. By focusing on Nairobi only, the publications limit their scope and thus limit the amount of content available to them. Proximity plays an important role in how news is perceived as people tend to react to things happening closer to them, therefore by moving to other counties, the magazine could probably get more impactful content and influence more young people.

iii. Secondly, there is a need for better placement of youth business startup stories on prime pages (front and last) to enhance chances of being seen by the intended audience. Not all people read the newspaper systematically, some people skim through certain pages where they believe the important content is, having youth business startups on these pages could help reach more people and probably create the much-needed impact. The publications also need to have expert writers at their disposal as content from people perceived to be knowledgeable on a given issue is always received better than content from novices. Given the above, *Hustle* which has one expert writer in Kaka, should explore getting more expert writers, while *My Network* should consider emulating *Hustle* and having columns dedicated to expert writers on youth business startups.

iv. Lastly, the researcher recommends that both publications should consider broadening their content scope and addressing other issues around youth business startups other than success stories (testimonials) and business tips. While these are not bad areas to cover, *Hustle* and *My Network* should consider exploring other topics that could empower and

motivate young Kenyans to consider venturing into business activities. Some of the topics the publications can consider investing on include; informing the readers on government agencies supporting young entrepreneurs, for example, if there are any tax exemptions, where they can get loans with cheap interest, new developments in the field of entrepreneurship like now, the Building Bridges Initiative report was recently released and it has a number of sections that address youth business startups, the publications can focus on such areas in addition to what they are already covering. By so doing, they'll be churning out all-round stories on the subject of youth business startups.

5.4 Recommendations for Further Research

This study has extensively focused on the coverage of youth business startups by the print media in Kenya specifically *Hustle* and *My Network* magazine. While conducting the study, it was established that there is low coverage of youth business startups by print media in Kenya. This study did not explore factors that contribute to low coverage. Researchers interested in this area can conduct studies establishing factors that contribute to low coverage of youth business startups by the two publications. Additionally, other researchers can also study the influence of *Hustle* and *My Network* on the uptake of entrepreneurship by Kenyan youth and lastly a study on the extent to which youth business startup founders engage the media.

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APPENDICES

Appendix I: Coding Sheet

Amount of coverage given to youth business startups by the magazines

Magazine Name	Date	Topic	Number of stories covered
Hustle			
My Network			

Priming of youth business startup stories in the magazines

Date	Topic	Placement	Story Size	Accompanied by image

Business Startup issues dominating coverage in the magazines

Date	Themes	Topics	Specific issues addressed	Number of stories published

Appendix II: Interview Schedule

I am a student at the University of Nairobi undertaking a Masters in Communication studies. I am currently undertaking my research project. The main aim of the project is to examine print media coverage of youth business startups in Kenya and intends to study your publication. You have been identified as one of the sample interviewees of my study. I would be grateful if you give me your time and respond to these questions. Your responses will be solely used for this academic research and shall be treated with the utmost confidentiality. Thank you for your cooperation.

1. How does your publication choose stories on youth business startups to publish and what are the factors that guide your selection?

2. Do you have a preference for any specific type of youth business start-up stories?

3a) When covering youth business startups what issues are given priority i.e. what are the key areas of focus?

3b) In relation to (3a) above, why are the issues identified given priority in your publication?

4. Having covered youth business startups for quite some time, where have you succeeded as a publication?

5. What are you struggling with in regards to coverage of youth business startups?

6. What do you think can be improved by your publication in the coverage of youth business startups?