ANALYZING THE EFFECTS OF DIGITALIZATION ON MAINSTREAM MEDIA AND JOURNALISM IN KENYA

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DECLARATION

I declare that this research is my original work and has not been submitted for an award of a degree in any university.

Signed...................... Date.......19 . 12 . 2018.........

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This research project has been submitted for an examination with my approval as university supervisor.

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DEDICATION

This research project is dedicated to my family for their moral support. Special thanks go to my mum Esther Mwalili who believed in me even when I did not believe in myself. To my daughter Nadia, may you become a gamechanger in your generation.

ACKNOWLEDGEMENT

We are a sum total of what we have learned from all who have taught us, both great and small.

I am grateful to God for His help, guidance and provision throughout the entire course.

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ABBREVIATIONS AND ACRONYMS

ADN	Africa Digital Network
APA	Association of Practitioners in Advertising
ASO	Analogue Switch Off
BSDs	Broadcast Signal Distributors
CAK	Communications Authority of Kenya
CCK	Communications Commission of Kenya
COFEK	Consumer Federation of Kenya
DTTB	Digital Terrestrial Television Broadcasting
DTC	Digital Television Committee
DVB-T	Digital Video Broadcast-Terrestrial
FTA	Free to Air
ITU	International Telecommunication Union
KBC	Kenya Broadcasting Corporation
MCK	Media Council of Kenya
MICT	Ministry of Information and Communications Technology
NCS	National Communications Secretariat
NMG	Nation Media Group
PANG	Pan African Network Group
PPARB	Public Procurement Administrative Review Board
RAG	Radio Africa Group
RMS	Royal Media Services
SG	Standard Group
SPBSD	Self-Provisioning Broadcast Signal Distributor
STBs	Set Top Boxes

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ABSTRACT

This study aimed at analysing the effects of digitalization on mainstream media and journalism in Kenya. The study included sampled officials in the media industry in Nairobi. The study achieved its purpose through three objectives; to establish the effects of digitalization on mainstream media in Kenya, to determine the effect of social media on the journalism practice in Kenya and to find out the effects of digitalization on consumption of media services in Kenya. The study reviewed relevant literature with the aim of establishing gaps that the research was going to fill. Method of data collection was questionnaires. The data collected was analysed by qualitative and quantitative methods. SPSS was used to analyse quantitative data. The study concluded that digitalization had affected the mainstream media and journalism in Kenya. It further recommended that mainstream media collaborate with citizen journalists and media training institutions consider social media as a relevant and timely subject of study in order to equip upcoming journalists for the dynamics created by digitalization in the media industry.

CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

The digital space is rapidly advancing as the world becomes a global village[1]. This advancement has been credited to globalization and the need to enhance international business[2]. Globalization has tremendously impacted on the media as in the case of satellite television, the internet, computers, and mobile phones[3].

Technological advancement has greatly impacted on mobile telephony, with smartphones that are capable of receiving television broadcasts making their way into the market.

The Profound Influence of Television on Society on *Influence* observed that television plays a crucial part on everyday life by providing information, education, entertainment and comfort[4]. Ngugi (2013) notes that this lifestyle has gradually advanced where consumers are investing in digital cable satellite television services[5]. He further infers that there is an increasing eagerness for services and choice thus a strong socio-economic growth fuelled by technology[6].

Cultural and sociological analyses of globalization indicate that computers, mobile phones, satellite television, and the internet are among the primary forces behind digitalization[7].

Scholars and policymakers alike, consider the influential aspect of the media, and particularly the electronic media, to be of fundamental importance. Electronic media contribute towards facilitating interconnectedness across wide distances and an increased flexibility in social interaction[8].

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[1] (Poole, D. (2011). Digital Transitions and the Impact of New Technology on the Arts. Quebec: Canadian Public Arts Funders.

[2] Kaul, V. (2011) Globalisation and Media. J Mass Communication Journalism1:105.
[3] Ibid
[4] Ibid
[5] Ngugi, K. (2013). Pay TV Service Providers Face off in Africa. Retrieved from Open Eco Source: http://www.openecosource.org/technology/pay-tv-service-providers-face-off-in-africa/
[6] Ibid
[7] Kaul, V. (2011) Globalisation and Media. J Mass Communication Journalism1:105.

[8] Ibid.

Without a doubt, the advancement in technology has directly impacted on the media not only in consumption but also in the production and dissemination of information and news. Accessibility and convergence of mobile telephony with internet services has revolutionized the mode of operation of the media industry and its relationship with their audience who are not only knowledgeable but are also active participants in the production, dissemination and consumption of content on the various media platforms.

This study seeks to investigate the effects of digital technologies, or digitalization, on mainstream media and journalism in Kenya.

1.1.1 Digitalization in Mainstream Media

Digitalization has notably impacted on the mainstream media in Kenya, in as far as producing, disseminating and consuming of information and news is concerned. The availability of modern technologies such as computers, smartphones, internet and different applications used by journalists in their everyday practise has affected how the media operate. There are benefits as well as drawbacks depending on how individuals and media organizations use them.

In as far as information and news production is concerned, mainstream media organizations and journalists observe that digital tools have made the production of media content significantly easier. Digitalization has enhanced the production of relevant content for varied audiences such as men, women, youth and children. This approach of niche recognition, where media organizations produce content that addresses the needs of their specific audiences, has enabled them to identify areas where they can make money as the digital media marketplace becomes increasingly competitive[9].

In a bid to maintain their relevance in the increasingly competitive digital space, media organizations have come up with strategies involving working together to advance common interests instead of competing as was the case before. This

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[9] Kung, L., Pickard, R. Schroeder, R., & van der Wuff, R. (2008) 'The Impact of the Internet on Media Organisation Strategies and Structures'

phenomenon is known as 'coopetition', and is characterized by alliances, partnerships and sharing arrangements as well as networks[10].

The reasoning behind coopetition is that it makes competition less stiff because media organizations, having recognized the needs of their target audience go ahead and bring their strengths together to ensure that those needs are met collectively hence reducing the risks and resources that would have otherwise been enormous had each player decided to venture into it alone[11].

The benefits of coopetition are realized collectively owing to strategies and maximization of resources by all players hence making it a key strategy for managing competition and fostering future success[12].

1.1.2 Social Media in the Journalism Practice in Kenya

Social media emerged from the convergence of smartphones with internet services. It can be described as collaborative media where users produce media products such as audio-visual material, gossip, news, photos etc. and disseminate it among other users[13]. Knight and Cook [14]describe it as a type of media that focuses more on interaction rather than merely disseminating information. It is also explained as media that is supported by the internet and that makes it possible for its users to interact with each other as well as produce content[15].

The fundamental components of social media are participation and community[16]. 'Participation' means that its users are not passive consumers of content but are also active in its production, while 'community' refers to a congregation of people who have common interests. More features include participation, openness, conversation, community and connectivity[17].

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[10] Ibid.
[11] Ibid.
[12] Ibid

[13] Knight & Cook, C. (2013) Social Media for Journalists: Principles and Practice. London: Sage
[14] Ibid
[15] Flynn, N. (2012) The Social Media Handbook: Rules, Policies, and Best Practices to Successfully Manage Your Organisation's Social Media Presence, Posts and Potential Risks. New York: John Wiley & Sons.
[16] Hill & Lashmar, P. (2013) Online Journalism: The Essential Guide. Los Angeles: Sage
[17] Hermida, A. (2012) 'Social journalism: Exploring How Social Media is Shaping Journalism. In Siapera, E. & Veglis, A. (Eds.) The Handbook of Global Online Journalism. London: John Wiley & Sons, pp. 309-328

The concept of citizen journalism emanates from participation. Citizen journalism has been defined as 'ordinary' people gathering information and sharing it with other users through social media platforms, just like professional journalists do on mainstream media[18].

Social networks have been closely linked to social media and can be describes as digital platforms where its users create profiles, give updates, interact, and network with others[19].

Blogs, Facebook, Google+, Instagram, LinkedIn, Messenger, Telegram, Twitter, WhatsApp and YouTube are some of the most popular social media sites.

Journalists use social media for various reasons such as gathering news; where they get in touch with news sources and verify information. They also use them for branding so as to market themselves and the organizations they work for, as they seek to become more popular in the market hence increasing their followers[20].

Social media have been aiding journalists in new ways of sharing information and news, owing to their features that support audio, video and text[21].

While social media tools have been beneficial to journalists in the news gathering process, drawbacks associated with its use such as de-professionalization of the journalism profession have been observed[22]. Media ethics such as truth, objective reporting, privacy of sources, among others, have been violated to a notable extent in the digital era[23].

The 'scoop' concept where professional journalists as well citizen journalists compete to be the first to break news has led to information that has neither been confirmed nor verified being published[24]. Such propagation of fake news especially on social media

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[18] Banda, F. (2010) Citizen Journalism and Democracy in Africa: An Exploratory Study.

[19] Flynn, N. (2012) The Social Media Handbook: Rules, Policies, and Best Practices to Successfully Manage Your Organisation's Social Media Presence, Posts and Potential Risks. New York: John Wiley & Sons.
[20] Ayish, M. & Mellor, N. (2015) Reporting in the MENA Region: Cyber Engagement and Pan-Arab Social Media. London: Rowman & Littlefield.
[21] Haddow, G. & Haddow, K.S. (2013) Disaster Communication in A Changing Media World. 2nd edition. Oxford: Butterworth-Heinemann.
[22] Mapping Digital Media; Kenya: A Report by the Open Society Foundations (2013)
[23] Ibid
[24] Ibid

necessitated President Uhuru Kenyatta, to assent to law the Computer and Cyber Crimes Bill passed in Parliament in May 2018. This is as a measure of curbing the vice.

According to the bill, sharing fake news and propagating hate speech will attract a fine of five million Kenya Shillings or to imprisonment not exceeding two years, or both[25].

1.1.3 Consumption of Media Services in Kenya

Radio medium still remains predominant in Kenya. According to an Ipsos Synovate Quarter 1 report between January-March 2018[26], 47% of Kenyans access news through radio. While mobile news and television are becoming increasingly accessible, radio still remains the preferred source of news and information in the country[27]. This is owing to its affordable nature and penetration even in rural areas. Radio sets are considerably affordable to buy and maintain. It is also convenient to consume because one can listen to the radio while doing other things.

Traditionally, newspapers were highly esteemed for their originality and credibility as news providers[28]. Despite the positive attributes brought about by digitalization such as diverse newspapers owned by different media organizations, there has been no notable improvement in the quality of news, particularly in regards to research[29]. Online platforms tend to replicate what is covered on broadcast and print media platforms[30].

According to an Ipsos Quarter 1 report between January- March 2018[31], research shows that newspapers have lost readership to 1% from 2% in May 2017 due to alternative options of accessing news.

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[25] Uhuru Signs into Law Computer and Cybercrimes Bill: Published on 16th May, 2018
https://www.standardmedia.co.ke/article/2001280622/uhuru-signsi-into-law-computer-and-cybercrmes-bill

[26] Ipsos Synovate report of January-March 2018
[27] Ibid
[28] Mapping Digital Media; Kenya: A Report by the Open Society Foundations (2013)
[29] Ibid
[30] Ibid
[31] Ipsos Quarter 1 report between January- March 2018

Television medium has been affected by digitalization to a great extent in Kenya[32]. Access to mobile and digital technologies has significantly impacted on the news production process[33]. The increasing pressure of the media marketplace, where news is expected to be availed to consumers as and when it happens, sometimes leaves media houses with hardly any time to authenticate information in order to offer audiences quality content[34]. Digital technologies have proved to be essential in the digital era where speed and immediacy are essential in the news and media content production process.

In spite of arguments being brought forward, alleging that digitalization has resulted to job losses, it is evident that digital technologies cannot be ignored given the changing trends[35].

From a consumer's point of view, technology is seen to have enhanced the interaction between audiences and the media. Media consumers now have an opportunity to actively take part in the production of news and other media products, as well as informing media decisions[36].

Though there are positive attributes of digitalization, there are emerging concerns on how credible and reliable information produced by media audiences is. The quality of information coming from such sources has also been put in question, considering that they do not possess any journalistic training and are therefore not bound by any code of ethics, as are professional journalists[37]. Additionally, digitalization has increased violations on individuals' and organizations' copyright and intellectual property rights[38].

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[32] Mapping Digital Media; Kenya: A Report by the Open Society Foundations (2013)
[33] Ibid
[34] Ibid
[35] Ibid
[36] Ibid
[37] Ibid
[38] Ibid

1.2 Statement of the Research Problem

Traditionally, media's role was clearly defined as; to inform, educate and entertain audiences. The media is also referred to as the 'fourth estate' due to its mandate of keeping the executive, judiciary and legislature in check. Audiences solely depended on print and electronic media for information and news. The mainstream media were expected to observe stipulated ethics of truth, balance, fairness, objectivity, etc. in their reporting. Hence this made them credible sources of information to their audiences.

However, technological advancement has created a paradigm shift in the role and structure of the mainstream media in the digital era. There is no more monopoly of information and news.

The convergence of smartphones with internet connectivity has seen the emergence of social media that has challenged how journalism was practised traditionally. Digital platforms have become popular sources of information and news, especially among young people.

Citizen journalism has led to information being disseminated without observing media ethics of objectivity, truth and fairness while disseminating information. Fake news, misinformation, propaganda and hoaxes have become a common phenomenon on social media.

Traditionally, audiences of mainstream media were treated as passive consumers who took in what was availed to them. However, in the digital era, mainstream media audiences are also active in the producers of news and media content thanks to social media. They also interact with other users and form communities of people who share common characteristics e.g. Kilimani Mums.

This begs the question; is digital media phasing off traditional media?

The study therefore seeks to investigate the effects of digitalization on mainstream media and journalism in Kenya.

1.3 Research Questions

I.   How has digitalization affected the mainstream media in Kenya?

II.   How has social media affected the journalism practice in Kenya?

III.   How has digitalization impacted on the consumption of media services in Kenya?

1.4 Objectives

1.4.1 General Objective

The study's general objective is to analyse the effects of digitalization on mainstream media and journalism in Kenya.

1.4.2 Specific Objectives

I.   To establish the impact of digitalization on the mainstream media in Kenya

II.   To determine the impact of social media on the journalism practice in Kenya

III.   To find out the impact of digitalization on consumption of media services in Kenya

1.5 Justification of the Study

The study examines how the advancement in technology has affected the mainstream media as well as the journalism practice in Kenya.

It seeks to create a knowledge base for future researchers and policy makers.

It also seeks to fill the existing knowledge gaps on how digitalization has affected the mainstream media and journalism in Kenya.

The findings of this study will enable future researchers and academicians to build on what the researcher has already done and also enhance debate on the role of the mainstream media in the digital era.

1.6 Literature Review

Introduction

Digitalization has significantly affected how media organizations operate and conduct their business not only in Kenya but worldwide. The availability and use of digital technologies have impacted on the performances, structures as well as the operations of the media, as far as production, distribution and consumption of media products is

concerned. Bolter, et al, argue that traditional media are fighting for dear life to reiterate their place in a highly competitive digital media environment[39].

Kung, et al, observe that digitalization's effect on the media's market structures, business strategies, value chains and operations are adverse[40]. Certainly, digitalization though having a cost effect is intricately connected to media operations and it would therefore be perilous for traditional media organizations anywhere in the world to hesitate or resist embracing it.

1.6.1 The Impact of Digitalization on Mainstream Media
1.6.2 Cross-Media Ownership

Cross media ownership is a strategy that mainstream media organizations have undertaken in a bid to maximize on time, money and human resources so as to increase their streams of revenue. Digital technologies have significantly aided this business approach in the current hypercompetitive media marketplace.

For example, the giant media houses in Kenya, which are, the Nation Media Group (NMG), Mediamax Networks, Radio Africa Group (RAG), Royal Media Services (RMS), and the Standard Group (SG), have multiple media platforms in their fold. Except RMS that specialises in electronic media, the rest engage in print, radio and television, besides online platforms.

This approach fosters value addition in comparison to running separate activities. Kung et al[41], argue that cross media strategies are beneficial to media organizations because collaboration of activities reduces costs and hence increases opportunities. They further add that shared resources, knowledge and competence transfer produce superfluous returns.

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[39] Bolter, J.D. & Grusin, R. (1999) Remediation: Understanding New Media. Cambridge, Mass: MIT Press.
[40] Kung, L., Pickard, R. Schroeder, R., & van der Wuff, R. (2008) 'The Impact of the Internet on Media Organisation Strategies and Structures'. In Kung, L. Pickard, R. & Towse, R. (Eds). The Internet and Mass Media. London: Sage, pp. 125-148.
[41] Ibid

Value addition on the available content is economically profitable to media organizations because the same content is utilized on multiple platforms, while the expenses incurred in the process of gathering it are reduced[42]. This approach is known as 'value chain'[43].

For example, through the convergence of newsrooms, media houses employ fewer reporters and correspondents that are multi- skilled to generate content for various platforms e.g. print, radio, and television as well as online platforms. Herrick (2003)[44] notes that journalists ought to possess multiple skills for them to maintain their relevance in the current media and journalism space.

1.6.3 Participatory Productions

The news process involving collection, analysis, packaging and dissemination of media products has become more and more participatory. Mainstream media have realized the importance of active participation of consumers as a way of cultivating good mutual relations and loyalty which are vital as competition for audience increases.

Blogs, Facebook, Instagram, Twitter, YouTube WhatsApp, and other social media platforms have revolutionized the journalism practice in Kenya. Mainstream media audiences and consumers are more involved in news production by generating audio-visual material, pictures, and stories to media houses. This has greatly contributed to the growing practise of digital journalism. Digital journalism has not only enhanced the relationship between journalists and 'ordinary' people, but has also provided a platform where citizen journalists can tell their stories with minimal interference from gatekeepers, as compared to professional journalists who are subjected to gatekeeping processes.

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[42] Ibid
[43] Porter, M.E (1998) The Competitive Advantage: Creating and Sustaining Superior Performance. 2nd edition.
[44] Herrick, D. (2003) Media Management in the Age of Giants: Business Dynamics of Journalism. Ames. Iowa: Iowa State

Bakker, et al, (2003)[45] observe that digital technologies have given consumers a variety of choices on the media content to consume. This has both positive and negative effects. The positive effect is that consumers are increasingly involved in the news process, giving them power and a voice to challenge vested interests of advertisers, government and media owners. They are proactive in demanding for accountability from the media regarding what they report.

The drawbacks of consumer participation include the growing concern of de-professionalization of the journalism profession. Concerns have arisen on the authenticity of information produced by citizen journalists. However, mainstream media also use content generated by their audience, who they often encourage to participate in contributing content.

Mainstream media have integrated social media in their daily activities because of their features that support user participation. Most mainstream media have multiple social media platforms, particularly Facebook, Twitter, WhatsApp and YouTube accounts. The mutual relationships formed from interaction with their audiences encourage them to remain loyal to their media outlets, which is very important due to competition for audiences and additional streams of revenue.

1.6.4 Regulation

Though digitalization has enhanced the growth of the media industry, watchers and regulators of the industry are concerned about the quality of content available on social media. They reckon that some content goes against acceptable societal values and is increasingly corrupted. This is as a result of the internet being largely unregulated.

Mobile media and citizen journalists are not subjected to any regulations, while producers of online content are unknown as they often use pseudo accounts. Some content is too permissive by all social and even legal standards. Conmen and criminals often use mobile phones to swindle gullible users. Pornographic content is also an issue of concern in the country as nude photos and sex videos have been constantly circulating on various social media platforms, irrespective of the fact that

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[45] Bakker, P.& Sadaba, C. (2008) 'The Impact of the Internet on Media Content'. In Kung, L. Pickard, R. & Towse, R. (Eds). The Internet and Mass Media. London: Sage,pp.86-101

pornography is illegal in Kenya. Mobile media has become a site of immoral and unlawful content because it is neither checked, monitored nor regulated.

Additionally, due to competition for audiences and revenue, the media are resulting to sensationalist journalism seeing as the news agenda is driven by commercial and market demands. This affects the quality of content that the media presents to consumers especially those who desire information that is unacceptable by the stipulated media laws and ethics and that may not be available on the mass market.

Therefore, there are more opportunities to circumvent regulation and evade control on mobile media. For example, violating copyright and intellectual property rights of other people is significantly easy on mobile media. Lack of proper legislation and goodwill to deal with such violations, both locally and internationally, has also been cited as a major drawback[46].

Consequently, a proper policy and regulatory framework ought to be put in place, coupled with consumer behaviour awareness and change in order to mitigate the challenges that been presented by digitalization.

1.6.5 Implications of Social Media Use on the Journalism Practice

Social media tools are used for many reasons e.g. exchanging messages, forming communities and social groups, tagging, sharing opinions and reviews, etc.[47]. Obijiofor [48] observes that young people in Africa use social media for connecting and interacting. He further notes that its use has influenced how they communicate, learn, gather information, network with their mates and have light moments[49]. Smartphones have become increasingly affordable hence enabling the youth to use social media to interact and network among themselves freely, without control from moral police and other gatekeepers[50].

[46] Kung, L. Pickard R. & Towse, R. (2008) 'Introduction'. In Kung, L. Pickard, R. & Towse, R. (Eds). The Internet and Mass Media. London: Sage, pp.1-6
[47] Waters, J.K. & Lester, J. (2010) The Everything Guide to Social Media. All You Need to Know about Participating in Today's Most Popular Online Communities. Avon, MA: Adam Media.

[48] Obijiofor L. (2015) New Technologies in Developing Societies: From Theory to Practice. New York: Palgrave Macmillan
[49] Ibid
[50] Ibid

Journalists use social media for different reasons such as news gathering. Here, they connect to sources, verify information and break news. They also use social media to brand themselves, connect with their fans and increase the popularity in a bid to increase their followers[51].

Social media has created a paradigm shift in the structure of mainstream media, with them having to appreciate their audience not as passive consumers of news but as critical observers and watchdogs, as in the fifth estate[52]. Critical social media users monitor mainstream media for errors in reporting and accuracy just as the mainstream media, keep in check the executive, judiciary and the legislative arms of government[53].

The interactive attribute of social media, coupled with its lack of strict regulation, gives its users boldness to discuss issues that mainstream media would avoid delving into because of the existing regulations.

In spite of social media's growth and popularity, the role of mainstream media cannot be disregarded. Though social media is instrumental in breaking stories that may not capture the mainstream media's attention initially, traditional media have an upper hand in investigating matters and making sure that the relevant authorities address them[54].

Social media use by journalists has accelerated the news production process, hence enabling consumers access news as and when it happens[55]. Journalists are compelled to take the least time possible to avail news to consumers, while also ensuring they meet the stipulated standards of quality, reliability and credibility of content before publishing it. Social media platforms have enhanced news gathering, particularly in

[51] Alejandro, J. (2010) Journalism in the Age of Social Media. Oxford: Reuters Institute for the Study of Journalism, University of Oxford
[52] Hermida, A. (2012) 'Social journalism: Exploring How Social Media is Shaping Journalism'. In Siapera, E.& Veglis, A. (Eds.) The Handbook of Global Online Journalism. London: John Wiley & Sons, pp. 309-328.

[53] (Jericho, G. (2012) The Rise of the Fifth Estate: Social Media and Blogging in Australian Politics. Victoria: Scribe Publications
[54] Nyabuga, G. & Booker,N. (2013) Mapping Digital Media, Kenya. London: Open Society Foundations. Also available online at
<http://www.opensocietyfoundations.org/sites/default/files/mapping-digital-media-kenya-20130321.pdf>
[55] Hermida, A. (2012) 'Social journalism: Exploring How Social Media is Shaping Journalism'. In Siapera, E.& Veglis, A. (Eds.) The Handbook of Global Online Journalism. London: John Wiley & Sons, pp. 309-328.

areas where there are no correspondents or reporters. In such scenarios, professional journalists investigate social media reports for truth and accuracy of information, verify it, and when satisfied that it meets all the required standards avail it to the mass market.

However, citizen journalists often violate certain guiding principles of the media profession[56]. They disseminate information without adhering to gatekeeping procedures that are applied to professional journalists, hence information on online platforms is readily available because they are neither monitored nor regulated. Professional journalists have had to set their bar higher by adhering to professional values which sets them apart from citizen journalists despite the audience they target being the same[57].

Loss of revenue by mainstream media has been cited as one of the drawbacks of social media[58]. Offline media audience seem to be decreasing while the youth tend to prefer online media where they get content for free, seeing as they have not embraced the concept of subscription. Media organizations are yet to find ways to make money from their digital platforms aside from advertising[59].

Convergence of journalists and media workers from different teams to work towards a common goal enhances maximization of human, monetary and other resources as media companies seek to cut costs with stiff competition and diminishing audience leading to a decrease in revenue. Though this may be profitable to media businesses, the quality of news is often questionable because journalists report for multiple platforms hence have little time for research and creativity. Consequently, there tends to be replication of content on both online and offline media platforms.

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[56] Witschge, T. & Nygren, (2009) 'Journalism: A Profession Under Pressure?' Journal of Media Studies, 6(1), pp.37-59
[57] Ibid.

[58] Lipschultz, J.H. (2015) Social Media Communication: Concepts, Practices, Data, Law and Ethics. New York: Routledge.
[59] Wellbrock, C. M (2016) The Internet's Impact on Journalistic Quality'. In Lugmayr, A. & Zotto, C.D. (Eds.) Media Convergence Handbook: Journalism, Broadcasting and Social Media Aspects of Convergence. Volume 1. London: Springer, pp.83-93

The digital era has brought a new challenge of plagiarism and copyright. Internet users often download information and pictures from the internet without crediting the sources of information. The accuracy of such content is also questionable as there are no guiding principles governing its production.

Additionally, the breaking news facility employed by most media organization complicates the authentication of information as media outlets compete to break news, popularly referred to as scooping. Originality of information and news is sometimes found to be questionable.

Digitalization also threatens investigative journalism as information stored in servers can easily be hacked, especially in this era where cybercrimes have increased tremendously. According to Media Council of Kenya CEO David Omwoyo [60], media freedom is on the decline owing to threats, intimidation and attacks on journalists.

1.6.6 The Impact of Digitalization on the Consumption of Media Services
1.6.7 Digital Migration

In 2006, the International Telecommunications Union (ITU) through its member countries came up with a policy for a global migration from analogue to digital television broadcasting[61]. During a conference held in Geneva, the GE06 Agreement was signed to guide the global analogue switch off, that was set to happen on 17th June, 2015.

Digital broadcasting takes place through frequencies where transmitters carry multiple channels on a single frequency range[62]. The picture and sound quality on analogue transmission is lower while the amount of bandwidth used is large, however digital transmission enhances sound and picture quality while the bandwidth required is significantly small[63].

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[60] Media Council of Kenya CEO David Omwoyo
[61] CA, n.d.) Communications Authority of Kenya (n.d) 'Facts About Digital Migration'. Available online at <http://olooesqr.files.wordpress/2015/02/facts-digital-migration-issue.pdf>
[62] Ibid
[63] Ibid

In March 2007, a task force was set up to spearhead the digital migration process. It had representatives from the then Communications Commission of Kenya (CCK) that is now known as the Communications Authority of Kenya (CAK), the national broadcaster, KBC, the Ministry of ICT, and Media Owners Association. Advertisers were also represented.

The taskforce recommended that a committee be formed to manage the migration process, hence in 2008 the Digital Television Committee (DTC) was formed. It drew representation from the Broadcast Signal Distributors (BSDs), CAK, Digital Broadcasters Association, Digital Decoders Dealers Association, ministry of ICT, the National Communications Secretariat (NCS), Pay TV service providers and consumer groups.

1.6.8 The Analogue Switch-Off (ASO)

The DTC settled for an analogue switch off that was to be implemented in phases prior to the set deadline. The first phase included Nairobi and its environs that was planned to take place in December 2013 while the next one was scheduled to happen in other parts of the country in March 2014.

Licensing of BSDs was a fundamental step in the digital migration process. The CAK was mandated with the task of distinguishing content creators from signal distributors. According to a CAK report, the role of creating content was solely left to the media while signal distributors were given the mandate of putting up broadcasting infrastructure that enabled multiple channels to share one transmitter[64]. This was to ensure that broadcasters focussed on content creation without having to incur further expenses of setting up broadcasting infrastructure, as in analogue broadcasting.

Consumers were expected to buy set top boxes in order for them to access digital signals through their old television sets. This was considered to be a cheaper option than buying smart TVs which do not require set top boxes to convert analogue signals to digital.

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[64]Ibid

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The first BSD was launched in 2009 by Signet, a company affiliated to KBC. It facilitated for analogue signals to be converted to digital through Digital Video Broadcasting-Terrestrial (DVB-T) STBs. However, in 2010, due to technological advancement the country opted to change to DVB-T2 STBs that were considered to be more superior. Consequently, the DVB-T STBs were phased out in 2012. Due to these challenges, the DTC saw the need to have more BSDs in the market and urged the government to license more BSDs. Pan African Network Group (PANG) that is owned by the Chinese was licensed as the second BSD.

This move by the government caused discontent from NMG, RMS and SG who also wanted shares as BSDs arguing that they had invested too heavily in broadcasting infrastructure not to have a license. They appealed to the Public Procurement Administrative Review Board (PPARB) but did not succeed, leading to the media houses moving to court. Their argument was that not granting them a BDS license was going to promote unfair competition that would benefit PANG and Signet at their expense because they would air their content for free.

The DTC had envisaged various dates when the ASO was to take place. The first switch off was meant to take place on 30th June, 2012. This was not to be as there was a scarcity of STBs [65]. The second date was 31 December, 2012 but also failed to take place because the Consumer Federation of Kenya (COFEK) challenged that decision, arguing that 2013 was an election year and switching off analogue signals would deny many Kenyans their right to information at a time when they needed to follow the election results on television.

13th December, 2013 was envisioned to be the third switch off date but also failed because NMG, RMS and SG who together formed the Africa Digital Network (ADN) consortium, challenged the decision in court and asked for more time. They were granted extension up to 26th December, 2013. The CAK also moved to court seeking to stop the extension. Due to the court battles that ensued between ADN and the CAK, the Court of Appeal extended the switch off date to September, 2014 and

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[65] CA, n.d Communications Authority of Kenya (n.d) 'Facts About Digital Migration'. Available online at <http://olooesqr.files.wordpress/2015/02/facts-digital-migration-issue.pdf>

further nullified a BSD license issued to PANG. This nullification intensified the court battles between the ADN and CAK.

The warring parties appeared before the Supreme Court in September 2014 and were ordered to find a suitable switch off date that preceded global deadline. PANG's license was reinstated and the court asked the CAK to reconsider the BSD license application made by the ADN.

On 25th November, 2014 the ADN was granted a Self-Provisioning Broadcast Signal Distribution (SSBDS) license by the CAK. The license provides for a licensee to have a broadcasting infrastructure that has capacity to carry their content only[66].

The CAK a little later withdrew the license citing insincerity from the ADN consortium. NMG, RMS and SG ran adverts accusing the government of giving competitive advantage to foreigners by allowing GoTV and StarTimes to carry their content without consent. In response, the CAK withdrew the license, terming the advert as 'misleading' and 'showing an anti-competitive spirit' by the ADN[67].

The ADN consortium went back to the Supreme Court to seek redress on 13th February 2015. The court ordered that their license be reinstated but declined to extend the ASO deadline. This ruling seemed to have agitated the CAK who ordered all analogue transmission to be switched off by midnight of the same day. Failure by the NMG, RMS and SG led to their analogue signals being switched off on 14th February 2015. Seeing this, the stations withdrew their content from GoTV and StarTimes leaving the country in a state of limbo for 19 days. The stations later went back on air on 5th March 2015.

The standoff between the ADN and CAK negatively affected media consumers as well as media businesses. According to the former CEO of SG, Mr. Sam Shollei, the company recorded a decrease in profits in 2015 which he attributed to the transition

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[66] Media Council of Kenya (2015) Digital combat: An Assessment of Media Coverage of The Digital Process and Debate in Kenya

[67] Wahito, M. (2015) 'CA Pulls Plug on Digital plans for 3 Media Houses'. Capital FM (online), 21 January. Available at <http://www.capitalfm.co.ke/business/2015/01/ca-pulls-plug-on-digital-plans-for-3-media-houses/>

from analogue to digital broadcasting. Limited access to STBs in the country at the time negatively affected TV viewership[68].

There has been a significant change since then, as far as TV viewership is concerned. According to the CAK Quarter 4 state of ICT report of 2017/2018, Kenya has experienced great development due to the adoption of ICT products, processing technologies and support services[69].

The number of digital television stations grew from 64 in Quarter 3 (January-April 2018) to register 67 stations presently[70]. The total number of digital TV subscriptions rose to 4.9 million from 4.5 million registered in Quarter 3. Cable TV subscription increased from 133, 674 in Quarter 3 to 153, 462 while Direct to Home Satellite subscriptions went up from 834, 981 to 995,012. DTT that happens through STBs recorded the greatest growth from 3,604,022 in Quarter 3 to 3,809, 244 in Quarter 4[71]. The growth is majorly attributed to the World Cup season that took place between June and July 2018, where many people renewed their monthly subscriptions so as to follow the goings on of the soccer matches[72].

The prices of STBs have also continued to fall considerably and so have subscription fees due to competition

1.6.9 Convergence

Convergence of the internet with mobile technologies has enriched the production of media products and also improved the relationship between its producers and consumers. Convergence ought to be explored critically by media organizations seeking to explore new markets and growing their audience reach especially the young generation who prefer to consume media services on digital platforms.

Third (3G) and fourth generation (4G) technologies have enhanced the consumption of media services as mobile phones have facilities that support TV and radio services. They also have access to social media sites that enhance consumption of other media

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[68] Kangethe, K. (2015) <http://www.capitlfm.co.ke/business/2015/08/standard-group-issues-profit-warning-2015-fy/>

[69] https://ca.go.document/sector-statistics-report-q4-2017-18/

[70] Ibid

[71] Ibid

[72] Ibid

products such as music and news. Mainstream media have had to be innovative to ensure that audiences access content at their convenience.

For example, RMS has a podcast called *viusasa* where audiences can subscribe and access news, programs, gossip, cartoons and other media products. This is one of the innovative approaches where mainstream media are seeking to avail media products to consumers while also attempting to make revenue as the media marketplace becomes increasingly competitive.

Television stations in Kenya have embraced live streaming as a way of reaching a wider audience, some of whom are Kenyans living in the diaspora. They constantly post news, audio and video clips on their online platforms, particularly Twitter and YouTube. Such convergence of electronic and print media into digital formats is logical as the mainstream media seek to address the needs of varied audiences while also increasing their streams of revenue[73].

1.7 Theoretical Framework
1.7.1 Uses and Gratification Theory

This theory interrogates why people consciously look for specific media and how the chosen media meets their specific needs. This mass communication theory employs an audience-centred approach[74]. It observes that media is a highly available commodity and the audiences are the consumers of the same commodity.

This theory seeks to also investigates why media consumers use certain media and what benefits they draw from its use, while also explaining how media consumers consciously embrace media that address their needs e.g. information, education and entertainment.

It acknowledges that audience are knowledgeable and this knowledge informs their choice of media to address their specific needs.

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[73] John V. Pavlik and Shawn McIntosh (2011) Converging media: A new introduction to mass communication
[74] Mark R. Levy and Sven Windahl (1984) Audience activity and gratifications: A conceptual clarification and exploration

Proponents of this theory argue that it is the origin of needs that determines the choice of media, to meet the audiences' expectation[75]. This leads to audiences seeking different media that meet their needs[76].

1.8 Hypotheses

The study intended to explain the relationship between mainstream media and digitalization.

Globalization is intrinsically connected with sharing of information, with the media being considered as the main channel for its propagation. This study seeks to show how the availability and use of digital technologies has impacted on the mainstream media and the practise of journalism in Kenya.

The structure and operations of traditional media have changed tremendously due to digitalization. Mainstream media no longer enjoy monopoly of production and dissemination of information as citizen journalists also produce and disseminate information. Facebook, Twitter, WhatsApp, among other online platforms, are alternative sources of information and news.

Professional journalists are expected to observe stipulated guidelines in their reporting to ensure that what they publish or broadcast meets specific legal and moral standards. Citizen journalists on the other hand are largely unregulated hence publishing information that is often unverified or false while competing to be the first to break news.

Digitalization has significantly impacted on the consumption of media services in Kenya. Television medium has been affected the most by digitalization especially due to the transition from analogue to digital broadcasting.

This study seeks to explain how digitalization has affected the mainstream media in Kenya; how social media has impacted on the journalism practice; and the effects of digitalization on consumption of media services in Kenya.

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[75] Katz, Blumler, and Gurevitch (1974) The role of theory in uses and gratifications

1.9 Research Methodology

1.9.1 Introduction

This section presents the study design, area of the study, target population, sampling techniques, data collection procedure and data analysis.

1.9.2 Study Design

This section outlines research problem, hypotheses, dependent and independent variables as well as data collection methods, in a way that the research meets its objectives in the most economical way[77]. Kothari[78] noted that for a research to be considered successful, it ought to yield the most information while spending the least possible resources in terms of time, money and effort.

Descriptive research was adopted in this study. Mugenda and Mugenda[79] define descriptive research as an inquiry into empirical data that is systematic, where independent variables are free from manipulation because their manifestations have been seen before or they just cannot be manipulated.

The researcher opted for this research design because it can effectively be used to explain the where, when, who and how of a phenomenon hence build[80].

This research design was found to be appropriate in analysing the effects of digitalization on mainstream media and journalism in Kenya.

1.9.3 Study Site

The study was conducted in Nairobi. This is because all the media organizations targeted in the study are based in the capital city.

1.9.4 Target Population

The target population was outlined in the table below:

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[77] Babbie, E. R (1990) The practise of social research. California: Wards North
[78] Kothari, C.R (2004). Research methodology methods and techniques. New Age International Publishing Limited
[79] . Mugenda A., Mugenda, O. (1999) Research methods; Quantitative and Qualitative Approaches
[80] ibid

Table 1.1 Target Population and Sample Size

Details of the subjects	Population	Sample size
1. Kenya Union of Journalists officials	20	10
2. Bloggers Association of Kenya writers	15	8
3. Media Owners Association officials	15	7
4. Heads of media training institutions	20	10
Total	**75**	**35**

(**Source: Author 2018**)

1.9.5 Sampling Design and Procedures

The researcher intended to have all the clusters of the population included in the study, and therefore chose to use the stratified method of sampling that puts subjects with common traits in a stratum[81].

Mugenda and Mugenda [82], observe that a 10-30% sample can be considered to be acceptable if it is arrived at objectively.

The study also used purposive sampling technique because the researcher intended to engage respondents who are knowledgeable on the subject of media and journalism practices in Kenya.

1.9.6 Data Collection Procedure

Questionnaires were used for data collection. The researcher chose this instrument because of its effectiveness in asking probing questions that are within the scope of the study[83]. The questionnaires were delivered and collected in person in order to maximize on respondent participation and reduce chances of data getting distorted in the process[84]. The reason for using face to face method rather than mailing the questionnaires was that the researcher wanted to create a rapport with the respondents because they were not known to her personally. The questionnaires were administered by the researcher herself because the sample size was manageable and this helped the researcher to maximize on time and money resources.

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[81] Mugenda, O.M and Mugenda A. G (2003) Research methods; Quantitative & Qualitative approaches.

[82] Ibid
[83] Babbie, E. R (1990). The practice of social research. California: Wards North
[84] Ibid

1.9.7 Data Collection Instrument

Semi structured questionnaires were used as they are an effective method of data collection and can be easily analysed[85]. The questionnaire was divided into two sections; section one contained introductory details, while section two included questions investigating the four objectives of the research. There was also a brief segment requiring respondents to comment on the effects of the digital migration on consumption of television services in Kenya.

1.9.8 Validity and Reliability of Data Collection Methods

Validity measures the soundness of a study in as far as to design and data methods used are concerned[86]. Content validity measures how representative data collected using a given method reflect the actual phenomenon being put to test[87].

The instruments prepared were given to few respondents knowledgeable to the study and feedback obtained. This ensured content validity of instruments. Suggestions were incorporated into the questionnaires and adjustments made appropriately. This assisted in checking the appropriateness of the data collection method.

Reliability measures how consistent the findings of a study are and is verified through repeating tests[88]. Reliability increases when items with common traits are measured using universal procedures but varying the samples. To confirm reliability, several questions were included in the study to check on respondents' consistency in answering them.

1.9.9 Data Analysis and Presentation

This involved interpreting information collected from respondents once the questionnaires had been completed and collected from each respondent. The researcher compiled them by using data editing, data coding, and data tabulation. The data was analysed quantitatively to enable the researcher to meaningfully describe distribution of scores and measures using statistics.

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[85] Mugenda, O.M, and A.G Mugenda 1999 Research methods: Quantitative and Qualitative Approaches.
[86] Borg, W. and Gall, M.D. (1989). Educational Research: An introduction to Research
[87] Ibid
[88] Shenghverzy, N.J (2003) Statistics for people in statistics

Qualitative data was analysed in a systematic way in order to come up with some useful conclusions and recommendations. The researcher therefore obtained detailed information on the study and tried to establish patterns, trends and relationships from the information that was gathered. The results were then presented by use of descriptive statistics including frequency tables and percentages.

1.10 Scope and Limitations

The study was limited to an analysis of the effects of digitalization on mainstream media in Kenya (2006-2018). The study targeted various players in the media industry in Kenya. These included officials of the Kenya Union of Journalists, Bloggers Association of Kenya writers, officials of the Media Owners Association and various heads of media training institutions in Nairobi.

The challenge faced by the researcher was lack of up to date information as the subject is rapidly evolving. The researcher had to use information from newspapers which had covered some of the information required for the study.

1.11 Chapter outline

The study was organized into five chapters. The first chapter was introduction which gave the background of the study, problem statement, objectives, justification, literature review, theoretical framework, hypotheses and research methodology. Chapter two expounded on the effects of social media on the journalism practice. Chapter three presented a critical analysis of the effects of digitalization on consumption of media services.

Chapter four was an analysis of data and its presentation while chapter five presented a summary, conclusion and recommendations of the study.

CHAPTER TWO: EFFECTS OF SOCIAL MEDIA ON THE JOURNALISM PRACTICE

2.1 Defining Social Media

It is a form of media that enhances interaction and participation by its users where they create content such as audio and video material, gossip, images, news, and photos, and share it among their networks. Knight and Cook [89] define it as media whose main purpose is interaction rather than entirely disseminating information. The key components of social media are 'participation' and 'community'[90]. 'Participation' emphasizes on the ability of media consumers to also take part in media content production; while 'communities' are congregations of people on social media who share similar characteristics such as participation, openness, conversation, community and connectivity.

2.2 Citizen journalism

It is a term that emerges from the participatory nature of social media as explained above. It can be defined as journalism of the people, by the people[91]. Mainstream media seem to have recognized the influence of citizen journalism to some extent and have embraced it so as to fully utilize its benefits.

Professional journalists are integrating citizen journalism into their practice and adding some regulatory measures in the digital space.

Blogs, Facebook, Google+, Instagram, LinkedIn, Twitter, WhatsApp, wikis and YouTube are the popular social media sites.

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[89] Knight and Cook (2013)
[90] Hill & Lashmar (2013)

[91] Banda (2010)

2.3 Description of Various Social Media Networks

Blogs: These are started as personal diaries where people post information and share their experiences. They dig deeper into issues that mainstream media have not covered at all or might not have explored widely. They are also called weblogs[92].

Facebook: It allows a user to create an online profile, connect with fellow users and invite others to become their friends and share information[93]. It also allows users to do live streams.

Google+: One needs a Google account to sign up and connect with friends. 'Circles' are other users who one is able to categorise as friends or acquaintances and share information based on the categories. Just like other social networks, one can chat, share information and get notifications.

Instagram: Is an online-photo sharing application that allows users to upload and edit photos and short videos. It is a fusion of instant camera and telegram with a 'right here, right now' concept and supports live streaming.

LinkedIn: Is a considered to be a networking site for professionals. Users create profiles based on their careers and connect to fellow professionals.

Twitter: Is a micro-blogging site with a symbol of a bird,that allows users to publish short messages called tweets. It is a very popular networking forum in Kenya.

WhatsApp: An instant messaging application that enables smartphone users to chat and share images, audio and video content.

Wiki: Is a read and write site where users are free to access information and post their comments. E.g.Wikipedia.

YouTube is a social networking site mainly known for video sharing. Its users watch, upload, share and comment on videos. It is also used for advertising.

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[92] Harper, (2010)
[93] Safko, (2012)

2.4 Social Media Use by Journalists

In this digital era, journalists use social media for various reasons; news gathering where they connect with news sources, verifying information, as well as for disseminating information and news to their varied audiences. Journalists also use social media to make themselves and the organizations they work for known and also to connect with their audiences in an attempt to widen their audience reach and enlarge their organizations market share[94].

Such digital technologies are crucial in aiding journalists in the whole process of news gathering up to the consumption stage, where information gets to the target audience without distortion[95]. This is owing to social media features that support audio, video and text.

The importance of social media as tools for journalists cannot be ignored in this digital era. Many organizations and prominent individuals use their social media accounts to pass messages instead of calling press conferences, as was the case before digital technologies became available and accessible[96]. Journalists therefore must keenly follow their news sources on their various social media platforms. For them to do so, they must be able to use social media effectively so as to perform their duties of informing, educating and sensitizing their audiences.

Journalists were the only sources of information and news before the emergence of social media. However, this narrative has changed as journalists sometimes receive news 'third hand' after it has been posted on social media[97]. In such a scenario, a journalist has to tell the story differently, often taking a different angle from that approached on social media.

Competition for news dissemination is becoming stiffer as a significant number of the population access news and information through social media platforms. Journalists

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[94] Ayish & Mellor (2015)
[95] Haddow & Haddow (2013)
[96] Bull (2015)
[97] Alejandro (2010)

therefore have to be strict gatekeepers by carefully analysing, sifting, selecting and contextualizing large amounts of information posted on social media[98].

The main concerns of using social media in journalism have to do with accuracy of information, verification and loss of control of information once it has been published[99]. Although social media has made journalists' work easier and faster, they must handle every piece of information cautiously before disseminating it.

2.5 Effects of Social Media on Journalism

Digitalization has challenged various theories of mass communication that place importance on the message and the channel above the recipient. Power structures in journalism have changed, with mainstream media having to recognize audiences not just as passive news sources but as knowledgeable and critical observers[100]. Proponents of social media argue that these audiences hold the mainstream media accountable for shortfalls, just as the mainstream media demand accountability from the three arms of government[101].

Due to the participatory and interactive nature of social media, users find it convenient to discuss issues that mainstream media shy away from due to the strict gatekeeping processes applied to them.

Irrespective of social media's recognition as holding mainstream media to account, the role of mainstream media cannot be disregarded. This is because though social media excels in breaking stories that mainstream media may initially not take note off, mainstream media are very vital in carrying in-depth investigations into issues and making sure that they addressed by those in authority[102].

Digital technologies have enhanced the speed and immediacy with which news is availed to consumers by mainstream media[103]. Journalists are today expected to avail

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[98] Hermida, (2012)
[99] Alejandro (2010
[100] Hermida, 2012)
[101] Cooper, (2006); Jericho, (2012)
[102] Nyabuga & Booker, 2013
[103] Hermida, (2012)

news to consumers as and when it happens, even as they are expected to meet professional yardsticks of truth, balance, and objectivity in reporting before availing it to media consumers.

The role of social media and citizen journalists is especially important in breaking news in areas where there are neither correspondents nor reporters. Professional journalists critically analyse social media reports and verify the accuracy of such news before availing it to their audiences.

However, there are claims that citizen journalism has negatively impacted on professional ethics of the media profession[104]. This is because citizen journalists are not accountable to any gatekeepers and are able to post information on online platforms without being held liable for any malpractices.

Though this might be the case, professional journalists seem to see this challenge as providing them with the opportunity to set themselves apart from other news sources in the same media marketplace by ensuring that they employ professionalism in their news gathering and dissemination.

Another setback that journalism has suffered as a result of social media is the loss of revenue by mainstream media organizations[105]. There is a decline for offline media audiences as the young generation prefer to get information and news from online platforms. The challenge is that they have not embraced the concept of subscribing to access content and prefer to get it free of charge. This reduces the monetary profitability of media organizations' online platforms[106].

Social media has also increased the propagation of fake news in Kenya. According to an article published on 7th November, 2018 by the Standard newspaper, Kenya's global ranking for Internet freedom dropped notably. A report by Freedom House lobby, an independent watchdog organization that enhances the expansion of freedom and democracy in the world, Kenya's ranking was downgraded to 'partly free' from 'free', marking a significant drop among 65 countries that featured in the 2018 index.

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[104] Witschge & Nygren (2009)
[105] Lipschultz, (2015)
[106] Wellbrock (2016)

Freedom House cited online manipulation and disinformation during the August 2017 campaigns and elections as the main cause for the downgrading.

Ratification of the Computer and Cybercrimes Act 2018 which stipulates fines for individuals found culpable of hacking and propagation of fake news was also cited as one of the reasons for the declining internet freedom in Kenya as it signified there was a huge problem that required legislative measures to counter [107].

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[107] Article from the Standard newspaper published on 7th November 2018 Fake News Weighs Down on Kenya's Internet Ranking. Available online at
http://www.standardmedia.co.ke/business/article/20013001831/fake-news-weighs-down-on-kenya-s-internet-ranking

CHAPTER THREE: A CRITICAL ANALYSIS OF THE EFFECTS OF DIGITALIZATION ON CONSUMPTION OF MEDIA SERVICES

3.1 Introduction

As earlier stated, digitalization has revolutionized the consumption of media services in Kenya to a great extent. The active role of audiences of mainstream media in the production, interaction and consumption of media content cannot be overemphasised. This has necessitated media organizations to reinvent and strategize on how to increase their relevance in the hypercompetitive media space.

Instead of competing for the diminishing resources, rival companies have resulted to establishing alliances, networks, partnerships and sharing arrangements as a way of fostering co-operation rather than competition[108]. This approach aims at stabilizing competition by niche recognition, synergy and combining resources in exploring new business ventures, instead of each media organization going alone hence maximizing on the available resources and benefiting everyone involved in the process[109].

For example, in 2016 the SG and RAG decided to work together for mutual gain. The SG signed a deal worth 300 million Kenya shillings with RAG for a fifty percent stake in Bamba TV. The partnership allows KTN Home and KTN News channels owned by SG to air on Bamba TV that has countrywide distribution as well as multiple international channels. RAG has a fifty percent stake in Bamba TV. The deal was aimed at enhancing consumer experience by delivering a variety of channels to targeted and specific TV audiences, while SG that has an advertising agency benefits by delivering the same audiences to advertisers. Bamba TV has a variety of channels for different audiences such as cartoons, movies, fashion, sports and news[110].

3.2 Digital Migration

As earlier discussed, Kenya's digital migration process was marred with challenges but still managed to beat the 17th June 2015 ASO deadline.

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[108] Kung et al., (2008)
[109] Ibid
[110] Standard in Sh300 million deal with Bamba TV to raise participation in digital tv. Available online at http://www.standardmedia.co.ke/business/article/2000192090/standard-group-in-sh300-million-deal-to-raise-prticipation-in-digital-tv

Digital broadcasting has numerous benefits for the government, the media as well as consumers.

3.4 Benefits of digital broadcasting

3.4.1 Spectrum Efficiency

Digital broadcasting improves spectrum efficiency because a lot of data is transmitted in a single bandwidth. The extra bandwidth, also known as digital dividend, can be utilized to deliver additional TV channels, radio or data services.

3.4.2 Improved signal quality and robustness

Digital transmission enhances sound and picture quality while reducing noise and interference, hence minimizing on visual distortion majorly experienced in analogue transmission.

3.4.3 Reduced energy consumption and maintenance costs

Digital transmission reduces energy usage hence BSDs benefit from lower maintenance and operational costs.

3.4.4 Wider choice of programming and services

This includes additional channels, high definition provisions, radio and data services.

3.4.5 Interactivity

Digital broadcasting offers a range of interactive applications.

3.4.6 Convenience

Video on demand/catch-up services allow viewers to watch programs at their convenience.

3.4.7 Parental lock setting

This facility gives parents and/or guardians control of what their children watch on television via classification of programs.

3.5 Challenges of digital broadcasting

Kenya's digital migration process was faced with challenges as outlined below.

3.5.1 Legal Challenges

Local broadcasters, particularly the AND consortium, protested their exclusion from the signal distribution market where only Signet and PANG were licensed as BSDs. This is evidenced in the court battles that ensued between the ADN and CAK challenging the BSD licensing process. This affected TV consumption negatively, especially for the19 days that ADN channels had been switched off.

Though the Supreme Court ruled that the broadcasters were entitled to obtain a BDS license, they were issued with a self-provisioning one whose capacity is more limited than the standard BSDs issued to PANG and Signet.

3.5.2 Technical Challenges

Kenya first adopted the first-generation DVB-T technology in 2009 but shortly afterwards adopted the second-generation DVB-T2 in 2010 because to its channel capacity was greater. This change lowered the quantity of compliant STBs in the market. To deal with this, the government introduced new minimum STB specifications for DVB-T2 STBs. The government also accelerated vendor authorization in order to widen the STB supplier pool. It also reduced taxes on digital TV receivers to make them affordable, besides removing import duties and reducing approval fees.

3.5.3   Funding Challenges

Funding the digital migration process was challenging in many countries due to resources being limited. In Kenya, no money was set aside to facilitate the digital migration process in the budget. Despite the DTC's recommendation that Signet be allocated funds to aid the provision of BSD services, there were no funds allocated for the same.

3.5.4   Consumer Challenges

Many consumers did not clearly understand what digital migration was about, and thought it to be about paying for TV services hence they opposed the move. Due to lack of funds, the government asked private media organizations to assist in raising consumer awareness. Instead, mainstream media entities ran advertisements that urged consumers to desist from buying GoTV and Star Times STBs claiming that the government was giving preferential treatment to foreigners at the expense of local investors. They further alleged that the two could censor information if the government asked them to. This further derailed the migration process.

3.5.5   Availability of Set-top Boxes

Unavailability of compliant STBs in the market hampered the smooth transition from analogue to digital transmission. Technological advancement disrupted the migration process when DVB-T STBs that had been adopted in 2009 were replaced by DVB-T2 that had greater capacity in 2010, hence reducing the number of compliant STBs in the market.

The government, however, did not compensate the consumers who had already purchased DVB-T STBs that became obsolete.

3.5.6   Affordability of Set-top Boxes

Apart from STBs not being available in the market, their initial costs were prohibitive for the ordinary citizens. Prices of Pay TV and Free to Air (FTA) STBs ranged from Kenya Shillings 3,500 to 6,000 due to import duty.

Delay in the ASO following court injunctions discouraged STB suppliers from importing STBs in large quantities, resulting to the shortage and pushing the prices higher[111].

The government took some measures to improve affordability of STBs in an attempt to ensure that the ASO took place before the set global deadline. The CAK eliminated

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[111] CA, Understanding Migration from Analog to Digital TV Broadcasting in Kenya, at 15, available at http://oncuedigital.com/digitalmigration/wp-content/uploads/2016/08/UNDERSTANDING-MIGRATION-FROM-ANALOGUE-TO-DIGITAL.pdf

import duties for STBs, removed vendor registration fees and also lowered type approval fees from Kenya Shillings 20,000 to 4,000.

The process of importing, distributing and supplying STBs was fully liberalized and opened to registered vendors who obtained type approval from the CAK.
Competition greatly contributed to the reduction of STBs prices, to the benefit of end consumers[112].

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[112] In addition to various pay TV providers using promotions to sell STBs, STBs are being bundled with non-TV services. For example, the Big Box sold by Safaricom for KES 4,999 and includes 3G of data services, available at http://www.safaricom.co.ke/TheBigBox

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter entails the findings of the study, data analysis and presentations of major findings. Frequency tables and percentages were used to demonstrate relationships among the variables.

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4.1.1   Response Rate

The initial sample size envisioned 35 respondents from whom 32 filled questionnaires gave them back to the researcher. The response rate was 91.4%. This response rate was excellent, according to Mugenda and Mugenda's standard. They noted that a response rate of 70% and over is excellent.

4.1.2   Reliability Analysis

The researcher conducted a pilot study to test the reliability of the data collection method, which in this study was a questionnaire. Sampled were drawn from Bloggers Association of Kenya, a head of a media training institution, Kenya Union of journalists, and Media Owners Association in Nairobi.

Cronbach's Alpha that measures consistency of items in a scale was used to verify the reliability of the data obtained.

Reliability is realized when the Alpha value is 0.7 and above. Reliability of every objective in the research was tested and all of them had Alpha values above 0.7.

The pre-test data was analysed using Statistical Package for Social Sciences (SPSS).

The number of items in each variable represents the number of questions contained in each variable section. The table below shows that the effects of digitalization on the consumption of media services had the highest reliability (alpha=0.856), followed by the effects of social media on the journalism practice (alpha=0.723) and the effects of digitalization on mainstream media (alpha=0.701). The variables were therefore reliable as they met the accepted Alpha value of 0.7. This therefore means that the three variables were reliable. The number of items represents the number of questions under each variable of the study. The study used these questions to check on the reliability of the whole questionnaire.

Table 4.1: Reliability Analysis

Scale	Cronbach's Alpha	No. of Items
Digitalization on mainstream media	0.701	4
Social media on journalism	0.723	3
Consumption of media services	0.856	4
Average (All Scales)	**0.760**	**3**

From the above analysis, the findings show that all the variables had their Cronbach's Alpha above 0.7, which is the benchmark as provided for by Klien (1999)[113]. The study was therefore found to be reliable.

4.2 Demographic information

4.2.1 Duration the respondents had worked in the respective organizations

The study sought to establish the duration that the respondents had worked in the respective organizations. Findings were as shown in table 4.2 below:

Table 4.2: Duration that the Respondents had worked in the Respective Organizations

No. of Years	Frequency	Percent
Below 2 years	3	9.4%
2-4 years	9	28.1%
4-8 years	15	46.9%
8 years and above	5	15.6%
Average (All scales)	**32**	**100**

The findings of the study show that 46.9% of the respondents had worked in the respective organization for 4-8 years, 28.1% for 2-4 years, 15.6% for 8 and above years and 9.4% for less than 2 years respectively. These findings show that the respondents who were involved in the study had worked in the respective organizations for a reasonable period of time hence were knowledgeable on the effects of digitalization on mainstream media and journalism in Kenya. More than 50% of the respondents had been practising their profession for more than four years

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[113] Klien (1999)

and therefore had in-depth information on the effects of digitalization on media and journalism in Kenya.

4.3 Effects of Digitalization on Mainstream Media in Kenya

4.3.1 Digital technologies enhanced the process of collecting, disseminating and consumption of news by the mainstream media

Findings on whether digital technologies had enhanced the process of collecting, disseminating and consuming news in Kenya were as shown in the table 4.3 below:

Table 4.3: Digital technologies enhanced collection, dissemination and consumption of news

	Frequency	Percent
Yes	28	87.5%
No	4	12.5%
Total	**32**	**100**

Finding of the study indicate that 87.5% of the respondents agreed that digital technologies had enhanced the process of collecting, disseminating and consumption of information news while 12.5% disputed that digital technologies had enhanced the process.

4.3.2 Digitalization affected media ethics in Kenya i.e. truth, balance, fairness and objective reporting

The manner in which digitalization affected media ethics in Kenya was as presented in the table 4.4 below:

Table 4.4 Digitalization Affected Media Ethics in Kenya

	Frequency	Percent
Yes	24	75%
No	6	18.8%
Not sure	2	6.2%
Total	**32**	**100**

Findings of the study showed that 75% of the respondents agreed that digitalization affected media ethics in Kenya, 18.8% indicated that it did not, while 6.2% of the respondents were not sure of whether or not it did.

4.3.3 Extent that integration of social media by mainstream media widened audience reach

Findings on the extent to which integration of social media by mainstream media widened audience reach in Kenya were as presented in the table 4.5 below:

Table 4.5: Extent that integration of social media by mainstream media widened audience reach

	Frequency	Percent
Very great extent	30	93.8%
Great extent	1	3.1%
Moderate extent	1	3.1%
Total	**32**	**100**

Findings of the study show that 93.8% of the respondents indicated that integration of social media by mainstream media widened audience reach to a very great extent, 3.1% of the respondents indicated that it did so to a great extent, while 3.1% of the respondents indicated that it did so to a moderate extent.

4.3.4 Media training institutions consider social media as a relevant and timely subject of study in Kenya

The findings on whether media institutions consider social media as a relevant and timely subject were shown in table 4.6 below:

Table 4.6: Social media considered as a relevant and timely subject of study in media training institutions

	Frequency	Percent
Yes	6	18.8%
No	26	81.2%
Total	**32**	**100**

Findings of the study show that 81.2% of the respondents disputed that media training institutions in Kenya considered social media as a relevant and timely subject of study, while 18.8% of the respondents agreed that media institutions in Kenya considered social media as a relevant and timely subject of study.

4.4 Impact of Social Media on the Journalism Practice in Kenya

4.4.1 Journalists Must be Competent in Using Social Media

The study sought to find out whether journalists needed to be competent in using social media in this digital era. Table 4.7 below shows the findings:

Table 4.7: Journalists must be Competent in Using Social Media in this Digital Era

	Frequency	Percent
Yes	32	100%
Total	**32**	**100**

Findings of the study show that 100% of the respondents agreed that journalists needed to be competent in using social media in this digital era.

4.4.2 Extent that Citizen journalism affected the traditional journalism practice in Kenya

The study further sought to establish the extent that citizen journalism affected the traditional journalism practice in Kenya. The findings were as shown in table 4.8 below:

Table 4.8: Extent that Citizen Journalism affected Traditional Journalism Practice

	Frequency	Percent
Very great extent	22	68.8%
Great extent	6	18.8%
Moderate extent	4	12.5%
Total	**32**	**100**

Findings of the study show that 68.8% of the respondents thought that citizen journalism affected the traditional journalism practice to a very great extent, 18.8% thought that it did so to a great extent while 12.5% of the respondents thought that it did so to a moderate extent.

4.4.3 Social Media Increased Propagation of Fake News in Kenya

The study sought to determine whether social media increased the propagation of fake news in Kenya. The table 4.9 below shows the findings:

Table 4.9: Social Media Increased Propagation of Fake News

	Frequency	Percent
Yes	30	93.8%
No	2	6.2%
Total	**32**	**100**

Findings of the study show that 93.8% of the respondents agreed that social media increased the propagation of fake news while 6.2% of the respondents disputed that it did.

4.5 Consumption of Media Services in Kenya

4.5.1   Extent to Which Social Media Platforms Are Used to Access Information and News

The study inquired the extent to which social media platforms are used to access information and news. Table 4.10 below shows the findings:

Table 4.10: Social Media Platforms as Information and News Sources

	Frequency	Percent
Very great extent	29	90.6%
Great extent	2	6.3%
Moderate extent	1	3.1%
Total	**32**	**100**

Findings of the study show that 90.6% of the respondents thought that social media platforms were used to access information and news to a very great extent. 6.3% thought that they did to a great extent, while 3.1% though they were used to a moderate extent.

4.5.2 Social Media Enhanced Speed and Immediacy of Breaking News

The study set to establish whether social media enhanced the speed and immediacy of breaking news. Table 4.11 below shows the findings:

Table 4.11: Social Media Enhanced the Speed of Breaking News

	Frequency	Percent
Yes	32	100%
Total	32	100

Findings of the study show that all the respondents (100%) agreed that social media enhanced the speed and immediacy of breaking news in Kenya.

4.5.3 Extent that Mainstream media audiences Use Social Media Platforms to Produce, Share and Consume Media content

The study set to inquire the extent to which audiences of mainstream media use social media to produce, share and consume media content. Table 4.12 below shows the findings:

Table 4.12: Extent that Mainstream Media Audiences Use Social Media Platforms to Produce and Consume Information and News

	Frequency	Percent
Very great extent	28	87.5%
Great extent	4	12.5%
Total	**32**	**100**

Findings of the study show that 87.5% of the respondents thought that mainstream media audiences use social media to produce, share and consume media content to a very great extent, while 12.5% of the respondents though that they did to a great extent.

4.5.4 Extent to which Mainstream Media are Considered Credible News Sources.
The study set to find out the extent to which mainstream media are considered credible sources of news, in spite of audience being able to access the same on social media platforms. Table 4.13 below shows the findings:

Table 4.13 Extent to which Mainstream Media are Considered Credible News Sources

	Frequency	Percent
Very great extent	27	84.4%
Great extent	5	16.6%
Total	**32**	**100**

The study's findings indicate that 84.4% of the respondents consider mainstream media as credible sources of news to a very great extent while 16.6% do so to a great extent.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter discusses key data findings, draws conclusions on the findings and gives recommendations to the study. The conclusions and recommendations were guided by the purpose of this study which was to: establish the impact of digitalization on the mainstream media in Kenya, to determine the impact of social media on the journalism practice in Kenya, and to find out the impact of digitalization on consumption of media services in Kenya.

The study was outlined in five chapters. The first chapter comprised the Introduction which gave the background of digitalization, its effect on mainstream media and journalism in Kenya, as well as on the consumption of media services. It also comprised the problem statement which explained the purpose of the study; which is analysing the effects of digitalization on mainstream media and journalism in Kenya (2006-2018).

The study's objectives were: to establish the impact of digitalization on mainstream media in Kenya; to determine the impact of social media on the journalism practice in Kenya; and to find out the impact of digitalization on consumption of media services in Kenya.

Justification provided the significance of the study for future scholars and academicians, as it set the ball rolling by providing material on the subject of digitalization and its implications on mainstream media and the journalism practice in Kenya.
Furthermore, the study's findings were to suggest areas where future researchers and academicians can build on.

The scope and limitations of the study involved analysing the effects of digitalization on mainstream media and journalism in Kenya (2006-2018).

The study targeted various players in the media industry in Kenya which included Media Owners Association officials, Kenya Union of Journalists officials, Bloggers Association of Kenya writers and heads of media training institutions.

An analysis of literature reviewed as carried out by other scholars on the concept of digitalization and its effects on mainstream media and journalism was outlined in chapter one. The study extensively reviewed the impact of digitalization on mainstream media and the journalism practice as the world embraces globalization. The theoretical framework was guided by the research objectives. Uses and gratifications theory of mass media was used in this study to explain why and how people actively seek out specific media to satisfy their information-related needs. This theory is audience-centred, and recognizes media audiences as active participants in the communication cycle.

Research methodology was also outlined. It covered study design, study site, target population, sampling design and procedure, data collection procedure and data collection instrument, validity and reliability of data collection methods, and data analysis and presentation.

Chapter two presented an extensive analysis of social media and its effects on the journalism practice.

Chapter three presented a critical analysis of the effects of digitalization on consumption of media services.

Chapter four presented the findings of the study, analysis of data and presentation of major findings. Data was presented in form of tables and percentages to show the relationship between variables investigated in the study.

5.2 Summary of Findings

5.2.1 Impact of Digitalization on Mainstream Media

The following are the key findings:

On the effects of digital technologies on mainstream media, 87.5% of the respondents indicated that digital technologies had enhanced the process of collecting, disseminating and consumption of information and news while 12.5% indicated that digital technologies had not enhanced the process.

On the question of the effects of digitalization on media ethics, 75% of the respondents indicated that digitalization had affected media ethics in Kenya, 18.8% indicated that it did not, while 6.2% of the respondents were not sure of whether or not it did.

Regarding the extent to which the integration of social media by mainstream media had widened audience reach, 93.8% of the respondents indicated that it did to a very great extent, 3.1% of the respondents indicated that it did to a great extent while 3.1% of the respondents indicated that it did to a moderate extent.

On whether media training institutions in Kenya considered social media as a relevant and timely subject of study, 81.2% of the respondents indicated that the said institutions did not view it as so, while 18.8% of the respondents indicated that they did.

5.2.2 Impact of Social Media on the Journalism Practice

On whether journalists needed to be competent in using social media in this digital era, 100% of the respondents answered in the affirmative.

On the extent to which citizen journalism affected traditional journalism, 68.8% of the respondents indicated that it did to a very great extent, 18.8% indicated that citizen journalism affected the traditional journalism practice to a great extent while 12.5% of the respondents indicated that it did to a moderate extent.

On whether or not social media increased the propagation of fake news, 93.8% of the respondents agreed that it did while 6.2% of the respondents refuted the statement.

5.2.3 Impact of Digitalization on Consumption of Media Services

On the extent to which social media platforms are used to access information and news, 90.6% of the respondents indicated that the said platforms are used to a very great extent. 6.3% indicated that social media platforms were used to a great extent, while 3.1% indicated that their use was to a moderate extent.

As to whether or not social media enhanced the speed and immediacy of breaking news, the study established that all the respondents (100%) indicated that it did.

The study also established that 87.5% of the respondents indicated that mainstream media audiences use social media to produce, share, and consume information and news to a very great extent, while 12.5% of the respondents indicated that mainstream media audiences use social media to produce and consume information and news to a great extent.

5.3 Conclusions:

The study makes the following conclusions:

5.3.1 Impact of Digitalization on Mainstream Media

The study concludes that digitalization has significantly impacted on the mainstream media.

The process of collecting, producing and disseminating news has become easier due to the availability of digital technologies. Unlike in the era before digitalization, journalists had to meet news sources physically to collect information. This had time and monetary implications on both journalists and the media organizations they work for. However, digitalization has accelerated the news gathering process where journalists use digital technologies to get in touch with sources. For example, journalists follow their news sources and news makers on social media, where Twitter posts are preferred instead of press conferences, unless in situations that are absolutely necessary. Blogs, Facebook, WhatsApp and other social media platforms were seen to important information tools in the digital era.

.Digitalization has changed the structure of the mainstream media, as they have had to appreciate the active role of media consumers as active participants in the news process. Social media platforms have made it possible for people to access and share information and news without going through the mainstream media. This has made it necessary for journalists and media organizations to have good mutual relations with their audiences, in an era where competition for audiences and revenue has become very stiff. While mainstream media organizations have increased, especially after the transition from analogue to digital broadcasting, media organizations have been seen

to be working hard to maintain their loyal audiences and at the same time becoming aggressive in a bid to get new ones.

Audiences on the other hand have found ways of collaborating with mainstream media in order to 'tell' their own stories, sell their agenda and sometimes make some money in the process. This is especially in cases where there are no reporters on the ground. While this has enabled some people to earn from the stories they contribute, violation of media ethics has become rampant. Citizen journalists are often not trained in the journalism profession and are oblivious of media law and ethics that govern news reporting such as truth, impartiality, balance, objectivity, among others. This puts in question the authenticity of content obtained from citizen journalists.

The study noted that the transition from analogue to digital television broadcasting, that is a by-product of digitalization, led to an increase in channels, enhanced signal quality and robustness and also provided consumers with a wider choice of channels as well as content. It also led to the creation of more job opportunities for journalists, content producers and artists. While this is a positive attribute, there is not much diversity as far as diversity of news content is concerned. As earlier discussed, cross-media ownership in Kenya has seen mainstream media organizations such as Mediamax, NMG, RAG, RMS and SG owning multiple channels with journalists reporting for various online and offline platforms as a cost-cutting measure. This replication of content on various platforms, while being profitable for business, does not provide diversity of content for consumers. Often not much research is carried out leading to 'he said- she said' reporting.

5.3.2 Implications of Social Media Use on the Journalism Practice

The study concluded that social media tools have enhanced the speed with which journalists collect, produce and disseminate news because they have features that support audio, video and text. Journalists follow news sources on their social media platforms where communication happens easily and conveniently. For example, news sources such as prominent individuals and organizations often post information on their twitter accounts. Journalists access this information faster as compared to attending press conferences. This is economical on time, money and human resources. The study concluded that journalists must be competent in using social media for them to thrive in this digital era.

The study also noted that social media has enhanced the speed and immediacy of breaking news. Mobile service providers, news agencies as well as mainstream media usually send breaking news to audiences as and when it happens. In this fast-paced digital era, audiences prefer to get information albeit in bits as opposed to waiting to get the details of a news story during the allocated news time. This instantaneity and immediacy often leads to journalists being unable to authenticate information so as to offer audiences quality content. The 'scoop' mentality where media houses and journalists compete to be the first to tell a story has led to half-baked information being availed to audiences.

The study also observed that citizen journalism affected traditional journalism. Citizen journalism has positive attributes whereby ordinary citizens can contribute stories especially where there are no reporters on the ground and be paid for them. Social media platforms are also helpful in highlighting issues that may not have come to the attention of the mainstream media. For example, in August, 2018, the case of a paedophile who bragged on Facebook of defiling minors and daring Kilimani Mums – a Facebook community- to find him if they could, was highlighted on social media prompting the mainstream media to follow up on the issue and leading to the man's arrest.

However, social media platforms have also made it easy for citizen journalists to post information and news that has neither been verified nor confirmed. This happens with ease due to lack of regulation on the digital space. Due to this, citizen journalists have been able to get away with information that is false, malicious or that violates people's rights. There are many instances where nude photos have been circulated on social media, despite pornography being illegal in Kenya. Similarly, photos of deceased people have made it on social media despite moral police urging citizens to be sensitive to bereaved families, especially when circumstances surrounding the death are questionable.

The study also concludes that social media has increased propagation of fake news. This is supported by the ratification of the Computer and Cybercrimes Act 2018, which stipulates fines for individuals found guilty of cybercrimes and propagation of fake news.

5.3.3. Impact of Digitalization on Consumption of Media Services

The study concluded that digitalization has significantly affected consumption of media services. This is owing to the fact that smartphones have become increasingly affordable while mobile service providers and internet service providers compete to offer the best internet services at fairly low costs. Young people who are technologically savvy prefer to access information and news on social media platforms. The study found out that Facebook, Twitter, WhatsApp and Instagram are some of the most popular social media platforms among the youth.

The study also noted that media audience use social media platforms to gather, share and consume information and news to a very great extent. Digitalization has revolutionized the role of media audiences who traditionally were seen as passive recipients of information and news. The integration of social media into mainstream media has enhanced media-audience relationships, as discussions and debates have become increasingly interactive. Media audiences are also producers of content, as they highlight issues that may not have been featured by mainstream media. Bloggers are some of the most vibrant content creators on the digital space. Communities comprising members of social networking groups have become powerful tools of enhancing debates on various issues affecting the common citizen. Kenyans on Twitter, Kilimani Mums, among others have from time to time come forth to support or condemn various goings on in society.

The study noted that mainstream media are considered to be credible news sources to a very great extent. Despite social media being accessible to media audiences, the study found out that mainstream media are considered to be credible sources of news due to the adherence to media law and ethics by journalists and media workers. The presence of gatekeepers in the news collection, production and dissemination process enhances the credibility of news. The study noted that media audience rely on mainstream media for truthful, balanced, impartial and objective reporting. This sets apart professional journalists from citizen journalists.

The study established that the analogue to digital migration was as a result of digitalization. Though the transition faced many challenges, the study established that there were more benefits than drawbacks. They include: signal quality and robustness,

a wide variety of content due to increased TV channels, ease in collection, production and dissemination of information and news, creation of job opportunities for journalists, media workers and content creators.

Drawbacks were established to be: introduction of subscription fees for TV, reduction in revenue by the mainstream media due to availability of free content on digital platforms, reduction in news audience during bulletins due to instant news updates on mobile phones and facilities that enable recording of news where one can watch at their convenient time.

The study also noted that liberalization of media ownership has not had a significant effect on media market share in Kenya. This is as a result of cross-media ownership, where media giants still command a huge stake. The media outlets owned by Mediamax Networks, NMG, RAG, RMS and SG entities are many hence giving them dominance in the media market place. Consequently, they are often used by political leaders for agenda setting and propaganda especially during general elections.

The findings of this study therefore agree with the hypotheses presented in chapter one, where the researchers assumptions were confirmed by the findings of the study.

5.4 Recommendations

The study makes the following recommendations:

Since digitalization has significantly impacted on the structure and role of mainstream media and journalism, the media ought to work closely with citizen journalists-just as they work with stringers- for mutual benefit and while doing so engender media ethics. Such symbiotic relations are important in this digital era.

Media training institutions should train upcoming journalists on how to use social media tools. These institutions should revise their curricula to incorporate theory and practical lessons on digital technologies. To achieve this, they should upgrade their computer labs so as to equip students with practical technological skills that are vital in the media job market.

Media training institutions should also collaborate with media organizations so that students are given internship opportunities to expose them to the job market. Practising journalists also ought to be given incentives to encourage them to take up courses that add relevant knowledge and can be profitable to them in their careers.

Policy makers and relevant government agencies should see to it that the Computer and Cybercrimes Act that was ratified recently is implemented, so as to decisively deal with cybercrimes and cyber bullying that have greatly increased. As a deterrent measure to would-be perpetrators, people found culpable of the offences stipulated in the Act should be prosecuted in court and serve their sentences. This will curb the propagation of fake news that has been very rampant in Kenya.

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APPENDICES

Appendix 1: Questionnaire

ANALYZING THE EFFECT OF DIGITALIZATION ON MAINSTREAM MEDIA AND JOURNALISM IN KENYA

SECTION A: INTRODUCTION

1. Name of your organization...

2. Duration that you have worked in the organization.............................

SECTION B: EFFECTS OF DIGITALIZATION ON MAINSTREAM MEDIA IN KENYA

3. Digital technologies have enhanced the collection, dissemination and consumption of information and news.

    A. Yes

    B. No

4. Digitalization has affected media ethics in Kenya i.e. truth, balance, fairness and objective reporting.

    A. Yes

    B. No

    C. Not sure

5. To what extent has the integration of social media by mainstream media widened audience reach?

    Very great extent   [   ]

    Great extent   [   ]

    Moderate extent   [   ]

    Little extent   [   ]

    No extent   [   ]

6. Do media training institutions consider social media as a relevant and timely subject of study?

    A. Yes

    B. No

SECTION C: IMPACT OF SOCIAL MEDIA ON THE JOURNALISM PRACTICE IN KENYA

7. Journalists must be competent in using social media in this digital era.

    A. Yes

    B. No

8. To what extent has citizen journalism affected traditional journalism in Kenya?

Very great extent	[ ]
Great extent	[ ]
Moderate extent	[ ]
Little extent	[ ]
No extent	[ ]

9. Social media has increased the propagation of fake news.

    A. Yes

    B. No

SECTION D: IMPACT OF DIGITALIZATION ON CONSUMPTION OF MEDIA SERVICES

10. To what extent are social media platforms used to access information and news?

Very great	[ ]
Great extent	[ ]
Moderate extent	[ ]
Little extent	[ ]
No extent	[ ]

11. Has social media enhanced the speed and immediacy of breaking news?

    A. Yes

    B. No

12. To what extent do mainstream media audience use social media platforms to gather, share and consume information and news?

Very great extent   [   ]

Great extent   [   ]

Moderate extent   [   ]

Little extent   [   ]

No extent   [   ]

13. To what extent are mainstream media considered credible news sources?

Very great extent   [   ]

Great extent   [   ]

Moderate extent   [   ]

Little extent   [   ]

No extent   [   ]

14. Briefly comment on the effects of the analogue to digital migration on television viewership in Kenya.

THANK YOU FOR YOUR VALUABLE TIME AND CO-OPERATION

SHEILA KOKI MWALILI