



**YOUTH ATTITUDES IN ENTREPRENEURSHIP: A CASE OF KTN NEWS,  
ENTREPRENEURSHIP SHOW**

**BY**

**ESTHER NEEMA**

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**DECLARATION**

I declare that this proposal is my original work and has not been presented for an award of degree in any other University or any other award.



Signed.....Date.....17<sup>th</sup> October 2022.....

Esther Neema

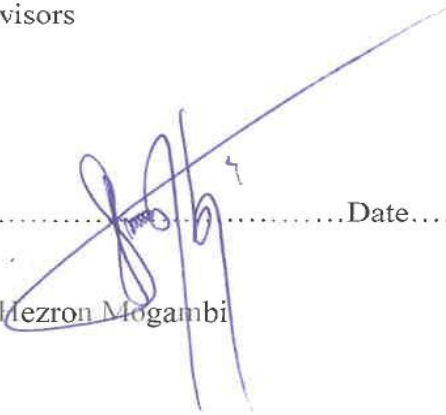
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**Declaration by Supervisors**

We confirm that this proposal has been developed by the student with our guidance as the University supervisors

Sign.....Date.....25.11.2022

Prof. Mezron Mogambi



## **DEDICATION**

I dedicate this to my mum who has been a great support throughout this journey. She has been a constant inspiration for academic pursuits. She is a model of what is possible for women.

## **Acknowledgement**

My first gratitude is to God for making this possible. It has been a journey of faith and hope that would not have been possible without God. My sincere gratitude goes to all that have contributed to the great milestones that have led me this far. Without each of you the journey would have been more ridiculous and harder. Grateful to my mum who was a constant encouragement and support through the journey, and my family at large that has been a constant source of motivation.

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## Abstract

Youth unemployment is a major challenge that faces young people of today, many graduates are languishing in the hope of getting employed (Ogot 2015). Government programs have gone to great lengths to promote youth entrepreneurship but according to Tuko(2021) many are not aware of the programs available. Media can be a useful tool in promoting such awareness on issues of entrepreneurship. The study aimed at examining the role of *The Entrepreneur Show* on KTN news as a useful tool in influencing entrepreneurship among the youth. The study analyzed the TV shows content to achieve a qualitative analysis by viewing 20 available episodes on The Entrepreneur Show on YouTube. The study was able to deduce the cross-cutting attitudes and the emerging issues affecting uptake of entrepreneurship among the youth. The study was also able to note how issues of entrepreneurship are communicated and how that may affect uptake among the youth. The study explained the finding using social learning theory and media's agenda setting role the researcher drew the relationship between the Media's recent conversations around entrepreneurship with the growth in number of entrepreneurs both in the show and in the country. The researcher noted that though media may not to directly trigger actual entrepreneurial intentions or action, they do have a positive effect on social norms and values and thereby influence both the desirability and feasibility of entrepreneurship. Other factors have a significant impact on entrepreneurship uptake, which informs how media messages and packages TV shows such as *The Entrepreneur Show*. From the findings, the researcher noted emerging issues on content repackaging and media's intentionality to foster entrepreneurship among the youth. Thus, recommended further research on repackaging and intentionality of entrepreneurship conversations.



## **LIST OF ABBREVIATIONS AND ACRONYMS**

<b>ILO</b>	International Labor Organization
<b>KEYOP</b>	Kenya Youth Employment Opportunities Project
<b>KNBS</b>	Kenya National Bureau of Statistics
<b>MCK</b>	Media Council of Kenya
<b>NGOs</b>	Non-Governmental Organizations
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization

## **CHAPTER 1**

### **YOUTH ATTITUDES IN ENTREPRENEURSHIP: A CASE OF KTN NEWS, ENTREPRENEURSHIP SHOW**

#### **1.1. Overview**

This section provides the background information on the media's agenda setting role in influencing entrepreneurial attitudes among the youth in Kenya. It also contains the statement of the problem, the research objectives, research questions, the rationale, scope and limitation of the study.

#### **1.2. Background of the study**

There are many definitions of youth that varies in different countries. UN youth define youth as a period of transition from the dependence of childhood to adulthood's independence. This is what makes the definition fluid unlike other age groups as is often defined in various categories in relation to education and employment. While in some countries youth falls between 15 and 24, in other countries youth is categorized as between 18 and 35. In others, youth group can extend up to 40, as more young people are starting life late due to the state of unemployment.

This study will adopt the Constitution of Kenya (2010) definition of youth which classifies youth as an individual who has attained the age of 18 years but has not attained the age of 35.

According to the most recent data by the Kenya National Bureau of Statistics (KNBS) census conducted in (2019), 75% of the 47.6 million population is under the age of 35. These represent the energetic lot who are skilled, educated but also represent a group of highly unemployed or underemployed. According to a

GIZ report, two-thirds of the working population are between 15 and 34 years of age, while it is estimated that 80% of Kenya's unemployed are young people. The ILO (International Labor Organization) estimates that the youth unemployment rate has averaged 26% over the last ten years (ILO 2017). This means that Kenya had the highest unemployment rate in East Africa in 2016. World bank (2021) indicated that Kenya's unemployment rate had doubled over the last decade, becoming twice the average of all of East Africa's unemployment rate, according to **Guguyu (2022)**. Even those that are in employment according to GoK(2006), they get the jobs also that do not match with their qualifications.

Anyeni (2019) quotes the phenomenon of unemployment has become a global concern and many countries in the world both developed and developing nations are searching for ways to curb unemployment especially youth unemployment (Robertson, Collins, Medeira, & Slatter 2003). Entrepreneurship has therefore emerged as the most well-founded economic influence in the world that would solve the problem of scarcity of jobs. (Kutrako, 2005).

The state of unemployment has necessitated the government and other key stakeholders work towards promoting the culture of entrepreneurship among the youth. Some of the programs include the Youth Enterprise Development Fund (YEDF) and Uwezo fund aimed at boosting entrepreneurship among people between 18 to 35 years old. There were also laws requiring that 30% of all government procurement services be set aside for the youth and other vulnerable groups. However, in spite of all these efforts, data from KNBS (2018) Economic Survey indicates that many youths in Kenya are still unemployed and many are not taking up these opportunities.

According to Kimando (2012) the problem is with the youth and not in the programs as designed by the government. The youth have not been interested in taking up these programs and continue to remain in unemployment or contractual jobs where they continue to earn informally and meagerly. It is for this

reason that organizations, NGOs and even the Government may have to resort to promoting the culture of entrepreneurship using media. The media has potential to be a powerful tool to share stories and inspiration, which can be a great source of influence on culture. The entrepreneur show is one of those that aim to inspire entrepreneurship.

The media has supported this culture by providing education and content that provides great insights and learning, as well as inspiration that can continue to encourage the youth to take up entrepreneurship, either as an alternative or a solution to unemployment.

### **1.3. Media in Kenya**

(Abuoga, Absalom & Mutere 1988), The Kenyan Media was first a creation of European settlers, missionaries, and colonialists. They used the media primarily for the dissemination of news and information among the European residents and settlers. Ochillo (1993) alludes to the media being "*a device to maintain the status quo.*" This means that at that time the media was not targeted to indigenous Kenyans, and for that reason, the media was not particularly a tool for social change or having much relevance to the locals, according to Ochillo(1993).

Post-independence the media sector in Kenya has grown significantly with six major media houses, Standard Media, Royal Media, and Nation Media, KBC (Kenya Broadcasting corporation, K24, Radio Africa. These became the tools for education, entertainment and social change and influence.

Today, the Kenyan media industry has evolved with numerous contents targeted to the indigenous people as well as using the media as a tool for social change. According to the BBC Action (2018) Kenyan media is vibrant, diverse and sophisticated in the continent and thus a useful tool of high impact.

While there are several media outlets such as radio, print and television, television continues to remain a constant source of information, education and entertainment that has great authority among the youth.

According to the Media Council report (2020) Kenyans have increased TV watch time, while radio has reduced. The standard media particularly hosts Spice FM Radio, The Standard Newspaper, KTN home, Burudani and KTN News, thus a great force in the media space. To date, the standard remains one of the top three local media stations, according to Geopol, 2021. Media Council of Kenya report ranks KTN news among top 10 TV shows.

#### **1.4. Entrepreneurship attitudes among the Youth in Kenya**

Scott and Marshall (2009) define an entrepreneur as a person who comes up with a new thriving and profitable business. Hisrich and Peters (2002), define entrepreneurship as the process of coming up with a new business assuming the accompanying risks and obtaining profits, personal satisfaction, and independence.

Investopedia dictionary defines an entrepreneur as an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. Thus, the entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures. Therefore, the process of starting a business is known as entrepreneurship. This is the definition that is adopted for the purpose of this study.

The last few years, In Kenya, according to, (Somavia, in Ulrich Schoof, 2006), there has been a growing number of young people starting their own business. Entrepreneurship education has been hailed as one of the ways that has informed the youth into seeing entrepreneurship as an alternative in making a living, accessing decent work and creating more jobs Simiyu & Sambu (2012). According to Mohar, Singh and Kamal, (2007) the industrialized countries take entrepreneurship as an important way of solving the unemployment problem.

The increasing number of young people starting businesses can be attributed to the last few years where the Kenya government has gone to great lengths to ensure that entrepreneurship training is ongoing, and a lot of other programs are facilitated to ensure that more young people take up entrepreneurship. Also, the role of the media cannot be overlooked in shifting the society's attitudes and being more accepting of entrepreneurship. Levie, Hart and Karim, (2010), TV programs, such as *The Entrepreneur show* have lasting positive effect on influencing the desirability and feasibility of entrepreneurship among young people. According to Abdadri(2022), television is an important tool to spread the culture of entrepreneurship as it is persuasive influences and one of the most influential media.

On the other hand, however, despite these efforts to ensure that the youth are educated, some youth continue to face numerous challenges and inhibitions to even consider entrepreneurship. Many may continue to have other influences such as family and society that hold different expectations for the youth and have more powerful influence on social learning.

Society continues to have higher regard for white-collar jobs (Kimando, Njogu & Kihoro, 2012). This is also seen in the study that indicates the greatest challenge for many entrepreneurs has been the discouragement or even the lack of support from family and friends who continue to nudge entrepreneurs to take up jobs, even when they are scarce or low paying. Unemployment has been a major issue for decades and many graduates are languishing in the hope of getting employed (Ogot 2015).

(Ogot, 2015) notes that most graduates leave school with the hope of securing white collar jobs and earning six figure salaries. For many, entrepreneurship is an alternative to employment, especially when the youth have failed to secure a job, and not necessarily a priority even before looking for a job. The challenge is exacerbated by the fact that youth unemployment continues to be a challenge among the youth and a leading cause of poverty among the youth.

(Moibi, 2002), states that the perceptions of young people's involvement in entrepreneurship is determined by their beliefs about entrepreneurship. For many young people, especially in Kenya, entrepreneurship is mainly for people who have failed to secure jobs or even those who have failed in school. Possibly because of the struggles or perceived struggles of entrepreneurship.

The word hustle is commonly used to refer to business and entrepreneurship in Kenya. The word hustle has many definitions, from the Cambridge dictionary, the word hustle means, to forcefully encourage someone to buy something, or to cheat someone. Many dictionaries define hustle as an aggressive activity, pushing people around. Others have also defined hustling as a cone behavior of tricking people to survive. But largely it means to work tirelessly. This can to some extent affect the attitudes towards entrepreneurship, especially when the word entrepreneurship is directly linked to hustle.

### **1.5. Media and entrepreneurship attitude**

(Kari, 2010) notes that the media portrayal of entrepreneurs has changed remarkably in the last three decades affecting entrepreneurial attitudes, aspirations, and activity in the society. There are more television shows on entrepreneurship entirely, such as *The Entrepreneur show* on KTN news. This may be a result of the rising entrepreneurship activity or may also be the reason for the significant entrepreneurship activity.

According to Trulsson (2002), the formation of attitude comes in various ways and it is an ongoing process which depends on the happenings and experiences in one's lifetime such as interactions from family, school, religion, work and, to an increasing extent, the media.

This study therefore sought to note Media's role and its contribution to the attitudes on entrepreneurship among the youth, with a focus on the entrepreneur show.

In simple terms, attitude can be described as an emotional feeling towards an object or towards a person or an experience that is acquired through encounters. Thus, an encounter with entrepreneurship elicits certain feelings among young people, depending on the portrayal in the media.

(Eagly & Chaiken, 1993) define attitude as our evaluation of a person, an idea, or an object. We have an attitude towards everything we encounter and experience, they could either be positive or negative. In some cases, one may be indifferent towards certain things.

According to (Poepsel, 2018), the media creates content that helps us define our communities and societies, and as result influences our perception and our attitudes.

#### 1.6. **The Entrepreneur Show**

There have been numerous programs and initiatives to enhance visibility of youth entrepreneurship on Kenyan television and even in the news. Some of the television programs include *Young Rich* that showcased several youth entrepreneurs under 35 who are successful entrepreneurs. Other television shows such as *Shamba shape up* have been specific in introducing the youth to agro-enterprises and may have possibly influenced a more positive attitude towards entrepreneurship.

KTN news has several shows that focus on entrepreneurs, some include *Focus on business*, *Daring Abroad*, *The Entrepreneurs show* among others. The Entrepreneur's show has taken many forms ever since it was started more than seven years ago. Today, it has come back on screen as a feature show as opposed to the initial interview show. The show focuses on narratives of entrepreneurs, successful ones, and highlights their journeys. The narratives also include young entrepreneurs as young as 23 who are employers doing great work in the country.



The first seasons of the show were on air on KTN News, in the year 2014, it aired at 7:30 pm. The show was a two-part episode of part one and part two, each averaging between 10 minutes and 20 minutes, part 1 and part 2. To some extent the entrepreneurship show on KTN News may have had great influence on young people according to the host of the show who informed the number of people who reached out to him post the show.

According to (McDowall and Micinski, 2010), visible role models enhance young people's interest in promoting positive change in their communities. Representations of youth social entrepreneurship in media and journalistic reporting may have a significant enabling effect towards entrepreneurship (Abdou and others, 2010).

### **1.7 Problem Statement**

The media has a very significant role as the fourth estate, however when it comes to issues of youth unemployment, in many cases the media has taken a stand of an observer and reporter shifting responsibility to the government and negating the potential the media has in shifting societal attitudes towards entrepreneurship, and the role of being the key source of information contributing to a mass entrepreneurial culture.

Abadri(2022), Despite the importance of entrepreneurship as a core of economic driver and even despite the recognition and attention by governments in the developing countries, the media interest in their research around entrepreneurship issues remains weak. Smith (2021) Most entrepreneurs are not aware of initiatives and opportunities available by the government and the many policies to encourage the uptake of entrepreneurship in Kenya. Even the young people who are the main target to take up these entrepreneurship opportunities are not taking them up and are not taking advantage of such schemes.

There is an information gap which can be filled by media's intentionality and research. According to the researcher, there is a need for more shows like the entrepreneur show greater impact to be achieved.

In observing the Entrepreneur show the coverage of entrepreneurship has several areas of improvement. This was an incentive for the researcher to study and analyze entrepreneurship coverage and how this coverage can influence attitudes towards entrepreneurship, especially among the youth.

While the media has great potential to influence development (Schramm 1964), the media has not successfully converted all the unemployed masses into entrepreneurs. According to Onyango (2010), the media focuses majorly on entertainment functions neglecting development and personal development which are key for youth progress.

(Ndungu, 2018) Entrepreneurship has come out as the most powerful force to drive economy and provide a solution to unemployment. And thus, entrepreneurship is a key conversation that should be prominent in the media. There is great opportunity and great potential for the media to influence even more entrepreneurial attitudes among the youth and reduce the state of youth unemployment in the country.

## **1.7. Study Objectives**

### **1.7.1 General objective**

The main objective of the study was to establish media's role in influencing the attitude of the youth towards entrepreneurship

### **Specific Objectives**

- 1.To determine the frequency of coverage of youth enterprises on *The Entrepreneur Show*

2.To determine how *The Entrepreneur Show* messaging is shaping the attitudes of the youth towards entrepreneurship

3.To analyze *The Entrepreneur Show's* intentionality in influencing entrepreneurship among the youth

### **1.8. Research Questions**

1.What is the frequency of youth entrepreneurship on *The Entrepreneurs Show*?

2.What are the messages that emerge from the interviewed entrepreneurs on *The Entrepreneur Show*?

3.What are the indicators of *The Entrepreneur's show* that show intentionality to promote entrepreneurship among the youth?

### **1.9. Justification of the Study**

Unemployment phenomenon is a global concern and many countries in the world are searching for ways to curb unemployment especially youth unemployment (Robertson, Collins, Medeira, & Slatter, 2003).

Otieno (2020) Six universities in Kenya produced approximately 30,000 graduates in total in the year 2020. Many of these young people go ahead to join the other unemployed masses in search for job opportunities in an already crowded job market.

According to (ILO 2017) Kenyan youth form part of the estimated 80% of Kenya's unemployed averaging 26% over the last ten years. This makes Kenya a country with the highest unemployment rate in East Africa.

Despite the effort to introduce entrepreneurship among the youth, there has been partial resistance where many result to entrepreneurship as a last choice. The media however can be a useful tool for social change and influence an entrepreneurship culture among the youth. Agharafii (2020) says, the media indirectly and directly affect people's thoughts and beliefs that finally lead to the social change. Angela and Jon (2007), argue that coverage of businesses can go a long way to encourage people to consider alternative options away from employment. This can be noted by the recent sprouting of businesses in Kenya Shaabal(2020). Shabaal(2020) notes there is a remarkable business revolution happening quietly in Kenya. Many youth-run businesses are sprouting up in different sectors and disrupting current modes of business, bringing in new opportunities, and creating more employment.

According to Reese, Gandy and Gart (2001), the media is a powerful entity that is key in setting the agenda. The media has great influence to provide not only information and awareness but also to influence the perceptions towards entrepreneurship. Also, the media has the power to create the sense of urgency that is needed for more entrepreneurship among the youth. Agharafii (2020), In these times broadcast media and print media are considered as the main sources of creation and dynamism of culture.

Thus, by analyzing *The Entrepreneur Show* we gauged whether programs can possibly promote the uptake of youth entrepreneurship, either through priming or providing more opportunities for entrepreneurship conversations and being the main source of information for programs and opportunities.

This study is also useful to development practitioners and the government to promote the entrepreneurship agenda through the media, due to the influence of the media.

#### **1.10. Scope and Limitations of the Study**

The study was limited to the first seasons of the entrepreneur show on KTN News. It is also limited to the shows that are available on Youtube, between 2014 and 2017. Using convenient random sampling, the study focused on one show, the entrepreneur show that aired between 7:30 pm and 8:00pm on the first seasons in the year 2014. This is a time, according to Geopol, when adult men are usually watching TV. However, the Entrepreneur Show is targeted for young entrepreneurs as was stated by the host when introducing the show.

The limitations of the study were that it is hard to note the total impact of the show, to know whether after the show many people started their businesses because of watching the show. However, by looking at the comments, one can tell that the audience were educated by the show, and many of them commented and said they were inspired.

Also, the immeasurability of attitudes limits the study. Much of the conclusion are subject to perceptions and yet to be proven scientifically. This is limiting when making inferences.

### **1.11. Operational definitions**

**Attitude:** A set of emotions, beliefs, and behaviors toward a particular object, person, thing, or event.

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

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

**Mass** is many human beings, collected closely together or viewed as forming an aggregate in which their individuality is lost. In this study, mass will therefore refer to the youth who end up having similar views and culture, as well as attitudes based on their experience with the media.

**Culture** in this study will refer to the practices and habits of an aggregate group of people. In this case the practices and behaviors among the youth.

**Entrepreneurship:** In this study will be the starting of new business ventures or projects. Entrepreneur therefore in this case will refer to people who are running business and making profit while at it.

## **Chapter 2:**

### **LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

#### **2.0 Overview**

This section presents a broad overview of the existing literature that supports this study on media's role in influencing entrepreneurship attitude among the youth and the use of media as a tool for social change. It provides a brief historical background on perceptions towards entrepreneurship and the evolving of those perceptions in relation to the media. The study is anchored on two theories, media's agenda setting role and social learning theory.

#### **2.1 Mass culture**

The media is a major communication tool for community development, which is an unchangeable reality (Bagdikian, 2005). Over years the media has been a tool that has been used to transform society by connecting people around the globe. Because of this power and ability, the media can be used as a tool for agenda setting and a tool to influence the society.

Uchenya (2003), describes the role of the media for teaching, manipulating and mobilizing people through distribution of information and inevitably shaping the culture of society over time. He notes that the constant exposure to the content in the media, ideas are formed among individuals and eventually society. This explains the power of the media to shape society's values over time through the media's agenda setting role.

(Boyle & Magor, 2008).there has been an increase in conversations around entrepreneurship in the media. According to the authors, there has been a great positive shift towards business and entrepreneurship (Boyle & Magor, 2008).

Karin (2011) notes the significant shift of perceptions towards entrepreneurship. Studies have shown that in the 1970's people perceived entrepreneurs as negative people who were criminals and greedy and sought to profit at the expense of others. This has changed in recent years. (Boyle, 2008; Boyle & Magor, 2008). The 90's saw a shift in how entrepreneurs are depicted. Today, Panday (2022), describes entrepreneurs as the backbone of the economy. Entrepreneurship plays a significant role in economic growth and job creation and eliminating poverty. İřcan and Kaygın (2001) stated that entrepreneurs are an indispensable element of healthy economies and that they are elements of dynamism in developed countries and element of development in underdeveloped countries.

Boyle & Magor (2008) argued that television 'helps to create a climate of opinion in which certain aspects of society become increasingly normalized and accepted as part of mainstream culture. In today's world, the media influenced perceptions and acceptance of certain practices that would have otherwise been looked down on.

Wise Sambo (2016) notes that world over there has been an increased interest in entrepreneurship education among the youth and the society in general. Kenya was among the first countries in Africa to introduce aspects of entrepreneurship education in its education and training systems. Entrepreneurship and business creation continues to be a growing alternative for young people especially due to the unemployment rates. (Maxwell, 2002).

Overall, media has played a significant role in demystifying entrepreneurship, bridging the knowledge gap of the entrepreneurs in Kenya, and ensuring that the disconnect between the parent's expectations and the ambitions of the youth are explained. From observation, more parents are becoming more supportive towards entrepreneurship and the creative industry, despite their initial perceptions about entrepreneurship.



(İlhan, 2003). *"The family, which is an important socialization agent, constitutes the most important instrument in adopting entrepreneurial values for the individuals. Therefore, the family has a functional role in shaping individuals' views of entrepreneurship by forming an appropriate mental background for entrepreneurship"* (İlhan, 2003: 64).

## **2.2 Entrepreneurial attitudes among the youth in Kenya**

Entrepreneurship is a great source of wealth, (Weretaw, 2005). However, according to Wickam (1998), many young people are convinced that entrepreneurs assume a unique personality. A few decades ago, it was believed that entrepreneurship was hereditary (Pathak & Singh, 2007).

According to Landes (1999), culture makes all the difference. He asks, why some nations achieve economic success while others remain stuck in poverty. Carlos (2014), summarizes the differences between the African and Western mentalities, based on observations, *"I would say that the Western mind is set on solving a problem, while the African is more interested in experiencing a situation. Confronted with a problem, the white does not rest until he has solved it."* (Carlos,2014), refers to Africans as highly religious waiting for the future to happen. Taking this argument can explain the slow uptake of entrepreneurship despite the many efforts to inspire entrepreneurship among the youth and the community in general. The hope for any job among the youth is a great inhibition.

According to (Beeka, 2011), Entrepreneurship has been downplayed in Africa over the past 30 years even though Africa's problem is high youth unemployment. According to Ogot (2015), many young Africans leave school with the hope of securing a job only. The perception that business and entrepreneurship is an alternative for people who failed in school and have failed to secure jobs had been a great deterrent. This is made worse by the fact that when the media talks about entrepreneurship among the youth, it is often pegged to failure to secure jobs and unemployment. To some extent, this can be a great contributor to the

lingering perception and attitudes towards entrepreneurship countries. In developed countries entrepreneurs are considered geniuses and even revered while in Africa a young businessperson can be scorned for the same. As explained later in the study from the interviewed guests on *The Entrepreneur Show*, one of them said that she was thought to be selfish when she opted to be an entrepreneur.

Kuratko (2009), affirms the misconception that entrepreneurs are not effective academically and socially. It is assumed that many entrepreneurs are school dropouts or could not keep jobs. Consequently, this has shaped the attitudes towards business and entrepreneurship in the modern day among the youth, and especially graduates. To some extent, the constant referring to entrepreneurship as an alternative for employment in the media has continued to foster these negative attitudes towards business. A young man or woman in Kenya can stay without a job for even up to five years and will still be hoping to get a job. Narratives on television have shown frustrated masters graduates sweeping the streets for failure to secure a job, and therefore any job would suffice just to get an income. Many see taking up these jobs as a steppingstone to getting the job with their skill set. Many are frustrated when they realize there is no climbing higher the corporate ladder for some jobs.

(Kuratko,2009), says that unfortunately these attitudes and attachment to employment opportunities and jobs have been a major inhibition to youth involvement in entrepreneurship. The misconceptions in the society about business continue to show in the study, that those are some of the obstacles that entrepreneurs have had to overcome for them to be successful to create the businesses and enterprises.

The government's efforts to inspire entrepreneurship have only been partially taken up, for many young people, they continue to seek employment. Thus, the media comes in handy as a great way to show example of outstanding young people.

### **2.3 Factors that influence entrepreneurship attitudes among the youth**

### **2.3.1 Factors that affect entrepreneurial attitude and culture among the youth**

Beyond the media, there are various factors that affect youth entrepreneurship. These are necessary to consider in the messaging of content that is used to inspire a culture of entrepreneurship.

Culture has a crucial role on the basic values, perceptions, preferences, and behaviors of people (Hofstede, 1991). A person's traditions and the behavior of those around him/her are environmental factors that can contribute to the formation of attitude towards anything and in this case towards entrepreneurship.

According to Krueger (2003), a culture having entrepreneurial values and patterns would lead to more individuals showing psychological traits and attitudes consistent with entrepreneurship. Davidson (1995) says that a culture that supports entrepreneurship makes self-employment to be more valued and socially recognized. Lina, Urbano and Guerrero (2011) agree with the same and they also say that a high evaluation of entrepreneurship in a society will lead to more positive attitudes and intentions by individuals towards self-employment. In addition, positive or negative perceptions that a society has about entrepreneurship can strongly influence the motivations of people to go or not to go into entrepreneurship.

In Kenya, there are several factors that affect entrepreneurship attitudes among the youth. According to Kneec(2021) factors that affect entrepreneurship include, cultural practices that do not allow one to be successful, teachers do not encourage students to be entrepreneurs, and lack of role models in society. These existing attitudes affect uptake of entrepreneurship. Young people can take decades staying unemployed and not consider starting a business as they are waiting for a job opportunity, (Ogot 2015). This is mainly because within their communities, many young people do not see many adults who are entrepreneurs. Thus, the lack of immediate models does not allow many young people to even see it as an option.

Also, indeed as stated by Kneec(2021), teachers who are also key influences in the young people' lives, do advice the students to work hard to get good jobs. Many case the teachers are not entrepreneurs themselves and can only advise students to seek for job opportunities, especially the brilliant minds.

Kotler and Armstrong (2004) are of the opinion that parents engaged in employed jobs, pressure their children to find secure jobs and crush their entrepreneurship spirit at a very early age. Cultures where people are risk averse and do not attach much importance to hard work and persistence are not conducive to entrepreneurship. Shinnar, Pruelst and Bryan (2010), in their research on the attitudes towards entrepreneurship in Northern Carolina universities found that parents played a significant role in influencing the students' attitudes towards entrepreneurship. They observed that students with parents who owned businesses aspired to be entrepreneurs, and their parents allowed them to aspire to be business owners and even supported them.

Therefore, the media in this case can play a significant role providing existing role models for young people to emulate and engaging key stakeholders around the lives of young people. From the study, the researcher observed that entrepreneur who gained support from family, they had high potential of success than those who were pressured to get jobs. The role of informing parents how they can support their enterprising youth can play a significant role in ensuring that more youth can go ahead and practice with less discouragement from their families.

(Hang & Weezel, 2005) acknowledge the role of the media in either encouraging or discouraging entrepreneurship participation. They say, "There is no shortage of evidence for the role of media in influencing the public and individual conception and attitude.

This forces the media to be very deliberate in the packaging of the messages. In Nigeria and Ghana, so as not to discourage entrepreneurship, there has been positive emphasis and better framing on the conversation of entrepreneurship (Angela & Jon, 2007).

The media also can play great role in publicity of the entrepreneurs to gain visibility for the work that they are doing. Amodu, (2016) says, Entrepreneurship may not survive without exposure or publicity, he says.

### **2.3.2 Coverage of Entrepreneurship in the Media and how is influencing entrepreneurship attitudes among the youth**

Media is important in transmitting cultural values and ideas and in the long run can also help to structure people's perception of entrepreneurship and foster an entrepreneurship spirit through society (Hang & Weezel, 2005).

According to Kevin and Kim (2006) countries that cover entrepreneurship in the media succeeded in increasing the entrepreneurship adoption among the youth. This is further emphasized by OECD (2010) that says, perceptions of entrepreneurship are to a large extent determined by cultural contexts, individual efforts, visions, lifestyles, and value judgments which are acquired through mass communication.

(James, 2008) says that communication on entrepreneurship transforms the power generated by governments, policy makers and private investors into action. This emphasizes the transformative power of the media to influence society and social change, and therefore a useful tool to communicate entrepreneurship among the youth.

According to Angela and Jon (2007) the media is useful to create an ecosystem that allows for entrepreneurship to be considered as a way of life, as opposed to perceptions that it is a reserve for the chosen few. To an extent, media informs what is generally perceived right or wrong in society,

and what is socially acceptable. Though this is determined by the dominant culture who informs what practices are good, the media becomes the tool to transmit these dominant accepted practices to the masses.

Examining the literature on entrepreneurship in the media helps to note the gaps from the previous studies that this study can fulfill, such as recommendations on how better entrepreneurship can be communicated for more effective action and more uptake among the youth population. This is in consideration of the other factors that affect entrepreneurship among the youth.

The study also noted that despite the power of the media to influence this social change, Onyango (2010) argues that the media in Africa pays more attention to its entertainment function other than its duties to educate and inform the masses on how they can improve themselves. He notes how difficult it is to find content on development on the Kenyan TV stations. These have mainly been left to the national broadcasting, KBC. The content on television in many cases is soap opera, music, and news which in many cases highlights problems more than solutions. This affirms the thoughts of Carlos (2014) who states that Africans enjoy sitting in their problems and experience them as opposed to coming up with solutions. From the researcher's observation, the national television station is not as popular as the other stations, especially to youth in urban areas.

The study investigated how the entrepreneur show covered the entrepreneurs, which aired on KTN News. The researcher also noted there was a long period of time when the show was off air. In linking the literature review and the observation there was emphasis that the media has poor emphasis when it comes to matters of entrepreneurship. This study helped the researcher understand the rationale behind this and offer possible recommendations for the media to be used as a tool to influence entrepreneurship culture among the youth.

The media coverage of entrepreneurship shows the significance of the subject to society. The media helps to create an ecosystem that permits enterprises to thrive. Either through promotion of entrepreneurs or their businesses as well as promotion of the entrepreneurship culture.

There is a great difference in how developed countries cover entrepreneurship compared to how developing countries communicate about entrepreneurship, according to Worku (2017).

Worku (2017) reckons that entrepreneurship has a priority role in economic development and the coverage of media on entrepreneurial activities is crucial. Worku (2017) adds this is especially valuable in creating a more favorable entrepreneurial climate. Worku (2017) notes that in UK enterprises regular media coverage has increased the level of public awareness.

In developing countries, media coverage of entrepreneurship issues is different from country to country. For example, Entrepreneurs are respected within Philippine society. Philippine media coverage on entrepreneurship is one of the highest in the region and highest among all Asian countries. Filipinos are not afraid to start a business with 39.2% indicating fear of failure, lower than the average for the region. It also registered the highest percentage of the population (44.1%) that considers entrepreneurship as a good career choice (GEM, 2014).

Even in Africa, the realization by policymakers on the relevance of entrepreneurship to the development agenda can be attributed to the media (Nkurunziza, 2012). The perceptions of the leadership and the general population has changed. According to the Herrington and Donna (2012) survey, on average, over three fourths of the people of Sub-Saharan Africa (SSA) countries believe that entrepreneurship is a good career choice (ON, 2012). This could be attributed to the media coverage of entrepreneurship that has made it a popular option.

However, despite these efforts to communicate entrepreneurship by sharing stories of successful people, there have been accusations of biases in the media. Koltai, Mallet, and Muspratt (2013), note that some people are over celebrated while other great stories never get told. In this case, many adult entrepreneurs are likely to fall in this category. Many run bigger businesses and enterprises compared to young people. For journalist, it can present temptation to discuss the older entrepreneurs. This can be disheartening to the many emerging entrepreneurs, especially the youth, who do not have networks or cash to pay for publicity. This therefore continues to sideline emerging entrepreneurs from accessing opportunities.

Koltai, Mallet, and Muspratt (2013), Ghanaians felt that the media had failed to sensitize, inspire, and educate the society about the power and value of entrepreneurship, and they felt the media often did not understand how to tell the stories of up-and-coming entrepreneurs in a positive manner (Koltai, Mallet, & Muspratt, 2013). As a result, they communicated fear to the young people who in many cases wanted nothing to do with entrepreneurship. This further affirms why many young people would rather not be entrepreneurs as they may associate entrepreneurship with suffering when the media continuously shows entrepreneurship in a way that is non-inspiring or rather associating starting a business with failure to secure jobs. Also presenting entrepreneurship always as a risk triggered fears instead of aspirations.

In Kenya, according to Kelly, Bosma and Amoros (2011) cited in (Kabui & Maalu, 2012), there are various factors that determined people uptake, such as opportunities for starting business, their perceived capability of doing so, their fear of failure and the level of risk one is willing to take.

In general, media coverage of entrepreneurship in Asia, Middle East and particularly in Africa, seems to be low compared to capitalist countries like the UK, Canada, and USA. But some countries like Nigeria, Ghana, Botswana, Kenya, and South Africa are better than others, according to Worku (2017). Even when it may have been raising the coverage in quantity, it often lacks analytical depth and human focus (Angela & Jon, 2007).



Koltai (2013), accuses historic and systemic reasons that have weakened African media. The focus on majorly politics is not purely out of a love for politics but also low overall journalistic capacity and the practice of tipping (brown envelope). Many young people do not have the money to tip for increased visibility opportunities. Otieno (2020) talks about the local scene in Kenya and shares that there are several outlets for entrepreneurship stories, but they are not youth specific.

Though the current situation on entrepreneurship shows leave a lot to be desired from the researchers' observations, the researcher agrees with Kelly, Bosma and Amoros (2011) who argue that in Kenya, the media has a duty to shape the beliefs and perception of the people about the subject of business by providing information that the audience needs, for example telling success stories. This is the same model that the entrepreneurs show used to encourage entrepreneurship.

## **2.4 Theoretic Framework**

Mugenda (2003) defines a theory as a set of constructs and the assumed interrelations existing among those concepts. A theoretical framework therefore gives a guide for getting answers to questions formulated in this study. These theories assist in the better understanding of how TV programs may have an impact on the youth.

The Theoretical frameworks that explain this study are media agenda setting theory, social learning theory and social cognitive theory to understand media's contribution to shaping attitudes of the youth towards entrepreneurship. Media has become a tool for social learning, introducing the youth to new cultures and new practices as well as reinforcing others. These theories explain attitude formation among the youth and the impact of the Media's agenda setting role in forming those perspectives, attitudes, and behavior.

### *2.4.1 The Social Learning Theory*

According to McDonald and Kielsmeier, (1970), this theory suggests attitudes are formed through observation and learning in the process. The process may consist of building trust and deep connection to the person that is becoming a role model. Children learn through observation and watching adults, and adults learn from fellow adults as well through observation and watching television shows that introduce new cultures and practices. The youth also watch their fellow peers and consequently may emulate or attempt to practice what they see.

In this case, the stories of entrepreneurs within the media space, or the narratives of entrepreneurship shape attitudes and inform potential behaviors of the youth. Through narratives or tales of young, successful entrepreneurs, more young people develop a desire to emulate and consider entrepreneurship as a lifestyle. But also, the contrary happens, where people running businesses are portrayed as struggling hustlers, needing help, the opposite is also true, the youth would not be interested in pursuing business as an option.

Using this theory, the researcher was able to relate how media can be used as a tool for social learning and influencing mass culture. At any point thousands of young people are watching the same television content. The media then easily becomes the tool that exposes them to trends and behaviors which they can emulate as well as role models.

This can easily be explained also using *The Bandura's Social Cognitive theory* that appreciates the contribution of external factors and interactions, such as interactions with the media and the surrounding to being the major influence in a young person's life and the society at large. According to Bandura (1997), environmental factors can influence perceptions, thoughts, and attitudes. People are always looking for symbols that they recognize and identify with. In this case, if the media has numerous narratives of entrepreneurship, it starts to feel as if many young people are in entrepreneurship. As a result, many people

will consider and look forward to being associated with entrepreneurship, especially if the people on the program are celebrated.

Constant exposure in the media about the success of entrepreneurship has the potential to consequently affect more people to look forward to entrepreneurship. Also, constant exposure in the media of the challenges faced by entrepreneurs has the same effect, where young people may avoid entrepreneurship, due to the attitudes formed when watching content that portray entrepreneurship negatively.

*The Entrepreneurship Show* on KTN news shows the young people the steps to take as they strive towards their enterprises or businesses. It also shows the success of business and shows the possibilities, especially to the young people who are faced with fears and perceptions that entrepreneurship is for the older people or only for those with capital.

In this case, it is easy to draw the conclusion that because of this role modeling and evidence of success of other young entrepreneurs, young people easily see themselves as one of the potential entrepreneurs.

#### 2.4.2 *Agenda Setting Theory*

This theory was brought to attention by Dr. Maxwell McCombs and Dr. Donald Shaw in 1972. According to this theory, the media shapes the public and shapes realities politically. The time that one spends on an issue, the more the issue becomes a priority.

(Anyende, 2019), Agenda setting theory holds the assumption that the press and the media enhance filtering and shaping of reality rather than reflecting on the same. It also holds that when the media drives attention on a few issues/subjects, those issues are internalized by the public as more important than others.

In this case the narrative of employment can change depending on what the media chooses to focus on.

This theory was derived from Walter Lippmann's 1922 classic, *Public Opinion*. He argued that the media creates the principal events connection and events images are created in the people's minds. Recent focus on entrepreneurship in the media can greatly influence thoughts and ideas among the youth.

In 1988, Rogers and Dearing (1988) established the agenda setting that leads to problem awareness (Brosius and Kepplinger, 1990). Therefore, the media succeeds in influencing the thoughts through repetition, which creates images in the mind of the audience. The media is the transmitter of information and gives people what to talk about. Through television shows such as *The young rich* tv, *KCB Lion's Den* among other entrepreneurship shows, entrepreneurship has become part of the conversation for options among young people.

On the other hand, the focus of media on youth unemployment and how the government is yet to provide jobs for the young people, this focus the attention of young people on getting jobs that should be created by the government.

Understanding how the youth learn, enhances the significance of the Agenda Setting Theory. The media becomes a source of information and a showcase of role models that young people can emulate. What the media chooses to focus on and talk about often is an agenda. Dr. Maxwell McCombs and Dr. Donald Shaw, (1972) analyzed the shaping of public opinions and the media's agenda setting role in shaping public opinions. In this, they observe how powerful the media is in influencing behavior and attitudes. In the last few years, the media has celebrated entrepreneurs, and these have inevitably informed the role models for many young people as well. Thus, the media's agenda setting role may have had a positive influence on young people and their attitudes towards entrepreneurship.

The information on TV and how it is packaged gives importance to issues. The media's focus on entrepreneurship gives importance to this subject. It goes a long way in encouraging more youth to be

more informed about starting businesses and enterprises, and as a result more youth have considered entrepreneurship, because of the more exposure on the television about entrepreneurship.

Other arguments state however media can 'reinforce' already existing individual and societal opinions. According to this perspective, media cannot change social attitudes, rather it can only reinforce existing views by providing a continuous stream of sympathetic information.

McCombs & Shaw (1972) presents a middle approach between the classical view and the reinforcement view. According to the agenda setting perspective, media cannot dictate 'what to think', rather it can tell us 'what to think about'

In this case, when a youth is constantly exposed to an issue on the mass media, they begin to think about it. Depending on the portrayal of it in the media, they begin to form perceptions about it. Eventually this can influence their behavior.

From the literature review, the researcher drew the conclusions that entrepreneurship as Levie, Hart and Karim, (2010) state, TV business reality programs may not directly trigger actual entrepreneurial intentions or action, but they influence social norms and values. This means they have power and ability to influence desirability of entrepreneurship in any given society. In this sense, they indirectly, influence actual patterns of entrepreneurship.

## **Chapters 3: Research Methodology**

### **3.0 Overview**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a study, the methodology section allows the reader to critically evaluate a study's overall validity and reliability, (Wilkinson, 2006).

This section examines the methodology used in the study and its suitability to the objectives of this study. It offers brief discussions of the research as it covers the research design, sampling procedure employed in the study, scope of the study, data collection instruments, reliability and validity of research instruments, research ethics and the procedure for data collection and analysis.

### **3.1 Research Approach**

Kothari (2004) defines research design as the plans of conditions for data collection and analysis. The process involves collecting, analyzing, planning, and organizing data. This study used a qualitative analysis approach with more emphasis on analyzing content from one TV show on KTN News, the Entrepreneur show. The study conveniently reviewed 20 episodes of the entrepreneurship show on KTN News, informed by the availability of the shows online.

To support evidence of youth entrepreneurship in the media the study analyzed the content of the entrepreneurs as well as the comment statements on the videos that indicated the response of youth to the entrepreneurship conversations on the entrepreneurship. The study also looked at the frequency of the show as well as well timing of the show to determine prominence of the show compared to other shows. The study investigated certain aspects that are indicators of media's agenda setting role that may contribute to social learning and eventually entrepreneurship among young people.

The researcher was keen to note the frequency and coverage of young people compared to the older entrepreneurs. The researcher noted that there was a shift in the frequency of young entrepreneurs in the later dates. This made the researcher to draw inference that there was an increasing number of entrepreneurs that were running successful business. This was approach was also a determinant to determine whether the entrepreneur show targeted and was communicating to young people. Upon interviewing the host, he affirmed that some of the interviewees he hosted on his show were referred to by the audience. The researcher used this as measure the conclusion the people referring young people to be interviewed, must also be young people.

The researcher also took note of gender, noting that at the beginning of the show there were more men compared to women. On the latter dates of the show there were more women. This was used to explain the media's role and how it is influencing entrepreneurship attitudes, opinions and uptake among the youth in Kenya as well as women. Using a case study of KTN News, entrepreneur show, the study drew inferences about media's role to influence entrepreneurship among the youth.

Also, the study focused on the content of the messages and what the respondents said to inform perceptions, and attitudes emerging when they spoke of entrepreneurship. This supported in explaining factors that affect entrepreneurship beyond the media and gauge if the media had a significant impact in influencing entrepreneurship among the youth. According to McQuail (2000) content analysis is the suitable methodological technique to study media frames.

To draw conclusions as to whether there was deliberate effort by the show to set an agenda to inspire entrepreneurship, the study used an email interview to speak to the former host of the show. He was able to inform the rationale behind the entrepreneur show. He was able to give the researcher feedback from the audience from the time when he was hosting the show. These answers informed the researchers earlier

premise that entrepreneurship has great ability to influence and impact perceptions of young people towards entrepreneurship. This conclusion was also drawn from the comments that were written on the YouTube shows.

To confirm this premise the researcher carried out a phone interview to speak to an entrepreneur. This was to engage the entrepreneur as key informant to inform the researcher on the influences that informed her choice in entrepreneurship or how the media may have influenced her entrepreneurial journey. This was purposed to inform whether the media played any part in influencing her choice towards entrepreneurship. This approach helped the researcher to note other influences that trigger entrepreneurship attitudes other than the media. From this, the researcher was able to note that books are key influences of society and culture.

Also, to establish authority, the study drew conclusions from an interview with a former lecturer and communication expert who spoke about the major influences of the youth. Notably, other than traditional media, there are other influences that have impacted lifestyle choices of the youth. This analysis was an attempt to draw a correlation to how the media, in this case, *The Entrepreneur Show*, has influenced entrepreneurship among young people.

### **3.2 Research Design**

According to Orodho (2003), a research design is a plan used to study a problem and develop solutions for the research problem. In this case the researcher sought to analyze societal and youth attitudes towards entrepreneurship and the role of the Entrepreneur show in influencing youth perception and attitudes towards entrepreneurship.



The researcher analyzed the entrepreneur show to draw inferences and deduce possible attitudes towards entrepreneurship and to also deduce how media can be used to influence more entrepreneurship practice and positive attitudes among the youth. The researcher used this approach as it was convenient and simpler. The Covid 19 pandemic presented limitation with moving around, so using this approach enabled the researcher to draw conclusions and a qualitative analysis from watching content and drawing inferences. This was easily supported by the availability of online content, which made it possible for the researcher to manage costs and be timely despite the limitations of the pandemic.

According to Maier (2018), Content analysis is useful in describing communicative messages, the research process is relatively unobtrusive, and content analysis provides a relatively safe process for examining communicative messages. Using this approach, the researcher was able to deduce certain key words from the content as well as phrases that enabled the researcher to draw certain conclusions.

### **3.3 Research Instruments**

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

For this study, content analysis was used to examine the coverage of entrepreneurship on KTN News, *Entrepreneur show*. The researcher studied content from 2014 to 2017. This made it easy for the researcher to enter data during the data collection stage. The researcher carried out three interviews, one in person, one on email and one on phone. These informed expert views as well as views of an entrepreneur.

### **3.4 Study Population**

Population is a people/objects or anything under study. A sample population is a representation that is under study that will be used to make inferences about the larger population. Thus, to make accurate inferences, there needs to be sufficient representation, depending on the person studying (Deacon, 2007).

This study focused on KTN News, *The Entrepreneur show*. According to MCK (2021), KTN News has a 3.94% share of audience share, ranking number eight of top viewed channels in Kenya.

By conveniently sampling 20 shows the researcher was able to draw sufficient inferences and pick attitudes and statements to deduce how that can influence perceptions and attitudes of entrepreneurship among the youth. Though they were conveniently selected, the shows were not in order of recording. To some extent the researcher can say that they were random as opposed to be in sequence.

### **3.5 Data Collection Procedure**

The study used Secondary data collection techniques. The process involved a literature online review to note how the media has influenced or impacted youth attitudes this far. This was followed by an online watch of 20 TV programs between 2014 and 2017, from when the show began to when the show ended.

The study was keen on observing the experiences of entrepreneurs, as well as key attitudes that emerged from the conversation of the respondents. Also, the study was keen on noting the frequency as well as the quality of the youth entrepreneurs on the shows. The choice of the number of shows was selected depending on the availability of the TV shows on the YouTube channel.

Though it was difficult to explain the impact of the show to gauge the number of young people who opted to take up entrepreneurship, looking at the responses online of the audience was informative in interpreting the possible impact of the show. Many stated that the show was inspiring to them.

The study also involved interviewing key informants within the media space, that is the KTN news producer and show hosts who informed on the rationale behind having a show featuring entrepreneurs. Also, it was interesting to note what has been the impact of the show among young people, by reviewing some of the comments made on the TV shows as well. The interview with the producer, who was also the presenter affirmed the numerous calls and emails he received on the positive inspiration of the show. Many years after hosting the show, the presenter continues to receive feedback of positive influence. This also enabled the researcher to draw significant conclusion on the impact of the show on entrepreneurship perceptions, but not necessarily uptake.

### **3.6 Sampling techniques**

The study used convenience sampling, taking the samples conveniently on KTN News, *Entrepreneur show* YouTube channel. Though the order of the shows was not in sequence of production or year of production, the researcher selected the content based on the availability and access. This was mainly because some episodes were not uploaded. The researcher conveniently selected 20 shows in no order.

Battaglia (2008) defines convenient sampling as a type of nonprobability sampling in which people are sampled simply because they are "convenient" sources of data for researchers. In probability sampling, each element in the population has a known nonzero chance of being selected through the use of a random selection procedure.

Convenient sampling was easy and convenient to do, as the shows and the content of the shows was very similar throughout, thus making it easy to draw conclusions with any of the shows selected.

This study was able to analyze the type of content and the quality of content within the show and inform whether the content has influenced the youth towards entrepreneurship. The study looked at how many young people have been interviewed within the shows and the quality of their engagement as well.

The study was able to analyze whether the perceptions were homogenous and how the messaging may influence attitudes and perceptions among the youth. By also looking at the comment section on the channels, the research could gauge possible impact of the messages.

There was also consideration of gender dynamics to ensure equal representation of male to female representation on the data

### **3.7 Data Collection methods.**

#### **3.7.1 Coding**

A code sheet was used to gather data from the content analysis, while interview schedules were used to collect data from the producer and the entrepreneur. This was settled on because it enabled the researcher to narrow down to the focus of the study.

The researcher used the keywords '*youth entrepreneurship*' and the age of the founders to select stories that touch on the subject under study. Key issues that were looked at during coding include *Timing, length of the show, key messages, and priming of the show*. This enabled the researcher to note frequency and the recurrence of the selected words. This supported the research to be able to draw certain unique inferences.

#### **3.7.2 Data Validity and Reliability**

According to (Mugenda and Mugenda,2003) data reliability is the extent of consistent results of data after repeated trials. Also, data validity is the consistency of measurement of the results. This was made possible with the fact the YouTube videos had precise timings on the videos. There was consistency in the timings which allowed the study to draw certain conclusions. For example, part one and two of the shows were both an average of 10 minutes each. This allowed the researcher to note that the full-length show was twenty minutes.

### **3.8 Anticipated Challenges and How the study overcame**

At the beginning of the study, the subject area was too broad, leaving the researcher with challenges of focus. This was initially very confusing. To mitigate this, the researcher was forced to narrow down, and select a specific program as opposed to the entire news or the whole KTN News TV station.

Another challenge was that the show was no longer being aired for a long time, thus it was a task to locate the producer who oversaw the first seasons of the show. It took quite some time to be able to access him as he was no longer working for the station. The researcher was able to locate him from Facebook. Currently, the host, also the producer was living abroad and so the researcher and the key informant resorted to using email interview where the researcher sends the questions.

The other challenge was the immeasurability of attitudes and the challenge to locate the audience of the show. Thus, the study focused on statements that informed certain conclusions that implied either inspiration or lack thereof or support and lack thereof. The researcher resorted to looking at the comments on the video which were quite helpful in drawing inferences.

The researcher also used the statements of the interviewees on the show to judge the entrepreneurs' experiences and the societies attitudes. The researcher observed that the responses of family and friends

towards the entrepreneur's announcing that they were taking up business over employment in many cases was alarming. It was interesting to note the interesting perceptions towards entrepreneurship.

### **3.9 Data Analysis, and Presentation**

The study revolved around three specific issues:

1. To determine the frequency of coverage of youth enterprises on the entrepreneur show
2. To determine how the media messaging is shaping the attitudes of the youth towards entrepreneurship
3. To analyze media's intentionality to influence youth entrepreneurship attitudes

These informed the analysis of data. The researcher looked at the frequency of entrepreneurs interviewed on the show, analyzed the length of the show, and time the show was aired.

High frequency of the number of entrepreneurs in the entrepreneur show indicated show's purposeful effort to influence youth entrepreneurship.

The researcher then used pie charts and tables to interpret the data and present it in a way that can be understood better. Later, the research used description to explain the research findings.

### **3.10 Research Ethics**

Resnik (2020) says that a study should always strive for honesty and ethical consideration. Thus, this study ensured ethical considerations, starting from quoting all sources and references used in the study. According to (Shamoo and Resnik, 2005), ethics are the code of conduct in research. This gives the study more authority.

This study was in partial fulfillment of the course, school of journalism. The study was carried out as a research project. Upon topic approval, the research developed a proposal, and later began the research.

The study being a content analysis, it required that the researcher watches all the shows, and follow up with expert interviews to compare inferences drawn.

The researcher was sure to contact relevant sources of key informants. She interviewed the host of the show who doubled up as the producer as well as other key informants, a former lecturer who is currently a communication expert and an entrepreneur who is also a content producer. This supported in explaining further the conclusion drawn from the study.

## CHAPTER FOUR: ANALYSIS AND INTERPRETATION

### 4.0 Introduction

This chapter presents the research findings of the study and discussions of the findings from *The Entrepreneurs show* on KTN News and interviewing key informants to aid in drawing conclusions of the study.

The objectives of the study were:

1. To determine the frequency of coverage of youth enterprises on the entrepreneur show
2. To determine how the media messaging is shaping the attitudes of the youth towards entrepreneurship
3. To analyze *the entrepreneur show's* intentionality in influencing entrepreneurship among the youth

### 4.1 Findings on the Frequency of youth stories on the entrepreneur show on the entrepreneur show

One of the objectives of this study was to observe the frequency of youth entrepreneurs covered on the entrepreneur show on KTN News. This was purposefully to inform the prominence of youth in entrepreneurship in the media.

McCombs and Shaw (1972) states when analyzing agenda setting theory, the prominence given to programs and the news is seen by the number of times that content appears in a program or on the news. When the Media considers a subject important, it ensures that it is given ample airtime.

In this case out of the 20 respondents, half were youth, and the other half were adult entrepreneurs over 40. This is not sufficient to explain prominence of youth focus on the show. Compared to similar TV

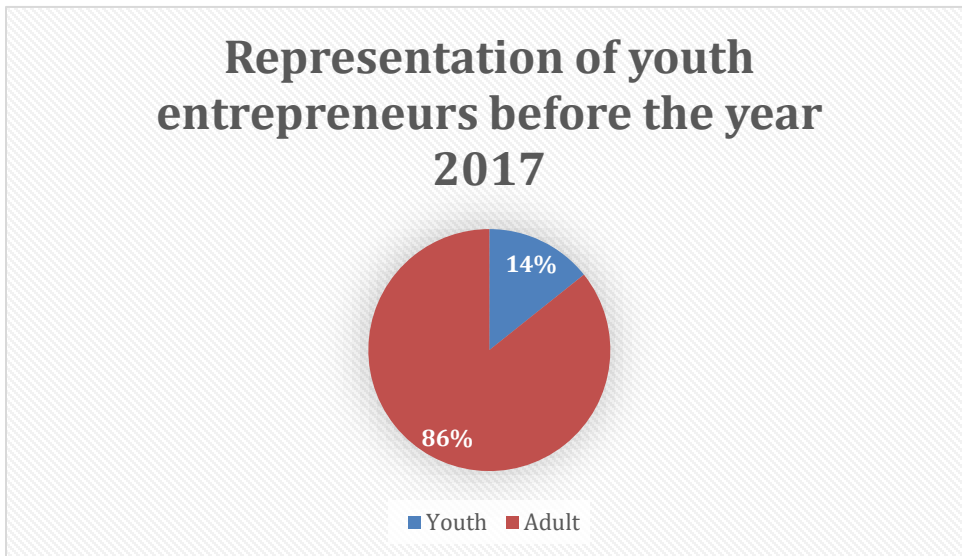


show such as young rich whose focus is entirely on young entrepreneurs, having a fifty percent representation is not an indicator of youth prominence on the show.

In this case, having more youth in the entrepreneur show can go a long way in encouraging more entrepreneurship among the youth, whilst lack of representation on the shows continues to reinforce beliefs that the entrepreneurship is for the older people as they are the ones who have access to capital.

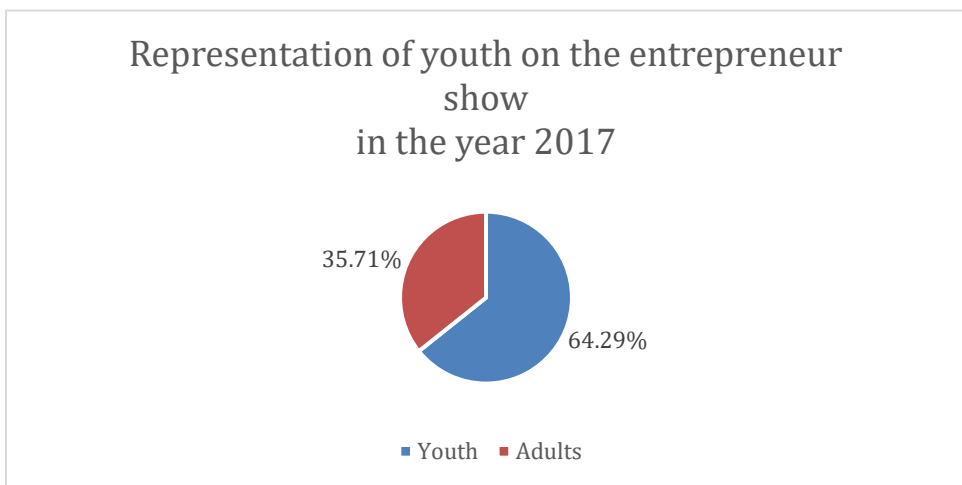
As found from the literature review, Kneec(2021) one of the reason entrepreneurs are not actively taking up entrepreneurship is because of lack of role models. Therefore, representation of young entrepreneurs provides role models for the young people. From the study, it was noted whilst the premier shows in the year 2014, mostly had older entrepreneurs, the later shows had more young entrepreneurs. This can be interpreted to mean that between 2014 when the show started when there were more older people shown on the show, there were not as many young people in entrepreneurship. This number increased over the years as by 2017, there more young people on *The Entrepreneur Show*. Out of the 13 *Entrepreneur show* programs watched in the year 2017, 11 of the interviewed were youth compared to earlier years where close to 100% of the randomly and conveniently selected programs were adult entrepreneurs.

**Figure 1: Youth Representation on the entrepreneur shown before the year 2017**



*Figure 1* Representation of youth entrepreneur on the watched shows before 2017

**Figure 2: Youth Representation on the entrepreneur show in the year 2017**



*Figure 2* Representation of Youth Entrepreneurs in the year 2017

The study noted from the selected episode that there was equal representation of youth businesses as well as businesses run by adults over the period. This is different compared to the first episodes of the show

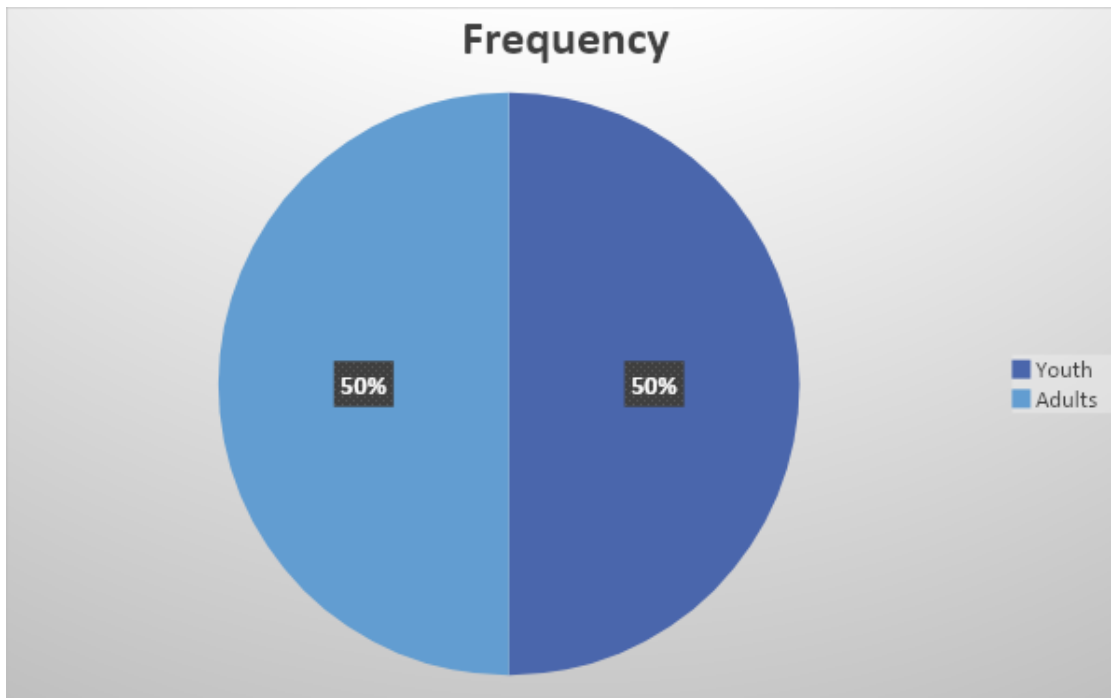
that was mainly dominated by male and mostly adult male of over 40. The last episodes of the show were mostly evenly distributed between youth and adult businesses. This may imply that there was a deliberate effort by the producers and the host to have more youth included and represented to encourage youth entrepreneurship.

From this observation the researcher observed that there may be an increase in high level entrepreneurship among the youth between the period. This affirms the thoughts Peters and Kinder (1982) which state that the more exposure and priming can influence entrepreneurship among people.

Iyengar, Peters and Kinder (1982) argued that priming occurs when media attention to an issue causes people to place special weight on it. Priming in the media mainly focuses on the level of importance given to some news stories as compared to others. Media in this case becomes a tool for social learning providing the youth with new trends to emulate.

It is from one family with the agenda-setting theory by McCombs and Shaw (1972) who held that media has powers to transfer the salience of items on their news agendas to the public agenda, according to Otieno (2020).

**Figure 3: Youth Representation on the entrepreneur show over the whole period**



*Figure 3 Adult and Youth representation over the period*

In viewing the content of the Entrepreneur show in the early stages of the show, in the year 2014, there was evidence that most of the people covered were adults. However, towards the end of the last episodes, 2017, which was the convenient sample of the study, there are more youth and women featured on the show.

The study data shows that most of the people who made it to the show were mostly adults, and especially male adults. In viewing most recent content between the conception of the show between 2014 and 2016 there was more male representation on the show. In 2017, there is a significant increase in the number of women featured and certainly more youth representation.

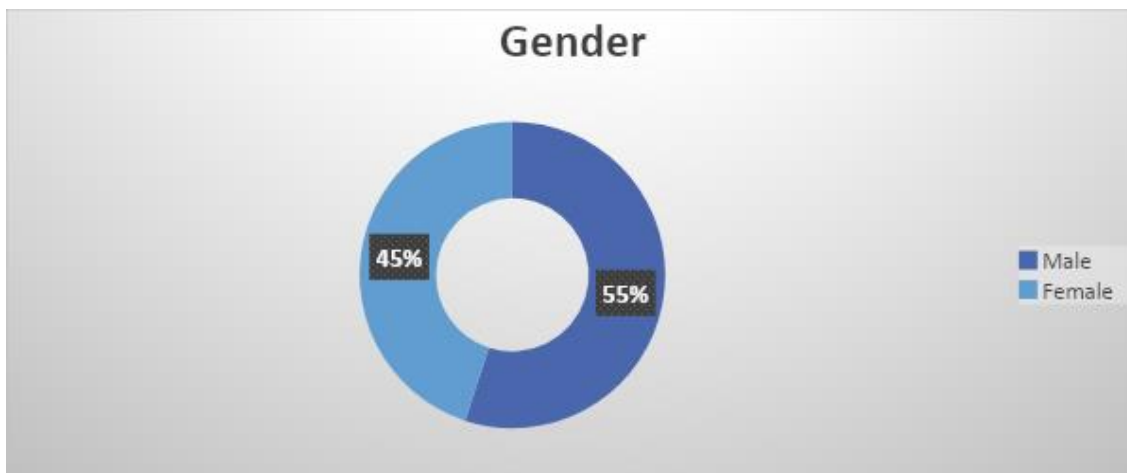
According to (Otieno, 2020) in his analysis of coverage in local Kenyan magazines, he notes there is only 15% coverage of youth in a period of six months. Still indicating that in many cases most shows cover

adults more than young people. This is further emphasized by a Forbes article that indicates that the average age of a successful entrepreneur is around the age of 40.

Otieno (2020) draws a similar conclusion to Pinto (2007) as cited by Worku (2017) who also noted the same low coverage in Mexico for entrepreneurship. This they attribute to the focus on young people getting employment rather than the development of startups. The assumption is that the youth first have to gain experience before they are able to run successful businesses.

In this case, there are positive results on the number of youth entrepreneurs featured. This is a good indicator that over time, more and more young people have taken up entrepreneurship. It can also be interpreted to mean that there may be a mental shift towards entrepreneurship that is seeing more young people in entrepreneurship.

**Figure 4: Gender Representation of Entrepreneurs on the entrepreneur show**



*Figure 4 Gender representation of entrepreneur on the entrepreneur show*

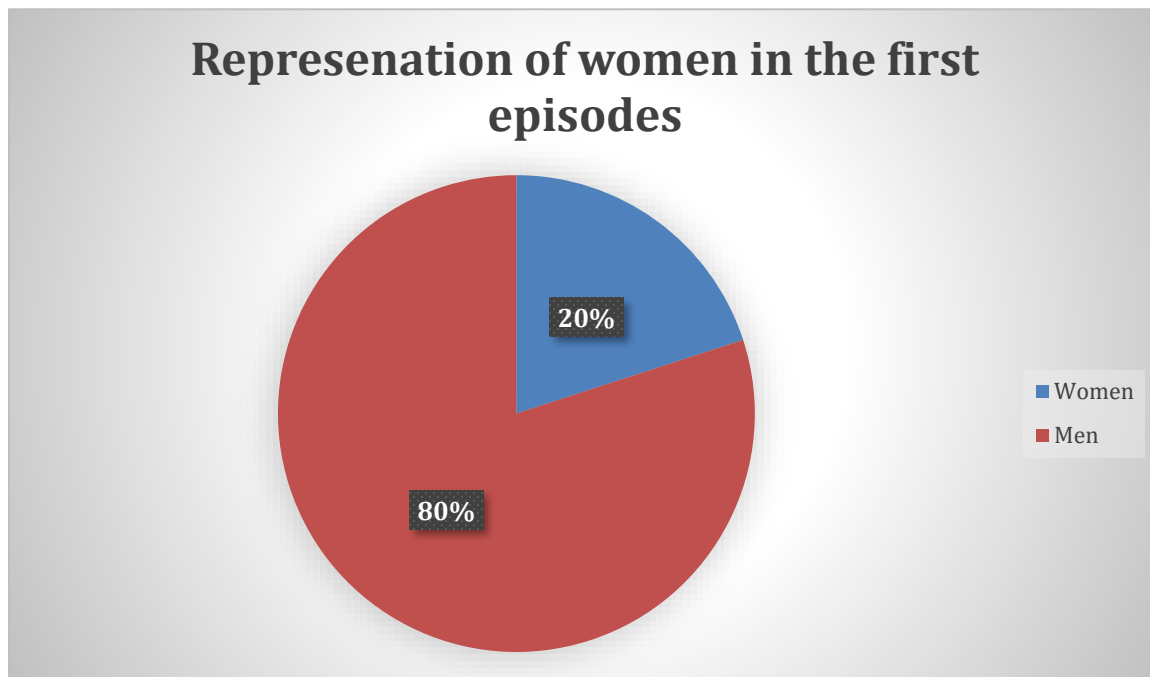
From the selected episodes, there were more women in business than men, however there is a difference in the gender dynamics when the research compared the first episodes of the show where a man was the interviewer. It was noted that there was only 20% representation of women, then. However, there is a shift

when there was a female host, there is evident more features of women and youth on the show. This is an indicator that the content of the show was highly dependent on who the host of the show was at the time. It can also be interpreted that when the host of the show is a youth himself, this can promote more youth guests on the show, which eventually translates to more youth audience.

One can say that within the 3 years, since 2014, there may have been an increase in youth involvement in entrepreneurship. This can also be interpreted that there were more women running high level businesses.

Though it can be explained that this may partly be because the host during the beginning of the show was male, and that the host in the recent past of the show was female, which would most influence the focus and the narratives of the entrepreneurs present.

**Figure 5: Representation of Women in the first episodes**



*Figure 5 Representation of Women in the first episodes*

#### **4.0 Findings on the Frequency of youth stories on the entrepreneur show on the entrepreneur show**

## **4.1 Findings on media's role in influencing entrepreneurship among the youth**

From the literature review, the study was able to show that there has been an increase in positive attitudes towards entrepreneurship over years worldwide. As indicated in the literature review perceptions towards entrepreneurship was entrepreneurs were thought to be greedy, the findings from a key informant indicated that her parents were becoming more supportive to her business. The media was acknowledged as one of the mediums that has facilitated this positive attitude among the youth.

### **4.1.1 Questions asked by the interviewer**

In analyzing content and the questions asked by the researcher, we can see the Entrepreneur show had an agenda to influence entrepreneurship?

Question 1.

*“What advice would you give to anyone who wants to start a business?”*

Many of the respondents cited courage and perseverance as useful traits for entrepreneurship. Only one of the respondents cited capital as the compulsory factor. This negates the constant statement that young people always state when it comes to business.

Other questions were.

*How did you overcome obstacles that you faced, as well as how did you find capital?*

A good number of entrepreneurs cited starting enterprises without capital. From the researchers experience and observation, many young people state that they are unable to start businesses due to the lack of capital.

There the researcher determined that this question induced useful information. This gives hope to entrepreneurs who may only have an idea and no finances to support. This is the case for many entrepreneurs who often lack both experience and capital.

The assumption is that this communication in the media, as a result instigates the entrepreneurial spirit among the youth. According to Kevin and Kim (2006) consistent coverage of entrepreneurship increases chances of citizens pursuing entrepreneurship. This has the same effect for youth people.

#### **4.1.2 Time of the program**

To find out if the media has a specific agenda, the study had to observe the time of the program, as well as the length of the show.

##### **4.1.2.1 Prime Time**

KTN news is a television station that focuses primarily on the news, however, the main news hours are 7:00 pm and 9:00 pm. This is when the most important news and programs are covered. This is an indicator that *The Entrepreneurs Show* is considered important and significant to the audience, as it was placed right after the main news. This time is often referred to as prime time.

According to Geopoll, 2019, men watch TV at around 1:00 pm, 7:00 pm and 9:00 pm, while most females watch TV from 10:00 am to midday. The youth, in this case between the ages 15-24 were mostly watching between 11:00 to midnight.

<b>Time zones</b>	<b>10:00 am, - 12:00 noon</b>	<b>7:00 pm -9:00 pm</b>	<b>11:00am - Midnight</b>
Gender	Women	Men	Youth



This is also very important because, in Kenya and in many African countries, men are the main decision makers and custodians of culture. Therefore, shifting the attitudes of the men can go a long way in influencing society, culture and attitudes. “*Men are vital to changing the culture, they are the “penholders,” holding the majority of positions as Heads of State, CEOs, religious leaders and other prominent positions”* Mlambo-Ngcuka, (2015). Therefore, it can be assumed when the head of most families are tuned in to entrepreneurship, they may influence their families. This was evidenced by the entrepreneurs whose families had entrepreneurship backgrounds. They had more support from family and therefore achieved more success. Even the entrepreneur interviewed, it was clear that the approval of her father on her entrepreneurship activities was something she welcomed.

On the other hand, if the above is accurate one may doubt that the target is the youth as they do not watch TV at this time. This may consequently mean that the target audience are most likely older male adults. This also explains why, in the first episodes of the show, many of those featured were older male entrepreneurs, mainly because they watch TV at this time. It can also be interpreted that they influenced their children to pursue entrepreneurship.

Peters, and Kender in 1982, in describing the significance of priming effect and the effect of it in influencing major decisions, emphasize that many people make decisions based on the frequency they interact with the media. In this case, since the youth are not the ones watching TV, this may not apply in the case of *The Entrepreneurship Show*. If the show is targeting the youth, it would have been placed slightly later, perhaps between 10:00 pm and midnight.

On a competing TV channel, NTV, there is a youth show that has received high youth engagement. This show is called *the Trend*, which is around 10:00 pm. Thus, for better and more impact, a more suitable

time would have more impact.

#### **4.1.3 Length of the show**

The show has been given a significant standard amount of time; each feature was an average of 10 minutes per person. This totals the show to about 20 minutes and follows the format of an interview featured at the location of the enterprises providing vivid description. Over time the show has evolved into a feature format which is more self-explanatory, leaving too much out extra details. The researcher concluded that this approach was taken due to the current media trends as observed on many successful YouTube Channels. From the researcher's observation, the highly engaging shows were more conversational or in the form of features providing specific information.

In priming and agenda setting, the amount of time that is given to content in the media also shows great significance and importance. During the same time between 2014 and 2017 when the show was aired, a TV show like straight up on the mother channel KTN home had 40 minutes watch time inn hours interval.

Today, Other shows such as *Culture Quest* air for 23 minutes. TV shows such as *Crossfire* that are political shows have more than an hour dedicated to them. Telenovelas are about 40 minutes watch time and are scheduled an hour on the mother channel. From observation the researcher observed that in many television stations, include KTN home the mother station, telenovelas and music shows are daily.

The researcher explained this by stating, though there is relative importance, not much significance is placed on it, despite the high level of importance on entrepreneurship. One can explain with the assumption that this is influenced by the fact that there are more people in employment than entrepreneurs, so the show may have not experienced much viewing from the audience. This is further illustrated by the fact that in the year 2021, the show was no longer produced and available. Even by looking at YouTube

views, compared to other interview shows where guests talk about relationships, the views and even the comments are decimal. This further confirms the thought, though the media inform the agenda and what to talk about, the people only opted for what was already in their existing realities. In this case, the media is useful, but becomes even more powerful with groundwork and youth engagement on the ground.

**Table 1.0 The Entrepreneur show in comparison to other shows in the media**

Show Length	Arts & Culture	Health	Entrepreneurs	Politics	Telenovela
40 Minutes	40 Minutes	20 minutes	20 Minutes	1 hour	40 minutes

On the recent TV programing on KTN News channel there is no TV show on entrepreneurship currently.

Below is a list of the recent TV programming on KTN News

**Table 2.0 List of Recent programming on KTN News**

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 Morning express	6:00 Morning express	6:00 Morning express	6:00 Morning express	6:00 Morning express	6:00 Youth Cafe	6:00 Health digest
9:00 News center	9:00 News center	9:00 News center 11:00 Leo Mashinani	9:00 News center	9:00 News center	6:30 BBC Kenya connect	7:00 Dau la Elimu

11:00	Leo	11:00	Leo	13:00 News desk	11:00	Leo	11:00	Leo	7:00	8:00	Weekend
Mashinani	Mashinani			14:00 Bottom	mashinani	mashinani	Kimasomaso	express			
13:00	News	13:00	News	line Africa	13:00	News	13:00	News	8:00	Weekend	9:30
desk	desk			15:00 Business	desk	desk	express	with TG			
14:00	Bottom	14:00	Bottom	today	14:00	Bottom	14:00	Bottom	10:30	The	11:00
line Africa	line Africa			16:00 Mbiu ya	line Africa	line Africa	untold story	politics			
15:00		15:00		KTN	15:00	Business	15:00	Business	11:00	News	13:00
Business	Business today			17:00 Zilizala	today	today	center	at 1			
today	16:00 Mbiu ya	viwanjani			16:00	Mbiu ya	16:00	Mbiu ya	11:30	Trading	13:30
16:00	Mbiu ya	KTN		18:00 Jukwaa la	KTN	KTN	bell				14:00
KTN	17:00 Zilizala	KTN			17:00	Zilizala	17:00	Zilizala	12:00	Culture	16:00
17:00	Zilizala	viwanjani		19:00 KTN Leo	uwanjani	uwanjani	quest				Mbiu
viwanjani	18:00 Jukwaa			20:00 The Big	18:00	Jukwa la	18:00	Dira ya	12:30	Daring	16:30
18:00	Jukwaa	la KTN		story	KTN	wiki	abroad				Wako
la KTN	19:00	KTN		21:00 KTN Prime	19:00	KTN Leo	19:00	KTN	12:45	VOA –	17:00
19:00	KTN	Leo		news	20:00	Trading	Leo	Health living			Dau la
Leo	20:00	The Big		21:45 Point blank	bell		20:00	Youth	13:00	Weekend	Elimu
20:00	The Big	Story		with TG			20:00	Youth	at 1		18:00
Story							Cafe				Afrika
											Mashariki

21:00 KTN Prime news	21:00 KTN Prime news	23:00 BBC focus on Africa	20:30 The Chamwada report	20:30 BBC Kenya connect	13:30 The Chamwada report	19:00 KTN Leo wikendi
22:00 Bottom line Africa	22:00 BBC sports Africa	23:30 The big story	21:00 KTN Prime news	21:00 Friday briefing	20:00 Culture quest	20:00 Culture quest
23:00 BBC focus on Africa	22:30 Bottom line Africa	00:30 Zilizala viwanjani	22:00 Bottom line Africa	22:30 Bottom line Africa	14:00 Kenyan premier league	20:30 Area code
23:30 The Big Story	23:00 BBC focus Africa	1:30 KTN Prime news	23:00 BBC Focus on Africa	23:00 BBC Focus on Africa	18:00 Kimasomaso	21:00 Checkpoint
00:30 Zilizala viwanjani	23:30 The Big Story	2:30 Business today	23:00 BBC Focus on Africa	23:30 Zilizala uwanjani	19:00 KTN Leo	22:30 Our voices
1:30 KTN prime news	00:30 Zilizala viwanjani	3:30 Al Jazeera news	23:30 Zilizala uwanjani	23:30 Zilizala uwanjani	19:30 Wako wapi	23:00 Inside politics
2:30 Business today	1:30 KTN Prime news		00:30 Trading bell	00:30 Youth Cafe	20:00 Health digest	1:00 Checkpoint
3:30 Al Jazeera	2:30 Business today		1:00 The Chamwada report	1:30 Friday briefing	21:00 Weekend prime	2:30 Score line
	3:30 Al Jazeera		1:30 KTN Prime News	3:00 Business today	21:45 Daring abroad	3:30 Al Jazeera
				3:30 Al Jazeera news	22:00 Point blank with TG	

				3:00 Business today		23:30 Health digest	
						00:30 Weekend prime	
						1:15 Daring abroad	
						1:30 Al Jazeera	

*Table 3 Current TV programming on KTN News*

#### **4.1.4 Format of the show**

When the Entrepreneur show started in the year 2014, the show used an interview format, however over time, the show took up a feature format. The show has an average of 20 minutes viewing time, divided into two feature stories of entrepreneurs each having 10 minutes each.

This format takes short form content that is usually more palatable to the youth as they are main consumers of short form content. Thus, for young people, the two features per episode work perfectly fine answering any questions the entrepreneur may have regarding the experiences of entrepreneurship. From the researcher’s observation many young people tend to forward or skip content that long and not straight forward straight to the point.

Mann (2010) affirms that today’s youth is the most complicated target segment in the market because of

their exposure to a variety of media, low attention span, unconventional norms & wide interests. He argues that this is made possible by the youth power of choice and options, and thus can escape and change channels.

According to (Belch & Belch2006) to have the necessary effect on a targeted group, there must be high consideration for how they consume their content. In this case, the youth may not necessarily prefer to consume their content in lengthy formats. Thus, a documentary or a long interview session may not work. The researcher was also able to observe that informality encouraged more engagements. TV shows that were too formal equally received less engagement from the young people. The researcher observed TV shows such as 10 over 10 on citizen media, which also had an aspect of edutainment, where on one end the host has DJ and music, and on another there was a guest speaking on a youth issue, such as entrepreneurship. On this shows the researcher observed, there up to 289 comments on the show when place on YouTube.

Another study indicates that the youth prefer their content to be straight to the point, as opposed to long unwinding stories. A report by Reuters noted, younger audiences differ from the older in their core attitudes and what they want from the content. According to the author, Newman (2022) the youth are driven by progress and enjoyment, which is still what they seek in their content. This may explain the change of the format from interviews to a compact feature over time. It appears that this interview format may not be as attractive to the youth.

The last few episodes changed from interview format to a feature format, which allows for creativity and unique taste that makes the program more interesting.

Below is a Biodata of the respondents:

**Table 3.0: Frequency of Youth Featuring on the entrepreneurship show**

Frequency of featuring youth on the entrepreneurship show						
No.	Episode	Date	Duration	Industry (Description)	Age	Gender
1	17	Jul 12, 2014	19	Security (CCTV, electronic fencing)	Adult	Male
2	7(Agnes Gathoni	May 6 <sup>th</sup> 2014	27 minutes	Salon	Adult	Female
3	Episode 6 (Rajesh)	May 6, 2014	18 minutes	Mobile food	Adult	Male
4	Episode 59 (Part 2 (Christine Shikami	Jun 9, 2015	12 minutes	Interior design	Adult	Female
5	Episode 59 Part 1	Jun 9, 2015	10 minutes	Started as a Tout, now runs an insurance company	Adult	Male
6	Episode 163 Part 1	Jun 9, 2017	11 minutes	Fashion and design	Youth (23 years	Female
7	Part 2 Episode 163 -	08/06/2017	11 Minutes	My Yogurt	Adult	Female
8	Part 1 EP 162	Jun 6, 2017	11 minutes	Real estate  Optiven group (established in 1999)	Adult  43 years	Male



				Done 15 businesses that failed. Company of the year award	old	
<b>9</b>	Part 2 Episode 151	Apr 5, 2017	10 minutes	IT solutions  (Telecommunications)	Adult	Male
<b>10</b>	Part 1 Episode 151  (Pauline Kirathe)		11 minutes	HR consultancy guru  Talent management	Adult	Female
<b>11</b>	EP 149 - Part 2  (Shadrack Okech  (feature	Mar 21, 2017	11 minutes	Started with supplies of stationery, a  Bachelor of Commerce.	Youth	Males
<b>12</b>	EP 149 - Part 1	Mar 21, 2017	11 Minutes	Helium balloons for birthday parties  for events.	Youth (31 years)	Female
<b>13</b>	EP 148 - Part 2	Mar 21, 2017	11 minutes	Purified bottled water (Family  business)	Adult (43 years)	Male
<b>14</b>	EP 148 - Part 1	Mar 21, 2017	12 minutes	Miss Clean: Cleaning	Youth	Female
<b>15</b>	Part 2 Ep 147	- February 9, 2017	10	Furniture	Youth (22 years)	Male
<b>16</b>	Part 1 Ep 147  (Benta)	- February 9, 2017	9 minutes	BW- leather: Fashion accessories.	Youth	Female
<b>17</b>	Part 1 Ep 146	February 2,	11 minutes	Cakes (started as student, saw	Youth(32)	Female

		2017		opportunity		
<b>18</b>	Part 2 Ep 146 -	February 2, 2017	10 minutes	Mhogo foods: Capital Ksh 400,000	Youth	Female
<b>19</b>	Part 2 Ep 145 -	January 26, 2017		Photography:	Youth	Male
<b>20</b>	The Part 1 Ep 145 -	January 26, 2017	9 minutes	Fashion.	Youth	Female

#### ***4.1.5 Entrepreneurs featured***

The entrepreneurs featured were those that had actual business and physical premises in the latest episodes. The researcher observed that this selection gave more authority to what the entrepreneurs were speaking. The researcher also noted that the most recent entrepreneurs had half representation of youth. The researcher noted this as an indicator that there are successful youth who are running business.

It was interesting to note that many of the entrepreneurs said that they left employment to start a business to follow their passion, a few stated that they became entrepreneurs due to unemployment.

In the previous shows where it was mostly the adult entrepreneurs who were being featured, it was not as easy to convince the youth that entrepreneurship can be done by a young person like them. Peer role modeling is more powerful, and people can draw symbolism and relation when they seem someone who they identify as themselves on screen. If they respect the person on the screen and trust the person, they can easily emulate and see them as a role model. From the comments, it was clear that the youth entrepreneurs excited more youth who were the ones commenting on the videos. There were comments such as, *“This has really inspired me”*. It was also noted on a comment when an adult entrepreneur was

sharing his experience, a youth comment on the same, “*Bure kabisa*”, which means very useless in Kiswahili.

According to George Herbert Mead, people develop their identity and how they see themselves through interactions with people and the society around them. In this case the young people around them and the television can be an indicator that youth are starting enterprises and are successful, so can I.

Like Mead, sociologist Cooley (1902) acknowledges the influence of interaction with other people on individuals. His focus though is more on people’s inner circle, such as family and friends, opinions leaders, whose opinion matters. From the interviews, the entrepreneurs whose parents had a background in business and entrepreneurship, they did not seem to have a problem in getting into business, but for the many others, they got into business with several challenges, such as lack of support. This is also a strong indicator that, beyond the influence of the media, the significant people in life have great power to influence decisions. Thus, one cannot directly say that the many entrepreneurs who have become entrepreneurs have been influenced by the media only, there are other influences that have influenced entrepreneurship attitudes among the youth.

**Table 4. Reason for pursuit of entrepreneurship**

Entrepreneurs who left employment to become entrepreneurs	Entrepreneurs due to unemployment
18	2

**4.2 Findings on what are the recurring attitudes from the conversations on the Entrepreneur show**

**that inform the attitudes among the youth?**

The show was very instrumental in gauging the societal attitudes and perceptions towards entrepreneurship. It was interesting to note that 31% of those that had pursued entrepreneurship had always wanted to do business. Unlike the assumptions that many get into entrepreneurship due to unemployment. From these findings, only 10.5% of the respondents became entrepreneurs because of unemployment. Also, it was possible to gauge through the messaging how these messages can possibly influence entrepreneurship attitudes.

During the study, the entrepreneurs narrated and cited their various experiences. There was a difference between the challenges that were faced by the entrepreneurs. The youth entrepreneurs many of them cited challenges in capital and lack of experience when starting their business, whilst the older entrepreneurs had unique challenges.

One of the interviewees said that it is important for the youth to acquire gainful experiences to help them in running their businesses. This was affirmed when many of the young people cited lack of experience.

<b>Reasons for entrepreneurship</b>	Maximization Potential	Experience	Unemployment/ Underemployment	Always wanted	Opportunity	Freedom & Independence
<b>No of entrepreneur</b>	4	2	2	6	4	1

***Figure 6: Reasons for joining entrepreneurship***

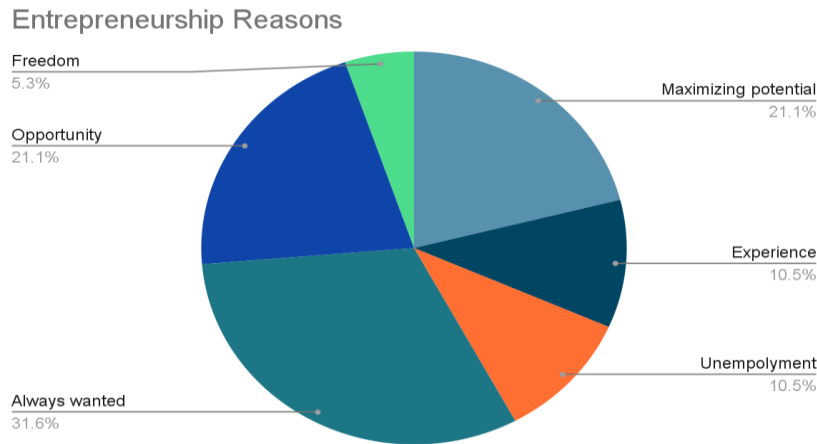


Figure 6: Entrepreneurship reasons

#### 4.2.1 Challenges faced by entrepreneurs

The entrepreneurs cited various challenges they faced in pursuit for their businesses, 14.3 % cited the struggle to access capital as their major challenge. 50% of the respondents, especially the youth, cited that their parents were opposed to them taking up business straight from university. The researcher interpreted this as an indicator that many of them lacked the support that they need to succeed in the business. Though this challenge was faced by the adult entrepreneurs, many had savings and networks that enabled them to set up faster.

#### 4.2.2 Negative perceptions from family and friends

As stated above, many of the respondents, 50% confessed when they told their family and friends that they wanted to be entrepreneurs, they were shocked. *“People have always thought that entrepreneurship is a reserve for people who failed in school”*. This explains why, for many entrepreneurs, especially those who were graduates, cited that their families continued to make them look for a job.

Even for the young people who stated that they were unemployed or underemployed, many of their family members and friends still encouraged them to keep looking for a job. There were a few, who come from already business-oriented families, who encouraged them to continue in the business pursuits. In some cases, people owned family businesses.

This support determines a lot of factors such as access to capital and network to prosper in business.

#### 4.2.3 Lack of capital

Only 14.3% of the entrepreneurs and especially the youth cited challenges with capital. For many of them, their businesses were capital intensive, whereby they needed around Ksh 400,000 and Ksh 500,000 that they did not already have. This was narrated by the entrepreneurs and was intensified by the fact that banks and financial institutions did not trust startups to be financed. This posed unique challenges to youth entrepreneurs. The adult entrepreneurs, some had been able to access capital of up to 5 million. This means they were able to start high impact businesses.

*Table 5 Challenges of entrepreneurs*

Topics	Society perceptions & Discouragement	Access to capital	Bureaucracy + Levy	Competition + Pricing
Entreprenees ur		7	2	5

Other challenges that were cited were lack of experience that was most cited by the youth. There were also certain challenges that were unique to women, such as failure to pay from clients, and not being taken seriously. The respondent referred to culture contributing to such perceptions.

What was common about the entrepreneurs is the discouragement they faced when they were starting their businesses. Out of the respondents 9 out of 20 said that there were misconceptions about their taking up business. One of the respondents said that the family assumed her to be selfish and not wanting her to start a business. As a first born she was expected to get a job and take care of her family, as she had been taken care of.

Many adult entrepreneurs cited their personal savings as the source of capital, as well as their existing network and access of loans from the bank. In spite the challenges, each of the interviewed had no regret about entrepreneurship. This continues to reinforce positive messages that entrepreneurship is a good experience, it allows one to have freedom of time and lifestyle as many respondents claimed. They also mentioned the ability to maximize on their potential. What was interesting to note, is that many of those who started business, left already existing opportunities in employment.

The question that arose that would advance the study was, to what extent has the media influenced these decisions?

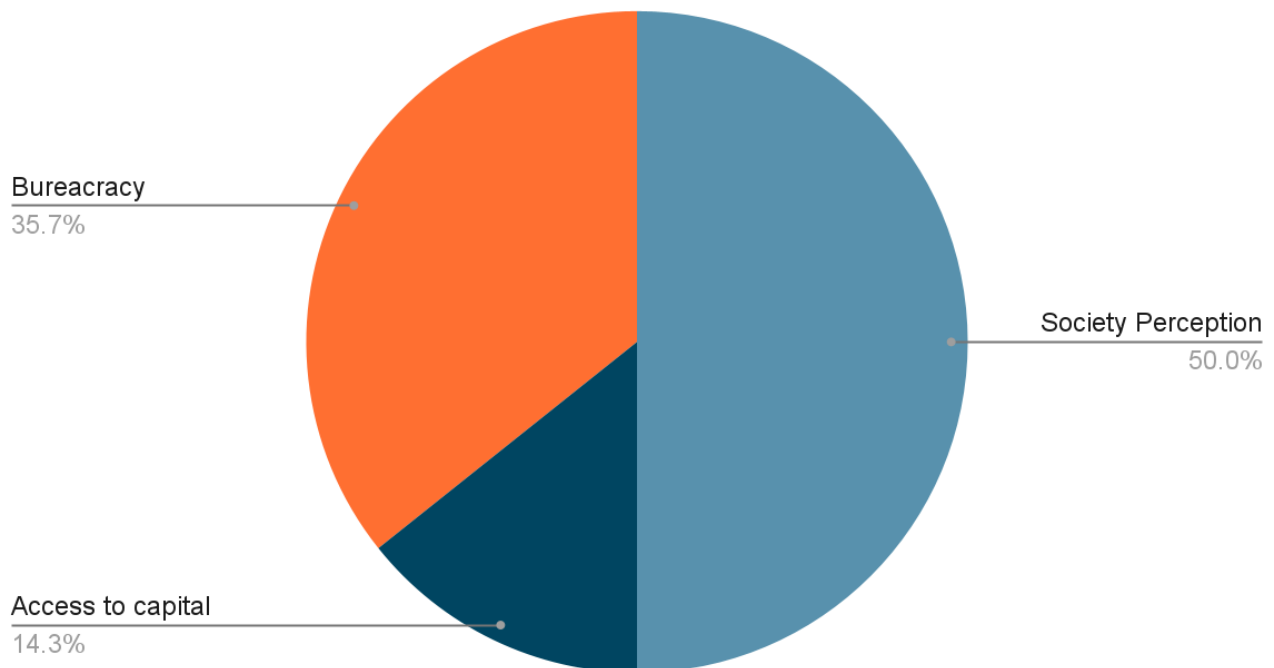
Miller and Krosnick (2005) however states that when the media gives attention to a conversation, then priming occurs. It informs the audience to make their own decision. For example, for many young people who may be in unemployment, seeing that young people have been able to overcome certain odds to achieve a significant amount of success may be an encouraging factor. But the choice to carry out business depends on the individual. For the young person who has no job, the show had narratives of young people

who ventured into entrepreneurship due to not securing a job. There was evidence that they were able to thrive after they had changed their mindset.

In this case, however, many of those who pursued entrepreneurship had jobs and left for entrepreneurship. This may not be a motivating factor for those who are unemployed, as it seems many of those who became entrepreneurs already had that drive in them to become entrepreneurs.

**Figure 7: Challenges faced by Entrepreneurs**

### Challenges faced by entrepreneurs



*Figure 7: Challenges faced by entrepreneurs*

#### **4.3 To analyze the entrepreneur show's intentionality in influencing entrepreneurship among the youth**

The study went to great lengths to find out whether the entrepreneur show really had an agenda towards influencing youth entrepreneurship, or is it assumed? To find this out, the study carried out an interview



with key informants who informed the rationale as well as the impact of the show. Below are the questions asked

**4.3.1 What was the Rationale behind starting the show? Key informant (First Talk show host and Producer- Paul K Mwaura**

*“Our target was young entrepreneurs between the ages of 18-40. People who started businesses without capital, or they would explain how they got capital. Others would say how they quit they good paying 8-5 jobs to get into entrepreneurship. This gave a lot of encouragement to those wanting to venture out but in fear.”*

From this statement, the researcher was able to draw inference that the KTN News station had made deliberate effort to custom make a show that targeted young entrepreneurs. What was even more unique about the show is that some of the entrepreneurs were not necessarily big shots. One pair of the entrepreneurs featured were selling items by the roadside.

This explained that the media producer deliberately set out to create a show that is youth targeted. This came out clearly with the representation and the number of youths featured, compared to other shows and media platforms where in many cases had very few or no youth representation. Shows such as, Daring abroad has entrepreneurs who were living abroad, many who were senior.

The researcher was also able to draw some conclusions from the show host’s statement that people quit their jobs to become full time entrepreneurs. This was a strong indicator that business was and entrepreneurship is not only an alternative for people who cannot access job opportunities, but also for people who had great ideas they wanted to implement. Such narratives have great potential to shift perceptions and thoughts towards entrepreneurship and eventually influence uptake of entrepreneurship.

#### 4.3.2 The agenda of the show?

*“The show was meant to showcase people in Entrepreneurship, how they started, why they started and all that. We were looking into getting the people with very inspiring stories on how and why they got into entrepreneurship. So that starting point was a big factor in encouraging those wishing to do and are afraid to start or take the first step towards entrepreneurship.”.*

This statement by the producer was an indicator of the deliberate effort to keep positive stories. In a time where news is not news unless it bleeds, where journalists focus on sad and devastating shows. The choice of the show to focus on the positive side of entrepreneurship and provide inspiration to the young people and even senior adults. To some extent these positive stories have great impact on society. Janicke (2016 Research indicates that though media has had negative influence to rein in, new studies are highlighting media’s potential to spread goodness on a wide scale

From the analysis of some of the comments on the online shows, this effort was successful. The comments were an indicator that the show was successful at this.

<b>Comments from the audience about the show</b>
<i>“This is a great series. From London.”</i>
<i>“Love this”</i>
<i>“KTN bring back this show”</i>
<i>“Keep it up Paul it is good things u doing. I always enjoy your show. From UK”</i>

*“waaaa this is sooo good i love the work you are doing”*

*“Good to see my African people trying and entering the global markets.”*

*“Good work”*

This observation made the researcher conclude that the show had great positive influence on the perception as well raised good thoughts on the public. Also, according to the host and producer, he too got roadside remarks from people on how the show had impacted their lives.

#### **4.3.3 How was the selection of entrepreneurs?**

*“With reference to the above paragraph, I used to select and choose the very inspiring stories. Once I thought when people heard about and saw what was being done would really encourage someone/people who have always wanted to get into entrepreneurship. I would look for them through social media, internet searches, and referrals from friends and or previously aired persons on the show. But I would later do a personal selection to take the best.”*

Indeed, from observing the content, it was evident that all the respondents had something positive to say about their experiences. Unlike the researcher’s expectation to hear more negative experiences, those that were interviewed were positive. Where they indicated challenges, they quickly shared how they had overcome the challenges. This could easily serve as a source of great inspiration for the youth and key stakeholders are the youth.

This is very important for the entrepreneur to have great advice and a positive story. It is also key that the person is providing value to the society and thus has valuable information to share.

There is also a strong preference for common experiences, so that the stories are relatable, and people can relate and see themselves in those stories.

Kimathi (2012) in his study of media role modelling indicates that though society views everyone as individuals, the individuals are influenced by the people in the media, such as celebrities and role models culture. In this case the entrepreneurs interviewed then become role models shaping beliefs, views and morals in life. For young people role models play a significant role in influencing attitudes and behaviors. Therefore, the media's role in providing positive models cannot be underestimated.

According to Deluliis (2015), such type of coverage goes a long way in influencing the thoughts of the public and even their attitudes. Contrary to if the show would focus on struggling entrepreneurs, the result would be totally different.

#### **4.3.4 What is the future of such shows?**

*“The impact of that show was very widespread and till today people still tell me how inspired they were by the show. Thus, I wish such content continued for the sake of young people or just Kenyans in general wishing to get into entrepreneurship. This depends on media houses, but with the social media awakening and more encouragement (from internet providers) to go digital, then such content can still continue to reach the masses.”*

According to Paul. K. Mwaura, such shows are relevant as they serve the purpose of encouraging starters as well as uplifting entrepreneurs. This goes a long way in shifting perspectives and thus allowing the youth, and especially those persistently seeking for work, that there is opportunity in entrepreneurship

where one can still be a success. It also solidifies that these young people taking up entrepreneurship is not an direct indicator of failure.

#### **4.3.5 What was the impact of the Show on young people?**

*“The show used to air on very prime time, just before the 9pm news, thus the reach was very good. The impact I must proudly say was very BIG. Just from the emails feedback, tweets, and Facebook inboxes, not forgetting in-person reviews even on the streets, I knew the show was making headway. I would receive compliments from young and old alike about how they never miss to watch the show. I met people who told me they got ideas from watching show, others got encouraged to get into entrepreneurship when they heard the stories of how people started businesses and never gave up nor stopped along the way. Like I mentioned in an earlier paragraph, as recent as this year, some people DM-ed on instagram asking why the show stopped and that they used to learn allot from the show and that they really miss it. With that kind of response, I definitely know that show made a good and lasting impact despite it not being aired.”*

It is evident from the respondent that the show had a massive impact on the audience. Also, that the show was placed during prime time, it must have been a priority. Yet, even with this great response, it remains of concern that the show was stopped for some time. It was also worrying to the researcher that the show was having challenges in securing sponsorship.

Paul, K Mwaura adds, *“Showcase more young entrepreneurs! More and more, that brought encouragement to me and others. I would have wanted to get sponsors for the show and add a segment for Kenyans in the diaspora doing business.”.*

#### **4.3.6 Why does the show no longer air?**

*“About that, I don't know, coz that that decision of the specific media house.*

*(Since am not in the country, if was I would probably have done it through YouTube or other media house)”*

The researcher was alarmed by the fact that the show was off air, but quickly noted the alternative and available opportunities for the same agenda to be fulfilled. YouTube has provided a great alternative for any organization, government and individual to pass agenda. This is an indicator that there is opportunity to still have such shows on Youtube, in a case where mainstream media does not show such shows. On Youtube there are several shows that engage the youth on entrepreneurship. The difference with this type of media is, only those who are already interested in entrepreneurship will look at them, thus, the influence of agenda setting may not apply in this case. Also, since the youth have many options, they may look for alternative content to watch, in many cases they opt for music videos and humor content, as the researcher observed. This also presents a limitation to Media’s agenda setting role.

#### **4.3.7 Do you believe that the media has an agenda toward youth entrepreneurship?**

*“About that, I wouldn’t specifically speak for the whole media fraternity, but, yes, I think they do, coz its an opening that brings hope and encouragement to the viewership.”*

This explains the degree of focus, the timing as well as the provision of airtime for the show to air. To some extent, whether deliberate or not, the media has given entrepreneurship a degree of importance. The Researcher observed that for most media houses and in this case KTN News, prime time news is at 9:00 pm, which means any time before and after that time is prime time. The Entrepreneur Show slotted for 7:30 pm is an indicator of its great significance.

**Lecturer: Key Informant: Abiud Onyach**

#### **4.3.8 Does the media really have significant impact of the youth choice for entrepreneurship:**

The study interviewed a former lecturer from Zetech University, who is a current communication expert, to see his perspectives on whether TV can be attributed to the shift in attitudes among the youth.

*Question:* Do you believe that the media has had a significant impact on the youth Choice of entrepreneurship?

*Lecturer:* “I do not believe that the traditional media is having a significant impact on the choices of young people. This is mainly because the youth are mainly watching digital media. Which I believe to be influencing the youth more. If they were to be influenced, they would be influenced with digital media more than TV or radio, even radio is mostly consumed by youth in rural areas.”

He says that even when the youth go to the radio to listen to the content it is mainly because of the music and not necessarily to get informed. However, in the process they would still be informed because they are listening and tuned in.

This is contradictory information from my previous premise, that the media has a part to play in a significant mental shift, which is evidenced from the comparison between the first shows in the year 2014 which had very few youths, compared to the most recent shows that had a significant number of young people. Though agreed, it is difficult to state whether the influence is because of TV shows alone, or other influences that exist in the society that have more influence on young people during this time.

The lecturer draws attention to the other influences that influence young people, such digital media, family influence. From the researcher’s observation, other influences indeed may affect young people. Young people have many options and many niche options. Therefore, the researcher also noted that because of this choices and options, young people would the choose TV shows that they were already interested in. In this case, the researcher was quick to note and observe from the comments on different TV shows that

had been uploaded on Youtube, lifestyle shows appeared to be more popular.

As the lecturer indicated, digital media, such as Netflix, Showmax, has provided urban youth an alternative to full-time entertainment. This reduces the influence the media has among this select of young people.

#### 4.3.9 Key informant (Entrepreneur: What influenced you to start a business?)

To hear from an entrepreneur perspective, the study did a phone interview to speak to Santa Mukhabana, a videographer and editor.

She says, *“I was influenced by a book called the cashflow quadrant that influenced my journey to business.”* She also said that the media has nothing to do with the fact that she started business. However, she concurs over time the perceptions towards entrepreneurship have shifted. *“Even my dad, finally acknowledged that I am up to some great stuff, he now can also see young people doing the same.”* This is an indicator that even if the media may not directly impact the entrepreneur directly, when it influences the attitudes of the society around the young person, entrepreneurship becomes easier. The media therefore continues to bring more acceptance and understanding, which improves the experience of young people.

According to this entrepreneur, people are becoming more receptive to her as an entrepreneur now, compared to when she started in 2011.

*“Today, entrepreneurship has become a thing, and I believe it is because everyone is talking about it.”*

This affirms the conversation on perception that was mentioned by most of the entrepreneurs. Perceptions have been changing globally. As observed from the impact of the Entrepreneur show targeted towards the youth but slotted during prime time when parents are watching. This empowers the entrepreneur as well as the stakeholders who can then begin to offer more support to the entrepreneur. The success or the courage of entrepreneurs sometimes is dependent on society perceptions and attitudes.



#### **4.3.10 What is the future for TV shows on entrepreneurs: Entrepreneurs?**

Question: *How do you think the entrepreneurship shows can be covered so that they are more relevant to the young people?*

*“I think that the shows could have more informative pieces such as the processes needed as one pursues entrepreneurship. It is not enough to tell stories, the stories should be showing me how I need to go about registration, taxes or when I can access capital?”*

This statement affirmed the researcher’s previous findings that young people do want long stories. They are more interested in solutions to their everyday life.

This also affirms the literature review that indicated that young people prefer content that answers their specific questions and not unwinding content. It is no wonder the youth are watching mostly YouTube videos that are short and straight to the point. This also explains the changes of the show, from interview format to a feature format. Though stories are popular and have a lot of viewership, entrepreneurs are preferring solution-based content.

According to Kelly, Bosma and Amoros (2011), for the media to be successful at changing or influencing beliefs and perceptions of the people, it will need to cater to the tastes and the preferences. From the conversation with the informants, as well as the analysis of the levels of engagement on social media, more needs to be done to capture the attention of the modern-day youth, especially with the previous interview format. The other shows that are gossip segments or shows on politics have greater viewing than serious shows, such as the entrepreneur.

## **CHAPTER FIVE**

### **SUMMARY CONCLUSIONS AND RECOMMENDATIONS**

#### **5.0 Overview**

The chapter provides the summary of findings of the study in line with the objectives of the research. It also highlights conclusions and recommendations based on the findings as well offer suggestions for further research.

#### **5.1 Summary and Conclusions**

The study aimed at examining the Youth attitudes towards entrepreneurship by analyzing the *entrepreneur show* on KTN News. The study used media's agenda setting theory and social learning theory to understand how the *Entrepreneur show* already has and still carrying potential to influence youth entrepreneurship action and a change in attitudes among the youth.

The researcher focused on three key main objectives:

1. To determine the frequency of coverage of youth enterprises on the entrepreneur show
2. To determine how the media messaging is shaping the attitudes of the youth towards entrepreneurship
3. To analyze whether the entrepreneur show's intentionality in influencing entrepreneurship among the youth

The researcher conveniently watched *The Entrepreneurs show* on KTN News and interviewed three key informants; the producer who is also host of the show, an entrepreneur, and a former lecturer. They were selected as experts due to their existing expertise on issues of media and communication. The host was selected as the main key informant because, he interacted with the content firsthand and was part of the creation process and he also interacted with the audience when they reached out to him. He brought in great and unique insights that allowed the researcher to draw the conclusion that *The Entrepreneur Show* was influencing perceptions and entrepreneurial action among the youth.

Notably, from the findings, there was an increase in the number of entrepreneurs featured over time. From the randomly conveniently selected shows on YouTube, the researcher noted that there was a more than 60% increase in the number of youth entrepreneurs interviewed on the entrepreneur show, compared to the 10% at the beginning of the show.

The study was guided by the theories of Agenda Setting and Social learning theories. Also, it was guided by findings from the literature review that affirmed the media's role in increasing levels of entrepreneurship. These theories were an attempt to explain attitude formation among the youth in relation to entrepreneurship.

The media's agenda setting role deliberately priming certain information to the public, and the society beginning to be more cognitive and learn new ways of being. This was informed by the type of questions the show host selected as well as the selection of the interviewees.

After analyzing the data, it was established that; there was a 50/50 representation of youth entrepreneurs. 10/10 of the entrepreneurs viewed were youth. There were increased numbers of young entrepreneurs over time. This could be explained by the numerous entrepreneurship stories that cut across the various media that have encouraged more youth entrepreneurship.

This is affirmed by McCormick (2013) who alludes those countries with positive media coverage on entrepreneurship directly influence a conducive entrepreneurship environment that encourages more creativity and innovation. Thus, in fulfillment of the government's agenda and will, the media is a useful tool to accomplish this.

As seen from the entrepreneur that was interviewed, one of the key informants, there's a mental shift in the perception of the father towards the work that she has been doing. For the first time in many years, the father acknowledged her entrepreneurship. An indicator that the perceptions towards entrepreneurship have gradually shifted significantly over years. The social cognition of entrepreneurship issues among both the youth and the larger society, has made entrepreneurship even more acceptable.

On Media's agenda setting role and priming, the researcher noted that to a large extent the media was deliberate in inspiring entrepreneurship among the youth. According to McCombs and Shaw (1972), positioning of a story makes all the difference as an indicator of prominence of a news story. The position of *The entrepreneur show* on Prime time was an indicator of the significance of the show. However, from the literature review, it was noted that the youth are not the main audience during this time according to a Geopoll survey. According to Geopol(2021), the custodians of culture, that is fathers, are mainly watching TV. They contribute largely to the actions and culture formation. The literature review affirmed that men shaped society and culture Mlambo-Ngcuka(2015). The researcher therefore concluded, even though the young people do not watch television as much between 7:00 pm and 9:00 pm, when the fathers of the households were watching TV, it was they who would encourage the children to become entrepreneurs. They would also be more open to it, compared to parents who were not exposed to similar content.

The study found that the length of the show, however, was slightly short compared to other TV shows, which are often between 40 minutes to an hour. The researcher interpreted that though there was some

importance attached to entrepreneurship, from the length of the show the researcher concluded that it was not as much as the other entertainment shows and the political shows on the same station.

From the data collected, the researcher established that there are two main subjects dominating coverage on stories on youth entrepreneurship. There was the issue of capital and entrepreneurship. Whilst all the entrepreneurs stated that capital is important, only 14.3% of the 20 respondents stated that capital was their major challenge. Many stated that society's perception as the major challenge totaling to 50%. This emphasizes on the significance and the role of media in shifting the mindset of the youth and their key stakeholders who influence their decisions majorly. As evidenced in the findings, the youth who had parents who ran businesses were more open to their children becoming entrepreneurs. Society has great impact on the youth's interest in entrepreneurship.

According (Lewis, 2016; Punadi and Rizal, 2017), studies show that young people are highly motivated to generate positive social change and create opportunities and employment. The researcher observed that conversations among the youth are slowly shifting from the government to personal initiative and personal support.

The study established that the intent to inspire young people towards entrepreneurship was successful. According to Angela and Jon (2007), adequate exposure of business stories goes a long way in influencing a favorable environment for the creation of business ventures and is very important in tackling poverty among the youth. In drawing inference to social learning theory where behaviors and personal choices are constructs of the society. In a culture where entrepreneurship was not the norm, the researcher observed that entrepreneurship has become a norm for many young people. Karin (2011) notes that society has over time considered entrepreneurship to be acceptable and good practice, far from the initial thoughts that entrepreneurs are greedy.

The Entrepreneur show specifically focused on the youth, as opposed to many other shows that focus on mostly adult entrepreneurs who had a significant amount of success. Some of the entrepreneurs featured were working from home, others had cottage industries within their home. This was an indicator that the show was not biased and discriminatory against emerging entrepreneurs who were mostly youth. A challenge that was noted with as stated by Muspratt (2013), who notes that most media houses had discouraged the youth by constantly showing older entrepreneurs. This he notes that is due to the culture of brown envelopes where large corporations can afford to pay for media exposure. The attempt of *The Entrepreneur Show* to interview young people is a good move to encourage entrepreneurship among the youth.

The study discovered that the show had a significant impact among the audience even though the show no longer aired. It was easy to conclude that the show inspired and influenced the audience and even their decisions to start their ventures, because of the response from the show host. According to the talk show host, many reported being inspired by the show.

The study concluded that as much as there was opportunity to engage in entrepreneurship, during prime time, the fact that the show was put out of air is an indicator that it is not on the top priority. Compared to political shows that had one hour and never ran out of style, the entrepreneur show had around 20 minutes watch time, with the highest of 27 minutes. This is an indicator that entrepreneurship is important, but due to audience tastes, there is limited exposure to the same. From the researcher's observation, many stations indicated a higher preference for political shows. This was the case for The Entrepreneur Show, it had limited time and in time it was not aired, until later when the show returned in another form.

However, without a doubt, even with what seems like minimal efforts, the media has to some extent influenced attitudes and perception towards entrepreneurship. From the literature review, all around the

world, it was observed that there were more young people taking up entrepreneurship, and society was increasingly more accepting of entrepreneurship. From perceptions that entrepreneurs are greedy to more honorable perceptions where entrepreneurs are accepted and celebrated. Thus, it has been evidence that more youth are not only open to entrepreneurship, but also a good number of youths are living entrepreneurship to pursue their entrepreneurship ambitions.

The study also concludes *The Entrepreneur Show* has had a significant influence in perception among the youth. Though not so obvious whether the intended audience who are the youth informed most of the audience, it is clear from there is an increase in the number of youth entrepreneurs interviewed. This can be an indicator of more youth participating in business and watching the show. The host of the entrepreneur show mentioned that the guests acquired interviewees from the audience who recommended people. This was confirmed by the producer and show host who said that the show started to focus on youth entrepreneurs to encourage entrepreneurship among the youth. Also, it concludes that there lay more opportunities and a need to focus on youth entrepreneurship, as one interviewer spoke that the reason for lack of jobs is that those who can create jobs are not creating.

The researcher drew explanation from positive role modelling where the youth are seeing fellow youth as role models or running businesses, they also start their own businesses from emulating fellow young people. This may have been the cause of the increase in number of youth entrepreneur.

The interviews with the other Key informants however showed that there are other influences that affect the youth entrepreneurship. Digital media, parental influence and

In conclusion the researcher also to some extent agrees with Levie, Hart and Karim, (2010), who states though the media does not trigger actual entrepreneurial intentions or action, they have a positive effect

on social norms and values and therefore influencing desirability and feasibility entrepreneurship. This means then they inspire patterns of entrepreneurship in each society.

## **5.2 Recommendations**

Based on the findings of this study, the researcher recommends the following recommendations based on the study objectives:

### *5.2.1 Increase in More TV shows that focus on entrepreneurship.*

From the interview with the host/producer of the show, there was an indication that the show inspired many young people and older people as well. According to the host many people had mentioned that the show inspired them to start their own businesses. The findings noted that the host is still receiving messages about the show many years after he stopped hosting the show. According to the host other people started their one business after the show.

This affirms Bandura (1986)'s thoughts on people emulating positive role models. The media is providing positive role modeling and social learning which people can emulate. Therefore, the government can find the media as a useful tool to continue to inspire entrepreneurship among the youth by promoting shows that inspire positive role modelling. The promotion of many such shows can support the media to be a useful tool to shift the mindsets of the youth through positive exposure.

Pumjaun(2020), quotes —Dalai Lama XIV and emphasizes further on learned behaviors and how society is interconnected and how culture is passed and shared. *“We human beings are social beings. We come into the world as the result of others’ actions. We survive here in dependence on others. Whether we like it or not, there is hardly a moment of our lives when we do not benefit from others’ activities. For this*



*reason, it is hardly surprising that most of our happiness arises in the context of our relationships with others.”*

This statement is a great indicator of human reliability on one another for social learning and passing on of culture. Because of this then the media become a powerful tool to transmit this culture.

This explains how the perception of entrepreneurship have changed over time and that they have potential to shift even more with more exposure of entrepreneurs’ stories in the media.

### 5.2.2 *Revising TV Formats*

The researcher noted the show was eventually discontinued from the station. Though there was another entrepreneur shows that came later, they were a different format. The researcher interpreted this to mean that the show was less popular than other shows and that is why it was taken off air at that time. Other shows that target young people, such as Straight up, a show from KTN home the mother station, have been on air for more than a decade. They have massive following and massive engagement.

In comparing the comments of the show on YouTube compared to other shows on YouTube, targeting the same age population of between 18-35, one can note that the entrepreneur show has fewer engagements. For example, a TV show such as Benjamin Zulu, that shares on relationships, will have more than 50 comments, the entrepreneur show will have only two or three comments and sometimes none.

Patrick (2019) Quotes Walt Disney who says, *“I would rather entertain and hope that people learned something than educate people and hope they were entertained.”* The author uses Walter Disney as a reference of a content creator who has used storytelling to entertain and educate and gives great significance to entertaining. The author recognizes the value of the content creator to be interesting to retain the audience. This can be observed from shows such as *Engage*, also an informative youth show on

the YouTube channel. This show uses story telling as opposed to the interview and feature that take very serious tones. From observation and experience, the researcher noted *Engage* is perceived interesting and draws more engagement from the young people. In looking at the comments, the statements from the young people were an indicator that they were relating with the content. Relatability is a factor to consider in creating content. When looking at the comments on one of an *Engage Show* placed also on Youtube, the show had more than 500 comments. This is an indicator that this approach of storytelling has great appeal to the youth, who are the main target audience.

The researcher recommends that for better success of the shows, the content creators and the media should consider the use of engaging stories for better success. The researcher recommends that more research needs to be done to create more engaging content.

There should be revision on the format of the show as well as the length of the show to give ample time for the youth to learn more. 20 minutes feels rushed to learn about an entire business. Priming occurs with more exposure. Currently more youth still are indifferent about entrepreneurship. They do not despise it, but they do not consider it for themselves or their family members. This means a lot is still yet to be done to continue to fully shift attitudes.

### *5.2.3 Be deliberate about setting the entrepreneurship Agenda.*

The (Tuko)2021 noted that young people were not aware of the opportunities available for them. Many of these programs are launched through events and in some case, they are shown as snippets in the news. They are also show as live events during the day when the young people are least likely watching television.

The researcher recommends that shows such as The Entrepreneur Show can be used to share such information. Beyond just interviewing entrepreneur, the show can be a source of learning and a source of information for relevant content. The Entrepreneur shows can be intentional in ensuring that the entrepreneurship shows are sources of useful information that entrepreneurs can action. There are various programs where the youth can be supported. The knowledge of these opportunities can go a long way in ensuring success.

Dwivedy, Pandey (2013) notes the constructive role of the media in increasing awareness in the public, collecting views, information, and attitudes toward issues issue. According to the authors, media is the most powerful tool of communication in today's world. The researcher affirmed this statement and recommended that this power requires the media to be even more intentional.

The study also focused on intentionality of the media in setting the entrepreneurship agenda and being deliberate about sharing information.

The researcher recommends more details and engaging experts to ensure impact of the show among the young people. However, noting that the show was taken off air was concerning. As the fourth estate, the media has a duty to support the work of the government and promote social affairs such as promoting entrepreneurship.

The fact that the show was taken off air, the timing of the show and also the length of the show were alarming to the researcher. It showed that though KTN News channel had made attempt to have TVprograms on entrepreneurship, compared to the other shows, the entrepreneur show had a small fraction of airtime, which was also very fluid.

The Media needs to make it a top agenda, perhaps even at the level of politics, so that the show can have a more significant impact among the youth. Entrepreneurship shows should raise as much debate and conversation as politics an entertainment for it to have the extreme level of effect and impact desired to turn Kenya in to an entrepreneurship nation fully.

World over, young people are seeking employment opportunities and the inevitability of entrepreneurship cannot be ignored. Albadri (2022) Many of the workforce in developing countries cannot find work in the public or private sector, and most of them attempt to start businesses. Therefore, the media should consider shifting conversations away from government's need to create employment opportunities in larger economies and start looking at the position of entrepreneurship.

### **5.3 Suggestions for Future Research**

The researcher offers the following suggestions for future research regarding the subject of this study:

1. Further research should be done to establish why there is limited media conversations around entrepreneurship in spite the importance.
2. More studies on more interesting templates of storytelling that has more impact to the youth needs to be carried out

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## Appendixes

Below is a Biodata of the respondents:

Frequency of featuring youth on the entrepreneurship show						
No.	Episode	Date	Duration	Industry (Description)	Age	Gender
1	17	Jul 12, 2014	19	Security( <i>CCTV, electronic fencing</i> )	Adult	Male
2	7  (Agnes Gathoni)	May 6 <sup>th</sup> 2014	27 minutes	Salon	Adult	Female
3	Episode 6  (Rajesh)	May 6, 2014	18 minutes	Mobile food	Adult	Male
4	Episode 59 (Part 2  Christine Shikami)	Jun 9, 2015	12 minutes	Interior design	Adult	Female
5	Episode 59 Part 1	Jun 9, 2015	10 minutes	Started as a Tout, now runs an insurance company	Adult	Male

<b>6</b>	Episode 163 Part 1	Jun 9, 2017	11 minutes	Fashion and design	Youth (23 years)	Female
<b>7</b>	Part 2 Episode 163 -	08/06/2017	11 Minutes	My Yogurt	Adult	Female
<b>8</b>	Part 1 EP 162	Jun 6, 2017	11 minutes	Real estate  Optiven group (established in 1999)  Done 15 businesses that failed.  Company of the year award	Adult  43 years old	Male
<b>9</b>	Part 2 Episode 151	Apr 5, 2017	10 minutes	IT solutions  (Telecommunications)	Adult	Male
<b>10</b>	Part 1 Episode 151  (Pauline Kirathe)		11 minutes	HR consultancy guru  Talent management	Adult	Female
<b>11</b>	EP 149 - Part 2 (Shadrack	Mar 21, 2017	11 minutes	Started with supplier of stationery, a bachelor of	Youth	Males

	Okech  (feature)			commerce.  Did not secure job, and also lack of job satisfaction, and the jobs were not sustaining		
<b>12</b>	EP 149 - Part 1	Mar 21, 2017	11 Minutes	Helium balloons for birthday parties for events.	Youth (31 years)	Female
<b>13</b>	EP 148 - Part 2	Mar 21, 2017	11 minutes	Purified bottled water (Family business)	Adult (43 years)	Male
<b>14</b>	EP 148 - Part 1	Mar 21, 2017	12 minutes	Miss Clean: Cleaning	Youth	Female
<b>15</b>	Part 2 Ep 147	- February 9, 2017	10	Furniture  Self-employed because of time management.	Youth (22 years)	Male
<b>16</b>	Part 1 Ep 147  (Benta)	- February 9, 2017	9 minutes	BW- leather: Fashion accessories.	Youth	Female
<b>17</b>	Part 1 Ep 146  (Grace Murigi)	February 2, 2017	11 minutes	Cakes (started as student, saw opportunity	Youth(32)	Female

<b>18</b>	Part 2 Ep 146 -	February 2, 2017	10 minutes	Mhogo foods: Capital Ksh 400,000	Youth	Female
<b>19</b>	Part 2 Ep 145 -	January 26, 2017		Photography:	Youth	Male
<b>20</b>	The Part 1 Ep 145 -	January 26, 2017	9 minutes	Fashion.	Youth	Female

YouTube Links:

<https://www.youtube.com/channel/UCBfWotql3sY2ZtEHSdB6FLg>