

**UNIVERSITY OF NAIROBI**

**PRINT MEDIA COVERAGE OF COLLAPSING STRUCTURES IN NAIROBI  
COUNTY: THE CASE OF THE *NATION* AND THE *STANDARD NEWSPAPERS***

**SARAMBA MARY**

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AND MASS COMMUNICATION, UNIVERSITY OF NAIROBI**

## **DECLARATION**

I declare that this project is my original work and has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge and belief, the project contains no material previously published or written by another person except where due reference is made in the research project itself.

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**SARAMBA MARY**

Signature: 

Date: 17<sup>th</sup> October, 2023

**REG NO: K50/11664/2018**

## **Approval**

This thesis project has been reviewed and approved by the University of Nairobi Supervisor.

Dr. James Oranga

Signature: 

Date: 17<sup>th</sup> October, 2023

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**UNIVERSITY OF NAIROBI. KENYA**

## **DEDICATION**

This work is dedicated to the memory of my late mother Stella Kemunto who has been an anchor throughout my life and source of motivation and strength during moments of despair and discouragement and for financial support. Her motherly care and support and showing me that it can be done has always been incredible. My father Arnold Saramba for both financial and moral support and siblings Euphemiah and Emmanuel for their psychological support without which I could not complete this thesis, my children Zanetta and Zuriel for being my biggest cheerleaders and my aunt Gladys for the emotional support. Without their love and support this project would not have been made possible. Thank you all. God bless you abundantly!

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## ABSTRACT

The study sought to analyze the coverage of disaster in Kenya by print with reference to collapsing building. The study sought to establish how priming of disaster by the media in Kenya; determine priority reporting by print media for awareness creation of disaster in Kenya; assess the consistency in coverage of disaster in Kenya and compare and coverage of disaster between Nation Media Group and Standard Media Group on collapsing building. The study employed a descriptive study research design which involved looking at data from a population at one specific point in time. The target population for this study was disaster stories and related reporting that were covered by the two leading newspapers with a nationwide circulation (*Daily Nation* and *Standard Newspaper*) in the year 2015. Through purposive sampling method 24 articles were selected from each of the two newspapers on disaster stories and related reporting. The study also used purposive select 8 key informants (2 News editors and 2 Managing editors) from both *Daily Nation* and *Standard Newspaper*. The study developed comprehensive codebook that contained codes with set of categories and sub categories guided by content genre. Quantitative data was collected through the use of semi-structured interview guide that was administered to Key Informants. The unit of Analysis is each story/article on collapsing structures and included hard News (Features, Editorial, Opinion, News Analyses, Cartoon, New Brief on collapsing Structures in Nairobi). The qualitative data was analyzed using content analysis which is a method that assisted in replicable and valid inferences by interpreting and coding textual information and critically evaluating Newspapers articles and stories on collapsing buildings in Kenya. Based on content of quantitative data the analysis was done through thematic contextual analysis which also applied in order to draw conclusion according to the study objective and variables under investigation. The results indicated that the news of collapsing buildings are primed by the two newspapers, they are prioritized on the first day of their happening although in subsequent publications are not centered and they are not placed on the first page. The results also indicated that positioning of stories and photos of collapsing buildings in strategic areas of the newspaper pagers contributes to the effectiveness on the issues being reported. the number of victims held in the debris and duration that it takes to rescue them victims influenced the duration that both Nation Media Group and The Standard Group Media Newspapers covered the stories on of collapsing buildings in Nairobi and the rescue mission to some extent influenced the number of victims held in the debris influenced the colors and the size of related photos during the coverage by the two media houses. Sometimes priming and prioritizing of news is determined by other competing information (Politics and other stories) determine priming of collapsing buildings. The media houses focus on the stories that enable the newspapers to sell and therefore prime the stories that sell the paper. The study recommended among others, the media need to prioritize disaster reporting in the country in order to effectively use media in disaster management; both the *Daily Nation* and the *Standard Newspapers* to identify the determinant issues of priority in coverage on collapsing buildings given that by identifying these issues the media can effectively organize the newspaper in order to prioritize news of collapsing buildings in order to help risk reduction for such disasters. Lastly, there is need for establishing the factors that affect reporting the news on collapsing building given that this will enable media

houses to help in effective positioning in the newspapers either in front at the center or page.



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## **LIST OF ABBREVIATIONS**

<b>DRRM</b>	Disaster Risk Reduction and Management
<b>GDP</b>	Gross Domestic Profit
<b>IPCC</b>	Inter-governmental Panel Climate Change
<b>SOJMC</b>	School of Journalism and Mass Communication
<b>USA</b>	United States of America

## CHAPTER ONE

### INTRODUCTION TO THE STUDY

#### 1.1 Introduction and Background

Disasters are bound to happen at any time. Apart from the natural disasters that happen frequently in the country, there is an increase of non-natural disasters such as accidents, fires, civil unrest and conflicts, terrorism, poorly constructed buildings that collapse in various towns and industrial accidents are also frequent (Akali, 2013). On the other hand, Musyimi, Huho, and Mashara (2016) contends that close to seventy percent of the disasters related to water in nature particularly droughts and floods. The other frequent disasters comprise of road accidents, fire tragedies, collapsing buildings and pandemics.

A disaster is an abrupt destructive happening that highly disrupts the functioning of a society or the population resulting to human, material, and economic or environmental destruction and supersedes the community's or society's capacity to deal with while employing its own resources. While disasters are often as a result of nature, some disasters are manmade. A disaster is any happening with disruptive magnitude happening within a short or long duration of time. Low and Middle income countries go through greatest costs when a disaster happen where over ninety percent of all fatalities result from dangerous exposure in low and medium countries. The effects of these calamities on GDP are 20 times more for Low and Middle income countries compared to developed nations

Disaster in Kenya is mostly droughts, fire, floods, terrorism, technological accidents, diseases and epidemics that interfere with the daily lives, destroy roads and sewerages, take away allocated budgets for other use, disrupt economic activities and hinder development. In response minimizing exposure to risks, the Government has developed a National Policy on Disaster Management to assign specific agencies in dealing with disasters. In the recent past, there have been remarkable efforts that include the successive Reports of the Inter-Governmental Panel Climate Change (IPCC), the recent Climate Change Conference (Nairobi, Nov. 2022), and a recent national comprehensive environmental reconnaissance research that emphasized the key role of Climate Change

in effective organized and more comprehensive National Strategy for Disaster Management.

In 2016, the National Construction Authority identified over 100 buildings in Thika town that needed to be demolished due to not meeting the required standards for construction. Although no casualties were reported from the buildings in question, a number of other structures have tragically collapsed in the recent past, taking the lives of innocent members of the public (Manyibe,2018).

### **1.1.1 Collapsing Buildings in Kenya**

Media can play a leadership role in reporting disasters as they happen, while there are many reason for building collapsing down across the worlds, media can help in reporting these reason and sensitizing the public on the contributing factors to collapse of buildings. Additionally, the Media also has the critical role to make the news on disaster more valuable and credible to the general public (Yadav and Rani, 2015). Even as the cases of building collapsing become more frequent, the media has not been able to properly report on the reasons that include buildings being built on sandy soils, swampy areas or those with a number of storeys need even more strengthened foundations compared to the ones constructed on strong foundation or the ones with just a number of floors. Some developers as reported by the Media has carried objective is to save resources when constructing on shaky foundation as they seek on minimizing concrete and reinforcements thereby leading to the collapse of buildings (Musyimi,Huho and Mashara,2016).

In Nairobi, collapsing of buildings are frequent as demand for housing continues to grow as unscrupulous developers regularly overlooking regulations. Importantly, collapsing of buildings can be described to be the structure of the building that must be able to transfer the on and off loads to the ground without any problems in order to avoid damage. It can also refer to inability of the ground to hold or handle the weight of the building especially when the weight of the building is more than the accepted weight of the ground resulting to abnormal settlement of the building.

A five-storey building that was being constructed fell in the central business district in Nairobi, Kenya, on 23 January 2006. In a bid to respond a number of workers were not on their safety gears, did not use basic tools, were occupied with removing the dusty concrete debris if they would get any of the construction worker alive. It was suspected that over 200 people are under the debris according to one of the construction workers that were rescued from the debris (Mwangi, 2008).

In 2015, following the collapse of 8 building that took the lives of 15 people in Kenya, President Uhuru Kenyatta directed for an audit of all buildings across the country to establish whether they were up to the required standards. In Nairobi alone, The National Construction Authority established that close to 58 percent of the buildings were unsafe for occupation and that there was need for them to be demolished before they caused disaster (Kinyua, 2016).

According to the report, only 42 percent of the buildings in the capital were considered fit for living in, according to a 2015 audit by Kenya's National Construction Authority, the Daily Nation reported. The commissioning of the audit followed a number and frequent cases of collapsing buildings in Nairobi even as demand for housing in the city is in the increase. According to report increasingly a number of players in the sectors are overlooking construction rules and regulations in a hurry to respond to the increasing demand (Omenya, 2014).

Although the quality of construction is not up to the required standards across Nairobi, the most affected are low-income estates. Noticably, buildings in these poor neighborhoods face a 100 percent face an emanate danger of being destroyed if an earthquake was to occur. Another incidence of collapsing buildings occurred in Huruma in 2014, one of the many poor neighborhoods in Nairobi experiencing housing shortages among others (Kamau, 2014). If the government does rage in to stop the rampant corruption in the building and construction sector, experts warn that residents may be forced that before occupying the building one needs proof that the building meets safety and other standards set by the Kenya National Construction Authority.

The NCA requires the construction site to have a signed form that includes the prime contractor, designer, architect, phone number, and National Environmental Management Agency (NEMA) license plate. The office has stressed that if instructions are followed, they will find experts to do the job if there is damage or a problem with the building (Manyibe, 2018).

### **1.1.2 The Role of Print Media in Reporting Disasters**

While print media has the ability to influence politics, social agenda and the communication of information, and therefore the technology alone cannot be blamed for sparking the revolts. Print media remain an effective tool in pushing for the above agenda, and the same tool that may either have a negative influence or can also have a positive influence by facilitating and accelerating the speed and breadth of communication when properly used.

With increasingly happenings of disasters such as frequent building collapses in Nairobi that include collapsing of buildings in Kenya, traditional media such as television, radio and print, there is need for continued reporting whenever these disasters happen. Leveraging print media technologies for media reporting when disaster happens provide the print media houses with a greater role in providing the necessary reporting and information whenever disasters happen.

Print media remains one of the highly relied on and authoritative sources of information in diversitating occurrences such as cascading disasters. Globally print media is extensively used for disaster communication in many parts of the world. Nonetheless, a communication mix of print and traditional media primarily needs to be utilized in the reporting and emergency management of disaster whenever they happen. Disaster response personnel are still likely to use whatever communication channels including print media are at their disposal to provide for information on disaster response and recovery.

Print media have been continuously critical in reporting to the public disaster risk and happenings, though the media interventions seems to have high influence on the general

awareness creating and are not appropriate in presenting real-time, context-focused information such as the other media channels such as the print media. The print media can play a critical role in the flow information during and the time following cascading disasters. While print media can act as an important role in informing the masses on disaster happening, Omenya (2014) warns that disaster myths presented by professional journalists could also hamper response and recovery efforts due to their painting of the behavior and needs of affected populations.

### **1.2 Statement of the Problem**

As various disasters happen, various forms of media report such events. Print media has a significance role in role reporting and creating awareness on societal concern and societal safety such as collapsing buildings (Seegert, 2018) While the print media has a significant role to provide valuable and credible information to the general disaster happening, in Kenya the print media has not been able to exhaustively report on disaster as they happen and therefore has failed to play its significance role in in terms of awareness creation and source of information. This supports a report by United Nation (2015) that reported that only 35% of records include information about economic losses due to disaster and the situation in Africa is even worse given that the figure is as low as 16.7% only.

The media should not only report on collapsing building as they happen but also create awareness and inform people on the dangers that such buildings present. Yadav and Rani (2015) on the role of media as a form communication for effective climate change and sustainable development established that both the Governments and the people depend on the Media in disseminating information on disaster. Media should play a vital role in the reporting of disasters such as collapsing building at every stage of disaster management: from before a disaster happens, through the heart of the disaster, and during the post-disaster recovery phase (Reilly and Atanasova, 2016). A number of media outlets use these disasters to advance their channels interest and in some instances the media houses report disaster when they do not verify associated facts and images of the death and destruction of roads and bridges. In most cases they give no-factual numbers concerning the damage based on their own estimations (Iqbal, Ali and Khursheed, 2014).



While the media continue to be a good source of information, the print media reporting on collapsing building have not been very effective and therefore needs to be increased in terms of prioritization and consistency in coverage or reporting. A study by Mwangi (2018) on the media influence on public policy in Kenya found weaknesses in media reporting of both man-made and natural disaster. Noticeably, the print media from all the media houses have not effectively covered reports on collapsing building. The consistency in coverage of collapsing building by print media have not been effective and therefore such events have not been reported well enough. Therefore, as much as the media has a responsibility to provide robust coverage to public safety issues such as man-made disasters including collapsing structures, little has been done and therefore there is need for increased coverage by all media including print media.

A survey report by Media Council of Kenya (2016) on the Volume and Quality of Media Coverage of Climate Change and Elnino related Disasters in Kenya pointed out that print media, just like other forms of media, is crucial in gathering information and reporting timely, verifiable and valid information on collapsing buildings. Therefore, there is need for the print media and the journalists to properly play their role in providing the right information, coverage and increase consistency reporting whenever disaster happens in consideration that the channel is still perceived as a reliable in reporting major events.

As much as the above studies cover media coverage on disaster, the studies have not covered the coverage of disaster especially of collapsing buildings and in particular in Nairobi County by print media. Noticeably, while the media has a responsibility to provide robust coverage to public safety issues such as man-made disasters including collapsing structures, little has been done and therefore there is need for increased coverage by all media including print media. This study is therefore significant in establishing the extent and consistency of coverage of disaster in Nairobi County by print media and why the coverage of collapsing buildings is not prioritized by the print media.

### **1.3 Objectives of the Study (Main & Specific Objectives)**

#### **1.3.1 Main Objective**

To evaluate the print media coverage of collapsing structures in Nairobi County with reference to the *Nation Newspaper* and *the Standard Newspaper*.

#### **1.3.2 Specific Objective**

- a) Establish priming of collapsing structure disaster by the media in Nairobi County.
- b) Determining issues of priority in coverage of collapsing structures in Nairobi County.
- c) Interrogate the factors that determine priming of collapsing structures in Nairobi County Nation Media Group and Standard Media Group on collapsing building.

#### **1.4 Research Questions**

- i. How is priming of collapsing structure disaster by print media in Nairobi County?
- ii. What are the issues of priority in coverage of collapsing structures in Nairobi County?
- iii. What are the factors that determine priming of collapsing structures in Nairobi County by Nation Media Group and Standard Media Group?

#### **1.5 Scope & Limitations (Geographical, Methodology, Population)**

The aim of the study was to evaluate the print media coverage of collapsing structures in Nairobi County with reference to the *Nation Newspaper* and the *Standard Newspapers*. The study used secondary data collected in the year 2015, to evaluate the print media coverage of collapsing structures in Nairobi County for the 12 months in selected year. The data included stories on collapsing structures in Nairobi County covered by Nation Media Group and Standard Media Group. The study was also based on the two leading media houses in print media (Nation Media Group and Standard Media Group) and included coverage of events and issues in relation to collapsing buildings in Nairobi County that present a major challenge to disaster management in the country.

The study required longer time to collect data as the researchers required to go through all the newspapers daily publications and extract information on collapsing building in the country in 2015 and included data from January ,2015 to December,2015. The study

will consider 24 articles from the two newspapers. The study was conducted between February 2023 and May 2023. Apart from data extraction the study also carried out KII from a total of 12 from Senior Editors in the two media houses. The study focused on two genres that included collapsing structure disaster stories and priming of collapsing building. For quick data collection, the study employed many data collectors to extract all the information required and directly supervised the data collection process to ensure that quality of the data collected is maintained.

### **1.6 The Significance of the Study**

First, the study is significant given that the study will help the Governments, disaster management agencies and other related policy makers in the region to develop policies on how reporting of disaster can be reported. The findings will also help the governments to identify how they can use the media on informing the public on dangers and the causes of collapsing building by increasing the consistency in coverage and prioritizing related news on collapsing buildings.

Secondly, this study is significant to the policy makers from the two media houses as they will benefit from the study given that they will be able to develop practical policies to that can help in increasing the consistency of reporting, prioritization and priming of reporting on collapsing structures happenings in Nairobi County.

Lastly, this study is significant to the scholars and academicians as it will a deeper knowledge and insight on how increasing the consistency of reporting, prioritization and priming of reporting on collapsing structures happenings by print media can help in not only the increasing of awareness on the disaster happening but also on the overall management of disaster in the country.

## 1.7 Operation Definition of Terms

**Disaster** is abrupt destructive happening that highly disrupts the functioning of a society or the population resulting to human, material, and economic or environmental destruction and supersedes the community's or society's capacity to deal with.

**Media Coverage** all blog reports, RSS feeds, video content, print or broadcast content, or forms of digital content that are developed by individuals or organizations and not a company regarding a specific issue.

**Print Media** Newspapers, weeklies, magazines, monthlies, banners & graphics, posters and other forms of printed material.

**Newspaper** a paper that is printed and distributed usually daily or weekly and that contains news, articles of opinion, features, and advertising.

**Priming** positioning of news to stimulate thoughts in the minds of audience members.

**Collapsing Structures** Buildings that come down because of man-made reasons.

**Print Media** it is the printed version of the news frequently published in newspapers and magazines..

**Priority Issues** things that are put first before any other thing.

**Media Coverage** the extent and consistency of presentation of particular news

**Prime page** pages of the Newspaper that easily catch the eye

**Peripheral page** auxiliary Pages

**Agenda building** Processes from different groups attempt to define their own preferences for policy makers.

**Editorial additives** news articles that are attractive to the readers

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The chapter provides a review of the existing literature on the subject under study. Review of related work done on the subject, theoretical review of literature, empirical review and summary and the missing research gaps review and conceptual frame work of the study.

#### **2.2 Literature Review**

##### **2.2.1 Priming of Disaster by the Media in Kenya**

New priming is the process that media addressed matters and not others and thereby change the standards through how the masses perceive these issues and the weight they put on them. The moment the masses start to perceive candidates in reference to a specific matter presented by the media as much as the issue is not a consideration prior to its introduction, can be seen as having a priming effect (Bruns, 2019). New priming is seen when the media starts spending time on a matter which might in normal cases simmer on a back burner; immediately the matter becomes news, it tends to become relevant. In Print media, the media houses print issues that give more weight in strategic pages and in most cases, the front pages of the newspapers. Increased awareness can be achieved if the newspapers can prime news on collapsing building not only when they happen but also for sensitization.

Priming, normally is not unintentional as demonstrated by Jacobs and Shapiro (2015) in a quantitative and historical analysis of the effects of media priming on Presidential American Election. The study while using a theoretical approach applied priming theory to show how media can form an individual's attitudes and influence decisions making during presidential election in the USA. The findings of the study indicated that this is a strategy that candidates pursue to influence voters in a general election.

Meredith (2015) the priming influence of media frames in regard to news images of news images and stereotypes held by Hispanic audiences in Central Florida. The study

measured the ways Caucasian respondents saw minorities, and Hispanic perceptions regarding African Americans and other Hispanics. The study that sampled 506 college students through random samples posted to read in one of the online newsletters about emergency hunger relief in Central Florida. The results of the study indicated that Caucasians were susceptible to Hispanic primes, that although there was no other impact on whites' perceptions of African Americans, the number of Hispanics receiving emergency food aid increased.

A study by Anderson (2015) explored the effects of violent attacks on Malaysian youth exposure to violence. In the undergraduate students were randomly allocated watch movie clips containing violent scenes or movie clips featuring engagement content. After watching the allocated clips, the undergraduate participants filled questionnaire evaluating their levels of hostility and established that although the participants' aggressive thoughts were more understandable after the violent video, their aggressive thoughts did not present itself as understandable.

Another study by Josephson (2017) In Examining Television Violence and Child Violence: Assessing Primary Education, Social Scripts, and Determinants of Homicides in Malawi, used the theory of the study established that watching violent television causes teenage boys to engage in violent behavior at the time of initial sports activity at the first durations of play. The study also established that this effect was increased when aggression was accompanied by aggression-related aggression and when aggression was followed by stress.

Kunguma (2017) evaluated the mainstreaming media into minimization of risk associated with disaster and management in South Africa. The narrative and systematic review study covering a number of scholarly article in addition to discourse analysis of the reporting of disasters South African major newspaper. The study established that mainstreaming media into disaster risk reduction and management (DRRM) activities had the ability to make its more effective functioning aspect of DRRM in planning and enhancement of disaster risk reduction approaches. The study also found out that in absence of a strong

effects of media on disaster managers negatively negative influenced the view of disaster managers and an ignorant public.

### **2.2.2 Priority Reporting by Print Media**

Happer and Philo (2016) on the influence of mass media on the formation of public beliefs and attitudes and its relationship with the English revolution. The study through content analysis established that news reporting of climate change, we traced the way that the media have created uncertainty regarding the matter and this has contributed to withdrawal in relation to transformation in personal character.

Another study by Dermmott(2018) evaluated the value of repeating the news messages and the study used interviews to collected data from several voters drawn from different regions in Australia. The study found that earlier interaction with information, often affected the strength of attitude and the matter. It also affected the extent that the information influenced the beliefs and opinions.

Murthy,Ramakirisna and Melkote (2015) carried out a study on patterns in front page parts or sections of the print media in Indian. The content analysis study that covered four English Language newspapers established that an emerging pattern for Original reporting and analysis delivering business news for mass consumption, including crime, conflict, politics and business news, social media quality and development news being not primed at all

Kitzinger (2014) carried a study on the factors contributing to audience members' acceptance or rejection of the media message in Ghana. The study examined the conditions under which periodization of new information could contribute to transformation in behavior among the youth in Accra Ghana. The study through content analysis evaluated how intensive and prioritization contributed to the desired change in behavior among the youth in Accra Ghana.

A study by The Media Council of Kenya(2016) on the numerous Kenyan media reporting on climate change and El Niño-related disasters, through interviews that targeted stakeholder in media industry an disaster management in Kenya established that

while media plays a critical contribution in the reporting continuing happening at every stage of disaster management which comprises happening before a disaster strikes, during the disaster and the period following the disaster or post-disaster recovery phase the findings shows that the media has not prioritized disaster reporting in the country. The study also advised that the role played by the media may save lives and highly minimize loses.

#### **2.2.2.1 Determining issues of priority in coverage on news**

A study by Pew Research Centre (2023) on News Coverage Index Methodology. Evaluated case by case study of a number of print media publications. The findings of the study established that the news that are given priority are the ones that ensure that the audience stay awake and they are not deprived of very reality which is made to be one of the critical units of social change.

Another study by Reilly and Atanasova (2016) on the determinants of media coverage stated that stated that the news that are given priority by the media are which enhances the democratic practices and values and also increases the tempo of development. The study also stated that they include news that start from the challenges involving an ordinary person, their feelings, their necessities, their expectations and all their life aspects that related closely with the media.

#### **2.2.2.2 Factors That Determine Priming of News**

Shields and Peffley (2018) conducted a study on integrated perspective of media influence. The study through a theoretical review established that one of the factors that determine priming of news is the editors feeling on how people will see this, and that these clusters their mental accessibility given the happening during a certain time. Other include attitude formation as a result of factors in cognitive behavior and decision making.

Bruce, Carson and Kelly (2017) while assessing the determinants of media coverage, highlighted that other competing information such as politics, economics and other social



factor determined the priming of collapsing buildings. The others according to the study are the availability of space in Prime pages determine priming of collapsing buildings and the number and type of paid advertisement by a given Newspaper.

### **2.2.3 Consistency of Media Reporting**

A study by Carmicile and Whitley (2019) evaluated media coverage as a contributor to contagion in the United States. The study undertook an inductive thematic analysis to evaluate the media coverage as a contributor to contagion in the United States. The study reviewed 63 articles and established that the risk of contagion is particularly high during media coverage contains a lot and are arousing. Evidence from the study suggests that suicide thoughts could be specifically more evident during media coverage of a peer/celebrity suicide presented more and with appraising language.

Ajibua (2013) carried out a study on content analysis of sports media in Nigeria. The Case Study of National Newspaper was to establish that status of newspaper reporting, their consistency in covering Nigerian sports to promote the development of sports in the country. The study used six (6) national newspapers in Nigeria and covered the 12 months of 2015 (January-December). Through content analysis of the consistency of news stories and photographs on education, business, health politics and sports were conducted and a total of 17,676 news and photographs evaluated. The findings indicated that sport was covered more by newspapers in Nigeria than any other sector of the economy.

Fiedler and Meyen(2016) on media use among youth in Uganda conducted a study that targeted 600 youths from 13 – 24 years old in Kampala, Mbale, Lira and Gulu, and the establishment of six focus groups in the districts of Kampala, Mbale, Pader and Gulu. The study through stratified sampling method established that the radio is the most critical media form for youths where on average, young participants listen to 173 minutes of radio each day. This daily radio use is largely independent of gender, age, or class and is determined by accessibility and consistency of programs and reporting of youth affairs in the programs that are preferred by the youth.

A study by Oronje and Undie (2015) evaluated how to include social media in communicating research on sexuality, health and development and policies in sub-Saharan Africa. The study utilized a case study method focused principally on the individual experiences and thoughts of the authors that centrally participated coming up and using the Centre's communication and policy collaboration approach is work undertaken by the Center with Kenyan investigative journalists. The results showed that the frequency of communication on a specific issue determined the way the audience participated in the matter under investigation.

#### **2.2.4 The Role of Media Coverage of Disasters**

A study by Houston, Rosenholtz and Pfefferbaum (2015) evaluated farming of brief news coverage of major disasters in the United States 2000-2010. A content study of disaster happening in USA established that specifically national media, disaster coverage shows that its own unique trend that is different from reporting on main news happening. Results showed that “On average, natural disasters are covered for a shorter period of time in mainstream media than in other media; that media coverage seeks direct effort on the ongoing influence of disasters on people, the built environment and the natural environment for instance the ones that are hurt or killed and what was lost; that disaster economics has been a critical area; that disaster media coverage generally is based on the state and area of focus of the news happening; and that disaster news was primarily concerning what was occurring currently. The results also indicated that close to two-thirds of the coverage, 62.8%, happened in the first 30 days following when the disaster began.

Tong-hyung (2015) Media coverage on ship sinking was exhaustive, through evaluation of secondary data revealed that YTN's limitation heightened slew of blunders news firms conducted at the early hours of their coverage of the ship going under water. The study also revealed that Media houses would do anything to enhance audience numbers, though it meant embracing conspiracy theories.

Another study by Petinga (2019) evaluated the inadequate coverage of floods in Southern Africa. The study through a cases approach blame the media leaders indicating that South

African media has been criticized on social media for its first unrealistic and challenging coverage of severe flood warning in Mozambique, Zimbabwe and Malawi due to the devastating impact of Cyclone Idai. The findings of the study further stated that the coverage of the floods by South African media was not adequate.

Kalugendo (2015) National Progress Report on the Implementation of the Hyogo Framework for Action (2013-2015). The study through an evaluative study advised that there should be more effective incorporation of disaster risk inclusion into sustainable development guideline, planning and programming at all levels, stressing on disaster prevention, mitigation, preparedness and minimizing vulnerability, the role of the media should be clear.

A study by Mwangi (2018) on the media analysis of media content from two major news media (2005-2015) on the impact of public policy on cases of illegal beer consumption in Kenya. The assessment established that the discussions that were rigorous and coherent and contain content relevancy by the media influenced the government activities and thus public policy on the subject. The results established there is a weakness in media coverage, given that the media is very good at covering teaching staff and guiding agendas, although they were less able to tell the politicians solution to these challenges, that included the watchdog role of the media in Kenya on both natural and man-made disaster management. The results may be useful for advocacy groups and the public avenues to interact with the media as an influence to policy makers' decisions.

### **2.2.5 The Role of the Media in Promoting Public Safety and Providing Disaster Early Warning**

The media has a significant role in informing and acting for the sake of national security and safety. Klepka (2019) pointed out that the responsibility the mass media has the knowhow in moving from the printer's office to people all over the world news that are crucial by using the internet, mobile devices, cable and satellite television, and technology. The media acts as major channels of communication when disaster happens and give early warnings.

Ghassabi and Zare-Farashbandi (2015) observed that before alarm systems and public education about disaster management, the media of all kinds has a critical role to play in disaster management. This helps to minimize the number of casualties and financial losses that occur from disasters. People want realistic, impartial, and non-promotional mass media coverage of events leading up to, during, and after disasters so that the events are accurately and specifically covered.

Media, the means of widely influential or reaching communication plays a vital role in the statecraft apparatus, especially in the information revolution era. Media is used to communicate on national safety and overall security of the Nation. Various form of media act as the source of knowledge for a community about disasters before and when they happen. Hussain (2015) examine the media's responsibility, with a focus on Pakistani print media and its influence during the nuclearization of South Asia, the study also established that media influences and shapes the perceptions of people and citizens on a variety of issues that include national safety.

Boureston (2015) contends that media and disaster management possess a close relationship in the context of modern strategic disaster management. The initial responsibility media, originating information/communication between people and state, and among states, has been enhanced and expanded. Media has now been used to provide early warning before disaster happens and is also used during disaster happening to manage various situations and the dangers presented by various disasters.

Some activities in disaster mitigation and post-disaster activities consciously focus on mass media. These activities aim to increase public awareness of dangers and ways to address them. Noticeably, Plance (2012) noticed that a number of improved communication avenues that are employed to give early warnings; evacuations plans and assist post-disaster activities. The media can be significant role in transforming the mindset of society for making it more proactive rather than reactive. Media also has a role to present in a more valuable and credible for the general public.

It is impossible to overstate the importance of the media in promoting a state's overall ability to manage disasters effectively. Nair (2010) pointed out that it impossible to exaggerate the significance of print media because studies show that readers are more likely to trust written communication than oral communication and that information in newspapers is considered reliable advice that needs to be taken more seriously. Because of this, the media has the power to change society's perceptions so that they are less reactive and more proactive (Vultee & Vultee, 2017).

By providing the public and the relevant authorities with information well in advance, the media can empower them to take the appropriate action to prevent and reduce the loss of life and property. Crelinsten (2014) stated that the media can also serve as a channel for disseminating information about the measures being implemented and keeping an eye on them, as well as for warning those who may be affected about what to do and what not to do, quelling rumors, and averting confusion and panic.

#### **2.2.6 The Role of the Print Media in Covering Collapsing of Structures**

When it comes to reliable and authoritative information during crisis situations, like cascading disasters, print and broadcast media continue to be the most trusted sources. In many remote and isolated places, the ongoing existence of the digital divide works against utilization of social media for risk and emergency communication. However, Reilly and Atanasova (2016) advised that emergency managers should ideally use a combination of traditional and digital media, including print media, for their communications. While people affected by disasters are still likely to use all available communication channels to learn about disaster response and recovery, some media outlets would be more effective than others (Hussain, 2015).

Media reporting on collapsing buildings is crucial in the management of such disaster. A reports on the causes of collapsing buildings, established that in order to save as much money as possible, builders turn to using less steel and concrete in their constructions. Although Nairobi's construction is of poor quality overall, low-wage earners are disproportionately affected. The study states that there is a 100% chance that structures in less affluent areas will sustain damage during an earthquake. (Global News, 2018).

Odula (2019) noticed that falling buildings are common in Nairobi, where housing demand is high and poor developers often bypass regulations. The number of collapsing buildings is worrying leading to the authorities to take action to address the issues that is presenting a new wave of disaster in Kenya. After the media intensive reporting of eight buildings collapsed in a short span of time and left 15 people dead in Kenya in 2015, the President issued an order to have every building in the nation inspected to make sure it complied with building codes. The National Construction Authority Report (2018) found that 58% of buildings in Nairobi were unfit for habitation and therefore should be brought down.

## **2.3 Theoretical Framework**

### **2.3.1 Priming Theory**

In this network, priming is the activation of a node that can act as a filter, an interpretive framework, or a presumption for additional filing or creating an order. Associative model of human memory in which an idea or concept is stored as part of a network and is semantically associated with other ideas or concepts, is the basis for priming theory, which has its roots in cognitive psychology.

The theory is used to illustrate how by giving people a basic understanding that the human brain makes decisions based on biases stored in human memory., media effects on the public can be strengthened. These memories can be created by the importance that is placed on certain news or information. The recollections are efficiently interconnected, preserved as discrete entities, and essentially function as a foundation for personal choices. Priming, then, provides a frame of reference that aids in the audience's evaluation of the situation and their assessment of the degree to which the media has aided in their decision-making. Priming Theory describes how media shapes people's perceptions and influences their decisions. As a result, when reporting on a subject, we utilize priming to emphasize how people's opinions can influence their decisions.

The idea of priming is crucial to media effects. Setting an agenda merely highlights the significance of the topic; on the other hand, priming clarifies the way the media information is retained in the human brain and the way it affects decision-making. Media

influence behavior or judgment by promoting associative thinking, which is brought on by mental associations formed in the memory.

In this study, the priming theory was applied to evaluate the influence of the media on public perception of collapsing buildings. Even though some buildings have reportedly been declared unsafe for human habitation, people continued to live in them until a number of them collapsed and killed a great deal of people. Some of the buildings have been considered as disaster bound to happen. Given that we live in a media focused universe, such researches focusing on media effects are vital in order to help address certain issues. The study will explore how semantic priming techniques was used to identify wordings that when primed would trigger the required effects among the audience. The study also explored how repetition priming was applied in order to pair stimulus and response repeatedly to bring the desired impact.

Priming is a critical approach to media effects, the tenet of priming theory stresses that Because the priming process merely indicates the importance of the problem, priming provides an explanation of how news messages are stored in the human brain and influence decision making.. When priming of disasters is properly done in the newspapers, the information stays in the readers' mind and triggers their decision after reading the news. Priming stresses, the importance of new in order to emphasize on the news being presented. The priming of news on disaster as they happen helps in laying emphasis on the disaster news as they happen.

### **2.3.2 Agenda Building Theory**

The process by which different groups try to get their interests to be considered by public policymakers is known as agenda building. Although Cobb and Elder originally developed the agenda-building theory as a political science theory in 1971, the agenda-building perspective highlights the significance of surrounding social processes in shaping decision-making and the kinds of policy outcomes that will be generated. It centers on the interaction between policymakers and society. However, it neglected to take into consideration Community stakeholders can consider the various options available for policy development. Classical democratic theory holds that “public

policymakers are called upon to encourage public participation in the interests of their constituents through autonomous media such as these.

While there are many assumptions to agenda setting theory, there are two fundamental assumptions. The first one is that government capabilities are inevitably constrained. There are always more issues than there is time to fully consider. Second, policy issues are definitional in nature rather than predetermined. A situation or collection of circumstances may or may not be a problem and a suitable subject of "public" concern, depending on beliefs and values in addition to the available facts. The other key points are that the agenda's status is usually subject to change, and that an issue's standing is determined by a complex struggle among various groups over which of the topics are appropriate for the agenda. This competition is characterized by attempts to push certain topics onto the agenda or to remove others from it, as well as by defining and redefining the issue's status.

Young, Zheng and Spiro (2011).while supporting the theory highlighted that The theory of agenda-building has two origins: media effects is one, and public policy and social influence are the other. The combination of the two broadens the theory's application and allows it to adjust to a more pluralistic understanding of the media and communication landscape as it exists today. On the other hand, the critics of the theory such as Nisbet, Brossard and Kroepsch (2003) stated that the media users' agenda building theory is not ideal. It's possible that the people are detail oriented. Those who have made up their minds are less affected. Problems cannot be created by media. They are limited to changing awareness levels, priorities, and importance, among other things.

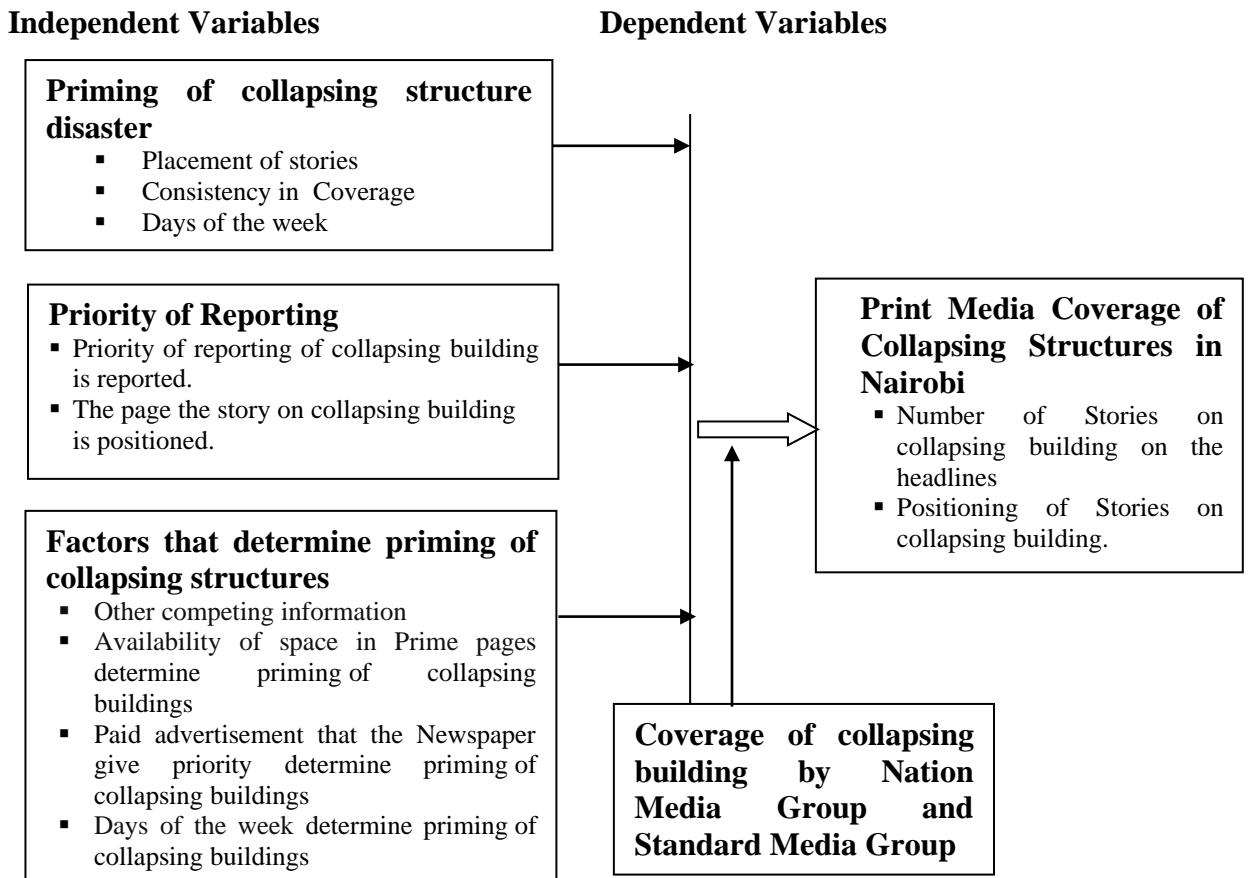
The way news stories and topics are presented has an impact on how the public is informed. In applying to this study, when breaking news about structures collapsing receives more attention and importance than other news, the audience is naturally led to believe that this is the most important information being provided... The media is able to set priorities of reports on collapsing structures and the media then according to how



people think and the media can determine how much influence the reports will have among the audience.

## 2.5 Conceptual Framework

The conceptual framework shows the interrelationship between the variable under investigation



**Figure 2.1 Conceptual framework**

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter outlines the methodology that was applied to the investigation. It goes on to detail the target population, sampling procedures, data type and source, and sample size selection methodologies. It also explains the procedure used to gather and examine the data.

##### **3.1.1 Research Approach**

This study adopted a mixed approach methodology which refers to a method used for conducting research that involves collecting; analyzing two type of data. This study, therefore used qualitative data to establish the coverage of disaster in Kenya by print media with reference to collapsing building. The analysis of this type of qualitative data consists of data extraction and analyzing thematically according to research-to-research questions. The analysis of the qualitative data (words, text or behaviors from *Daily Nation Newspaper* and *Standard Newspaper* on collapsing structures happenings in Nairobi County) typically followed the path of aggregating it into categories. This approach to research used when this integration provides a better understanding of the problem.

The study also used quantitative data which helped in determining the relationship in a population between an independent variable and a dependent or outcome variable. The quantitative research approach helped in the use of descriptive to establish associations between print media and their coverage of collapsing structures in Nairobi County. A Mixed method research design therefore offered the most appropriate method to understand this phenomenon. The study involved the collection and analyzing of quantitative data (Key Interviews) and gathering and analyzing of qualitative data for stories on collapsing buildings in Nairobi County).

#### **3.2 Research Design**

The study used descriptive research design because the study requires an in-depth understanding of the print media coverage of collapsing structures in Nairobi County with reference to the *Nation Newspaper* and the *Standard Newspapers*. Descriptive

studies are effective where the variables under the study cannot be quantified but can only be described in statistical form. Mugenda and Mugenda (2003) stated that descriptive survey enables the researcher to summarize and organize data in an effective and meaningful way.

Content analysis method was also employed the print media coverage of collapsing structures in Nairobi County where the study used newspaper articles (*Daily Nation* and *Standard Newspapers*) as the medium of content information to be used in the study. The content genre were (news on collapsing building, comments on collapsing structures) and any other related information. The criteria for inclusion in this study were (newspaper articles that mention collapsing structures in Nairobi County). The parameters in terms of date range were stories on collapsing structures in Nairobi County. The study site were *Nation Newspaper* and Standard Group libraries of both Nation where the researchers was able to physically locate all the newspapers to be reviewed.

### **3.3 Study Population**

According to Kothari (2011) target population comprises of all the items in a study. The population should be as big as one can be able to manage within the practical constraints available to the person. The target population for this study were all 730 News Paper (Nation Media Group and Standard Media Group) which are the 2 leading newspapers with a nationwide circulation from January 2015 to December 2015. The study focused on 2015 as the year that registered the highest number of collapsing building in Nairobi than any other year. *The Daily Nation* is published by the Nation Media Group and Standard Media Group that is Published by the Standard Media Group. The articles to be extracted was limited to news on collapsing buildings in Kenya. The study also targeted 8 key informants (2 News editors and 2 Managing editors) from each of the two Newspapers (*Daily Nation* and *Standard Newspaper*).

**Table 3.1 Publications**

<b>Study Duration</b>	<b><i>Daily Nation Newspaper</i></b>		<b><i>The Standard Newspaper</i></b>	
	Number of Days	Number of Articles	Number of Days	Number of Articles
<b>January</b>	0	0	0	1
<b>February</b>	2	6	2	7
<b>March</b>	1	1	2	2
<b>April</b>	0	0	0	0
<b>May</b>	3	5	2	5
<b>June</b>	1	1	2	3
<b>July</b>	3	6	3	6
<b>August</b>	2	3	3	4
<b>September</b>	1	1	1	3
<b>October</b>	2	5	1	6
<b>November</b>	1	2	2	2
<b>December</b>	0	0	2	3
<b>Total</b>	<b>16</b>	<b>30</b>	<b>20</b>	<b>42</b>

**Source: Field Study (2023)**

### **3.4 Sampling Method and Technique**

#### **3.4.1 Sample Size**

The study considered all related articles on collapsing structures from publications extracted from the 730 News Paper two newspapers. The stories that were extracted were based on collapsing building in the Kenya in 2015 and included related information from January, 2015 to December, 2015.

#### **3.4.2 Sampling Techniques**

Purposive sampling method was used to select all the articles from each of the two newspapers on disaster stories and related reporting that were covered by the two leading newspapers with a nationwide circulation from January 2015 to December 2015. The Newspapers are (*Daily Nation* (Published by the Nation Media Group) and *Standard Newspaper* (Published by the Standard Media Group). The stories to be extracted was based on collapsing building in the country in 2015 and included related data from January to December. The year 2015 was selected given that there were more cases of the collapsing building from January 2015 to December 2015 than any other period.

The study also conveniently selected 8 key informants (2 News editors and 2 Managing editors) that manage reporting on disaster from both *Daily Nation* and *Standard Newspapers*. The researcher selected 8 key informants since they were crucial for editorial decision making and the reporting. They are also editors that have been identified to regularly report on the issue of collapsing buildings and the was drawn from the two News Papers Heads Offices along Mombasa Road in Nairobi.

### **3.5 Data Collection**

The study used both Primary and Secondary data.

**Secondary data:** This type of data was based disaster stories and related reporting that were covered by the two leading newspapers with a nationwide circulation in the year 2015. The Newspapers that included in the study were *The Daily Nation* (Published by the Nation Media Group) and *Standard Newspaper* (Published by the Standard Media Group) Heads Offices along Mombasa Road in Nairobi. The number stories extracted will form the unit of analysis for this study is the individual articles that cover the collapsing structures.

The study was developed comprehensive codebook that contained codes with set of categories and sub categories guided by content genre. This helped in the inclusion and exclusion criteria for the content to be considered by the study. The content genre was (news on collapsing building and comments on collapsing structures) and any other related information. The study unit of Analysis is each story/article on collapsing structures and included hard News (Features, Editorial, Opinion, News Analyses, Cartoon, and New Brief on collapsing Structures in Nairobi).

**Primary data:** On the other hand, the primary data were collected through the use of semi-structured interviewing schedule that were administered to Key Informants. The in-depth interviews for Key Informants included the views, opinions, and suggestions from the 8 key informants (1 News editors, 2 Daily Newspaper Managing editors and 1 Sunday Editors) that manage reporting on disaster from both *Daily Nation* and *Standard*

*Newspapers* to supplement the information obtained from qualitative data. This also included Sunday Nation and Sunday Standard Editors). These two categories of respondents are assumed to have the required information of disasters.

The researcher employed many data collectors to extract all the information required and directly supervised the data collection process from the Key Informants to ensure that quality of the data collected is maintained. The study analyzed articles (stories) in their entirety from two leading newspapers in Kenya (*Nation Newspapers* and *Standard Newspapers*). According to an interview with the Daily Nation editor and the Sunday Nation editor, they published an average of 3 articles per day on a good day and 2 articles on a bad day in the 8 daily publications, and 2 articles per day on a good day and 1 article on a bad day for the Sunday Nations in the 11 days of the study duration. On the other hand, according to the newspaper editor of the Standard Daily and the Sunday Standard, they published an average of 3 articles on a good day and 2 on a bad day in the 12 daily publications, and 2 articles per day on a good day and 1 article on a bad day in the 3 Sunday Nation publications in the 15 days of the study duration. The analysis therefore covered 72 articles (stories) in the two newspapers (30 for the *Nation Newspaper* and 42 for *Standard Newspapers*).

The number total number of stories in the two newspapers were 72. This purposively represents the study sample size.

### **3.5.1 Unit of Analysis**

The study principal unit of analysis was news article(s) relating to mentions of collapsing buildings in Nairobi in the *Daily Nation* and the *Standard Newspapers*, published during the study timeline (January 2015 to December 2015). The stories include opinion pieces, letters to the editors, commentaries, hard news, and soft news articles. This study will adapt parts of article analysis unit codes identified by Linström & Marais (2012), and were categorized as placement, story type, size, story direction, theme and source. This study used the following unit codes for the analysis.

**Placement:** *Prominence of the coverage. FrontPage (headline/lead story), Page 2 (second lead), Page 3, fillers (inside stories), and back page story.*

**Story type:** *Hard news, soft news, editorial, opinion, letters to the editor, commentary and analysis, cartoons, and photos*

**Size:** *length of the story or column length allocated to it in centimeters square or its proportion in the A3 paper*

**Story Direction-***Positive, Negative and Neutral. These are adjectives that reveal the tone or sentiments of the article.*

**Timings:** *days of the week, Saturday or Sunday Newspapers*

**Theme:** *New cases, mitigation measures, policy implementation, rules and relation controlling the construction of buildings, procedures and requirements for construction approvals among others.*

**Sources:** *Editors, National Construction Authority, County Government, Kenya Association of Building and Civil Engineering Contractors (KABCEC), Architectural Association of Kenya (AAK), Legislation, Parliament*

### **3.6 Data Analysis**

The data analysis process involves collecting data, assembling it, and organizing its major components so that the results can be communicated easily and effectively (Kombo & Tromp, 2010). Data collected in the field was evaluated and comparisons made to select the most accurate and quality information from the data extraction from the Newspapers articles from *Daily Nation* and *Standard Newspaper*. The data analysis method was based on key themes that established what the various aspects of priming are applied to each story. These may include Placement, Size, Pictures and Graphics, Consistency of Coverage, days of the week and issues addressed concerning collapsing structures in Nairobi.

Based on content of qualitative data the analysis was done through thematic contextual analysis which also applied in order to draw conclusion according to the study objective and variables under investigation. The method enabled the identification of the more significant structures of the text's communication content. The researcher was also able to properly categorize and identify the properties of the vast amounts of textual data, including the frequencies of the most frequently used keywords. (Cooper and Schindler, 2001).

### **3.7 Data Presentation**

Data was presented through tables and was based on codes and sub codes based on the study themes and objectives. Frequency tables and percentage representations on recorded frequencies of similar texts based on the code was done to show the codes with the highest frequencies.

### **3.8 Ethical Consideration**

Permission was sought from the respondents and the University of Nairobi for the undertaking of this study. The Researcher also sought permission from National Commission for Science, Technology and Innovation (NACOSTI) and approval from the respective management of the targeted humanitarian organizations before data collection. Close supervision was also done on the secondary data extracted from the newspapers publications while consent was sought from the respondents (Key Informants) before embarking on the collection of data. Additionally, the respondents were guaranteed that no unauthorized individuals would obtain their information and that the data would only be utilized for the purposes specified by the study and were given the assurance that their information would remain private. Lastly, the researcher recognizes that respondents are free to choose not to respond to any questions.



## CHAPTER FOUR

### DATA ANALYSIS, PRESENTATION AND DISCUSSIONS

#### 4.1 Introduction

The purpose of this study was to find out the print media coverage of collapsing structures in Nairobi County with reference to the *Nation* and the *Standard Newspapers*. This chapter includes the researcher categorized viewpoints and opinions and presented the study's findings and discussions in this chapter using the data gathered from the questionnaires on the print media coverage of collapsing structures in Nairobi County with reference to the *Nation* and *The Standard Newspapers*. The study focused on two genres that include collapsing structure disaster stories and priming of collapsing building.

Therefore, the study sought to;

- a) Establish priming of collapsing structure disaster by the media in Nairobi County.
- b) Determining issues of priority in coverage of collapsing structures in Nairobi County.
- c) Interrogate the factors that determine priming of collapsing structures in Nairobi County Nation Media Group and Standard Media Group on collapsing building.

The study covered all the related News Paper Articles extracted from 730 articles drawn leading newspapers with a nationwide circulation from January 2015 to December 2015. The included extraction from *Daily Nation*, published by the Nation Media Group and *Standard Newspaper* that is Published by the Standard Media Group.

#### 4.2. Presentation of Findings

##### 4.2.1 The Research Questions and Hypothesis

The hypothesis of the study had suggested that print media coverage of collapsing structures in Nairobi County ». The measurement of the DV (print media coverage of collapsing structures in Nairobi County) which were measured by consistency in coverage, number of coverage, story position and size of coverage). On the other hand,

the study also tested the first IV» priming of stories on collapsing buildings in Nairobi (Placement, Size, Pictures and Graphics, consistency in coverage, days of the week). The second IV determining issues of priority in coverage of collapsing building in Nairobi while the third IV were the factors that determine priming of collapsing structures in Nairobi County.

### 4.3 Content Categories developed from the Study

The study looks at various categories of responses according to the study themes and included General Information, priming of stories on collapsing buildings in Nairobi, Determinant issues of priority in coverage of collapsing building in Nairobi and the Factors that determine priming of collapsing structures

**Table 4.1 Content Categories developed from the Study**

Code	Content Category	Content Unit
1	General Information	The name of the media house; years worked in the media ; years worked in the currents News Paper organization; designation(News editors or Managing editors); experience in reporting on disaster; years reporting on disaster.
2	Priming of stories on collapsing buildings in Nairobi	Placement, Size, Pictures and Graphics, consistency in coverage, days of the week
3	Determinant issues of priority in coverage of collapsing building in Nairobi	Other competing information; time of happening; number of casualties or deaths ; number of victims held in the debris; difficulty of the rescue mission
4	Factors that determine priming of collapsing structures	Other competing information; availability of space in Prime pages; days of the week; paid advertisement

$$\text{Coefficient of reliability} = \frac{\text{Number of Units in the same category}}{\text{Total number of units coded}} \times 2$$

Holsti (North et al, 1963) suggested a formula to arrive at inter coder reliabilities.

$$R = \frac{2(C1, 2)}{C1 + C2}$$

#### 4.4. Content Analysis per Category

##### 4.4.1 General Information

The general information was crucial in ensuring that the study is inclusive of the respondents intended for the study; the study evaluated the years worked in the media houses, the years worked in current media houses and the years that the respondents had reported on disaster. The general information also included the designation of the respondents. The response is shown in table 4.1.

**Table 4.2 General Information**

<b>Code</b>	<b>Category</b>	<b>Total N (%)</b>
<b>1</b>	<b>Name of the Media Houses</b>	
	Nation Media House	4 (50.0)
	Standard Media House	4(50.0)
	<b>Total</b>	<b>N=8(100.0)</b>
<b>2</b>	<b>Years worked in the media</b>	
	Less than 2 Years	1(12.5)
	2-5 Years	2(25.0)
	6 and above years	5(62.5)
	<b>Total</b>	<b>N=8 (100.0)</b>
<b>3</b>	<b>Years worked in News Paper organization</b>	
	Less than 2 Years	0(0.0)
	2-5 Years	1(12.5)
	6 and above years	7(87.5)
	<b>Total</b>	<b>N=8 (100.0)</b>
<b>4</b>	<b>Have you ever reported on disaster</b>	
	Less than 2 Years	0(0.0)
	2-5 Years	1(12.5)
	6 and above years	7(87.5)
	<b>Total</b>	<b>N=8(100.0)</b>
<b>5</b>	<b>Designation</b>	
	News editors	4(50.0)
	Managing Editor	4(50.0)
	<b>Total</b>	<b>N=8(100.0)</b>
	N=5	

The findings of the study established that equal number of News Editors **and** Managing Editors from the two newspapers, the Daily Nation, published by the Nation Media Group and the *Standard Newspaper* that is Published by the Standard Media Group. The

finding of the study of the study established that 12.5% of the respondents Years worked in News Paper company or have you ever reported on disaster for less than 2 Years, 25.0% of the respondents had worked for the media houses 2-5 Years while 62.5% of the respondents had worked d for the media houses for 6 and above years. The findings of the study established that the respondents had worked for the media houses for less than 2 Years, 25.0% of the respondents had worked for the media houses 2-5 Years while 62.5% of the respondents had worked d for the media houses for 6 and above years.

The finding of the study of the study established that 12.5% of the respondents had worked in News Paper company or had reported on disaster for less than 2 Years, 25.0% of the respondents had worked in News Paper company or had reported on disaster for 2-5 Years while 62.5% of the respondents had worked in News Paper company or had reported on disaster for. 6 years and above.

**Table 4.3 Level of Publicity**

	<i>Nation Newspaper</i>		<i>Standard Newspaper</i>	
	<b>Findings</b>	<b>Significance</b>	<b>Findings</b>	<b>Significance</b>
<b>Placement:</b>	First page 70%	Very important	First page 80%	Very important
	Back page 60%	Important	Back page 60%	Important
	Editorial (40)	Averagely important	Editorial (30)	Averagely important
	Other (less than 20%)	More recent and important stories	Other (less than 20%)	More recent and important stories
<b>Size of the Picture or the Story:</b>	Full Page (50%)	Current but competition with other issues	Full Page (60%)	Current but competition with other issues
	Half Page (60%)	Current and important	Half Page (30%)	Current and important
	Quarter page(80%)	Current and very important	Quarter page(80%)	Current and very important
<b>Pictures and Graphics:</b>	Colored(60%)	Current but competing with other issues	Colored(70%)	Current but competing with other issues
	Black and White(40%)	important but not current	Black and White(30%)	important but not current
<b>Consistency in coverage</b>	Incident reported more than 5 times(30%)	Very important	Incident reported more than 5 times(14%)	Very important

	Incident reported 2- 5 times(80%)	Important	Incident reported 2- 5 times(83%)	Important
	Incident reported less than 2 times(10)	Important but competing with other reports	Incident reported less than 2 times(2%)	Important but competing with other reports

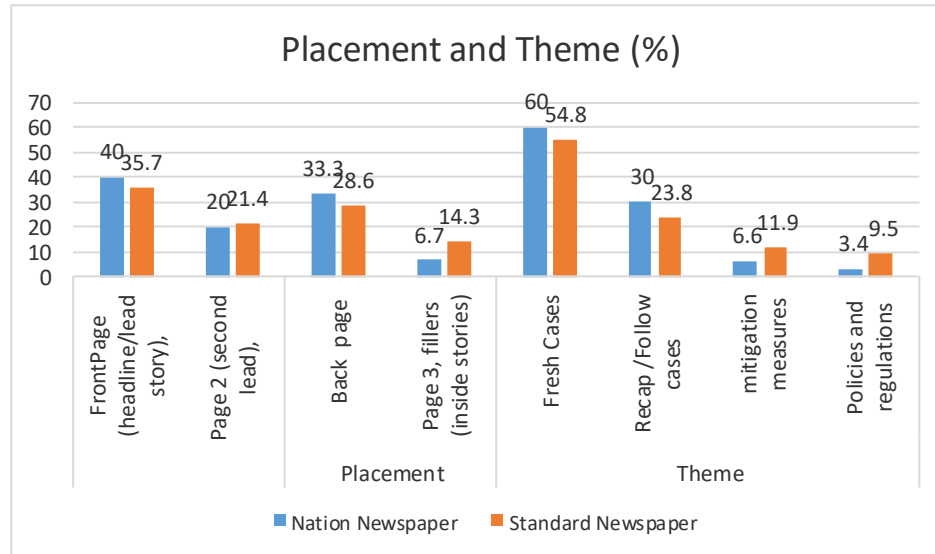
The results indicated that the stories in the articles were given different emphasis in the two newspapers, as indicated above. The editorial additives that included the placement of the story, which included placement on the back page and front page; the size of the picture or the story; and the graphics indicated the level of publicity that was intended for that story, as indicated in Table 4.2 above. Additionally, the findings indicated that most of the individual incidences were reported between 2 and 5 times, which indicated that the stories were perceived as important.

#### **4.4.2 Priming of stories on collapsing buildings**

The research aimed at establishing the priming of collapsing structure disaster by the media in Nairobi County. The study evaluates how the stories on collapsing buildings in Nairobi are placed, the size of the size of the picture or the stories on collapsing buildings in Nairobi. How the pictures and graphics are presented, the consistency in coverage and the days of the week was also assessed by the study.

#### **Placement and Story Theme**

The study in assessing the Priming of stories on collapsing buildings, assessed the placement and story themes on collapsing building in Nairobi in Nairobi to compared similarities and the themes of the stories on collapsing building were covered by the two leading newspapers in Kenya (*Nation Newspaper* and the *Standard Newspapers*)

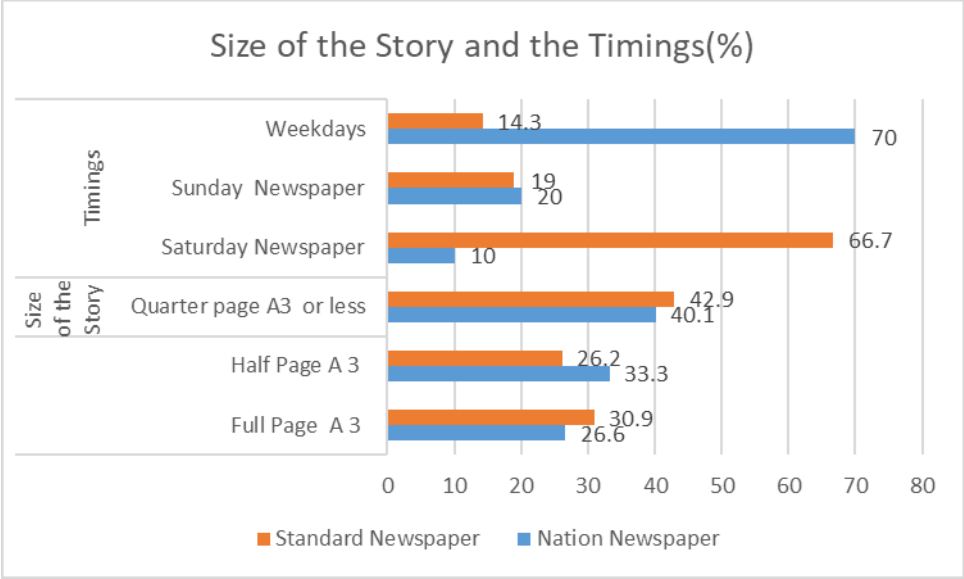


#### Figure 4.1 Placement and Theme

The findings of the study as indicated in Figure 4.1 shows that 40% of the stories covered on collapsing buildings were placed on the first page by the *Nation Newspaper* and 35.7% of such stories were placed on the front page by the *Standard Newspaper* as a Headline story. Results also indicated that 33.3% of the stories covered on collapsing buildings were placed on the back page by the *Nation Newspaper* and 28.6% of such stories were placed on the back page by the *Standard Newspaper*. It also indicated that 60% of the stories covered by the *Nation Newspaper* and 54.8% of such stories covered by the *Standard Newspaper* were fresh cases /news on collapsing buildings in Nairobi, 30% of the stories covered by the *Nation Newspaper* and 23.8% of such stories covered by *Standard Newspaper* on the collapsing buildings in Nairobi were recap stories and that 6.6% by the *Nation Newspaper* and 11.9% of these stories covered by *Standard Newspaper* on the collapsing buildings in Nairobi were on mitigation measures. The findings of the study also established that 3.4% by the *Nation Newspaper* and 9.5% of these stories covered by *Standard Newspaper* on the collapsing buildings in Nairobi were on policies and regulations.

#### Story Size and the Publication Timing

Story size and the publication timing of stories on the collapsing buildings in Nairobi and the findings were as follows.



**Figure 4.2 Size of the story and the Timings**

Results shows that 30.9% of the stories covered on collapsing buildings were reported full page of size 3 by the *Nation Newspaper* and 35.7% of such stories were reported full page of size 3 by the *Standard Newspaper*, although most of these stories were covered on a quarter page of A3 by both *Nation Newspaper* and *Standard Newspaper* at 42.9% and 40.1% respectively; *Nation Newspaper* covered these stories mostly on weekdays representing 70% of all related stories on collapsing buildings compared to only 14.3% covered on weekdays by the *Standard Newspaper*. Notably, *Standard Newspaper* covered these stories mostly on Saturday representing 66.7% of all related stories on collapsing buildings compared to only 10.0% covered on Saturday by the *Nation Newspapers*.

**Story Type, Story Direction and Sources**

The study had sought to establish **story** type, story direction and sources of the stories on the collapsing buildings in Nairobi that were covered by the two newspapers and the findings were as follows.

**Table 4.4 Story Type, Story Direction and Sources**

Measuring Unit	Sub-Unit		<i>Nation Newspaper</i>	<i>Standard Newspaper</i>
			N(%)	N(%)
Story type	Hard News		9(30%)	11(26.2%)
	Soft News		7(23.3%)	8(19.0%)
	Editorial		3(10%)	3(7.1%)
	Opinion		2(6.7%)	4(9.5%)
	Letter to the editor		2(6.7%)	2(4.7%)
	Commentary		1(3.3%)	3(7.1%)
	Photos	Colored	5(16.7%)	7(17.0%)
		Black and White	1(3.3%)	3(7.1%)
Cartoon		0(0.0%)	1(2.3%)	
<b>Total</b>			<b>30(100.0%)</b>	<b>42(100.0%)</b>
Story Direction	Positive		9(30%)	10(23.8%)
	Negative		18(60%)	27(64.3%)
	Neutral		3(10%)	5(11.9%)
<b>Total</b>			<b>30(100.0%)</b>	<b>42(100.0%)</b>
Sources	Editors		18(60%)	29(70.0%)
	<i>Commentators</i>		7(23.3%)	9(21.4%)
	<i>Government Ministry</i>		2(6.7%)	3(7.1%)
	<i>Sector Regulatory Agencies</i>		3(10.0%)	1(1.5%)
<b>Total</b>			<b>30(100.0%)</b>	<b>42(100.0%)</b>

Research shows that when the study evaluated the priming of the stories on collapsing buildings in relation to Story type that included Hard News, Soft News, Editorial, Opinion, Letter to the editor and Commentaries on the collapsing buildings in Nairobi that were covered by the two newspapers. The results indicated that hard news comprised the highest percentage of the stories at 30% for the Nation News Paper and 26.2% for the *Standard News Paper* followed by soft stories at 23.3% for *Nation Newspaper* and 19.0% for *Standard Newspaper*. Story presentation using cartoons was the least used type of storytelling for the two newspapers with Nation not using it at all although, the *Standard Newspaper* used the story type.

The study also sought to establish the Story Direction whether they were positive, negative or neutral and established that 60% of the stories covered by the *Nation Newspaper* were negative while the negative stories by the *Standard Newspaper* that were negative comprised of the 64.3% of the total stories while the 30% of the stories covered by the *Nation Newspaper* were positive with related stories covered by the



*Standard Newspaper* comprised of 23.8% of the total number of stories. The results also indicated that only 10% of the stories covered by the *Nation Newspaper* on collapsing buildings in Nairobi were neutral while 11.9% on the stories covered by the *Standard Newspaper* were the ones covered by the *Standard Newspaper*.

Lastly, the priming factor news covered by the study was the sources of stories on collapsing buildings in Nairobi and indicated that the news by the editors of the two newspapers and comprised of the 60% of the stores covered by the *Nation Newspaper* and 70.0% of the stores covered by the *Standard Newspaper*. This was followed by the related stories on collapsing buildings stories by commentators in the *Nation Newspaper* at 23.3% and *Standard Newspaper* at 21.4%. The stories from Sector Regulatory Agencies and other government agencies represented only 10.0% of the stories on collapsing buildings stories by *Nation Newspapers* while only 1.5% of the stories covered by *Standard Newspapers* being from the sector regulatory agencies.

The analysis from key interviews for editors from the two newspapers were as follows.

**Table 4.5 Priming of stories on collapsing buildings**

<b>Response Coding</b>	<b>Priming of stories on collapsing buildings in Nairobi</b>	<b>Agree</b>	<b>Disagree</b>
1	<b>Placement:</b> The stories and the photos are strategically placed (First page, second page, center or other places)	5(62.5)	3(37.5)
2	<b>Size of the Picture or the Story:</b> The photo and story sizes are given enough space	7(87.5)	1(12.5)
3	<b>Pictures and Graphics:</b> Pictures are colored with good graphics	6(75.0)	2(25.0)
4	<b>Consistency of Coverage:</b> The stories and photos on collapsing building are frequently covered.	8(100.0)	0(00.0)
5	<b>Days of the week(Timing):</b> Coverage on collapsing building vary according to the day of the week	7(87.5)	1(12.5)
6	<b>Story type:</b> (Hard News, Soft News, Editorial, Opinion, Letter to the editor, Commentary and Photos)	7(87.5)	1(12.5)
7	<b>Story Direction:</b> Positive, Negative and Neutral	6(75.0)	2(25.0)
8	<b>Sources:</b> Editors, Commentators, Government Ministry, Sector Regulatory Agencies	8(100.0)	0(00.0)
	N=8		

The findings of the study show that most of the respondents felt that the stories and the pictures on collapsing buildings in Nairobi are placed either on the first pages of the

newspaper for the first day and the second day following the happenings of such calamities although the placing is taken to the third and fourth pages of the newspapers from the third day of the occurrence of such calamities. The pictures are always centered on the first page or on the second pages of both *Nation Newspaper and Standard Newspapers*. The findings on the position of collapse building stories by the 2 newspapers supports findings by Bruns, (2019) the media houses print issues that give more weight in strategic pages and in most cases, the front pages of the newspapers. This furthers indicated that the placement of the news on collapsing building in Nairobi on the front, second or third pages can not only be used for informing the readers but also can used as a tool of sensitization.

Pictures and graphics of collapsing buildings in Nairobi in both *Nation Newspapers and Standard Newspapers* according to results are photos of real pictures taken from the scene of the happenings and therefore presented in a photo form. The photos are colored and not black and white and are well positioned and placed at the center either the front page or second pages depending on the day of the happening.

The covering of the collapsing buildings in Nairobi in both *Nation Newspaper and Standard Newspapers* as indicated in the study are more frequent in the first three days following the collapsing buildings. After the third day, the consistency in reporting of collapsing buildings in Nairobi in both *Nation and Standard Newspapers* are less frequent. This indicates that the news are less frequent as the days go by. Results also indicated that reporting of the collapsing buildings in Nairobi is not determined by the days of the week but are reported as they happen regardless of the day of the week.

On the response of the Story type covered by the study, there was agreement that the covering of the collapsing buildings in Nairobi in both *Nation Newspaper and Standard Newspapers* included Hard News, Soft News, Editorial, Opinion, Letter to the editor, Commentary and Photos. The stories mostly covered by the two Newspapers were hard stories, covered by soft stories and then the editorial and commentaries. The response from the two newspaper editors indicated that the story direction included the three direction of Positive, Negative and Neutral although most of the stories in both of the two newspapers were of negative direction.

Lastly, the respondents indicated that the story source that included the Editors, Commentators, Government Ministry, Sector Regulatory Agencies played a critical role in priming of stories on collapsing buildings in Nairobi in both *Nation Newspaper* and *The Standard Newspapers*. The findings of the study also indicated that editorial stories represented a big percentage on collapsing buildings in covered in both *Nation Newspaper* and *Standard Newspapers* the followed commentaries.

#### **4.4.3 Determinant issues of priority in coverage**

The second objective was to establish the determinants of issues of priority in coverage of collapsing buildings in Nairobi, County. Prioritizing of study in media reporting is important concept in media coverage and effect. While agenda setting brings out only the importance of the issue, prioritizing of stories helps in arranging and position of information so that optimization of coverage of a give story is achieved.

Ghassabi and Zare-Farashbandi (2015) observed that the media has a significant impact on public education, early warning systems, and disaster management; as a result, they help to minimize the number of casualties and financial losses brought on by natural disasters. Therefore, identifying the determinants of issues of priority in coverage of collapsing buildings in Nairobi, County is crucial in disaster management involving collapsing building.

**Table 4.6 Determinant issues of priority in coverage**

<b>Response Coding</b>	<b>Determinant issues of priority in coverage of collapsing building in Nairobi</b>	<b>Agree</b>	<b>Disagree</b>
1	Other competing information/ News; number of victims held in the debris; difficulty of the rescue mission determine prioritizing of news on collapsing building in Nairobi	7(87.5)	1(12.5)
2	Time Of Happening determine prioritizing of news on collapsing building in Nairobi	6(75.0)	2(25.0)
3	Number Of Casualties Or Deaths determine prioritizing of news on collapsing building in Nairobi	8(100.0)	0(00.0)
4	Number Of Victims Held In The Debris and the duration that it takes to rescue them determine prioritizing of news on collapsing building in Nairobi	6(75.0)	2(25.0)
5	Difficulty Of The Rescue Mission determine prioritizing of news on collapsing building in Nairobi	5(62.5)	3(37.5)
	N=5		

Results showed that most of the respondents felt that other competing information that the two media houses felt that should be placed in the prime pages. The results also indicated that most of the respondents felt that number of victims held in the debris also determined the consistency in coverage and the position of stories on of the collapsing buildings in Nairobi. The other was the difficulty of the rescue mission from the collapsing buildings in Nairobi.

Most of the respondents as showed in the study felt that time of happening of collapsing buildings and number of casualties or deaths involved in a particular incidence also determined the consistency in coverage, positioning and size of the story or the pictorial coverage by both the Nation Media Group and The Standard Group Media Newspapers. The study established that Saturdays and Sundays news coverage of collapsing building in the by both the Nation Media and The Standard Group Media Newspapers was only covered in the front pages with both Nation Media Group and The Standard Group Media Newspapers covering their usual weekend feature articles and magazines

The number of victims held in the debris influenced the duration that both Nation Media Group and The Standard Group Media Newspapers covered the stories on of collapsing

buildings in Nairobi. The results felt that only to some extent the number of victims held in the debris influenced the colors and the size of related photos during related coverage by the two media houses.

The results also duration that it takes to rescue them victims especially the ones held in the debris of the collapsed buildings influenced the duration that both Nation Media Group and The Standard Group Media covered the incidences. The longer the rescuing from the debris took the more days the story and other coverage took although the position of the coverage changed as the story was pushed to pages further from the first, second or third pages. Additionally, the photos and the stories were not held in the middle but pushed to the side columns at the edges of the newspaper pages. Lastly, the findings of the study indicated that most of the respondents felt that difficulty of the rescue mission to some extent influenced the number of victims held in the debris influenced the colors and the size of related photos during the coverage by the two media houses.

#### **4.4.4 Factors that determine priming of collapsing structures**

The third objective was to establish the factors that determine priming of collapsing structures in Nairobi, County. As much as the priming is an important concept in media effects, the tenet of priming theory stresses that while agenda-setting highlights the issue's significance, priming provides an explanation of how media information is retained in the human mind and how it affects decision-making, there is need for establishing the factors that determine priming of collapsing structures in both the two newspapers.

**Table 4.7 Factors that determine priming of collapsing structures**

<b>Response Coding</b>	<b>Factors that determine priming of collapsing structures</b>	<b>Agree</b>	<b>Disagree</b>
1	Other competing information(Politics and other stories) determine priming of collapsing buildings	8(100.0)	0(00.0)
2	Availability of space in Prime pages determine priming of collapsing buildings	6(75.0)	2(25.0)
3	Paid advertisement that the Newspaper give priority determine priming of collapsing buildings	5(62.5)	3(37.5)
4	Days of the week determine priming of collapsing buildings	7(87.5)	1(12.5)
	N=4		

One of the factors that affect the priming and position of news on collapsing building are other competing information such as politics and other stories that present current agenda or what is currently prevailing. The other factor that was highlighted by the respondents is the availability of space in prime pages and the whether the news have come in when the newspapers (*Daily Nation* and *Standard Newspaper*) have organized their next publications on the following day. Most of the respondents were of the opinion that the other factor that the determine the priming of news on collapsing buildings in Nairobi by *Daily Nation* and *Standard Newspaper* is the paid advertisement that the Newspaper give priority. The media houses are sometimes forced to place clients' advertisements on the prime pages and this may push the articles and pictures to non-prime placement in the newspaper.

Lastly, the days of the week also determine the number of pictures and the position of the photos on collapsing building although the news are reported as they happen regardless of the day of the week. Most of the respondents felt that reporting on collapsing building in Nairobi is reduced towards the end of the week and that news on collapsing building in Nairobi do not replace positioning of always planned weekend futures such as weekend magazine.

**Table 4.8 Coverage of disaster happenings by Nation Media Group and Standard Media Group**

<b>Response Coding</b>	<b>Coverage of disaster happenings by Nation Media Group and Standard Media Group</b>	<b>Agree</b>	<b>Disagree</b>
1	There is adequate reports and stories on collapsing building in Kenya	5(62.5)	3(37.5)
2	The media house carry out many stories on collapsing building	6(75.0)	2(25.0)
3	The media houses only revisit the stories collapsing building in Kenya only when a similar incidence happen	8(100.0)	0(00.0)
	N=3		

The results shows that most of the respondents felt that there is always adequate reports and stories on collapsing building in Kenya given that the coverage in terms of stories, photos and pictures are strategically placed on the first, second and the third pages of the two publications (*Daily Nation* and *Standard Newspapers*). This indicated that reporting on collapsing buildings are adequate and that the stories are not under reported or less covered.

The results also indicated that the media house carry out many stories on collapsing building given that both the newspapers carry the news of all the happenings of collapsing building as they occur and the stories are placed in prime pages of the two newspapers. This mean that the two media houses prioritize news on collapsing buildings as they happen in Nairobi County.

Lastly, the media houses only revisit the stories collapsing building in Kenya only when a similar incidence happen. This indicated that the stories are not followed up or revisited until another disaster on collapsing building happen. The reporting is reactive and not active as there are no stories on the same until they happen.

#### **4.4.5 Analysis of the Data Extracted from the Newspapers**

The study evaluated extracted data that included stories, pictures and photos on collapsing structures in Nairobi County covered by Nation Media Group and Standard Media Group newspapers (*Daily Nation Newspaper* and *The Standard Newspaper*). The study will only be based on the two leading media houses in print media (Nation Media

Group and Standard Media Group) and will include coverage of events and issues in relation to collapsing buildings in Nairobi County that present a major challenge to disaster management in the country. The data focused on the stories on collapsing building in the country covered by *Nation Newspaper* and *The Standard Newspapers*. The study covered all the articles from the 730 daily publications from the two newspapers. The extraction included the related stories from 1<sup>st</sup> January 2015 to December,2015. The study analyzed articles (stories) in their entirety from two leading newspapers in Kenya (*Nation Newspapers* and *Standard Newspapers*). According to the findings from the Daily Nation editor and the Sunday Nation editor, they published an average of 3 articles per day on a good day and 2 articles on a bad day in the 8 daily publications, and 2 articles per day on a good day and 1 article on a bad day for the Sunday Nations in the 11 days of the study duration. On the other hand, according to the newspaper editor of the Standard Daily and the Sunday Standard, they published an average of 3 articles on a good day and 2 on a bad day in the 12 daily publications, and 2 articles per day on a good day and 1 article on a bad day in the 3 Sunday Nation publications in the 15 days of the study duration. The analysis therefore covered 72 articles (stories) in the two newspapers (30 for the *Nation Newspaper* and 42 for *Standard Newspapers*).

The analysis was based on a checklist of priming factors of stories on collapsing buildings in Nairobi in the study period.



**Table 4.9 Check list for Priming factors of stories on collapsing buildings in Nairobi**

<b>Checklist Coding</b>	<b>Priming factors of stories on collapsing buildings in Nairobi</b>	<b>Findings</b>	<b>Conclusion</b>
1	Placement(First page, second page, center or other places)	Stories are mostly placed at the center on the first page on the first day of publication following the collapse of the building; sometimes there are additional pictures of the scene	The stories and the pictures are pushed to the subsequent pages as the days go by ; they are not centered and sometimes placed at the edge of the page with a small story underneath
2	Size of the Picture or the Story	The sizes of the pictures and the stories cover half of the page or even $\frac{3}{4}$ of the page especially on the first day of the happening	The pictures are pushed to the subsequent pages as the days go by ; the sizes of the pictures are minimized in the subsequent pages
3	Pictures and Graphics	The pictures and the graphics on the cover half are always colored on the first day of the happening	The pictures are black and white in subsequent pages as the days go by ;
4	Consistency in coverage	The stories are covered frequently for the three days although in the fourth day the stories are rarely covered	The consistency in coverage reduces on the third day and the consecutive days
5	Days of the week	News on collapsing buildings are reported as they happen regardless of the day of the week.	New and photos on collapsing building in Nairobi is reduced towards the end of the week and that news on collapsing building in Nairobi do not replace positioning of always planned weekend futures such as weekend magazine.
6	Story type	Most of the stories are Hard News, followed by Soft News while the least were stories on Commentary .	The stories are hard and most of them are placed on the first page
7	Story Direction	Most of the story direction is always negative	The stories highlight the negative part and the consequences of these happenings
8	Sources	The main source of these stories are from editors followed by Commentators while the least percentage are stories from Sector Regulatory Agencies	The directors is the main source of stories on collapsing buildings
	N=8		

The results shows that stories on collapsing buildings are mostly placed at the center on the first page on the first day of publication following the collapse of the building and t sometimes there are additional pictures of the scene in the second and third pages of the same publication. The results indicated that the pictures and stories are pushed to the subsequent pages as the days go by. This means that the stories on collapsing building are not given priming and prioritizing of these stories diminish as the time goes. Additionally, the sizes of the pictures are minimized in the subsequent pages and days

The sizes of the pictures and the stories cover half of the page or even  $\frac{3}{4}$  of the page especially on the first day of the happening as indicated in the study. Meaning that a lot of attention and priority is given to news on collapsing building on the first day of its happening. The findings of the study also indicated that the pictures and the graphics on the cover page and that half of the pages that are always colored on the first day of the happening, although these change to black and white in the subsequent publication.

The stories on collapsing building are covered frequently for the three days although in the fourth day the stories are rarely covered in the two dailies as results indicated. This means that the priming by the two media houses of the stories on collapsing reduce as time goes although they are rarely covered. Finally, the results of the study also established that news on collapsing buildings are reported as they happen regardless of the day of the week.

**Table 4.9: Important Elements of the stories**

#	The what element of the story	Findings	Important information
1	Agenda building	The findings of the study established that (90) of the stories were able to build a discussion and prompting the NBCA to implement effective policies for the implementation of the of inspection of new buildings	The importance of proper licensing, inspecting and evaluation of ongoing on construction projects The negligence of the government agencies in implementing the necessary legislation and forming of new policies necessary for increasing safety in the construction industry.
2	Agenda Setting	The results indicated that the media was able to heighten licensing of the construction of new buildings and inspection of the ongoing ones	The effectiveness of the existing agencies in licensing , inspecting and evaluation of ongoing on construction projects; establishment of the reasons that contribute to the collapsing of the buildings
	N=2		

The findings of the study established that 90 of the stories were able to build a discussion, prompting the NBCA to implement effective policies for the implementation of the inspection of new buildings. The results also indicated that the media was able to heighten licensing for the construction of new buildings and inspection of the ongoing ones. The study findings point to the ability of the media to set the agenda for identifying the reasons why buildings are collapsing and recommending solutions for collapsing buildings. The study also highlights the role of the media in setting out discussions that help in identifying weaknesses in the oversight and licensing agencies and proving names of culprits that contribute to the collapse of buildings by highlighting consequences, immediate and underlying reasons, or just describing the events.

The findings indicated the ability of the stories to prompt discussion that helped pinpoint the areas with challenges and weaknesses in the government agencies that are tasked with overseeing the implementation of government policies in the construction industry. While the effect of the stories may have been short-lived, they were able to set out an agenda for

discussion on the need for more control and monitoring of the sector. Conclusively, the stories have had a huge contribution to the agenda through their stories on collapsing buildings.

#### **4.5 Conclusion**

The stories and issues of collapsing buildings is regarded as a crucial news item by both the media houses, although news on political activities and utterances by politicians are given more priority given that such news sell more, news on collapsing building are given priority in the newspaper publications and placed on the first pages of the daily publications especially when the events involve many casualties and deaths. Strategic positioning of such stories are given priority and placed on either first or second pages on the first reporting after the happening and placed further in the inside pages as days go by and the other events such as politics are given more priority.

Collapsing building are given priority in the newspaper publications and placed on the first pages of the daily publications especially when the events involve many casualties and deaths in both *Nation Newspaper* and *Standard Newspaper* indicated that stories are given priority and placed on either first or second pages on the first reporting after the happening and placed further in the inside pages as days go by and the other events such as politics are given more priority.

Most case the pictures and stories in collapsing buildings are placed on either first or second pages on the first reporting after the happening and placed further in the inside pages as days go by and that stories on collapsing building are positioned in the newspapers either in front at the center or page two depending on the magnitude of the disaster and where there are still survivors held in the debris or are being removed and whether rescue mission is on course. There is need for the media houses including newspapers to properly place the news on collapsing buildings, public interviews and share contents that highlights the dangers of living in building that seem not properly done and condemned house that are not fit to be lived in.

The reporting of the stories on collapsing buildings was able to build and setting an agenda around the importance of proper licensing, inspecting and evaluation of ongoing

on construction projects; highlighted the negligence of the government agencies in implementing the necessary legislation and forming of new policies necessary for increasing safety in the construction industry. Additionally, the stories were able to highlight the effectiveness of the existing agencies in licensing, inspecting and evaluation of ongoing on construction projects.

In addition, while the effect of the stories may have been short lived but they were able to set out an agenda for discussion on the need for more control and monitoring of the sector. Conclusively, the stories have had a huge contribution to the agenda through their stories on collapsing buildings.

The study of the stories covered on collapsing buildings were placed on the first page by both *Nation Newspaper* and *Standard Newspaper* that fresh cases /news on collapsing buildings in Nairobi were given placed on the front pages in both Newspaper. The placing that comprised of the lowest percentage was in the inside or filter pages although the *Standard Newspaper* had a higher percentage compared to the *Nation Newspaper*. The story theme that was least covered by both *Standard Newspaper* on the collapsing buildings in Nairobi were on policies and regulations while the theme that presented the highest coverage was fresh cases.

*Standard Newspaper* mostly covered the stories on collapsing buildings in Nairobi on Saturday while the *Nation Newspaper* mostly covered such stories on weekdays as indicated in the study. Hard news comprised the highest percentage of the stories covered by the both *Nation Newspaper* and *The Standard Newspaper* followed by soft stories although the story presentation using cartoons was the least used type of storytelling for the two newspapers with *Nation Newspaper* not using it at all although, the *Standard Newspaper* used the story type. In terms of the direction of the stories covered by the two Newspaper, most of them were negative with only less than thirty percentage considered as positive. The stories from Sector Regulatory Agencies and other government agencies represented the low coverage with coverage of the stories from sector regulatory agencies by *Standard Newspapers* being even very low at less than two percent.

Lastly, the data extracted from the secondary data that covered all the newspapers daily publications and extract information on collapsing building in the country in 2015 and will include data from January ,2015 to December,2015, showed consistent findings with the primary data collected from the News Editors **and** Managing Editors from the two *Daily Nation* and *The Standard* daily newspaper publication by Nation Media Group and Standard Media Group respectively.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter includes recommendations related to the study's topic, conclusions drawn from the data provided by other respondents, and a summary of those findings. After assessing the data, the researcher makes any suggestions for further studies. The study concludes with findings, suggestions, and recommendations for more research on how Nairobi County's collapsing structures were covered in print media. with reference to the *Nation Newspaper* and *The Standard Newspaper*.

#### 5.2 Summary of Findings

#### 5.2 Discussions

##### 5.2.1 Priming News on Collapsing Buildings in Nairobi

The findings of the study indicated that the stories and the pictures on collapsing buildings in Nairobi are placed either on the first pages of the newspaper for the first day and the second day following the happenings of such calamities although the placing is taken to the third and fourth pages of the newspapers from the third day of the occurrence of such calamities. The pictures are always centered on the first page or on the second pages of both *Nation Newspapers* and *Standard Newspapers*. This shows that prioritizing stories on collapsing buildings in Nairobi can not only help in reporting of news on when disaster such as collapsing of building but can also help in risk reduction as highlighted by Kunguma(2017) that incorporating information into disaster risk reduction and management (DRRM) activities can make planning and implementation of risk reduction strategies in DRRM more effective..

Although the findings indicated that prioritizing stories on collapsing buildings can help in the reduction of risk associated with disaster and provide an important component of disaster management, the findings are in contrary with The Media Council of Kenya (2016) that established that the media has not prioritized disaster reporting in the country and thereby failing to effectively used media in disaster management.

The photos of stories covered in the (2) two newspapers on collapsing building are colored and not black and white, they are well positioned and placed at the center either the front page or second pages depending on the day of the happening. This positioning in strategic areas of the newspaper pages contributes to the effectiveness on the issues being reported. In addition to this, given that the covering of the collapsing buildings in Nairobi in both *Nation Newspapers* and *Standard Newspapers* are more frequent in the first three days following the collapsing buildings and after the third day, the consistency in coverage of collapsing buildings in Nairobi in both *Nation Newspapers* and *Standard Newspapers* are less frequent shows how strategically, the two media houses places emphasis on new stories.

### **5.2.2 Determinant issues of priority in coverage**

The competing information that the two media houses felt that should be placed in the prime pages and the number of victims held in the debris also determined the consistency in coverage and the position of stories on of the collapsing buildings in Nairobi. This supports findings by Reilly and Atanasova (2016) that emphasized the need to the availability of space in Prime pages determine priming of collapsing buildings and the number and type of paid advertisement by a given Newspaper. On the other hand, the news on the collapsed building was only covered in the front pages with both *Nation Newspaper* and *The Standard Newspapers* covering their usual weekend feature articles and magazines. This points out that, the media were particular about different segments of their customers and as much as news coverage is guided by current occurrences that sets the agenda, the media houses still are cognizant of the needs of customers that consume other type news.

The findings of the study also established that the number of victims held in the debris and duration that it takes to rescue them victims influenced the duration that both Nation Media Group and *The Standard Newspapers* covered the stories on of collapsing buildings in Nairobi. The study also highlights the relationship between the duration aspects of the news take and the duration the newspaper carry the study as highlighted by a study by Shields and Peffley (2018 that emphasized on the coverage of a story longer in order for the agenda to be effectively set. Finally, the results indicated that difficulty of



the rescue mission to some extent influenced the number of victims held in the debris influenced the colors and the size of related photos during the coverage by the two media houses. This as indicated by Boureston (2015) that media strategically lays emphasis on information that is new.

### **5.2.3 Factors that determine priming of collapsing structures in Nairobi County**

Stories and issues of collapsing buildings is regarded as a crucial news item by both the media houses, although news on political activities and utterances by politicians are given more priority given that such news sell more and that news on collapsing building are given priority in the newspaper publications and placed on the first pages of the daily publications especially when the events involve many casualties and deaths.

Strategic positioning of such stories are given priority and placed on either first or second pages on the first reporting after the happening and placed further in the inside pages as days go by and the other events such as politics are given more priority. The results of the study indicated news on collapsing building are given priority in the newspaper publications and placed on the first pages of the daily publications especially when the events involve many casualties and deaths and that stories are given priority and placed on either first or second pages on the first reporting after the happening and placed further in the inside pages as days go by and the other events such as politics are given more priority.

In most case , as indicated by the stydy the pictures and stories in collapsing buildings are placed on either first or second pages on the first reporting after the happening and placed further in the inside pages as days go by and that stories on collapsing building are positioned in the newspapers either in front at the center or page two depending on the magnitude of the disaster and where there are still survivors held in the debris or are being removed and whether rescue mission is on course. Lastly, the findings of the study established that there is need for the media houses including newspapers to properly place the news on collapsing buildings, public interviews and share contents that highlights the dangers of living in building that seem not properly done and condemned house that are not fit to be lived in.

On the role of the media in disaster management, the findings of the study established that the media have a role to play as supported by a study by Ghassabi and Zare-Farashbandi (2015) that all forms of media play an important role in disaster management, early warning and public education on disaster management; Therefore, they play an important role in reducing the loss of life and damage caused by disasters.

### **5.3 Conclusion**

News on collapsing buildings are always positioned in the first pages of the newspaper for the first day and the second day following the happenings of such calamities although the placing is taken to the third and fourth pages of the newspapers from the third day of the occurrence of such calamities. The stories covered on collapsing buildings were placed on the first page by both *Nation Newspaper* and *Standard Newspaper* that fresh cases /news on collapsing buildings in Nairobi were given placed on the front pages in both Newspaper. The placing that comprised of the lowest percentage was in the inside or filter pages although *The Standard Newspaper* had a higher percentage compared to the *Nation Newspaper*. The story theme that was least covered by both *Nation Newspaper* *Standard Newspaper* on the collapsing buildings in Nairobi were on policies and regulations while the theme that presented the highest coverage was fresh cases.

*Standard Newspaper* mostly covered the stories on collapsing buildings in Nairobi on Saturday while the *Nation Newspaper* mostly covered such stories on weekdays. Hard news comprised the highest percentage of the stories covered by the both *Nation News Paper* and the *Standard News Paper* followed by soft stories although the story presentation using cartoons was the least used type of storytelling for the two newspapers with *Nation Newspaper* not using it at all although, the *Standard Newspaper* used the story type. In terms of the direction of the stories covered by the two Newspaper, most of them were negative with only less than thirty percentage considered as positive. The stories from Sector Regulatory Agencies and other government agencies represented the low coverage with coverage of the stories from sector regulatory agencies by *Standard Newspapers* being even very low at less than two percent.

The prioritizing stories on collapsing buildings in Nairobi are done when they happen and therefore priming of news of collapsing buildings can not only help in reporting of news on when disaster such as collapsing of building happen but can also help in risk reduction for such disasters. The media has not prioritized disaster reporting in the country and thereby failing to effectively used media in disaster management.

On the determining issues for prioritization of news on collapsing buildings, the news on the collapsed building was only covered in the front pages with both Nation Media Group and The Standard Group Media Newspapers covering their usual weekend feature articles and magazines. In prioritization of the news on collapsing buildings, the two media houses were particular about different segments of their customers and as much as news coverage is guided by current occurrences that sets the agenda, the media houses still are cognizant of the needs of customers that consume other type news. Therefore, ensure that the news do not entirely affect the whole positioning of their stories.

The other determinant factors of priming and positioning of the news of collapsing building is the number of victims held in the debris and duration that it takes to rescue them victims influenced the duration that both *Nation Newspaper* and *The Standard Newspapers* covered the stories on of collapsing buildings in Nairobi. Finally, the other determinant issues of priority in coverage is the difficulty of the rescue mission to some extent influenced the number of victims held in the debris influenced the colors and the size of related photos during the coverage by the two media houses.

Sometimes priming and prioritizing of news is determined by other competing information (Politics and other stories) determine priming of collapsing buildings. The media houses focus on the stories that enable the newspapers to sell and therefore prime the stories that sell the paper. The other factors that determine the priming of stories on collapsing buildings is the availability of space in Prime pages determine priming of collapsing buildings. Lastly, determine priming of collapsing buildings is the paid advertisement that the Newspaper give priority determine priming of collapsing buildings and the days of the week determine priming of collapsing buildings.

The stories have the ability to prompt discussion, which helped pinpoint the areas with challenges and weaknesses in the government agencies that are tasked with overseeing

the implementation of government policies in the construction industry. While the effect of the stories may have been short-lived, they were able to set out an agenda for discussion on the need for more control and monitoring of the sector. Noticeably, stories have made a huge contribution to the agenda through their stories on collapsing buildings. Lastly, the media has a significant role to play in informing and highlighting issues about disaster and especially the ones on collapsing buildings in Nairobi as they have been happening more frequently in the recent past. Therefore, the media can sensitize the communities on the danger signs of a building that has a high possibility of collapsing in Nairobi, County.

#### **5.4 Recommendation**

There is need for priming of news of collapsing buildings in order to help risk reduction for such disasters. The media need to prioritize disaster reporting in the country in order to effectively use media in disaster management. There is need to establish how effectively the two media houses can prime news in order for them to be effective.

There is need for the both the *Daily Nation* and the *Standard Newspaper* to identify the determinant issues of priority in coverage on collapsing buildings given that by identifying these issues the media can effectively organize the newspaper in order to prioritize news of collapsing buildings in order to help risk reduction for such disasters.

There is need for establishing the factors that affect reporting the news on collapsing building given that this will enable media houses to help in effective positioning in the newspapers either in front at the center or page. There is need for the media houses including newspapers to properly place the news on collapsing buildings, public interviews and share contents that highlights the dangers of living in building that seem not properly done and condemned house that are not fit to be lived in. There is need for a study on the determinant factors of priming of news in order to ensure that the information is shared effectively and that the priming of such news serve it purpose in attaining the reduction the risk and loss of lives due to collapsing buildings in Nairobi. Lastly, there is need of the media houses not only to report on the collapsing building in Nairobi as they occur but also sensitize the communities on the danger signs of a building that can possibly collapse before they do so.

### **5.5 Suggestion for Study**

There is need for a study on the effectiveness of reporting on the collapsing buildings in Nairobi. There is need for a study on how consistency in coverage on the collapsing buildings contribute to disaster management in Nairobi.

**APPENDIX I: Interview Guide**

**INTERVIEW GUIDE FOR NEWS EDITORS AND MANAGING EDITORS**

**Purpose:** To establish how print media coverage of collapsing structures in Nairobi County with reference to the *Nation* and the *Standard Newspapers*.

**N/B:** The information obtained in this interview will be treated with at most confidentiality.

**Part I: GENERAL QUESTIONS**

What is the name of your media house.....

How long have you worked in the media .....

How long have you worked in the News Paper organization.....

.....

What is your designation .....

Have you ever reported on disaster.....

If yes, how long have you ever reported on disaster.....

**Part II: Importance of the Collapsing of buildings reporting by the media houses**

Are the issue of collapsing buildings is regarded as a crucial news item by them.....

.....

If yeas, are the issues or the reports on collapsing of buildings is always given priority and how.....

.....

How are these news on collapsing building they given priority in the newspaper publications.....

.....

What techniques are used to prime it.....

.....

**Part III: Priority of Reporting**

Are the stories on collapsing buildings given priority of reporting of collapsing building are reported.....

.....  
If yes. Please say describe how these is done.....

.....  
Are the reports on collapsing buildings positioned well in the newspapers.....

.....  
If yes. Please describe where the stories on collapsing building are positioned in the newspapers.....

.....  
What they think can be done to improve prioritization and coverage of this problem.....

.....

***THANK YOU FOR YOUR PARTICIPATION***

**APPENDIX II: Content Code Book**

Code	Variable	Level of Agreement		
		Agree (1)	Neutral (2)	Disagree(3)
<b>#1</b>	<b>Priority reporting of Disaster News</b>			
Sub#1	Media house has prioritized reporting of disaster news			
Sub#2	The media house emphasis of reporting of Stories on collapsing building			
Sub#3	The media house put enough weight given to the news on the Stories on collapsing building			
<b>#2</b>	<b>Consistency of Reporting</b>			
Sub#1	The media houses have prioritized reporting of disaster news			
Sub#2	There is high number of times stories on collapsing building are reported			
Sub#3	There is enough spacing on the reporting on collapsing building			
<b>#3</b>	<b>Priming of Disaster News</b>			
Sub#1	The media house prime disaster news			
Sub#2	The media houses position stories on collapsing building			
Sub#3	There is high number of Stories on collapsing building on the headlines			
<b>#4</b>	<b>Coverage of disaster happenings by Nation Media Group and Standard Media Group</b>			
Sub#1	There is adequate reports and stories on collapsing building in Kenya			
Sub#2	The media house carry out many stories on collapsing building			



**APPENDIX III: Extraction Check List**

<b>Checklist Coding</b>	<b>Priming factors of stories on collapsing buildings in Nairobi</b>	<b>Findings</b>	<b>Conclusion</b>
Sub#1	Placement(First page, second page, center or other places)		
Sub#2	Size of the Picture or the Story		
Sub#3	Pictures and Graphics		
Sub#4	Consistency in coverage		
Sub#5	Days of the week		