

MOI UNIVERSITY NAIROBI CAMPUS
SCHOOL OF HUMAN RESOURCE DEVELOPMENT
COMMUNICATION STUDIES DEPARTMENT

**THE ROLE OF CITIZEN JOURNALISM IN MEDIA PRACTICE: - A
STUDY OF RADIO MAISHA (STANDARD MEDIA GROUP)**

By

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Abstract

This study sought to assess the role played by citizen journalism in Kenyan news rooms. It was intended to determine the extent to which it is utilized as a primary source of news as well as investigate measures taken by News Editors when determining the news worthiness of the stories acquired from citizen journalists. Questionnaires were handed out as the main technique for data collection from a sample of reporters and editors in the Radio Maisha Newsroom.

Listeners thoughts were sought concerning any news that may have made it to their radios that was disturbing and if they thought the editors in charge of gatekeeping had done due diligence. The research was not able to get citizen journalists to answer questionnaires concerning how they work i.e. if they did due diligence before they published any story on their blogs or “sell” videos of breaking stories to newsrooms.

The study examined CNN iReport, a model of institutionalized citizen journalism, which is used by the global market leader CNN as a platform where they engage the public to upload videos of breaking stories and through this CNN has been able to acquire some exclusive footage of world events.

The study also looked at gate keeping as an age old mass communication theory and how it has changed over the years and especially with the advent of the internet, social media and citizen journalism. Normative media theory was the theory examined as one of those that led to the existence of citizen journalism. This theory says that the nature of mass communication was neutrality and detachment of the public communicator from his audience. This denied the public communicator and his audience the opportunity to react to news with a personal touch.