APPROPRIATION OF SOCIAL MEDIA CONTENT BY TELEVISION BROADCASTERS IN NEWS REPORTING IN KENYA

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A THESIS SUBMITTED TO THE DEPARTMENT OF COMMUNICATION STUDIES, SCHOOL OF HUMAN RESOURCE DEVELOPMENT IN PARTIAL FULFILMENT FOR THE DEGREE OF MASTER OF SCIENCE IN COMMUNICATION STUDIES

MOI UNIVERSITY

OCTOBER, 2017

DECLARATION

Declaration by the Candidate

This thesis is my original work and has not been presented for any other degree, published or submitted for examination in this or any other university. No part of this work should be reproduced without prior permission from the author and/or Moi University.

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DEDICATION

This research thesis is dedicated to the Almighty God, my parents Seraphine Anyango and Alfred Shiundu Oketch, my wife Renée and family Nifa-Wesonga, Wesonga Shiundu and Anyango Oketch, my lecturers in particular supervisors; Dr. Lusike Mukhongo and Dr. Nyakundi Nyamboga. You make my life richer in countless ways and have opened the doors of the world to me. Thank you for giving me the ticket to the world of written texts.

ACKNOWLEDGEMENTS

Glory to God for His fortification and divine grace during this research. Dr. Lusike, Dr. Nyakundi and Dr. Malakwen my prayers for your strengthening and prosperity as you mentor and guide my colleagues who follow in my footsteps in scholarship. For the rest of the Communication Faculty, I am indebted for the time, advice and positive criticism that has fostered zeal and purpose in communication and research.

I thank my classmates, all told, for academic companionship and for holding me accountable to my academic commitment. I am grateful for the time my respondents granted me to engage on this new phenomenon that had many of their colleagues scared for their job tenures.

My parents, Seraphine Anyango and Alfred Shiundu Oketch, your unspoken encouragement and confidence was humbling. Without this encouragement, I would be naught.

I thank my partner and wife for constant support and encouragement, Nifa-Wesonga for asking for a status report on my thesis every day, Wesonga Shiundu and Anyango Oketch for granting me a conducive environment to research and write at their inconvenience. God bless you all abundantly.

My sisters and brothers, thank you for being there. To all I have mentioned, in this thesis lies your mark.

ABSTRACT

Social media has irreversibly changed television news and distorted the distinction between professional and citizen journalism. This research investigated the professional efforts in-house television broadcasters make to embrace social media in newsgathering and broadcasting. This research's overarching objective was to establish whether the use of social media content poses a threat to news broadcast authenticity. The research questions included; How do television broadcasters employ social media in reporting? What does unchecked social media appropriation mean for the scope and quality of news? How do citizen journalists and social media wield their newfound power? How is user-generated content more appealing to broadcasters compared to traditional newsgathering methods? The approach to the study is qualitative and I used the narrative research method. My target population comprised all media houses. These media firms comprise 3,220 Media Council of Kenya registered journalists and 6,500 freelance journalists. I used purposive sampling to select a sample size of twelve interviewees in Nairobi and used in-depth interviews and document reviews to collect data. After thematic data analysis, I presented my findings in a narrative format. This research's findings confirmed that unprofessional journalism on social media offers cheaper, relevant and strategically useful information for news broadcasting. Broadcasters were implicated of unrestrained use of unconfirmed and unregulated social media content, a risky practice to audiences and stakeholders. Although social media offers swift, concise and interactive news that broadcasters cannot ignore, it remains their onus to strategically compliment social media content together with traditional newsgathering for rich, all-inclusive news. This research recommends formulation of regulatory policies at national and broadcaster level and also recommends social media appropriation skills training curriculum development for journalists. From this study, broadcasters can appreciate social media's unique information mobilisation power and the dynamism it heralds for television news.

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LIST OF ABBREVIATIONS

ABC	American Broadcasting Company
AATN	Africa Arise Television Network
AFP	Agence France-Presse
Al Jazeera	Aljazeera Satellite Channel
BBC	British Broadcasting Corporation
CAK	Communications Authority of Kenya
CNBC Africa	Consumer News and Business Channel
CNN	Channel News Network
KBC	Kenya Broadcasting Corporation
KTN	Kenya Television Network
K24	Media Max
NBC	National Broadcasting Company
NMG	Nation Media Group
Reuters	Thomson Reuters
RTÉ	Raidió Teilifís Éireann
UGC	User Generated Content
#KOT	Kenyans On Twitter

OPERATIONAL DEFINITION OF OF TERMS

For the purpose of this thesis, the listed terminologies will be used to imply the following meanings:

Appropriation implies the adoption and use of user generated social media content by television broadcasters for their news broadcasting work or for viewing by television audiences during primetime news.

Citizen Journalism is the unprofessional and unregulated information contributed on social media platforms through citizen participation. Citizen journalists do not necessarily respect professional journalistic ethical standards and moral obligations.

The term digital specialist has been used to define the specialists responsible for the social media activities in the television broadcasting houses including appropriation and dissemination of information.

Geo-located tweets are tweets that have unique identifiers that specify the specific map coordinate location of the sender of the tweet.

A Twitter hashtag is a hash (#) symbol used to spot and draw attention to key words or a trending subject in a tweet.

A Facebook Like is a feature that permits users to endorse and support specific videos, remarks, posts, pictures, fan pages, and statuses.

New media includes all emergent information dispersal media including online media and mobile media and their transmission platforms such as social media.

News is extraordinary information that is packaged by television broadcasters and transmitted during prime time news hour. In the Kenyan context prime time is between 1900hrs to 1945hrs and 2100hrs to 2150hrs. Four million Kenyans watch news every day (*African Facts*, 2015).

Posts are uploaded messages made on the Facebook social media platform.

To retweet is to forward or repost Twitter messages already published by another user.

Social media can broadly be defined as all those innovative and contemporary digital media such as the Internet, email, mobile, blogs and social networking channels. This research nevertheless narrows down the definition to social networking channels generally but specifically to Twitter and Facebook.

A **Sociotechnical** system signifies the collaboration between people's behaviour and practices within their technical setups.

Traditional journalism According to Lasica (cited in Kostakos, 2010), is characterised by enduring standards and values: "editorial integrity, balance, accuracy, respect for others and fairness."

Traditional media on the other hand is the expression used to include conventional forms of communication means like television, print, radio, and textual narratives. For this research however, traditional media is confined to television only.

Tweets are user-generated postings uploaded on the Twitter social media platform.

User generated content is the content published on social media platforms by users and includes text, pictures, videos and audio footage.

CHAPTER ONE

INTRODUCTION

1.1 Overview

Viewership of television news interlocked with emerging technologies that proved to be both popular and characterised by rapidity and spontaneity. For many, the death of television and the inception of alternative news breaking mechanisms had arrived. This chapter set out to scientifically install guidelines that would assist in uncovering the truths and falsehoods portended by the emergence of new media in television news broadcasting.

1.2 Background of the Research

In the course of the century, global communication underwent rapid transformation from a traditional one-way, one-channel, top-down to a two-way all-engaging participatory communication set-up where all stakeholders fully engaged in message transactions. To facilitate this complex and highly dynamic communication environment, there was a gradual but relentless technological explosion of enabler gadgetry and technological know-how(What is happening to television news? 2016). This included the internet, miniaturised hand-held-internet-enabled devices, internet programmes and software notwithstanding social media.

The advent of the television set revolutionised mass communication that had hitherto been colonized by the likes of the radio and the telegraph. Television converged picture, sound and text into a narrative that achieved rapid acceptance and uptake. It provided powerful one-way information that locked out audience participation in active content production.

After television, there was rapid development in communication technology that saw migration from static communication gadgets such as the television to portable high-speed internet-enabled handheld communication gadgetry such as mobile phones and their enabler technology such as social media and the internet.

Social media platforms have enabled instant information exchange on shared networks on a global scope. It has also congregated millions of like-minded users who undertake virtual conversations without the necessity of sharing the same physical space. These social conversations often contain information that is newsworthy and of public interest (Young, Halliday & Hinch, 2015).

According to the BBC, Facebook, Twitter and other social media outlets have become "places of news discovery" and hence developed into very important enablers for news sourcing for organisations such as television broadcasters (BBC News, 2016). By active social media user engagement and through seeking broad-spectrum information consensus around topical activities and initiatives, participatory communication has begun to be considered a crucial tool in the evolution of television news. Genuine contribution from social media content producers stands to increase the sense of ownership of television news by local users and thus enhance viability and sustainability of social media content in news.

Today, though absolute participatory communication is uncommon, when it occurs, it enables the empowerment of marginalised groups and also has broader socio-political effects. Social media has achieved this by giving all communication stakeholders an equal chance at contributing to societal debates and topical issues (Tufte & Mefalopulos, 2009). Tufte and Mefalopulos went on to emphasize that participatory communication was a dialogue-based approach which empowered stakeholders

through provision of new knowledge and opinion sharing thereby enabling their empowerment.

Social media platforms' continuous uptake saw a gradual rise in its use and dependence for news distribution and retrieval. In Kenya, social media registrations increased precipitously around the 2013 general elections when politicians employed social media for political campaigns (Kayode, 2014). This occasioned a disruption in traditional news broadcasting and shifted breaking news focus to the more portable, dynamic and rapidly evolving digital platforms which attracted television broadcaster attention.

Over time, news broadcasters continue to conform to the breaking news information needs of the contemporary instant-access, smartphone-driven news audiences by advancing their news gathering mechanisms to include social media for breaking news. Through provision of alternative news sources, social media is continuously wrestling news dissemination control from a pure television broadcaster affair to one that is shared between itself and the news broadcasters. To remain relevant, broadcasters seem to have adopted social media in their news broadcasts. This research sought to confirm this phenomenon, and also to establish to what level user generated content was in use on television news.

1.2.1 History of user generated content in television broadcasting

Bowman and Willis defined citizen journalism as individual people's activity in the gathering, evaluation, expansion and dissemination of news(García-Avilés, 2010).Further, García-Avilés also referred to it as "participative journalism" whose objective was the provision of self-determining, dependable, truthful, comprehensive and newsworthy information (2010).Historically, television news broadcasters

provided a variety of conduits though which the viewers could engage to share, comment, promote or criticise broadcasts as well as contributing their own ideas for inclusion, production or broadcasting of news content. (García-Avilés, 2012). This confirms that appropriation of audience content in television broadcasting existed long before the advent of social media.

The BBC's deputy director of news and current affairs, Fran Unsworth contradicted the common belief that user-generated content was a new sensation. He claimed that it was just more prevalent in contemporary society because everybody had a camera (Wardle, Dubberley & Brown, 2014). This could be illustrated by Frank Zapruder's video of the assassination of President John Kennedy in 1963, which underscored that eyewitness pictures were newsworthy, especially in the absence of broadcasting crew at the place of incident.

The first case of an organised process of collecting UGC was during the Indian Ocean tsunami of 2004. News 24 went around the disaster area requesting for eyewitness accounts, photographs and videos that they later broadcast on television news. Media adoption of UGC in mainstream television broadcasting also came to light during the London terrorist bombings in 2005. The BBC, during news time, broadcast a video recorded by survivors of the attack. Learning from this, the BBC launched a repository on its website known as the UGC Hub to collect user-generated content from their audience for broadcasting in their news bulletins (Belair-Gagnon, 2012).

Exasperated about not being assigned to cover the 2009 Tehran election, Mark Little, then a news reporter and anchor for RTÉ, resolved the problem by appropriating huge quantities of information from social media, and Twitter in particular. He used this content to report on the election. Moreover, due to being grounded by circumstances

in his house in Ireland instead of being at the scene of the breaking news, Little was reportedly appalled to see on the BBC news that "there are reports of a shooting at Valiasr Square," while simultaneously, from his Twitter account, he could read and see pictures of dead bodies being carried away from the square in Tehran. Social media was breaking stories well before mainstream television news broadcasts could catch up. This clearly defined for him the power of social media vis-à-vis television news, which at that point started broadcasting completely out-of-date news. From these occurrences, Little realised that traditional television broadcasting could no longer operate as if it had the monopoly of information. Citizen journalists just needed a smartphone camera, an internet connection and a social media platform to become a broadcaster. Consequently, realising the potential of social media as a news source, he left RTÉ and launched a dedicated social media content distribution news agency called *Storyful* (Robinson, 2015).

Chris Hamilton, BBC's UGC Hub manager, cited 2011 as the year that propelled UGC into mainstream newsrooms with the Arab Spring, the Iranian protests, the tsunami in Japan, the England demonstrations, and the Adam Lanza Norway massacre (Wardle, Dubberley & Brown, 2014). These mammoth events presented a lot of news content on social media at levels the broadcasters could not have collected using their own traditional newsgathering resources.

The Syrian unrests cemented social media appropriation and highlighted the role of social media as a necessary supplement for news content generation. When foreign broadcasters were cut out due to the volatile security situation, it presented citizen journalism with an opportunity to author and avail news content on social media that was picked up by television news broadcasters and disseminated. This confirmed the

inevitability for social media appropriation for mass information interest on television news.

1.3 Statement of the Problem

The Communications Authority of Kenya's annual report for the year 2014/15 presented a mobile penetration rate of 84% of the overall country's population. Numerically, the Communications Authority of Kenya (CAK) reported that during the financial year 2014/15, the number of internet users sustained an upward trajectory growth of 33% to stand at 30 million users. This growth was attributed to increased social media popularity as a medium of communication that enabled people to share messages, photos, videos and information easily (Communications Authority of Kenya, 2016).It is from these 30 million users that television broadcasters appropriated social media content for use in news broadcasts.

According to the Ministry of Information and Communication, Kenya's global linkage by fibre-optic cable not only amplified connectivity but also nurtured a remarkable social media growth and data surplus. As a consequence, the emergence of these numerous internet-enabled technologies and the volume of data they transacted challenged traditional journalism (cited in Nyamboga, 2014). These technologies cumulatively presented monstrous amounts of data (also known as Big Data) that users such as television news broadcasters sifted through and studied to describe trends within fixed timelines for broadcasting on news. The Big Data technology collected data from everyday electronic transactions including social media and stored it in enormous data repositories. Television broadcasters could thus appropriate social media data for news broadcasting. Big Data made it possible for broadcasters to analyse social media accounts across vast numbers of social media

users and social media posts and tweets to predict probable areas of interest for broadcasting.

This technology made it possible for news broadcasters to discern how viewers engaged with the news using social media to enable consequent customisation of the news product to lead to a stronger, more viable news experience. For news broadcasters, social media and big data presented a solution that could fulfill viewers' news expectations. The problem Big Data posed for news broadcasters was how to strategically position themselves technically and in terms of resources to benefit from emergent technologies fully (Newman, 2015; Publishing in the Era of Big Data, 2014).

The problem that this study sought to address was to establish how broadcasters appropriate and use such a dynamic, wide and rich source of news from social media considering the traditional journalistic gatekeeping procedures, ethics, regulations and legal frameworks within the deadline-driven television news broadcast industry in Kenya.

1.4 Research Objective

The overarching intention of this research was to find out how broadcasters appropriate and use social media content in news and how this threatens traditional television journalism and broadcaster authority.

1.5 Research Questions

1. How do traditional television broadcasters employ social media content in their reporting?

2. What does unchecked social media appropriation mean for the scope and quality of news coverage?

3. How do citizen journalists and by extension social media content wield this newfound power?

4. How is user-generated content more appealing to television broadcasters compared to traditional newsgathering methods and practices?

1.6 Significance of the Research

Extensive review of literature in this topical area included research by Tomno (2012), who concluded that though social media had achieved a phenomenal effect on television broadcasting, it had also caused a lot of reputational and organisational harm to it as well. I identified knowledge gaps in social media content appropriation by the television-broadcasting sector that I sought to fill from the findings of this research. The research therefore set out to contribute to the growing knowledge concerning professional use of social media in television news broadcast practice. The research also purposed to identify and facilitate television broadcasters to make strategic corporate focusing, decisions, regulations, and policies.

Therefore, investigating the extent of appropriation of social media content for television news in Kenya was meant to examine its (social media) impact on journalism, its legitimacy and thus highlight the importance of gatekeeping, and corroboration of social media content for broadcasting. It also sought to identify entrepreneurial opportunities for exploitation by innovative Kenyans in the sociotechnical industry.

1.7 Justification of the Research

Apart from the global perspective, there was a noted increase in the appropriation of social media content by television broadcasters in Kenya. All parties exploited social media content without restraint and precaution for the consequences it portended. For example, the Kenyan 2013 elections vote count experienced communication failure occasioned by a biometric electronic system breakdown. When polling stations results took longer than expected to release results, newsrooms filled the void by airing unedited and unverified social media post updates and commentary from citizen journalists (Kaigwa, Madung & Costello, 2014). In fact, for television news broadcasters, displaying appropriated tweets was employed as a strategy to attract and increase viewership volumes and brand loyalty for their news channels at that time. Appropriation of social media content that had not undergone procedures such as gatekeeping and verification risked impacting negatively on the very bedrock and principles of journalism and media representation of societal issues.

The seeming lack of a dedicated desire for the formulation and implementation of in-house self-regulation pertaining to social media content appropriation for television broadcaster benefit without validation and verification needs urgent action. Empowered by sufficient knowledge and awareness, television broadcasters, stakeholders and authors must explore ways of employing social media for propulsion of societal agendas. As such;

This research sought to be useful in the establishment of the necessary strategies that would set in place appropriation, verification, use, source acknowledgement, and compensation (if necessary) for social media content intended for television broadcasting.

The findings and recommendations of the research would also be useful in the formulation of policies and procedure manuals on social media content appropriation for television news broadcasting.

Lastly, social media being a new communication industry player, this research sought to add new insights and knowledge to the available body of literature on the implications of broadcasting uncensored social media content and its management.

1.8 Scope of the Research

1.8.1 Contextual scope

This research focused on the use of social media as an information source for television news features in Kenyan broadcasting stations. It also investigated the ramifications of appropriation of social media content and the resultant effects on traditional journalism, particularly television news broadcasts. The research targeted Twitter and Facebook social media platforms, and included nine (9) practicing broadcast practitioners and three (3) communication experts for in-depth interviews. The data collection was done between December 2014 and June 2015 thereafter followed by data transcribing and analysis.

The geographical scope of the research was confined to Nairobi because it is the most vibrant social media hub locally and nationally. It also has a big population of techno-savvy social media users who are bold enough to routinely participate in communal discussions on social media.

Nairobi is the capital and largest city in Kenya, 14th-largest in Africa, and is also the most populous in East Africa. It is among the most prominent cities in Africa both politically and financially, and is home to the public broadcaster, Kenya Broadcasting

Corporation and most of Kenya's news and media organisations, including East Africa's largest media houses: The Nation Media Group and the Standard Group. The BBC, CNN, Aljazeera, CNBC Africa, AFP, Reuters, Deutsche Welle, Associated Press and several other multinational media organisations also have regional headquarters in Nairobi. These broadcasters' central location made it easier for me to access the sample.

1.8.2 Content scope

Though social media is used for many purposes, this research limited itself to investigation of how television broadcasters appropriate social media content, particularly Facebook and Twitter for use in news broadcasts. I only examined breaking news-based information themes on social media.

1.8.3 Methodological scope

The research employed in-depth interviews and document analysis to collect the research data from twelve participants who interacted with social media and television news broadcasting in the course of their normal daily work duties.

1.9 Limitations of the Research

Though this qualitative research did not draw a large sample size, it presented in-depth descriptions to justify the sample it attracted. From the purposive sampling, I was able to access the specific people who engage in the broadcasting and social media sectors on a daily basis and therefore possess a rich wealth of practical knowledge of it. Adding more participants wouldn't have increased the knowledge base because these nine represent the biggest and most prominent media houses

The research was limited to Nairobi City because it is the epicenter of all major broadcasting houses and social media activities in Kenya. The research was limited to nine in-depth interviews with broadcast journalists and three with communication experts.

1.10 Summary

Chapter one outlined the research background, the problem statement, its aim, the questions it sought to answer and the significance, justification, scope and limitations of the research. This set a foundation for existing literature review in chapter two.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviewed prior research, books, academic journals, online articles and other sources already captured by other scholars and writers relevant to the uptake of social media content by television broadcasters during newscasts and by so doing, provided critical descriptions, summaries, and analytical evaluation of the literature in relation to the research problem. (Fink, 2014). This was useful in interrogating the existing gaps in the subject and identifying remedial management and statutory measures. A critical review and summary of existing written texts was integral in this chapter to ground the research.

2.2 Definition of News?

Napoleon Bonaparte, a famous French Sovereign between 1769-1821 directed his minions never to wake him up when they had good news to proclaim but to arouse him immediately if they had bad news. Bonaparte maintained that there was need for instant attention to bad news. He implied was that there was no urgency for good news unlike bad news. Further, an extracted quote on news by Andrew Marr, a British journalist highlighted the importance of newsworthiness in news. He said, "Hard news is really hard. It sticks not in the craw but in the mind. It has an almost physical effect, causing fear, interest, laughter or shock". (What is News? 2016). And, in this way breaking news commands attention, influences emotions and triggers social discourse.

That said, the Oxford Advanced Learner's Dictionary (1948) defines news as any knowledge about current proceedings or activities, especially as reported by

broadcasting media such as the print, electronic and new media. Television news (News, 2015) therefore, comprises all the information about arising topical issues that is packaged into a product and broadcast at specialized prime time commonly done between 1900hrs to 1945hrs and 2100hrs to 2145hrs ("Most Popular TV Stations in Kenya | Africa Facts", 2015). According to Tzvetan Todorov's narrative model, which marries the literary and cultural theories, news has a beginning, middle and an end (Fourie, 2009). According to Todorov, news occurrence and consequence narration is causal and undergoes five stages:

1. A state of no news, equilibrium, or a state of harmony and order

2. A disruption of this equilibrium by an action

3. Recognition of the disruption

4. An attempt to repair the disruption (through various methods including telling and retelling it – by journalists and television news)

5. Restoration of a state of equilibrium.

From these five stages, Todorov contends that news tends to focus on these disruptions in societal equilibrium and order. The normal state of equilibrium (before the disruption) is usually not newsworthy and is not typically worth reporting. In the news context Todorov's narrative model emphasises that journalists must be aware of their environment to be able to identify disruptions in societal equilibriums to get stories for news in a timely fashion. They must then quickly attempt to repair these disruptions by retelling the stories to restore a state of equilibrium.

2.2.1 News and journalists: How do journalists get news?

Today, society has many conflicting yet concurrently occurring events and activities that involve people with distinct viewpoints about them. These people's divergent views on the events and activities seed information for journalistic attention, shaping and retelling. All events, activities and stakeholders involved thus expect journalists to make sense and restructure this information into well-ordered newsworthy stories for broadcasting during the news hour on the same day the events occur. This is to inform the rest of the population but also to frame the narrative within acceptable compositions (Fourie, 2009).

It is imperative to examine the dynamics presented in the news dissemination environment and therefore appreciate the sourcing challenges journalists face particularly those writing news for television. The enthusiasm of the other news broadcasting media that can report faster and in a more flexible manner unlike television make journalists hard pressed to enrich their stories with a plethora of information sources. According to a BBC article titled, *Original journalism: Finding stories* (2015), journalists consider the following sources for television news:

Social media

Gradually, social media has gained acceptance as a source of news by television broadcasters. Social media users report on occurring incidents and stories which journalists take up, follow up on before broadcasting on television.

Scoops

These are insider tips for potential or imminent news that journalists can follow upon to get information for packaging for news.

Advertisements

Advertisements offer a rich source of imminent news, occurrences and events from which journalists can make news. For example, by examining big state projects and monitoring them through implementation to commissioning, journalists can make news.

The Internet

Web pages and blogs also offer a source of stories that can foster news. The Internet can be used to confirm stories and is also a limitless treasure trove of researching for news on already agreed news themes. Powerful search engines such as Google, Ask.com, Bing etc. to name but a few have made journalists work very easy by providing means to collect information across the world on common research areas.

Following of societal leads/ conversations

Journalists who listen to the societal conversations can pick out topical areas that are newsworthy and highlight them in the news. These could be social plight stories such as poor infrastructure, politics and state of governance among others.

Press releases, speeches, statements, rejoinders, briefings and picture feeds

Journalists can get news from organisational updates sent out to newsrooms to inform them of developments within the organisations to craft news. These can be beefed up by interviewing a representative in the organisation if necessary.

2.2.2 News and journalists: Prioritization of news

Journalists have to sift through a lot of social media content to glean out what society would consider newsworthy. The prioritization by which news is considered before being broadcasting is whether it is new, unusual, interesting or significant and whether it is of common interest to society (*What is News?,* 2016).

Is it new?

Generally, if information is not new it cannot be prioritized for news. Old stories can however be news if they were not broadcast earlier or when new aspects of the stories come to light.

Is it unusual?

Though things happen continuously around the clock, not all of them are newsworthy. For an occurrence to be considered news, it must be unusual and capable of breaking the usual equilibrium of society.

Is it interesting?

News has to be of interest to society to be considered worth telling to the society. What is of societal interest in one area may not interest another society and may thus not newsworthy elsewhere. This calls for journalistic understanding of their broadcasting jurisdiction's interests and preferences.

Is it significant?

Stories become news if they are significant to the television audiences. Audiences may not be interested in the news but if they are interested in secondary aspects of the information, then for them it becomes news. For example, corruption in public offices is not of interest to common audiences but becomes significant when the ramifications of the corruption rob them of the infrastructure they need such as water and sanitation. If corruption threatens their existential comfort, it becomes a matter of concern to them and a candidate for news broadcasting because it becomes significant.

Is it of common interest to society?

Most news concerns people, their actions and society because these are the things that make news. Natural disasters such as earthquakes, hurricanes, cyclones, drought, bush fires, floods and many others also make news because they affect and are centered on people. If these natural occurrences happened in areas not inhabited by people they would not be considered news.

2.3 Emerging Contemporary Forms of Story Telling

News became omnipresent in the digital era with access to it in numerous formats on multiple platforms and devices. Audiences used foraging and opportunism to get news. According to the *Pew Internet and American Life Project (2010),* there was no loyalty to particular news organisations or specific technologies such as television broadcasting.

The inception of the internet set the stage for technophilism with an inclination towards digitisation and a technological trend shift to one characterised by instant gratification through interactivity, hypertextuality, dispersal and virtuality (Lesame, Mbatha & Sindane, 2011). The appearance of fresh kinds of journalism, defined by Appelgren and Nygren as data journalism - assumed to be an up-and-coming form of storytelling - merged the talents and practices informing journalists' expert practice concerning virtual data and broadcasting decisions (2014). Initially, data journalism involved examination of large volumes of virtual information that was crowd sourced "to enhance news production, with particular emphasis on the potential to invigorate investigative journalism" (Appelgren and Nygren, 2014).

Social media-driven news content and promotion of data journalism soon took root in Kenyan broadcasting. This was illustrated on January 2011 when most broadcasters

mined social media for news about an incident where a Kenyan trucker attacked a police officer who had stopped him for a minor traffic violation. The video, uploaded on YouTube, was publicised by Facebook and Twitter, which directed the traffic of over 90,000 views, including those of the broadcasters who then transmitted the video on television news (Mathenge, 2011).

A nine-year research conducted by Wright (2014) discovered that numerous emerging social communication media had caused significant changes to the contemporary communication industry. Results indicated that the growth of numerous original and emergent technologies had allowed wide and diverse strategic publics to communicate by presenting them with dynamic means to relate with a variety of internal and external users. This included Twitter, Facebook, LinkedIn, You Tube, and Google+. The investigation established that the influence of conventional typical television broadcasters had gradually declined for three consecutive years.

An article in *The Journal of Popular Culture* confirmed that the collaboration between television and Internet-enabled social media platforms had fostered inventive ways of contemplating the role of television audiences in broadcasts. Accordingly, the article also alleged that social media had amplified the reception of television broadcasts and at the same time changed the way television communed with audiences by offering them interactive tools for increased feedback and broadcast engagement. Newscasts were increasingly produced with a bearing in mind of the technology-empowered audiences who interacted intensively, contributing their experiences while employing the various social media applications available (Deery, 2003).

Participatory journalism, in which social media activities such as blogging, tweeting and posting played fundamental roles and gradually continued to flourish in Africa. Importantly, though this was the case, Paterson (2013) pointed out that journalists' eager embrace of social media in their work in Africa was not met by equal demand and use particularly by the majority of adults and senior citizens who had no access to such media.

The emergence and popularity of social media as a communication convergence point for society was emphasised by Siapera, Papadopoulou & Archontakis (2014) who claimed that apart from the internet, which was responsible for disrupting broadcast journalism, there was no equivalent to social media and its potential to transform broadcast journalism processes and procedures. This paradigmatic shift from traditionalism to concurrent adoption of social media as a portable news-on-the-go vehicle for transmission of news resulted in an erosion of consumer loyalty. Twitter, for instance boasted an active user base of over 200 million, with a daily tweet post rate of 400 million during its seventh birthday in March 2013 (Hermida, 2013).

A survey undertaken on an international group of journalists and Public Relations professionals titled, *The impact of Social Media on News: more crowd-checking, less fact-checking*, (2015), confirmed that social media discourse was gaining importance in television news broadcasting. It reported that journalists extensively used social media content notwithstanding their misgivings on its reliability. Some of the respondents believed that news was becoming less reliable as journalists did less verification due to over reliance to social media content.

The report further found that though a third of the journalists claimed that social media content was not reliable as a source of news, half of them still reportedly used

it as their main source of information. Half of them believed that social media user opinions were more dependable than institutional statements. Based on this, they used social media to establish social conversations from which they then wrote news without necessarily verifying whether the public opinions were factual.

Worryingly, the report revealed that verification of social media appropriated content was not done thoroughly with only twenty per cent of the journalists reporting to perpetually crosschecking social media news before they broadcasted it. The journalists confessed they publish social media appropriated news first, and corrected mistakes afterwards if they arose. This, they claimed was because the tight media deadlines called for broadcasting most of their stories as quickly as possible to be frontline news items.

Recent years have seen the rise of social media in television broadcasting in Africa and in particular Kenya. In a research undertaken by Atton and Mabweazara, (cited in Paterson, 2013) the whole broadcasting industry including the newly forming amateur television news-creation audiences are changing due to social media popularity and uptake by the continental citizens. The news broadcasters have been forced to adopt social media content for inclusion in news because of its influence, potential and role.

Unceasingly, the mobile telephone took center stage as a vital communication enabler for social conversations across social classes in society. According to Mabweazara (2011); Moyo, (2009); Moyo, (2011), progressively, social media was used varyingly to contribute to news-making and information exchange (cited in Paterson 2013). Further, Bivens (2008) alleged that in some dire circumstances and situations, social media content is the only coverage for news that television broadcasters can access. This has happened in several incidents in Kenya. For instance, early in 2016, a lion

escaped from the confines of Nairobi National Park, Kenya's premier national park located within the Nairobi City, during the morning traffic flows to work, and motorists took images and videos of the lion on the streets. All television broadcasters appropriated these content for the day's news bulletins (see appendix X).

Whereas customarily, people watched news to get information and news on what was going on around them, social media enabled people ability to access information without necessarily watching the news. Influential personalities with large social media following could, and still can, bypass television broadcasters to reach the same audiences enjoyed by television news broadcasters. To remain relevant, television news broadcasters were forced to adopt social media "conversations" in their broadcasting (Nyamboga, 2014).

While explaining the shifting nature of journalistic reporting in Kenya, Beckett (cited in Paterson, 2013) referred to this broadcaster-citizen journalist interplay as 'networked journalism' suggesting that mainstream media were now struggling to catch up with breaking social media news for subsequent dissemination to remain relevant.

In as much as constructive amateurism-professional partnerships in the making of news would actually help in the contextualisation and presentation of news, there is the potential challenge of newsrooms over-relying on social media for news. The consequence of overreliance on social media for television news broadcasting is the presage of skewing news towards the opinion of a few citizen journalists and mistakably generalising the opinions to the whole population and in the process locking out valid but alternative voices (Mabweazara, 2011)

Social media was also noted for various advantages including speed of accessing and disseminating information, ease of updating unfolding stories, providing a forum for discussions, among others (Nyamboga, 2014). This expansive popularity of social media threatened broadcast processes, procedures and the future of journalism by migrating all the television audiences to a more interactive and exciting communication platform. To conform and satisfy the information needs of these audiences, journalists and television broadcasters were compelled to interact with social media as well, blurring the lines between the traditional roles of broadcasters and their audiences. Lasorsa, Lewis, and Holton (cited in Franklin, 2014) argued that though scholars downplayed broadcasters' use of social media as a conduit for breaking news dispersal, strategically it had become industry practice to consider it as raw source for the mining of news for broadcasting. Concurring, Nyamboga (2014) wrote, "As such, journalists and professional media houses embraced the use of social media for news sourcing and dissemination of information in order to remain relevant".

Conversely, social media has also illustrated severe disadvantages. For instance, just outside the Kenyan border, in July 2016, James Gatdet, Sudan People's Liberation Army in Opposition (SPLA-IO)forces Spokesman and also First Vice President Riek Machar's Vice President's Press Secretary wrote on his Facebook account that the Vice President had been lured into a false meeting and been arrested by President Salva Kir. (See appendix XIII). He also posted that the Vice President's parallel army had fought valiantly and secured his release but consequential fighting had begun. This post went viral and was broadcast on local news. As a result, 272 people lost their lives and had the situation not been quickly contained by a combined effort of

both the President and his Vice President, a full-blown war could have ensued (Karimi, 2016; Leriche, 2016; Mohamed, 2016 & Kawalya, 2016).

2.3.1 Social media in Kenya

After its launch and first Tweet by Jack Dorsey in March 2006 (Sagolla, 2009), Juliana Rotich was reported to be the first Kenyan to post on Twitter in July 2007 (Discover.twitter.com, 2016) from Chicago in the United States of America (J. Rotich, personal communication, May 16, 2016). Twitter's co-founder, Evan Williams, closely followed sending his tweet from the Mount Kenya Safari Club in August 2007 (Ledgard, 2014). Presently, there are in excess of 250,000 operational Twitter accounts in Nairobi alone, or six Twitter accounts for every 100 Kenyan residents. This, in total, translates to 2,400,000 million accounts countrywide.

Research findings from an investigation that analysed geo-located Tweets originating on the continent during the last three months of 2013 by Portland (2014), reported that, apart from Kenya being the most active country by volume in East Africa, it was also the sixth most active on Twitter in Africa with 123,078 tweets broadcast between October and December 2013 alone. More so, four million Kenyans, 10% of the entire country's population engaged on social media daily with a cumulative 570 million tweets in 2014. According to a report by the Bloggers Association of Kenya titled, "*State of Blogging & Social Media in Kenya 2015",* Kenya's active Twitter users per month were over 700,000 and over 570,000 per day. The number of monthly active users was expected to double to 1.4 million by the end of 2016. (2015). Facebook dominated Kenya's social media scene with 3,800,000 users while Twitter had over 2,400,000 users. The report further disclosed that Kenyans on Twitter (#KOT) cumulatively had a following of 120,199,588 followers, while they themselves

followed 49,539,705 users. On average, every Kenyan Twitter user followed 89 users and had 214 followers.

Social media platforms' continuous uptake saw a rise in their use and dependence for news distribution and retrieval. In Kenya, Twitter's growth peaked between 2012 and 2013 when 100,000 new users signed up, spurred by the 2013 general elections that were characterised by numerous politicians signing up on social media as a tool for voter outreach for their campaigns (Kayode, 2014). The acceptance and adoption of social media as a mechanism of news exchange disrupted traditional broadcasting methods, and shifted the focus to the more portable, dynamic and rapidly evolving digital platforms.

It is certainly a momentous period in journalistic history when virtually all facets of the creation, broadcasting and consumption of television news are changing. Social media unknowingly enabled a "moment of mind-blowing uncertainty in the evolution of journalism", Domingo, Masip & Meijer (cited in Franklin, 2014). However, it was the speed of change and character that was striking, and which have left broadcasters struggling to make their practice and journalistic procedures relevant. Franklin (2014) described the swiftness of the revolution of journalism by external factors such as social media as "dizzying". He contrasted the instant nature of tweeting and posting social media information against the lengthier traditional journalistic processes of broadcasting. He suggested that this provoked the consequent appropriation of social media content by broadcasters, who justified this appropriation by claiming it was user generated and thus relevant and acceptable.

In his article, *"Social Media in Kenyan Journalism: Benefits, Opportunities and Challenges,"* Nyamboga (2014), stated that Kenyans switched from an over-reliance

on mainstream traditional media and adopted social media in search of instantaneous and recurrent news. Driven by this need, television broadcasters and practitioners embraced social media for relevance, news sourcing and for information dissemination to retain their audiences.

According to a Pew project for excellence in journalism research titled *The State of the Media 2014*, (Mitchell, 2014), television broadcasters faced challenges in retaining skilled journalistic staff, and experienced decreased revenue collection due to the proliferation of social media, an alternative news delivery mechanism that was in synchrony with the highly mobile emergent audience. The situation was further worsened by the availability of inexpensive news information on these platforms and its appropriation by the broadcasters. Consequently, the report warned that with 45% of station revenue coming from television news advertising slots, it was crucial to retain news audiences. The report acknowledged that the emergence of social media and the Internet intimidated traditional newsgathering and broadcasting. However, the report argued that the situation was not as dire as it seemed and that television news was just going through an industry-environment crisis due to the emergence of social media technology (Mitchell, 2014). Hopefully, once television broadcasters learned how to incorporate social media technology to their advantage, the state of television news would greatly improve.

The marked reduction of journalists filing news using traditional newsgathering methods in London and New York did not bother television broadcasters because in the absence of these experts, they progressively turned to user-generated content to fill in news story slots. Moreover, television broadcasters strategically increased the hiring of young digital specialists possessing a strong liking for social media.

According to Kevin Delaney, Editor-in-Chief Quartz, a digital news outlet, the training curriculum for traditional journalism was not entirely suitable for what contemporary audiences were looking for (Jurkowitz, 2014). Members of society, some of them freelance journalists, tweeted and gained instant news broadcast space via television broadcast news desks. The emerging area of concern was the shifting traditional gatekeeping role of in-house journalists and editors. It thus became necessary to re-evaluate the spontaneity of social media seeded news stories and the potentially negative ramifications it portended. This was illustrated in May 2012 when a story about the Syrian massacre - accompanied by an alleged eyewitness photograph of dead bodies - broke on social media, and was broadcast by the BBC. However, the image had been taken in 2003 in Iraq, a fact that shocked the photographer, Marco di Lauro, whose image had been used without his knowledge or consent (Turner, 2012). "What I am really astonished by is that a news organization like the BBC doesn't check the sources and it's willing to publish any picture sent it by anyone: activist, citizen journalist or whatever." Lauro (cited in Furness, 2012). The BBC offered an apology and pulled down the photograph amid criticism from social media users worldwide.

The celebrated facilitating role of the Internet and social media has been that people around the world could now get news instantly, and without broadcaster filtering. During anassault on Osama bin Laden by the United States forces in 2011, the attack was reported on Twitter in real time as it occurred by a social media user Sohaib Athar (Gross, 2011). His Tweets were picked and broadcast by many news broadcasters worldwide even before President Obama's official statement on the incident.

Over time, news broadcasters started migrating their news content online to remain relevant and accessible to their audiences whose behaviour and activity patterns indicated highly mobile social schedules. Conforming to the information needs of today's instant-access, smartphone-driven news audiences; broadcasters continually advanced their news collection and dissemination mechanisms to satisfy the amplified demand for immediate up-to-the minute news. By offering an alternative to television news, social media placed control in the hands of the audience with regard to broadcast news generation. Richard Porter, controller of BBC World, confirmed UGC appropriation by stating that, "It has become a central element of the newsgathering process now. No question about that." (Wardle, Dubberley & Brown, 2014). Consequently, broadcasters increasingly considered social media content as a source of user-approved and customised news source and adopted it in their processes to conform to market forces and needs.

2.3.2 McLuhan's tetrads and how they shape the understanding of social media

Herbert Marshall McLuhan, a celebrated professor, philosopher and media theorist developed an approach for the employment of four (tetrads) diagnostic themes for investigating media to understand it. All media under study was exposed to the same four questions with disregard to the media type (Kelly, 2016&Austin, 2013). When answered, these questions provided a basis for the understanding of the media. In the context of social media, McLuhan's tetrad theory argues that the effects of social media can be investigated in four specific ways.

Tetrad 1: What does the media enhance?

According to the McLuhan's tetrad theory, social media enhances television news broadcasting. It enhances and multiplies audience communication, news information

apart from catalysing multi-dimensional conversations in actual news situations. Social media allows the conquering of time and space limitations in new ways to create and present maelstroms of information power offering solutions to previous problems of limited information sources, scope and perspectives for news broadcasts.

Tetrad 2: What does the media render obsolete?

As a consequence of its dynamism, production cost and user uptake, social media erodes and makes obsolete previously significant traditional newsgathering processes, procedures and technologies including reducing the time journalists spend in face-to-face interviews. Thus, social media pushes some previously important newsgathering procedures and practices to the sidelines.

Tetrad 3: What does the media salvage that had been made obsolete earlier?

McLuhan's tetrad theory can also be used to argue that even though social media is a force to reckon with, it facilitates the retrieval of the authentism of the news broadcast previously lost by enriching its content and localizing the news to audiences. Social media facilitates retrieval of enduring human connections and relationships through the telling of its stories. It facilitates recapturing of audiences who may have lost interest in the former lacklustre and unilateral news offering and transfers television news from the periphery back to centre stage.

Tetrad 4: What does the media transform into when it is hard-pressed?

Due to the great uptake of social media by news broadcasters and their audiences, social media flips on itself and presents unfathomed challenges and problems of verbosity, rumour purveyance and presentation of unconfirmed allegations,

professional lethargy, news sensationalism, character assassination and heralds legal ramifications.

2.3.3 A convergence culture

The 'sociotechnical' (Fish, 2013) and historic moment for web-facilitated, social media -facilitated communication was termed as a convergence culture where traditional broadcasting collided with emergent popular media, fusing the supremacy of the broadcasting producer and the muscle of the social media consumer in volatile ways. "Convergence" expressed the efforts of television broadcasters to stay relevant in both new and already secured markets (Caldwell, 2004). Convergence resulted in a boosted and innovative interaction amongst users, television broadcasters and all the sociotechnical actors.

2.3.4 Crowdsourcing and citizen journalism

According to Howe (2008), crowdsourcing involved outsourcing media content from people from anywhere in the world, exploiting Internet connectivity. CNN's 'iReport' was a classic example of a platform that mobilised active consumerism and gained news via social media platforms, where user-generated news content was uploaded by citizens before appropriation and broadcast during television news (Fish, 2013).

The international television broadcasters' audacity at social media content appropriation for news stories was illustrated by the Arab Spring unrests. Broadcasters including CNN's "iReport" confirmed the characteristic exploitation of social media as a seed source for broadcast news. As a result of the role of social media in the rebellions, the Arabic term, *sahafat al-muwatana,* loosely translated to mean citizen journalism, was created (Al-Ghazzi, 2014). According to Al-Ghazzi, citizen journalism revolved around witnessing and reporting whereby ordinary lay

people documented and distributed their experiences using videos, images and written texts on social media. Broadcasters then appropriated this content and broadcast it, making it appear that they had been present on the ground as incident witnesses even when they had actually not been there.

In Kenya, citizen journalists' eyewitness accounts were employed to report news events, such as Royal Media's Citizen Television's *Road Hog* series that featured footage of errant drivers flouting traffic rules. Kenyans recorded motorists breaking traffic rules and filed the stories through social media channels (Road Hog, 2013). These videos were broadcast during the news hour on Citizen television. Additionally, with the rapid global development of digital technologies, the contributions of ordinary people in provision of news including breaking news during exceptional events and natural disasters became commonplace (Al-Ghazzi 2014).

Further, to provoke crowdsourcing and citizen participation and contribution, broadcasters gradually began to develop content specifically for social media (Fish, 2013). But, in the Kenyan context, broadcasters actively mined social media sites to get news for mainstream broadcasting. During an extended political silence occasioned by a vacation overseas, Kenya's former Prime Minister Raila Odinga's absence was livened by the creation of a Twitter hashtag, *#babawhileyouwereaway* that mobilised political opinion of how political business was running in his absence. A Facebook fan page was also launched, and garnered 24,158 likes. The Facebook page and Twitter hashtag gained trending and viral status and was soon noticed, and its content appropriated and actively used without any editing during television news broadcasts on all major television transmission stations (Makora, 2014).

Kenyan politicians also adopted social media as a vehicle for delivery of their political manifestos to the electorate. President Uhuru Kenyatta started a Facebook page that raised 1,352,774 million likes and a Twitter handle with 622,000 followers within a two-year span. Out of a random sample of 105 Uhuru Kenyatta Twitter followers, 16 were media personalities and broadcasters(Social Bakers, 2016). This highlighted the increased chances of media access and the consequent appropriation of his social media posts and tweet uploads for news broadcasting.

Anish (2014) contended that news broadcasters maintained a tracking record of all trending social media articles that attracted the most number of hits, retweets and shares for strategic management purposes including technical resource distribution and identification of stories to broadcast. Thus empowered, television news audiences got a choke-hold on broadcasters and exerted great and consistent influence on the stories covered on news and how they were covered by posting, tweeting and uploading agenda setting content on social media that the broadcasters had no option but to appropriate to remain relevant in the audiences' eyes. In concession, for instance, the New York Times Channel began broadcasting news content produced by 'citizen journalists'.

2.4 Amateurismas a Valid Conduit of Discourse

While travelling in Nicosia, a Cyprian border town, Adam Fish (2013) encountered four Iraqi refugees in a scrappy tent that had a tattered Iraqi flag who were camping in protest against denial of asylum and work visas. He stopped, interviewed and video recorded how the Iraqi refugees escaped to Cyprus to escape harassment by the new Iraqi religious fundamentalist regime liberated from Saddam Hussein's administration by the United States' Iraqi invasion. Later, when he went back home to the United

States of America, he edited the footage into two seven-minute films and posted them on the Current Television website, using the broadcaster's user generated content upload portal. Current Television used the documentaries for news and offered Fish $750 (approximately Kshs. 75,900 as at September 26, 2016 (Forex, 2016) for each of the videos.

In his narration, Adam Fish (2013) defined social media participation in broadcasting as the provision of news content by amateurs who had news generation competencies on social media. The broadcast industry had to find these stories appealing and newsworthy enough to appropriate them for news broadcasting in an environment characterised by gatekeepers and other technical professionals. Importantly, he hypothesised that the most popular contemporary technologies and practices originated from amateur experiments that were later professionalised, but with the pioneering amateurs strategically excluded. This suggested that although seasoned journalists may have regarded citizen journalism as 'unprofessional', Fish predicted social media participation in news content generation would eventually be professionalised and acknowledged by the television broadcast society as a valid and professional news source. In the contemporary scenario, explicit forms of citizen participation in television news were evident despite arguments to the contrary. When Kenya's Presidential Strategic Communications Unit (PSCU) posted a photograph of President Uhuru Kenyatta in military fatigues on Facebook, all major television broadcasters broadcast the pictures during prime television news (Itumbi, 2014).

The expansive penetration of the Internet and social media across the country fostered fresh forms of civic participation in news making. In far-flung Mandera, a northern frontier town near the Kenya-Somali border, Al-Shabaab militants attacked a Nairobi-

bound bus on November 22, 2014 and killed 28 travellers. The media used surviving travellers', witness and audience social media uploads including pictures and tweets for news broadcasts (NTV, 2014). However, the diversity, level of user contribution and impact of the contributions on values and institutions were still unclear with many worldviews alleging that active consumerism has both positive and negative effects. "Amateur participation is exploitative" (Terranova, 2009), "uncreative" (Lanier, 2010), and is "diluting the quality of our journalism and therefore negatively impacting democratic society (Keen, 2007)" Fish (2013).

Holcomb (2014), reported on research carried out by the Tow Center for Digital Journalism at Columbia University, which revealed that broadcasters rarely credited citizen journalists. The research analysed the treatment of user-generated content in eight international television networks. Of note, modern audiences were more active as on-scene reporters, 72% of the amateur content aired on television outlets was not declared as citizen generated content. Of what was declared, 84% did not credit nor identify the author or source of the material on-screen.

2.5 Communication Theories Affecting Social Media Content in News Broadcasts

Communication theories are philosophies that deal with the means and technology of transmission of information between people occasionally using machines and technology (*Communication theory,* 2010).Julia Wood (cited in Fourie, 2003) described communication theories as theoretical predictions that define phenomena from specific points of view or paradigms. Theories have the practical value of teaching how to describe, interpret, understand, evaluate, explain, predict, control and reform phenomena to assist the understanding of reality. There exist communication

theories that can be used in the understanding of social media use in television news. The article *Communication Theories* (2012), domiciled on the Communications Studies website profiles some theories that can be directly aligned to social media use in television.

2.5.1 Actor-Network Theory (ANT)

This theory suggests that technological innovation and knowledge-creation are created by human and non-human factors. For purposes of this research, it may be applied to explore how social media networks and their messages form and how they contribute to the technical success of television news broadcasts. Overall, the theory suggests that there has to be bilateral contribution from both social media content and journalists alike for successful news experiences (Cressman, 2009; Communication Theories, 2012 & Communication theory, 2010). Therefore, the theory posits that neither social media content nor journalists on their own are exclusively responsible for the advancements seen in news broadcasts and social media today. Thus, social media contribute newsworthy content while broadcasters by way of appropriating, gatekeeping and broadcasting both become responsible for realising the news bulletin product.

2.5.2 Agenda Setting Theory

Within the context of this research, the agenda-setting theory refers to how television news coverage determines the societal conversations after broadcasting. This theory alleges that there is substantial association between what audiences watch on news and the arising social conversations and shaping of reality about the news themes (McCombs, & Shaw, 1972; Communication Theories, 2012 & Communication theory, 2010). By filtering what to broadcast and the time allocated to each news item,

the broadcasters prioritise and draft an agenda for their audiences to indulge in later on. Some of the broadcasters provoke these consequent discussions on social media.

2.5.3 Cognitive Dissonance Theory

Cognitive dissonance is the mental conflict that results from having two self-contradicting beliefs about an issue. According to the theory, people compromise their beliefs to minimise the dissention and achieve equilibrium(McLeod, 2014; Communication Theories, 2012 & Communication theory, 2010). Contextually, this research explored the cognitive dissonance that journalists encountered in social media content vis-à-vis their own beliefs in the course of their work and the resultant coverage of the content on news.

2.5.4 Communication Accommodation Theory

This theory suggests that people tend to accommodate or adjust their communication styles to match or not to match with those of their conversational partners including their accents, speed, rhythm, vocabulary, stance, gestures, style and even pattern to realise maximum dialogue synergy or discord. This results in mutual divergence that brings out the differences between the conversational viewpoints or convergence, which encourages the matching of communication styles and viewpoints between the conversation partners (Giles, Coupland & Coupland, 1991; Communication Theories, 2012 & Communication theory, 2010). For social media, this would include adoption of symbols and social media technology in news.

2.5.5 Priming theory

In the context of the research, the priming theory would refer to the ability of social media content to influence how broadcasts occur by gradually over time priming information anecdotes so that eventually broadcasters believe the social media content

on the assumption that it is grounded on their prior knowledge (Scheufele, & Tewksbury, 2007; Communication Theories, 2012 & Communication theory, 2010). For example, some social media content producers by using social media functionalities such as hash tags that focus attention on topical issues attract broadcaster attention and consequent news broadcasting. Due to broadcasters having interacted with the hash tags over some time assume the news to be factual and true and thus use the information for news.

2.5.6 Spiral of Silence Theory

The spiral of silence theory explains the tendency of people to remain silent when they consider their views to be in opposition to those of the majority view on a subject. According to the theory, they remain silent for fear of isolation from the majority group and also for fear of reprisal from the majority (Davie, 2016; Communication Theories, 2012 & Communication theory, 2010). The mainstay of this theory is that intuitively, people know the prevailing opinion and the consequences of standing in opposition and opt to keep quiet. Social media naturally offers majority public opinion and invites opinions and reactions.

2.5.7 Uses and Gratifications Theory

In the context of this research, this theory could help in the understanding of how media audiences and broadcasters alike actively select specific types of media to satisfy various psychological gratifications (Communication Theories, 2012 & Communication theory, 2010). This theory can unravel how and why people use media. Through reporting what they looked for in social media content and television news, the research participants were able to declare the gratifications they sought and got from doing so respectively.

2.6 Conclusion

The body of literature concerning social media content appropriation by traditional television broadcasters continued to grow over the years as new social media platforms continued to be launched. Increasingly, more audiences gradually adopted converged mediums of information dispersal that were both spontaneous and interactive. The published literature explored the level of acceptance, adoption and interaction of appropriation of social media content. The explored written review revealed that indeed social media content appropriation for television news was prevalent and acceptable by both the audiences and the television broadcasters who progressively looked up to social media as the redemptive agent for continued relevance in the competitive broadcast industry.

From the review, it became evident that some broadcasters minimised information collection expenditure by active appropriation from social media content without paying or acknowledging the author of the news. In as much as this opened them up for litigation, there were no explicit laws covering the use of user-generated content.

Anish (2014) predicted that more and more social media users would increase content generation and thus multiply social media's impact on news coverage. This forecasted even more social media-driven and generated news content.

From the literature review, I established that there were gaps in the existing literature on the ramifications of social media use in television news in Africa and specifically in Kenya. This brought to the fore the significance of undertaking the research to enrich the body of knowledge on the matter but more importantly to highlight the pros and cons of embracing this media within traditional frameworks.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter defined the techniques that were engaged in the investigation of the research problems and the rationale that was applied and specific procedures or techniques that were used to categorize, select, process, and analyze data to assist in the understanding the problem. (Kallet, 2004). This thus, allowed for critical evaluation of the study's overall validity and reliability. This chapter helped to answer how was the data was generated and how it was analyzed. Therefore, a description of the specific strategies and the entire planning process that was used in data collection and analysis in order to answer the research questions was made in this chapter.

3.2 Research Design

According to Jwan and Ong'ondo, research design signifies the overall plan that a researcher decides to use to combine all the different workings of the research coherently and logically to ensure effective tackling of the research problem (2011). Therefore, the role of a research design is to ensure that the researcher's findings empower him to essentially tackle the research problem rationally and as explicitly as possible (Vaus, 2001) by providing the adhesive that binds the research together. (Trochim, 2006). All the scholars argue that the design is the constituent structure for the collection, analysis and presentation of the findings. The purpose of the research design is to guarantee that collected data empowers researchers to effectually tackle the research problem logically and unequivocally.

In other words, the research design verbalises what data is required, the methods researchers plan to use to collect and analyse data, and how all of this is going to answer the research questions.

3.3 Research Paradigm

The Merriam-Webster dictionary defines a paradigm as a logical and theoretic context of a systematic school within which concepts, regulations, and generalizations are accomplished in support of research (2013). Research paradigms are therefore precise outlines that originate from belief systems, worldviews or assumptions shared by communities about the characteristics of knowledge and its existence and guide how researchers approach investigations (Cohen & Crabtree, 2006; Jwan & Ong'ondo, 2011; Mackenzie & Knipe, 2006).

Specific schools of thought and worldviews guide these research frameworks. In other words, researchers' view of reality and being (ontology) and how they acquire knowledge (epistemology) become their guiding principles of undertaking investigations (approach). Therefore, ontology is the foundation of knowledge and encompasses the assumptions researchers have about reality. Epistemology, builds up on ontology to refer to how reality and knowledge are studied (Jwan & Ong'ondo, 2011). The combination of ontology and epistemology makes up a paradigm. In other words, paradigms are frameworks that are derived from scientific worldviews about the nature of knowledge and existence. Ontological information enlightens epistemological realisation that in turn informs the research processes.

For purposes of research, worldviews are broad philosophical alignments concerning the nature of the world and the type of research that a researcher adopts in a study. They arise based on beliefs, world incidents and past research experiences and often

lead to the choice of a qualitative, quantitative, or mixed methods approach in research.

There are three basic research paradigms which influence or guide inquiry. Positivism, interpretive, and pragmatic paradigms.

3.3.1 The positivist paradigm

Positivismis also referred to as postpositivism, scientific paradigm, scientific method or science research. The main aim of positivism is to uphold or disprove hypotheses. Before Positivism research commences, researchers pilot to ensure practicality and generalisation because positivism emphasises on scientific methods, numerical analysis, and findings that can be generalised.

Founder of positivism Auguste Comte conceived the term positivism from the belief that all authentic understanding of reality could be constructed from observation and scientific experimentation. The researcher is the observer and thus, from this ontological understanding, observation becomes the methodology for social science research. Apart from Comte, other positivists included, Karl Popper, Aristotle, Francis Bacon, Descartes, Galileo and Vienna Circle (Mack, 2010).

Positivist ontological assumptions specify that reality is signified from things that occupy space and are therefore external to researchers, these things in space have independent meaning that is not intrinsic and it is only from scientific observation that researchers can capture and predict reality using their senses. Positivist epistemological assumptions on the other hand believe that knowledge is objective and knowledge construction can be made from theories and hypotheses through deduction. Another assumption by Hughes and Sharrock (cited in Grix, 2004) is that

truth can be attained since knowledge is based on substantiated, absolute and indisputable truths.

However, criticism of the positivism paradigm emerged with the argument that there are no absolute truths and that theories cannot replicate the total truth but only gets close to the truth. In essence, a minimal level of subjectivity was allowed into positivism and positivists cultivate possibility rather than unconditional inevitability today.

3.3.2 The interpretivist paradigm

Interpretivism is also referred to as constructivism because it puts emphasison the human ability to construct meaning. It is also referred to as anti-positivism because it was established in defiance to positivism. The study of meaning and interpretation of history and how individual human beings experience and perceive things around them profoundly influenced this paradigm as a basis to understanding social phenomena (Ernest, 1994). Accordingly, the ontological assumption of interpretivism is that in constructing social reality, different people form numerous different perspectives of the same incident.

Therefore, interpretivism posits that research must be witnessed intrinsically through people's experience and cannot be empirically observed from the outside. Interpretivist researchers pursue understanding rather than explanations in order to interpret social reality through different people's experience (Cohen et al, 2007).

Some of the foremost interpretivist scholars include, Edmund Husserl, Arthur Schultz, Herbert Blumer, Harold Garfinkel, Han-Georg Gadamer and Wilhelm Dilthey (Mack, 2010).

Interpretivist ontological assumptions believe that reality is subjective and is intuitively constructed based on personal understanding and is therefore individual to every person and every event. Because every person perceives meaning differently, one incident encountered by different people will have multiple perspectives by the individuals. This means, that for interpretivists, all events are unique and perceived meanings therefrom cannot be generalised and researchers determine and interpret meanings according to the participants. On the other hand, interpretivist epistemological assumptions promote the respect for the diversity of participants' and their environments, which define their construction of meaning. For interpretivists, beliefs are created from knowledge gained inductively through life's events and personal experiences.

Interpretivism research has been criticised for not providing for scientific verification of findings and consequent generalisation to similar investigations. Furthermore, interpretivism has been criticised for its subjectivity and for non-acknowledgment of political effects on understanding and construction of social reality. Though interpretivism has been criticized for small sample sizes, small sample sizes allow for in-depth investigation and consequent knowledge gain that would otherwise be difficult to get.

3.3.3 The pragmatic paradigm

The pragmatic paradigm is not devoted to a specific system of philosophy or reality. While undertaking investigation, pragmatic researchers put emphasis on the 'what' and 'how' of the research problem (Creswell, 2013). Initially, pragmatists "rejected the scientific notion that social inquiry was able to access the 'truth' about the real world solely by virtue of a single scientific method" (Mertens, 2005). And thus, it is

characterised by pluralism, which is a good underlying philosophical framework for mixed-methods research (Mackenzie& Knipe, 2006).

Pragmatic researchers retain real-world practicality and problem-centeredness in their attempt to explain the consequences of actions (McKaughan, 2008). They place the research problem centrally and apply all approaches to understand the problem (Creswell, 2013). Consequently, Mackenzie and Knipe (2006), point out that the data collection and analysis methods pragmatists select are those that are most likely to provide insights into the research question without philosophical allegiance to any alternative paradigm. Pragmatic researchers consequently exercise the liberty of using any of the methods, techniques and procedures normally allied to either quantitative or qualitative research. They admit that every method has its own unique restrictions and prefer a complementary approach while undertaking their investigations, using any method appearing to best suit the research problem (Alzheimer Europe - Research - Understanding dementia research - Types of research - The four main approaches, 2016).

Some of the foremost classical pragmatists include Charles Sanders Peirce, William James, and John Dewey who were followed by the 'new pragmatists' who revitalized pragmatism; Philip Kitcher, Huw Price, Josiah Royce, C. Lewis, Murray Murphey and Richard Rorty (Hookway, 2016).

Pragmatic research can also employ different techniques concurrently or separately. For instance, it can begin with focus groups to enable statistical analysis and progress to undertake in-depth interviews for narrative explanations to phenomena.

3.3.4 The research paradigm for this investigation

Based on the arguments that conclude that positivism attempts to define social experiences, interpretivism to understand social experiences, while the pragmatic paradigm claims that ideologies are accurate if the meaning can be found in their practical consequences, I was able to determine my individual purpose for doing research. I learnt that I associate my research thrust with the interpretivist paradigm.

Working in the communication industry, I have come to appreciate that meaningful communication can only be as a result of the two-way nature of information exchange and the suitable construction of meanings in the messaging. My role in this investigation was to interrogate for an in-depth understanding of the enigma that is social media, its messaging on society and on television news, how television news broadcasters fathom and use it, and what it portents for news broadcasts.

This allowed me to identify and engage very richly experienced television news broadcasters and social media practitioners who offered their own individual and exceptional interpretations of social media in television news through in-depth interview methodology. I was open-minded to the participant's attitudes and values and focused on the social, collaborative process of bringing about meaning and knowledge.

The effort I employed in this research allowed me to gain comprehensive insight into how social media content appropriation is done by television news broadcasters that could not have been realised using the other research paradigms.

3.4 Research Approach

There are three main research approaches; quantitative, qualitative and mixed methods and emancipatory also known as advocacy or participatory research (Creswell, 2013).

3.4.1 Quantitative research

Quantitative research, is generally used in positivist paradigm-related investigations and usually incorporates collecting and converting data statistically to enable numerical calculations to draw conclusions to satisfy research hypotheses. These hypotheses include predictions about possible variables they want to investigate. Some researchers opt to use sophisticated statistical computer packages to undertake data analysis to determine and to discover complex causal relationships between variables and to determine to what extent these variables influence each other (Alzheimer Europe, 2009).

Quantitative researchers approach research deductively within strictly controlled parameters, are very objective, specific and also endeavour to eliminate possible bias by critical examination of their methods and resultant conclusions (Creswell, 2013).

3.4.2 Qualitative research

Qualitative research approach is usually associated with the social interpretivist-constructivist paradigm which emphasises the socially constructed nature of reality (Jwan & Ong'ondo, 2011). It encompasses recording, analysing and attempting to expose innate meaning and implication of human behaviour and knowledge, beliefs, behaviours and emotions gradually moving from the specific to the general (Alzheimer Europe, 2009).

This scientific research seeks answers to research questions by methodically utilising predefined procedures and evidence collection to answer and to present findings that could not otherwise be determined. It produces findings that are applicable beyond the immediate boundaries of the research.

Qualitative researchers incline towards induction where they develop theories or seek meaning based on collected data and findings. Data collection is usually made through observation, focus group discussions and in-depth interviews and is offered in a narrative format.

Qualitative research usually comprises a smaller number of participants and is more open-ended and exploratory. It often allows researchers to probe and ask supplementary questions tailored to the responses received. In this research, I adopted the interpretivist paradigm whose epistemology allowed the participants and myself to co-construct the reality and meaning on social media use in television news broadcasting.

According to Creswell (2013), qualitative research's historic origin lies in anthropology, sociology, the humanities, and evaluation. Qualitative research seeks to investigate phenomena by in-depth engagement with participants and information to acquire data, examine it and present it in a narrative format using qualifying text or words. Qualitative approach usually includes the voice and opinions of the researcher and is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations.

I adopted a qualitative approach to investigate the in-depth participant understanding and practice of social media use by television news broadcasts. I sought to determine the levels of social media content appropriation for television news in Kenya.

According to Jwan and Ong'ondo (2011), qualitative research's mainstay is a multiplicity of explanations about phenomena according to in-depth understanding and perception of individuals.

Qualitative research data is generated in the natural setting where participants experience the topical issue under investigation and not under controlled environments. This ensures close one-on-one interaction where information is gathered by essentially engaging the participants personally and interacting with them in their comfort zones. In the whole process, the researcher focuses on constructing meaning of the problem from the participant's perspective and not from his own perspective.

In qualitative research, researchers collect the data themselves through interviews, observation and document examination. For interviews, an interview guide usually designed by the researcher for that particular research is used to guide the process. Sometimes researchers undertaking qualitative research use multiple sources of data generation such as document analysis, interviews, observations and audio-visuals to collect data after which data review, contextualisation, organisation into categories and themes is done.

According to Creswell (2013), qualitative researchers construct their meanings inductively before repeating the process with the findings deductively. They first shape patterns, categories, and themes by organizing the data into clusters of information until they establish a comprehensive set of themes. Then deductively, they re-examine the data thematically to determine if more data is required to support each theme or whether they need to gather extra evidence. Thus, though the procedure starts inductively, deductive thinking also plays a vital role as the analysis progresses.

Purposing to demystify the research problem, I sought to shape and focus the research to obtain the most appropriate information possible borrowing from the experiences of the participants. To best realise this, I harnessed on qualitative research's fluid processes that were shaped by emerging issues from interacting with participants and encountering their industrial experiences and situations. For instance, I altered the interview guide slightly to conform with the reality on the ground. The qualitative approach allowed me to present the multi-dimensional viewpoints of both the social media content producers and the appropriators of that content for news broadcasting. All the while, I recognised the different factors involved in the participants' circumstances and therefrom formed the greater and wholesome picture in chapter four and five. This bilateral approach at data collection, data analysis and finding reporting offered the apt picture of the research problem in context and provided the answers to the research questions.

3.4.3 Mixed methods research

Appreciating that every research method has its own limitations, this approach involves using the method the researcher deems best suited to addressing the research problem in a complementary manner. Pragmatism allows researchers the liberty to use any of the processes, techniques and procedures characteristically related with quantitative or qualitative research (Alzheimer Europe, 2009). Further, the Alzheimer Europe website highlights that mixed methods also enables triangulation in terms of using a variety of data sources, different researchers, multiple perspectives to interpret the results and the use of multiple methods to study a research problem (2009).

3.4.4 Emancipatory research

Researchers who feel that qualitative, quantitative and mixed methods approaches do not address marginalised needs adopt the emancipatory approach (Alzheimer Europe, 2009). This approach attempts to give a voice to the marginalised study groups to result in status reform. By taking an initial position to give voice to marginalised groups, researchers adopt a less neutral scientific stand.

3.5 Research Method

Narrative research is a method of qualitative research that involves gathering and recounting stories in ordered detail from individual's experiences to make meaning of the experience with the individual (Connelly & Clandinin, 1990).According to Riessman (cited in Creswell, 2013), a narrative research is a design of inquiry from the humanities in which the researcher retells in a narrative format the story about the lives of individuals after engaging them in in-depth study and interviews about their lives. This could be over their whole life or a period of the individual's life.

Even though narrative research design is mainly focused on studying one individual person, it can also be expanded to study several people. In this instance, I did not focus on the participant's entire life but on the single episode in the participant's lives while engaged in news broadcasting. This is known as a personal experience narrative story where the researcher becomes the interpreter of the participant's stories. According to Jwan and Ong'ondo, "narrative research allows the researcher to share the storied lives of the participants to provide insights and understandings about challenging social issues as well as to enrich the lives of those participants." In other words, "it enhances our understanding of the complex world of the participants." (2011).

Connelly and Clandin in further explained that this narrative often combines views from the participant's experiences with the researcher's opinion and theories in a collaborative narrative (1990). This means that during the interviews, it is particularly important that all participants including the researcher have voice within the discussions. This working relationship fosters trust and believability among all parties to realise connected knowing and thus construction of meaning (Connelly & Clandinin, 1990; Lenfesty, Reichling & Schultz, 2014).

Accordingly, in a narrative research the researcher should keep his focus on few individuals to enable in-depth engagement; he should allow the participants to tell their own life experiences without coercion or influence and capture the stories that way; he should re-story the experiences chronologically from the beginning to the end; he should ensure that the research findings are thick and include significant details; and contain an analysis of emerging themes (Creswell, 2013; Lenfesty, Reichling & Schultz, 2014).

This narrative research collected considerable data using in-depth engagement with twelve select and typically unique interviewees to provoke and collect their viewpoints, thoughts and knowledge. The preamble part of the interview guide and process was designed to establish a close relationship with the participants to help them trust me to enable meaningful transfer of their knowledge. I made the participants comfortable and conducted the interviews in places that the participants felt comfortable. I also let the interviewees tell their story without leading them. This helped develop and present a full real life understanding of their experiential information wealth.

3.6 Target Population

Mugenda and Mugenda (1999) defined a target population as the total collection of elements about which researchers made inferences. Kenya has a total of 3,219 Media Council of Kenya registered journalists (List of Accredited Journalists, 2016) and an estimated 6,500 unregistered but practicing journalists. For this research, the target population comprised all television broadcasters that broadcast news at fixed prime times on a daily basis.

3.7 Sampling

A sample is a selected group of a target population that can make a logical or representative statement about that population. The main aim of research is to optimise the use of resources such as participants in the investigation of the research problem. Rensberg et al. (2010). Sampling helps in this endeavour by pointing out from a target population an ideal composition of participants most appropriate to contribute to the research. Sampling involves following a rigorous procedure to select units of analysis from a larger population or target population (Plooy, 2002). Effective sampling requires investigation of all the units in the target population to be able to get a representative sample of the population.

My sample size comprised nine people working full time in television news broadcasting and three communication experts making a total of twelve. This sample size was adequate to assure that I got to hear most or all of the perceptions and views that were important for answering the research questions.

3.7.1 Sampling technique

Purposive sampling demands that researchers think critically about the characteristics of the population under research to enable choosing appropriate sample units. (Jwan

and Ong'ondo, 2011). Purposive sampling is a non-probability sampling method that deliberately endevours to get a representative sample by choosing specific characteristics in a target population.

I relied on my own judgment to select the respondents. Sufficient knowledge of the broadcasting industry in Kenya made it possible for me to select the sample of experts in television broadcasting particularly those involved in gatekeeping of television news and communication experts with experience on social media. Total, the sample had a cumulative work experience of 216 years with an average of 18 years each. I considered this important and sought to find appropriate individuals to contribute to the achievement of research objectives because their unique experience played an important role on the outcome of the research using the purposive sampling technique.

Initially, I had intended to interview two communication experts and six broadcasters but I continued conducting more interviews until I attained a theoretical saturation point where no more new data was adding additional insights into the research questions. Therefore, theoretical saturation played a key role for me to determine the final sample size.

I used purposive sampling to undertake this research. I used a sample size comprising twelve respondents. The chief aim of purposive sampling was to concentrate on specific characteristics of a population that was of interest and that would best enable me to answer the research questions.

3.8 Data Generation Technique

This section presented the data generation techniques that were used to collect data for thematic analysis in chapter four and five. The research collected data using in-depth interviews.

3.8.1 In-depth interviews

Research interviews purpose to investigate the opinions, experiences, viewpoints and incentives of participants on topical issues. In-depth interviews provide a deep comprehension of societal phenomena where detailed insights are required from individual participants. They delve in-depth into the topical area and are characterized by interview question guides, which can probe questions further for clearer understanding.

I used in-depth semi-structured interviews as the main primary vehicle to obtain important information for the research. In-depth interviews are open-ended, informal and explorative research methods well suited for describing phenomena from the perspectives of target populations. During in-depth interviews, unclear responses were intensely probed for deeper meaning and understanding. The research information was collected using predesigned interview guides and captured by use of a tape recorder. The data obtained using these in-depth interviews involved a small sample and thus cannot be generalised to the whole population. The research targeted television news editors, anchors, digital specialists and communication specialists because they interacted with social media in television news broadcasting on a daily basis.

3.9 Data Analysis and Discussion

Rensberg et al. (2010) define data analysis as working with the generated word-based data by organizing it, breaking it into meaningful units, synthesizing it, searching for patterns in it, determining what is important and what is to be learnt from it, and deciding what to present to others. Other scholars define it as the inductive process of organising data into themes to elicit meaning, gain understanding and develop empirical knowledge (Babbie, 2007; Corbin and Strauss, 2008; Francis, 2010). Jwan and Ong'ondo (2011), in agreement with Rensberg, Babbie, Francis, Corbin and Strauss, confirm that qualitative data analysis is, "the systematic process of transcribing, collating, editing, coding, and reporting the data in a manner that makes it sensible and accessible." Therefore, data analysis is the key process in research that converts raw unintelligible data into meaningful data that adds new insights into the explanation of research problems.

3.9.1 Thematic analysis

Braun and Clarke (2006) define a theme as a topic that captures all significant and common data together into categories to form topical understanding into patterned responses or meanings in relation to the research questions.

Therefore, generated data must be processed to construct meaning from the raw unintelligible data. As described by Jwan and Ong'ondo (2011), the process of data analysis is a systematic process that includes organisation and categorisation into themes for in-depth synthesis. The thematic analysis process includes searching for relevant themes and patterns from the generated data to stitch together a comprehensive narration to explain the phenomenon under investigation.

I began data analysis while undertaking the in-depth interviews in the field. Through the process of careful transcription of the interview data and constant reading of the transcriptions, I became familiar with the data.

I identified emerging problems and concepts that arose that could help me further understand the situations on the ground after which I started making the initial codes. After coding, I searched for themes and clustered similar research data into the themes. I reviewed the themes and made sure they were comprehensible, reliable and unique.

I then embarked into an in-depth analysis of the themes defining and naming them appropriately besides merging similar themes whilst discarding those that did not add value or new knowledge to the research problem. This data connection and correlation to highlight how concepts influenced each other was done seeking corroboration and legitimisation by assessing substitute accounts, unsettling evidence, and probing for undesirable cases.

After data transcription, conceptualisation, organisation, coding and classification of the data into themes besides the thematic analysis, I finally began compiling and producing the report whilst highlighting similarity between analytic narrative and voices from the transcripts in a complimentary and balanced way. I reported on the findings in chapter four.

3.9.2 Discussion

During and after data analysis, I organised the findings to form general themes that helped me to refine cross-linking concepts to form a clear description of the research topic. These themes, concepts in conjunction with the reviewed literature were

integrated to build a fused explanation of the research topic using narrative arguments that also included direct quotes from the interviewees.

3.10 Trustworthiness

Trustworthiness permits researchers to make sure the virtues of ethical integrityis evident in their investigations. According to Lincoln and Guba (1985), trustworthiness of a research study is important in evaluating its worth. In attempting to do this, credibility – where confidence in the 'truth' of the findings is pursued, transferability – where the findings have to be tested for applicability in other contexts, dependability – where the findings are tested for consistency and dependability if the research is repeated, and, confirmability – where the degree of neutrality is ensured and researcher bias eliminated. The purpose of trustworthiness is therefore all geared to ensure that the investigation's results are credible and reliable.

The investigation actively worked towards the assurance of credible, transferable, dependable and confirmable findings. Participation in the research was on a voluntary basis, whereby the interviewees were requested to give informed consent that was in written format before inclusion in the research. The interviewees were informed that all the information they offered would be treated confidentially and that their personal information would not be disclosed. I notified the interviewees on the approach that was to be taken to ensure privacy and maintain confidentiality. I also allowed those interviewees who wished to review their reports before release to find out if they felt that their privacy had been compromised. I ensured that the interviewees were comfortable and adhered strictly to those analysis methods that would produce authentic, valid conclusions to ensure research integrity and quality. Moreover, I

undertook the investigation with the belief that the findings would be employed appropriately.

3.11 Ethical Considerations

The investigation endeavoured to offer reliable and certifiable findings. The first step involved, as per institutional requirements that prior to actual data collection, familiarisation of the university code of ethics for thesis writing is done. I downloaded a copy from the university website after which I presented the proposal to an internal panel comprising course lecturers for advice on practicality. Later, I presented the proposal to a departmental panel where peer and lecturers reviewed the proposal and made value addition appropriately.

As per the requirement, I secured a letter of introduction from the School of Human Resource Development (SHRD) of Moi University, which stated the thesis title and purpose of the study requesting assistance with processing of the necessitating research permit from the National Commission for Science, Technology and Innovation (NACOSTI). I visited the NACOSTI website where I filled all the prerequisite forms and applications and uploaded onto their website the proposal including the abstract and a bank slip for the processing fee of Kshs. 1,000. After two weeks, the permit (see appendix XV) and a research authorisation letter (see appendix XIV) were issued.

With the permit, the research authorisation letter, the introduction letter from the Moi University, I sought permission from the County Education Officer (CEO) and County Commissioner (CC) for permission and security to undertake the research in Nairobi County, which enabled me to start contacting the respondents. I proceeded to contact the participants and informed them of the general purpose of the study after

which I booked appointments and diarised them into an interview work plan at their convenience and with consideration of any special needs. During the interviews, I obtained appropriate consent from the participants (see appendix I).

To ensure transparency and accuracy, I allowed interested participants to have access to the recorded interview notes or recordings for substantiation. I respected copyright laws and scholastic ethics and obligations by acquainting myself with the broadcasting industry and analysing previous research findings to avoid deception and plagiarism. I astutely obtained a characteristic sample and ensured frequent debriefing sessions with my supervisors and peers.

I respected diversity and participants' dignity, privacy, observed confidentiality and protected their anonymity by using codes for their true identity. Bias and objectivity were eradicated by avoiding leading questions, withholding from sharing personal impressions, avoiding disclosing sensitive information and allowing the interviewees to shape the findings to guarantee similar findings if the process were repeated in similar circumstances with the same interviewees.

In reporting, I avoided siding with participants by reporting multiple perspectives including conflicting findings. I maintained a research process record for external analysis to establish accuracy, evaluation and verification.

3.12 Conclusion

A clear guideline and plan was essential before setting out to undertake the fieldwork. Appropriate permissions and permits were applied for on the strength of the first three chapters as per institutional and state requirements at this stage.

Chapter three focused on the research methodology to ensure sound findings that could be tried scientifically by other researchers. It encompassed the approaches, the sample and data generation, collection and analysis techniques that were used in the research.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter presents the collected data, analyses and discusses the investigation; *Appropriation of social media content by television broadcasters in news reporting in Kenya*. The research is qualitative in nature and collected data using twelve in-depth interviews consisting of interviewees who were both media practitioners and communication experts. This chapter primarily covers six sections, including a preamble followed by social media use in television reporting, regulation of social media content, citizen journalism and institutional appropriation of social media content.

4.1.1 Occupational responsibilities and experience of the interviewees

The interviewees comprised of professionals with a cumulative 216 years of media practice averaging 18 consecutive working years each. Four of the media practitioners interviewed had had extensive work experience in developed countries with top notch international television broadcasters. The rest worked extensively for the major television broadcasters locally in the region. The communication experts interviewed, on the other hand, had extensive experience in the media industry. One is an associate professor of communication at a leading university in Kenya, another works for an international organisation while the thirdworks in a company that boasted a total 1,663,000 followers on Facebook in 2015, the second biggest following in Kenya (Social Bakers, 2016).

In terms of responsibility, 0005is the Editor-in-Chief overseeing the Editorial Department comprising television, radio and the digital sections for a leading

television broadcasting station with over 23 years of experience in broadcasting. Interviewee 0007is a television news anchor and reporter with over 8 years in the current position. 0006is a digital content producer originating content from and for social media with over 8 years in the current position. 0004isan Associate Professor of Communication and Dean at a local university with over 28 years of experience in communication. 0008is a business editor, television news anchor, online and print writer with over 15 years of experience in broadcasting while 0009 hosts a popular prime time show on television and has accumulated over 28 years of experience in broadcasting. 0010 previously worked as Editor-in-Chief but now works as a Digital Content Manager in charge of management of 15 station websites and social media sites at the same station. 0010 has over 23 years of experience. 0011on the other hand is a communication specialist with over 13 years of experience in both traditional and social media. 0003who reports for news and separately produces current affairs content for television broadcasting as a Special Correspondent has accumulated over 28 years of experience in broadcasting. 0002 does news production and news editing for a television broadcaster and has over 18 years of experience in broadcasting while 0012, the last respondent has 8 years of experience as a digital expert in charge of social media platforms at a company with the second highest Facebook following in Kenya. Interviewee 0001 is Group Managing Editor in charge of television, digital, print and radio and has a cumulative 28 years of experience in broadcasting.

> I am the Group Managing Editor here and am in charge of television, print and radio. I have a cumulative experience of over ten years in management spanning most mainstream media houses in Kenya and a neighbouring country. (0001)

The Editor-in-Chief is in charge of editorial departments while the anchor reporter reads news bulletins and also undertakes newsgathering. The content producer is in

charge of producing and sharing content from social media platforms. Lastly, the communication specialist works in strategic communications, public relations and events management.

4.2 Use of Social Media Content in Television News

4.2.1 Introduction

From the first research question that sought to determine how traditional television broadcasters employed social media content in their reporting, I established from the participants that indeed all broadcasters employ social media in news reporting. The findings attributed this to the current and new multi-platform media environment where people's interaction with news has evolved to become portable, personalised, and participatory. News consumption is now both a socially engaging and socially driven activity, especially online. Members of the public are clearly part of the news process now. Participation comprises sharing experiences rather than through contributing news themselves. This section outlines how television broadcasters employ social media in news reporting.

4.2.2 Participants' use of social media

From the findings, all the interviewees indicated that they use social media platforms including Facebook, Twitter, WhatsApp, Instagram and LinkedIn although the most commonly used platforms are Twitter and Facebook. In the interviews, the respondents indicated that they use social media to navigate the virtual information environment. Two particular respondents have a remarkable following on social media and are thus influential in the social media environment. For instance:

I am on Twitter, and I am among the top Twitter account holders on the continent with almost 600,000 followers, which is a phenomenon. (0009)

My organisation has over 1,360,000 followers on Facebook, which is the seventh biggest following in Kenya and the third in terms of individual following after Lupita Nyongo and Uhuru Kenyatta. (0012)

In addition, some media houses had gone ahead and employed teams to work on their corporate social media platforms.

We have a specific team that handles social media but as a group we do use the social media. (0002)

4.2.3 Social media use in television reporting

The research also sought to establish how television broadcasters employ social media content in their reporting. From the research, I ascertained that media houses had integrated social media and used its dynamic around-the-clock presence strategically for corporate positioning as well as for television news reporting.

As an organisation we are very strong on Twitter, Facebook and our website. The room you have just seen being constructed here is our new Digital Section that is coming up. Currently we run the Online Section up to 10:30pm but going by the trend in the market, we want to run it for 24 hours. It currently has 4 people. We have hired two more so that it can be running 24 hours. That section will mainly focus on updating our website and our social media platforms, tweeting the breaking news, the shows that are going on and all that. But mainly dealing with the current affairs section, which is the editorial section, that deals with the current affairs. The person who is there at night checks what is news locally and internationally and posts it to keep abreast with what is happening around the world and around the country. (0005)

Social media content is forming a large part of content in television…. social media is ahead of television… You find that television news has specific time slots like seven, so something has happened at midnight for instance and you get social media has already picked it and by the time you get six hours later when it's now being reported on television. Social media also provides content

for television. The television guys can then follow up so that by the time it is being reported it is comprehensive and has been authenticated. (0011)

Consequently, the interviewees reported that media houses had teams of digital specialists whose responsibility was to visit social media sites to identify trending topical issues and societal conversations for further journalistic investigation while observing journalistic ethics and code of conduct.

> We have a team of fifteen digital specialists who are dedicated to visiting social media sites to identify trending topical issues and societal conversations for further journalistic investigation observing journalistic ethics and practices. For example, the Garissa terrorist attack though broken on social media, our station also carried out our own journalistic follow-up before airing it. (0001)

The interviewees defined digital specialists as experts responsible for the collection and dissemination of newsworthy information from social media. They do this by notifying their producers of social media content they deem newsworthy for purposes of repackaging as part of the broadcasting content for news. In addition, interviewee 0006, a digital content producer for social media with over 8 years in current positionconfirmed that social media is used to point out news stories that are of interest to society.

> Part of what we use social media for is as a pointer source of information and some of the players involved are specific people like Ma3Route, the Red Cross, and government's PSCU to know the president's itinerary. But of course we have to verify it first and restructure it afterwards. (0006)

Further, the interviews demonstrate that newscasters use social media to enhance audiences' participation in news broadcasting. In addition, the media houses use social media to inform the audience of specific programmes as well as upcoming

guests in media houses during news hour. However, the audience comments during the news broadcast do not necessarily influence the content of the news or discussions. Further, the interviewees indicated that their media houses use social media to promote their news content to attract viewership, mainly through Twitter and Facebook. In addition, media houses source entertainment information and education using social media. Describing Larry Madowo's *The Trend,*0011, a communication specialist with over 13 years of experience in government communications and international advocacy highlighted how a broadcaster appropriates social media content into a package for airing during nine o'clock news hour.

> You find that for instance one leading television station on Fridays dedicate a whole two hours of a program that is driven by social media. They review some of the critical topics discussed during the week on social media and they discuss it with a comical entertainment approach. (0011)

Interviewee 0002, a news producer and news editor with over 17 years of experience in broadcasting also reported that his institution uses social media to get information for news and also to poll and measure its reach and coverage during news hour. All the other interviewees also concurred with this. By watching television broadcasts over a one-month period, I established that television news broadcasts undertake daily polls.

> For example, when we are doing news online, we use social media to gauge the number of people we are reaching through questions and answers and at the same time, we can use it to get some information for example someone is somewhere watching news and a news item has just broken up I can give you an example of an accident that happened at Muthurwa which was broken on social media by a member of the public who took the pictures at the scene. We were able to use the pictures from the first citizen journalists so we use the social media not just to break the news but also to gauge our reach as a station. (0002)

These views were also confirmed by 0009 who hosts a popular prime time show on television and has accumulated over 28 years of news casting experience in topnotch international and several local broadcasting stations apart from being the journalist with the largest Twitter following in Kenya.

> Everybody is getting onto this bandwagon because they realise the days of taking a poll for instance, going out into a village and sampling an electorate or a constituency, that's no longer it. You can get an instant poll, instant reaction and feedback from people that are using these social media outlets. So absolutely everybody is doing it and have to do it to keep up with the times otherwise you become a relic or irrelevant very very quickly. (0009).

The interviewees also stated that social media, WhatsApp and short messages are used to obtain feedback from the audiences. An example of this is the *Road Hog* by a popular television station. Interviewee 0010, an Editor-in-Chief and currently Digital Content Manager in charge of social media sites and 15 websites with over 23 years of experience spanning leading broadcasters in Kenya explained that social media users record videos of deviant motorists and post them on a leading broadcaster's social media handle. These videos are appropriated and broadcast during news hour on television to shame and name deviant motorists. This helps to keep drivers on the alert and prevents them from breaking traffic regulations when on the road.

> We use social media to monitor feedback for our various news broadcasts. We could ask a question let's say, what do you think about the recent police recruitment? And we allow viewers to give us feedback both on social media, WhatsApp and SMS. Apart from the CNN and a few news websites in the West, one local broadcaster has put a portal on their website that directly collects information from the audiences and later broadcasts it on TV. A case in point is the Road Hog. (0010)

In addition, the interviews demonstrate that media houses use social media as a main source of information. Using social media, media houses can check what other media

houses across the globe are covering and identify what they may have missed. This is in tandem with Paterson (2013)'s views on broadcasters appropriation of news from social media.

> ….we use it as a source of news also because we are constantly checking what is trending, what competition are doing, what other media houses across the globe are doing. That way you get to know what you have missed or what you are not on top of apart from us having news agencies and news sources we have subscribed to, social media is definitely a source of information even from the public. We follow people who we know are some sort of sources in their own communities. (0010)

From the research, I also established that social media has made it easier for television news broadcasts to be transmitted to global audiences. Social media is accessible globally and for television stations that employ it, it becomes a platform for promoting the television station's programmes and for increment of viewership. In addition, it acts as the public relations arm of media stations by marketing and promoting the television broadcast products.

> Social media is adding value because we are able to reach the diaspora audience. People can watch us from anywhere in the world now and in the process promote the TV station. Social media is an added advantage for any TV station. We promote all our programmes using social media so if you are in your office you get something saying, "our station is on air now. Log on to our website to watch. Social media is like a PR arm of TV. (0010)

However, of dissenting view was interviewee0003, who with over 28 years of experience with topnotch local and international broadcasters also reports for news besides separately producing current affairs content for television broadcasting as a special correspondent who disputes that social media plays a key role in the production and packaging of news content. He asserts instead that it simply plays a

marketing role to recruit television viewership for content that is collected traditionally.

> Departments for social media are not really standalone. They are there to support the main channel. They depend on the content from the television staff to churn out on social media…. although there are instances where television would actually get some content from the social media department, there is more tension, more focus on the traditional way of television. They use social media to market what they already have and want to put on television to recruit viewership. (0003)

However, from the other respondents' accounts, and my random watching of television news, as illustrated by appendix III to IX, I disputed interviewee 0003's viewpoint and affirm that indeed television news broadcasters appropriate social media content and use it on news. Appendix IX also shows a journalist capturing news during an interview directly into a hand held social media enabled device before filing it into the newsroom through a social media platform. The journalist uploads the interview onto her timeline or handle with the media house social media handle, which automatically flags it in the newsroom for attention and appropriation by the digital specialists.

4.2.4 Television broadcasters aims for social media navigation

I enquired from the interviewees what their main goal is when they navigate social media. According to the findings, they reported that in the delivery of the public service duty bestowed upon them to avail value-rich news content to their audiences, it is imperative to consider all available sources of information including social media as foundations of raw news that can then be professionally repackaged after exposing it to rigorous in-house processes to confirm authenticity and validity. Interviewee 0007who is a news anchor and reporterwith over 8 years of experience in active

involvement in collection and presentation of news on television also indicated that one of his main goals of navigating social media is to obtain appropriate information on what is going on around the world to inform viewers through television news broadcasts.

> My main goal when I go to social media in my day to day job is to get to know more of what is happening around the world because truth be told, many times whatever we see on social media just needs a little confirmation. You cannot discard it as a lie, it needs just a little confirmation and it is as good a story as what you were going to do traditionally. (0007)

The interviewees also indicated that they upload information on social media to attract their followers to watch their news bulletins on television during news hour. I also established that social media enabled appropriation and reporting of current news and information for television news broadcasts. Other stated goals include communication, promotion of stories and getting feedback for the broadcast stories.

> I use social media to be informed of what is new, what is happening, to communicate, to market, to boost my stories, promote my stories, to get reactions to my stories, feedback and for social reasons at family level and friends. (0003)

A digital content producer responsible for originating content from and for social media further confirmed this view.

> Is to ensure that our followers on social media get the information that we are passing and also make them watch our news bulletins. Though news mining on social media is not the main goal, we can do that along the way but it is not entirely the whole objective. (0006)

4.2.5 Organisational approach towards appropriation of social media content

From the findings,and in particular those of 0008, who has15 years of experience as business editor, television news anchor, online and print writer it is apparent that

social media has taken the role of traditional tipsters and now informs media houses on breaking news and societal conversations in real time.

> There is quite a lot of news that comes across our platforms now that comes from social media. People will post photographs of what is going on. The best example is the recent floods in Nairobi. People would reach out to us on social media as well to tell us about it. So by way of newsgathering people also reach out to us either on personal Twitter handles or our corporate Twitter handle to give us news tips, to give us leads, particular stories, to also point us to ways that we should be thinking. (0008)

In addition, I established that social media works hand in hand with television news content because it is usually easy to share stories on social media platforms. The interviewees also indicated that their media houses use social media to get to their audiences so as to increase broadcast product reach. This is done by continuously posting news bulletin anecdotes on social media platforms. Media houses also use social media to prompt audiences to engage with particular news features on Facebook and progressively now on Twitter.

Through social media, media houses are now able to get real time feedback from their audiences.

> There was no way you could get instant feedback from an audience watching you on TV, but now they are actually watching you on TV and they are reacting, responding, commenting and asking questions. (0009)

The interviewees also reported that news broadcasters use social media to boost and support their television content and not as standalone channels of communication. In addition, they reported that the content provided on social media sometimes has authenticity challenges.

…they are normally there as a by-the-way to support the television content. So they are not really standalone like developed channels or international channels like the CNN. They are there as a by-the-way to support the main channel. (0003)

4.2.6 Broadcasters' social media skills capacity

From the findings, the research indicated that teams in the digital department underwent short-term social media training while others just acquire skills from daily exposure to social media in the course of their work tasks. Further, the media houses have internal checklists for engagement and use of social media content installed on computer platforms used by journalists.

> Some of the team in the Digital department have new media training from institutions such as Leicester University in the UK. The rest possess daily exposure experience on social media engagement. More so, the media house has an internal checklist for engagement and use of social media content. This checklist is installed on all the journalists' computer platforms for ease of reference while writing news. (0001)

> We partner with Radio Netherlands for one-month training in online journalism. But locally, we take advantage of any opportunity for online training. In the current team, it is only one person who has not had oversees training in this field. We are also allocating more resources in training. (0005)

> We have professional training for social media on how to handle the flow of information. So when you are recruited and you want to be posted in the digital department, just that you have a Twitter handle maybe, or a Facebook account, does not necessarily mean that you can run an organisation's social media platforms...(0007)

> Once in a while we do have people from Google come over to train us about how to repackage social media content and how to gain viewership on social media and how to get money from it and how to popularise our Tweets. (0006)

In addition, only one media house has a social media policy that gives guidelines on how and when to use social media content (See appendix III).

> Our Media house is unique because as of this moment it is still the only media house in Kenya and probably the region that has a social media policy. So the first thing is that that policy gives us guidelines on how to use and when to use social media. (0008)

From the research, however, I established that the policy is not fully effective in setting out the social media operational frameworks. Further, I established that policies and guidelines alone without continuous training are not enough to equip journalists with adequate skills for engagement of the constantly evolving social media. Interviewee 0001who is Group Managing Editor in charge of television, digital, print and radio and has had a cumulative 28 years of experience in broadcasting working for a leading broadcaster in Uganda and many other mainstream broadcasters in Kenyareported that contravention of this policy has happened more than once with dire consequences for the media house and for the involved journalists including dismissal from service.

> A memorable example was a leading media house's senior reporter who mined unfounded information on social media that a prominent politician had died and reposted it on the media house's platforms in February 2012 without due investigation and corroboration. The spontaneous nature of social media and the desire to be first in breaking the news informed hastiness that cost him his job and compromised the image of the Media house. (0001)

In addition, the media house has entered into partnerships with other institutions to assist them in optimising the use of social media and for best practice benchmarking.

> We get into partnerships with firms, companies and institutions to be able to help us use social media better and to optimise social media for our purposes and also to learn from best practice and from media houses both here and internationally. We consistently endeavour to learn better. (0008)

Further, the same media house offers internal training to its journalists on effective reporting. The training curriculum includes best practices on social media content appropriation for television broadcasting.

> People who are on social media desk undergo training. We have a media lab that deals with training journalists on how to report. Within the media lab there is a unit called Social Media and Reporting. So before such people are deployed to a news desk they are trained for six months on social media, issues to do with copyright and how to operate on social media. They are very well versed with social media and do not operate in isolation. They sit with editors on the news desk to consult on a number of issues before they get anything out there. They don't just post anything; they have to consult with whoever is on the news desk. Actually they work hand in hand with the news desk. (0002)

Conversely, I established that most media houses do not have training programmes on social media use in television news reporting. More so, some interviewees believed that there were no institutions that could offer training on the use of social media because the dynamic nature of social media would defeat any training curriculum or purpose.

> It is trial and error. And none of us were trained in social media. There are no institutions or learning processes, there is nowhere you can go and be taught the stuff. That is because the stuff is changing literally every day, every minute, every hour. To update yourself would take forever. You just have to go slowly, stay in your lane and move when it is necessary. (0009)

> No we don't have any in-house training, in fact the basic requirements for coming in as a social media officer or someone working on digital is for one to be a journalist or have done communications because it is about writing. We don't have any in-house training for social media. We are in touch with the likes of Google for short trainings. (0010)

> Most of them learn on the job. Those who are recruited would come from the journalism background and of course new media is just a study unit in the journalism course we know. I don't think in Kenya we have social media specialisation. Eventually it depends on a journalists' interest. There is that internal training where journalists learn from those who have been there. But in our media house, if

> there are opportunities for workshops or training on use of social
> media they are allowed to go and attend so they learn on the job
> apart from some short courses here and there. (0003)

In addition, the interviewees were of the view that media training institutions that instruct journalists and communicators should introduce social media use in their training curriculum.

> Yes. I think it is important for learning institutions that are training
> communicators and journalists to start thinking of social media
> curriculum. (0005)

In terms of skills development, there is urgent need to shape training on new media including social media with a view of filling the emergent technical roles portended by social media, including high-level managerial ranks dealing with strategic organisational objectives.

4.2.7 Effect of social media on television news

The interviews demonstrated that social media affects television news in a number of ways. It has made it easier for the newsmakers to get instant information, feedback and follow-up on breaking news as it evolves. This makes it easier for news appropriation and prediction of information trends to facilitate provision of contemporary information on television.

> Social media is very important because it is part and parcel of the
> news gathering process. It provides pointers on what the society is
> talking about to provide raw content for further traditional news
> gathering investigations. (0001)

However, according to the research, social media use on news is posing an enormous challenge to television news broadcasters. By the time television stations broadcast news, most people have already seen it on social media platforms. Therefore, this

challenges television broadcasters and journalists to provide the viewers with the same news but within broader innovative contexts rather than just tell them what they have already seen on social media.

> For example, the Garissa terrorist attack happened at 3 in the morning and by the time we told that story in the evening news, everyone knew it in minute detail. The students who were there talked about it on social media. That is a big challenge to television news because people watching news had already seen the same news breaking on social media. I can also recall another example when a prominent engineer in government was arrested. It broke on social media at 2am. It calls upon us, who are running the news broadcasts to do more. Not just to say a senior engineer in government has been arrested which has been on social media for hours. We need to go deeper into the story to give the viewers a different value from just telling them what they already know from social media. (0005)

In addition, one interviewee indicated that in some incidents mainstream media depended on social media posts to get their pointers to breaking news. This means that the use of social media has made it easier for mainstream media journalists to get current news unlike in the past where they had to depend solely on tipsters for news.

> When people see something happening, they post it on social media. Sometimes the mainstream media depend solely on postings on social media so that they can get their pointers and do the confirmation and dig deeper in whatever it is that has happened. (0007)

Further, the research demonstrates that social media has also affected the way news is broken and the platform on which it is broken. In the past, television stations used to provide breaking news during news bulletins only but today they also provide breaking news on social media platforms to attract television news audiences during the slotted news hour.

> With both social media and television, things move so fast, actually the television uses social media to break the news for people to

follow up during television news. Television also follows social media because their audiences are on it so much that they can't afford to neglect it. Remember when things are happening anywhere, we use the social media to compliment ourselves. (0002)

In addition, social media has provoked television news to become more interactive in news delivery. For instance, through social media the audiences can respond and give their views in relation to specific news features. However, respondent 0012 who has 8 years of experience as a digital expert in charge of social media platforms at a company with the second highest Facebook following in Kenya argues that interactivity can also elevate a topic or scenario to become the centre of social discussion.

The urban residents are way ahead of their rural compatriots who will sit and watch our show and enjoy it. The urbanites will watch and feel that they have a right to comment on it including critiquing what we are doing. Whatever people do online is not real. They can influence a specific topic or scenario to be the centre of discussion. For example, the we hosted the pastor who was exposed for allegedly bribing congregants to pretend they had received miracles on the show. It caused a lot of furore. Among his congregants, the pastor was such a super hero but after the television show online, we were smacked left, right and centre. There were no kind words at the beginning but eventually people started realising, heck, this is just a show that the guy was hosted on and there was no need to kill the messenger. (0012)

Although there has been high rate of social media uptake and adoption, a lot of individuals especially in the rural areas do not have the enabler gadgets such as smartphones besides mobile phone airtime and hence may not have access to social media. Further, individuals can abuse social media platforms to steer their own agendas and to project their emotions, hatred, abuses, politics and drama.

Go to those villages, we cheat ourselves about social media. Even when we say something is trending, it may just be trending in the urban areas. There are those other untapped audiences that have no

access at all to social media. They don't have smartphones, so we are talking to ourselves by saying we are trending. We may not know. What is more important may not be that thing that is trending. Then things that tend to trend in Kenya nowadays I have noticed are emotional things, emotions, hate, abuses, politics and drama.(0003)

4.2.8 Nature of social media versus traditional media

The interviews portray social media as a faster way of breaking news as compared to traditional media. For example, the PSCU social media platforms broke the presidential state corporation appointments way before media houses did. In traditional broadcasting, social media content appropriation is first done, sent to the editorial meeting, approved, assigned for further investigation before broadcasting. This delays the traditional news reporting lead times against independent social media, which is instantaneous.

> Before we put our breaking news on television that the president had appointed 300 people, their Twitter handle had posted it seven minutes before. So that's what we do, we read breaking news on social media and we call to confirm and hope to break it before it becomes stale news. (0007)

Though interviewees appreciated the real-time response trait of social media, they called on media houses and individuals to be very cautious and monitor social media trends. In addition, an interviewee with over 28 years of work experience with topnotch international television broadcasters and local television news broadcastersurged individuals with a large number of followers to be careful and responsible for what they post.

> Social media is very young Kenya. Actually, it is young in the world. Social media is about ten years old. For Kenya, it is even younger, and it is new. When you are looking at something new you have to go very cautiously, tread carefully and, know that none of us know where this is going. Ten years ago you wouldn't have known that

you could get news in real time. And appropriate responses also in real time. So my keen advice is to tread carefully, go slowly, monitor and stick to your lane. It is very important; people look at numbers like, you know, they say 'oh he has nearly 600,000 followers on Twitter,' look: all that is relative. Uhuru Kenyatta has more than a million right now, Oprah Winfrey has more than 20 million, Richard Branson has 5 million, Justin Bieber has more followers than we have people in this country, so it is all relative. But it's what you do with it. It is very influential when you send a Tweet and you are sending to 600,000 people. That's a lot of people, that's a lot of influence. So do it very responsibly because once you Tweet, you can't undo that Tweet. (0009)

The research also reported that the digital departments usually flagged the newsroom on emerging news items for follow-up and carrying on the news. Not to be outdone by social media, media houses have ensured that their digital departments are geographically close or inside the newsroom so that they can source and provide real-time information and reaction from the social media platforms.

They actually sit in the newsroom. They have a corner in the newsroom so they can just say, "hey, look at this". Because you know there is a lot to share through the newsroom so you cannot afford to be away. So you are always there, you see, you go to the editor, and point out what a story is saying on social media. You go to an individual reporter, because some of the stories we do are flagged and promoted by social media because it has the advantage of followers. (0007)

The interviewees were also of the view that journalists who have the knowledge of social media navigation should be the ones assigned to run the digital departments because they have the knowledge of what is newsworthy. Respondent 0005 who is the Editor-in-Chief overseeing the Editorial Department comprising television, radio and the digital section for a leading television broadcasting station with over 23 years of experience in broadcasting advocated against digital experts alleging that however skilled they are on social media, they may not know what is newsworthy or ethical unlike traditional journalists would.

I would rather journalists whose capacity can be built in order to run those departments because at the end of the day, these are people that also have training in terms of knowing what news is. A digital expert probably doesn't have that other advantage of knowing what is newsworthy. A journalist can easily, with training, remain a journalist and a digital expert at the same time because again we are looking at cost effectiveness. (0011)

4.2.9 Technology advancement and evolution

From the findings, the research showed that although technological advancement and evolution significantly influences television news and how it is done, it does not necessarily mean it will lead to the death of television news and the backend processes involved in its production and broadcasting. This can be compared to the emergence of black and white television, which did not result in the replacement of radio in news broadcasting. Similarly, the advent of colour television did not replace the use of black and white television in its entirety. Actually, according to interviewee 0004 who is an Associate Professor of Communication and Dean at a local university with over 27 years of experience in communication, technology has always been developed based on the old technology and does not necessarily replace the old expertise.

Certainly social media has quite a bit of impact on television news. When Marconi came up with radio, everybody thought it was the death of the newspaper. And then in 1947 -48 when television came people thought that radio would lose its choice space in the sitting room to television and of course media would be dead and at that time we only had the black and white television. Then in the 1960s with the advent of colour television and it was like uh oh, but before that there was the advent of motion pictures in cinema theatres and it was like, this is the end of it and so there was that movement. We always have had panic whenever new technology has shown up on the scene. There always has been reference to the old as if the old media was dead. (0004)

4.2.10 Traditional media versus social media news packaging

The research determined that traditional news broadcasters package news bulletin stories in a more humane manner because there are no word and space limitations unlike social media platforms, which have character limitation that forces brevity, candidness both which breed insensitivity. One interviewee who is among the top ten individuals with the largest Tweeter following presents two conflicting sides of social media, blaming it for its brevity and conciseness and thus lack of sufficient and satisfactory information but at the same time lauds this brevity as being acceptable and contemporary. He is however confident of the tenure of traditional news journalism.

> With 140 characters how much can you include in a social media post? And that is what social media is. It gives you the bare bones. It gives you the summary. If you want more meat and potatoes, you go to the traditional news. This is not going to change. Twitter is only 140 characters; how much can you say in that time? And that's the way the world has become. When people send you a text message, they send it almost in shorthand. You have to be able to decipher these short messages to understand them. That is the same way social media is going and the same way it is because they want quick response, quick reaction and you move on. But if you are on the traditional, that will still be there. (0009)

4.2.11 Discussions

Social media use in television news broadcasts is no longer in dispute. I agree with Appelgren and Nygren (2014) and Wright (2014) who concurred that social media platforms have presented a fresh kind of news journalism that has fused news production talents and practices with the large virtual volumes of data. Social media has offered a lifeline to news broadcasters to remain relevant in the business of news provision and for the recruitment and retention of new audiences. Media houses have

appreciated this emergent power that social media wields in the dynamic news environment. Most of them have employed digital specialists to work in their digital units navigating and exploring social media.

A respondent's position that broadcasters sourced for broadcasting content and combined it into a specialized news segment was further confirmed by a social media trend report by Kaigwa, Madung and Costello (cited in Atagana, 2014), which profiles the developments in Kenya's television landscape, specifically the snowballing social media function in broadcasting. The report found that as a result of social media, Kenya has recorded increased user engagement with television news broadcasts. Through watching random news broadcasts (see appendix IV through to XII) I established that to a large extent, social media versatility and its dynamic 24-hour news and information offering is now gradually influencing Kenya's television news broadcasting. Kenyan broadcasters now acknowledge the potential presented by social media and strategically leverage it in television news broadcasting.

I have established that apparently all television broadcasters have increased social media use in their news product offerings for various reasons including; sourcing for contemporary news; corporate positioning; for generating feedback and participation to enhance news broadcasting; for gauging their reach; for undertaking polls on their audiences; for benchmarking against global news broadcasters; for informing audiences about upcoming news guests and features and for deciphering market trends. Nyamboga (2014) attributes this to the rapid access and dispersal of information on social media while Lesame, Mbatha & Sindane, (2011) blame it on the technological shift to solutions characterised by instant gratification that social media provides. My view is that there is validity in the argument that it is vital for journalists and by extension news broadcasters to include all information sources including

social media when gathering news for television. Logically, this makes sense so long as the emphasis is on observance of professionalism while navigating social media for news to ensure verification and authentication before broadcasting.

Further, to reinforce my case, during the research fieldwork, I observed frantic efforts by television broadcasters left behind the social media phenomenon to catch up with the rest through strategic direction, retraining existing journalistic staff and even making operational frameworks within which to engage social media in television news broadcasts.

The continuous round-the-clock feature of social media to break news has gained an upper hand over traditional television broadcasts that have defined news slots. For strategic relevance, traditional television broadcasters have adopted round the clock social media monitoring to pick out important news items and break them on television as breaking news, interrupting normal programming in the process in between the traditional news slots.

I found out that the findings agreed with Wright (2014)'s views that apart from social media having enormous news volume and spontaneity, it has also caused a significant revolution to the contemporary communication industry. Television broadcasters reacted by engaging digital specialists who in turn have overburdened news gatekeepers and editors. The gatekeeper's responsibilities have considerably expanded to include the professional and ethical processing of social media content, which apart from offering valid news also comprises rumours and hearsay. This may require broadcasters to expand their editorial capacity.

Television news broadcasts are transient in nature while social media messages last longer, conversations can develop a life of their own and they can also be retrieved

afterwards to have enduring effect on audiences. Television news broadcasters can use the global reach and dynamic nature of social media to sustain the news conversation from one news slot to the next one. This way, social media can thus be used to compliment the traditional television news broadcast by retaining the attention of audiences the whole day. News broadcasters can collect and respond to audience feedback on the news features to generate different angles and worldviews to already broadcast news.

Having found authenticity in Nyamboga (2014)'s opinion that journalists and media houses have embraced the use of social media for news sourcing for relevance and in Lasorsa, Lewis, and Holton's (cited in Franklin, 2014) argument that scholars and broadcasters downplayed broadcasters' use of social media in news broadcasts, I am of the opinion that broadcasters still have not appreciated and apportioned social media its rightful place in their news offering and news positioning strategies.

Proper harnessing of social media conversations into meaningful relationships can transform television broadcaster audiences into loyal viewers who will remain devoted to the broadcaster because their voice will be represented in the news broadcasts. This will also play a convergence role between social media and traditional news dispersal.

The conspicuous lack of local social media training in Kenya also amplifies the challenges posed to television news broadcasters by social media because of the lack of skills for responsible organisational social media engagement and utilisation. All the respondents, most of who hold positions of responsibility especially on what goes on news have learnt what they know about social media through trial and error. There

is critical need to fill these training voids to encourage professional, ethical and strategic use of social media in broadcasting.

4.3 Regulation of Social Media Content

4.3.1   Introduction

The interviewees had mixed reactions on what unchecked social media appropriation means for the scope and quality of news coverage. The interviewees felt that unchecked social media appropriation would lower the quality of news coverage. This also indicates that the unchecked social media appropriation violates the first journalistic rule of, "always get two sides of the story and always get two confirmations." (0009).

> You have to check with the traditional processes. Yes, you look at the social media for what they are saying and everything but always get two sides of the story and always get two confirmations. Not just one. If social media says this, go back to the traditional, always refer to the traditional otherwise it would be a recipe for disaster. Trying to catch up to be on top and trying to compete with others will lead to broadcasting unverified news, and that can be a disaster. (0009)

Other interviewees felt that the implications of unchecked social media appropriation on the scope and quality of news coverage depends on how one reacts and counters the social media responses.

> It depends on how you react and counter to them like what we did when they our audiences attacked us on the alleged deceitful pastor. We chose to remain tight-lipped because we felt that if we had engaged in having that conversation, it would be an invitation for them to judge us and we did not want to entertain at least those angles. (0012)

4.3.2 Verification of social media content before use on news

From the research, I also sought to find out whether the television stations crosscheck for truth and reliability in the appropriated social media content destined for news broadcasting. The findings indicate that news broadcasters verify and authenticate stories mined from social media before use on the news. Some media houses use traditional procedures for authenticating these stories. The authenticating task is assigned to journalists who undertake field visits, make telephonic follow-ups and corroborations from the mentioned subjects in the social media conversations.

> There are at least three different editorial stages before a story is uploaded on any social media platform that has our logo. The source, which may be a reporter who sees the story on social media, we subject it to the editors, whoever has seen the story cannot use it straight away, if the editor is unable to confirm the story, it is a cardinal rule to abandon it. From the editor it goes to the chief news editor and especially if it is one of those controversial issues. For example, if you say somebody is dead, there is nothing dangerous like when it turns out that it was not true. So we must make sure there are three levels, the source, the supervisor and the chief news editor. If it is anything big, it has to come here (Editor-in-Chief) before we broadcast it. This is important because of the credibility. (0005)

Other media houses have digital departments that appropriate the information from social media and confer it to the newsroom for confirmation and broadcasting. Through traditional assignation, confirmation and authentication is then done by making telephone calls or by visiting the responsible agencies such as the Red Cross, the police or other relevant authorities and agencies. Some media houses then use their correspondents on the ground to verify these stories.

> They use correspondents or people who could be on location to verify. For example, the tragic flooding in Narok, we saw it on social media then we called the people on location. (0006)

From the interviews, I established that some media houses still use primary journalistic tools and ethics, which thrive on cross sourcing information for news broadcasts. This means that the affected media houses do not depend on one source of information but multiple sources, including social media and offline sources (traditional newsgathering techniques).

The interviews also revealed that people watch television news to verify the social media conversations they have been involved in. For instance, business news and political news encountered on social media was verified using traditional media unlike entertainment news, which was not.

4.3.3 Volume of social media content in news broadcasts

I sought to find out whether there is a clear quantity boundary observed by the media with respect to the volume of social media content they use vis-a-vis the volume they use from traditional sources. From the findings, the interviewees indicate that the volume of traditional media outweighs that from the social media platforms although social media has become integral in the contemporary newsgathering process. They further indicate that social media covers a small percentage of broadcast media content ranging between 20 and 40 per cent because social media is mainly used to source stories, which are later followed up using traditional journalistic processes.

> Not more than 30%. We are still very traditional about our sourcing of news and also many people are not yet on social media as such. We cannot say a large number of people in Kenya are because to be on social media first of all you have to have a smartphone. But we also know that that notwithstanding, many of the people who have smartphones are now on their phones rather than watching TV. Still, the larger percentage of news sources are still those people who call our hotline with tips concerning breaking news. Overall, we are not yet there in terms of social media numbers. (0010)

However, some interviewees reported that the volume of social media on television news might be as high as 70 per cent. However, interestingly, the participants attributed this percentile with the ability of the media houses to meet television news filing deadlines. When the media house reporters are not in a position to bring in traditionally prepared news footage on time, they compensate for this by obtaining news from social media.

> Television news is about deadlines, image and the reputation of the institution. At times you realise that you may have sent a reporter somewhere for news and the reporter will likely not be able to bring in the story in time yet the assignment had already been put on the docket for news. Once a story is docked for news, you present a challenge of generating new information to fill the news slot if you can't file the originally slotted story. I can give you a good example. At the moment, Raila is in Western region and he is announcing that he is not begging for his pension from the Government. You have sent a cameraman to Western who logistically can't bring the footage on time for news. But, in this case we have what we call the citizen journalists who are also in Western taking Raila's still photos and posting them on social media. As an organization, we ask ourselves how to go about this story without the footage yet we can get the still photos of Raila addressing the crowd in Western. The logical solution is to take these pictures from social media, condense them and then mention that Raila is in Western addressing the people on this and that and we use those pictures from social media to support our filed footage. (0002)

4.3.4 Effect of social media appropriation on traditional newsgathering

The research provoked varied views and opinions on whether news mining on social media affects journalistic newsgathering routines and practices and has an impact on the stories journalists write. Some stated that social media does not affect journalistic newsgathering routines and practices as journalists are expected to respect and observe journalistic media ethics and professional code of conduct.

> I believe that all journalists respect and observe journalistic media ethics and professional codes of conduct notwithstanding Media Council of Kenya regulatory frameworks while working across all communication media, including social media. (0001)

Interviewees of similar opinion indicated that all the information obtained from social media has to be verified by someone physically going to the field to confirm the facts

> No. I don't think it does because that is the information that you have to verify. Someone still has to go to the field to confirm all social media pointers. (0006)

Other interviewees believed that social media makes journalists lazy as most of them just report what is on social media without verifying and confirming using traditional journalistic methods.

> Social media makes the journalist very lazy just wanting to report what was on the social media whereas a strong story must have a background… (0005)

In addition, other interviewees with a similar opinion indicated that unlike the days before social media emergence and reinforcement, today detailed news breaks on social media well before television news hour.

> Right now, news breaks on the social media and every other detail about that particular story that is going to air on the television at news hour. I have had the information from social media by five pm. So I don't have a reason to then sit down and look at a repetition of what I have already read on the social media later on television…. (0007)

This reveals the fact that a good percentage of people who consume television news just watch television news to confirm what they have read on social media, which is why the most watched part of a bulletin according to research is just the first part. In

addition, social media in Kenya is a self-selecting medium and people will be expecting journalists to report on stories regarded as public interest stories.

> You will be attacked and when your supervisors think you are behind the calm of ignoring stories on social media. They will ask why you aren't reporting on the stories trending on social media. They will want to know why you haven't reported that such and such senior figure has said something and if you haven't noticed the number of people who are tweeting or posting on Facebook wall about the particular subject matter. For some of us, we seem to go back especially on an editorial perspective and say, this is what news means. Volume does not necessarily equate to importance. (0008)

The interviewees also indicated that social media is too fast in its nature and hence one can get a story and write it straight away as opposed to someone going away on assignment, coming back, and putting together a story. Government institutions are also on social media and post news content on their social media accounts that are accessible for appropriation by media houses.

> The digital department people are always online on social media. In one incident, they saw and notified us of a breaking story by the PSCU, we quickly logged in and started seeing names that were seven minutes old. We then quickly called them and requested them to send the press release. (0007)

The findings also demonstrate and confirm that social media changes the agenda of television news. Consequently, social media affects the way traditional news happens and is reported on television.

> For instance, before Obama visited Kenya in 2015, there was a CNN report that referred to Kenya as a hotbed of terrorism. Immediately social media picked it up, hash tagged and popularised it resulting in massive volumes of responses. And you see, it became news. So you see, it set the agenda for television news. Most likely, journalists were working on other news items but had to change to factor the story in their news broadcasts because many people were talking about the topic on social media thus making it newsworthy. (0011)

The interviewees also indicated that most traditionally sourced news gets complementary social media content added to it. Social media finds the stories, brings the social conversations to light then the traditional component of journalism undertakes verification of those stories to give concrete news content(see appendix IV through to VIII and X to XII).

However, the interviewees also felt that social media affects the quality of journalism. They argued that it is not a professional way of doing things as anyone can write what they want in the way they want. In addition, the language used on social media is informal while journalists are expected to use formal language.

4.3.5 Versatility of social media content in news broadcasts

The interviews demonstrated that in some instances, in retrospect, journalists and news broadcasters felt that they would have acted differently when using social media content. And this, they reported affected the versatility of the news. Firstly, there were instances where journalists gave incorrect news sourced from social media. For instance:

> A memorable example was a renowned journalist and news anchor with a leading broadcaster who mined social media content that a prominent politician had died and reposted it on the media house's platforms and on news in February 2012 without due investigation and corroboration. The spontaneous nature of social media and the desire to be first in breaking the news informed hastiness that cost him his job and compromised the image of the media house. I would rather be last to break news than to run with information that has not been duly taken through the traditional journalistic procedures. (0001)

Through the use of social media, there have been instances where journalists misreported figures and misread the names of people. Most of these mistakes have emanated from professional failure of cross checking, confirmation and verification of

news because of the instantaneous nature of social media. Citizen journalists who post on social media are not journalists and are therefore not compelled to follow traditional journalistic ethics. If not controlled and regulated, the use of social media can lead to a lot of damage that will be hard to manage, as evidenced in the 2007/ 2008 post-election violence.

> Rather than saying it was a prominent public official named Willy, someone referred to him as Chris on news. We have done two or three mistakes; the major one being that one, and the other one was the Anglo-leasing scandal where rather than saying 64 billion, we reported 64 million. Mainly, I have no problem with grammar; I have faced two or three challenges with figures and the names of people especially when you say the cost of electricity connection has been reduced from 35,000 to 15,000. Then rather than saying 35,000, you say 350,000. But we have not made terrible mistakes. (0005)

The interviewees also indicated that broadcasting of news from social media platforms before confirmation, even when it comes from an authority, affects the versatility of the news. One interviewee 0007, who is a television news anchor and reporter,gave an example of the Westgate terror attack in Nairobi where the then Cabinet Secretary of the Ministry of Interior and Coordination of National Government gave some information that was later established to be incorrect. However, this was only realised after subsequent verification efforts after the information had been picked and aired on television news.

> It was during the Westgate terror attack and the goof that we made was buying the story that the then interior minister gave that mattresses were burning in the shopping mall. The versatility of social media content played a role in ensuring we bought that story and took it away and went with it on air only to find out later that actually that was not the case. But it was a goof on our part, and we felt bad about it but then again this was subsequent to confirmation that was made from his authoritative position and the concerned minister. But otherwise I am personally very careful when it comes to this nowadays. (0007)

With research findings reporting an average 40% news content comprising social media seeded information, unchecked social media appropriation and use in television news threaten the scope and quality of news and its coverage. Subsequently, television news is becoming less dependable as the broadcasters undertake lesser and lesser fact-checking.

I also established from the research that social media content is highly versatile and as a consequent the context dynamics in the messages can change very quickly and spontaneously. An initial post on social media can be revised by consequent reactions and additions by other users to mutate into a different meaning altogether within a short time. Unless appropriators of the initial social media messages factor its dynamism and versatility and cross check and verify these messages beyond doubt traditionally, they are bound to broadcast misinformation to their detriment.

4.3.6 Exploiting the best of both media

From the findings, the interviewees indicated that social media should be corroborated and complemented with traditional journalism, which will repackage it into news content that is satisfactory across cross-cultural audiences. The interviewees also indicated that digital departments in media houses should look for information (appropriate) on social media. Thereafter, traditional newsrooms should authenticate it before it is broadcast on news. This should be enhanced through clear definition of departmental roles and establishment of social media appropriation policies and regulation.

The interviewees also indicated that it is essential to use both platforms, social media to recruit viewership and to break soft news to attract the social media users to come on board and watch the television news.

> I believe that social media can help hold your viewers from morning to evening. If you start for example your morning show very actively, tweeting and using Facebook, you are able to hold your audience the whole day. Media houses that do well are those able to catch the attention of their viewers even on social media. (0006)

4.3.7 Internal social media regulatory frameworks and policies

The interviews demonstrated that some media houses had social media regulatory frameworks and policies while others did not. Others reported that they were currently working on them. The interviewees from one of the media houses indicated that their institution had a social media policy (see appendix III) that guides them on how to undertake their traditional journalistic roles embracing social media and other emerging internet-based media.

> Here, we have a policy and guidelines that chaperon us on social media. Actually ours is one of the only media houses in East and Central Africa with a policy house style on how we use the social media. (0002)

Other interviewees indicated that they have internal "undocumented" social media regulations in each of the departments though each department has its own regulations dealing with social media. For instance, some departments do not allow re-tweeting tweets because re-tweeting oftentimes endorses the original social media story which might be risky if the story turns out to be incorrect.

Further, there are also policies guiding news anchors on detecting and ignoring abusive, injurious and defamatory tweets.

> For example, if an anchor was reading reaction from people's tweets, the anchor at the back of his mind will know what is defamatory what is not. So they will skip what is not good. (0003)

Further, the other interviewees who indicated that their organisations were working on social media policies also indicated that the dynamic nature of social media was likely to affect the pace of policy development and conclusion. To address this, the policies under development were designed to be fluid to accommodate the dynamic nature of social media. They also indicated that they were borrowing from the BBC policy for benchmarking purposes and localising it to the needs of the country and the organisation.

> We are working on it currently. The speed of social media is changing daily. So even the policy under development will be left open ended to accommodate the dynamic nature of social media. We have borrowed the BBC policy for benchmarking purposes and for localising to our needs as a country and as an organization. (0005)

The interviewees who indicated their institutions had no internal social media regulatory frameworks and policies further elaborated that when considering appropriated social media content during editorial meetings, they borrow from traditional journalistic ethos. They also indicate that when writing for social media they use traditional media rules and practices that endeavour not to misspell or bring the media house to shame.

> It is just something that has been discussed in meetings. We don't have a social media policy on paper yet but it is there as an undocumented in-house policy. With specific attention to social media we have the rule of thou shall not misspell, don't bring the media house to shame because once you tweet you will put our signature on it. If you misspell, or if you will run with a story without confirmation, it means that the media house is confirming that story. (0007)

> We do not have a tangible document for our department. I have never seen it. But when you join you are verbally taken through the things you should observe. And with the training, it sinks in your mind. Even in my letter of appointment I have the list of the things I should do and the things I should not do. (0006)

4.3.8 State regulation of social media

The research sought to establish whether the Kenya government encouraged media houses to develop policies to guide the use of social media in television broadcasting. The findings established that there was no encouragement from government for media houses to develop internal policies to guide the use of social media in television broadcasting. The interviewees indicated that a common social media policy would be important at national level.

> It would be important at the national level because it would be a framework to guide all media houses. They would customise it to fit within their in-house policies. I think it would be important at the national level to have something that guides the way the constitution does. The constitution is a framework with specific legislation that gives life to the overall framework of media freedoms and enactment of CAK for licencing and regulation. So I think the CAK should develop a policy framework that can guide. (0011)

Kenya does not have a national policy on social media content appropriation by the various communication agencies and in particular television broadcasters. From the findings, the interviewees indicated that it is important to regulate the use of social media especially in the context of television or any other media that has a wide reach because if unfounded social media content is appropriated for broadcasting by television,it can do a lot of harm.

The interviewees indicated that it was important for media houses to develop social media policies to enhance credibility. There has to be a rigorous process of checks and balances to ensure that all information posted or used from social media is authentic because of potential impact and influence.

> For broadcasting stations, it is very essential to self-regulate. It is vital for them to come up with these policies. And again, it all boils

> down to credibility. Some time back, a leading broadcaster announced the death of a prominent politician without verification. When you broadcast such a thing and correct it later, at the end of the day it really affects the credibility of the broadcasting house. So a policy would be able to protect the credibility of a particular institution. (0011)

In addition, the interviewees called for a national social media policy to regulate and control the use of social media by citizen journalists and broadcasters alike.

> It would be important to have a national social media policy at the national level because it would be a framework that would guide all media houses. It would compelall broadcasters to customise their in-house policies to fit withinits framework. I think it would be important at the national level to have something that guides social media use the way the constitution does. So I think the CAK should develop a national policy framework that can guide social media use by broadcasters. (0011)

I found this contradictory in light of the fact that all interviewees seemed unanimous that social media gave them important tips for their work. In addition, except one state broadcaster, all Kenyan broadcasters are independent and internal policy frameworks would suffice to regulate appropriation of social media content. Seeking government regulation therefore would go against the press freedom they enjoy.

4.3.9 Discussions

The research findings, which largely concurred with Mukhongo, (2014), Nyamboga (2014), Siapera, Papadopoulou & Archontakis (2014) and Fish, (2013) among others highlighted the incredible uptake of social media by Kenyan broadcasters but also brought out the volatile and unregulated environment in which social media content appropriation occurs pitting amateurism against professionalism and opening up unlimited dangers of litigation, libel among other socio-political issues.

Mukhongo (2014), Nyamboga (2014),Anish (2014), Siapera, Papadopoulou & Archontakis (2014) and most of the participants concur that social media use in television news broadcasting has increased democratic audience participation and discourse besides providing them with a voice in governance and social discussions. However, I daresay it has also fostered co-production, in which television broadcasters and the audiences jointly develop and deliver a news product. Besides, social media facilitates citizen journalist sourcing of news information for broadcasting. Though not reciprocally exclusive, these revolutionary chances offer great potential but also present new challenges to news broadcasters. This presents a ripe environment for abuse and hence bring to the fore the importance of regulation of social media use in television news broadcasting.

The allegation that social media made journalists lazy and progressively dependant on social media was confirmed by the research findings and further reinforced by the research titled, *The impact of Social Media on News: more crowd-checking, less fact-checking*, (2015), which found that up to sixty per cent of sampled journalists reported that they do not feel compelled by journalistic rules and ethics while navigating social media.

There is need for government and its regulatory agencies such as the Communications Authority of Kenya (CAK) and the Ministry of Information and Communication to speedily develop a clear national policy on comprehensive social media use with a compelling clause that will compel broadcasters to develop in-house subordinate policies and regulations to inform appropriation and all post appropriation procedures to ensure sound and verified information broadcasting to the viewers.

My research findings confirmedthat that social media dialogue is gradually gaining importance in television news and that broadcasters now regularly and extensively use social media content notwithstanding registering uncertainties about its trustworthiness. Today, due to time pressures and industry culture, they broadcast first and correct if necessary. The communication specialist also reported that due to the emergence of social media, journalists do not contact him as often as they used to check and confirm facts.

This can be alluded to mean that social media seeded information, unchecked social media appropriation and use in television news threaten the scope and quality of news and its coverage. A free-for-all approach to television broadcasting of news sourced from social media in ambiguous and unclear frameworks foster biased and unverified story angles that can breed panic, unrest, tension and misinformation. These can cause organisational harm, disrepute and injure personalities notwithstanding having legal ramifications.

Swiftness and spontaneity are attributes that have been credited to social media and hence broadcasters appropriate stories and broadcast them straight away as opposed to traditional newsgathering methods. Oftentimes, this dynamic nature of social media influences the news agenda. News editors, producers, journalists and reporters must take onus and exercise professional caution attributed to the uptake of new media. Where clear social media regulations and policies lack, or are in development, television broadcasters must fall back to the traditional ethics and practices of traditional journalism. This must be done continuously with cognisance that for the media, critical stories are always waiting to be broken from social conversations both on the street and on social media. More so, though the stories that break on television

news will have likely run on social media, television broadcasters can still explore avenues of telling the same stories in different ways that social media cannot due to its brevity and lack of alternative viewpoints of their stories.

Complacence and languor bred from availability of ready news on social media authored by citizen journalists or untrained journalists poses a serious threat to the seriousness with which audiences approach news broadcasts. Broadcasters must exercise restraint even in instances where stories are breaking on all alternative platforms. This restraint will allow verification before they join to authenticate the rumours.

4.4 Citizen Journalism

4.4.1 Introduction

The research sought to establish how citizen journalists and by extension social media content wield this newfound power in television broadcasting. Citizen journalism has proved itself to be integral in seeding newsworthy content that can be used in television news broadcasting.

> I will tell you that almost 70% of all our material is from citizen journalists, people who are not trained journalists or if trained, are not doing journalism on a full time basis. If you want to reach audiences, you have to rely on those people because they are on the ground actually unless you are talking of a specific assignment where a planned event is taking place and you sent crew there. But if you are talking about an accident that has happened in Machakos and someone who has a phone takes pictures and you want to show the audience and your crew will take time to visit and file, you have to embrace these people. For us, almost 50% of the content comes from such people (including social media content). (0002)

Further, the interviews reported that two local broadcasters had enabled portals for citizen journalist generated content uploading for direct appropriation into news

broadcasts. One had a portal on their website for collecting information directly from the public, reshaping it and broadcasting it. However, this programme did not last.

> It didn't really take shape. That was applied for some time on one of our news product slots, though I no longer see it on air. There was an attempt which was not consistent. (0003)

4.4.2 Immediacy of social media and its implications on television

The interviews demonstrated that as compared to traditional media, social media is very fast. It is almost immediate as long as there is a person on the ground with a phone to take photos and post them. However, unlike traditional media, which has to maintain the traditional processes of checking the stories, social media is prone to circulating incorrect and unverified information.

> I was telling some of my friends about some social media pictures taken in Bomet that depicted the Governors of Bomet and Kericho seated while the president was standing at a function, who knows, the picture may have been doctored. Now, my argument is I really have no problem with the picture, but it is not a journalistic problem because it was not a journalistic piece. That picture is a social media problem. (0004)

The interviewees also indicated that social media is likely to take the big part of the breaking news in the near future. This is due to its convenience and immediacy. In addition, social media news can be watched from anywhere on mobile devices.

> Social Media nowadays is most preferred, it's convenient for people because sometimes someone would leave work and they are tired that they can't sit and watch the news bulletin, on Social Media they can get an overview of what's happening in terms of news and what's going on and that information can be gotten anywhere with the gadgets that are there now such as laptops. You can easily get this information. Social media is going to take a big part of breaking news in the near future. (0006)

4.4.3 The effect of trending social media content on television news

According to the findings, the interviewees indicated that trending social media content informs television news content. Social media content enables media houses to assess the mood of the country, which is key in the packaging of news. It also helps them to identify topical areas of social conversation that need emphasis and highlighting in the news. Further, trending social media content also improves news through audience feedback.

> This content foremost enables media houses to judge the mood of the country and thus know how to package news for them, which topical areas of social conversation need emphasis and highlighting notwithstanding areas that need to be allocated news time for social good for instance cohesion. It should inform traditional news content and give voice to the publics who are today active participants in news production and dissemination. Trending social media content also makes news richer by enabling direct audience generated content and sentiment real-time broadcast during news broadcast. (0001)

In addition, trending social media content authored by citizen journalists violates the principles and code of conduct of journalism by posting information that professional journalists would not find ethical or proper to post.

> Citizen Journalism has affected the mainstream media because, first, the code of conduct for journalists for instance, the Mandera lady who was assaulted and burned by her husband. Citizens took pictures without knowing that it is actually a crime for a journalist to broadcast mutilated body part pictures. Citizen journalists will just post those kind of pictures on social media. At the end of the day it is their personal Twitter handle and you don't have control for that as yet in Kenya. (0007)

The interviewees also indicated that trending social media content complements the traditional newsgathering processes as journalists cannot be everywhere at the same

time while citizen journalists are, and they can capture images and record videos by use of devices like mobile phones which can be appropriated by news broadcasters.

> There are some things that will happen, especially things that happen spontaneously, a flood here, a lynch mob there and an accident where we are not present in the immediate aftermath of that incident while it is happening. But someone is there and they are able to capture photographs, video, descriptions using the tools that are available such as mobile phones and the like. A famous example being the two members of parliament that were captured in January 2015 at the Gilgil Bridge where they were threatening and offering bribes to police officers (up to now, it's still unclear). That was a citizen journalist. We would never have been there even if we had someone on standby in Naivasha Town. For instance, by the time they get there the incident is finished and the point of that incidence was that it was in its raw context. (0008)

4.4.4 Citizen journalists use of social media

The research sought to find out how notable citizen journalists use social media. From the findings, the interviewees indicated that citizen journalists use social media to broadcast their opinions and perceptions about social issues. However, though citizen journalism has dominated the conversation arena, citizen journalists do not observe professional ethics and regulated conduct.

In addition, the interviewees reported that citizen journalists also use social media for self-gratification. They take advantage of their large number of followers to get information to use against others due to personal differences and the like.

> For self-gratification. Sometimes they have information that they gather from for instance, the Red Cross Kenya and post it on their Twitter account. But then again, some other times they take advantage of the many people who follow them to get information to use against others because of personal differences. (0007)

> They have a cause; they have causes they are fighting for. They use other people to achieve that. Maybe in good faith to fight for the

society and so on... Yeah but there are people who just feel good when they have shared something. (0003)

In addition, the interviews demonstrated that citizen journalists post information on social media to become famous and to make a name for themselves.

Many people in this country want to pass information but they do not have a channel…. they wonder whether people are supposed to pay for stuff on air and people want to be represented in their areas and with things that concern them. So there is this passion to pass information. They become famous after some time but that's because they do it more often. (0010)

Additionally, some citizen journalists post information on social media to champion for improved governance and social capacity.

There are those who just want to communicate and share. Not that they are gaining anything. They care about the society while others care about improved governance. So they will go tweeting or sending something on Facebook for the purpose of society in improving. They want a good society, they want to be improved, they want good leadership so citizen journalists come in handy to hold leaders accountable, to improve service delivery, to correct ills in the society, to commend the good things that have happened, to commend good leadership, to hail success, achievements, to condemn failure, to condemn vices in society. To expose ills to correct situations, to save lives. That's how to put it. (0003)

4.4.5 Preparation before logging on to social media for news

From the findings, the interviewees prepare themselves before logging in to social media for news. They indicated that it would be detrimental to objectivity if special preparations were not undertaken before logging onto social media for news. This is because media does not operate in a vacuum and the issues articulated therein are true reflections of those being debated publicly at that particular moment. They indicated

that it was in the interest of broadcasters to continue and facilitate these conversations so that they could log onto social media for further tips and supporting viewpoints.

In addition, the interviews indicated that they use social media to obtain more information about stories and to provoke people to watch the stories later.

> If I am following up on a story, the way I would go on social media is to get information about the story and post it on social media in bits to provoke people to want to watch my story later on to get more details. As a trained journalist what I would do on social media is give people bits through teasing and making them want to see more hence they will look at my story. (0007)

4.4.6 Citizen journalism as a threat to the future of television news

The research also sought to determine if citizen journalism is a threat to the future of television news broadcasting with consideration of the role it plays in society today. From the findings, citizen journalists are not facilitating the death of television broadcasting but are rather playing an enabling role in seeding news content for broadcasting. In addition, the provision of in-depth news content collected from all sources including citizen journalists, using traditional journalistic methods is the future of television. Television has the capacity to further flesh out and contextualise citizen journalist authored stories in a way that they themselves cannot do due to the brief nature of social media news posts.

> If for example you are reporting that a Cabinet Secretary was arrested for stealing 2 billion as reported on social media recently, you have to go further and tell people what 2 billion can do because many of us can't fathom those figures. (0005)

Other interviewees were of the opinion that the existence of traditional media is threatened by the emergence of social media enabled citizen journalism. This is

because citizens on their own can take pictures, capture videos, caption the pictures

and broadcast them gradually taking the role of traditional media.

> With the emerging new media, I must say that traditional journalism
> has been threatened. It has been threatened in many ways. We are
> seeing citizen journalists taking pictures, posting and writing
> captions for them. Traditionally, that was the work of journalists.
> 0007)

Other interviewees were of the opinion that television will remain but for

entertainment purposes only. People will turn to citizen journalism on social media

for news and hence news viewership will turn from traditional media to social media.

> I can't say television will completely die or not but people will
> prefer social media as a source of news. Television will remain for
> entertainment but for news I think people will turn to social media. I
> think a greater percentage over time now will just turn to social
> media. I predict that viewership will shift from traditional to new
> media. (0006)

Other interviewees also indicated that citizen journalists will not necessarily threaten

television broadcasting but will lead to a decrease in the production cost of capturing,

storing and disseminating video clips and news features.

> What will happen is that as the cost of capturing, storing and
> dissemination of video drops, and it is dropping by the day, mobile
> phones are getting cheaper and more powerful with cloud and other
> forms, you can store infinite amounts of data with increasingly more
> capable networks, we can disseminate these things faster and
> cheaper. We will have quite a bit of competition on traditional
> media. (0008)

Other respondents were of the view that television broadcasting will remain due to its

ability and power to aggregate people which citizen journalists cannot do on social

media. To the contrary, they reported that polarization by citizen journalism on social

media sometimes leads to disaggregation of audiences.

But at the same time, television became what it is because of its power to aggregate people. If you were able to bring together a large number of people together, serve them certain content, what then would follow is that advertisers would then come after the same group of people, which then would then fund better ways of reaching people. It is a virtual cycle in that sense. Social media, new technology sometimes does the opposite, which is disaggregating audiences; it has got very narrow subsets of people. So as opposed to someone who watches television, they would catch a news product, our news program, a sports program, you might find that with social media and with other types of newer forms of journalism and media, this person might want to only catch a particular football team and follow it to the end of the earth so they want to know everything about that football team and we have seen already football teams especially the larger leagues having entire channels of dedicated to that league. (0008)

The interviewees also indicated that since techno savvy media consumers progressively want continuous news around the clock - a need that can only be met with the assistance of citizen journalists - on their mobile devices wherever they are, unlike previously when news was broadcast only during prime time, traditional media will have to embrace user generated content on social media extensively.

By and by we are likely to see media aggregation where different media combine facilitated by one social media. For example, we are likely to see news video clips embedded in social media journals such as e-newspapers the same way we have seen tweets and Facebook posts integrated in television news broadcasts. (0001)

In addition, the research revealed that both the user generated content on social media and television news media would have to find a common ground to accommodate each other converging their best characteristics for the benefit of the emerging and demanding consumers.

The convergence of technology now means that for example the screen that we have been using for television is going to become the screen we will use for computers so that we will be able to subdivide the screen so that we can watch television as we surf. The platform on which social media plays is even more critical in understanding

the impact of this on news because television news has been occupying this central space in the sitting room, the question is, will it be occupying that space five years from now? Viewer's families are selling off their televisions because they can access that content in their beds under their blankets. (0004)

4.4.7   Discussions

Despite criticism from Terranova, (2009), Lanier, (2010), Keen, (2007) and Fish (2013) on the validity and integrity of citizen journalism, I have established from the findings and from scholars like Al-Ghazzi (2014) that indisputably, citizen journalism has proved itself to be integral in seeding newsworthy content that can be used in television news broadcasting. Some television broadcasters have already appreciated the significant role and potential of user generated content in television broadcasting by establishing user-friendly conduits for taking in the content. The rest have established social media handles that these users can tag their content onto to enable quick appropriation by the television broadcasters.

This is reinforced by a report by Kaigwa, Madung and Costello, which attested that the uptake of citizen journalism by television news broadcasters was illustrated by the 2012 presidential elections and the ensuing information silence as the country awaited election results. Every television newsroom in the country embraced citizen-driven engagement and content generated therefrom. (2014).

From the research I established that citizen journalists and social media provide an average 40% content that is broadcast during news making them a valid and important stakeholder in the news provision sector. I also agree with Adam Fish (2013) that amateurs who possess news generation competencies author this content and urge television broadcasters to seize this largely free source of their raw product and establish ways of fully exploiting it for the benefit of enriching their news products. It

is their onus to undertake in-depth studies of user generated content and all the players involved with a view of developing them to realise good quality news. This may broadly include technical capacitation on journalism, provision of handheld gadgets for news capture and filing and compensation of broadcast news stories. More so, television can explore the merits of teleworking vis-à-vis traditional newsgathering practices with a view of adoption of cost effectiveness.

Social media and its user generated content is a product offering that is revolutionising the way news is broadcast by cutting production and management costs though also presenting content management challenges. However, properly harnessed, it would be of immense benefit to broadcasters if only regulatory frameworks and appropriation procedures could be designed, adopted and implemented.

Further, unlike international broadcasters' portals like the *iReport,* only two local broadcasters have developed website enabled portals for citizen journalist generated content uploading to ease formal social media appropriation. News broadcasters who strategically choose to ignore or downplay the potential of social media in their newsgathering will automatically ostracise whole viewer bands and thus render their product subordinate to the rest. That said, social media and by extension citizen journalists have the power to cripple and even collapse once thriving news broadcasters.

4.5 Institutional Appropriation Of Social Media Content

4.5.1 Introduction

Social media has enabled interaction between television broadcasters and social media users. To include social media in television broadcasts is to embrace and

amplify grassroots conversations and relationships. The challenge posed in appropriation of social media is its relative newness in news broadcasting and thus lack of operational skills and procedures for appropriation aside from the conflict it presents to traditional journalistic processes.

4.5.2 Role of editors in appropriating social media content

The research sought to find out the roles played by editors in appropriating social media content. The interviews show that the roles of editors in appropriating social media content include helping in highlighting and contextualising value, assigning stories to journalists for follow-up, holding editorial meetings, filtering of stories, authentication of broadcast information and overseeing the process of news gathering.

The interviews indicated that the editors play the role of seeking and helping in the highlighting and contextualising of the news value in feature stories. This gives the reason why two television stations or traditional media houses may be having the same heading but different value in the stories.

> Editors have an overall role of seeking and helping to highlight and contextualise the value in otherwise similar news out there. For example, two of today's daily newspapers both carry the same story as headline. But both found a way of attaching unique and special value that wasn't obvious in the original message as disseminated by the president. Here, we hold editorial meetings every morning to discuss among others the potential news value of trending social media mentions, trends and discussions. (0001)

The interviewees also reported that editors also play a role of assigning stories to journalists after reading about them on social media platforms. This is meant to confirm whether the stories are true and to get more information about the stories so as to add news value to it.

The role that they have played in using social media content for news is that they read something on the social media and ask you to go and confirm and if that thing that have read and confirmed is true, they assign you that particular story thanks to that platform that first had that story. So it is actually taking up the role of editors (it sets the agenda of news broadcasts) as we are speaking. (0007)

The editors also play a gatekeeper or filter role. They ensure that the information obtained is verified and double-checked with the sources before going on air. They are also part of the process of authenticating broadcast information to ensure that it is accurate, unbiased and fair within the acceptable journalistic codes.

An editor will always be an editor. They have to be the gatekeeper. It is important for the editor to be a gatekeeper, wherever they are getting this information from, make sure you verify and double check the source before you put it out. That's the role of an editor, the gatekeeper they are supposed to be. (0009)

Some interviewees also felt that the editors play the role of overseeing the process of news gathering as well as posting and taking news to the people. In addition, it is their role to ensure that the top five stories in the news are highlighted in brief on social media. Further, they ensure that the news desk and anchor's posts on social media are sound.

This depends on the type of stories that we have. We did not have a social media platform until a year ago when IPSOS Synovate did an audience survey and found that one of the reasons our station was lagging behind was because it did not have one. When we established social media presence, we became one of the leading stations at position 4. The editor's role in this case is to oversee the whole process of newsgathering and taking news to the people out there. They also ensure that the top 5 stories in the news have been highlighted on social media. They likewise ensure that the desk's and anchor's posts on social media are sound. All these posts, even on anchor's personal pages must go through an editor before they are posted. (0002)

4.5.3 Social media as a source of television news

Most of the interviewees indicated that social media is friendlier as it is coded and characterised by common and simple language understood by all participants. Nevertheless, when it came to news value and content validity, television news was reported friendlier because it broadcasts corroborated content and therefore as a consequence social media users would always still go to traditional media for confirmation and corroboration of news accessed on social media.

> Social media is friendlier as an unchecked and uncensored source of social conversations amongst common interest audience groups. It is coded and characterised in simple language codes understood by the participants. However, in terms of news value and content validity, traditional television becomes friendlier with corroborated content. Actually, social media audiences after consuming the continuous news cycle of social media, still go to traditional news media for corroboration and confirmation of the news they consumed on social media. (0001)

The interviewees also indicated that social media was friendlier due to its accessibility and interactivity. Users could get breaking news on social media from whichever place they were as long as they had a mobile device or a computer. In addition, social media allowed people to interact and respond to news and ask questions on specific news features.

> I would say it is friendlier because of the interactivity that is therein the social media because when someone posts something, you can go ahead and ask a question and they will actually answer you almost immediately. In traditional media I am telling you a story and you don't have that comfort of making follow up questions on the story. (0007)

Further, the interviews indicated that social media is cheaper compared to traditional media. People can make use of their mobile phones to collect information and send to the newsroom, which is cheaper than sending people on the ground to collect

information using costly equipment before sending it to the newsroom (See appendix IX).

> Someone could be out in the field they film something on their phone and send it via their smartphone, which is broadcast quality, and send it to the newsroom. The guy obviously has saved himself several thousand shillings of sending a reporter and a crew and all that stuff. So absolutely it all boils down to the bottom-line, money. It's cheaper and you can get decent material that is broadcast quality and save on costs. (0009)

The interviewees also felt that social media is friendly as it is very brief and the capacity of individuals to concentrate on something concise is very high. In addition, social media messages are direct to the point and answer the questions of who, where, what, when, why and how. To the contrary traditional media messages are at times very long and also detailed then most people will not concentrate for long.

> It is friendlier in the sense that things are very short and to the point, the capacity of someone to concentrate on something that is very short is high. And they are not sitting down in their houses watching for one and a half minutes when it is easier when you get it during the day at work and you can just see it in one line. The value is still there because there are only three things, there are the traditional questions of who, where, what, when, why and how which can be answered in two lines all those others are details. Once I write that in two lines and upload on social media with a picture of an accident, the human being, that's all he wanted to see so all these other things are details. (0010)

Also, the interviewees indicated that social media is friendlier due to its immediacy and timeliness. Unlike the traditional media where news has to be processed, in social media news is posted unprocessed and hence is posted online very quickly. However, due to lack of processing, confirmation and verification, social media news is often inaccurate.

> What I see, social media doing is when you go back to the values of news and look at the element of timeliness, I think that is one area that social media is having quite a big impact on news because of the immediacy of the news. they don't necessarily lay any claim to

accuracy. They are usually the first out with the news and also the first to correct it if it is wrong. And so in a sense they try to keep on because the stories are breaking on social media almost every moment. But also the stories that are breaking on social media do lack the authenticity and the checks that the television news are having. (0004)

Nevertheless, the interviewees felt that social media as a source of television news is harsh, unpredictable, lacks controls, standards and regulation. Social media is unpredictable as it can be upsetting, satisfying and cruel depending on the subject and the responses of the participants.

> Coming from the heavy background of traditional media, I would say it is not friendly because it is very harsh. Breaking news cannot be thought out in terms of impact and effect on the consumers. Users are not trained on journalistic skills so they just post material as happened in a prominent politician's plane crash where people just posted photos online. That man was a parent or husband to someone so it is because traditional media has gatekeepers to protect the audiences. Unless society is trained and some safeguard measures and controls are put in place, social media is not friendly. It is friendly when you are navigating it, but you will realise its unfriendliness when something that affects you is there. (0005)

4.5.4 Frequency of cross-checking television and social media for news

The research sought to find out how often the respondents found themselves crosschecking both social media and traditional media platforms for news. From the findings, the interviewees reported that crosschecking both platforms for news was a continuous process. Television news broadcasters usually allocate dedicated personnel to ensure that the information is correct and current. Correspondents on the ground locally also confirm the stories.

> This is a continuous process that has been allocated full time personnel to ensure conformity and interrelatedness between what trends on social media for possible inclusion in television broadcasts. (0001)

4.5.5   Considerations taken before broadcasting social media content

The research sought to find out the interviewees considerations for broadcasting social media content in news broadcasts. From the findings, the interviewees indicated that their institutions considered the correctness and truthfulness of the information sourced from social media and provided on television news important.

> Social media is of course processed in the normal journalistic way. This is by making telephone calls, visiting news sites, visiting archives among others while respecting the overarching policy frameworks and regulations imposed upon all journalists to corroborate the content. (0001)

The interviewees also indicated that they consider the language used on social media. Television broadcasting shuns abusive or vulgar language and information that can injure a person's reputation and information that can lead to conflict between various groups. Mainly, the interviewees considered issues of corroboration, investigation, alternative viewpoints and the perceived contexts in the social media stories.

> If some information could be abusive or vulgar, or to ruin someone's reputation or if it would raise issues of conflicts among different groups of people of course that one we would have to consider sharing that information. We also consider issues of corroboration, investigation and alternative viewpoints and the perceived contexts. (0006)

The interviewees also indicated that their institutions consider the correctness and authenticity of the information provided in social media. However, several times media houses have failed to authenticate and confirm social media information. For instance, the traditional media spectacularly failed to cross check factuality on information on the alleged demise of two prominent Kenyan politicians that they picked up from social media.

> As a journalist, you cannot confirm a story. You don't have a right to declare yourself healthy or dead for example, because you are not a doctor. So who had the right to declare them dead? It was supposed

to be the person who is authenticated by the state to do so – a doctor. As a journalist, you cannot say that you know he is dead because the wife said so because she does not have the wherewithal to declare the fellow dead. That can only be done by a doctor. Same to if you stole my pen; I have no right to declare you a thief. That can only be done by a court of law. As a journalist, if I take your word that she is a thief, then I will be guilty of many professional mistakes. The authentication processes must be done. You go to a road accident scene and you ask the people, how many people here are dead? Whatever they say is irrelevant. You have to go to the police. This is lacking journalistic ethics. (0004)

The interviewees also indicated that their media houses considered the ethics and legality of the news. In addition, media houses also consider the appropriateness and validity of the social media content they want to appropriate. This is because people can at times use the media in driving their own agendas by cleverly crafting posts with hidden messages that promote their own interests.

Ethics, legality and also our station doesn't just bow to social media occasioned pressure and broadcast anything because everyone is shouting on social media. You cannot just go on air with social media content without vetting it for appropriateness and validity. Sometimes people will cleverly craft their messages with hidden messages that promote their own interests which if you just air, you offend the other side. For example, if you are doing a talk show and you invite feedback from the people through social media, there are people dedicated to look at them chopping off what they feel is not good and discarding offensive ones before going through a third eye to verify that they are genuine and unbiased because people can be clever and use you to respond to something in the name of hitting at someone. (0002)

From the findings, the interviewees indicated that they consider the views of the digital department who look for newsworthy social media content for broadcasting and also consider the deliberations of the editorial meetings.

On Social Media we tend to get innumerable information from different sources. When we see it, we normally let the editors know. That is why we normally sit with them during the daily editorial meetings. We are part of the editorial team. But of course we have to verify it first and restructure it afterwards. (0006)

It is imperative to consider all available sources of information including social media as sources of raw content that we professionally repackage after taking it through rigorous in-house processes to check for authenticity and validity. We have daily editorial meetings membership of which includes the Digital Editor who highlights topical and trending social media content for deliberation and adoption or rejection. (0001)

4.5.6 Enhancement of social media content in media houses

The interviewees were asked to indicate in which context social media content use could be enhanced in media houses. From the findings, the interviewees demonstrated that using it to compliment traditional media to attract audiences to watch television news could enhance social media content use in media houses. Posting news highlights on social media could also do this. In addition, social media could be used to provoke responses, comments and feedback from the audiences.

This would be through complimenting traditional media and especially in the area on baiting audiences to tune into the traditional media such as television news. Short teasers of upcoming news highlights posted on social media break news and also direct traffic to television news. It would also introduce a component of experiential news content consumption that would enable audiences to participate in news gathering and shaping but most important reaction to topical issues affecting them by commenting in real-time to topical areas of interest during prime time. (0001)

In addition, the interviewees reported that this is currently being done through the creation of dedicated departments (digital departments), which are used to identify trending social media content. In addition, social media could also be used as a news source to replace news tipsters.

Just by creating a dedicated department (digital department) and by having a segment in the bulletin called "Trending", where we select something that has made waves in the social media and talk about it (appropriation) to the viewers who did not have an opportunity to take a look at them on the social media stage. (0007)

4.5.7 News sourcing from targeted social media authors

The research also sought to find out whether media houses target specific social media news sources. From the findings, the interviewees indicated that the targeted social media news sources included Ma3Route, Red Cross and government's Presidential Strategic Communication Unit (PSCU). They target specific social media news sources depending on the news themes such as presidential itineraries, traffic updates, crisis and calamities. Media houses also follow popular and reliable individuals on social media for news.

> Yes they are there. Part of what we use Social Media for is as a pointer source of information. For example, if its news on updates for let's say the roads, there are specific people (Twitter handles) we know like Ma3Route handle is common. I think all media houses use them, as they are very credible. The Red Cross, and government's PSCU to know the president's itinerary. But of course we have to verify stories first and restructure them afterwards. If there are accidents, we send someone local around that area to confirm. We use them like pointers. (0006)

> Of course we target specific news sources. The Red Cross as an institution is one of the reliable people we follow. We also have prominent handles that are known to be targets for other stations. (0002)

> Yes. All media houses have to follow us. Our influence requires that they know what we are doing because we are trendsetters. Therefore, that makes them be in a position requiring them to know what we are up to. (0012)

4.5.8 The future of social media in news broadcasting

The research sought to find out the future of social media in television news broadcasting. The aspect of convergence of television and social media to provide a news experience that will be accessed and consumed by all was fore.

> The future is in social media and the digital platform. For instance, TV stations have an app for your smartphone that will give you news

and can also take you live to the TV and you can watch news from the phone. (0010)

If they are able to provide that platform where people can be able to stream news because I may be outside the country and I may be able to stream in to get the news real-time. That convergence or synergy between television and the social media is the future. (0011)

Further, some respondents opined that television would not be affected much by the advent of social media. They predict autonomy and friendly competition between the two mediums in news broadcasting.

I see a situation where each one will be independent running its own thing because you also have to be different to sell shows online so that you are different from the normal newspaper and normal TV. (0010)

They will be competing. It will be more of competition even in the same house because the three arms sit in the same newsroom but think different. When they go and do their thing, they are thinking, of what do we do that is different and that is attractive to our site? (0010)

However, some respondents predicted that if television news broadcasters do not embrace social media actively and as a way of conforming to the evolving technological era, then social media would be the dearth of television news.

The future of television actually looks bleak if it doesn't appreciate the power of social media because television is only doing a follow up (of what has carried on social media). (0002)

One respondent dismissed outright that social media would be the change that will propel the news experience to new all-inclusive and interactive heights.

Social media is really marketplace noisemaking on electronic platforms. (0004)

From the findings, interviewee 0004 indicated that this confusion could be remedied through detailed exploration of social media and the areas it might be harnessed to enhance traditional news broadcasting channels that are trusted and already available among the news consumers.

> Will television survive as television? That is doubtful because the convergence of technology now means that the screen that we have been using for television is going to become the screen we will use for computers so that we will be able to subdivide the screen so that we can watch television as we surf the internet. Now when you begin to look at social media in itself, the platform on which social media plays is even more critical in understanding the impact of this on news. Because television news has been occupying this central space in the sitting room, the question is, will it be occupying that space five years from now? Viewer's families are selling off their televisions because they can access that content in their beds under their blankets. (0004)

The interviewees also indicated that the two mediums could interact where television news would get viewer response and feedback through social media handles.

> Have a social media handle that has an address that people will post there their stories. You look at those stories first, and you verify whether or not they are good stories and whether or not they pass for television news. Not everything that someone thinks is a story passes. (0007)

For broadcasters and journalists, the emergence of social media must be an exciting but also challenging prospect. It must mean a change in traditional work procedures and an investment shift to Internet based and new media gadgetry amidst strategic reshaping of broadcasting houses towards a digital-first approach. This will ensure that news broadcasts continue to convey authoritative and high quality content, dispensing a potent mixture of arguments and imagery to describe important societal issues with the audiences as the lead actors in these conversations.

> Television news and in particular news broadcasting is here to stay. Social Media will not facilitate the death of journalism but will just play an enabling and facilitatory role in seeding news content for broadcasting. Television stations in conforming to market forces also have to go where the audiences are, on social media. We might also see television news and content migrating onto social media platforms as teasers to direct audience traffic towards television. (0001)

> As Group Managing Editor, I have to understand emerging new media and what it portents for traditional media using my technical journalistic experience and skills. (0001)

The interviewees also indicated that the first thing to do in social media uptake is to recognise and accept the role played by social media. After this, they proposed the establishment of digital media departments, which will then be used to identify trending news, ensure linkages between editors and reporters as well as coordinate the verification of social media news content.

> The first thing is to really recognise and accept the critical role of social media. One of the things that broadcasting houses are doing is establishing a digital media department. I believe that the digital department plays a critical role in terms of ensuring linkages between the different players such as the editors, reporters and others who play in the social media environment because it happens so fast. So the digital department is to be a central department that will be able to coordinate what is happening thus triggering traditional practice of verification to ensure a wholesome and comprehensive news offering based on the journalistic code. (0011)

Notwithstanding that social media occasioned change will impact the structure of newsrooms - and traditional journalism at large, social media will augment news experience to suit changing times to ensure that television news remains a vital part of public business, contributing significantly to mass communication. But critically, news will be produced differently in an easier and cheaper way borrowing from pre-produced social media content in supplement of traditionally sourced information.

> What we do on social media for broadcast is mainly to get stories from it and do follow-ups -tips. Many of our follow-up stories come from social media. Someone will post something on social media that is picked by our team like a story we aired about two public passenger vehicles that pick and transport disabled people for free that was also broadcast by one of our competitors. Sometimes special features on television come from social media. (0005)

A small social media-focused team working alongside a larger traditional journalism production team will essentially originate news. The spontaneity portrayed by social media will continue to shift news reportage from reactive newsgathering to enriched, contextualised news presented within traditional investigative journalism frameworks.

> We also get a lot of feedback especially for news through our social media platforms. This feedback gives us pointers of what to carry in future broadcasts. The viewers and those on social media give new angles to stories. Much of the features you see and follow-up stories come from social media. As we adapt more to social media as I see it, a bigger part of the news will be sourced from the social media. (0005)

This research indicates that gatekeepers and editors will need to invest more in scholarship, strategic forecasting, mind shift and intelligent engagement with social media and other new media. Most likely, there will also be a converse shift from pure appropriation of social media content for news to customisation of the news bulletin for social media dissemination. This ideally means that news broadcasters will adopt a news bulletin-style approach to disseminate news using social media capture mobile audiences.

> The future of television won't suffer. TV and social media will work together. They both have to find a complimentary space. In this world of ours that is moving at breakneck speed, people don't have time to go home to look at what is happening in the news. It's all at the tip of your fingertips, on your smartphone. That is where the breaking news will be before they go to the traditional news and get the whole story and its contribution to the society. Initial breaking news, this is the future. (0009)

Further, the thin line between social media journalism and traditional journalism will mediate smooth and quick compilation of content between in-house journalists and third party authors such as citizen journalists. This will intensify participatory engagement to ensure audience demands and expectations are met at all times.

> It is also a must for our anchors to engage the viewers on social media. You ask them to post the question of the day before the news and before the middle of the bulletins; they revisit the social media to highlight the answers. And you get a lot of reaction from the viewers who are watching while at the same time navigating social media. They will give you new angles and new stories and you will even ask what is happening in their localities and they will tell you. Interaction has now moved from SMS. We now have three formats, we don't use phone calls we use SMS and social media to solicit people's reactions. (0005)

In these are challenging times, so long as broadcasters continue to embrace change and innovation, news bulletins will continue to produce first-rate journalism. The leap of transformation determined by social media technology is unyielding and will not forgive television broadcasters who ignore it.

4.6 Discussions

I agree with Al-Ghazzi (2014) that although editors have remained the main gatekeepers and custodians of news information over the years, social media has upset and revolutionised the traditional gathering and processing of news. By offering concise and ready-made news that is user-authored and therefore acceptable and an extension of societal conversations, television broadcasters have been compelled to embrace it to remain relevant to their audiences. More so, this research has established that the ability for audience participation through seeding news and reacting to broadcast news stories makes social media appealing as a new vehicle of bridging the divide between television news broadcasters and their audiences.

Whereas television editors would set the news agenda and assign newsgathering roles to journalists, social media brings the news to the newsroom and to a large extend sets the agenda of the news bulletin itself with reduced roles to the gatekeepers, the editors. This is mainly attributed to the swiftness, immediacy, accessibility, interactivity and reach of social media.

I believe editors and television broadcasters have an obligation to celebrate the technical process reduction and cost cutting role attributed to the emergence of social media as it has replaced the traditional tipsters whom they had to pay, reduced the expenditure attributed to sourcing and producing for news and the expenditure of maintaining correspondents all over the country.

Whereas traditional television news was characterised by validated and stories put in proper context and with all audiences in mind, social media is coded in commonly understood language, though it has been blamed for inappropriateness, being detached, cruel, thoughtless and lacking in regulation.

In contemporary times, digital departments identify news on social media, editorial meetings discuss the newsworthiness of the social media content, a journalist is assigned to confirm the story before it is broadcast with oversight from the editors.

From the research, the future of social media content use in news broadcasts is still set to grow steadily with television broadcasters expected to cede some traditional journalism practices due to the spontaneous nature of social media and the demands from its users. Inadvertent mistakes attributed to unverified social media appropriation and use are also likely to increase with users expecting the broadcasters to conform to their conversations which may not be factual.

News broadcasters must find a strategic balance of pitting social media content and traditional newsgathering for the realisation of a rich, satisfying and all-inclusive news experience. These two sources of news can complement each other after rigorous cross confirmations to attract and retain attention and audiences. For instance, since television can no longer break news as it happens due to social media, television broadcasters can still report on the social media broken news but from a more in-depth approach. Social media can also be used to disseminate what is coming up on television news to inform and attract people to watch and participate in the news.

The rendering of traditional tipsters obsolete by social media also presented numerous social media authors (citizen journalists) who all seed information that the news broadcasters sift through for news. A common strategy adopted by the broadcasters to minimise sifting effort is the specific targeting of prolific users and institutions that seed newsworthy stories on social media. News broadcasters have to explore how to elevate this journalistic amateurism into professionalism to further reduce in-house processes and expenditure.

4.7 Summary

The data presentation, analysis and discussions of the research were discussed in this chapter. I presented, analysed and discussed the research findings according to three themes: employment of social media content in traditional television reporting, regulation of social media content, citizen journalism, the power of social media content on broadcasting and institutional appropriation of social media content. With these findings in mind, chapter five presents the conclusion of the research as well as the recommendations drawn from the results.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

From the questions posed in chapter one, this research anticipates to explain how traditional television broadcasters employ social media content in their reporting; what unchecked social media appropriation means for the scope and quality of news; how citizen journalists and by extension social media content wield their newfound power, and; how user generated content appeals more to television broadcasters compared to traditional newsgathering methods and newsgathering practices.

With this in mind, the research findings will be summarised, discussed, conclusions and recommendations madefor policy and practice in relation to appropriation of social media content by television broadcasters in news reporting in Kenya.

5.2 Summary of the findings

This section presents a summary of the research findings clustered around the research questions, the aim of the research, and relative to the existing literature.

5.2.1 Employment of social media content in television reporting

As a source of television news, social media is friendlier because it is coded and characterised in a commonly acceptable and understood language by all participants. Nevertheless, when it comes to news value and content validity, television news is friendlier because television stations broadcast corroborated news content. This still makes social media participants to view traditional media to confirm and corroborate news they have accessed from social media.

Further, social media is also friendlier owing to its accessibility, interactivity and instant gratifying nature. Users get breaking news on social media from wherever they are as long as they have a mobile device or a computer. In addition, social media permits people to interact with and respond to news interrogating specific news features as they break.

To a great extent, this research has established that television broadcasters, especially those engaged in news broadcasting view people's experience of news, especially on social media as a shared social experience worth tapping into to gain and retain audiences. As people publish news stories on their social media sites, highlight news stories in their Tweets, and haggle over the meaning of events in discussion threads, any news broadcaster not in that circle of transaction risks irrelevance. Digital specialists in broadcasting houses tap into these social networks to filter, assess and appropriate social media content for news broadcasting purposes to extend these social conversations on television. The propulsion of social media connectivity through smart phones has provoked an evolution in newsgathering practice and procedure and increased news awareness into an all-the-time-everywhere affair for majority of news audiences. News broadcasting has also evolved from traditional living room fixed news slot experiences to a continuous news on-the-go experience backboned on social media.

The research further established that apart from a few other platforms, television broadcasters mainly employ Facebook and Twitter as the key social media platforms for the appropriation of news content. Television broadcasters are currently employing teams of digital specialists who have a background in journalism whose job description and responsibility is solely to visit and identify trending topical issues and societal conversations from social media sites for appropriation and consequent

use on television news. Though all the broadcasters claim that they subject social media news to further investigation using traditional journalistic practices and observing ethical codes of conduct, some of them cite incidents where they made grave journalistic mistakes by running unconfirmed social media content on news. Further, consistent with Nyamboga (2014), the research established that indeed digital specialists collect newsworthy information from social media and involve their producers for repackaging and broadcasting as television news content (see appendix IV, VI, VII, VIII, X, XI and XII).

Additionally, for television broadcasters, packaging, producing and broadcasting social media news is cheaper compared to traditional media production and airing. Social media patrons use their mobile gadgets to collect and publish information, which newsrooms appropriate and broadcast, which is cheaper, compared to physically sending their technical people on the ground to collect the information using costly equipment before bringing the news back, editing and filing it for broadcasting. The brevity of social media makes it user-friendly and enhances retention and user concentration capacity. This is because social media messages are concise, succinct and answer the questions of who, where, what, when, why and how (see appendix IV and V). Social media is also friendlier due to its immediacy and timeliness. However, due to lack of processing, confirmation and verification of the messages contained therein, social media news is oftentimes inaccurate. In addition, social media is at times insensitive, unpredictable and lacks controls, standards and regulation. Contingent to the subject and participant interactions, social media is often erratic and can at times satisfy besides annoying and damaging reputations.

The research also established that the use of social media affects the quality of television news. Provoked by the news and content on social media, there have beeninstances where journalists and news broadcasters have regrettably aired misinformation. Later, they felt that their actions affected the quality of the news and that they should have handled social media content differently in the news broadcast environment. They blamed this on incorrect news and malpractice on social media.

From the research, I thus established that television broadcasters use social media to point them to socially interesting information that they cultivate for news broadcasting, what was traditionally known as tips; to source for television broadcasting news; to provoke viewer participation for inclusion in news broadcasting; to promote specific programmes as well as upcoming guests; to promote, recruit and increase viewership for news stories; to source entertainment and education information; to undertake virtual polling to gauge broadcaster reach and coverage; to reach and include the diaspora and other far flung areas otherwise not reached before the advent of social media for appropriation and for information dispersal; and, as an informal but rapidly formalising public relations arm of media stations.

Traditional tipsters who used to be an important source of breaking news have now not only been threatened but been holistically replaced by social media.

I established that some of the findings of this research are consistent with outcomes from research undertaken by other scholars. Nyamboga (2014) also established that journalists and professional media houses have embraced the use of social media for news sourcing and dissemination in order to remain relevant in the news-broadcasting environment.

I also found out that social media appeals to television content producers because it is easy to navigate, appropriate and share stories therefrom. From the research, I established that appropriation is done continuously around the clock. By continuously maintaining a two-way traffic on Facebook and Twitter, news broadcasters access their audiences and thus increase broadcast product reach. Media houses also use Facebook and Twitter to motivate their audiences to engage with particular news features and to watch particular programmes on television. The research further established that through navigation and appropriation of social media, broadcasters also get real time feedback from their audiences.

5.2.2 What unchecked social media appropriation means on the scope and quality of news

The research established that the appropriation and use of unconfirmed social media content deteriorates the quality of news content and often violates the fundamental and ethical journalistic requirement of always getting multiple sides of a story or at least two confirmations from authoritative sources. This has had and still poses dire reputational challenges for the broadcasters.

I established that most media houses verify and authenticate stories appropriated from social media using traditional journalistic procedures before they use it in news broadcasts. They assign the verification task to journalists who undertake field visits, make telephonic follow-ups and corroborations from reputable like the Red Cross, the police and other relevant institutions, and the subjects mentioned in the social media conversations. Some media houses use their field correspondents or people on the ground for verification. Once they have appropriated social media content, some media houses still use primary journalistic tools and ethics, which thrive on cross-

sourcing information for news broadcasts. This means that the affected media houses do not depend on one source of information but multiple sources, particularly offline sources (traditional news gathering techniques).

The research also unearthed that some broadcasters have social media regulatory frameworks and policies, others do not while others are currently drafting them. The Nation Media Group is the only broadcaster that has a social media policy (see appendix III) that guides them on how to undertake their traditional journalistic roles while embracing social media and other emerging internet-based media.

The research also established that there is no known state agency policy that encourages media houses to develop policies to guide the use of social media in television broadcasting.

At the moment, Kenya does not have a national policy on social media content appropriation and use by the various communication agencies and in particular television broadcasters. It is important to regulate the use of social media especially in the context of television, because if unregulated and unfounded content is appropriated and broadcast on television news, it can do a lot of harm. In addition, it is important for media houses to develop social media policies to enhance credibility (see appendix III). Media broadcasters have to establish rigorous mechanisms of checks and balances to ensure that whatever is broadcast or used from social media is authentic because the information that they broadcast has impact and influence.

5.2.3 How citizen journalists and social media wield their newfound power on news

In the delivery of the public service duty bestowed on news broadcasters to present value-rich news content to audiences, the research established that it is imperative for them to consider for inclusion all available information sources including social media as foundations of raw content that they can afterwards repackage professionally after rigorous internal verification processes to ascertain authenticity and validity. The research also established that from citizen journalism among other sources, news broadcasters obtain information on what goes on around in society and in the world at large.

The research established that social media is very quick as compared to traditional media. It is almost immediate as long as there is a person on the ground with a mobile telephone to post messages or take photos and post them on social media. However, unlike traditional media, which has to maintain the traditional processes of collecting and authenticating stories, social media is prone to circulating incorrect and unverified information (see appendix V, VIII and XIII). The research also revealed that social media is likely to take the bigger part of breaking news in the near future. This is due to its convenience and immediacy. In addition, social media news can be watched from anywhere in the world on mobile devices.

Social media enabled citizen journalism makes it possible for media houses to assess the disposition of the country and thereby craft the news packages to conform to these social situations. Broadcasters establish topical areas of social conversations that need emphasis and highlighting during news hour. It has thus become a key source of raw and complementary information for packaging of television news. Further, social

media content that becomes trending improves news by provoking and including audience participation and feedback. However, citizen journalists-driven social media content that attains trending status when appropriated and used directly can easily violate professional journalistic codes and ethics by airing information that professional journalists would not post. The research also established that citizen journalism complements traditional newsgathering since journalists cannot be at every news incident the way citizen journalists could. These citizen journalists capture and broadcast news on social media for later appropriation by broadcasters.

Citizen journalism has indisputably taken hold of the conversation arena allowing expression of opinions and perceptions about social issues on social media. However, it is an unprofessional activity that is not subject to any regulations or professional ethics at the moment. In addition, the research found that most citizen journalists use social media for self-gratification. They take advantage of their large social media following to source information to use against institutions and individuals to settle personal differences and the like (see appendix IV) including making a name for themselves.

5.2.4 Institutional appropriation of social media content

The research established that the role of editors in appropriation of social media content includes highlighting and contextualising value, assigning stories to journalists for follow-up, holding editorial meetings, filtering of stories, authentication of broadcast information and overseeing the process of news gathering.

Before airing the news, television broadcasters consider the input from their digital departments who are charged with social media content appropriation. In addition to Facebook and Twitter, other social media platforms such as WhatsApp and short text

messages are used to obtain feedback and information from the audiences. Further, using social media, news broadcasters can acquaint themselves with what other news broadcasters across the globe are covering and identify what they may have missed. However, unlike international broadcasters such as CNN, the BBC and Kenya's KTN, Kenyan television stations do not have a specialised social media conduits or portals for facilitating automatic news intake from citizen journalists into the mainstream television news content.

For most news broadcasters today, crosschecking social media coupled with traditional news gathering is now an established and continuous process. This process is usually allocated to full time personnel to ensure that the newsgathering process is continuous and the information is correct and current. Field correspondents also confirm the appropriated social media stories from their local stations.

The research also established that media houses endeavour to ratify the correctness, authenticity and truthfulness of information sourced from social media before they broadcast it on television news. However, regrettably, some media houses have failed to authenticate and confirm social media information before news broadcasting. In addition, proper language is important in the appropriated social media content. Broadcasters avoid social media content that comprises abusive or vulgar language and information that can injure a personal reputation. In Kenya, they also avoid information that can lead to socio-political conflict and animosity between groups such as tribes.

Principally, media broadcasters consider corroboration, investigation, alternative viewpoints and the perceived contexts in the social media stories important. They also to consider the ethics, legality, appropriateness and validity of the social media

content destined for appropriation and use on news. This, they report is to check people who may attempt to use the media to drive sinister agendas by clever crafting of messages with hidden messages to promote their own interests.

5.3 Conclusions

5.3.1 Employment of social media content in television reporting

The research findings have established that in less than a decade, it is no longer business as usual for the global information industry mainly due to social media. This research concludes that social media is friendlier, cheaper, easily accessible, interactive, immediate and timely because it is in a common language and codes understood by all participants who share the same characteristics and preferences. Thus, not only has it colonised the information space, but has also greatly influenced the way television news is broadcast not only in Kenya, but the whole world as well with partial and direct social media extractions (see appendix IV, VI, VII, VIII, X, XI and XII) aired on news.

Initially, uptake of social media in television news was low with broadcasters noncommittally observing its development from the sidelines. This was largely due to a lack of information and understanding of how social media could enhance the news experience. Unlike the traditional one-way broadcast methodology, social media has offered a multi-directional interactive experience. The unique appeal of social media is that consumers, unlike those of traditional media, can interact instantly and directly with authors and each other in real time.

Conversely, as is the case with other emergent technology, social media use in television broadcasting poses its own challenges for broadcasters. This includes privacy breaches, lack of policy frameworks, infrastructure security, legal and

intellectual property issues, resource challenges, and numerous other potential risks. That said, for broadcasters, the opportunity to reach everybody, everywhere, at any time is too opportune to ignore notwithstanding these challenges.

From the research findings, I can conclude that television news broadcasters in Kenya employ social media platforms as an essential source for television news content. In addition, in his research, Nyamboga (2014) explains that this is because social media enables rapid access and dispersal of information particularly unfolding news stories thus provoking and sustaining social discourse. Further, Bennett (cited in Mukhongo, 2014) reiterates that the proliferation of new media technologies enables users to have extraordinary capacity to produce and distribute their own information to large audiences within and across national boundaries. Their sole business being information dispersal, it then becomes crucial for television broadcasters to be at the epicenter of these "social conversations" and for them to further provide a wider and more enabling forum from which even more people can participate in the conversations. To be live in these conversations, broadcasters have established digital departments to troll social media platforms to collect newsworthy information for repackaging as part of the content for broadcasting during television news.

Findings of this research are in agreement with Mukhongo (2014), in confirming that internet enabled social media platforms have created private and public online spaces that have been seized by Kenyans both locally and in the diaspora to weave their own narratives and present them in forums that accommodate their views without fear of censorship or regulation. I established that the digital specialists actively and continuously go to these forums to seek pointers to socially interesting information that they then cultivate for news broadcasting. This reveals the strategic decision by

news broadcasters to migrate from pushing out one-way information to a more participatory audience driven news content agenda.

With its emergence, social media has cultivated a definite procedural revolution in the way news content is sourced, produced and broadcast.Apart from having their own journalists in the field, broadcasters traditionally relied on tipsters as their crucial source of breaking news. Notwithstanding a limited number of eyewitnesses, television and radio were usually the first to break news. Today, that is no longer the case. Social media has largely replaced these tipsters.Inspired by these new technologies at their disposal, social media users are seizing the fulcrum space between traditional and new media to challenge the right to participate in telling their own stories. They are posting information with spontaneity and urgency besides expecting reactions and story continuity on other media platforms such as television. Television broadcasters are exploiting this rich source of constantly updating news-on-the-go to source for news for television newscasts.

I also found that television news broadcasters employ social media to provoke and include viewer participation in news broadcasting. Coupled by the users themselves desiring to be part of the social conversations in their environment, television broadcasters post teasers or titbits of upcoming news content half an hour before news hour on social media and provide a hashtag through which viewers can react to or supplement the news stories. In that half hour, if important contexts and angles that had not been covered by the storyline emerge, they are incorporated into the main news story. This enriched news product offering is thus better received by the audiences because they will have played a part in its shaping. Social media technologies offer users adequate influence and authority to renegotiate their relationships with television news broadcasters. This position is concurred to by

Deuze, (cited in Dijck, 2009) who supports the idea that social media enabled opportunities are seized by people at the local level to express their worldviews or opinions thus providing a dissimilar array of voices that makes the news experience richer for all.

Individual television news broadcasters are always in competition amongst themselves to win and retain the highest viewership at all times. In this endeavour, broadcasters use social media to promote and inform audiences of news content, specific programmes as well as upcoming guests during and after the news. These notifications serve to give audiences an opportunity to plan to watch news and to participate in it appropriately.

In conclusion, I established that newscasters employ social media content in television news reporting for various reasons;

Social media facilitates gathering of supplementary, and occasionally superiornews information that has wider variety of scope, opinions and eyewitness accounts;

Broadcasters also employ social media for audience engagement to provoke and enhance participation in news broadcasts including real time feedback, opinion polling on societal interest areas and for measurement of broadcaster reach and coverage during news hour;

Television broadcasters also use social media for outreach to their audiences to promote forthcoming news content, programmes as well as upcoming guests during and after news broadcasts notwithstanding attraction and retention of viewership. From this outreach, they also engage global audiences with television news products;

Social media has become an alternative news-broadcasting platform using abbreviated traditional television news content to attract the younger audiences amongst whom it is popular;

Social media has taken up the public relations role for popularising television broadcasters and also for remedying mistakes aired on traditional television news;

Social media additionally plays a pivotal role of strategic industry positioning and business forecasting in terms of news broadcaster responsiveness to societal conversations and for benchmarking against other global broadcasters, and;

Due to its global accessibility, social media is used as a platform for promoting the television station's programmes to increase global-citizen viewership to reach and include the diaspora and other far flung areas otherwise not reached before for appropriation and for information dispersal.

5.3.2 What unchecked social media appropriation means for the scope and quality of news

The emergence of social media has afforded hitherto marginalised groups a vehicle of self-expression and participation in breaking news and public discourse. Traditional news broadcasters on the other hand, for relevance, have been quick to adopt social media as a source of current and user generated news to the detriment of traditional news generation procedures and practices pitting sensation against factuality.

More than once, news broadcasters have appropriated social media content and in the haste to be the first to break the news, broadcast it without exhaustive verification thus opening their flanks to serious reputational ramifications. Ironically, the only news broadcaster with a social media use policy confessed to have broadcast

unverified social media content that resulted in organizational disrepute and dismissal from employment for the concerned journalists.

Certainly, as a result of the social media induced news cycle time pressures, traditional journalism ought not to succumb and become a conveyor belt delivering news from social media platforms direct onto television screens in the guise of responsiveness to audience information needs. Sloppy journalism resulting in broadcast of unverified social media appropriated news poses a serious danger of misleading audiences through conveyance of rumours and hearsay and in the process lowering the quality and scope of news coverage.

More so, unverified social media content in the news also poses severe challenges and jeopardies journalistic standards. Nowadays, as this research has established some journalists pay less consideration to fact and source verification at the detriment of news broadcast quality. The prevalent use of speculations in news broadcasts possess the most calamitous threat that social media and lazy journalism are introducing to television news.

This research indicates that there is a gradual decline in original content generation and a gradual reliance on social media as a news source in news broadcasting. This robs the news experience of original, value adding agendas that can contribute to national capacity building through carefully researched and balanced news stories free from sensationalisation. (Chan, 2014).

Findings of this research blame the exacting story filing deadlines imposed on journalists for partly contributing to broadcasting mistakes on news. In remedy, social media that journalists have turned to as savior has in turn compromised the quality of news by enabling journalistic workflows that excuse traditional journalism processes

and allows speed over accuracy. The competition to make news available as quickly as possible often leads to poor post appropriation practices, procedures including unreliable verification, along with a propensity to broadcast content without alteration or value addition at all.

The threat of leakage of classified information that can pose governance challenges and other forms of strife become very real with citizen journalism and by extension social media content particularly if this information is not verified and confirmed before it is run on television news. This view concurs with Nyamboga (2014), who identifies the challenge of sifting through massive social media content for news value within strict timelines thus fostering broadcast of unconfirmed news and also seeding poor quality and misleading news.

The quick, continuous and enormous flow of news on social media negatively affects traditional journalism. More so, the numerous forms of emerging social media platforms, the swelling number of television stations, ferocious competition among broadcasters, and televisions' anxiety to break news first have led to the broadcasting of inaccurate, ambiguous, and misconstrued information on television news. Oftentimes, this results in broadcasting of unconfirmed and subjective news coverage. Nonetheless, the emergence of social media has additionally amplified the need for immediacy in around the clock news delivery. This compounded by the perpetual pressure on journalists to produce news within strict deadlines compromises the practice of journalism and the quality of the news content as a whole.

The frantic and continuous demand for news generation, partially established by social media and by broadcaster rivalry, has led to broadcast content mistakes. In addition, the twenty-four hours, seven days a week journalistic procedures leave

journalists, editors and producers with very limited time to follow-up on serious, long-lasting and exhaustive stories. Although access to news has become easier, faster and more accessible with social media enabled platforms today, very few reporters have prerequisite training on how to appropriate content therefrom resulting in apathetic news content quality.

Instantly, social media users have at their disposal an ability to hold and participate in virtual social conversations through this new media. Employing social media, now everybody can comment, edit, write, produce, and post content whose jurisdiction crosses political, social, geographical and continental borders. The challenge presented by this message transmission medium arises from the necessary moderating controls for safeguarding the interests and rights of users and institutions appreciating the potential conflicts that can arise from misperceptions created by social media messages and their perceived meanings socially and politically. For news broadcasters, the threats arising from appropriation of social media content for broadcasting broadly include; confidentiality, defamation, internal operational risks, security, copyright, employment practices, and legal risks. This brings to the fore the important role that regulations would play in moderating social media content to ensure that it is acceptable and palatable by all users within all prescribed frameworks.

According to Bennett (cited in Mukhongo, 2014), Kenyans have swiftly embraced social media for expressing themselves because it is judiciously secure, is not stringently monitored, restricted or regulated by government as yet, is enabled by free social media applications that all upsurge to challenge the mainstream media industry.

These "freedoms" enable them to post information that bypasses state monitoring and examination, which uncommonly epitomizes information from television.

Further, due to lack of technical capacity, citizen journalist authored social media news content lacks authenticity besides being unverifiable and thus is oftentimes imprecise. In addition, social media is austere, explosive and lacks controls, values and regulation. More so, it is impulsive and can at times be cruel, placate or even infuriate depending on the subject under participant engagement.

For news broadcasters, the essence of regulatory frameworks for social media content appropriation is to confine industry players to look for, acquire and indeed use the content in acceptable ways that do not cause injury to any institution, person or upset any socio-political conditions. Social media content regulation is thus extremely important in the safeguard of traditional news broadcast content and trusts that it portends among the viewership. The reality that out of all the media houses that engage in social media appropriation, only one has a social media policy is truly alarming in terms of the authenticity of the news that is broadcast in Kenya and is therefore a red flag that must be addressed. The lack of internal regulations in media houses could be attributed to lack of a national policy guiding the same and requiring establishment of internal policies and regulations for social media appropriation.

In conclusion, the research determines that though media houses lack documented internal checks and regulatory frameworks, they attempt to verify and authenticate appropriated social media stories before using them in news broadcasts. They however wholesomely trust social media posts by reputable institutions and individuals. The research found that only one media house has asocial media policy and regulatory framework while the rest do not. One other broadcaster is currently

working on it but still confessed a lack of willingness to finish the policy citing the dynamic and fluid nature of social media. Overall, Kenya does not have a national policy on social media content appropriation by the various communication agencies and in particular television broadcasters. In addition, there is no known state agency advocating for media houses to develop internal policies to guide the use of social media in television broadcasting.

5.3.3 How citizen journalists and social media wield their newfound power on news

The acknowledgment and rapid expansion of citizen journalism in Kenya is credited to the evolution of communication technologies coupled with the eagerness of audacious users keen to try out the new possibilities social media portents. Smartphone proliferation in Kenya has also facilitated fervent social media activity by people keen to exercise their freedom of expression whilst taking advantage of the free democratic space to send out information. In addition, the urge to exercise freedom of expression and information dispersal is the strongest citizen journalists' motivator when using social media.Self-expression, the need to be heard and participate in societal conversations relegates compensation for social media content at the bottom of the priority list as a motivating factor for citizen journalism.

News broadcasting and receipt has become pocket-sized with a good proportion of Kenyans owning smartphones and other internet-enabled hand held devices. Empowered by social media, these information consumers and authors have become very powerful with ability to determine news content and societal conversations. These consumers have activated their devices to access news to feed their voracious news consumption habits. They use multiple news media platforms particularly social

media to forage widely on news topics and browse the web for a host of subjects. With this news information, they then engage in reposting, re-authoring and commenting on it amongst friends. Nonetheless, other users author their own news information and broadcast it on their social media accounts which triggers further activity amongst their social media friends. Depending on the stories' newsworthiness, television news broadcasters appropriate them and broadcast them during news hour as current news. Trending social media content thus supplements what traditional news broadcasters air on news. News broadcasters befriend and follow prolific news-breaking social media accounts in order to get regular news updates and information for subsequent news broadcasting.

The research further concludes that due to its convenience and immediacy, citizen journalists use social media to air their opinions and perceptions about social issues. Thus, social media is already commanding and playing a never-growing part in news breaking. This spontaneously offers an opportunity for more citizen journalism and unintentionally allocates them power over other news purveyors.

For editors and journalists alike, their work is now more than ever cut out with the explosion of available news on social media platforms. These information volumes posed by social media and citizen journalists pose capacity challenges for the gatekeeping role for television news editors and producers. Thus citizen journalists and their social media dissemination vehicle become very powerful in shaping the news by production of colossal amounts of news that by volume alone defeats exhaustive traditional television journalistic procedures and processes of verification. The commitment to break current news as it happens forces a quality compromise between verification and the need for news casting relevance. (Nyamboga, 2014; Lewis, Kaufhold & Lasorsa, 2010).

The rapid and spontaneous nature of social media makes it quicker compared to traditional media. However, as a consequence, social media is prone to circulating unverified or incorrect information and in the process posing reputational threat to users and institutions. Since traditional journalists cannot be everywhere physically at the same time, citizen journalists stand in to capture images and record videos by use of hand held devices like mobile phones which they post on their social media accounts which are in turn appropriated by television news broadcasters and aired during news bulletins. Due to lack of technical skills and knowledge of news writing, most of the trending citizen journalist authored social media content violates the principles of journalism by posting of information that does not meet the threshold of professional journalism.

5.3.4 Institutional appropriation of social media content

Lastly, the research has established that indeed media houses in Kenya have embraced the use of social media content as part of the process of news gathering and broadcasting. In addition to Twitter and Facebook, media houses also prefer social media platforms such as WhatsApp and short text messages to obtain information and feedback from their audiences.

Further, using social media, broadcasters can update themselves with what other media houses across the globe are covering and identify what they may have missed for consequent appropriation. Apart from one, Kenyan television stations do not have a specialised conduit for channelling citizen journalism into the mainstream television news content unlike other international broadcasters like the CNN.

From the findings, I have established that there is prudence for news broadcasters to consider the ethics, legality, appropriateness and validity of the social media content

destined for appropriation and mass dispersal. Barasa (2015)'s article *Dangerous Abuse Of Social Media* appreciates the level of social media uptake in television news broadcasts but nonetheless squarely blames local news broadcasters for appropriation of social media content without thoroughly interrogating the intentions, authenticity and the consequences or impact the messages may have on viewers and reputations. He claims that this endorsement of rumours is detrimental to society and the news broadcasters themselves and likens appropriating news broadcasters as transformers of molehills into massive volcanically active mountains that can cause extreme destruction as illustrated in the social media induced fighting in Southern Sudan and its consequent mass loss of life. Barasa's viewpoints concur with the research findings from this investigation.

5.4 Recommendations

Based on the findings from this research, this section offers proposals and suggestions for the best course of action with regards to social media appropriation for television news broadcasting in Kenya including policy recommendations to the government, the television broadcasters and all concerned players in the social media industry.

5.4.1 Employment of social media content in television reporting

The research findings clearly show that social media has a significant influence on contemporary television news broadcasting. Social media enabled news content is inexpensive to produce and broadcast because appropriation and verification can be done with minimal additional expenditure and resources chasing down news in the field. Moreover, with good quality citizen journalism, appropriated content can be broadcast without significant secondary production work.

Further, this research has also established that television broadcasters ought to embrace social media platforms since it has replaced traditional news tipsters from whom they used to get breaking news tips. Tipsters are today obsolete partially due to the advent of social media besides lack of communication infrastructure and technology support. In addition, apart from limiting social media use to appropriation of content only, television broadcasters can also use it to increase viewership by posting customized news bulletins for social media devices.

Therefore, this research recommends that while appropriating social media content, television broadcasters consider language appropriateness, correctness and authenticity of information, ethics and lawfulness of the information as well as its impact on diverse audiences;

The Ministry of Education, Science and Technology in conjunction with television broadcasters to develop a training curriculum to journalists and digital specialists with responsible social media appropriation skills. This curriculum to be offered as part of the available journalism course syllabus, and;

Television broadcasters to consider producing customised news bulletins for social media to capture viewers who cannot watch television. That way, more feedback would be received and more viewers reached and sustained.

5.4.2 What unchecked social media appropriation means for the scope and quality of news

This research established that though most government agencies and ministries appreciate the power and benefit of social media, and have established handles and accounts, nationally, the country has not deemed it necessary to have a national policy regulating the its use. In terms of news broadcasters, the research also established that

it is only the Nation Media Group that had an operational social media policy. All the other television-broadcasting stations do not yet have a social media policy.

Therefore, this research recommends that; as a matter of urgency, a national social media policy be developed and implemented in a participatory manner between the Communication Authority of Kenya and television broadcasters to regulate use of the ever-changing social media platforms;

The aforesaid national policy to require all television broadcasters as well as other traditional media to further develop internal social media policies and operational procedures referring and borrowing from the national policy to outline localised guidelines on the use of social media in news broadcasting and the consequent verifications thereof. The internal policy should define social media and the role it plays in the broadcasting organization so that the employees can appreciate exactly what it is within their specialized operational contexts; unmistakably establish a well-defined purpose for the policy; communicate the benefits of social media content appropriation and the importance of regulating the same through policy and guidelines; offer a clear and sustainable employee training mechanism on how to engage with social media; take into consideration and outline any legal ramifications of not following the legal frameworks and laws of Kenya for both the employees and the organization; address the broadcasters' institutional confidentiality of information policies and business secrets; outline the productivity and value addition that social media content offers to journalism and the news bulletin; provide guidance regarding social media engagement outside of company time especially for news anchors and reporters whose posts and usernames could be associated with the broadcaster, other employees and news subjects; provide examples of policy violations if possible and

should outline disciplinary measures and redress mechanisms to be taken for policy violations.

Once the national and organisational social media policies are implemented, they should be considered living documents that will undergo episodic revision from time to time in conformance to the evolution of social media and new media in general, and;

Crisis management strategies be developed for implementation when unverified social media content is broadcast to limit socio-political crisis, disrepute, litigation and defamation charges.

5.4.3 How citizen journalists and social media wield their newfound power on news

The greater majority of social media users do not have journalistic training and hence have no understanding of the principles and ethical standards related to posting of news and images for global consumption and the ramifications of doing so. Therefore the greater majority of the content posted by the so-called citizen journalists on social media is reckless and mere hearsay that is oftentimes volatile with potential to incite conflict and tensions.

Further, the research also established that the use of unconfirmed and unverified social media content in news broadcasting can have a negative effect on media house image as well as quality of the news coverage itself (see appendix V, VIII and XIII).

This research therefore recommends that though appropriation of social media content is acceptable in contemporary news-gathering, all appropriated content be confirmed and authenticated using traditional journalistic processes including but not limited to

sending journalists to the ground to cross-examine the information authored by the citizen journalists, and;

Compilation and accreditation of prolific citizen journalists and provision of periodic training on journalistic professional ethos, practice, photography and news writing to them to improve the quality of their news stories.

5.4.4 Institutional appropriation of social media content

The research found that some media houses do not have digital departments to continuously monitor social media for trending news content. This makes it hard for them to exploit social media platforms exhaustively as a source of news because the processes cannot be meticulous without a specialised support department toappropriate the social media content within self-regulated frameworks within governing state imposed policy.

Therefore, the research recommends that television broadcasters establish full-fledged digital departments for appropriation of news from social media;

News broadcasters to review their gatekeeping procedures and processes to encompass appropriation of social media content, it's immediacy and dynamic nature, and;

A reasonable compensation to be offered to the citizen journalists whose posts are appropriated to encourage professionalism and to expand legitimate news sources at the grassroots for inclusivity and diversity of the people of Kenya.

5.4 Research Contributions to Knowledge and Areas for Future Research

According to McLuhan's tetrad theory, (Kelly, 2016&Austin, 2013) and as illustrated by this research, social media has been the salvation of television news by the

enrichment of its context, content and scope by offering efficient and cheaper newsgathering mechanisms. In the process it has eradicated some traditional techniques but at the same time reinstated the initial value-rich news experience that has multiple viewpoints that are all encompassing and has thus expanded the audience reach and size. The uptake and integration of social media in television news has also not been devoid of serious challenges that threaten to destroy the very fabric of news broadcasting ethics and professional practices. As confirmed by this research, these potential threats can only be allayed by responsible utilisation and regulation of social media use in television news broadcasting.

The numerous illustrations of social media story appropriation and use for television news in this research provide basis for the argument of how powerful social media is and how it is changing the way television news is produced and broadcast. Nine out of all the respondents said that they believe social media is critical in their daily work routines. Only a quarter of them said they could still work totally independent of social media. Today, it is common for social media scoops to regularly take up lead television news broadcast slots. They have effectively nurtured anew form of opinionated audience participation in the news experience, have colonised and are redefining traditional journalism. This thesis focused its investigation on the in-house television broadcasters' efforts to embrace audience participation through social media platforms in newsgathering while at the same time protecting the integrity of professional journalistic practice.

In satisfying the research questions, the findings highlighted new knowledge on social media interplay with television news broadcasting in Kenya. New knowledge and probable areas for further research appreciate that;

There has been an explosion of social media uptake and use in television news. This has been principally driven by user-friendly hand held gadgets, an informed citizenry and improved besides affordable internet connectivity. Social media use, particularly citizen journalism, has taken up with a good percentage of Kenyans using it to break news and to discuss social issues. This phenomenal development has forced traditional journalism to take note of and appropriate news content from social media for dissemination on television news. The practice of social media appropriation for use in television news broadcasts is expected to grow.

Social media, citizen journalism and news audience participation are profoundly altering the nature of news. All these have been pivotal to the compression of the traditional television news cycle to conform to the instant nature of social media and thus put pressure on editors on what, how and when to report news. News broadcasters have all but abandoned attempts to be the first to break news and strategically refocused themselves on verification, retelling and guardianship of social media information.

Social media content use in news broadcasts is increasingly growing and expects traditional journalism to cede some ethical ground due to the spontaneous nature of social media, which is dynamic and centered around users. Unintentional mistakes in television news broadcasts are gradually increasing with the industry also engaging lesser and lesser in verification of appropriated social media facts and conversations because the public opinions are assumed to be true.

Though broadcasters have embraced social media, they have done it on their own terms. They have tenaciously held onto traditionalism (values, norms) in their navigation of modernism (social media) and some of them have crafted traditional-

journalism-influenced policies and guidelines to regulate their use of social media. They have employed social media specialists and correspondents and are retraining traditional journalists on social media use in television news.

The study also established that social media is not replacing journalism but is creating new avenues for converging diverse opinions and multi-directional information. Television viewers still watch television news to sift fact from fiction and for filtered viewpoints (to make sense of and authenticate the information on social media).

Social media enabled citizen authoring of news has brought forth a rich national correspondent base that television news broadcasters can exploit for grassroots sourcing of breaking news. With limited resources to dispatch journalists across the country to collect news, social media has provided a fairly cheaper solution for the broadcasters to have a national presence without expending on traditional newsgathering logistics.

The participatory and dynamic nature of social media enables presentation of richer and holistic news that is acceptable since it permits association between social conversations and television news content.

Social media endorsements play a significant role of driving traffic to traditional television news content. Consequently, all television broadcasters exploit social media to drive their news reach.

Television broadcasters use social media to conduct daily opinion polls during news bulletins to collect feedback and specific audience comments and opinions on topical discussion themes. Often, this harnessed data is used for secondary news enrichment and analysis.

Lastly, further research can amongst others seek to unravel the role that social media can play in restructuring traditional media broadcasters and practices, to levels of civic role assignations in information dissemination, content quality and resource arguments, and to considerations on the future of television news broadcasting itself.

5.5 Summary

Appropriation of social media content for news broadcasting is indeed the strategic way to go towards informing and retaining contemporary news consumers who exhibit news-on-the-go characteristics. This should however be done within regulatory frameworks that seek to give a full account of news occurrences without jeopardising broadcaster image whilst cultivating social debates based on factuality and public-driven conversations.

Appreciation of the power that social media heralds for the television news bulletin and broadcasters in general is the first step to harness all its positive values and its consequent exploitation for the enrichment of the news experience. This includes the appreciation of all players involved and their unique roles in the social media conversations. Based on this knowledge, strategic corporate planning, capacitation and compensation can be made to encourage symbiotic relationships and benefit.

The government has an important role to play in this sector by the development of a clear national social media policy to guide this process while at the same time compel all media broadcasters and in particular television broadcasters to develop internal policies to inculcate self-regulation.

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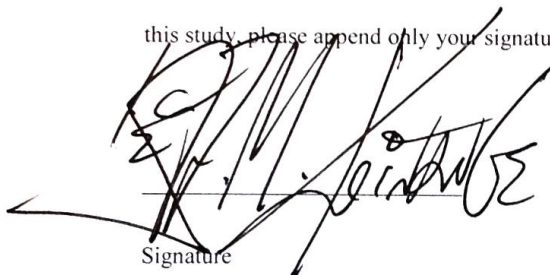
APPENDICES

Appendix I:Informed Consent Letter

My name is Dennis Danson Oketch, a Masters student at Moi University carrying out research on appropriation of social media content by television broadcasters in news reporting in Kenya. The purpose of this study is to determine level appropriation of social media content into television broadcasting.

All information provided in this study will be treated with confidentiality and your identity shall not be disclosed. The participation in this study is on voluntary basis, and therefore you are free to accept or decline to take part in the study.

Your cooperation shall be of great importance in achieving this goal. If you agree to take part in this study, please append only your signature below:

Signature   Date

For any correspondence, please contact the principal investigator through:

Dennis Danson Oketch

Masters student

Moi University

Tel: 0722-781-754

Appendix II: Interview Guide

Briefing: Thank him/her for participation, introduce myself (name and profession), define the situation for the interviewee (confidentiality, recording, about 50 minutes, plus a short discussion afterwards), briefly state the purpose of the interview, and asking if the interviewee has any questions before the interview.

Main Research questions	*Interview Sub-questions*
Preamble	Can you tell me a bit about yourself, and your professional area of responsibility in the station?
	If you look at the entire social media environment here in Kenya, how does social media affect television news? Who are involved?
	Do you actively look for news content on social media?
	How often do you find yourself crosschecking both platforms for news?
	I would now like to change the subject and talk about how social media use in television reporting
How do traditional television broadcasters employ social media content in their reporting?	In your experience, how do you use social media content in broadcasting? Examples?
	How does the television station cross check for truth and reliability?
	Do you have these skills? (How did you acquire them? Does the station provide any training in this respect?)
	I would now like to change the subject a bit by focusing on unregulated social media content use
What does unchecked social media appropriation mean for the scope and quality of news coverage?	Do you think there is a clear quantity boundary observed by the media with respect to the volume of social media content they use vis a vis the volume they get traditionally? How does this news sources interact during the broadcast?
	Do you think news mining on social media affect journalistic news gathering routines and practices and have an impact on the stories they write?
	From your experience, suggest a formula of using these two media employing their best characteristics?
	I would now like to change the subject a bit by focusing on citizen journalism

How do citizen journalists and by extension social media content wield this newfound power?	In your view, how does trending social media content affect news?
	How do the notable citizen journalists use social media? In your opinion, do they use it for public information?
	Do you prepare yourself before logging on to social media for news? How?
	According to you, what is the future of television broadcasting with consideration of the role of social media in society today?
	I would now again like to change the subject a bit by focusing a bit more on the aspect audience preference.
To what level is user generated content more appealing to television broadcasters compared to traditional news gathering methods and practices?	In your opinion, and when thinking of your daily work, what is your main goal when navigating social media?
	Traditional media and social media compared, would you say social media is friendlier as a source of news? Explain.
	Recalling from your past use of social media content in news, have there been situations where you thought afterwards that you should have acted differently? Could you give an example? Did the versatility of social media content play a role?
	I would like to change the focus one more time and talk a bit about social media use by media houses and other players rather than you as an individual
On anorganisational level, how can Media Houses use social media?	In your experience, which role do editors play in appropriating social media? Is this something that is discussed in-house?
	Are there certain considerations you take in your official capacity before flighting social media content partially or holistically? (Issues of corroboration, investigation, alternative viewpoints, perceived context, etc.)
	If social media content use was to be enhanced in media houses, in which context do you see it happening?
	Which role do you play in this context? (Do you talk about your technical experiences and use it to engage with emerging technological trends and tools?)
	According to you, what is the best way to conform to societal technological pressures to uptake social media in

	professional television news broadcasting?
DEBRIEFING	Are there any more things you would like to say before we end the interview?
	May I contact you, if further questions should arise?
	Thank you for your cooperation.

Appendix III: Sample Social Media Policy and Guidelines

SAMPLE SOCIAL MEDIA POLICY IN USE

SOCIAL MEDIA POLICY AND GUIDELINES

Introduction

This document sets out our institution's focus in the use of social media networks and provides key guidelines to help our journalists in the use of such platforms without undermining their professionalism and compromising the company's credibility as a purveyor of authoritative, truthful and non-biased news and information. The policy and guidelines are designed to be read in conjunction with our general Editorial Policy Guidelines & Objectives and the Policy Guidelines for Broadcasting.

Social media platforms have become important sources of news gathering for journalists. They are also major channels for publishing news and information to the general public. Our institution's journalists are encouraged to use them. While the use of social media in journalists' working and personal lives has a greater impact, it is always difficult to draw a distinct line between professional and personal conduct. As our journalist, it makes little difference whether you identify yourself on social media as such or not since your actions will almost always be linked back to your profession and ultimately to us as your employer.

1.0 POLICY FRAMEWORK

The general slant of our institutional accounts on social media network is that of a content provider. It therefore follows that information published on these accounts must always meet our quality standards as defined in the Editorial Policy Guidelines & Objectives, the Policy Guidelines for Broadcasting, and the institution's Stylebook. Editors responsible for publishing to social media will ensure that processes are put in place to ensure our accounts provide timely and accurate information. However, for the avoidance of doubt, the company puts priority on accuracy over speed of publishing, therefore unverified pieces of information must not be published until a sufficient level of verification has been met.

Our accounts will also be developed to play the role of a clarifier, especially during times of fast changing news events. The nature of communication on social media is such that often-inaccurate information is easily spread and believed by the public. In performing this role, our accounts will make it clear what facts have been confirmed, at what time and by whom. The organisation's social media editor will be responsible for ensuring that the institution's accounts conform to this policy.

1.1 Social Media and News Gathering

The overall principle is that journalists using social networking sites as a source of news should apply the same journalistic principles as they would to any other method of news gathering. A tweet is no more reliable as a source of news than a phone tip-off to the newsroom; a blog or Facebook update is no more reliable than an overheard conversation. It should not be reported until it has been independently verified.

Our journalists should always be open and transparent in their social media dealings. The only exception to this would be where there is an over-riding public interest not to do so e.g. if using social media for exposing child abuse or intended breach of the law.

1.2 Publishing of News Content

Our institution distinguishes itself by the way its news content is managed and published. Journalists must, therefore, take extreme care to ensure any news they publish conforms to established standards. To help protect this value, journalists are generally discouraged from publishing any news item in their personal accounts unless it has been approved and published on an institutional outlet.

There will be instances where journalists are cleared by a managing editor to report directly through their personal accounts as part of our institution's digital-first strategy, for instance when covering fast-changing news events/stories. Whenever this happens, our key news accounts will notify the social media audiences. However, this exception does not bar journalists from using their accounts to engage audiences about news subjects.

In the event it emerges that information that has been published on any of our social media accounts is not accurate, the social media editor will ensure that a quick correction is made and the facts clarified. Care should be taken to ensure that mistakes are not aggravated in a rush to put out a correction.

2.0 GUIDELINES FOR JOURNALISTS

Social media networks are ever evolving and there will be need for frequent reviews of these guidelines depending on the experience gained in the course of time. However, two key guidelines can be deemed to be everlasting. First, journalists are highly encouraged to set up accounts and to be active on social media – it is a valuable means for engaging with audiences and, if used well, for gathering news. Second, always adhere to journalism ethics in all that you do – the fact that you are engaging online only makes your conduct more visible.

2.1 Some General Principles

a) When our journalists make personal use of the Internet they should be aware of the potential conflicts that may arise. They should do nothing that calls into question our core editorial values.
b) There should be a clear distinction between "our" pages and "personal" pages. Personal pages should not use the institution's name or association or that of any of the group's publications or programmes.
c) Always assume that all that you do online will at some point become public.
d) If you use a personal account in any way for work, you have to identify yourself as our employee in your profile.
e) Regardless of the site, no one should disclose any information or engage in any activities that bring our institution's or its journalism into disrepute.
f) Whether on an institutional or a personal site, our journalists should not be seen to support any individual politician, political party or cause. Editorial staff should never indicate their political allegiance or inclinations, even if they are not identified as working for us. This means that postings should not contain partisan political views.
g) No one should disclose any information that breaches commercial confidence.
h) Keep internal communications confidential.

i) When someone clearly identifies their association with our organisation and/or discusses their work, they are expected to behave appropriately when on social media, and in ways that are consistent with the our editorial values and policies.

2.2 Social Networking Sites

Social networking sites provide an effective way for people to maintain contact with friends. However, through the open nature of such sites, it is also possible for third parties to collate vast amounts of information.

All our staff should be mindful of the information they disclose on social networking sites. They should be careful of what they put on their profile and who has access to it. They should act in a manner which does not bring our institution into disrepute.

2.3 Political Activities on Social Networking sites

Our journalists should never indicate their political allegiance or inclinations on social networking sites. The risk of breaching this requirement lies in profile information or through joining political groups on sites such as Facebook.

Such a disclosure can damage our reputation as an unbiased source of news. Whenever others add you onto groups, take the initiative to ensure membership in such a group conforms with these guidelines.

2.4 Consideration towards other members of staff when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. However, it may not be appropriate to share work-related information in this way.

For example, there may be an expectation that photographs taken at a private work event or while working with colleagues will not appear publicly on the Internet, both from those present and perhaps even those not at the event.

Staff should think carefully before posting such material online and if they do, should remove it when requested to do so. Customising privacy settings on Facebook gives you a choice as to what you share and with whom. Personal use of social sites should not include offensive comments about colleagues or co-workers.

2.5 Blogging, Microblogging and Tweeting

There are two categories of blogs and microblogs. The first are those which are openly identified as our sites or sources (these use our programme name or brand). The second are those which are purely personal and which are not intended to reflect the output or views of our institution.

This guidance also applies to our staff's use of microblogging sites, such as Twitter.

A personal microblog shall not be used to break news that our organisation has not published or sanctioned. Exclusive content or photos should be submitted through existing news processes for vetting and publishing. Our journalists are encouraged to link to content on our

platform and other platforms and not to copy and paste on to their accounts.

However, they are advised not to link to unconfirmed posts and material as such action may be misconstrued as confirming the facts.

Microblogs are likely to be personal in tone but they should not contain any personal views that could damage our reputation on issues such as accuracy, impartiality or tolerance. Impartiality is of particular concern for all our journalists. Nothing should appear on an individual's personal blogs or microblogs, which undermines the integrity or impartiality of our institution's journalism.

In particular, Journalists should not:

- advocate support for a particular political party or candidate
- express views for or against any policy which is a matter of current controversy in a manner which would raise questions about the objectivity of their journalism or that of our institution
- bring our institution into disrepute

If a personal blog makes it clear that the author works for our institution, it should include a simple and clear disclaimer such as "these are my personal views and not those of our institution." However, this disclaimer does not exclude it from the guidelines contained in this policy. Our institution's journalists who have existing blogs should take the necessary action to ensure they conform to this policy.

2.6 Retweeting

Retweets should be carefully worded not to seem like they are expressing a personal opinion. This is very unlikely to be a problem when you are "retweeting" a colleague's "tweet" or our institution's headline. But in other cases, you will need to consider the risk that "retweeting" of third party content can look like an endorsement of the original author's point of view. Best practice is to contextualise the retweet to create some distance from any opinion it may contain. This applies to both our institutional accounts and personal microblogging.

2.7 Offensive Material/Tone of Voice

Incitement to violence or anti-social behaviour or comments likely to cause extreme offence, for example racist, religious, gender or ethnic insults or stereotypes, are not allowed on any of our institution's branded space on the social media. Neither is material which is likely to put a child or teenager at substantial risk of harm.

Different social networking sites already offer different models of intervention in different areas. Where editors are responsible for our institution's social media space on, for example, MySpace, Facebook and Netlog they should be aware of how these companies normally deal with different forms of harmful and illegal content on their sites.

2.8 Friends/Following

You may wish to make "friends" or accept friend requests from sources. But remember that approving a "friend" may make other users of a site think they are trustworthy on account of their association with you as a media employee.

"Friending" and "liking" political personalities and causes gives the impression that you are advocating them. Care should be taken in dealings with such social media connections to ensure it does not lead to activity that may be deemed as politically partisan.

However, for purely journalistic purposes, journalists can friend a newsmaker but should limit the kind of personal information the newsmaker can access from their pages by using privacy settings e.g. on Facebook. Also make sure that you limit interaction with the newsmakers on their public pages, for instance by not commenting on their posts or joining discussions on their walls.

2.9 Editing Online Pages

Our institution's journalists should not edit pages that relate to controversial issues or campaigns as this can be traced back to them and to us. This concerns publicly editable pages such as those on Wikipedia.

3.0 Conclusion

This document will be reviewed frequently, at least once a year to ensure that it is always alive to emerging trends on social media networks. However, whenever one is confronted by a situation that is not clearly addressed here, they should always refer to the general guidelines at 2.0 in determining how to act.

Appendix IV: Sample Social Media Appropriated Content

Example of a story appropriated from social media and broadcast during the news.
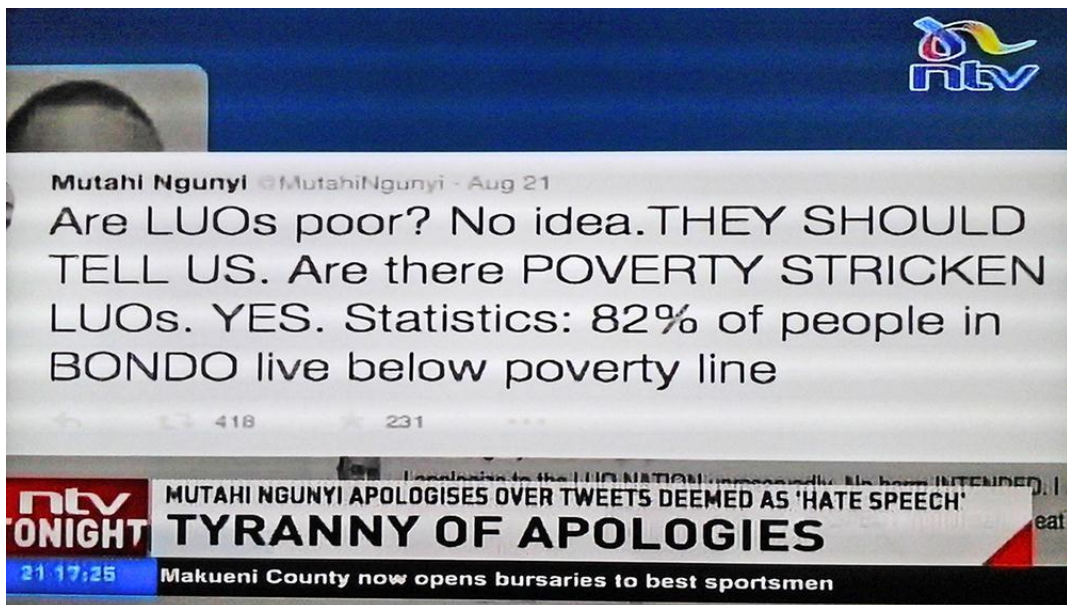
Appendix V: Sample Social Media Appropriated Content

Example of a story appropriated from social media and broadcast during the news only to realise the subject was not deceased.

Appendix VI: Sample Social Media Appropriated Content

Example of a story appropriated from social media and a depiction of the story being broadcast during the news.

Appendix VII: Sample Social Media Appropriated Content

Example of a story appropriated from social media and a depiction of the story being broadcast during the news.
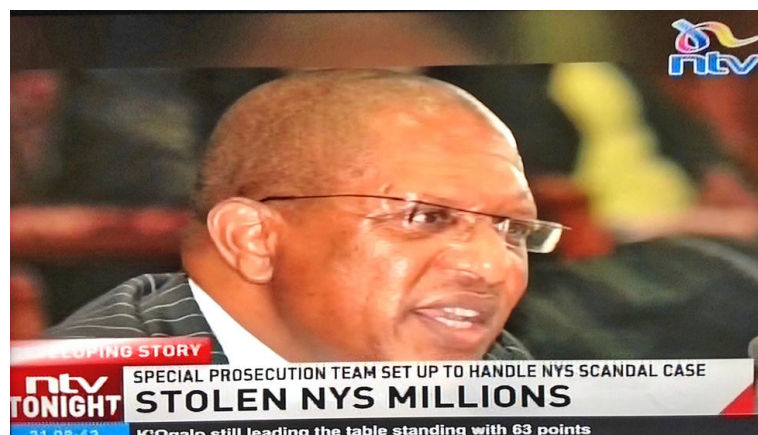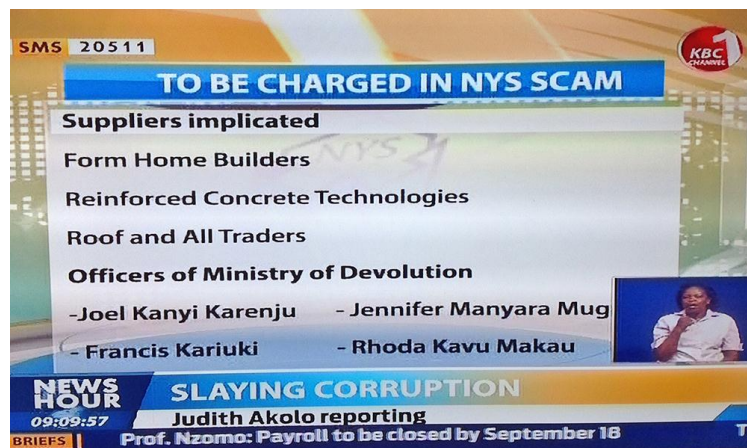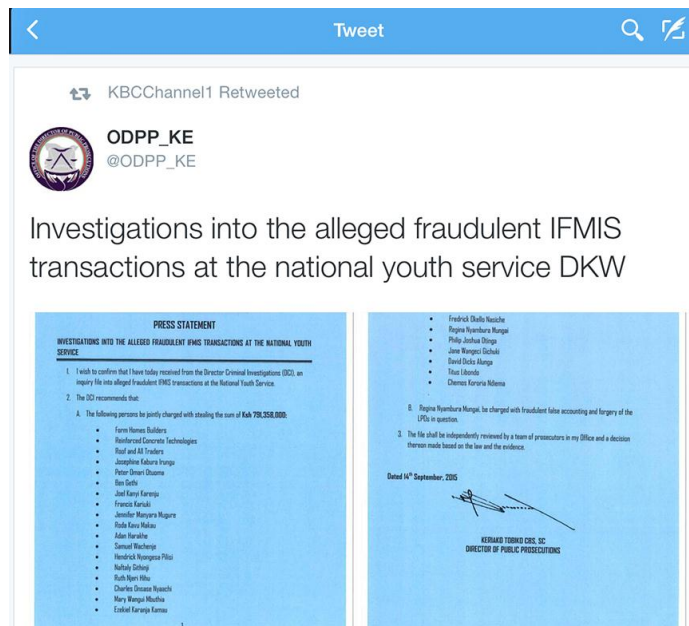
Appendix VIII: Sample Social Media Appropriated Content

Example of a story appropriated from social media and a depiction of an unconfirmed story, which ran and misled the audiences.
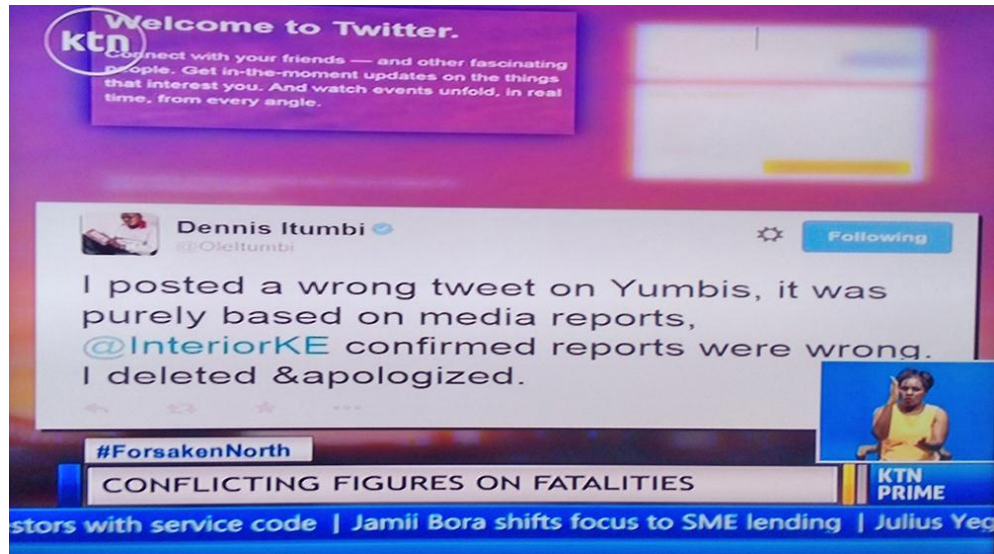
AppendixIX: Social Media Use In Filing News

Depiction of a woman being interviewed using a social media enabled hand held device.

Appendix X: Sample Social Media Appropriated Content

Example of a story appropriated from social media and a depiction of the story being broadcast during the news.
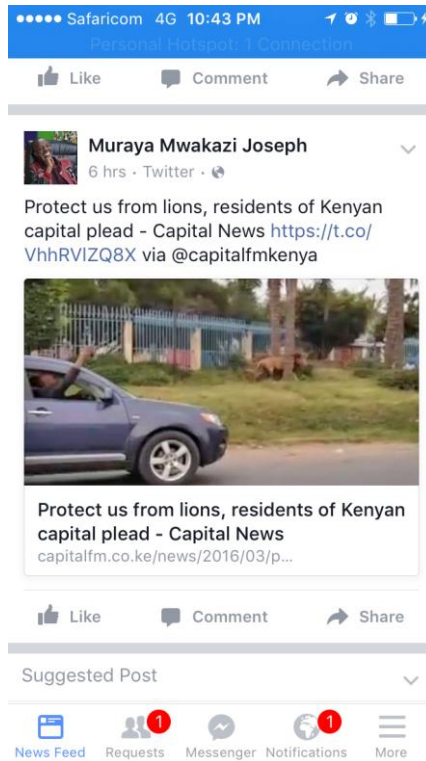
Appendix XI: Sample Social Media Appropriated Content

Example of a story appropriated from social media and broadcast during the news.

Appendix XII: Sample Social Media Appropriated Content

Example of a story appropriated from social media and broadcast during the news.

Appendix XIII: Sample Social Media Appropriated Content

Example of a story appropriated from social media and broadcast during the news.

James Gatdet Dak
36 mins · 🌐

BREAKING NEWS!

Fighting erupted inside J1, President Salva Kiir's PALACE in the national capital, Juba. The President and his commanders attempted to arrest the First Vice President, Dr. Riek Machar Teny. This came after the President called for a meeting of the Presidency in his office with Dr. Machar and Vice President, James Wani Igga. This turned out to be a setup to arrest and possibly harm Dr. Machar. Fortunately, Dr. Machar's bodyguards have managed to fight vigorously and rescued Dr. Machar. He is now safe! Meanwhile, fghting has continued.

Appendix XIV: Introduction Letter

MOI UNIVERSITY
SCHOOL OF HUMAN RESOURCE DEVELOPMENT
OFFICE OF THE COORDINATOR
NAIROBI CAMPUS

Tel: (020) 318372	P.O Box 63056-00200
	NAIROBI
Fax: (020) 342272	**KENYA**

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MU/NRB/SHRD/SA/01   21st January 2015

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: DENNIS DANSON OKETCH – ADM NO. SHRD/PGC/025/12

This is to confirm that the above named is a bonafide postgraduate student of Moi University, School of Human Resource Development, Department of Communication Studies. Mr. Oketch is pursing a Master of Sciences in Communication Studies offered at the Nairobi campus.

The student has completed his course work and is currently working on his proposal. Please accord him the necessary assistance.

For more information, please do not hesitate to contact the undersigned.

Yours faithfully,

JARED OBUYA
COORDINATOR, COMM. STUDIES
NAIROBI
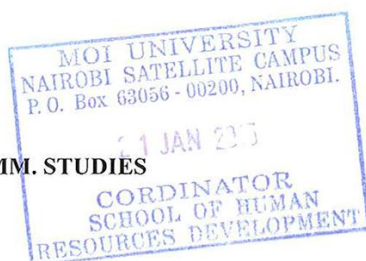
AppendixXV: Research Authorization

NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471,
2241349, 310571, 2219420
Fax: +254-20-318245, 318249
Email: secretary@nacosti.go.ke
Website: www.nacosti.go.ke
When replying please quote

9th Floor, Utalii House
Uhuru Highway
P.O. Box 30623-00100
NAIROBI-KENYA

Ref: No.

Date:

8th May, 2015

NACOSTI/P/15/5716/5645

Dennis Danson Oketch
Moi University
P.O. Box 3900-30100
ELDORET.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *"Appropriation of social media content by television broadcasters in news reporting in Kenya"* I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for a period ending **31st August, 2015.**

You are advised to report to **the County Commissioner and the County Director of Education, Nairobi County** before embarking on the research project.

On completion of the research, you are required to submit **two hard copies and one soft copy in pdf** of the research report/thesis to our office.

DR. S. K. LANGAT, OGW
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioner
Nairobi County.

The County Director of Education
Nairobi County.

National Commission for Science, Technology and Innovation is ISO 9001: 2008 Certified
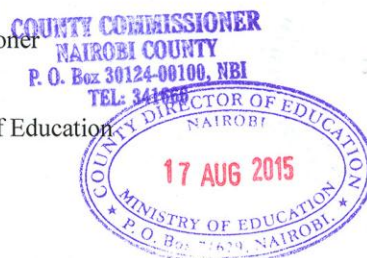
Appendix XVI: Research Permit

CONDITIONS

1. You must report to the County Commissioner and the County Education Officer of the area before embarking on your research. Failure to do that may lead to the cancellation of your permit
2. Government Officers will not be interviewed without prior appointment.
3. No questionnaire will be used unless it has been approved.
4. Excavation, filming and collection of biological specimens are subject to further permission from the relevant Government Ministries.
5. You are required to submit at least two(2) hard copies and one(1) soft copy of your final report.
6. The Government of Kenya reserves the right to modify the conditions of this permit including its cancellation without notice

REPUBLIC OF KENYA

NACOSTI

National Commission for Science, Technology and Innovation

RESEARCH CLEARANCE PERMIT

Serial No. A   5094

CONDITIONS: see back page

THIS IS TO CERTIFY THAT:
MR. DENNIS DANSON OKETCH
of MOI UNIVERSITY, 19284-100
NAIROBI,has been permitted to conduct
research in *Nairobi County*

on the topic: *APPROPRIATION OF SOCIAL MEDIA CONTENT BY TELEVISION BROADCASTERS IN NEWS REPORTING IN KENYA*

for the period ending:
31st August,2015

Permit No : NACOSTI/P/15/5716/5645
Date Of Issue : 8th May,2015
Fee Recieved :Ksh 1,000

....
Applicant's Signature

....
for **Director General**
National Commission for Science, Technology & Innovation