

**IMPACT OF EDITORIAL POLICIES ON NEWS COVERAGE FOR SOCIAL
TRANSFORMATION: A CASE OF KENYA'S NATION MEDIA GROUP**

ANNIE GITAU

18/00364

**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF
DOCTOR OF PHILOSOPHY IN SOCIAL TRANSFORMATION**

**INSTITUTE FOR SOCIAL TRANSFORMATION
TANGAZA UNIVERSITY COLLEGE
THE CATHOLIC UNIVERSITY OF EASTEN AFRICA**

NAIROBI, KENYA

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DECLARATION

This dissertation is my original work and has not been presented for academic award in any University other than Tangaza University College, The Catholic University of Eastern Africa.

Signature:

Date:

Annie Gitau

This dissertation has been submitted for examination with our approval as University approved Supervisors.

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Date:

Dr. Daniel M. Kitonga

2. Signature:

Date:

Prof. Peter N. Kariuki

DEDICATION

This dissertation is dedicated to my mum, Mrs. Ruth Wanjiru Gitau, who has rested in the Lord. She lived and loved that her children may live in love; and prayed that we would be destined for greatness in the Lord.

Thank you for loving us immeasurably and for believing that we would transform the world wherever we were placed – your prayers for us have indeed been answered in our lifetime.

ACKNOWLEDGEMENT

This work would not have been possible without the assistance of my professors, Dr. Daniel M. Kitonga and Prof. Peter N. Kariuki who have patiently guided and contributed academically to this work by sharing their insights, perceptions and understanding of the highly volatile matter of new coverage and its distribution; and how various policies influence the social transformation of the ultimate consumers of this news, and particularly during the Corona-Virus Pandemic.

I also acknowledge my Dad, Mr. Julius J.K. Gitau who was a pillar in my formative years; and my siblings Peter, Joan, Beatrice, Michael and Robert, who gave me hope to carry on when the Corona Virus pandemic was at its worst.

ABSTRACT

The social transformation of media houses' consumers, and eventually of their nations, is important. They encourage and direct national discourse on these topics from the grassroots of homes in the community to the offices of those in power by shedding light on challenges impacting society. But for this to happen, journalists should ideally operate in an environment free of pointless restrictions. Journalists regrettably have to deal with a constantly contracting field of operation because of, among other constraints, editorial regulations. This study's goal was to investigate how editorial guidelines affected media outlets' portrayal of Kenya's socioeconomic development. with reference to the NMG which has two major departments: print and broadcasting. Print focuses on all published newspapers, while broadcasting incorporates television, radio and social media. The study focused largely on the print area. The specific objectives of the study were to: examine the effects of editorial policies on demand for comprehensive research on the coverage of news in the print and social media channels in Kenya; investigate the effects of editorial policies on choice of words on the coverage of news in print and social media channels in Kenya and; determine the extent to which policies on requirement for geographical responsive news affects the coverage of news in print and social media channels in Kenya. The study adopted the Gatekeeping Theory, Priming Theory, Agenda Setting Theory and Political Economy Theory. A mixed methods approach combining both quantitative and qualitative research was employed for this study. The population was 110 participants and the sample size was 66 comprising journalists 36, editors 15 and 15 sub-editors purposively selected. Both questionnaires and interviews were utilized to gather data, and the outcomes were visualized using tables and figures. To examine relationships among variables and predict media house news coverage based on independent factors, statistical analyses such as Pearson correlation and multiple regression were employed. Content analysis was applied to the interview data and document analysis on NMG's editorial guidelines. The results revealed that the NMG's Editorial Policy Guidelines reflect a commitment to journalistic integrity, independence, social responsibility, and continuous improvement. The study also noted that journalists operate within set editorial norms in media organizations, influencing their ability to acquire, develop, and circulate news. Consequently, some news stories may be omitted, diminishing media's potential to support societal change. Given the interplay between editorial policies and social media's impact, a re-evaluation of gatekeeping and editorial guidelines is imperative. Additionally, the study highlighted the influence of editorial policies on societal change in Kenya, as media shapes social capital and individual perceptions. While media heightens public awareness, the study indicated variations in the NMG's coverage of news across print and social media platforms, thereby impacting their role in social transformation. Recommendations include refining editorial policies to encompass news with transformative potential. Moreover, print media should clarify and expand word choice guidelines to eliminate ambiguity and foster social change. On geographical reach, the print media should give pre-eminence to societal issues irrespective of the location. They should emphasize on covering issues of societal importance which could go on to contribute to social transformation.

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ABBREVIATIONS/ACRONYMS

APC	All Progressives Congress
BBC	British Broadcasting Corporation
CAK	Communications Authority of Kenya
EP	Editorial Policies
H	Hypothesis
HO	Null Hypothesis
KTN	Kenya Television Network
MB	Media Bill
MICT	Ministry of Information, Communications and Technology
MP	Member of Parliament
NACOSTI	National Commission for Science, Technology and Innovation
NMG	Nation Media Group
NTV	Nation Television
PDP	People's Democratic Party
SPSS	Statistical Package for the Social Sciences
TAM	Technology Acceptance Model
TV	Television
UCC	Uganda Communications Commission

OPERATIONAL DEFINITION OF TERMS

Broadcasting Media:	These are media outlets that disseminate information via frequencies and airwaves. These include television, radio, podcasts, YouTube channel and live transmission on Facebook or any other live transmission.
Editorial Policies:	The guidelines that govern the publishing of news items in the public space, for the purpose of educating, entertaining and informing members of the public on what is going on around the country and in the world.
Comprehensive Research Policies:	These are policies that demand thorough exploratory research before presenting a news item for publishing. It leads to omission of some matters due to time and financial constraints, as well as lack of enough repositories for research purposes.
Coverage of News:	This is the quantity of information and entertainment information found in media space by an individual or group, including events and actions; for instance networking with different media; reading newspapers, books and magazines; television viewing, programmed channels and films; in addition to radio listening and podcasts.
Geographical Balanced Coverage:	These are policies that demand that all news items depict geographical balance and are not biased towards one location or area
Media House:	Companies or Organizations licenced to capture visual images, collect, record, write and publish data for public dissemination.
Media Sector:	Segment of the communications industry that deals with capturing visual images by photographs or video clips, collecting data, recording, writing and publishing data for public distribution.
News:	Any information or data on recent events that affects the public that was previously unknown or unfamiliar. This includes scheduled news bulletins for example daily or hourly, news flashes and breaking news items.

Policies on Choice of Words:

The wordings used in a news item are not discourteous, vague or unclear. They should be sensitive to individuals, communities and the general reader, as well as to the demographics of the readers. These may limit journalists in a multi-ethnic pluralistic society, such as Kenya. It may consume considerable time and resources in editing and re-editing of news items and may lead to exclusion of some items.

Social Media:

Media that disseminates information through online sharing, blogging, networking, applications for example WhatsApp, and widgets such as Chat.

Traditional Media:

Printed (newspaper and magazines) and Broadcasting (television and radio) media

CHAPTER 1

INTRODUCTION

1.1. Introduction

This chapter includes the insertion, background information, problem statement, study purpose, research objectives, research questions, importance of the study, study scope, assumptions, and scope and delimitation.

1.2. Insertion

Throughout my almost twenty-year career in the media industry, I have been aware of a significant concern - the substantial influence of editorial policies on news reporting. The media industry is seeing a substantial shift as traditional and social media merge, highlighting a noticeable disparity between reporting in print and broadcast formats and the increasing impact of social platforms. As an expert in this subject, I believe that this gap presents challenges for journalists and also calls for a reassessment of the efficacy of current editorial policies in adjusting to the changing methods of news distribution.

Managing the requirements of editorial policies has proven to be a challenging undertaking. Journalists, like myself, must engage in comprehensive research prior to writing any news article. The requirement to encompass many geographical areas and a broad range of subjects places a significant burden on us, frequently leading to the neglect of valuable news owing to the limitations imposed by policy compliance. This constraint not only impedes the thorough examination of societal matters but also elicits apprehension regarding the potential influence on social change. There is a

clear need to change the way we report news in order to promote a more inclusive and revolutionary approach to journalism.

Aside from the domain of content, I struggle with policy-related issues pertaining to language usage. The requirement to use a "professional and clean language" presents a challenging task, particularly in a society inundated with information over the internet. The distinction between respectful communication and upholding professionalism becomes ever indistinct, resulting in exasperation among journalists, including myself. Some individuals have resorted to use alternative platforms, such as social media, to distribute news that may have been rejected by conventional media outlets. This prompts inquiries regarding the flexibility of editorial policies in response to the swiftly evolving communication environment and emphasizes the necessity for a reassessment of linguistic limitations in journalism.

Although these challenges are noticeable, it is still somewhat uncertain how editorial guidelines specifically impact news coverage in Kenya and, more significantly, how they affect social change. In a nation where media organizations, including the one I am employed for, have a crucial role in providing a fair representation of significant matters, this lack of clarity gives rise to questions over the effectiveness of current methods. This study aims to address the research vacuum by investigating the impact of editorial policies on news coverage for social transformation in Kenya, specifically focusing on the Nation Media Group.

As I begin my exploration, my goal is not just to understand the present challenges but also to create new ideas and take creative actions. Through a thorough examination of editorial policies and their influence on news coverage, my objective is to reveal valuable insights that can both guide journalistic practices and contribute

to the wider discussion on the media's role in social change. With an in-depth understanding of these complexities, my goal is to stimulate dialogues that could result in improvements in policies and ultimately, a more efficient and revolutionary media environment in Kenya.

1.3. Background to the study

The media play an important role in the social change of any nation. According to Happer and Philo (2013), the media significantly influences public discourse by shaping agendas and directing attention towards specific issues. However, it is impossible to ignore the challenges that journalists encounter in carrying out their work. News judgments and job autonomy are interwoven concepts in the media. This is due to the fact that a journalist's level of creative freedom in the newsroom affects the decisions they make while writing for print or broadcast media. Actually, professional work places a premium on autonomy according to Brownlee & Beam (2012). But in carrying out their tasks, journalists are subject to a variety of limitations, including those set by the government, media rules, editorial policies, media owners, politicians, and marketers. This study proposes that by restricting journalists, editorial policies have a major impact on media house news coverage.

The media policies provide a connection between what is credible news, and what is an educated understanding of this news and the consumption of it. This builds a trustworthy opinion and healthy judgement on the news consumed. Therefore the information contained there-in, serves to guide not only the news source, but the consumer of the news in such a way that there is little, or no misunderstanding, about the intention of the news item. This eliminates discourtesy, vagueness and unclear or exaggeration in reporting, and reduces negative reactions to news items as they are consumed (Agarwal & Kumar, 2017).

The media acts as the main medium of connectivity and communication in our digital era since we now live in a world where information rules all facets of existence. Ekaterina and Ruben assert that the media has a significant impact on both social and personal life (Ekaterina & Ruben, 2020). Similar to anything else, civilizations rely on and need the media. As a result the media has the ability to alter social capital and individuals. Khondker and Schuerkens posit that in contrast to social change, which is seen as gradual or incremental changes through time, social transformation suggests a fundamental change in society (Khondke & Schuerkens, 2014). Economic development, scientific advancements, technical advancements, conflict, and political turmoil all contribute to this transformation.

Yeung makes the case that the media may effectively spark societal change (Yeung, 2018). As a result, it has a big impact on how individuals are inspired and discouraged. According to Wong and others, this present period of media globalization, the media serves as the foundation for social development (Wong, et al., 2015). In a world where everything is based on information, the media is responsible for bringing about a variety of changes and shaping public opinion. Deep public awareness is raised by it.

Organizational policies are acknowledged to play a crucial function in influencing the reporting of news (Tedla, 2016), and every media house has its own organizational guidelines, laws, and positions or stands on certain topics, which editorial team in those organizations (the gate-keepers) must follow. Kurt Lewin coined the term "gate keeping" to define the method of using a gate or filter to block and/or discard information that is considered unwanted as observed by Shoemaker and Vos (2009). Lewin defined the gatekeeper as the one who controls who enters and who exits. Consequently, gatekeepers (persons or groups) decide what information to

allow and what information to reject to certain individuals or groups, which is the rationale behind gatekeeping. By prohibiting sensational, contentious, or unsuitable material from reaching the audience or passing through these gates, the gatekeeper can regulate the flow of information (Shoemaker & Vos, 2009).

Beam et al. (2009) conducted two surveys of American journalists in 2002 and 2009. According to the surveys, 25% of respondents blamed news organization rules, procedures, or customs, 30% pointed to commercial restraints, 20% blamed outside parties such as government agencies, and 10% said professional practices limited their journalistic independence (Brownlee & Beam, 2012).

Thurman et al. (2016) found that editorial policies at news organizations, as well as media law and regulation, are among the most potent sources of influence on their work in a survey to gather comparative data on journalists' perspectives and attitudes toward their work in the United Kingdom (UK). According to the survey, 64% of journalists feel that the editorial policy of their organization has a "very" or "highly" influential effect, while just 9% think it has "little" or "no" influence. The impact of media legislation and regulation was seen similarly by respondents, with 63% opining that it is "very" or "highly" significant for the UK media. This view is consistent with the common worries African journalists have. Numerous journalists have expressed their dissatisfaction with editorial restrictions that restrict their work area and dictate the topics that should be addressed in reporting on the news.

Editorial policy, as described by Awolowo (2009) in Nigeria, pertains to the general ethical stance or values that news media organizations operate on. It might be seen as the mission or vision statement for the media organization. Awolowo continues by stating that a media outlet's editorial culture or ideology has a significant impact on the caliber of its reporting. No matter who owns a media outlet, those

policies will describe the organization's goal and vision (Awolowo, 2009). The rules explain how media businesses operate and provide journalists instructions on what to report, how to cover it, and how to present it.

Each of the media entity has a concept, which is a written or unwritten directive that directs the work of managers, editors, reporters, presenters, and programmers (Asemah, 2011). It outlines the proper performance requirements that each station employee must meet in order to abide by the station's policies and standards. As a means of attaining the station's goal, it contains the mission statement. Additionally, it covers the media house style, which outlines how the content for the station will be produced. These restrictions have abridged news stories, taking out the crux of the matter and instead presenting a sanitized perspective in a space that could be rife with labels, injustices, and violence. Instead of serving to foster unity of purpose.

In a similar vein, Ibrahim and Gujbawu (2017) examined news articles about internally displaced people (IDPs) in Nigeria published in the Daily Trust and the Nation Newspapers in 2016. Different news organizations have their own areas of interest, as New Media and Mass Communication, 59, 11–15 point out. For example, a reporter from the Nation newspaper would look for a political angle of a news story, while those from the Standard newspaper or other newspapers might not (Ibrahim & Gujbawu, 2017). As a result, this policy establishes which stories should be covered and which should be dropped, as well as which should be given priority.

Likewise, Abdul-Hameed (2017) conducted research on how Nigerian journalists deal with contradictory editorial policies. The findings indicate that journalists balanced contradictory editorial policies by remaining impartial in their reporting, that is, refraining from expressing personal opinions in their reporting while

sticking to what their employers wanted (Abdul-hameed, 2017). It was also discovered that 52.7% of those polled believe that editorial policies possess a detrimental influence on the professional ethics of balance in news reporting because journalists are limited by ownership interests. According to the survey, 54.9% of respondents believe that owners often intervene with editorial decisions.

In accordance with South Africa's media legislation, "media outlets must be an evolving force, upholding human rights and forming concepts in an open society through knowledgeable and impartial reporting and analysis" (Limpitlaw, 2013). In a nutshell Uganda and South Africa both attempted to implement steps to harmonize regional media rules for the dissemination of news material in Africa, which may generally have an impact on many nations on the continent.

Muhindo (2020) highlighted that dictatorship has been in place in African nations, and journalists have been silenced when reporting on topics that the governing government did not like. For instance, in Uganda, the Uganda Communications Commission (UCC) established a strict deadline for all media service providers to register by 5 October 2020. This requirement applies to both news websites and online broadcasters. Blogs, online radio and TV stations, online newspapers, internet-based radio and TV stations, streaming radio and TV providers, and video on demand providers were the target media services (Muhindo, 2020).

In Kenya, similar problems have been seen. According to Mwongela (2015), media organizations in Kenya develop policies to direct journalistic operations. With this in mind, it is clear that media companies' editorial practices require journalists to either serve the owner's interests or adhere to professional standards, or both. Furthermore, the National Security Advisory Committee (NSAC), an agency of the government, has attempted to limit the coverage of news involving sensitive topics on

a number of occasions. By forming different assemblies, this has caused political polarization and, eventually, skewed news reporting.

In light of the aforementioned, the Nation Media Group (NMG) runs radio stations, TV stations, and newspapers in Kenya, Uganda, Tanzania, and Rwanda (Daily Nation, Ennyanda, Daily Monitor, Mwananchi, the East African). It has an editorial policy that outlines the standards to be upheld, the tone of the business, and the responsibilities of its employees and partners in news reporting. It is important to remember that some of the editorial policies established by NMG may not sit well with journalists due to competing values, as suggested by Butler (2009).

Further, media outlets like the NMG continue to struggle with editorial policy disputes, biases, political sycophancy, and editorial policy control (Obuya & Ong'ondo 2019). Investigative techniques in journalism are guided by editorial policies, which present journalists with a variety of goals to uphold. Some of these ideas conflict with one another, placing journalists in the unsettling position of having to uphold two or more opposing principles of journalism.

This study aims to examine how editorial practices influence the choice of news material on print and social media platforms in Kenya, potentially impacting social change. In order to accomplish this, the research will utilize a case study methodology, with a specific emphasis on the Nation Media Group. The objective is to explore the complex dynamics of editorial decision-making inside NMG and comprehend the influence of these decisions on the portrayal of news across various media platforms.

1.4. Statement of the Problem

The social evolution of their countries depends greatly on the media houses. They encourage and direct national discourse on these topics by bringing to light

issues that have an impact on society. But for this to happen, journalists need to operate in a setting free from restrictions (Beam et al., 2009). The freedom journalists enjoy while dispensing their duties affects their liberty of choices they make while reporting. Unfortunately, journalists have to cope with declining functional circles due to confines postured by the authorities, legislators, media guidelines, editorial policies, media proprietors, and promoters among others (Brownlee & Beam, 2012).

Before submitting their pieces and sending them to press, journalists are required by editorial regulations to conduct in-depth research, frequently under the time and money limitations. They also put restrictions on their language, failing which they run the danger of having their work rejected by editors or losing their jobs due to a story, as was the case of Shaffie Weru, who was sacked from Radio Africa due to comments he made during his breakfast program on Homeboys radio (BBC, 2021). The broadcaster was accused of victim blaming while discussing a court case in which a man was accused of pushing a lady he had met on Facebook out of a 12-story building window on their first date. In addition, many journalistic news stories have been disregarded in favor of balanced reporting. As a result, reporters cannot always present the information they desire. Some academics have found evidence that weak editorial policies in Kenya (inconsistent, inadequate protection of journalistic freedom, etc) have an impact on the caliber of news coverage (Kabucua et al., 2020; Kibisu, 2017). Furthermore, problems including editorial policy disputes, biases, political sycophancy, and editorial policy control in most media organizations complicate this (Obuya & Ong'ondo, 2019). The barriers put in place by editorial policies also make it difficult for journalists to provide consistent coverage of some of the issues that are of social interest.

But academic research hasn't paid much attention to how editing policies affect media house news coverage and societal change in Kenya. This indicates that there is little empirical data on how these regulations affect news coverage of pressing socioeconomic issues in the nation. Understanding how reporters react to difficulties arising from editorial policies is crucial in this respect. Making recommendations based on empirical research about potential solutions to the legislative gaps that restrict news coverage on print and social media platforms is likewise not practicable. Without research like this one, media outlets may not have the ability to consistently affect societal issues of national significance. Such shouldn't be the case in a nation that must constantly pay attention to a variety of political and socioeconomic issues, including corruption, terrorism, instability, unemployment, and pandemics like COVID 19. In order to examine how editorial practices impact the choice of news material on print and social media platforms in Kenya, this research will use the case study of Nation Media Group.

1.5. Research Objectives

This study will be guided by the general objective and the specific objectives.

1.5.1. General Objective

The general objective was to investigate the role of editorial policies on news coverage for social transformation in Kenya with reference to the Nation Media Group.

1.5.2. Specific Objectives

The specific objectives of the study were:

1. To examine the effects of editorial policies on demand for comprehensive research on news coverage in print and social media channels in Kenya

2. To investigate the effect of editorial policies on choice of words on news coverage in print and social media channels in Kenya
3. To determine the extent to which policies on requirement for geographical responsive news, affects news coverage in print and social media channels in Kenya

1.6. Research Hypotheses

The following null hypotheses guided the study:

HO₁: Demand for comprehensive research policies has no significant effect on the coverage of news in print and social media channels in Kenya.

HO₂: Editorial policies on choice of words have no significant effect on news coverage in print and social media channels in Kenya.

HO₃: Editorial policies on requirements for geographical responsive news have no significant effects on news coverage in print and social media channels in Kenya.

1.7. Significance of the study

The study holds importance for both public news consumers and media house owners and consultants, as it provides valuable insights into the major challenges surrounding news coverage in Kenya, specifically related to the existing editorial rules. The study is anticipated to generate attention among media policy makers and stakeholders regarding the need to revise existing media policies in order to provide more structured guidance for news coverage. This can be achieved by establishing and implementing new editorial principles that promote responsible governance in society, namely in the way news is reported.

The study is also relevant to media policy makers and stakeholders who are responsible for formulating and implementing editorial policies to govern media regulation. The purpose of this is to ensure that journalists maintain the depth and quality of news coverage on diverse societal issues. They may consider revising the existing media policies to allow the integration of new and developing technology for reporting and sharing news. The findings provide crucial data that could guide future research on editorial policies in news coverage.

Additionally, it creates an extensive collection of literature regarding various investigations on social transformation. As a result, it examines the editors' role in implementing all the aspects involved in news reporting. Which encompass both overt and covert regulations, such as the editors' inclinations towards specific news segments, such as political reporting versus health reporting; their affiliations with the subjects of news stories (friends or acquaintances); the remuneration for news stories to be featured in the media; and biases based on gender, tribal affiliations, or social status. These gatekeepers have the power to facilitate social change through their choices to either publish a news piece as is or modify it to align with a specific preference.

1.8. Scope and Delimitations of the study

The extent of the research covers the following central aspects. Research will focus on the NMG headquarters in Nairobi County in Kenya. The capability to roll out the study to other parts of Kenya where NMG news reach is severely restricted. Only News editors and reporters in Nairobi will be targeted. The study will specifically cover three NMG Editorial Policies namely: demand pertaining guidelines for extensive research, policies on choice of words and policies on geographically balanced reporting and their influence on news coverage (NMG,

2018). Mainstream media will narrow down to print media, precisely centring on the Daily Nation newspaper. Social Media will narrow down to digital platforms. The study will be hinged on 3 theoretical concepts namely: Gatekeeping Theory, Priming Theory and Agenda Setting Theory.

As relates to the delimitations, the study design will employ qualitative and quantitative research approaches. The study will examine the function of editorial policies in media house bulletin coverage as at the time of the study (August and September 2022). Whereas there are other mainstream media channels in Kenya with print and social media newspapers with nationwide circulation such as the Standard Group, the study will only focus on the NMG and definite editorial policies specific to them. This is because The Nation Media Group is the dominant independently owned media organization in sub Saharan Africa with activities in print, television, and online media that draw and serve unmatched client viewership in Kenya, Uganda, Tanzania, and Rwanda. Additionally, the editorial policies of NMG are available to everyone online. The study hopes that the findings could be applicable to other media houses in Kenya.

Because it incorporates aspects of both quantitative and qualitative research to address the research issue, this study uses mixed methods research. Due to the integration of the advantages of both approaches, mixed methods produce a more comprehensive picture than a solitary quantitative or qualitative investigation. Other academics have suggested that utilizing a hybrid technique is useful and provides insight into richer data since the strengths of each method balance out the weaknesses of the others, resulting in a more thorough and full set of data (MacMillan, 2004).

1.9. Assumptions of the study

In conducting the research, certain assumptions were made. It was assumed that the Nation Media Group would provide the researcher with the editorial policies currently in place. It was also assumed that the study respondents would be cooperative and provide reliable responses to the administered questionnaires and interviews. The study further assumed that the editorial policies affected how print news was consumed.

1.10. Social Transformation

The process of institutionalized relationships, norms, values, and hierarchies evolving through time is referred to as social change. It is the process through which a society changes as a result of conflict, political unrest, technological innovation, and economic growth. The interaction between editorial policies and news coverage stands as a central axis driving social transformation.

This relationship is intricate and multi-dimensional, steering the course of societal change. Editorial policies wield the power of agenda-setting, shaping public discourse by selecting issues for coverage and raising awareness about societal challenges. Framing, another dimension, moulds public perceptions, wherein diverse frames can evoke varying responses. For instance, presenting gender equality as a human rights concern or an economic opportunity can lead to differing reactions, underscoring the impact of framing.

Inclusivity and representation emerge as pivotal elements, as editorial policies that embrace diverse voices and perspectives foster a deeper understanding of societal issues. This inclusiveness fuels empathy and propels transformative change. Editorial policies also reshape societal norms by challenging or reinforcing them through media

coverage. By amplifying progressive and inclusive narratives, media contributes to the reshaping of societal values.

Moreover, the media's role as a platform for public discourse is fortified by editorial policies that encourage thorough reporting on social issues, fostering nuanced discussions and driving positive transformation. Additionally, media serves as a catalyst for change, actively supporting social movements and amplifying activist voices. The media's watchdog role, emphasized through investigative reporting, exposes corruption and injustice, thus fuelling the demand for societal transformation.

1.11. Chapter Summary

This part looked at study background of the proposed research. By analysing previous studies, it led to the magnification of the statement of the problem together with the study objectives. Furthermore, the section presented the hypotheses informing this study and the reason why this study is important and the underlying assumptions. Therefore, the chapter has laid out the basis for reviewing previous studies on the same subject which is presented in chapter two.

CHAPTER 2

LITERATURE REVIEW

2.1. Introduction

This section contains reviews. existing literature relevant to this study. In this section, it starts with a presentation of the theoretical framework and empirical review of relevant literature. An overview of the literature reviewed; the conceptual framework together with the research gap.

2.2. Empirical Literature Review

An empirical review of previous research pertinent to the study variables is presented in this section. The objectives of the study serve as a guidance in regard.

2.2.1. Editorial Policies on Demand for Comprehensive Research and News Coverage

The number and types of needs that journalism satisfies for its readers have changed as a result of the internet (Višňovský & Radošinská, 2017). As those expectations and needs have changed, so have common conceptions of who is competent to produce journalism reports and how to determine professional competence and performance. For the professional practice of journalism, the digital age has created a number of difficulties, chances, and improvements. The methods through which journalists evaluate the effectiveness of their internet reporting and other material has also changed as a result of the revolution (Vu, 2013).

According to a variety of internal and external circumstances, journalists make judgments about their careers every day (Shoemaker & Reese, 2013). This is because journalism as a profession is built on objectivity. The news creation process adheres to the objectivity norm, which guides journalists in their choice, collection, and

presenting of information. As a result, journalist job expectations have a lot of predictive power when it comes to how journalists apply the objectivity rule. As a consequence, journalistic position expectations can influence the production process, as well as the news material, through the objectivity standard. A sobering reality check: How journalists' views of their roles affect how they uphold the impartiality standard (Skovsgaard et al., 2012).

The environment in which journalists work, the internal morals and values of the company, and the editors and other managers who carry out the publication's procedures and objectives all work together to exert organizational control over the content produced by that specific media outlet (Shoemaker & Reese, 2013). The majority of businesses put their financial goals first since they need to generate sales in order to keep publishing content (Shoemaker & Reese, 2013). For newspapers, this means concentrating on the content-advertising relationship through the convergence of corporate and editorial divisions. One illustration of these procedures is the addition of sales managers to newspaper editing teams (Mari, 2014). The prominence of the separation norm in journalistic rhetorical discourses has increased as a result of this period of integration, as have concerns regarding journalism autonomy (Mari, 2014).

The type of news that journalists generate is influenced by how they go about their business. Routines are considered to be the result of "patterned, repetitious procedures, kinds, and standards that journalists utilize to do their duties" (Shoemaker & Reese, 2013). These routines are imposed by the company or motivated by individual attitudes and expectations, and they can also be influenced by the customers that media companies invest significant time and resources in monitoring (Loosen & Schmidt, 2012; Shoemaker & Reese, 2013).

A common set of news values, the components that give a story context and motivate journalists to report on it, is another agreed standard by which journalists make content decisions. "News routines offer a viewpoint that also describes what is described as newsworthy in the first place," (Shoemaker & Reese, 2013). Journalists consciously create reality through their daily routines. Traditional news standards like "prominence and significance," "dispute and controversy," "about the extraordinary," "human fascination," "timeliness," and "closeness" all have a relationship to how high of a standard journalists view their material as being. Making the judgment of what information is noteworthy and that which is not is a cognitive practice that everyone can do according to Shoemaker and Reese (2013).

Despite the fact that journalists typically are cognisant of their reader's needs, ultimately, the audience role in influencing the editors in gatekeeping cannot be underestimated (Vu, 2014). In this scenario, information is filtered through audience type built by editors who utilize these audiences' mental representations as guidelines for determining what content to produce for them. As a result news editors become more conscious of and adaptable to customer preferences (Lee et al., 2014). For example in Kenya, the reader is mostly interested in political issues and has created their political demigods in respect to their tribe. As a result, if the news does not feature their preferred candidate they tend not to read the newspaper or the social media blogs.

To better understand the internal guidelines that shape the news at Al Jazeera media house, Barkho (2021) carried out a research named "Editorial principles and reporting discourse: How Al Jazeera's explicit standards affect its reporting of Middle East conflicts" was conducted. The study focused on the editorial standards and procedures, their creation, how they influence news content and if there is

documentation or not, While highlighting the function of outside parties and regulatory tools, who have an influence on editorial lines, that then influences internal editing standards and procedures to be followed by journalists. both the Arabic and English versions of Al Jazeera which are the main channels of the Al Jazeera media house were selected and underwent analysis and comparative studies on the arguments for and against editorial practices and policies. The study by Barkho sought to understand the effects of regulatory frameworks and internal guidelines on the network's discourse, how it is connected to its funders and how it relates the external globe. Interviews were used to collect data which was then analysed with discourse analysis, the outcomes illustrate internal guidelines influence the final product relating to the Al Jazeera media house. These findings can be replicated in all media houses, including Nation Media Group.

Bahamonde et al. (2018) studied 'Power structure in the news media of Chile.' The background of this survey is that maintaining news diversity is a major challenge in all democracies, even those who boast of free press. News cycles often times are controlled by a few dominant players who control the market and consolidation of news. Corporate ownership relations lead to a bias in editorial policies which in turn narrows news focus and its coverage. The same socio-economic factors also affect social media news. To fully understand how consolidation and ownership affects news diversity, this study focuses on the Chilean news coverage based on who owns them and data from social media. Results after conducting network analysis show that ownership greatly influences news coverage. This leads to poor news coverage as journalists do not extensively research and cover all news.

For the purpose of achieving the study objective – discussing the key factors in the print media that affect the news coverage decisions include the front-page

stories that are Daily Graphic, a major source of print news in Ghana, was selected. The purpose of this study was to identify the elements that the selection of certain news over others, particularly those deemed worthy of front-page publication. Nunoo (2016) performed research titled "Determinants of News Selection in the Ghanaian Printed Media: An Examination of the Daily Graphic." the study utilized methods such as in-depth interviews, surveys, and content analysis to attain its goals. Content analysis was used on 72 Daily Graphic editions, which included 202 news articles. Research findings reveal that numerous factors influence the choice of news stories in the Daily Graphic, extending beyond news values alone. These factors encompass public interest and the scope of impact, particularly whether a news item affects a large segment of Ghanaian society. To comprehensively understand news selection criteria in West Africa, and indeed Africa as a whole, the study advocates for an exploration of news value as a determining criterion for such selection. This research addresses a gap by delving into editorial policies for comprehensive news coverage at NMG. By examining the influences shaping news selection, this investigation makes a more profound comprehension of the news landscape in the West African country and the broader African context.

The introduction of online analytic tools to measure news performance has created an additional aspect for the sociology internet information distribution and production. By adapting a cross-sectional comparative study on Kenyan, South African and Zimbabwean newsrooms, a study titled Using editorial analytics and reconfiguring online news production procedures in African newsrooms, "Analytics-Driven Journalism" by Moyo et al. (2020) sought to establish the role played by analytics in both editorial and advertising choices. Data was collected using both structured and unstructured interviews administered to journalists and editors to

examine how analytics reshape news relevance, performance of journalists, news reach and their impact to audiences. Findings show that analytic tools have influenced the monitoring, tracking and audience interactions, which prompted the arising of a new dimension called 'analytics-driven journalism.' The findings also show that journalism within the African continent does not give priority to the dimension of public interest, rather it gives priority to engagement rates and newsroom metrics.

An exploratory study by Griffiths (2010) named "Factors Affecting News Editors' Decision Making in Southern Africa." aimed at investigating the factors influencing editors of news making decisions in the South African context. An important contributor of information in the modern society we live in is independent news media as it influences perceptions of the people on socio-political issues affecting them. The stories consumed by the society mainly lies with the decisions on resource allocation and selection of stories made by editors, decisions which often times are open to scrutiny by the public and the stakeholders they affect. By adapting an exploratory phenomenological approach, this study examined the meaning of an experience as experienced by individuals. Twelve in-depth interviews were administered to editors who had vast experience in news editing in a pursuit of establishing the influencers of their decision making process. Frequency and content analysis methods were used for data analysis. Results show that various factors affect the decision-making of news editors, key among them being its relevance to the target audience, its effect on public interest, newsworthiness, accuracy and its entertainment value. When two or more factors affecting this decision making are at play, the editor followed their journalistic values which dictated acting in interest of the public and newsworthiness. Other factors also come into consideration when making sound editorial decisions, such as knowledge, personal attributes and consultation. These

demands affect how editors' conduct research to news items, as they have to adhere to certain guiding principles of journalistic decision-making.

There are various forces that come into play during selection of news, shaping editorial materials within the media. The critical forces include editorial policies, information sources, audience, media owners and managers. In this study by Bosire (2016) titled "The factors that influence the choosing of news and editorial material in Kenya: a case study of Kenya Broadcasting Corporation, Nation Media group, and the Standard group" attempts to look into the factors that affect the choice of news and editorial content in major Kenyan broadcasters. The study questions in this study included; the function of media officers and owners in choosing news, impact of editorial policies on content selection and how audience dictates what content is disseminated and what is not. Qualitative methods were utilised in this study, where focused group and interviews with a single person were conducted with a sample of 66 journalists from the three media houses. Findings show that all the mentioned factors affect news and media content selection in their own significant ways. This scramble to have a say in the editorial process complicates it, making it to have a long chain through which a news item must go through. This often times leads to distortion of the news item. To bridge this gap, the current study focused on a more in-depth analysis of the distortions introduced during the editorial process and their impact on the accuracy and objectivity of news reporting. Additionally, the study explored potential solutions or improvements to streamline the editorial process.

Gate-keeping is the process by which potential news items are evaluated to determine their suitability for transmission. A study titled 'The impact of gate-keeping on media reporting in Kenya,' conducted by Ochola (2009), sought to understand the effects of gate-keeping on the editorial process. Despite the commitment of journalists

and editors to journalistic ideals, their decisions alone do not solely determine the publication or broadcasting of a news item; this process is significantly influenced by other variables. The study collected data through surveys, desk reviews, and key informant interviews, analysing it utilizing the Statistical Package for Social Sciences (SPSS) and thematic techniques. The analysis's findings indicate that a majority of respondents expressed concerns about limited media independence, which compromises the objectivity of published news. A significant number also perceive a lack of professionalism among Media Practitioners. Additionally, research highlights the authority of media entrepreneurs and advertisers on the news process, as non-professional influencers who impact editors' decisions on news publication. To enhance reporting and news selection, the study proposes the implementation of a better funding mechanism for the Media Council of Kenya (MCK) to enhance professionalism. This professionalism could be achieved through a partnership between MCK and media houses to impose an ethic of values on everyone media players. Furthermore, improving remuneration for news responders, as well as their working environments would help safeguard against undue influence from news sources exploiting their economic vulnerability.

Commercialisation of the media has posed a challenge to the delivering of objective news and serving the interest of the public in Kenyan Media. A study by Mokaya (2020) titled “A study of the Kenyan print media's editorial independence and the influence of commercial interests” sought to provide a deeper understanding of this concept. In the current age, editorial teams have adopted a pro-business approach towards selecting, packaging and delivering media content, so as to achieve the commercial interests of their host companies. Manufacturing consent and Descriptive theories guided this study. A qualitative approach was also adopted

through the descriptive research design. Fifteen highly experienced senior editors selected from two leading print Kenyan media outlets, including Nation and Standard, were selected for the research. Purposive sampling techniques were used to acquire data, as well as interviews and later analysed using thematic methods. The findings show various influencers of editorial content. These include influences from big advertisers through their commercial interests, personal gains by journalists and politicians, newsworthiness, public interest and media control and ownership. The findings also show that editorial freedom and financial interests are related since the former influence the latter greatly influences the later. In order to minimise this influence, the current study suggests that public interest should be the main guiding principle on the news chosen for publication, so as to build the media outlet's reputation, which in turn increase circulation and, thus, sustainability.

Kinoti (2021) conducted a study titled "The case of Kenya News Agency illustrates "The Relevance of News Agencies in a Proliferated Media Space." This study aimed at analysing significance of news organizations in a growing media landscape, while making an allusion about the Kenya News Agency (KNA). The purpose of the study was to at examining why private media take up stories from KNA, the influencing factors towards this, the type of stories they seek, the challenges facing KNA as far as news delivery is concerned and if KNA rivals or complements work produced via private media outlets. The Gatekeeping Theory and Cultivation Theory of Kurt Lewin served as the foundation for this study utilizing an exploratory design and qualitative methods. The study area was private media houses and KNA's information department headquarters where key informants were interviewed. Content analysis of the qualitative data shows that a majority of private news stations got their news for KNA, which demonstrates the importance of KNA in the Kenyan

media space. The news from KNA was seen as credible and of good quality, factors that cannot be achieved without proper research on this news. The challenges facing KNA were identified as poor staffing, bureaucracy and poor-quality footage. The current study found that research on better news coverage could be enhanced through funding, capacity building and hiring of staff, modern filming equipment and overall improvement of the working environment.

The purpose of a study by Chege (2016), "The Influence of 'We Media' on the Kenyan News Process: An Assessment of Daily Nation and the Standard Newsrooms," was to determine the impact of how blog posts along with other unconventional media platforms influence the Kenyan news process, with a focus on Standard and Daily Nation newsrooms. It was done using a descriptive research design to achieve research objective in a total number of 94 journalists working with the two news houses, where 50 percent was the sample selected through random sampling. Data collection was done through questionnaires and informal interviews. Findings show that social media was often used as a point of reference by journalists and news editors and it plays the role of agenda setting in the Kenyan context. The current study further argues that Kenyan traditional media should adapt to the changing world through harnessing bloggers potential as they are resourceful and excellent researchers.

2.2.2. Editorial Policies on the Choice of Words and News Coverage

When it comes to news writing or the language in which news is written, there are a few main characteristics to follow. It includes not only a particular sentence structure and vocabulary, but also the order in which knowledge is presented in stories. Journalists may also use coded messages in their stories by carefully selecting words and sentences. Furthermore, their tone, as well as the readers and interests they

can please, are crucial (Fer, 2018). As a result, language in the press is a social fabrication of concepts, opinions, or principles, and therefore far from objective or neutral.

The peculiarity of a particular media house is defined to a large extent by the choice of words (diction) used in news coverage. More often than not, Journalists have employed an immense variety of vocabulary terms with an attempt to interact with readers. The freedom to select one's own diction has become a core component of the media's success. For example, the diction used in the title is usually crafted to meet the needs of readers, influence the reader's feelings, and attract more readers (Delfia, 2017). As a result, journalists prefer words based on unique dispositions and features of their news.

The media's use of language, particularly in newspaper reporting, is unique in many fronts. Nominal as well as verbal ellipses are frequently used in headlines for news stories. Headlines are often written in short sentences, and the word "to be" is frequently omitted. This is because certain terms are purposely left out by journalists in order to make headlines less verbose and more visually appealing (Agu, 2015). As a consequence, the missing words produce a stylistic effect and build suspense, enticing readers to examine the stories' contents. As an illustration, on July 15, 2021, the Nation Newspaper reported "*Special team formed to investigate 'Kitengela quartet' case*" rather than stating "*Special team is formed to investigate 'Kitengela quartet' case*." In headlines, articles, possessive pronouns, and the present simple tense are often omitted, and the present simple tense is predominantly utilized, even when describing past actions. This technique aims to give readers a feel of what happened unfolding simultaneously.

The presumed credibility of a message is influenced by language complexity in particular and language structure in general (Jucks & Paus, 2012). Therefore, the reporter must use the terms that will make the story interesting yet factual to the reader or listener. As a result, journalists often use synonyms, or terms with exactly the same meaning to appear impartial and authoring in the third person to distance the reporter from the subject of the narrative. The usage of passive verbs and overt or implicit speech ascribed to a source other than the reporter are sometimes used to convey objectivity on the subject.

This is because journalists report at three distinct viewpoints. A number of individual's journal to psychologically stir up feelings by their language usage and presentation language, while others write critically looking at it objectively, and still others write for individual members of the reading public. Hence, the Daily Nation newspaper has a very different look than the Nairobi newspaper, and the two papers' readerships are very different in terms of socioeconomic status.

A study by Kavanagh et al. (2019) investigated how news is consumed by people as well as how it is created, circulated, and consumed in the US. The study assessed and juxtaposed the written content or recordings of stories that were compiled by three sources of information: printed media (New York Times, Washington Post, and St. Louis Post-Dispatch), TV (broadcast and cable), and web-based journalism (Breitbart News Network, BuzzFeed Politics, The Daily Caller, HuffPost Politics, The Huffington Post, Politico, and The Blaze) (Kavanagh et al., 2019). These sources were chosen by the researchers due to the fact that they are widely used, often reflect the media cohorts, and produce a large amount of data that could be analyzed by the team. The results demonstrate that although the language and tone of reporting in the New York Times, Washington Post, and St. Louis Post-

Dispatch have mostly stayed stable over the last 30 years, there have been quantitative variations in several linguistic areas. The use of characters, time, and descriptive language in expressing events or concerns tended to be more strongly indicative of the news presentation in newspapers. The language used in the online journalism samples, in comparison, proved to be more informal and placed more of a focus on interpersonal connections.

Fake news has become a rampant challenge in journalism. Tandoc et al. (2019) study, "Fake news as a critical incident in journalism," has as its goal examining American newspapers' understanding of fake news. Newspaper editorials were analysed with an aim of answering the research question. Findings show that fake news as a social problem are recognized by US news organizations. These organizations view fake news as a social problem brought about by social media, and it thrives on ideological political propaganda and is driven by financial motivations. This fake news spread fast as social media is present in all corners of the continent, which often times leading to loss of meaning of the news item due to lack of factual news.

The target audience of the news is essential to the editorial procedure, necessitating the introduction of new set of roles in media houses with the aim of tailoring audience data. In this study titled "The audience-oriented editor: Understanding the newsroom audience" according to Ferrer-Conill and Tandoc (2018), our goal is understanding this new trend of audience-related roles and how audience consideration affects editorial choices. Data was obtained through administering 15 in-depth interviews editors of social media sites engagement editors and editors of audiences from various media houses. Findings show that the role of audience-oriented editors is to help journalists in making editorial decisions through

negotiating between their journalistic intuition and information obtained by their metrics. They also take part in the editorial processes to ensure there is no news misinterpretation, and that news disseminated is congruent with the needs of the audience.

'Voice and community in the 2015 refugee crisis: A content analysis of news coverage in eight European nations' is the title of a research by Chouliaraki and Zaborowski (2017) that sought to investigate how refugees 'speak' during news coverage. Based on the refugee crisis that affected eight European nations in 2015, this study whereby data was drawn from 1200 news articles using content analysis. These articles' language categories were based on the ways in which the refugees described the subjects, the voice they used, and the settings in which they did so. The ensuing data analysis established that there are three linguistic practices used in the managing of refugees' voice in the news. Two conclusions can be drawn from these findings; there is a strict hierarchy followed by voice distribution in European news. This depends upon specialized journalistic ordering and selection techniques while reflecting and perpetuating more general political sphere hierarchies in Europe. The subsequent result is that the threefold acknowledgment of refugees as political, social, and historical actors is presided by voice hierarchy. Their exclusion from "our" communities of belonging is maintained as a result (Chouliaraki & Zaborowski, 2017). This study affirms that there exists a specific manner in which the choice of words during news coverage, affects the objectivity of the news reported.

There exists various studies on critical discourse analysis dwelling regulations on incorrect spelling and transliteration, including advice to media on how to write specific terms (Richardson, 2007), which are rarely backed by ethnographic and textual evidence. In his 2011 study "The Role of Internal Guidelines in Shaping News

Narratives: Ethnographic Insights into the Discursive Rhetoric of Middle East Reporting by the BBC and Al-Jazeera English," Barkho examined the impact of internal guidelines on news narratives. The main aim of this study was to fill literature gaps by concentrating on the part internal rules play in arranging and arranging the news discourse as it is being produced. This is through ethnographic and text analysis of how news narratives in the Middle East are shaped by the BBC and Al Jazeera English (AJE). Data collection was mainly through conducting interviews, observations and extracting data from secondary sources by accessing contents of AJE and BBCs internal guidelines. By adopting an ethnographic angle, this study aids in illustrating the role played by these two media houses organizational power in dissemination and reinforcing their ideologies and viewpoints in relation to the Middle-East conflict. Findings show that the representation of the news voices is not wholly the work of field reports and that each media house has a different way of expressing their viewpoints and ideas both discursively and socially. Internal guidelines are also used in taming voices during news editing and reporting.

A study by Barkho (2007) 'Unpacking the Discursive and Social Links in BBC, CNN, and Al-Jazeera's Middle East Reporting' attempted to comprehend the linguistic aspects of journalism. and how it related to the structuring and patterns of the how and why of news. This study focused on the Al Jazeera, CNN, and the BBC on how they all documented the conflict between the Israelis and the Palestinians. Carefully selected English online publications from these media houses were analysed employing the ground breaking writings of Fowler and Fairclough. A group of editors were then brought in to discuss the findings. from these newsrooms with an aim of establishing a relation between the interviewees' economic conditions, social assumptions and ideologies and language used in reporting. The findings show that

the language of reporting by these editors follows a specific pattern in its paraphrasing, comment, background and quoting. There also exist differences in the news reported in English language by the three networks due to different language patterns being present. This reflects in addition to responding to each and every networks' economic, political and social customs and assumptions on the reporting area. This study affirms that the choice of words by media houses during news coverage has an impact on how they respond to occurrences in certain areas.

In light of the appearance of the recently discovered pest known as the fall armyworm in Ghana, Munthali et al. (2021) conducted a research to examine the role that social media messaging applications play in promoting open information exchange and engagement. The study examined the types of content shared over the platforms, the distinctive features of the networks with respect of the participation of various actors in the exchange of messages, as well as through platform user surveys, it established how such communication structure were impacted by social relationships, self-representational preferences, organizational set-ups, and guidelines. The statistics indicate that participation, and delivering messages in particular, is not egalitarian on both social media platforms because of their more centralized network and communication architecture. Complex knowledge and issue-solving processes, such as knowledge integration and collaborative problem resolution, are not supported by such structural elements. Additional research demonstrates how social hierarchies, organizational norms, and identity management strategies affected interaction patterns and put restrictions on open knowledge and information sharing. However, the platforms contribute significantly to the support of knowledge processes and are anticipated to produce insightful data for collaborative problem solving and

knowledge integration in complementing situations that occur in person (Munthali et al., 2021).

According to a study by Muswede (2018), "South African press, land reform, and public opinion: implications of prejudiced editorials on the quality of land discourse," sought to analyse if there exists a relationship between land reforms press coverage and how it affects public opinion. This study focused mainly on print media. Data was obtained through secondary means in the form of literature reviews, qualitative content analysis of editorials featuring land reform indices which were purposively selected in the period between December 2017 and July 2018. Data analysis tenets included headlines, phrasing, news angles, cutoffs, and the manner in which research imperatives were implemented in interrogating the effects of prejudiced editorials on public thinking (Muswede, 2018). The findings from this study show that news reporting mostly used populism while side-lining editorial focalisation, expert analysis, appropriate context and data from case studies. This has detrimental effects as they provide a narrow perspective on the dynamics of land reforms. This leads to the conclusion that press coverage touching on land reforms should adhere to journalistic professionalism and should be holistic and comprehensive so as to provide guidance to the public on this matter. This study achieves the objective on the editorial policies on the choice of words and news coverage in that prejudiced editorials lead to news misinterpretation, not only in South Africa but in the Kenyan Context as well.

Njeje and Chibuwe (2020) conducted a study titled "Editorial guidelines and the isiXhosa-language publications at Caxton Media and Independent Media', with the aim of filling this gap. Various theoretical approaches were utilised in this study, A Political Economy of Sub-Saharan African Language Press: The Case of Nigeria and

South Africa, by Salawu (2015), is one example. and indigenous language media management models, with the aim of examining the editorial stances of Independent Media and Caxton Media. The findings after using document analysis, thematic analysis, interviews and archival research show that the Eurocentric culture has infiltrated both companies, which has led to stifling of the IsiXhosa language. The findings also show economic constraints and colonial attitudes affect the publications in indigenous languages, as they lead them to be viewed as secondary publishing. The current study provided actionable insights for media organizations, policymakers, and stakeholders aiming to enhance reporting in Kenyan context.

'Readers' comments on Zimbabwean newspaper websites: How audience voices are challenging and (re)defining traditional journalism' was a Mawindi (2014) research that sought to investigate the measures undertaken by Zimbabwe's leading print newsrooms to adapt to changes caused by comments by readers on their news websites. This was through using qualitative information produced by in-depth interviewing administered to journalists in these media houses. Ideally, journalists used to control these websites and their content, therefore necessitating changes to the norm by adapting ways of responding to readers' contributions and response to their content. Professionalism and ethical dilemmas are further looked into in this study so as to manage the content posted by journalists as well as the amounts of material generated by users. The observations of this study show that newsrooms are adapting to the changing dynamics. The comments further affect and add to the dynamics of news-making in ways that hint to a developing ecological reconfiguration and recasting of dimensions of news creation (Mawindi, 2014). This is due to an increase in readers' voice in their region. The allowing of these comments has led to the offering of a new perspective to news coverage, while at the same time

opening a floodgate of extremist views and abuses, which threaten the core values of traditional journalism.

The Standard Group is one of the leading news groups in Kenya. The goal of this study, "Newsroom Practices Assessing the Effects of News Media Competition on Objectivity in Kenya" by Kibisu (2017), was to evaluate the impact of news media rivalry on objectivity at the aforementioned media organization. The study objectives included assessing the effects of newsroom cultures on objectivity, determining how newsroom practices are affected by competition and examining how objectivity is influenced by technology. To achieve these objectives, in-depth interviews were administered to producers, correspondents, news editors and reporters working with Standard Group. These interviews sought to examine how the news production process is affected by objectivity of news room practices. To achieve this objective, three themes were put into effect, namely, media technology for news, newsroom cultures and rivalry among news media. The findings after data analysis show that although objectivity is a key tenet in journalism and is well understood by journalists, its practice is quite untenable. This is because despite their good understanding of objectivity, there exists biases among media practitioners, which in turn affects journalistic practices touching on news production and collection. Another finding shows that, as far as news production is concerned, technology has its pros and cons. The challenges to objectivity primarily arise from the commercialization and competition within media houses. On the positive side, competition among different media houses has resulted in enhanced news quality and opportunities for career growth. The current study explored potential solutions or strategies that media organizations can employ to enhance objectivity despite competitive pressures.

Obuya (2021) investigated the rules and procedures of two Kenyan newsrooms. The study concentrated on the relationship between a free and accountable media and media accountability. However, outside of the theoretical and scholarly discussion, media accountability is rarely researched (Obuya, 2021). This is particularly true in many African countries. The results demonstrate that journalists working in newsrooms are guided by a variety of rules and procedures for media accountability. Quality and professionalism are ensured via the editing policy, routine gatekeeping procedures, internal editorial assessments, and capacity-building procedures. Various procedures for contact and conversation with the public are also used in newsrooms. Nevertheless, due to the nation's severe ethnic and political divisions, weak professional culture, predominance of commercial values, and weak professional culture, media accountability is hindered as a result in the run-up to 2007 election, the media was accused of siding in their coverage. Journalists were biased towards their ethnic origin and political orientation. Consequently, this fuelled political animosity in their reporting. The current study provides specific strategies and interventions that newsrooms can adopt to enhance media accountability, especially in politically sensitive contexts.

2.2.3. Editorial Policies on Geographical Responsive News Coverage

The effect of distance on news reporting seems straightforward at first glance. Nearby events are the most relevant in a particular news market, and therefore attract the most attention. As a result, journalists are taught from the beginning the significance of proximity in news collection. For example, contrasting the news accounts of the New Zealand assault on the Christchurch mosque and Australia, major differences emerged. New Zealand media used a proximity filter to identify the victims as members of their own community, but Australian journalists the news as

foreign due to the perceived distance as justification for extremely explicit images (Ellis & Muller, 2020).

Therefore, the positions of proximity, as well as geographic location in terms of news, are concepts that define how media may reinforce prevailing beliefs inside these geographical areas of news. According to Donnelly (2005), proximity is defined as “how near both physically and mentally, news occurrence is to the reader” (Donnelly, 2005). For decades, proximity has been persistent as a method of choosing news in the studio and a measure of news value among readers (Armstrong et al., 2015; Oppegaard & Rabby, 2015). However, news may be geo-located for news consumers in the era of digital and social media. new pathways to where news is consumed are being created and the concept of which is close by, nearby, or proximate is being challenged.

The geographical location is called the space and actual place of a news event. A news story that occurs locally, whether in a neighbourhood or another setting that the news reader has determined qualifies as local, is referred to as local news (Armstrong et al., 2015). Local may also refer to a category of people in a given region, rather than its physical characteristics (Ali, 2017). The way people live, play, and conduct themselves in a certain area therefore defines local news and determines the news events that take place there.

The idea of geographic location in the news profession may be conceptualized using a beat reporter job or a local reporter. Beat reporting in journalism refers to routines (places to go, people to see) and topic expertise. The phrase refers to the divide between general assignment reporters and beat reporters who specialize in covering a particular region (beat), as well as the topic matter or geographic distinctions between areas of reporting through which media companies attempt to

arrange social conditions they report. As a result, a beat reporter must recognise the owners, key players, rivals, officials, and benchwarmers in that beat, so as to access information and secure interviews (Reimold, 2013).

Likewise, newspaper's resource allocations will decide which incidents are identified and published in that particular beat, hence news beats. This ensures that a reporter can often be assigned to a beat in a specific geographic area if several incidents occurring there are newsworthy and warrant on-going coverage. A reporter is not usually assigned to a beat where there are not many breaking stories. As a result, beat reporting saves time and money because beat reporters are well-versed in their beat and know exactly where and how to find the details they need. Beat reporters receive exclusive, trustworthy, and newsworthy information as a result of their long-term relationships of confidence with relevant sources.

However, there are a number of difficulties in such a situation. The variety of viewpoints reflected in a beat, for example, may be small, and this may affect how diversely news is covered. Additionally, this might support pack journalism, which is a type of groupthink (Maurer & Magin, 2019). However, Rowe and Karlsson, disagree. They contend that proximity is important in journalism especially where cultural and geographical closeness is important in news selection (Rowe & Karlsson, 2019). They argue that not having an editorial office close to the communities implies less media coverage and as a result the communities receive less attention from the government.

Boukes and Vliegenthart (2019), notes that in An analysis of news elements in well-known, reputable, local, and financial publications reveals a consistent pattern in the building of economic newsworthiness sought to determine how journalists came up with exciting news (Boukes & Vliegenthart, 2019). The findings showed that

geographical proximity among other factors influenced the news content in both popular and regional newspapers. When the viewer is held in mind, proximity always plays a major role. Regional newspapers, for example, have a nearby audience that is eager to learn about local news (Costera, 2013). As a result, journalists at such publications may place a greater emphasis on "geographic proximity" as a news factor. As a result, the journalist will report news from a domestic perspective more frequently than from a global perspective.

To understand the influence of geography on news coverage, Weiss (2015), carried out a study to explore the impression of geographical space along with how journalism could support pre-existing ideas about what constitutes news in a particular region. The study's data came from a nationwide online poll of American adults conducted in the fall of 2017 (Weiss, 2015). The findings show opinions about how quickly breaking news happens differ from established media systems. The commercial side of how news is transmitted, which governs the rest of news output, has long been linked to geography. The audience that news organizations serve is often determined by the geographic position of where they can deliver their content and who they can reach, whether by country, village or census tract (Ali, 2017).

However, Chyi (2011) conducted an online newspaper readership report in the USA. The results suggest that readers were not merely subscribers to the newspaper as a consequence of where they are located. Between a normal online reader and a newspaper outlet, the mean distance was 65 to 423 miles indicating that online readers are not geographically restricted (Chyi, 2011). The median distance separating the reader and the media house is determined by suggesting that the geographic distribution of newspapers' online audience is deeply ingrained in the geographic and

readership base of the print edition, the populace of the newspaper's area and print distribution.

However, social media has challenged this phenomenon in Europe (Muskhanova et al., 2020). News consumer today can obtain information not only through conventional print and broadcast media, but also through the usage of a mobile news program, a web page, or an SMS alert. The outcome is for the news reader, accessibility and pace take on new meanings as they want to learn about what is going on around them while on the go and on whatever device they are using. Mobile technology therefore makes the idea of a fluid community achievable. The ability to access the news right then and there from any location may be a potent weapon for consumers of information. Consequently, for today's news reader, regional sensitive news can take many forms: place-based, event-based, or life-based. Each experience can mean something different to the news user in terms of how they want to be educated (Chyi, 2011).

In support of this viewpoint, Mahabir et al. (2018) in the US carried out a study to examine how news media coverage impacts digital activism. The project concentrated on creating digital geographic material using crowdsourcing techniques. The authors investigated the connections between news coverage (through Google News), search trends (via Google Trends), and user edit contribution patterns in Open-Street-Map using refugee camps from around the world as a case study (Mahabir et al., 2018). According to the research, bursts of digital activism frequently occur when there is a prolonged increase in either a general understanding deficit or surplus map (Mahabir et al., 2018). These results support agenda framing and corrective action, two well-known mass communication theories, and they point to the creation of a fresh stimulus-awareness-activism paradigm in the participatory digital

era of today. These results also contribute to our knowledge of the fundamental processes behind digital activism, particularly in the geospatial realm, and to the motivating variables that motivate individuals to participate in online collaborative communities.

As a result, Peterson and Allamong (2021) conducted a survey to investigate the impact of source familiarity on communication regarding politics. The results indicate that while the public is wary of getting news from unknown sources, in the same manner that current national news channels may influence public opinion on the same subjects, conditional exposure to unidentified local and worldwide media sources can do the same (Peterson & Allamong, 2021). Public evaluations of charity of the legitimacy of unknown news outlets on the internet, as well as their low confidence in familiar corporate media, account for this comparable effectiveness. The study also found that avoiding unknown news sources, rather than opposition to their coverage, is the most important factor.

Further, Hess (2013) conducted a study titled *Breaking boundaries: Transforming "local" newspapers into "geo-social" journalism in a digital environment*," which sought to expand our understanding on functions undertaken by small regional newspapers in a dynamic and ever changing media environment. This changing environment is due to the changes adopted by newspapers as they are shifting to online and print formats. Through this paper, the important role geography plays is emphasized during these times when its role is being overtaken by academic debates on territory and boundaries relevance and how time-space compression impacts the word of media. Although geography is a major actor in the coverage of news by local newspapers, this paper also highlights the importance of adopting an open and boundless view of the social space of newspaper operation. This can be

achieved by adopting a geo-social framework of publishing news to overcome the constraints of space. This study was based in Canada, United Kingdom and Australia and used data collected from small commercial newsroom practices from these countries as well as one-on-one discussions with Australian newspaper editors. The findings of this study show that newsroom practices of small newspapers should undergo a revolution and should not be limited to publishing news in a small geographical space so as to ensure a longer lifespan as the world is ever-changing with the introduction of online prints. Regarding Nation Media Group, it is a well-known media house which has overcome the challenges of geographical space as it broadcasts news from all over Kenya and beyond.

The background of this study on geographies of journalism is that it inter-connects theories and constructive debates on function played by online media, geo-technologies and physically-present journalism in this digitalised age. This is done to unravel the challenges and complications that geographically-adherent news brings to ideologies and media institutions. *Geographies of Journalism: The Imaginative Power of Place in Making Digital News* by Gutsche and Hess (2018) applies approaches to geography, power and cultural dynamics as it seeks to establish their relation to place and space. This paper also seeks to establish how perceptions of locality have been influenced by online news media. Data collected through secondary means of analysing journalistic evidence from news processes and sources show that the press is a critical player on the interpretation of geographically-relevant news by audiences and the socio-political issues affecting their regions and their daily life. This study clearly highlights the roles played by place, proximity, news relevance, territory and fake news, and how all these are affected by journalistic approaches in the digital age. This study adds to the available data in the field of mass media, human geography and

journalism, data which can be used to expand on the editorial policies touching on geography-relevant news which are at play at the Nation Media Group.

Hess and Waller (2014) conducted research on "Geo-social journalism: Reorienting the research on the subject of local commercial newspapers in a digital context." This paper identifies the problem of using the word 'community' in the definition of small, hyper-local commercial media outlets which mainly focus on geography and which are often times interlinked to bigger media groups in the online platform. The community media umbrella includes the idea behind geosocial information, which is used in the media space to outline the geo-social concept. The idea of "geo-social" explores the changes caused by the evolution of media technologies to small commercial newspapers, while offering an understanding framework on their connection with the target audience. The concept of geosocial reporting includes dual dimensions which guide how journalists report news. The first one is that there must be an interaction between the journalist, land, history, populations and the culture of the area of reporting, and secondly, there must be connects and comprehensions of the change in international and national systems, relationships and issues involved, especially within the digital age. This research emphasizes that journalists must create a relationship with their area of reporting in all its dimensions, as this shapes geo-social publications and how this affects the community where the news originates. This study can be used to inform the policies of news reporting at NMG and how it can influence objective news reporting.

Freeman (2020) studied "Distinguishing between distance in local and hyperlocal news". This study emphasizes on the geographic turn which journalism has taken in its bid to revolutionize its understanding of space and place in a digital world. This is because for many years, journalism has disregarding the idea of proximity in

its definition as actual distances between locations, although this concept could add a better understanding of regional and local media production and consumption. This study was based on a large rural Australian municipality where empirical research was conducted to establish its geographical news contexts in comparison to two towns separated a large distance, so as to establish the place influences value of news. Findings indicate a similarity of news in close knit communities and newsrooms, and a different and balanced political coverage in the sphere of public interests in news outlets far apart from small towns. A suggestion by the author based on these findings is that a well-developed theory needs to be put in place to address the complexities of news contexts between and within geographical areas. This theory will be applied to all news contexts as far as geographical matters are concerned, including the Kenyan context since these findings can be seen in effect in NMG news reporting.

A study titled "The effect of international aid coverage on global news," by Lim and Barnett (2009), highlights how global news networks play a role in propagating communication in the international space, trouncing limitations of space and geographical boundaries. Global news networks deliver news as they occur worldwide without worrying on spatiotemporal limits. A study by Livingston and Van Belle (2005) affirms the findings of this study by arguing that communication technology development decreases the negative effects of geographical remoteness so that news coverage can transcend this challenge. This study further gives examples on how major world media actors such as the BBC has covered natural disasters occurring around the world such as the tsunami in Southeast Asia and hurricane Katrina in the United States, through bringing the news closer to the people. The Nation Media Group as a media actor in the Kenyan space has an important part in disseminating news of occurrences as they occur various regions of the nation, thus

overcoming geographical challenges, an example being the Garissa University attack in 2013.

A study by Gasher (2015) on "Geographies of the news" In "Mediated Geographies and Media Geographies" argued that the field of journalism is spatial practice and that journalists are map-makers who shape geographies of news. This is seen in that news coverage by journalists involves mapping the news world through selecting through a myriad of occurrences to bring out news that are relevant to the target audience. In this regard, a journalist creates a map of a community they aim to serve through their news. In this community, various actors come to play, such as the audience, advertising markets and the social, political, cultural and economic institutions within this community. The path that a media company is on might be characterized as a "imagined community" (Anderson, 1989) or "community of imagined journalism" (Nord, 2001) such as a local radio station, a community weekly newspaper or national television network, such as the NMG, aims at covering through editorials and advertisements and the vantage point it uses in viewing the world.

The concept of proximity to a news source has been used to determine if a news item is worthy of publishing for many years. A study by Oppegaard and Rabby (2016) titled "Proximity: Introducing fresh mobile interpretations of a long-standing news notion" seeks to address this idea. Although proximity plays a major role in news reporting, the increasing emergence of mobile technology has complicated many issues while at the same time expanding journalistic content realm. This has complicated the journalists' scope of work of creating relationships with modern audiences by customizing content depending on the location of the news consumer. Customising user experiences and media delivery is an important tenet of journalism, a tent which has been achieved using geolocation metadata and media delivery

systems. The geographical nearness to the news item origin has an impact on engagement, involvement and user satisfaction. According to this paradigm of mobile journalism (Oppegaard & Rabby, 2016), media designers may now not only pinpoint the location of their target audience but also modify their messaging in response to the circumstances to provide greater engagement encounters.

Goyanes and Demeter (2020) conducted a study titled “How the geographic variety of editorial boards influences the content that is published in communication journals with a high JCR ranking”. with the aim of establishing effect of geographical diversity of editorial boards on research papers diversity. The study's conclusions also show a negative connection between the affiliation of the journal to an academic association and a difference in the country of data collection and the country where the first author comes from; the publication year and the country where the data was collected; and the impact and diversity the strategy employed in carrying out the survey. Research outcomes indicate that news coverage is deeply affected by geography of the area where the news is originating from.

Wiard and Pereira (2019) carried out a study on the role of media in representing audiences within areas and boundaries. Research area covered in this study was the city of Brussels and adopted a methodological approach in investigating how covering news in a territory is affected by the availability of diverse news sources. Transversal analysis of 152 diverse news items was done to aid in shedding light to way areas are given meaning through internet media, the outcome being affecting people's perception. The findings demonstrate how Brussels' institutional systems are intricate affects news coverage negatively as the media find it difficult to cover its social problems. Stigmatization of poorer neighbourhoods also presents itself when online news producers portray these neighbourhoods as having more social

problems in comparison with rich neighbourhoods. In the Kenyan context, every media house has adopted an online platform through news streaming, Facebook and twitter among others, which diversify the media house's covering of news in terms of space and territories.

Local news from local towns has made tremendous gains in the field of journalism, as they play an important role and have a place in news organizations and journalists in these localities. Highlighting news from these local towns has the important role of ensuring otherwise forgotten areas come to light. A study by Hess and Waller (2016) titled 'River flows and profit flows: The powerful logic driving local news' aimed highlighting the significance of these local narratives in a global context. Data for this study was obtained based on three in-depth case studies of regional newspapers in Australia. In this study, the definition of a locale is that which has organisations, individual and groups present in this area and who have a deep understanding of its developments over time. The small newspaper is tied to this locality and therefore it serves the interests of the local area and population without bias or influences from external actors. This is advantageous to the daily practices of the location, a case that cannot be seen in the Nation Media Group as its publications for instance the Daily Nation covers news across the country and beyond.

Similarly, Gitonga et al. (2019) conducted a study to explore print media managers' views of digital media adoption in newsrooms in Kenya. The Uses and Gratification Theory and the Technology Acceptance Model (TAM) served as the research's guiding principles. The design of a qualitative multiple case study was chosen. Twelve media managers from Kenya's major newspapers were purposefully chosen as the sample size. In-depth interviews and document analysis were used to gather the data (Gitonga et al., 2019). The findings demonstrated how management

saw a number of opportunities for integrating new media technology, including the growth of new audiences, the creation of different platforms for content source, production, and distribution, the adoption of new innovations, and the growth of the multi-talented journalist. Further research on media companies' adoption of digital media channels, as well the way they operate dealt with the problem with false news, is required, according to the research. The current study presents strategies that media companies can adopt in operating digital media channels. Specifically, strategies into how media organizations can tackle the issue of false news in the digital landscape which now transcends geographical boundaries.

2.3. Theoretical Review

This study adopted three theoretical foundations namely: The Gatekeeping and Agenda Setting Theories. The discussion on each of the theories is described in the subsections that follow.

2.3.1. The Gatekeeping Theory

The gatekeeping theory is the foundation of this work. Kurt Lewin, a social psychologist, developed the idea in 1943. This concept describes the crucial functions that news media perform. Gatekeeping, as defined by Shoemaker and Vos (2009, p. 1), refers to the " procedure of filtering and crafting endless snippets of information into a restricted number of messages that get to persons on a daily basis." Since journalists do not operate in a vacuum but are frequently constrained by both editorial and land regulations, the context in which they work necessitates judgments at every level of production to determine whether the information conveyed is objective or not. To make sure that the public receives the pertinent information, reporters must labor around the clock and sift through a lot of material.

Gatekeeping, as defined generally by Barzilai-Nahon (in print), is the process of controlling information as it travels through a barrier or filter and is associated with the application of various types of power. The literature on gatekeeping is fragmented in terms of epistemologies, concepts and frameworks, vocabularies, heuristics, and investigation challenges both inside and outside of disciplines and domains. The relative seclusion with which gatekeeping discourse is performed inside every occupation is the cause of this (Shoemaker, 1991).

The evolution of the idea of gatekeeping, which encompasses many domains of study and application, has been thoroughly researched. The concept's originator, Lewin (1947, 1951) investigated how and why various families' eating and leisure habits vary by looking at gatekeepers from a psychological standpoint. Lewin referred to these women as gatekeepers and said that in the groups he investigated, housewives controlled decision-making with relation to eating habits as well as activities by setting up behavioural barriers and incentives. The theory was primarily developed in the fields of communication, technology management, information science, and eventually political science as the notion underwent more revisions. Different elements were stressed by each discipline and field when conceptualizing gatekeeping.

It is now essential to establish the study's boundaries. Gatekeeping is a broad and diverse phenomenon that appears in many different aspects of daily life. This evaluation only includes information sources that specifically investigated gatekeeping. By specifically mentioning concepts connected to gatekeeping, academics highlight the importance and relevance of the phenomenon to their study. Therefore, studies that merely made implicit mention of the phenomena were disregarded. A few areas of research that subtly address gatekeeping include scholarly

publishing, impact factor, the function of brokers in organizations, knowledge discovery, selective information transmission, agenda framing, search engines and information channelling, and cognitive models of thinking (Davenport & Hall, 2002).

In communication and journalism studies, gatekeepers such as editors and gatherers were largely viewed as selectors or human information filters. Shoemaker (1991), who provided a number of theories, defined gatekeeping as follows: Gatekeeping, to put it simply, is the process by which the billions of communications that are accessible worldwide are condensed to the few hundred messages that are transmitted to a single individual each day. Nevertheless, as Shoemaker recognized 10 years later, the gatekeeping procedure is occasionally seen to involve more than just selection. As a matter of fact, gatekeeping in mass communication may be seen as the entire process that produces the social reality that is represented by the news media (Shoemaker et al., 2001). Theories of communication as a result have mostly focused on the gatekeeping process and identifying the essential factors that influence it.

One of the theories assessed personal characteristics (such personal judgment) as the main determinant of gatekeeping. White (1950), for example, offered a simple model to explain the newspaper selection process and claimed that news items were rejected for three reasons: the gatekeeper's personal tastes, a shortage of space, and whether the piece had previously been published. According to these theories, researchers (Gans, 1979; Livingston & Bennett, 2003) concentrated on personality features or the influence of the gatekeeper's moral and normative beliefs on the decision-making process. Using external cognitive and decision-making models was usually necessary when focusing on certain parts (Wright & Barbour, 1975).

According to Shoemaker (1991), routine and organizational level ideas were the emphasis of the subsequent generation of theories in the field of communication.

These included the organization's internal contexts, such as theories that stress how organizational traits affect gatekeeping (Dimmick, 1974); rituals that establish the gatekeepers' daily routines (Sigal, 1973); and recognized industry benchmarks. Some of the theories in this wave that concentrate on external constraints and motivators of routines in gatekeeping include the cost and time constraint models, mechanical production models, and technological absent factors (Livingston & Bennett, 2003).

Researchers started looking into gatekeeping as a new theories and gatekeeping models arose, a strategy for agenda-setting and social transformation emerged. These investigations promoted the development of ideas about the institutional and social environment, which address issues like the impact of group consensus on gatekeeping, the impact of market pressures on gatekeeping, newsworthiness models, and theories about cultural impact (Shoemaker et al., 2001). Finally, some researchers focused on the qualities of the messages themselves and created theories about information characteristics that examine how editors' choices the size, quantity, and clarity of communications, as well as visual components, have an impact on decisions regarding whether and how to incorporate messages in the media. Message entry into the gatekeeper's domain is controlled by gatekeeping, according to the majority of communication theories.

David Manning White, a Lewin student, developed the idea while researching the gatekeeping practices of Mr. Gates, the publisher of a small-town daily newspaper. White (1950) discovered that the editor's selection of wire news was "extremely subjective" and heavily influenced by his personal tastes. But the evolution of the gatekeeping concept in journalism revealed how much more complicated the process is. Although individual gatekeeper decisions are important, the following additional factors also need to be taken into account: The gatekeeper's

ability to function within predetermined constraints (such as deadlines and the use of the inverted pyramid writing style) is influenced by the organizational framework (the size and ownership of the organization), social institutions (government, advertisers), and social system (economics, politics, and ideology) (Shoemaker & Vos, 2009).

As a result, the gatekeeping function could keep important information from reaching the public. Since a lot of news stories are taking place at the same time, the reporter is bombarded with a lot of information and has to make decisions regarding which information to process or not to process as news (Shoemaker & Vos, 2009). Information from the source should be meticulously assessed and decisions regarding whether to pursue it or not made. This ultimate decision should be within the confines of the editorial policies of a given organisation.

In journalism, news editing involves the processing and packaging of news. During this essential phase of the editorial process, editors arrange reports and photographs into cohesive content. Editing's purpose is to give context to the in-depth text and images that reporters and photojournalists send. It accepts the chosen copy for publication. A reporter's tales are developed with the assistance of the editor, who is not actively involved in the information gathering process. Therefore, regardless of education, specialization, training, position, or other factors, an editor serves as a literary critic, gatekeeper, and professional literary fault-finder. An editor must possess the skills listed below in order to evaluate reporters' work and make sure they follow etiquette.

As reporters are meant to act as gatekeepers on matters of public interest, the gatekeeping hypothesis is thus appropriate to this study. Thus, by reporting on these concerns, they may aid in social change. However, the requirement to follow editorial policy rules is a problem for this function. Before reporting, demands for in-depth

investigation (often outside of one's local authority) may have an impact on their choice of which news items to include and which to omit. Their gatekeeping function in news coverage may also be impacted by word choice and requests for regionally fair coverage of news.

Where Social Transformation is concerned, in addition to the Gatekeeping theory, the researcher will employ additional theories in collaboration with each other. In using the gatekeeping theory, the analysis and critique derived is that it does excludes beneficial information that may be important in addressing social transformation at the source of the information, that is, for the community point of view. In this regard, the research will thus employ other theories to jointly address the research comprehensively.

The term "social media" refers to the electronic communication that has emerged as the most popular online activity, including social networking sites that enable users to express their opinions and follow friends, family, and other users. It also describes the pattern of how people discover, read, and distribute news. Social media is a platform that allows people to interact with one another freely. Different chat rooms and message boards were forms of social media that people used in the 1990s to share information and interests (Alice, 2013). Four pillars - communication, engagement, faith, and transparency - support the continually evolving and expanding social media environment (Sophie, 2013).

Academics were obliged to re-evaluate the concept of gatekeeping as a result of the emergence of the Internet and other new technologies, especially in light of how it relates to the modern world. In reality, after media lost its monopoly on news creation and delivery and all kinds of information were readily available online, several academics believed that gatekeeping was an outdated concept. According to

this viewpoint, practically every online reader has the authority to share and comment on news items that they find on social media platforms and online communities run by organizations. Gatekeeping being a vestige of the twentieth century was disputed by other academics. Gatekeeping was still relevant in 2009, according to Shoemaker and Vos. Three gatekeeping elements are included in their modified concept: the mass media, the readership that creates digital reading that is passed forward, as well as information providers (experts, witnesses).

The modified model "demonstrates the complexity of the current gatekeeping process in which information travels back and forth among the channels rather than being one-way, top-down," according to Shoemaker and Vos (2009). In other words, in addition to reporters and editors, internet users are (maybe) involved in the creation of news. According to Bruns (2008), this shift in how news is created and distributed shows that gatekeeping has made way for gate monitoring. Online readers gate keeps an eye on news sources, assemble and swap reporters, and so on, publicizing news instead of reporting it. In the continuous collaborative activity known as "Gate watching," people add to and critique the first report.

Network gatekeeping theory was a brand-new framework introduced by Barzilai-Nahon (2008) to solve the fragmentation issue and incorporate many points of view to "adapt the notion to an information society" (NGT). The author asserts that network gatekeeping may be used to study various networks (social and information) even if the theory concentrates on networks enabled by technology (the Internet). The updated conceptual framework for gatekeeping is composed of the two complementary concepts of network gatekeeper identity and network gatekeeper salience.

The notion of gatekeeping is introduced by the network gatekeeper identification theory, which defines it as the power to pick, withhold, show, shape, repeat, locate, reject, and delete information (those who are subject to gatekeeping). The concept of a gatekeeping system is introduced by network gatekeeper identification, which makes a distinction between the process and the executor (a tool or piece of technology used to carry out the gatekeeping process). In addition, according to Barzilai-Nahon (2008), a network gatekeeper is any individual, organization, or government with the power to perform gatekeeping through a network technique.

The requirement to comprehend the networked character of information in the digital age is generally addressed by network gatekeeping theory. The awareness of the influence the gated have in the gatekeeping process and their ability to exchange roles with gatekeepers appears to be most important contribution (Barzilai-Nahon, 2008). The Internet alters how people experience the world and improves personal autonomy. Further research into gatekeeping as a dialogical process was suggested by Barzilai-Nahon (2009), with a focus on the factors that turn a gated into a gatekeeper, the ways in which the gated manage information within the network, and the gatekeeping techniques that gatekeepers use more frequently than others to maintain their status and exert influence over the gated. A number of other gatekeeping industries, particularly in mass communication, need to be examined and rethought in light of the most recent developments (Vos & Heinderyckx, 2015).

From the standpoint of media companies, gatekeepers serve as intermediaries and are in a unique position to determine whether information flows throughout media and network systems. Communication professionals who seek to engage audiences inside a media or network system have substantial challenges in locating influential

gatekeepers on the social Web and integrating them into the system. Communicators must comprehend gatekeepers' needs, wants, and interests in order to appeal to them. They must also win their favour. It's critical that gatekeepers accept sources as reliable and trustworthy. To aid the organization in actively influencing the public, this is required (Hallahan et al., 2007).

Gatekeeping is a crucial element of both online and offline strategic communications this includes conventional media techniques like PR and public relations. All media are essential for reaching gatekeepers (Verhoeven et al., 2020). Online communications providers increasingly turn to regular users as digital gatekeepers who may forward, extract, copy, and comment on material as well as make explicit recommendations to family, friends, and other individuals. The most important gatekeepers nowadays are really workers who are adept at using social media (Moreno et al., 2015).

Media companies can also ask well-known online operations like website owners, bloggers, sponsors of video channels, and social media macro- and micro-influencers for explicit suggestions or implicit endorsements. In general, gatekeepers or public opinion leaders can have a significant impact on interpersonal interactions and act as a conduit for the dissemination of information to friends, family, co-workers, clients, customers, and neighbours.

The Gatekeeping Theory, an essential theory in the field of media studies, plays a crucial role in comprehending the process by which media gatekeepers select and filter news information. Nevertheless, the theory possesses certain limitations that prompted the introduction of Agenda Setting Theory. An evident limitation of the Gatekeeping Theory is its insufficient capacity to effectively tackle intricate policy matters (Nahon, 2009). Although it provides valuable insights into the process of

selecting news articles, it fails to adequately address how media emphasis and framing impact the public's comprehension of complex policy issues. Furthermore, Gatekeeping Theory primarily emphasizes the initial curation of news articles rather than exploring the subsequent impact on public opinion and the wider societal and political agenda (Salonen et al., 2022).

The Agenda Setting Theory extends the analytical framework beyond simple story selection, highlighting the media's crucial role in creating the public agenda and directing societal priorities. This concerns the media's capacity not merely to select which stories are presented, but also to actively shape public opinion, decision-making processes, and the importance attributed to particular issues. Agenda Setting Theory demonstrates a comprehension of the intricate connection between media, public perception, and the social agenda, rendering it a more all-encompassing instrument for media research and interpretation.

2.3.2. Agenda Setting Theory

The process through which the media shapes our thoughts and conversations is known as the agenda-setting theory. Maxwell McCombs and Donald Shaw presented the hypothesis in 1968 to show how people felt about the U.S. election. According to the agenda-setting idea, the media determines the topics for all socioeconomic and political debates. Gate-keeping is the method through which the media creates agendas. The media chooses carefully what is to be covered and what is left out. As a result, the media shapes the public's perception of the relative significance of various topics (McCombs & Shaw, 1972).

With the rise of online media, agenda-setting is now being called into question. Individualized media coverage cuts down or alters the agenda. However, the online media industry also poses a threat to other Agenda-Setting components (Ragas

& Roberts, 2009). The online environment may or may not have the elements believed required for the genesis of problems. Online media is also fractured because there are so many sources available to everyone looking for information. The public's acceptance and adoption of the media agenda as part of the agenda-setting process takes time. In an online community with instantaneous communication, this might not be the case. Due to a decline in group homogeneity, the audience is starting to alter in terms of how people are persuaded to join a group. Furthermore, the audience is not only seen as a collection of consumers, which raises serious questions about the Agenda's applicability. Furthermore, the audience is not only seen as a collection of consumers, which raises serious questions about the Agenda's applicability (Ragas & Roberts, 2009).

In order to understand how the media's agenda affects society and why it has such a strong influence on public opinion, the agenda-setting theory of mass media communication was developed. With the use of this theory, we may conceptualize and explain how people and the many factors that shape them view critical media issues as having social significance (Brynin, 2004). Therefore, the goal of the Agenda is to increase public knowledge of significant news media concerns. The agenda lays out how the media tries to influence viewers and create a hierarchy of news relevance.

Determining the importance of the themes that will be covered in the media can therefore be said to be the first stage in the process. Second, what is known as the public agenda - public opinion - is influenced by the media's coverage of various problems. The political agenda is ultimately influenced by the public agenda. Determining the importance of the themes that will be covered in the media can therefore be said to be the first stage in the process. Second, the media's coverage of diverse issues has an impact on what is known as the public agenda, or public

opinion. The public agenda eventually has an impact on political agenda. Furthermore, "the public agenda affects the policy, and the public agenda affects the media agenda" (Littlejohn, 2002).

Agenda-setting thereby fulfils a number of purposes, including setting the media's agenda and obtaining public opinion. Candidates must focus on these issues in order to capture the people's attention in politics since the political agenda affects the public agenda. As a result, the agenda theory has many applications in our culture and is a component of our communication.

This theory is crucial to social transformation studies because it describes the crucial role media outlets play in shaping the discourse surrounding societally relevant problems. The sequence in which news and programs are presented is influenced by the media. The media sets the standards for what and how individuals should think. As a result, the public agenda is determined by the media agenda. According to the argument, the public uses the media to choose what issues the media should cover. According to the agenda-setting theory, the mass media shape their audience's perceptions of the news by the kinds of stories they choose to highlight and how much space they devote to them.

The idea is centered on the impact of the media on events, as stated by two researchers in a landmark study that, via an analysis of the content of an election, demonstrated a strong link between the agendas of the media and the general population (McCombs & Shaw, 1972). Within the context of this current study, the more information about an issue of societal issue is passed across, the more the relative importance placed on it, is enhanced. This would play key roles in changing the way the society view it. Eventually, adoption of policies aimed at addressing it would be enhanced, contributing to a better society. However, the constraints placed

by editorial policies on news reporting could affect agenda setting; limiting the ability of news items to contribute to societal discourse on some issues affecting the community. This could have a long-term impact on social transformation, or stall societal issues for protracted periods of time.

Griffin (2009) challenges the agenda-setting theory, claiming that it is not always effective. Griffin does point out, however, that the theory is frequently revised in order to be as detailed as is practical given changes in the media and society. Griffin incisively and clearly criticizes the Agenda Setting Theory by substantiating his allegations with legitimate scientific literature. When introducing the chapter, Griffin makes a somewhat surprising claim about agenda setting theory. He asserts that the notion of setting the agenda has two alluring features: it supports the authority of the press while maintaining the freedom of individuals to free expression (Griffin, 2009).

The Agenda Setting Theory, although significant in emphasizing the media's influence in influencing public agendas, has several shortcomings that give rise to the application of the Political Economy Theory. The Agenda Setting Theory often fails to consider crucial elements such as media ownership and control, economic variables influencing news output, corporate influence, and the effects of media policy and regulation. The Political Economy Theory aims to solve these gaps by highlighting the deep interrelationships between media institutions, economic dynamics, and political influences. This analysis explores the ownership patterns and economic interests that influence the content of news, recognizing the impact of influential businesses and structural inequities within media systems. Political Economy Theory provides a more comprehensive framework for analyzing the various dynamics that

influence media content and public perception by considering both economic and political aspects.

2.3.3. Political Economy Theory

Political Economy (PE) is an analytical framework within media studies that focuses on the various stages of media, including creation, distribution, and consumption. This theoretical framework explores the complex interplay between a government and its population, which is shaped by implemented public policies. The field of modern political economy emerged from the influential contributions of intellectuals such as Adam Smith and David Ricardo (Golding & Murdock, 1991). It comprises a range of ideologies including Marxism, economic nationalism, and liberalism. The analysis of political economic systems also encompasses investigations of socialism, communism, and capitalism. Within the field of political economics of media, it is widely recognized that media should be examined in relation to its function within the larger economic and social framework.

Mosco (1996) argues that political economics encompasses more than only the creation and dissemination of media products and services. Instead, it focuses on analyzing the power relations inside society. According to Peter Golding and Graham Murdock (1991), political economy is centered on the continual conflict between the common good and capitalism as a system of organization. Political economy encompasses more than just production and distribution; it also encompasses the constant struggle for meaning and our active involvement in it, which is evident in the decisions we make about products and services.

Utilizing the political economics theory to examine the influence of editorial policies on news reporting and journalism offers a discerning perspective to investigate the power dynamics inherent in media organizations. This theoretical

framework examines how editorial choices, which are frequently influenced by economic and political motivations, impact the creation and distribution of news stories. Political economy illuminates how economic imperatives and political ideologies can impact editorial decisions by analyzing the interplay between media firms, policy frameworks, and broader societal contexts (Wasko, 2012). This analysis examines the possible outcomes of these policies on news content, highlighting their impact on public conversation and their ability to shape the audience's perception and interaction with information. Applying political economy theory allows for a thorough comprehension of how editorial policies operate within the broader socio-economic and political context, influencing the democratic principles of a free and varied press.

Maurer (2019) emphasizes the ongoing concerns of journalists globally regarding possible interventions by political authorities in editorial independence. Political influence continues to be a long-standing worry, but the changing news industry has brought forth new sources of potential influence, such as advertising, commercial pressures, competition, and diverse economic forces. With the evolution of the news industry into a significant commercial enterprise, newsrooms have faced a wide array of political and economic forces, varying from subtle effects to blatant suppression. Journalistic methods are heavily influenced by the historical and cultural background of a country, as well as the unique circumstances of media growth and the balance of power with governmental institutions.

Corporations consider media companies as essential elements of their global strategy to diversify operations and generate profits. A unique viewpoint arises in which media and their contents are seen as short-term financial activities that contribute to what observers refer to as a speculative bubble. Participants in such

markets engage in the purchase and sale of stocks or assets with the expectation of significant returns (Nyarko, 2023). These tendencies greatly weaken the production of journalistic news, which traditionally depends on a stable professional environment to guarantee editorial independence and appealing working conditions.

As a result, political economy perspectives address the factors that influence the production of news. These factors include ownership and consolidation of the media, financial structures, conflicts of interest that arise from the tension between press freedom and economic pressures (emanating from shareholders or advertisers), and traditional forms of direct political intervention. These approaches also take into account the threats to the diversity of the media as well as the effects on the independence of journalists that are caused by inadequate job security, linkages between various media platforms, contractual arrangements, and the lack of appropriate regulatory rules.

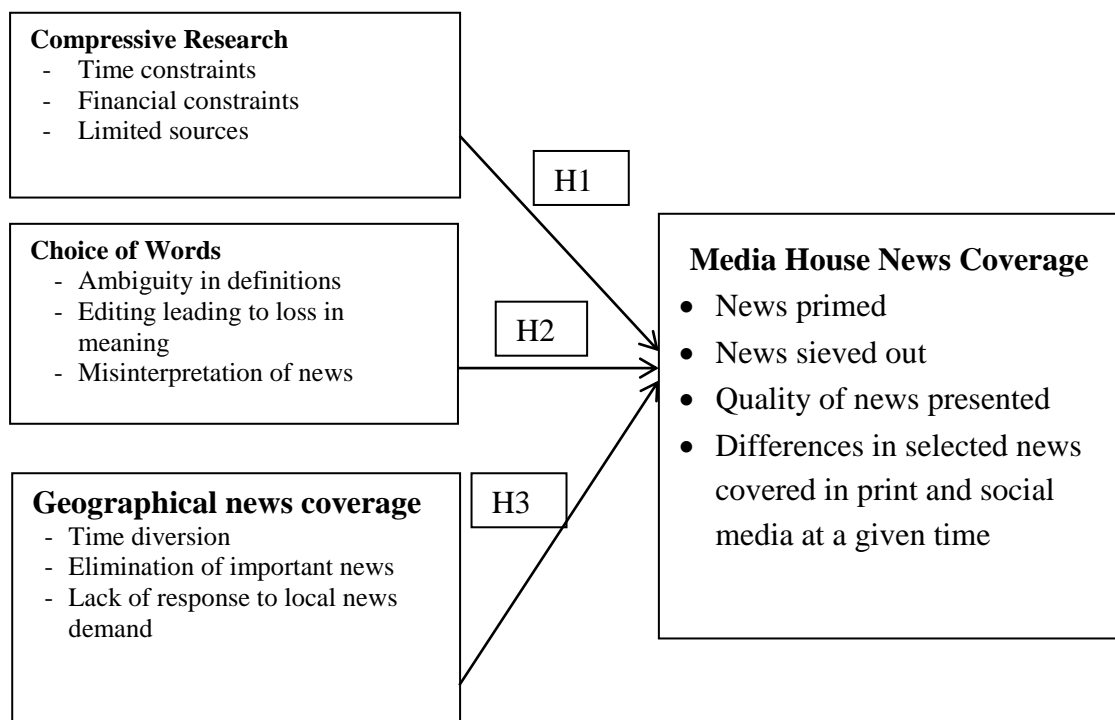
2.4. Conceptual Framework

The following conceptual framework, as depicted in Figure 2.1, serves as the foundation for the proposed investigation. This study is conceptualized in such a way that editorial policies, the desire for in-depth research, word choice, and the demand for geographically balanced news coverage (all independent variables) are all reliant on (or may be predicted by) media house news coverage (the dependent variable). In this regard, media house news coverage refers to the impartial presentation of all significant societal topics in print and online media (Kabucua et al., 2020; Kibisu, 2017). The weight given to certain societally significant issues may help institutions take action to counteract their negative effects, which might have an impact on social change. As a dependent variable, media house news coverage relies on independent variables, in this case, editorial policies. Editorial guidelines in this situation mandate

that a reporter conduct thorough investigation before presenting a news item (Asemah, 2011; Thurman et al., 2016). This could influence the coverage of news due to time and financial constraints in detailed verification of a news item.

On the other hand, policies on Choice of Words demand that reporters must meticulously examine the words they use in reporting for a particular news item (Munthali, et al., 2021; Obuya, 2021). This could limit the freedom that reporters have in reporting particular news items. Finally, policies on Geographically Balanced Reporting demand that reporters are usually limited by geography leading to covering news from their own countries (Boukes & Vliegenthart, 2019; Ellis & Muller, 2019). This could lead to the exclusion of important news items reporting from different geographical set –up outside their reach.

Figure 1: Conceptual Framework



2.5. Research Gap

The empirical literature review has identified several research gaps in the existing studies, which are summarized and presented in Table 2.1. While much of the available research draws upon the theory of political economy of media, there is a distinct lack of comprehensive studies that directly address the dynamics of news coverage in Kenya. It's notable that some of the existing studies primarily focus on digital news within developed countries, and therefore, their findings might not be directly applicable to the Kenyan context. Furthermore, a considerable portion of the existing research relies on desk reviews of previously published literature, which might not align with the goals of this study, which emphasizes the gathering and examination of the main sources of information. One significant gap that emerges from the literature is the absence of studies that specifically examine all the variables under investigation within a singular framework. This current study aims to bridge this gap by analyzing how various policies, such as those related to research demands, word choice, and geographically responsive news coverage, collectively influence news reporting in Kenya. By addressing this gap, the research aims to provide a more comprehensive understanding of the interplay between these policies and their impact on the Kenyan media landscape.

Table 1: Research Gap Summary

Author(s)	Variables relating to the present study	Objective(s) of the study	Findings or recommendations	Research Gap
Višňovský & Radošinská, 2017	Challenges in research	"Challenges, opportunities, and improvements in research."	Social media news faces challenge in researching their veracity	The focus is on developed world which has conducive laws to encourage social media which may not be available in Kenya.
Vu, 2014	Research challenges for reporters	How newspaper guidelines affect news reporting	"The system of social interactions at the newspaper produces decisions rather than independent journalists."	The former study was based on desk review while this is based on primary data. Furthermore, the context may not apply to Kenyan scenario; hence need to conduct this study.
Kavanagh et al. (2019).	Choice of word policies	"How people read the news, how information is created."	The results demonstrate that despite much of the terminology and reporting style in the New York Times, Washington Post, and St. Louis Post-Dispatch remained consistent over the past 30 years, there were quantifiable shifts in some linguistic areas	The findings are relevant to this study however the context is different. Therefore, need to test the veracity of these findings in Kenya.
Munthali et al. (2021)	Choice of word policies	Explore the role that social media messaging platforms have had in promoting open information exchange and engagement as the fall armyworm, a new pest, has emerged in Ghana.	Words are important in efficacy of information dissemination	The study relates to this study although the context is different because news coverage is geographical hence differences in lexical.

Obuya (2021).	Choice of word policies	"A study of rules and procedures at two Kenyan newsrooms."	Need to take cognizance of commercial values, ethnic and political values in communication	The former study focused on how the media houses guide on what journalists report usually determined by commercial values. This study will look on how editorial policies control lexical usage in reporting thus limiting news coverage.
Ellis & Muller (2019)	Policies on requirement for geographical responsive news"	"Proximity as a filter of news"	Geographical coverage limits the news to be covered	The study was in a different context. Therefore, this study will apply the findings in Kenya using primary data.
Boukes, & Vliegthart (2017)	Policies on requirement for geographical responsive news"	"Analysed geographical proximity as news factors in news production	Geographical proximity influences the news content to be covered by newspapers.	The context is different. Geography determines culture; therefore, the Kenyan setting might be different.

2.6. Chapter Summary

The Chapter looked at the scholarly work done in the same field of study. This literature review has identified research gaps which need to be addressed using the Kenyan scenario. A research summary table in addition to detailed analysis of the existing literature, conceptual framework for this study is presented. Therefore, this chapter sets the agenda of chapter three by guiding on the type of research tools to be used to carry out this study.

CHAPTER 3

RESEARCH METHODS

3.1. Introduction

The research approach used for this study is presented in this chapter. Along with data analysis and presentation, it includes the research design, target population, study site, sample, sampling methodology, pretesting, data collecting tools, and techniques.

3.2. Research Worldview

I've decided to use the phrase "a fundamental set of beliefs that direct behaviour" (Naugle, 2002) as my definition of worldview. They have also been referred to as paradigms, ontologies, and epistemologies, as well as commonly accepted research methodologies (Abdul et al., 2016). I believe that a researcher's worldviews are their overarching opinions on the world and the purpose of their research. The student's field of study, the opinions of advisers and instructors in that subject, and earlier research experiences all have an impact on these worldviews. Based on the kind of views they have, individual researchers typically choose a qualitative, quantitative, or mixed methods approach in their study.

The transformative research world perspective was chosen as the one to guide this study (Creswell, 2014). This viewpoint emerged in the 1980s and 1990s as a result of individuals who felt that post-positivist assumptions imposed structural rules and theories that did not fit marginalized members of our society or issues of power and justice for society, racial prejudice and enslavement that needed to be addressed. This worldview does not have a single body of literature., but mostly draws from the works of various critical theorists (Marx, Adorno, Marcuse, Habermas, and Freire).

The adoption of this perspective reflects a commitment to exploring research questions with sensitivity to social justice and power dynamics (Neuman, 2009). The constructivist viewpoint, in the opinion of these academics, did not go far enough to create an action plan to assist excluded populations. In order to confront social injustice at all levels, scholarly inquiry must be braided with political action and reformist agendas, according to a transformational worldview (Mertens, 2010). As a consequence, the research contains a reform action plan that might change not only the lives of the participants but also those of the institutions where they work, reside, and the researcher himself. Further, it's important to address particular issues related to today's societal difficulties, such as alienation, oppression, domination, and inequality. As is usual, among these difficulties is the first major focus of the investigation. The researcher was also expected to cooperate in this study to prevent further marginalizing those who took part as a result of the investigation. Participants can help design the research's questions, data collecting, information analysis, and outcomes in this way. Transformative research gives these people a voice and promotes a cause for improvement in their lives. It becomes a unified voice for change and growth. This school of thought prioritizes the needs of persons and groups who are socially excluded. In order to paint a picture of the problems being looked at, the people to be studied, and the changes that are needed, philosophical assumptions may be combined with theoretical perspectives such as feminist perspectives, racialized opinions, critical theory, queer theory, and disability theory. This is due to the fact that one distinctive aspect of mixed methods research is the inclusion of philosophical ideas pertinent to both qualitative and quantitative research.

Wang (2021) argues that in order for conventional media to successfully manage market rivalry, industry trends, and induce self-innovation within the setting

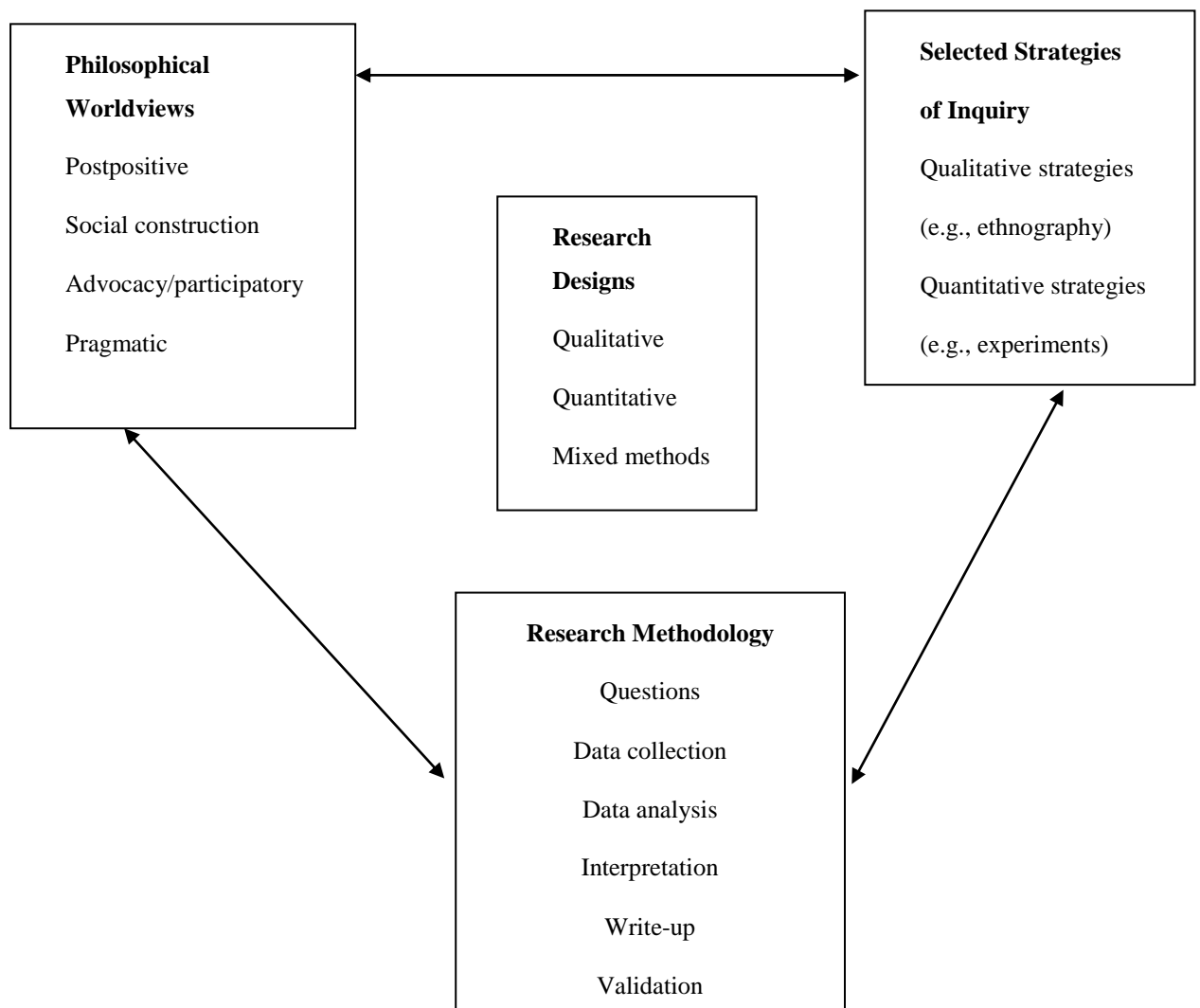
of the new media period, it is vital for them to adopt a transformative worldview. In this day and age, traditional media systems have the potential to improve the distribution of resources, modify the modalities of information dissemination, and harness the steering of public opinion through the implementation of transformative development. In order to restructure competitiveness, broaden influence, and strengthen appeal, this strategic shift is being implemented. Taking into account the operational characteristics of conventional media, there is a necessity for a simultaneous shift in conceptual thinking and systemic innovation. This necessitates a concentration on the production of innovative content and iterative forms, in addition to a balanced emphasis on the cultivation of talent and the empowerment of technology capabilities. A development scenario that is characterized by a solid foundational system, innovation-driven empowerment, and supportive talent strategies is the end that is envisioned. This scenario will ultimately facilitate the effective execution of transformation and ensure that development is sustainable, efficient, and stable.

According to Don (2009), the transformative approach is particularly well-suited for research. This is due to the fact that this approach makes an effort to combine action and reflection, personal and organizational realities, as well as theory and practice. As a result, the transformational worldview is sufficient to comprehend the part that editorial policies on news coverage play in societal transformation. It offers a venue for exploring the potential impact editorial practices may have on mainstreaming problems that may lead to significant societal change.

3.2. Research Design

The process of creating a research methodology, which is often referred to as the plan for conducting research, entails bringing together a particular method, a philosophy, and an investigation strategy. Figure 2 depicts the framework that was utilized to explain the interactions between these three factors. To restate, researchers must take into account their fundamental philosophical worldview presumptions, the methodology of inquiry that is founded on those assumptions, and the particular research tools that put the approach into practice when planning a study.

Figure 2: A Framework for Design - The Interconnection of Worldviews, Strategies of Inquiry, and Research Methods



Despite having observed that concepts from philosophy remain frequently overlooked in research, Hassan et al. (2018) argue that they nevertheless influence how research is carried out and should be acknowledged. This explains the choice for adopting the mixed approach research methodology that combines elements of quantitative research and qualitative research. The researcher collected data by way of interviews and also administered questionnaires to respondents. As a result, it will be perfect for collecting, summarizing, and deciphering data from publications to address the "who, where, and what" of the research topic, especially role of editorial policies in media house news coverage in Kenya with reference to Nation Media Group.

3.3. Research Site

There are two main things to think about before starting a field research study. Where to observe is the first consideration, followed by your field site job. Numerous circumstances, some of which the researcher has control over and others over which he/she does not, will often influence the decision regarding each of them. Therefore, the choice of location to observe and what part to play does have an impact on the data collected, how it is analysed, and how the findings is communicated.

Typically, the research site may be determined by the research question. Sometimes field researchers decide on their ultimate study issue after they start gathering data. Sometimes they start with a research question, but they keep an open mind to the idea that it might change as they acquire information. In either case, there are a number of things to consider when the researcher selects a venue. Limitations, as an illustration. Time may be a constraint that affects the location of participant observation.

This research was undertaken in Nairobi County. The County is the smallest of all the 47 counties of Kenya. It borders Kiambu, Kajiado and, Machakos counties. The site is earmarked for the study due to the reality that it is the headquarters for NMG, as well as the headquarters of other mainstream media houses in Kenya. It is also the most populous county in Kenya and is the seat of government. In addition, it is the communication hub of Kenya (Onsomu, 2015). It is anticipated that editorial policies could have the greatest impact on Journalists in the county. The study will focus on the NMG because some of its attributes make it best suited for the study. NMG, which was established in 1958, is the biggest media organization in East and Central Africa, employing 1400 people nationwide in Kenya. It also includes operations in Burundi, Rwanda, Uganda, and Tanzania with an addition of 320 members of staff. A survey by Geopoll was conducted in February 2015 showed that the Daily Nation had the highest readership share at 40% (4,379,400 people per day). This was followed by The Standard at 20% (2,223,500 people per day). It is thus the leader in the industry in breaking news, comprehensive coverage and digital output of news.

3.4. Target Population

The target population is the group that this measure is meant to research and draw findings from. When performing an efficiency research, it is important to provide a detailed description of the target population's characteristics as well as those of any subgroups. The selection of features is influenced by the study's objectives and prior knowledge. For the majority of research, age, gender, and educational attainment may be the most important factors.

According to Asiamah, et al. (2017), a target population is a segment of the wider population that has been chosen as the target market for a particular item,

advertisement, or research project. The group of participants that has been selected to act as the objective audience is a subset of the overall population. To market a certain commodity or service or to do study on a particular aspect that regularly appears in their behaviour, such as behaviour patterns, this strategy aims to understand and evaluate their preferences and behaviours. This idea relates to strategies for market segmentation in the business world.

The study's target audience included NMG journalists, editors, and sub-Editors. The media house's 60 journalists, 30 editors, and 20 sub-editors were all targeted (NMG, 2021). There are 110 people in the target population as a result. Six thousand workers work for NMG in Kenya, Uganda, Tanzania, and Rwanda. One-third of these workers travel between the forty-seven counties of Kenya. They consist of two significant divisions, the print and broadcasting divisions, and are dispersed throughout seven main bureaus around the nation. The vast majority of these individuals work in Nairobi, where the media house's headquarters are. Since they are in charge of news collecting, editing, and deciding what is covered or not, the journalists at the Nation Centre headquarters are the targets. News is spread from this centre not just within Kenya but also to the major offices where its goods are consumed. Thus, the study's target participants would be these journalists. Table 2 provides information about the population that is being targeted.

Table 2: Characteristics of the Target Population

Category	N
Journalists	60
Editors	30
Sub-Editors	20
Total	110

Source: Nation Media Group (2021)

3.5. Sample Size and Sampling Techniques

Sampling is a long-established concept that regularly appears in the Bible. The population of France in 1786 was calculated by Pierre Simon Laplace using a ratio estimator and a sampling technique. He calculated the likelihood of the inaccuracy as well. Alexander Ivanovich Chuprov pioneered the use of sample surveys in Imperial Russia in the 1870s (Cochran, 1963; Groves, 2010).

Sampling is the procedure of selecting a portion of a population to study in order to determine its characteristics. Sampling has two key benefits: quicker data collecting and lower costs (Groves, 2010). Each inquiry estimates at least one of the observed individuals' distinguishable personal qualities. In order to better understand a community, sampling is commonly utilized in commercial research, medical studies, and research on agriculture.

The method for selecting the subjects for information gathering has been described in literature (Taherdoost, 2021; Mwita, 2022). When selecting individuals for a study, it's important to take into account several key factors that can significantly impact the quality and representativeness of your findings.

Firstly, you need to decide whether your investigation will be conducted on an entire group as a whole or on a subset of individuals who can be seen as representative of that larger group. This decision depends on the scope of your research and the resources available for data collection and analysis.

Secondly, employing a random sampling method is crucial when choosing a sample from the larger population. Every member of the population has an equal chance of being chosen for the research thanks to random sampling. This approach minimizes bias and enhances the likelihood that your findings can be generalized to the broader population.

Additionally, it's essential to consider the variability present within the group you're studying. Individuals within a population may differ in various ways, and this diversity should be taken into account when selecting your sample. By doing so, you can ensure that your sample accurately represents the range of characteristics or perspectives present in the population.

To choose an appropriate sample, you should also employ suitable sampling techniques that align with your research objectives. Different techniques, such as stratified sampling (first grouping the population into smaller groups, then selecting samples across every segment) or purposive sampling (selecting individuals who possess specific characteristics relevant to the study), can be employed depends on the population category you are examining and the type of your research questions.

Three frequent sample designs that can be utilized are quota sampling, random sampling, and purposeful sampling (Palinkas et al.2015). Different forms of random sampling are also possible. The number of items to be included in a study is referred to in research as the sample size. A collection of items or people that are chosen from the general population and are thought to be a representation of the real population for

that particular research is referred to as the sample size. As a result, this section explains the procedure of finding the sample size in a population, as well as the techniques used in sampling.

The participants must be employees of NMG for them in order to be qualified to take part in the study. They must also have direct or indirect influence on news collection, reporting and editing. The research will use the purposeful sampling approach. Sampling units used in this technique are chosen based on the goal. A skewed estimate is produced by purposeful sampling, which is not statistically recognized. Only a few particular uses for this approach are allowed. Therefore, the approach will gather data and information that will give comprehensive insight into the effect of editorial policies on news coverage as it affects the participants directly.

3.5.1. Sample Size

Sixty (60%) of the intended research participants were included in the study's sample. In this regard, the sample size calculation was not undertaken since: $n = N * 60\%$

Where:

n =sample size

N =Target Population

Sample size (n)

Calculations

$$N = 110$$

$$n = 110 * 60 / 100 = 66$$

$$n = 66$$

The study mitigated the attrition rate by undertaking the study for a percentage of the total targeted participants. The minimum sample size was achieved by the purposive procedure.

Table 3: Sample Size Distribution

Category	N	n
Journalists	60	36
Editors	30	15
Sub-Editors	20	15
Total	110	66

Source: Nation Media Group (2021)

3.5.2. Sampling Technique

The research participants will be chosen using purposive sampling methods. The purposive sampling technique will be used to sample journalists and editors from NMG while approach for whole population sampling will be used to ensure only targeted study participants are included in the research. With a purposive sample, the researcher chooses a sample based on their understanding of the population and the subject under consideration. The sample's goal informed the careful selection of the respondents.

3.6. Data Collection Methods

The researcher employed questionnaires and focus groups to gather relevant data that helped to answer research questions under the study. Journalists, editors, and sub-editors physically received questionnaires, which were then physically collected three days later. Participants in the focus groups will be gathered in a room. They were then questioned and the results documented according to the responses given.

3.6.1 Development of Instruments

The study used questionnaires and interview guides as the data collection tools to gather data from the participants. Since research is conducted in various methods and for various goals, it is crucial to choose the instruments for data collecting. The goal of data collecting is to gather high-quality material that will enable analysis to result in the development of arguments that are credible and compelling in response to the issues that have been addressed.

3.6.2. Survey Questionnaires

In this study, the questionnaire used had closed ended questions and the Likert-style questions to help gather pertinent and crucial data for the research project (Mathers et al., 2009). The questionnaire allowed the researcher to collect data that is qualitative and quantitative in nature depending for easy analysis. These questions were based on the study variables. Using the questionnaire, data was collected from 66 journalists, sub-editors and editors. Time taken to fill each questionnaire was 3 days.

3.6.3. Comprehensive Interview Guide

In this study, Data was gathered from 10 journalists, 5 subeditors, and 5 editors using an interview guide. The interview guide contained open-ended questions pegged to the research objectives.

The decision to use an interview guide in this study was a purposeful one, as it was in line with the qualitative nature of the research and the nuanced analysis of the experiences that journalists, subeditors, and editors have had with editing policies.

The participants were given the opportunity to voice their opinions in a thorough manner through the use of open-ended questions contained within the guide. This contributed to the development of in-depth conversations that captured the complexities of their positions and their interactions with editorial rules. Not only did the interview guide ensure that the data collected was appropriate, but it also ensured that the data acquired was contextually meaningful by creating questions that were tailored to each individual function. This technique made it easier for participants to participate, which in turn encouraged them to provide comments that were both active and detailed. As a result, it ultimately contributed to a deeper comprehension of the influence that editorial policies have on news reporting within the media sector.

3.6.4. Document Analysis

Document analysis, a qualitative research approach used in this study, entailed a thorough review of official documents, with a particular focus on the Nation Media Group's editorial policy guidelines and a selection of news stories. The investigation intended to untangle the various layers of established norms imposed by the media organization by diving into these authoritative sources. As a foundational document, the editorial policy guidelines provided insights into the values, conventions, and expectations that govern journalistic activities within the Nation Media Group. The organization's attitude on several areas of news reporting, such as accuracy, impartiality, and adherence to ethical standards, were expressed in these principles.

Furthermore, the investigation included a close examination of a selected set of news pieces generated in accordance with these editorial principles. This method provided a hands-on assessment of how the guidelines' defined requirements were transformed into real-world reporting activities. The study intended to identify

patterns, trends, and deviations from the mandated editorial criteria by evaluating the content, style, and topic choices visible in these publications.

3.6.5. Data Analysis Framework

The structure for data analysis presents the questionnaire and data analysis framework and the hypothesis and testing decision matrix.

Table 4: Questionnaire and Data Analysis Framework

	Objective	Research Questions	Questions in the instrument of data collection	Data analysis
1	To examine the effects of policies on demand for comprehensive research on the coverage of news in print and social media channels in Kenya	What are the effects of demand for comprehensive research policies on the coverage of news in print and social media channels in Kenya?	Q5 (i-vi) Interview Q2	Descriptive/ inferential statistics (correlations & regression analysis) Content Analysis
2	To investigate the effect of editorial policies on choice of words on the coverage of news in print and social media channels in Kenya	What are the effects policies on choice of words on the coverage of news in print and social media channels in Kenya	Q6 (i-vi) Interview Q3	Descriptive/ inferential statistics Content Analysis
3	To determine the extent to which policies on requirement for geographical responsive news affects the coverage of news in print and social media channels in	What is the extent to which policies on requirement for geographical responsive news affects the coverage of news in print and social media channels in Kenya?	Q7 (i-vi) Interview Q4	Descriptive/ inferential statistics Content Analysis

The data breakdown arrangement presents the questionnaire and data analysis framework and the hypothesis and testing decision matrix. It questions the effects the different policies; under investigation affect news coverage its terms of comprehensive research, choice of words and geographical responsive news and justifies the problem does exist, and the research is necessary.

Table 5: Hypothesis Testing and Decision Matrix

Variable	Measurement	Test	Decision
Compressive Research	Time constraints	Correlations and test of significance	Reject null hypothesis if p is less than 0.05
	researching		
	Financial constraints in		
	verifying sources		
Choice of Word	Limited sources	Correlations and test of significance	Reject null hypothesis if p is less than 0.05
	Ambiguity in		
	definitions		
	Editing leading to loss		
Demand for balanced geographical news coverage	in meaning	Correlations and test of significance	Reject null hypothesis if p is less than 0.05
	Misinterpretation of		
	news		
	Time diversion		
	Elimination of	Correlations and test of significance	Reject null hypothesis if p is less than 0.05
	important news		
	Lack of response to		
	local news demand		

3.7. Pilot Testing

The questionnaire was pretested to ascertain the instruments' accuracy, clarity and suitability. In this regard, it was administered to ten (1-) targeted journalists from

the Nation Media Group's headquarter office at Nation Centre, as this is where the targeted participants are located.

3.7.1. Reliability

The pilot study's findings were utilized to find out the level to which the study tools align to the demands of the study and their appropriateness for use in data collection. Using Cronbach's alpha, the reliability of the items contained in the question. The scale of the Cronbach alpha test used to measure reliability. It is based on a coefficient which values that vary from 0 to 1 of more than internal consistency dependability of 0.7 is considered good (Malhotra, 2004).

3.7.1.1. Reliability Testing

The questionnaires were pretested in a pilot study involving 10 respondents. In order to assess the reliability of the study instrument, Cronbach's alpha (α) was utilized. The Cronbach's alpha, which ranges from 0 to 1, is "a reliability coefficient that measures the degree of internal consistency/homogeneity between variables measuring one construct." Reliability estimates that are acceptable begin at 0.7 (Malhotra, 2004). Values for Cronbach's alpha acquired from the pilot trial as presented in Table 3.4 ranged from 0.659 to 0.828. As a result, some of the sections in the questionnaire, "compressive research policy" ($\alpha=0.659$) and "media house news coverage" ($\alpha=0.665$) were deemed unreliable for use in data collection. Recommendations were thus made to revise them and add more statements. The other two sections, "editorial policies on choice of word" ($\alpha=0.828$) and "Editorial guidelines on the demand for geographically balanced news presentation" ($\alpha=0.806$) were deemed fit for use in data collection and did not need revision or adjustments.

Table 6: Reliability Statistics

Variable	N of Items	Cronbach's Alpha (α)	Verdict	Recommendations
Compressive Research Policy	6	.659	Questionable	Revise the statements and add more
Editorial Policies on Choice of Word	6	.828	Good	Reliable
Editorial policies on demand for balanced geographical news coverage	6	.806	Good	Reliable
Media House News Coverage	6	.665	Questionable	Revise the statements and add more

(Source: Field Data, 2021)

3.7.1.2: Revisions and Second Pretesting

Revisions were made for variables which failed the reliability test namely: Compressive Research Policy and Media House News Coverage. This was done by revising and adding more liker-scale statements to these categories to represent the sections better. The questionnaires were pretested again and the reliability test results presented in Table 7. After revision, the following Cronbach Alpha values were obtained “compressive research policy” ($\alpha=0.936$) and “media house news coverage” ($\alpha=0.938$). It was thus concluded that the statements in the two sections could now be relied on to yield consistent results and could be used in data collection.

Table 7: Second Pretesting Reliability Statistics

Variable	N of Items	Cronbach's Alpha	Verdict
Compressive Research Policy	9	.936	Very Reliable
Media House News Coverage	9	.938	Very Reliable

3.7.1.2. Combined Reliability Statistics

The combination of the reliability results is presented in Table 8.

Table 8: Combined Reliability Statistics

Variable	No. of Items	Cronbach's Alpha (α)	Verdict
Compressive Research Policy	9	.936	Very Reliable
Editorial Policies on Choice of Words	6	.828	Reliable
Editorial policies on demand for balanced geographical news coverage	6	.806	Reliable
Media House News Coverage	9	.938	Very Reliable

(Source: Field Data, 2021)

3.7.2. Validity

Research measured both internal and external validity of the research tools. In this regard, face validity was measured by assessing how understandable the research questions are to the respondents. Any ambiguous questions that were hard to understand by the respondents were adjusted accordingly (Cooper & Schindler, 2003). The university supervisors also examined the research tools. Their suggestions were used to guide the improvement of the questionnaire. The study furthermore ensured construct validity by formulating queries in the questionnaire in line with the literature discussed and operational explanations of the variables in the study. The study tools

were formulated in such a way that they contained enough questions in line with the research questions. This enhanced content validity. Thematic analysis was employed in testing the questionnaire's construct validity. In this regard, the right study coefficients were used in guiding the adjustments the questionnaire, and its improvement.

3.8. Analysis and Processing of Data

Quantitative data analysis was done using SPSS version 24 (Statistical Package for the Social Sciences). Tables and figures were used to present the findings. In the data analysis, specific descriptive statistics were employed. These featured the means, frequencies, and percentages. To evaluate the links between the study variables and the extent to which media house coverage of news may be predicted by the independent variables, Pearson correlation and multiple regression analyses were utilized concurrently based on the hypotheses of the study which will be:

HO₁: Demand for comprehensive research policies has no significant effects on the coverage of news in print and social media channels in Kenya.

HO₂: Editorial policies on choice of words have no significant effects on news coverage in print and social media channels in Kenya.

HO₃: Editorial policies requiring geographical responsive news have no significant effects on news coverage in print and social media channels in Kenya.

The following multiple regression model was used for the study:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where:

Y= Media House News Coverage of News

X_1 = Comprehensive Research Editorial Policy

X_2 = Choice of Words Editorial Policy

X_3 = Geographic Balance Editorial Policy

$\beta_1, \beta_0, \beta_2, \beta_3$ = Regression Coefficients

ϵ = Error term

Data from interviews were subjected to thematic analysis based on the variable items. The findings were presented in prose with some of the statements from respondents being presented verbatim to strengthen the study findings.

3.9. Ethical Considerations

Kitchin (2002) argues that crucial ethical considerations in research include privacy, confidentiality, anonymity, cultural sensitivity, and gender, as described in Kitchin (2000). The study complied with the legal prerequisites for doing research in Kenya. Firstly, a research authorization letter was acquired from the Tangaza University College Research Ethics Committee, NACOSTI, the County Education office, and NMG. Furthermore, strict compliance with the Data Protection Act of 2019 was ensured.

Prior to collecting data, the researcher made intentional efforts to effectively convey the goal of the research to the participants. The process of obtaining informed permission was conducted meticulously, ensuring that study participants willingly participated. The researchers ensured strict adherence to confidentiality protocols, refraining from collecting any personal information that could identify the participants (Cohen et al., 2007). The findings were reported with utmost objectivity and honesty.

The well-being, confidentiality, and emotional vulnerability of the participants were handled with the highest regard and ethical deliberation.

3.10. Chapter Overview

This chapter provides an overview of the research methodology used in the study, including important components such as the research design, target population, study site, sample, sampling procedures, pretesting, and the instruments and methodologies used for data collection and analysis. In addition, a thorough process of pre-testing and re-testing the study instruments was carried out to confirm their validity. The results of this preliminary testing phase are recorded in this paper. This chapter functions as an intermediary between the process of gathering data and the next chapters, in which the researcher converts, records, and analyses the findings obtained throughout the investigation.

CHAPTER 4

RESULTS

4.1. Introduction

The study findings are presented in this chapter. This was accomplished in accordance with the objectives of the study, which were: to examine the effects of editorial policies on demand for comprehensive research on news coverage in print and social media channels in Kenya; to investigate the effect of editorial policies on choice of words on news coverage in print and social media channels in Kenya and; to determine the extent to which policies on requirement for geographical responsive news, affects news coverage in print and social media channels in Kenya. Utilizing questionnaires and interviewing protocols, data was gathered. The next parts include a presentation of the findings.

4.2. Demographic Characteristics

The sample of the study was 56 persons. Out of these 49 was part of the study. As a result, the response rate was 74.2% as presented in Table 9. These were deemed sufficient for analysis since a response rate of 60% should be the goal of researchers according to Fincham (2008).

Table 9: Rate of Response

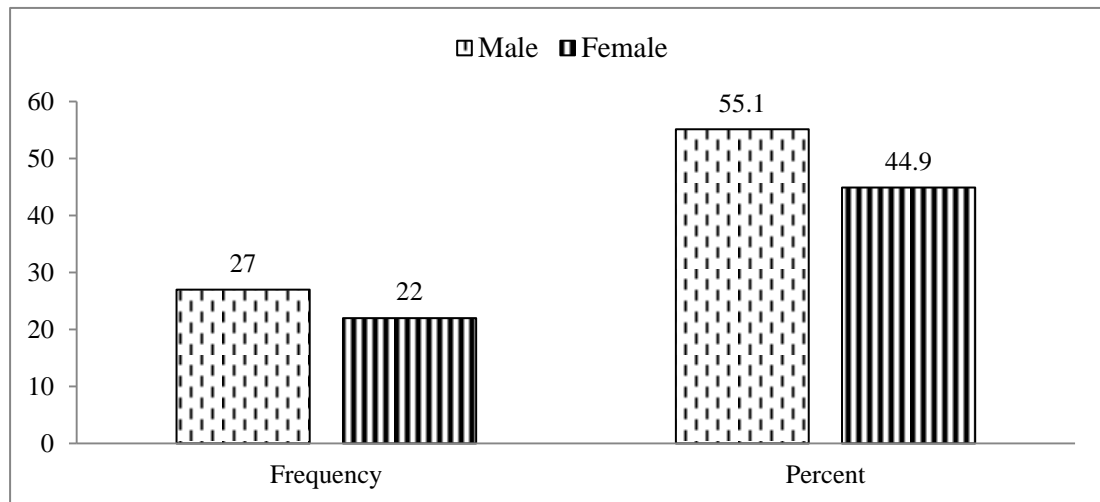
Category	Sample	Responded Rate	Response
Total	66	49	74.2%

(Source: Field Data, 2022)

The study went on to examine selected demographic characteristics of the research's participants. First, the research aimed to investigate the respondents'

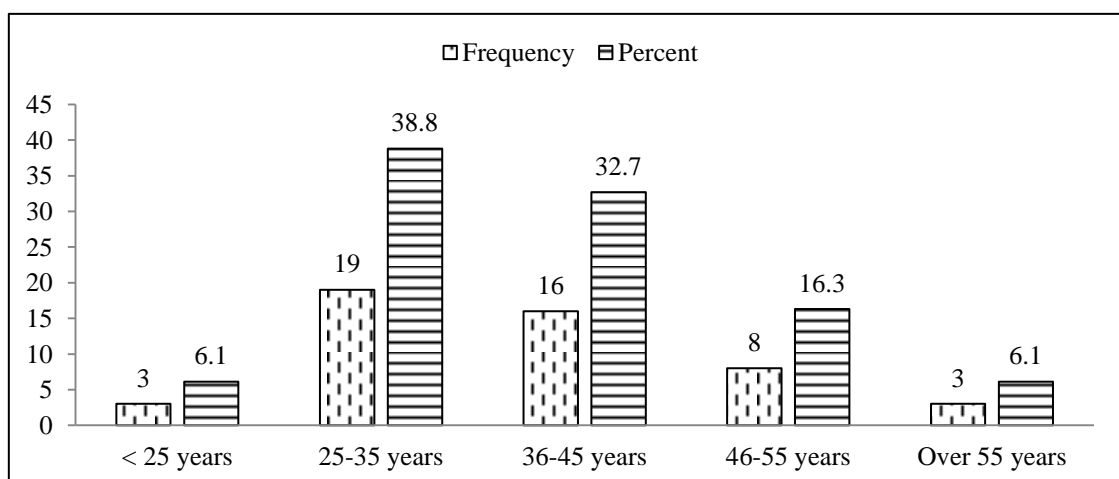
gender. In this poll, men made up the majority of respondents (55.1%) while women made up 44.9%.

Figure 3: Genders of Respondents



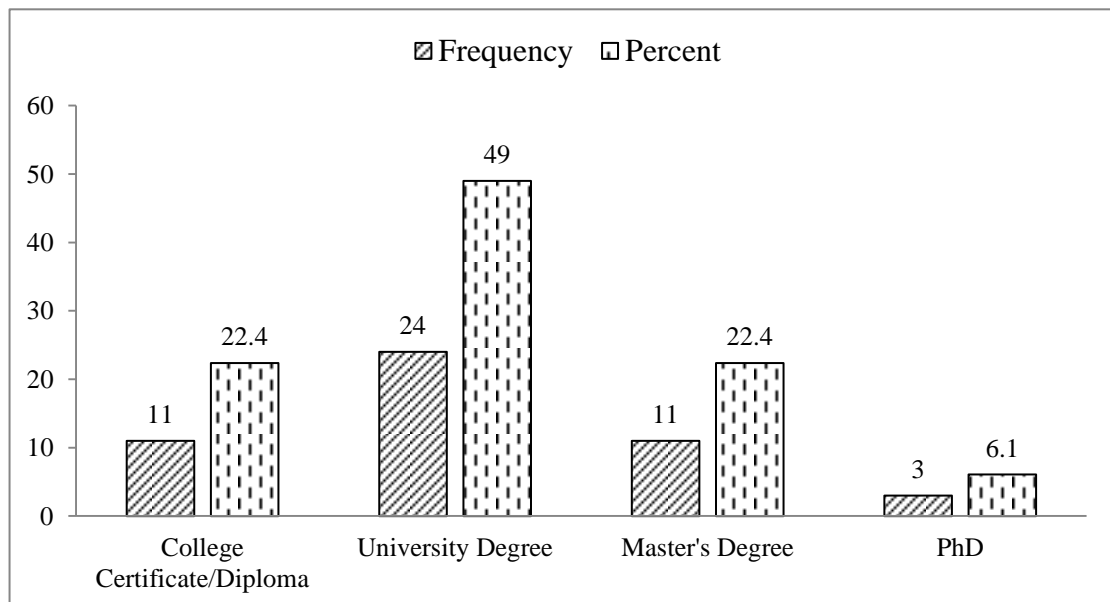
The study went on to investigate the ages of the participants. According to the results, 38.8% of the respondents were between the ages of 25 and 35. These were followed with people between the ages of 36 and 45 and 46 and 55. at 32.7% and 16.3% respectively. The rest were aged less than 25 years or more than 55 years each at 6.1%. Figure 4 displayed these outcomes.

Figure 4: Ages of Respondents



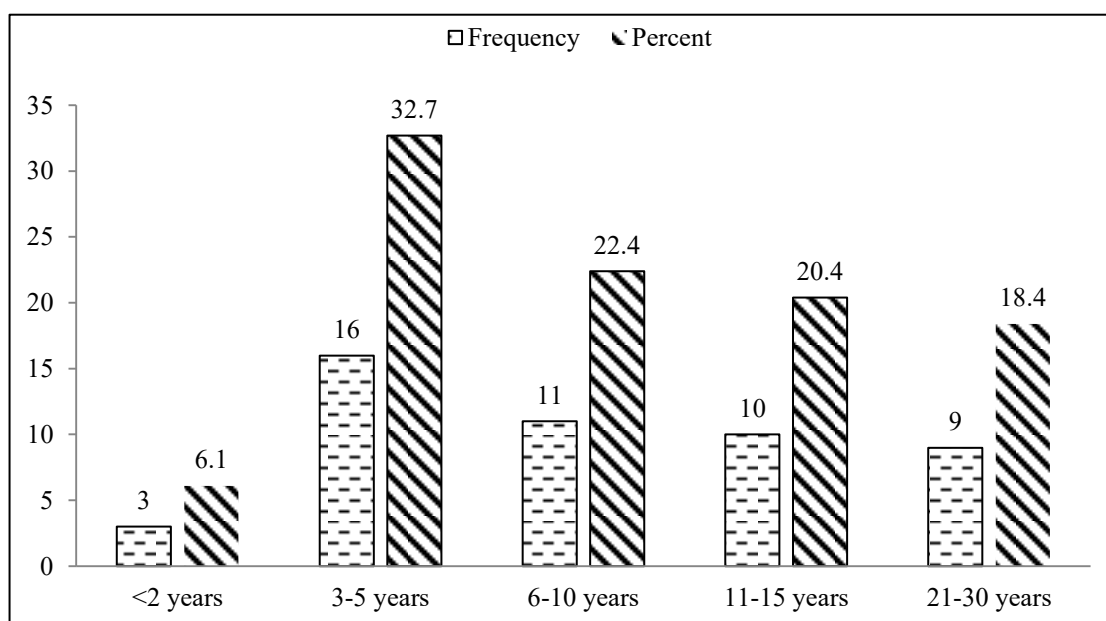
Research went on to investigate the education level of the participants. The findings show that most of the respondents had university degrees (49%). These were followed by those with college diplomas as well as those with master's degrees each at 22.4%. The rest had PhD degrees each at 6.1%. The findings were presented in Table 5.

Figure 5: Education Levels of Respondents



Participants were required to list the duration of their employment for the Nation Media Group (NMG). The findings show that the respondents had worked for divergent periods of time in the company. The majority of them (32.7%) had 3 to 5 years of employment. Those who had been employed between six to ten years and 11 to 15 years followed at 22.4% and 18.4% respectively. Whereas those who had worked for 21 to 30 years followed at 18.4%, only 6.1% had worked for less than 2 years as shown in the table below.

Figure 6: Durations Working in Company



4.3 Document Analysis

The Nation Media Group's Code of Conduct and Ethics for Journalists document was subjected to analysis. A tabular representation is shown in Table 1 below.

Table 1: Nation Media Group's Code of Conduct and Ethics Analysis

Criteria	Score (Out of 10)
Clarity and Specificity	8
Accountability and Corrections	9
Balanced Reporting	8
Digital Media Ethics	7
International Reporting	8
Confidentiality and Privacy	8
Avoidance of Conflict of Interest	8
Sensitivity to Vulnerable Groups	8
Pre-publication Verification	9

The Nation Media Group's Code of Conduct and Ethics for Journalists document analysis shows high performance across important components of journalistic standards, as indicated by the assessment ratings for various criteria. Notably, the score of 8 for clarity and specificity is highly impressive, indicating that the organization consistently communicates information in a clear and accurate manner. The high score of 9 in accountability and corrections demonstrates a strong dedication to precision and a readiness to quickly fix any mistakes.

An effort to provide information impartially was shown in balanced reporting, which likewise received a solid score of 8. A score of 7 in the area of digital media ethics indicates a satisfactory level of commitment to digital landscape ethical principles, with the possibility of further improvement.

A score of 8 for international reporting shows that the way it covers world events and concerns is impressive. A high dedication to ethical journalism methods was demonstrated by a score of 8 in privacy and confidentiality and the absence of conflicts of interest.

An 8 in "sensitivity to vulnerable groups" indicates careful coverage of stories that might affect disadvantaged or oppressed populations. The high score of 9 for pre-publication verification shows a strong dedication to thoroughly reviewing facts and making sure information is accurate before it is shared.

Even while there is room for improvement in areas like digital media ethics, the scores as a whole demonstrate a dedication to balanced reporting, journalistic integrity, and accountability.

The editorial policy guidelines and objectives of the Nation Media Group reveal a strong commitment to the values of fairness, objectivity, social responsibility, and continuous improvement in journalism. The group's editorial judgments and conduct across numerous media channels are guided by a set of principles and values outlined in this comprehensive statement. Journalists are expected to refer to these rules frequently for organizational purposes, and their performance will be assessed based on how well they understand and apply these ideas.

The editorial committee and board also play important roles in making sure these principles are followed, which shows how serious the organization is about being held accountable and having good governance. The document's operational and administrative goals stress the significance of fluency in several languages, hiring based on merit, holding frequent editorial conferences, managing news in a dynamic way, and making good use of digital channels to increase interaction and reach a worldwide audience. The organization's dedication to upholding journalism's high standards and encouraging a growth mindset is reflected in these aims.

Incorporating a Code of Ethics and Conduct strengthens the dedication to journalistic standards. Responsible journalism and a commitment to ethical standards in reporting and decision-making are emphasized by the code's emphasis on accuracy, impartiality, privacy, and the avoidance of conflicts of interest.

The document analysis essentially shows a media company that acknowledges the need to adapt and evolve in the ever-changing media world while simultaneously prioritizing the fundamental principles of journalism.

Journalists can use the rules as a map, and the system in place makes sure that everyone is held responsible for following them.

4.4. Editorial Guidelines on the Need for Comprehensive News Coverage in Kenyan Print and Social Media

The research project's first objective intended to examine how editorial guidelines affected Kenyans' desire for in-depth analysis of news coverage in print and social media. As a result, the study asked the participants to respond to a series of expressions in an effort to ascertain how editorial practices influence the desire for in-depth analysis of news coverage in print as well as social media channels. This was from 1 to 5, where 1 denotes "strongly disagree," 2 "disagree," 3 "neutral," 4 "agree," and 5 "strongly agree," as shown in Table 11.

Table 11: Editorial Guidelines on the Need for Comprehensive News Coverage in Kenyan Print and Social Media

Descriptive Statistics	Min	Max	Mean	Std. Dev.
Before being published, the media outlet mandates that news items be properly investigated in accordance with policy.	4	5	4	0.51
I am aware of one piece of news that I was compelled to omit owing to difficulties in locating, authenticating, and researching it.	4	5	4	0.51
As a result of time restrictions, certain important information is frequently omitted from news article research.	3	5	4	0.68
During the study process, some news articles become redundant and are replaced by other unrelated but interesting topics.	4	5	5	0.50
Due to their limited research budgets, journalists sometimes choose to abandon certain leads.	4	5	5	0.50
The media outlets' coverage of the news is impacted by the absence of sufficient human resources to fully study all news topics.	4	5	5	0.47
A comprehensive and up-to-date informational archive is lacking, making it difficult to do study on all current societal topics.	4	5	5	0.50
News coverage is limited because journalists have access to a lot of information but are unable to investigate it all owing to governmental restrictions.	4	5	4	0.51
Because of government red tape, it might take a while or even be impossible to do study on certain topics that are crucial to society.	3	5	4	0.67
Because there are no established guidelines for what constitutes a well-researched news story, coverage of significant social issues is constrained.	4	5	5	0.50

N=49

The mean and standard deviations of the responses to the questions on the editorial policies scale are summarized in Table 11. The majority of respondents from the sampled participants (M=4) agreed with the statement that the media outlet demands that news items be properly studied in accordance with policy before being published. The respondents also concurred (M=4) that they personally are aware of a news item that had to be omitted owing to difficulties in locating, authenticating, and researching it. The respondents concurred that there are frequently time restrictions

while investigating news stories, resulting in the exclusion of some important information (M=4). The respondents also concurred that certain news stories go out of date during research and are replaced by other, less relevant stories though interesting items (M=5).

When conducting news item research, journalists occasionally confront cost limits and frequently choose to forgo some leads (M=5). The respondents overwhelmingly concurred (M=5) that there are not enough people available to properly examine all news topics, which has an impact on how the media outlets report it. The respondents also overwhelmingly concurred (M=5) that there is no comprehensive information repository that is up to date and prepared to facilitate study on all current societal challenges. The respondents continued to agree (M=4) that although journalists have access to a wealth of news, they are unable to fully investigate all of it owing to policy restrictions, which limits the scope of reporting on the news.

Some societally significant topics require state agency clearance before being researched, which might cause research efforts to be fully halted or delayed (M=4). The respondents continued by strongly agreeing (M=5) that there were no established guidelines for what a well-researched news item should entail, which led to uncertainties that restricted coverage of crucial news for society.

When asked about the effect Given editorial guidelines and the need for in-depth analysis of news reporting in print and social media outlets in Kenya, the journalists pointed out that there was need to review the editorial policies. To this end one of the respondents said:

The editorial policies condition journalists to carry out thorough research, often with financial and time constraints, before submission of the articles and going to press. They also condition the news items, failure to which we risk our work being thrown out by editors (Respondent 1, August 2022).

4.5. Effect of Editorial Policies on Choice of Words on News Coverage in Print and Social Media Channels

The study's second objective was to determine how editorial standards for word choice affected news coverage in print and social media outlets in Kenya, which is illustrated in Table 12. In this context, the study asked the participants to react to a series of questions with a goal to ascertain how editorial practices impact the wording of news stories in Kenya's print and social media outlets.

Table 12: Effect of Editorial Policies on Choice of Words on News Coverage in Print and Social Media Channels

Descriptive Statistics				
	Min	Max	Mean	Std. Dev.
Editorial policies on choice of words, presents a dilemma to journalists on how to cover sensitive topics in the society.	1	5	4	1.46
The policies on choice of words are riddled with ambiguity in definitions and are hard to interpret which affects how news are covered in print and social media.	3	5	4	0.74
The demand for use of “clean words” leads to loss of meaning of some news pieces through rigorous editing processes.	3	5	4	0.78
Some news items end up being misinterpreted by the target audience and this affects the intended impact.	3	5	4	0.91
A traditional and legalistic guideline on choice of words leads to the exclusion of the younger audience who are more liberal in their use of words.	3	5	4	0.66
Some journalists have been dragged into law suits due to their choice of words in reporting and this affects their morale in covering issues of societal importance.	3	5	4	0.73
N=49				

The findings in Table 12 demonstrate that participants agreed (M=4) that editorial policies on choice of words, presents a dilemma to journalists on how to cover sensitive topics in the society. They also agreed (M=4) that the policies on choice of words are riddled with ambiguity in definitions and are hard to interpret which affects how news are covered both in print and on the internet. Participants

went on to agree (M=4) that the demand for use of “clean words” leads to loss of meaning of some news pieces through rigorous editing processes. They also pointed out that some news items end up being misinterpreted by the target audience and this affects the intended impact (M=4). Furthermore, the respondents agreed (M=4) that a traditional and legalistic guideline on choice of words leads to the exclusion of the younger audience who are more liberal in their use of words and that some journalists have been dragged into law suits due to their choice of words in reporting and this affects their morale in covering issues of societal importance (M=4).

When asked about the effect of editorial policies on choice of words, the journalists pointed out that there is need for a comprehensive review of the editorial policies on choice of words. This is because the editorial policies affect not only a particular sentence structure and vocabulary, but also the order in which knowledge is presented in stories. To this end one of the respondents said:

We need the freedom to choose words as the presumed credibility of a message is influenced by the structure of language in general, and language complexity in particular. As journalists we need to choose words that will make our story interesting yet factual to the reader or listener. (Respondent 2, August 2022).

When asked to explain the effects that policies on choice of words have on the coverage of news in Kenyan print media and social media, they had this to say:

Choice of words, especially certain words, greatly affects what is ultimately communicated. For example, if I'm required to write that a girl was physically molested instead of raped, then the term harassed connotes a milder form of harm and inoffensively communicated that this girl was sexually assaulted. Physically molested could point to a physical injury for example being beaten with a stick, being slapped or being verbally pushed down. This definitely has an effect on news coverage, terms of choice of words (Respondent 2, August 2022).

Figure 8 shows the word cloud produced by the analysis compared to the objective. First of all, the words that stand out the most are highlighted. are ‘editorial’,

extent to which policies on requirement for geographical responsive news, affects news coverage in print and social media channels. The findings were presented in Table 13.

Table 13: Policies on Requirement for Geographical Responsive News and News Coverage in Print and Social Media Channels in Kenya

Descriptive Statistics				
Statement	Min	Max	Mean	Std. Dev.
The emphasis to ensure regionally balanced news coverage leads to the exclusion of important news items on issues affecting the society.	3	5	4	0.70
Time that could be used to thoroughly cover some pertinent news items is diverted to cover news from other parts of the world and this limits the ability of media houses to address other issues affecting the society.	3	5	4	0.61
Media houses are often not responsive to local news demand due to focus on meeting editorial policy requirements on geographically balanced news coverage.	3	5	4	0.82
Journalists often contend with diverted attention and may not thoroughly pursue local news on issues of societal concern which leads to shallow news coverage.	3	5	4	0.85
The demand for geographically balanced news coverage is not necessarily a reflection of target audience preferences which leads to wastage of valuable print and social media space.	3	5	4	0.61
News from other media channels often overshadows the visibility of regional news which leads to loss of time and resources that could be used to focus on important societal issues.	3	5	4	0.96
N=49				

Outcomes in Table 13 shows that participants agreed (M=4) that emphasis to ensure regionally balanced news coverage leads to the exclusion of important news items on issues affecting the society. The reporters also agreed (M=4) that time could be used to thoroughly cover some pertinent news items is diverted to cover news from different corners of the globe and this limits the ability of media houses to address other issues affecting the society. The respondents went on to agree (M=4) that the

Media houses are often not responsive to local news demand due to focus on meeting editorial policy requirements on geographically balanced news coverage.

Furthermore, the respondents agreed (M=4) that journalists often contend with diverted attention and may not thoroughly pursue local news on issues of societal concern which leads to shallow news coverage. The reporters also agreed (M=4) that the demand for geographically balanced news coverage is not necessarily a reflection of target audience preferences which leads to wastage of priceless printed along with online social networking spaces. The respondents went on to agree (M=4) that news from other media channels often overshadows the visibility of regional news which leads to loss of time and resources that could be used to focus on important societal issues.

When asked about the extent to which editorial policies affect geographical coverage of news, the journalists pointed out that journalists are taught from the beginning the significance of proximity in news collection. In addition, the participants pointed out that newspaper's resource allocations determines which incidents are identified and published in that particular beat, hence news beats. This ensures that a reporter can often be assigned to a beat in a specific geographic area if several incidents occurring there are newsworthy and warrant on-going coverage. To this end one of the respondents said:

“The proximity concept has been perpetuated as a news selection device in the newsroom as well as a news value among news consumers. Most of the time, the newspaper allocates resource which determines which incidents are identified and published in that particular beat. As such, geographical proximity influences the news content in both popular and regional newspapers. (Respondent 3, August 2022).”

A different participant continued by saying:

“However, there are a number of difficulties. The variety of viewpoints reflected in a beat, for example, may be small, which can impact the diversity

of news coverage. This can also contribute to pack journalism, which is a type of groupthink. (Respondent 4, August 2022).”

When asked to explain to what degree policies on requirement for geographical impact of interactive news the coverage of news In Kenya's print and social media outlets, the respondents said that:

“The requirement to have news from all geographical locations means that some areas will have heightened news items for example if a political leader is visiting the area, while another area will be left with localized news for example cattle rustling in the area (Respondent's 4, 2022, August).”

A different participant continued by saying:

“There may a requirement to compare geographical regions based on the news items. For example, a new item on the background of the source of questionable wealth for a leader may be brought to the front, and requiring a comparison to other leaders from different areas may only show how much they have in terms of genuinely acquired wealth. This would come out as a verdict on his wealth acquisition and a deductive conclusion that he is in the wrong. This then becomes a judgment rather than an unbiased news item (Respondent 4, August 2022).”

The figure below shows the word cloud produced by the study contrasted with the objective. In the beginning it is obvious that the terms highlighted with the highest prominence are ‘geographical’, ‘coverage’, ‘social’, ‘news’, ‘media’ and ‘balanced’. This observation is consistent with the objective’s aim. The term ‘reporters’ and ‘regional’ two key phrases present, once more reflecting the objective's goal. It is evident that the demand for geographical coverage of projects as enshrined in the editorial standards the Nation media conglomerate determine the kind of news items reported. This might ultimately impact the ability of newspapers to aid in the advancement of society. The findings were presented in Figure 9.

Figure 9: Word Cloud on Items on Demand for Geographical



4.7. News coverage in Kenyan newspapers and social media channels

The objective of the research was to evaluate the extent of news coverage in Kenyan print and social media channels. In this regard, the research prompted those surveyed to react to a series of propositions to attempt to establish the degree of news coverage in print and social media channels in Kenya, as indicated in Table 14.

Table 14: News Coverage in Kenyan Print and Social Media Channels

Descriptive Statistics				
Statement	Min	Max	Mean	Std. Dev.
All societal concerns are not fully covered by media outlets.	1	3	2	0.60
Due to restrictions imposed by editorial policy, I have not been able to cover all the news stories I had planned to throughout my career.	4	5	5	0.39
The way that news is covered by media outlets is subject to real restrictions imposed by editorial guidelines.	4	5	5	0.41
Editorial guidelines frequently aid in sifting through relevant societal news.	4	5	5	0.28
The standard of the news reported is impacted by editorial policies.	4	5	5	0.31
Different news stories are covered differently in print and on social media due to editorial rules.	4	5	5	0.49
By informing and educating the public about important societal issues, media organizations have helped to tangibly influence society.	5	5	5	0.00
Editorial demands frequently have an influence on the morale of reporters and editors, which affects their commitment to reporting news.	5	5	5	0.00
Due to a lack of rigorous adherence to editorial norms, several reporters and editors have been subject to punitive actions, which has impacted their commitment to covering news.	4	5	5	0.47
N=49				

The participants didn't agree (M=2) that media outlets cover every subject of public interest in depth. Nevertheless, the respondents (M=5) concurred that owing to editorial policy restrictions, they had not been able to cover all the news topics they meant to during their careers. The reporters continued to concur (M=5) that media outlets cannot cover news as they choose because of real restrictions imposed by editorial guidelines. Participants also concurred (M=5) that editorial practices frequently aid in excluding some crucial social news and have an impact on the overall quality of news coverage. Participants also concurred (M=5) that editorial practices affect how certain news topics are covered in print and on social media platforms. By informing and educating individuals about important societal issues,

media outlets have helped to tangibly alter society, according to the respondents (M=5). The reporters also concurred (M=5) that editorial demands frequently have an influence on the morale of reporters and editors, which affects their commitment to reporting news. They continued by agreeing to a large extent (M=5) that certain reporters and editors have been subjected to disciplinary measures owing to a lack of rigorous adherence to editorial norms, and that this has diminished their commitment to covering news.

When questioned about the extent of news coverage in Kenya's print and social media outlets, the journalists noted how social media has altered society. They pointed out that the emergence of social media has led to citizen journalism, which has deprofessionalized the industry. In response, one of the responders stated:

Due to the expansion of several news organizations, each with their own websites, Twitter accounts, Facebook pages, etc., the competition for news delivery is intense. In terms of market share and classified advertising, the internet is replacing newspapers (Respondent 5, August 2022).

Another participant continued by saying:

Because they bring up new markets and revenue sources and are not seen as an extension of existing media channels, online businesses are thriving. Many people have canceled their newspaper subscriptions as a result of this. In the majority of media organizations, layoffs, bankruptcies, and pay cuts are thus quickly becoming the norm (Respondent 6, August 2022).

Another respondent went on to say that:

The emergence of newspaper apps is evidence that the newspaper industry is catching up to attract young readers. Media houses are also targeting the youth on Facebook pages and twitter handles (Respondent 7, 2022 4TH August).

The following was added by another respondent:

Because anyone may go online and publish their own stories without thinking of Journalist, journalism is in a difficult position nowadays! (Respondent 8, August 2022).

When asked to share the differences the impact of editorial guidelines on how news is reported in print and on social media, the respondents pointed out that:

Print editorial policies cover the basis for publishing a news item and give guidelines for the same. However, social media uses the same print editorial guidelines. While some areas interlink some do not. For example a picture must go through verification so as not to cause untold mental anguish to readers and family members when seen in the print media. For social media, pictures are often placed in real time and may be both distressing and disturbing to the reader once they see it. The vetting process is short and sometimes is not there altogether (Respondent 5, August 2022).

When queried how print and social media outlets in Kenya support social change, the respondents provided the following responses:

They cover news that brings to light an atrocity committed and help bring the culprits to book. For example if a girl has been molested by a teacher and the person is still teaching the same pupil (Respondent 5, August 2022).

A different participant proceeded by saying:

They highlight general news that concerns everyone, hence educating all on the outcomes For example political news and the ruling of the Supreme Court to uphold the election of a leader (Respondent 5, August 2022).

The following was added by another respondent:

The cover marginalized areas, like Marsabit and Turkana. This brings to attention the need to support the people in those areas and not ostracize them. Some may think that the death of camels and whole herds in an area like Marsabit does not concern them, until it becomes clear that unlike those in towns and cities who have access to clean water, these people rely on their animals like a bank. Without water for their animals, they cannot eat, they cannot trade and they cannot live. (Respondent 5, August 2022).

When asked to explain the issues of societal concern that are covered by media houses in Kenya, the respondent had this to say:

Media houses cover issues to do with gender, the environment, people, climate and politics among other things (Respondent 5, August 2022).

When asked to explain whether media houses cover all the issues identified in the preceding section, the respondents said:

Yes, they cover all of the issues. However, they are not covered at the same time. Dwelling on one issue too long while it is not everyone's concern at the moment, comes out a biased reporting (Respondent 5, August 2022).

4.8. Pearson Correlation

To investigate the link between the independent and dependent research variables, Pearson correlation was used. The results demonstrate a statistically significant association between media house news coverage and comprehensive research policy ($r=0.527$, $p<0.05$), as well as between editorial policies and the requirement for geographically fair news coverage ($r=0.476$, $p<0.05$). However, there was no statistically significant relationship between editorial policies on choice of word ($r=0.120$, $p>0.05$). The following research hypotheses were put to the test in light of these results:

HO₁: Demand for comprehensive research policies has no significant effect on the coverage of news in print and social media channels in Kenya. **Decision: Reject**

HO₂: Editorial policies on choice of words have no significant effect on news coverage in print and social media channels in Kenya. **Decision: Accept.**

HO₃: Editorial policies on requirements for geographical responsive news have no significant effects on news coverage in print and social media channels in Kenya. **Decision: Reject**

Table 15: Pearson Correlation

Correlations				Compressive Research Policy	Editorial Policies Choice Word	Editorial policies on Demand for Balanced Geographical News Coverage	Media House News Coverage
Compressive Research Policy		Pearson Correlation	1		-.085	.252	.527**
		Sig. (2-tailed)			.561	.080	.000
		N	49	49	49	49	49
Editorial Policies on Choice of Word		Pearson Correlation	-.085	1		.660**	.120
		Sig. (2-tailed)	.561			.000	.410
		N	49	49	49	49	49
Editorial policies on Demand for Balanced Geographical News Coverage		Pearson Correlation	.252	.660**	1		.476**
		Sig. (2-tailed)	.080	.000			.001
		N	49	49	49	49	49
Media House News Coverage		Pearson Correlation	.527**	.120	.476**	1	
		Sig. (2-tailed)	.000	.410	.001		
		N	49	49	49	49	49

** . Correlation is significant at the 0.01 level (2-tailed).

4.8. Regression Analysis

The goal of the study was to determine how much editorial policies could predict media company news coverage. The results demonstrate that the independent variables (compressive research policy; as shown in Table 16 on model summary) were significant. editorial guidelines on the need for geographically fair news coverage and; editorial policies on choice of word) could jointly explain 41.8% of the diversity in news coverage by media outlets. The model was considered strong.

Table 16: Model Overview

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.646 ^a	.418	.379	2.13506		

a. Predictors: Demand for Balanced Geographical News Coverage (Constant), Editorial Policies, Compressive Research Policy, Editorial Policies on Choice of Word

As shown in Table 16, analysis of variance (ANOVA) demonstrates that all the independent variables might considerably and statistically anticipate the news coverage in media houses ($F=10.769$, $P<0.05$).

Table 17: Analysis of Variance

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147.276	3	49.092	10.769	.000 ^b
	Residual	205.132	45	4.558		
	Total	352.408	48			

a. Dependent Variable: Media House News Coverage

b. Predictors: (Constant), Editorial policies on Demand for Balanced Geographical News Coverage, Compressive Research Policy, Editorial Policies on Choice of Word

The research then used a t-test to look at how each independent variable related to media house coverage of news. Only compressive research policy ($t=3.098$, $p<0.05$) and editorial guidelines on the necessity for geographically balanced news coverage ($t=2.957$, $p<0.05$) might statistically anticipate the news coverage in media outlets. However, policies on choice of words did not ($t= -1.061$, $p<0.05$). These findings affirm the decisions to reject the null hypotheses under Pearson Correlation. Based on these findings, the variable on policies on choice of words was dropped from the fitting of the regression mode in Table 18.

Table 18: Regression Coefficients

Coefficients^a						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	71.986	4.004			17.977	.000
Comprehensive Research Policy	.129	.042	.388		3.098	.003
Editorial Policies on Choice of Word	-.034	.032	-.171		-1.061	.294
Editorial policies on Demand for Balanced Geographical News Coverage	.122	.041	.492		2.957	.005

a. Dependent Variable: Media House News Coverage

The coefficients obtained from the regression model offer valuable insights into the correlations between these variables and the projected news coverage. The constant term, fixed at 71.986, signifies the anticipated value of Media House News Coverage when all independent variables are at zero. A positive coefficient of 0.129 for Comprehensive Research Editorial Policy indicates that a one-unit rise in this variable is linked to a 0.129-unit increase in Media House News Coverage, suggesting a positive correlation between comprehensive research policy and news coverage.

In contrast, the variable "Editorial Policies on Choice of Word" has a negative coefficient of -0.034. This implies that, while keeping all other parameters unchanged, a single-unit rise in Editorial Policies on Choice of Word is linked to a reduction of 0.034 units in Media House News Coverage. Nevertheless, it is crucial to acknowledge that this variable lacks statistical significance, as evidenced by its p-value of 0.294.

The final variable, Editorial Policies on Demand for Balanced Geographical News Coverage, has a correlation of 0.122, indicating a positive relationship. These

findings suggest that for every one-unit rise in this variable, there is a corresponding increase of 0.122 units in Media House News Coverage. This indicates a positive correlation between policies that prioritize balanced geographical coverage and the amount of news coverage received.

In conclusion, the Comprehensive Research Editorial Policy and Editorial Policies on Demand for Balanced Geographical News Coverage are positively correlated with increased news coverage. However, the non-significant coefficient for Editorial Policies on Choice of Word indicates that, according to the data, this variable does not have a significant impact on Media House News Coverage.

CHAPTER 5

DISCUSSION

5.1. Introduction

Discussion is provided in this chapter. This was done in accordance with the following study objectives: to investigate how editorial guidelines affect the need for in-depth studies on news reporting in Kenyan print and social media; to investigate the effect of editorial policies on choice of words on news coverage in print and social media channels in Kenya and; to determine the extent to which policies on requirement for geographical responsive news, affects news coverage in print and social media channels in Kenya. The discussion is presented in the following sections.

5.2. Demographic Characteristics

This section provides summary on information on the rate of response achieved and highlights details on the participants' demographics. These include gender distribution, overview of their age groups, educational backgrounds as well as the duration of their employment at the Nation Media Group (NMG).

5.2.1. Rate of Response

The research had an 82.1% response rate. This was found suitable since a response rate of more than 60% is considered sufficient for analysis (Fincham, 2008). Research then considered a few of the participants' demographic traits. First, the study aimed to investigate the respondents' gender. In this poll, men made up the majority of respondents (55.1%) while women made up 44.9%. Recent times have seen an upsurge in expectations for survey response rates. For the majority of studies, researchers should strive for response rates of about 60%, and publishers should

anticipate this. Survey research that attempts to be representative of everybody is expected to have a response rate of 80%.

The findings reveal that both genders were adequately represented in the research. This might eliminate gender bias (Heidari et al., 2016). The term "representativeness" describes how closely the sample used in the questionnaire research resembles (or is representative of) the target population. Can the individual reading confidently understand the study's findings knowing that a wide and comprehensive representative of the population used? was captured in the sample of respondents? Nonresponse bias, which occurs when prospective respondents in a sample or community choose not to respond to the survey, is fatal to the validity and reliability of survey study findings. In the event an investigation only receives 30% of those who responded, there is a 70% nonresponse bias in the research, a survey with a 20% participation rate has an 80% nonresponse bias. To address the issue of lack of representativeness, Brick and Kalton (1996) propose weighting components of the study's sample represent the larger population characteristics. This study cannot apply this approach since the world of media outlets and social media is too fragmented and different.

Ten standards were provided by Reutzel (2013) for survey research reports. Response rates (criterion 7) and representativeness (criterion 3), respectively, are two of the requirements. After conducting a meta-analysis of web- or online-based surveys, Cornesse and Bosnjak (2018) argue that response representativeness is more important than response rate in survey research. Rate of response is significant, though, if it affects representativeness. The impact of nonresponse bias is significantly more pronounced when 100% nonresponse occurs in sample components recruited from small populations. Samples must accurately reflect the greater media industry in

breadth in order to further mitigate the detrimental impacts of nonresponse bias. given that the research population is very small and made up of a single media house. The evaluation threshold for this study has been set at 80% representation.

Calculating response rates includes dividing the entire number of valid responses received by the number of eligible respondents in the sample. Mitchell argues, with support from other sources, that the survey response rate should be calculated by dividing the total sample that was initially contacted for the survey by the number of returned questionnaires. Some determine the denominator by dividing the total number of surveys that were never completed by the initial sample. Mitchell (1989) contends that this computation just measures the effectiveness of the questionnaire in persuading participants to retake the survey and conceals a potentially significant bias in the instrument's sample selection.

5.2.2. Gender Analysis

In this study, the issue of gender equality was taken into account. A key strategy for advancing gender equality and producing more inclusive research results is to incorporate sex and gender analysis into studies. At every stage of the study process—conception, proposal, execution, and dissemination—the gender aspect can be taken into account. In order to take additional aspects like age, income, education, location, or ethnicity into account, it is best to combine this with an intersectional strategy.

This is due to the possibility that gender perceptions may affect the findings of scientific inquiries. Males, for instance, tended to evaluate studies reporting gender bias in research less favorably when asked it is necessary to read the abstracts as illustrated by van den Besselaar and Sandström (2016). This suggests males are

reluctant to embrace gender prejudice. Males and females are different in several ways, however most scientific research shows that these differences do not significantly affect psychological qualities (Del Giudice, 2015). Men and women have similar brains, personalities, cognitive capacities, and behavioural patterns. As a result, there are no fundamental distinctions between them. Therefore, the selection of study participants must be guided by gender parity (Alazar, et al., 2020).

Heidari et al. (2016) claim that a study's inclusion of gender and sex constitutes an analysis is an essential strategy for increasing research results' inclusivity and boosting gender equality. Taking into account the gender element has benefits such as increasing scientific skill and creativity as well as including all prospective sexes. At every stage of the study process - conception, proposal, execution, and dissemination - the gender aspect can be taken into account. According to Heidari et al. (2016), this study took into account age, education, and gender in addition to gender (2016).

Van den Besselaar and Sandström (2016) research backs up this position. who claim that gender perceptions may have an impact on the findings of scientific investigations. García-González et al. (2019) observed that although there are differences between men and women, the bulk of scientific studies suggest that these differences are not very significant in terms of psychological qualities. Both genders have similar brains, personalities, cognitive capacities, and behavioural patterns. Men and women do have some general characteristics, but they are not the polar opposites that many people believe them to be.

García-González et al. (2019) assert that gender discrimination in research affects both the choice of study participants and beliefs about people's capacity to perform high-quality research. Due to an androcentric, or male-focused bias,

researchers have frequently chosen males as their research subjects in both biological investigations and studies on social or behavioural phenomena. This bias is present in studies of both nonhuman animals and humans. Because of this, we know nothing else about females than what is necessary for reproduction, and governments and other institutions have a history of issuing laws without having a sufficient understanding of how those laws would affect the welfare of women. As a result, this study eliminated gender prejudice while taking into account the aforementioned criteria.

5.2.3. Ages of the Respondents

The study's findings demonstrate that all age groups were represented. These results demonstrate that participants encompassed a continuum of ages. By depicting the subject of the study in its entirety, this could increase the diversity of the results based on age perceptions (Geronimus et al., 2006). This age distribution can be used to accurately eliminate bias from a survey (Young, 2015). Geronimus et al. (2006) claim that using a closed question in which respondents must choose their age from a variety of age group categories is one of the most typical ways to display age ranges in a survey. The three primary age groups that demographics typically divide the population into are children and young adults (under the age of 15), people of working age (15-64), and elderly people (above the age of 65) (García-González et al., 2019).

Age is a question that is frequently asked in surveys. While it might not matter in other areas of life, age can have an impact in surveys. Let's say the query is about movies. A senior is more likely to respond to a movie from 20 to 30 years ago while a teenager is more likely to respond to a movie from the past two to three years. As a

result, the researcher should allow the respondents to submit their age as a number or their year of birth. In this manner, the researcher is able to accurately compare and contrast the respondents' ages.

5.2.4. The respondents' level of education

The results demonstrate that participants had appropriate education levels to represent the subject under investigation. This was in accordance with the Goldberg et al. (2015) research that underlines the need for education in making contributions to a study subject.

The ability to participate effectively in survey is strongly influenced by education. When studying a wide range of social outcomes, as well as when examining demographic and social development, measures of education are typically taken into consideration. According to Connelly et al. (2016), there is no single, accepted standard or straightforward way to measure education, making it more challenging to assess the level of education appropriately. This is because majority of nations have intricate educational structures that frequently shift over time. Because of this, it is far from simple to measure someone's education inside a social survey, and those who analyze social survey data should be aware of the difficulties and dangers of employing education variables in statistical analyses (Al-Shuaibi et al., 2018).

Large samples of respondents from general social surveys that represent the population's overall structure are typically used to gather data. As a result, respondents from a variety of ages and life stages will frequently be included in samples. Most countries' educational systems have undergone significant change in the recent past, and older survey respondents will typically have received a different

education than younger ones. Despite the crucial role that education plays in sociological research, creating measures from social survey data is a process that is frequently handled in a cursory manner. In survey research, there are at least three major categories of technique that are frequently used to quantify education. Data on the degree of education was gathered for this study using measurements based on qualifications. This study used qualification-based assessments to provide a clearer picture of a person's degree of education. This matters since it has an impact on the caliber of responses (Stoop, 2014).

5.2.5. Duration Working in Company

The majority of those who responded had spent enough time in the organization to make informed contributions on the influence of editorial policies on news coverage and the associated impacts on social change. Research by Abun et al. shows that work experience could have significant effects on self-efficacy and abilities to respond to research questions (Abun et al., 2021).

According to Panneerselvam and Balaraman (2022) measuring employee experience can help the research determine whether the employer is meeting employees' needs and whether the employees are content with their jobs. Understanding employee experience metrics is crucial in research because they can respond the questionnaires adequately. Employee experience refers to how a worker perceives every element of their work environment, including the company culture, the physical workspace, and the equipment and resources they have access to. Other elements may be incorporated by various businesses into their definitions of the employee experience.

This study discovered that NMG's reward programs, physical workspace, and organizational culture had the biggest impacts on the company's capacity to retain employees and, consequently, attract and retain high performers. As a result, employees with long experiences gave insightful responses about the organization (Pradhan & Jena, 2016).

5.3. The Nation Media Group Editorial Policy Guidelines

The main goal of examining the editorial policy guidelines of the Nation Media Group was to comprehend how they influence editorial choices and conduct throughout the media organization. This extensive document highlights the organization's steadfast dedication to values like as equity, impartiality, societal accountability, and an ongoing pursuit of journalistic excellence. Journalists are required to consistently consult these rules, and their competence is assessed based on their comprehension and implementation of these concepts.

The editorial committee and board have crucial responsibilities in ensuring compliance with these values, emphasizing the organization's dedication to responsibility and effective management. The operational and administrative objectives prioritize the acquisition of language skills, recruitment based on merit, efficient management of news content, and the strategic utilization of digital channels to enhance global engagement. The incorporation of a Code of Ethics and Conduct strengthens the commitment to journalistic principles, highlighting the importance of accountable journalism and principled decision-making. In general, the document analysis depicts a media corporation that acknowledges the changing media

environment while firmly adhering to the fundamental principles of journalism, offering journalists a guiding structure and ensuring responsibility.

These findings align with Tedla (2016) assertion that organizational policies have a significant impact on news reporting. Each media organization has its own set of guidelines, laws, and positions on certain topics, which the editorial team (gatekeepers) must adhere to.

According to Shoemaker and Vos (2009), editorial guidelines control the dissemination of information by preventing sensational, controversial, or inappropriate content from reaching the public or being published. Moreover, the editorial content of modern media is influenced by other factors that dictate the choice of news. The most influential factors in this context include media proprietors, media executives, editorial guidelines, sponsors, viewership, and sources of information.

Media proprietors who have strong political affiliations are prone to being politically co-opted, so exerting their influence on editorial policy in accordance with their own persuasions. The alignment of viewpoints regarding the editorial trajectory the media should pursue is occasionally tempered by intense commercial rivalry, resulting in discord among media proprietors. The business incentive predominantly drives media proprietors, often causing them to disregard their social responsibility obligations (Beam et al., 2009).

In a survey conducted by Thurman et al. (2016) to collect comparative data on journalists' perspectives and attitudes toward their work in the United Kingdom (UK), it was discovered that editorial practices of news organizations, together with media legislation and regulation, exert significant effect on their work.

Awolowo (2009) defines editorial policy in Nigeria as the overall ethical principles or ideals that guide the operations of news media organizations. It might be seen as the media organization's mission or vision statement. Awolowo asserts that the editorial culture or philosophy of a media organization has a profound influence on the quality of its reporting. Regardless of the owner of a media outlet, the policies of the company will outline its objectives and vision (Awolowo, 2009). The regulations elucidate the operational procedures of media enterprises and furnish journalists with directives for the content to be reported, the manner in which it should be covered, and the manner in which it should be presented.

Every media entity possesses an idea, which serves as an explicit or implicit direction that guides the activities of managers, editors, reporters, presenters, and programmers (Asemah, 2011). The document delineates the specific performance criteria that every station employee must fulfill in order to comply with the station's rules and standards. To achieve the station's objective, it includes the mission statement. Furthermore, it encompasses the media house style, which delineates the methodology for creating material for the station. These limitations have condensed news reports, removing the essence of the issue and instead offering a sanitized viewpoint in a domain that might be filled with categorizations, injustices, and aggression. Instead of promoting the development of a shared goal or objective.

Hence, editorial rules might occasionally impede editorial autonomy, which refers to the capacity to exert authority over the creation, release, and distribution of material without being influenced by external factors and in accordance with the editorial principles of a certain news organization (Brogi et al., 2020).

Descriptive research in journalism studies has extensively discovered numerous variables, mostly by examining media practitioners' perceptions of their own autonomy. These factors encompass the economic and political forces that are consistently present in discussions on media policy, together with the impact of sources, established media practices, and the personal viewpoints of journalists (Reich & Hanitzsch, 2013).

5.4 Editorial Guidelines on the Demand for Comprehensive News Coverage in Kenyan Print and Social Media

Examining the effects of editorial policies on the demand for thorough news coverage in print and social media channels in Kenya was the study's initial objective. The majority of respondents from the sampled participants agreed with the claim that news stories must be properly investigated in accordance with policy before being published by the media outlet. Because of this, editorial regulations require journalists to conduct in-depth research before submitting their pieces and sending them to press, typically under pressure of time and money resources. Additionally, they put conditions on the news stories, failing which they run the danger of having editors reject their work. The studies shown above highlight the significance of editorial guidelines in media organizations.

These outcomes are consistent with those of Shoemaker and Reese (2013), who found that journalists make decisions about their careers every day depending on a variety of both internal and external reasons. This is because journalism as a profession is built on objectivity. Hence, the objectivity norm is present guiding journalists in the selection, collection, and dissemination of material during the news making process. As a result, journalist job expectations have a lot of predictive power

when it comes to how journalists apply the objectivity rule. As a consequence, journalistic position expectations can influence the production process, as well as the news material, through the objectivity standard. Existing literature has underlined the importance of editorial policies on journalism. As stated by Nash (2013), the limitations of research requirements have a significant impact on journalists. They are thus prevented from using tales to further social reform roles.

The respondents also mentioned that they individually are aware of a piece of news that they were compelled to exclude due to difficulties in their study and the need to confirm its sources and veracity. They stated that because of time restrictions, several important news topics are sometimes overlooked when being researched. According to the body of literature already in existence, it is important to note that the weight given to various societally significant issues may help institutions take action to counteract their negative effects, possibly impacting change in society as a journalist must undertake thorough investigation prior to sharing a piece of news (Thurman et al., 2016; Asemah, 2011).

According to this study, some news stories' capacity to promote social reform may be reduced. This outcome is in line with Mari's (2014) results which opines that most companies prioritize their financial objectives - the need to produce sales in order to continue producing news. For newspapers, this means concentrating on the content-advertising relationship through the convergence of corporate and editorial divisions. The appointment of sales managers to editorial teams of newspapers is an example of these processes. As a result of this phase of integration, questions about journalism autonomy arise.

When conducting news item investigation, journalists may confront budgetary challenges and frequently decide to forgo some leads. Therefore, editorial guidelines

demand that a reporter conduct in-depth research before disseminating a news article (Thurman et al., 2011). News coverage would not be complete without research, which costs money to do out. Reports are unable to thoroughly cover stories owing to a lack of resources, which affects their ability to timely deliver some news. As a result, a lot of news stories that may have an impact on social reform are left out.

It is worth noting that media outlets frequently face constraints that prevent them from properly deploying reporters to cover every story. Studies demonstrates that journalists' methods of operation have an impact on the news content they generate. Routines are considered to be the result of "patterned, repetitious procedures, forms, and regulations that journalists adopt to do their work" (Shoemaker & Reese, 2013). These routines are imposed by the company or motivated by individual attitudes and expectations, and they can also be influenced by the customers that mass media organizations invest a lot of time and money following up (Loosen & Schmidt, 2012; Shoemaker & Reese, 2013). Reporters have many divergent obligations which limit their abilities to adequately create time to research all news items in their busy and patterned routines.

Participants also concurred that certain news stories become out of date during research and are replaced by more interesting but unrelated stories. These results are consistent with a research by Agu (2015) that demonstrates that nominal or verbal ellipses are often used in the headlines of news stories. Headlines are often written in short sentences, and the word "to be" is frequently omitted. This is because certain terms are purposely left out by journalists in order to make headlines less verbose and more visually appealing. These policies deny major news items from seeing the limelight of the day which affects their ability to influence social transformation as hypothesized by this present research.

Revisiting the literature reviewed, it is obvious that media policies provide a connection between what is credible news, and what is an educated understanding of this news and the consumption of it. This builds a trustworthy opinion and healthy judgement on the news consumed. Therefore the information contained there-in, serves to guide not only news source, but the consumer of the news items such a way that there is little, or no misunderstanding, about the intention of the news item. This eliminates discourtesy, vagueness and unclear or exaggeration in reporting, and reduces negative reactions to news items as they are consumed (Agarwal & Kumar, 2017). To achieve these goals, there is need to have well equipped libraries and repositories of information to enhance the abilities of reporters to research and present news items on a quick and timely manner.

Researchers found that although journalists have access to a lot of material, they are unable to explore all of it owing to policy restrictions, which limits the amount of news that can be covered. These results are consistent with the literature review. For instance, Brownlee and Beam (2002) discovered that 30% of reports quoted commercial constraints, 25% pointed out news organization procedures, guidelines, or customs, 20% blamed external agents like government agencies, and 10% thought that professional standards limited their journalistic autonomy (Brownlee & Beam, 2012). This makes it clear that journalists are often not free to cover news items as they wish. This concurs with findings from here in Africa. In Tanzania for example, government and organizational policies regarding journalists' job was found to be above average (Ramaprasad, 2001). Ugandan journalists when surveyed were portrayed as individuals subjected to pressure from the country's media regulations, the ruling government, and domineering politicians (Muhindo, 2020).

This affected the nature of stories they covered as well as those they were willing to research on.

Research demonstrates that there was no room for independent thought or workspace for journalists (Brownlee & Beam, 2012). While carrying out their tasks, journalists had to abide by a variety of limitations, including those set by the government, media rules, editorial guidelines, media owners, politicians, and marketers. Because of this drive to rely on policy limitations, it was nevertheless difficult for most journalists to follow some news stories. These results demonstrate that editorial rules have an impact on the need for thorough research on news coverage in print and social media channels in Kenyan businesses. The limitations imposed by research requirements have a significant impact on journalists (Shoemaker & Reese, 2013). As a result, they are unable to promote changes in social roles via the use of stories.

Journalists make career decisions every day depending on a variety of internal and external factors, assert Shoemaker and Reese (2013). This is because journalism as a profession is built on objectivity. The news creation process adheres to the objectivity norm, which guides journalists in their choice, collection, and dissemination of content. As a result, journalist job expectations have a lot of predictive power when it comes to how journalists apply the objectivity rule. As a consequence, journalistic position expectations can influence the production process, as well as the news material, through the objectivity standard. Furthermore, the outcomes are in line with the results of Mari (2014) who opines that most companies prioritize their financial objectives - the need to produce sales in order to continue producing news. For newspapers, this means concentrating on the content-advertising relationship through the convergence of corporate and editorial divisions. The

appointment of sales managers to editorial teams of newspapers is an example of these processes. As a result of this phase of integration, questions about journalism autonomy arise.

News journalism is the practice of obtaining, publishing, or broadcasting information that has undergone meticulous examination to ensure its accuracy and veracity (Reich, 2011). As a result, the information presented as news must be supported by substantial evidence and be presented in an understandable manner. There is no room for mistakes or misunderstandings. A news journalist's job is to find material that can be verified and attributed to dependable sources. They should not spread rumours or make wild guesses. When assembling news pieces, they should refrain from expressing their personal opinions. Accuracy is crucial for the technique for journalists.

Urban and Schweiger (2014) posits that editorial policies guide the journalists on what publish or avoid if they are unsure until they are certain. Therefore, when reporting what they know and do not know, journalists must be completely honest. On the other hand, Brennen and Gutsche (2019) contend that research is necessary for journalism to report successfully. When researching a topic, a reporter may need to study previously published news articles to learn more about the context of an incident. However, they cannot afford to duplicate what they observe. Although the statements may seem convincing, they are not necessarily true. You should not make reference to anything unless you are satisfied that it is an accurate account of what took place. Even old information should be viewed with the same degree of skepticism as recent news items.

According to Brennen and Gutsche (2019), before anything is included, it must first be confirmed. If a journalist must use information that they were unable to

independently verify, they must qualify that information by citing a source. To avoid giving the impression that the statements are credited to the journalist, one might use terms like "according to" in this situation. It's also important to mention that the majority of reporters receive a notebook when they begin their careers and are instructed to keep it safe and never discard it. This is due to the fact that they are never sure when they might need to utilize their notes as evidence in a court action.

Making accurate notes is crucial. According to Harper (2010), the standard guideline is that notes ought to be current as well as accurate. This means that rather than writing down information from memory later, you must have spoken to trustworthy sources at the moment an incident occurred. The reporter must also maintain track of the research he or she did for the story. The notebook should contain all of this information, or, for those using computers, folders and files. Journalists should always maintain track of any bookmarks and email correspondence related to their story, per the editorial guidelines. However, the journalist must make sure that their records do not identify persons they have spoken to in cases where anonymity has been sought or is necessary.

When a journalist is working with names, figures, and dates, accuracy is crucial. If a journalist refers to someone in the report, they must spell their name correctly. It must be accurate if one is referring to their age. When reporting on the number of attendees at a meeting, the journalist should not hazard an estimate; instead, they should look for and quote someone who might know, such as the event organizer. A journalist must accurately record the day, date, and name of the street where an incident occurred while writing about it. Being legally safe is just as important as being factual in this situation. For example, it may be a legal minefield for the reporter and the news organization they work for if they publish a piece on

someone with a misspelled name who lives at the wrong address and is alleged to have been involved in an event on the wrong day (CRIC, 2018).

Research in journalism is essential in light of the rise of fake news. The usage of social media has increased, according to Simons and Manoilo (2021), and numerous viewers increasingly rely on platforms like Twitter and Facebook as their primary source of information, which has sped up the dissemination of false news. The disconnection of the original source from the current dialogue is the risk associated with distributing news on social media. Facebook is set up so that the original material, whether it is phony or true, becomes farther removed from the topic being discussed as more users add comments.

Van Heekeren (2020) posits that someone may publish a legitimate link to a news article that has been fact-checked and is fair, objective, and impartial reporting on a reputable news website. However, their personal emotional response is what they post in return. Then another person responds to that statement online. They could add anecdotes or rumours as they go along. Then another individual speaks. Additionally, the reader is moving farther away from the original source as the comment thread lengthens. There is not a button to return to the top. So few people, it would seem, take the time to read back through the Facebook comments to double-check with the original source. The Facebook feed has its own personality.

Wagner and Boczkowski (2019) added that Twitter operates in a similar manner. The further we stray from the original subject, the longer the thread of comments becomes, many of which are based on an emotional response to the prior post rather than the original post. That may be advantageous if the information in the original post was false and needed to be disproven. However, it can be risky when the initial post had true information and subsequent posters failed to refute it using logic,

reliable sources, or material that had been verified, but instead drowned out reasonable discussion by introducing misinformation.

People commenting on social media, unlike the journalist who created the original article, are rarely constrained by editorial ethics, least of all veracity. Post-truth refers to this phenomenon, which is the discussion that takes place after the information has been revealed and is based more on emotional response than on factual facts. Additionally, this poses a risk to journalists that follow social media feeds. As a result, today, the majority of newsrooms have specialized journalists that follow social media feeds. Their responsibility is to locate news pieces on social media, not to consume the circulated fake news. Fact-checking sections are common in today's newsrooms, and their mission is to carefully examine any information given by influential people or on social media. In the previous five years, a significant number of independent fact-checking news websites have appeared, for example, FullFact and FactCheck. They are there to make guarantee accuracy. Therefore, when gathering news, a journalist will frequently have to rely on unnamed sources. Finding and speaking with persons who are reluctant to share their identities for security or professional reasons may be a necessary step in the fact-checking process according to Lazer et al. (2018).

5.5 Effect of Editorial Policies on Choice of Words on News Coverage in Print and Social Media Channels

The second objective of the study was to investigate the effect of editorial policies on choice of words on news coverage in print and social media channels in Kenya. The study findings show that editorial policies on choice of words, presents a dilemma to journalists on how to cover sensitive topics in the society. Abubakar (2019) in “news values and the ethical dilemmas of covering violent extremism”

shows that news coverage is linked to demands for carefulness in content selection, source relationships, story framing, and coping with victims, as well as the effect of terror reporting on their personal safety and professional viability. Journalists are thus required to carefully choose words that do not arouse trouble while also conveying a message. As a result, it remains the “content” of a new item can be lost. Within the context of this current study, this can go on to affect the capacity of news items to achieve social transformation ideals.

The study showed that the policies on choice of words are riddled with ambiguity in definitions and are hard to interpret which affects how news are covered in print and social media. This creates a dilemma for journalists. Delfia (2017) points out that the peculiarity of a particular media house is defined to a large extent by the choice of words (diction) used in news coverage. More often than not, Journalists have employed a wide variety of vocabulary terms in an effort to interact with readers. The freedom to select one's own diction has become a core component of the media's success. For example, the diction used in the title is usually crafted to meet the needs of readers, influence the reader's feelings, and attract more readers. Journalists prefer words based on unique dispositions and features of their news. Regrettably, the imposition of policies that limit this freedom also affects the delivery of some news items. As result, journalists are left with little option but to report within the requirement of their media houses. This ought not to be so since the ability of journalists to articulate some issues that could affect social transformation is greatly limited.

The study also noted that the demand for use of “clean words” leads to loss of meaning of some news pieces through rigorous editing processes. They also pointed out that some news items end up being misinterpreted by the target audience and this

affects the intended impact. It is therefore imperative to note that the presumed credibility of a message is influenced by the structure of language in general, and language complexity in particular (Jucks & Paus, 2012). Therefore, the reporter must use the terms that will make the story interesting yet factual to the reader or listener. As a result, the journalists often use synonyms, or terms with exactly the same meaning to appear impartial and to separate the reporter from the story by writing in the third person. The use of overt or indirect expression attributed to someone other than the reporter as well as passive verbs are sometimes used to convey objectivity on the subject. But this can pose problems to audience. Dangling between choice of words for particular purposes often means that the audience may not get the correct message as intended. They may decipher it wrongly. Consequently, the ability of message to yield the expected transformative outcome may be challenged.

Furthermore, the study findings show that a traditional and legalistic guideline on choice of words leads to the exclusion of the younger audience who are more liberal in their use of words and that some journalists have been dragged into law suits due to their choice of words in reporting and this affects their morale in covering issues of societal importance. This is in accordance with the existing literature that shows that the presumed credibility of a message is influenced by the structure of language in general and language complexity in particular (Jucks & Paus, 2012). Therefore, the reporter must use the terms that will make the story interesting yet factual to the reader or listener. When limitations are placed by editorial policies, the ability of reporters to feel competent in presenting news to different audiences is limited. This can go on to affect their propensity to reach audiences adequately and to realize the desired social transformation.

As a result, there is need for a comprehensive review of the editorial policies on choice of words. According to Awagu (2021), editorial policies affect not only a particular sentence structure and vocabulary, but also the order in which knowledge is presented in stories. Journalists may also use coded messages in their stories by carefully selecting words and sentences. Therefore, journalist must be given the freedom to choose words as the presumed credibility of a message is influenced by the structure of language in general and language complexity in particular. The reporter must use the terms that will make the story interesting yet factual to the reader or listener. According to Awagu (2021), the diction used in the title is usually crafted to meet the needs of readers, influence the reader's feelings, and attract more readers

Jucks and Paus (2012) opines that the presumed credibility of a message is influenced by the structure of language in general, and language complexity in particular. As a result, the reporter must use the terms that will make the story interesting yet factual to the reader or listener.

Khudhair (2018) argues that the choice of words is important in news reporting. It is not just the study of texts; it is also concerned with the cognitive learning and prospective application of texts, which are important to investigate in messages from mass media. The most significant elements in the news report are found in the choice of words which help the readers absorb the important parts of news stories.

While delivering information succinctly in news articles is crucial, news messages must be communicated effectively, must cover all the points, and must leave no room for confusion or misinterpretation (Bell, 1991). A unique writing style that may be different from any other style utilized in writing in other disciplines is

required while writing for a newspaper. Journalistic prose aims to avoid using jargon and is plain and precise. Instead of using long words, journalists frequently utilize short ones. They employ subject-verb-object grammar and engaging, energetic writing. They use tales, illustrations, and metaphors; they seldom ever rely on impersonal generalizations or amorphous concepts. Within a paragraph, news writers work to avoid using the same word again.

The choice of words by the author can affect whether a word is used correctly or incorrectly, so the journalist must be careful while selecting their words. When writing about people, it's best to avoid dehumanizing language, and terms that explicitly state that people are present or play a part in a news story should not be left out. However, news has a propensity to be reduced in a way that highlights the condition they stand for in a news report. Instead of the more empathetic "participants with and without diabetes" or "participants with and without a diagnosis of diabetes," the phrase "diabetes and no diabetes" could be used (Crystal & Davy, 1988).

While such abbreviations are occasionally required to communicate results effectively, especially when presented in tabular form, they should be avoided wherever possible and are most definitely not appropriate when introducing the individuals involved in the news. Most readers of news will want the age of participants and other people to be referred to accurately; young men and women, for instance, should not be called "boys" and "girls," which, generally speaking, should be used only of children 12 years of age and under. News readers may even object to the use of "subjects" instead of "individuals" or "people" because it is too impersonal. Editors and editing rules typically stipulate this for any constraints of this nature, and it is crucial to keep the specific context in mind and use common sense while evaluating each term. For example, referring to a 25-year-old male as a "boy" is

generally considered incorrect. On the other hand, it might be acceptable to use the term "working girl" when describing a 40-year-old prostitute, especially if that is the terminology the prostitute uses to refer to herself. In such cases, it's advisable to place the term within quotation marks and/or provide context to ensure respectful and accurate communication (Crystal & Davy, 1988).

The key to using words in this way appropriately is to be precise while avoiding bias. It may not be a deliberate distinction, but it will come across as inaccurate and biased if, for example, a journalist calls a 30-year-old man a "man" but calls a woman of the same age a "girl," or uses the masculine pronoun "he" when writing of doctors and the feminine pronoun "she" when writing of nurses. Bias can be defined as the willful preference of one group of people over another or the use of stereotypes to describe any particular group of people. It can occur in terms of ethnicity, country, sex/gender, class, education, age, and other factors (Ward & Grower, 2020).

5.6. Policies on Requirement for Geographical Responsive News and News Coverage in Print and Social Media Channels in Kenya

The third objective of the study was to determine the extent to which policies on requirement for geographical responsive news, affects news coverage in print and social media channels in Kenya. The results demonstrate that the policy goal is to ensure regionally balanced news coverage, which may result in the omission of significant news stories on socially significant subjects. These results support existing research that demonstrates that many journalistic news articles have been suppressed in favor of regionally balanced reporting (Kabucua et al., 2020; Kibisu, 2017). In this context, it is clear that reporters are often required to air new, irrespective of their quality which may affect their overall effect on key societal issues.

The study also noted that time could be used to thoroughly cover some pertinent news items is diverted to cover news from other parts of the world and this limits the ability of media houses to address other issues affecting the society. This as conceptualized by this study can affect the ability of reporters to put emphasis on some topic news items to confirm with the policies of the Nation Media Group (NMG, 2018).

The respondents went on to point out that the Media houses are often not responsive to local news demand due to focus on meeting editorial policy requirements on geographically balanced news coverage. In line with the gatekeeping theory (Shoemaker & Vos, 2009, p.1), demands for geographically balanced news coverage could affect the gatekeeping role of reporters in news coverage. As a result, the social transformation potential of the news covered could be limited.

Therefore, journalists often contend with diverted attention and may not thoroughly pursue local news on issues of societal concern which leads to shallow news coverage. According to Armstrong et al. (2015), geographical emphasis of news may not necessarily show improvement in the newsworthiness of the news aired and may not necessarily be a reflection of target audience preferences which leads to wastage of valuable print and social media space.

Abubakar (2019) posits that the inability to cover news adequately due to limitations in can affect the quality of news presented. It is thus pertinent to ensure that reporters have the freedom, away from policy limitations, to advance stories without reporting for the sake of adhering to geographical coverage demand.

News from other media channels often overshadows the visibility of regional news which leads to loss of time and resources that could be used to focus on important societal issues. This ought not to be so since resources limit the ability of

newsrooms to cover new adequately (Thurman et al., 2011). Therefore, the over emphasis on geographical coverage of news items could affect social transformation as important items are omitted.

The problem is inherent in the system. Journalists are taught from the beginning the significance of proximity in news collection. As a result, proximity has been perpetuated as a news selection device in the newsroom as well as a news value among news consumers. Although, in a digital and social media world where news can be geo-located to the news consumer, new pathways to where news is consumed are being created and the concept of what is local, close, or proximate is being challenged.

More often, newspaper's resource allocations determines which incidents are identified and published in that particular beat, hence news beats. This ensures that a reporter can often be assigned to a beat in a specific geographic area if several incidents occurring there are newsworthy and warrant on-going coverage. However, there are a number of difficulties in such a situation. The variety of viewpoints reflected in a beat, for example, may be small, which can impact the diversity of news coverage. This can also contribute to pack journalism, which is a type of groupthink (Costera, 2013). In Kenya, geographical proximity among other factors influences the news content in both popular and regional newspapers. When the viewer is held in mind, proximity always plays a major role. Regional newspapers, for example, have a local audience interested in regional news.

The benefit of proximity as "news value" has long been assumed to be essential. This can be explained simply by the fact that those who are close by tend to attach greater importance to events. For example, news coverage decline with proximity (Hellekant & Karlsson, 2019). Additionally, coverage of regular news

events—as opposed to exceptional ones— is enhanced by proximity (Túñez & Guevara, 2009). However, the relationship between coverage and distance is far from perfect. Boukes et al. (2022) monitored a series of news events and came to the conclusion that there was little variation in the distance between newspapers that decided to cover or not to cover the occurrences.

Does geography have less of an impact on newsworthiness if these conflicting results imply that distance is an inaccurate predictor of news coverage? On the contrary, it implies that a more nuanced comprehension of the connections between places is necessary. It may be necessary to acknowledge the following as a starting point: that the relevant distance may be determined by social proximity or separation rather than a straightforward physical metric of miles; that place characteristics unrelated to either physical distance or social distance may affect coverage; and that there should be more nuanced measures of the dependent variable (coverage) than simply whether or not an event has been the subject of a news story.

It must be remembered that the effects of distance may manifest themselves in ways that cannot be quantified by straightforward metrics such as whether an event gets covered, or how many and how long of stories are written about it. Journalists employed a wider range of news sources for local stories than for those outside of their area of coverage, according to Boukes et al. (2019). They observed that when journalists leave their local towns, they rely more on visible, high-visibility sources because they lack the varied network of sources they have at home. According to the authors, the distance between reporters' homes and the towns where events happened had a direct impact on the sorts and range of sources used. As a result, distance became a source of bias.

Further evidence for framing variations with distance comes from Broersma and Graham (2012). The more removed one is from a controversy, the easier it is to be liberal about it. As a result, the group closest to the locus of reform perceives the desirability of the reform differently than those who are distant. Applying this to environmental reporting, it might be "easier" for a newspaper to adopt an environmentalist frame if it is located far from the source of the issue because the area in which it publishes is unlikely to incur any connected economic hardship.

Of course, distance is not the only geographic factor that could affect the amount of coverage a news item receives in a newspaper. Researchers have looked at the issue of whether a location's attributes increase the likelihood that news about events there will be reported elsewhere (Quezada et al. 2015). However, if the goal is to ascertain why specific events are covered differently in other communities, the venue of the event is irrelevant. Instead, the question is whether the peculiarities of the localities where certain newspapers are published have an impact on how the events are covered.

The degree of connection between two places can sometimes be determined by how similar or unlike their qualities are, depending on the situation. As a result, the qualities of a place may influence social distance (or its inverse, social proximity), which may be substantially different from the actual distance between the same locales. Giles and Shaw (2009) emphasized the significance of psychological closeness, or how much a news audience identifies with a location. Dafonte-Gómez (2018) supported this perspective by introducing asserting that distance is a variable predicting the quantity of coverage, and it is important in a study of news coverage.

Geographical distance is only one factor in the significance of site factors to coverage. Newspapers, according to Gaziano (1984), are quite responsive to the

structural traits of the communities in which they print. They specifically make a distinction between homogeneous communities - where, according to them, consensus is common and media refrain from criticizing (explicitly or implicitly) existing power bases—and more pluralistic communities, where power is less centralized, conflict is more frequent, and the media can actively report on it without undermining community norms (Gaziano, 1984).

Researchers in the field of mass communication have investigated how such community-level structural factors may influence the quantity of coverage and the framing of issues in local newspapers. They discovered that media in highly homogeneous towns were less willing to hold corporate polluters accountable than newspapers in more diverse communities when examining coverage (Mccombs & Funk, 2011). However, they discovered that ethnic diversity (as a measure of community pluralism) did not consistently have an impact on the coverage of local toxic-waste issues. The statistical outcomes were ambiguous when they examined the effects of community reliance on manufacturing (representative of a unified power base with a potential stake in the problem) (Mccombs & Funk, 2011).

It should be noted that while our concern is with coverage by papers of different distances from the news events, these studies have concentrated on community homogeneity/pluralism as influencing coverage of local concerns. However, their focus has been on the idea that newspapers may ignore topics that pose a threat to long-standing commercial interests in homogeneous areas. It makes sense that this avoidance would also apply to distant events. Even though the actual argument is going place outside of the town, the general subject of environmental concerns taking precedence over corporate interests may be unpleasant in such a circumstance (Guo, 2011). According to this reasoning, newspapers in heterogeneous

communities would be more likely than those in homogenous environments to cover even remote environmental issues in a manner unfriendly to economic interests.

Because so many newspapers use the same text source, it might be assumed that geographical features and social distance are less significant when using wire-service content. However, editorial decisions regarding article content are still made locally. Wire reports are regularly rewritten to emphasize local viewpoints and are usually modified for length and content. The editorial choice of a paper's staff to publish wire articles "as is" reflects on those stories that do appear without alteration (Guo, 2011).

The quick advancement of mobile social networking technology has made geographic restrictions on news coverage insignificant (Liu et al. 2018) on the hand. The network structure, the information content, the authority and influence of the source, the opinion and attitude of the majority, and the spatial-temporal characteristics of human behaviour are only a few of the many variables that determine how news is covered on social networks. However, despite mounting data that suggests spatial considerations limit internet news dissemination, geographic issues are frequently disregarded. In this study, we look into how policies on geographical responsive news coverage are appreciated in social networks.

Geographical issues are often analysed from two angles: distance and location. On the one hand, many studies have found the distance decay effect in online social networks, meaning that the greater the geographic distance, the less likely it is that there would be user interaction or news coverage. Additionally, a gravity model or a radiation model can be used to depict the relationship between the chance of interaction and distance. The influence that distance has on the composition of social media coverage is frequently viewed as having an indirect impact on the likelihood of

news coverage. Long-distance connections tend to dissolve when people interact more with those who live nearby. Higher distances typically result in poorer interaction rates, probabilities, and effectiveness of news coverage (Gao et al. 2013).

On contrast, the location element impacts the spatial-temporal laws of human behaviour, which has an impact on how news is covered in social media. People that live in comparable geographic areas, such as the same city, display similar behaviour. The distinctive economic and cultural characteristics of a city frequently have an impact on how its residents behave, setting that locale's population apart from that of other areas. For instance, residents of particular cities are more inclined to see and share entertainment news, whilst residents of other places are accustomed to browsing newscasts. However, a large-scale quantitative investigation on the direct impact of spatial characteristics, such as distance and location, on news coverage in social networks is lacking (Sadri et al., 2020)

Numerous studies based on Facebook, Twitter, Foursquare, and other social media platforms have been conducted on geographic characteristics and information distribution. Previous studies have some flaws, such as treating little amounts of data, examining geography at a coarse level of granularity, or lumping social aspects together.

The singular conviction that technology can overcome geography and culture to produce a single worldwide forum of communication that unites everyone on earth under a shared set of rules and standards has come to define the era of social media. However, analysis of the geographical distribution of Twitter users revealed that people retweet other users close to them almost as frequently as users in distant parts of the world. Similar to how they disseminated local news as frequently as international news when tweeting links to news items, thus, it appears that broadcast

platforms like Twitter do at least partially offset the effect of geography. At the same time, it becomes obvious that Twitter's broadcast and impersonal nature is exactly what enables it to transcend geographical distance when examining the consequent worldwide network of retweets and shares. On Twitter, a person's prominence and influence matter more than their proximity to you (Chi et al. 2016).

Simply put, Twitter is unique because it is a public broadcasting platform that allows anyone to shout at anyone, anywhere in the globe (Revers, 2014). This distinctive quality both enables it to transcend geographic distance and renders relationship building challenging. Tweet about herding everyone on the planet into a massive stadium, giving them everyone bullhorns and having them all shout at the same time, vying to be heard over one another as they race around the stadium attempting to talk to celebrities. Being heard on Twitter is more important than forming and maintaining relationships. Similar to how geographic distance from important media outlets like the Nation Media Group has little bearing on the amount of news coverage, other factors including research output predominately determine news attention. In contrast, geographic proximity has a significant impact on which stories a specific news organization chooses to cover when it comes to general news coverage.

Facebook, on the other hand, is all about close connections with loved ones, friends, and co-workers, as well as sharing private stuff with them that is not meant to be seen by the public (Stoycheff et al., 2017). Geographical distance is the most important factor in determining trust in this situation, reminding us that Facebook only reflects the reality in which it exists rather than transforming society in its image. To put it another way, platforms like Facebook are just as limited by distance as any previous effort in human history, but broadcast social platforms like Twitter that

allow us to shout to the world do seem to help break down geographic distance, much like news outlets and every previous broadcast medium have endeavored and largely succeeded.

However, Friedman and Friedman (2008) are of the opinion that it is not a one-way relationship between media coverage and geographic differences in attitudes about new technologies. Although media may help advance a certain agenda, they may not do so independently of their audience, as the discoveries in the literature on the effects of mass media reveal. Generally speaking, news media must cater to their consumers' needs by reflecting their choices and aligning with their current beliefs and interests. In this way, media agendas are heavily influenced by audiences (i.e., reverse agenda-setting). That claim is supported by research that demonstrates how media outlets frequently convey information in ways that support the pre-existing opinions of their news consumers and adjust their reporting slant to match their audience's political attitude.

The media themselves are primarily regionalized. According to Falkheimer et al. (2017), there are numerous regional and local news outlets in addition to national television networks and publications. In spite of the possibility of some coverage overlap with national and international news, these news organizations generally need to adapt to their regional audience. To do this, they must choose, frame, and present both national and regional news in a way that satisfies the (perceived) regional demand of their clientele. Although personal characteristics like political beliefs and socioeconomic status affect how much news a person is exposed to, two people with similar personal characteristics may be exposed to different sets of news information simply because they live in different places.

5.7. News Coverage in Print and Social Media Channels in Kenya

The study wanted to determine the level of News Coverage in Print and Social Media Channels in Kenya. The findings show that media houses do not thoroughly cover all issues of societal concern. This could limit their gatekeeping roles in line with the gatekeeping theory as posited by Shoemaker and Vos (2009, p.1). The roles of media houses to contribute to social transformation are thus limited.

The main borne of contention is the fact that journalists have not been able to cover all the news items they intended throughout their career due to editorial policy limitations. Obuya and Ong'ondo, 2019 posit that editorial policy conflicts, prejudices, political sycophancy and editorial policy control continue to plague media houses such as the NMG. In journalism, editorial policies are the guiding principles for investigative practices, as a result, challenges journalists with a plethora of ideals to follow; some of which are at odds with one another, putting journalists in a disconcerting state of serving two or more contradictory editorial standards. Consequently, achieving the role of editorial policies to contribute to social transformation was limited.

In addition, editorial policies often contribute to sieving out some important societal news and affect the quality of the news covered. Although reporters have to work round the clock and sieve numerous pieces of news to ensure that the relevant information reaches the audience, this gatekeeping function could keep important information from reaching the public (Shoemaker & Vos, 2009). Hence, editorial policies make the situation worse for reporters as they strengthen this information sieving role.

The findings also show that editorial policies lead to differences in the coverage of particular news items in print and social media platforms. This means that

abilities to contribute to balanced depiction of new item of societal concern could be affected (Kabucua et al., 2020; Kibisu, 2017). As a result, based on the reach of print and social media platforms in the society, the pace of social transformation could be adversely affected. However, NMG has contributed to tangible social transformation by informing and educating citizens on pertinent societal concerns. Khondker and Schuerkens (2014) posit that in contrast to social change, which is seen as gradual or incremental changes through time, social transformation suggests a fundamental change in society. The ability to lay emphasis on certain news items thus augments the contribution of new items to social transformation.

On the other side, the study also found that editorial demands frequently have an impact on reporters' and editors' morale, which affects their commitment to reporting news. Based on the emphasis reporters place on news stories of societal relevance, this may have important effects on the extent to which reporters contribute to social transformation (Kabucua et al., 2020; Kibisu, 2017). The lack of strict adherence to editorial norms has led to punitive actions against several reporters and editors, which has impacted their commitment to covering news. According to the agenda setting theory (McCombs & Shaw, 1972), preventing media outlets from covering news stories as they wished may make it more difficult for them to decide what is important to report on. This might result in some news stories being excluded, which would reduce the tendency of media outlets to support social change. These results demonstrate how strongly social media companies impacted social transformation.

The study noted that despite improved access to news for journalists, citizen journalists circumvent newsrooms, resulting in the publication of unverified information on numerous digital platforms. However, social media has some

drawbacks when it comes to providing in-depth reporting on breaking news and spreading reliable information. This has seen fierce competition due to the proliferation of various news organizations, each with their own websites, Twitter accounts, and Facebook pages, among other online platforms. This indicates that the Internet has displaced newspapers in terms of market share and classified advertising.

According to the respondents, online firms are prospering because they are not viewed as an extension of traditional media outlets and because they open up new markets and revenue streams. As a result, many readers canceled their newspaper subscriptions, causing companies to lower their advertising budgets in order to save money. As a result, layoffs, bankruptcies, and compensation reductions are increasingly becoming the standard in the majority of enterprises.

Additionally, the respondents claimed that the emergence of newspaper apps is evidence that the newspaper industry is altering its approach in order to reach the market, which is primarily made up of young readers who would like to read the paper but do not have money to spend. The biggest sources of breaking news, according to them, are currently Facebook pages and twitter handles. Because anyone may go online and publish their own tales without thinking of a journalist, journalism is in a difficult position nowadays. This research supports Farhi (2009) assertion that social media gives people the ability to reply to news sources, personalize news stories, and express opinions and concerns.

When delivering news to an audience, a journalist's primary responsibility is that of an information broker. This position essentially drives the journalist to produce high-quality news material for their audience and organization. Therefore, it is reasonable to anticipate that perceived roles and guiding principles will be correlated with one another. This is true not only in the sense that journalists support various

media roles and corresponding values, but also in the sense that values, even those that may be in conflict, are held concurrently (Gesualdo et al., 2019). It is asserted that how journalists view their responsibility as newsmakers affects the type of content they present to their audience. This influence, which is a result of the journalist's job, eventually determines how and what the journalist thinks the public should know. The journalist must think carefully about what is significant enough to cover in order to fulfill their function as a catalyst for innovation. The journalist must determine what is newsworthy for both the general audience and their news outlet.

What a journalist deems "newsworthy" affects their decision-making process on the news coverage. The newsroom assigns story pitches or ideas, and determines whether they are relevant to their audience before developing them into articles (Reich & Lahav, 2020). A story must meet one or more of the following criteria in order to be deemed newsworthy: proximity, prominence, human interest, timeliness, and relevance. Every journalist may not share these traits, or each person may have a different meaning of each trait. Each organization has different versions of these traits, thus something that would be significant in one town might not be significant news for the entire state. When assigning these qualities, one also considers what the audience might think is pertinent or significant to their lives.

Their "cohort membership" is a consideration when deciding which piece of content is newsworthy. What is significant enough to be reported on depends heavily on cohort membership or age group. In the world of journalism, differing age groupings among the men and women working there imply that journalists have diverse ideas about what is newsworthy and what should be reported on. The public's perception of what is significant, fascinating, and worth the public's time varies depending on these various age groups (Eilders, 2006).

The newsworthiness of the story is taken into account when a journalist or newsroom assigns a news pitch importance. For a story to be deemed significant, it must possess one or more of the following qualities: timeliness, proximity, prominence, human interest, and relevance. What a person considers to be noteworthy affects their work and how they choose to cover particular stories. In addition to being impacted by what they think is newsworthy, journalists are also influenced by the news organization they work for (Eilders, 2006).

Occupational influence is an outside factor that prompts a journalist to present the news in a specific way. This component is described as the impact made by the market in which the journalist operates. It is concerned with both the organization's position in the market and its relationships with competing news media in its market. This implies that the organization or publication a journalist finds themselves in will reflect the final output they will produce (Gulyas, 2013).

The journalist will be influenced to work rapidly and publish their news, for instance, if the organization is competing to provide news swiftly. The news that is reported on will be significant to the region if a journalist works for a group that covers that area. A journalist will do every effort to keep their organization at the top of the heap in order for it to maintain its lead in the cutthroat market. This also implies that the type of newsroom a journalist works in will affect the kind of content they generate and how they conduct themselves in order to keep the newsroom operational (Gulyas, 2013).

The persona a journalist adopts when working for a certain organization is another element in the occupational impact. Every company reports the news in a different way, therefore a journalist never stops learning about reporting news. Some journalists are engaged in professional associations and are exposed to issues common

to other journalists through meetings and publications in addition to the ongoing training and reinforcement provided by colleagues in the newsroom. It is stated that journalists exchange ideas and opinions when socializing within the company in order to highlight what is significant to that particular corporation. In this way, the journalist gains knowledge of what matters most when deciding what should be covered and from what perspective. Content is created and is influenced by the type of work that the organization creates (Monteiro & Marques-Pinto, 2017).

Witschge and Nygren (2009) contend, however, that some journalists identify more with their profession—or professional title—of journalist than with the company where they work. As a result, the reporter believes their work has legitimacy and credibility because of the journalist's ideals. Public service, objectivity, autonomy, immediacy, and ethics are the values. Using these ideals as a guide, journalists constantly reevaluate what is significant to them, the organization, and the audience. According to this line of reasoning, a journalist is impacted by the organization, but is most influenced by the notion that their vocation is to correctly report the news while abiding by moral standards.

Reporters must always be fair and accurate when covering the news in any media. Just these two kinds of ethics must be followed by journalists if they want the public to regard them and their organization as reliable news sources. Reporters are impacted by these ethics in the broader context of the journalism field while deciding how to cover a particular topic, how to approach a source, and how to decide whether an item should be published.

Investigative and civic journalism promotes moral growth since good judgment is essential while looking for factual information and proof. Investigative reporters are more likely than other sorts of reporters to make moral judgments about

wrongdoing, give up objectivity to advance the interests of the public, act as moral judges, and deal with ethical difficulties. It is asserted that a journalist applies their moral judgment when gathering facts in order to report on the subject for the general audience. In order to facilitate the news, the journalist is impacted by their moral reasoning. In addition to considering ethics, the journalist also considers the interests of the general audience. The journalist's morals prompt him or her to consider if the material is significant to and likely to have an influence on the public (Coleman & Wilkins, 2004).

When journalists report on the news, several ethical questions come up. These topics may include something that a journalist reports on or even something that the journalist does. Coleman and Wilkins (2004) posit that many media businesses test their staff to make sure that their ethical behaviour is upheld. He said that ethics surveys and questionnaires are sent by all major media houses. These organizations are able to defend the moral judgments of their journalists in this way. As a result, media corporations have policies describing what is and is not morally acceptable. According to Witschge and Nygren (2009), in order to give their audience reliable, fair, and accurate reports, journalists must follow the many ethical standards that each organization has established.

These techniques also lend legitimacy to the organization and the journalist, fostering a relationship of trust between the public and the media. To maintain their relationship with the public, journalists must adhere to certain values and ethical standards, which have an impact on how they fairly and accurately report the news. Building a solid reputation for oneself and for the news organization enables one to offer factual news with confidence to the public (Coleman & Wilkins, 2004).

A reporter's primary responsibility in journalism is to serve the general public. The primary objective while writing news stories or selecting topics to report on is to produce an educational piece for the general audience. According to Allern (2011), the "third person effect" is how the media is believed to have an impact. Allern shows that a journalist believes their job is for everyone, not just "themselves" or "you the reader." The premise is that a journalist believes that the impact of the media has more of an impact on other people than it does on the journalist.

The consequences of the media extend beyond the general population, who is essentially consuming news coverage, and also include the media itself, which has an impact on journalists. The public and journalists are both influenced by the media. This happens as a result of their ingestion and processing of the data necessary to produce a news item. The content of a topic is considered to be material that the public would be interested in or information that the public should be aware of when it is brought into the newsroom and assigned to a reporter. A journalist's responsibility as a watchdog is to tell the public of anything they should know or that they should be concerned about (Lee et al., 2017).

Based on Pearson correlation, the findings show that there was statistically significant relationship between media house news coverage and compressive research policy ($r=0.527$, $p<0.05$) and editorial policies on demand for balanced geographical news coverage ($r=0.476$, $p<0.05$). However, there was no statistically significant relationship between editorial policies on choice of word ($r=0.120$, $p>0.05$). Based on these findings, the research hypotheses were rejected. On the other hand, regression analysis show that the independent variables (compressive research policy; editorial policies on demand for balanced geographical news coverage and; editorial policies on choice of word) could jointly explain 41.8% of the variability in

media house news coverage. Furthermore, analysis of variance (ANOVA) shows that all the independent variables could statistically and significantly predict media house news coverage ($F=10.769$, $P<0.05$).

A word cloud analysis of the study has revealed that it appears to have generally achieved its stated goal of ensuring that research themes directly related to journalistic work are given precedence. The investigation has also taken into account how changes in society have been impacted. According to the word cloud analysis, which was tested against the first aim, their intended audiences are "government," "media houses," and "journalists." These results show the relevance of the necessity for thorough research policies on news coverage in Africa.

The word cloud created by the study for the second objective revealed that "editorial," "policy," "social," "news," "media," and "transformation" is the most prominent words highlighted. Gatekeeping, approved information, and the sieving effect are further key terms. This result does match the objective's goal. The phrases "journalists" and "coverage" are both used as key terms, again reflecting the goal of the objective. The findings' intended audiences are listed as "society," "media outlets," and "Kenya." Furthermore, the gatekeeping role of media houses is highlighted and the demands to provide agreed information and take on a sieving role are emphasized. These findings show that policies that demand for choice of words affect the ability of organizations to deliver appropriately.

The word cloud generated for the third objective analysis show that the most prominent words highlighted are 'geographical', 'coverage', 'social', 'news', 'media' and 'balanced'. This finding does conform to the aim of the objective. The words 'reporters' and 'regional' as major terms both appear, again reflecting well the objective's goal. It is evident that the demand for geographical coverage of projects as

enshrined in the editorial policies of the Nation media group determine the kind of news items reported. This could go on to affect the ability of newspapers to contribute to social transformation. The findings were presented in Figure 4.4.

5.8. Suggested Improvement to the Theories Used

The gatekeeping theory examines how news stories are chosen and altered before being spread throughout society (Shoemaker & Vos, 2009). Why do some news stories spread like wildfire while others remain untold, given the vast number of events that take place every day and the practically infinite number of ways to depict them? Understanding who controls the media outlets with the most reach and influence, such as television, newspapers, and social media sites like Facebook and Twitter, is one of the most crucial aspects of understanding this. The players in charge of these channels can be thought of as gatekeepers because they have the authority to determine which messages go through and which do.

This study demonstrates how editorial policies severely restrict journalists. When gatekeepers use the same routes, there is a particularly strong form of interdependence. A reporter must assess whether an incident is worth writing about before it reaches the editor's desk, for instance, as that is the final gate through which news might reach the audience. However, the numerous online platforms that support citizen journalism are now casting doubt on this theory. Since there is no editor or gatekeeper to regulate, verify, and present material on social media, inaccurate information frequently circulates there. On social media, information and opinions are frequently understood incorrectly and from the wrong perspective. The five "Ws and H" of news—Who, What, Where, When, Why, and How—are handled by the

gatekeeper or editor, but in social media, these criteria are ignored and anything can be presented as news.

Journalists frequently post videos and images from social media to their publications and channels that are not of the highest quality or are edited to meet the standards of journalism. Since journalists, particularly those who work in electronic media, are constantly competing to be the first to report a story, they frequently rely on social media and report material published there as breaking news without verifying it. There have been numerous instances where mainstream media has utilized material from social media without verifying it, leading to the discrediting of that information.

Due to social media, journalists choose to engage in lazy journalism, which raises severe concerns about the journalist's credibility as well as that of the journalism industry by forgoing going into the field to gather facts and numbers in favour of sources like social media. Various social media sites frequently feature distorted language, abuses, and allegations. Journalists are free to transmit the same material without filtering any abuses or charges. News headlines are frequently created using information from social media, and most of the time, journalistic ethics are ignored.

Furthermore, complex networks of interdependent gatekeepers are forming as a result of social media's increasing use as a platform for news distribution (Goode, 2009). On a network like Facebook, someone, who might even be a news organization, can publish a news item or a link to a news item. This post can be seen by and interacted with by a person who is directly connected to the original poster through a social network (e.g. liking, commenting, and sharing). These exchanges are visible to other people connected to this person, which allows the content to spread

wider across the network. In essence, any actor who encounters the content becomes a potential gatekeeper, although one with varying degrees of influence (Shoemaker & Vos, 2009).

Similar to traditional mass communication, actors with a key position in the network, like news organizations with a large following, can communicate with a large number of individuals at once. However, news with a high level of "shareworthiness" can spread quickly even without mass communication due to the speed of communication and high level of interconnectedness on social media, much like how a contagious virus can spread quickly throughout a crowded population (Diakopoulos et al., 2021).

Editors and gatekeepers are crucial to journalism. He or she is the one who is in charge of deciding what should be shown to the audience; they have a high level of linguistic proficiency and are well-versed in journalistic standards. In social media, there should be a gatekeeper or editor who will filter and control the material before it is released. Only news that has already been covered by mainstream media should be shared; otherwise, until it has been validated, exclusive news items or information should be kept to oneself.

According to Thorson and Wells (2015) a new paradigm than the one that was initially suggested is needed to understand the concept of gatekeeping on social media. The gatekeeper is a character that watches over secret doors that control which news reaches the audience and which does not, according to traditional gatekeeping fiction. According to this notion, it might be claimed that in the digital era, there would not be any gatekeepers because the redundancy of channels "undermines the idea that there are discrete gates through which political information passes: if there are no gates, there can be no gatekeepers." The gatekeeping idea is still relevant, despite this.

We must carefully distinguish between gatekeeping as a theoretical tradition and metaphor while discussing its continued relevance, keeping in mind that the metaphor is not absolute but rather acts as an interpretive aid (Stahl, 2008). A larger definition of gatekeeping is frequently employed in contemporary gatekeeping literature, which is more in line with how Lewin (1947) originally defined the term. Using Lewin's field theory as a foundation, Shoemaker and Vos (2009) showed how gatekeeping is still a useful theoretical and metaphorical lens for understanding how news is produced and disseminated today.

According to Vos (2015), there is a need to "reimagine gatekeeping as a notion in the digital era," and a number of academics have suggested substitute frameworks and metaphors to go along with or perhaps replace gatekeeping. According to Ferreira (2018), the activities of many new participants in the news distribution process is not sufficiently described by the gatekeeping notion. Influential blogs and users on social media frequently monitor existing gates rather than creating new ones in order to manage a hub for their audience. According to Ferreira (2018), this practice - which he refers to as "gatewatching" - is gradually displacing the conventional function of journalists. Singer (2013), on the other hand, asserts that audiences have developed into significant contributors to the gatekeeping process and outlines their function in connection to news media.

We can also build on social network theory, where gatekeeping in a network setting has long been a subject of study, to conceptualize and comprehend gatekeeping in the context of the current study (Freeman, 1980). It's interesting to note that this gatekeeping tradition also dates back to Lewin (1947), particularly his research on network centrality. Despite having these common origins, network theory and journalism research have mostly developed as two distinct areas. In contrast to

journalism studies, where gatekeeping has traditionally focused on unidirectional mass communication, network theory has placed more of an emphasis on multidirectional interactions between large numbers of people. The social network literature has grown more pertinent for journalism with the increase in news dissemination through social media, where mass communication blends with niche media and interpersonal contact.

The idea of network diffusion is particularly pertinent to this study. In order for a news organization to spread its content widely on social media, it is important to consider not just how many people it can directly reach but also if those people will spread the news further by doing so. Although this is connected to gatewatching and secondary gatekeeping (Singer, 2013), network theory offers a more comprehensive framework for understanding how diffusion occurs as a result of the interactions of numerous persons. A frequent analogy for this process is that of a virus, which primarily spreads through dyadic relationships between people but has the potential to spread quickly throughout a community.

Thus, the interaction between editorial policies and the spread of social media necessitates that we reconsider what gatekeeping is and how to identify the influential gatekeepers. Gatekeeping has evolved into a relative concept in a context where news diffuses through networks of curating actors, where a user's likelihood of coming across specific content depends on both mass communication by news providers and the interest in this content (i.e. engagement) from people in the user's social circle. We can characterize effective gatekeepers by their capacity to accelerate the dispersion of content past a tipping point, creating waves where otherwise there would have been only ripples, despite the fact that the redundancy of channels makes it nearly impossible to keep content hidden behind gates.

By this notion, social media editors are strong gatekeepers. Although this power and the capacity for mass communication are related, diffusion mechanics' dominant position introduces new, network-level variables such as a network's topology and the algorithms that control its communication flows. Facebook is a good example of a company that adjusted its algorithm to promote user interactions by reducing the appearance of postings from media, brands, and companies. Such adjustments have the ability to quickly alter the balance of gatekeeping authority. This type of Facebook influence might be thought of as gatekeeping on a Meta level, where the power of gates is reconfigured by regulating the rules of the communication channels rather than managing communication flows by running gates.

5.9. Theological Reflection on the Findings in Relation to Objectives

Scripture frequently refers to gates, and gatekeepers were crucial to preserving order in ancient cultures. Gatekeepers were security personnel posted at various gates, such as city gates, palace gates, or temple gates, with the purpose of providing protection. To keep out wild animals and invading armies, ancient cities had tall, substantial walls surrounding them (Joshua 7:5; Judges 5:8; Nehemiah 12:30). Within such fortifications were built heavy gates for access and egress. A trustworthy gatekeeper would be on the lookout for warning signals of peril. The idea of gatekeeping emphasizes attentiveness and security because a gatekeeper who is negligent in his duties could bring down a whole civilization. In Psalm 141:3, the Lord Himself is identified as the gatekeeper. Gatekeepers at the temple controlled who entered and exited. They maintained discipline and respect for God's temple.

In order to defend the Lord's temple, David and Samuel assigned 212 gatekeepers to "positions of trust" (1 Chronicles 9:22). These gatekeepers rotated through week-long missions (verse 25). The four main gatekeepers, "who... were

entrusted with the responsibility over the apartments and treasuries in the temple of God," are discussed in verses 26 through 29. Because they had to guard the house of God and were in charge of the key that was used to open it each morning, they would spend the night stationed around it. Some of them were in charge of the items used during temple services, and they counted each item as it was brought in and removed.

According to Ezra (2:42), 139 gatekeepers travelled with Zerubbabel from Babylon to Jerusalem. Gatekeepers were among the first posts Nehemiah filled after completing the reconstruction of the wall surrounding the city of Jerusalem (Nehemiah 7:1). This is important because a city needs to be defended from outside intruders before it can do business. For the same reason, gatekeepers were necessary for the Lord's house. Only the appointed priests and other designated servants could enter the gates before God's business could be properly accomplished. God has provided explicit instructions regarding temple business (Exodus 25:8–9; cf. Hebrews 9:1–7). Gatekeepers were involved in that holy work, and their roles were revered (1 Chronicles 9:26; Nehemiah 12:47).

The similarities to editorial policies are clear to discern. The collection of rules that the news organization operates by is its editorial policy. It covers the sentiments the news organization has toward the neighbourhood and supports editors in their editorial choices. The media outlets have influence over what is reported as news by journalists and the content that is distributed for public consumption through editorial policies. Simply put, editorial policies serve as the Gatekeeper to prevent the public from learning about harmful news. Ironically, the journalists are likewise restrained by the same gatekeeper.

5.9. Ministerial Implications (Implications for Social Transformation)

The media actively influences both social and personal life. Like anything else, societies are dependent on and require the mass media. A program that has been promoted through the media is crucial, especially for the growth of personal, social, and societal brands, but it also encourages horrific crimes. Media has the ability to alter social capital and individuals, without a doubt. A powerful motivator for societal change is the media. The mass media, which command, brag the society and social aspects are without a doubt regarded as the fourth pillar of democracy and are the most important tools for encouraging and discouraging people.

The media drives all forms of changes and implements them in accordance with public opinion in the current era of media globalization, where everything functions as a result of information. Deep public awareness is raised by it. The media always falls behind when social capitalists use their privileges and influence for good. In order to expose the problematic relationship between the mafia and criminal groups, the media's involvement is even more crucial. Additionally, the media keeps informing a society that is conscious of its rights and privileges. Due to these media duties, it is crucial and has been referred to as the fourth pillar of democracy.

However, the findings of this study show that editorial policies affect societal transformation in Kenya. Editorial policies choose and then filter the news that is read. This indicates that editorial policies play a surveillance and data monitoring role. These gatekeeping selections are made daily to narrow down the content that viewers will see. Therefore, the policies enable us to maintain our sanity. We may disregard the billions of additional data points that are vying for our attention by only ingesting the stuff that is most pertinent to us on a daily basis.

Media of all kinds play a very important role, especially in a country like Kenya where poverty and illiteracy are high and society is not at all balanced. This is because it catalyzes people to act, react, and interact on the journalistic platform for better understanding and provides opportunities to educate, inform, and rehabilitate people's minds. This makes it possible for those who lack literacy to explore the universe of information. Media surely serves as a catalyst for social development and change as a result.

However, the main borne of contention is the fact that journalists have not been able to cover all the news items they intended throughout their career due to editorial policy limitations. This is due to editorial policy conflicts, prejudices; political sycophancy and editorial policy control continue to plague media houses such as the NMG. In journalism, editorial policies are the guiding principles for investigative practices, as a result, challenges journalists with a plethora of ideals to follow; some of which are at odds with one another, putting journalists in a disconcerting state of serving two or more contradictory editorial standards. Consequently, achieving the role of editorial policies to contribute to social transformation was limited.

In addition, editorial policies often contribute to sieving out some important societal news and affect the quality of the news covered. Although reporters have to work round the clock and sieve numerous pieces of news to ensure that the relevant information reaches the audience, this gatekeeping function could keep important information from reaching the public. Hence, editorial policies make the situation worse for reporters as they strengthen this information sieving role.

The findings also show that editorial policies lead to differences in the coverage of particular news items in print and social media platforms. This means that

abilities to contribute to balanced depiction of new item of societal concern could be affected. As a result, based on the reach of print and social media platforms in the society, the pace of social transformation could be adversely affected. However, NMG has contributed to tangible social transformation by informing and educating citizens on pertinent societal concerns. Its ability to lay emphasis on certain news items thus augments the contribution of new items to social transformation.

CHAPTER 6

CONCLUSION

6.1. Conclusion

This study sought to investigate the effect of editorial policies on journalistic practices and their subsequent consequences on societal transformation, specifically within the framework of the Nation Media Group (NMG). The findings have illuminated the fundamental limitations imposed on journalists by current editorial regulations, exposing potential restrictions on the media's ability to facilitate societal change. The study highlights the importance of reevaluating editorial practices in light of the significant impact of social media. It emphasizes the necessity of developing a more sophisticated knowledge of gatekeeping in modern media environments.

The study's significance goes beyond simply highlighting limitations; it emphasizes the crucial interaction between editorial guidelines and the socioeconomic development of Kenya. The media undeniably has the ability to significantly impact public debate and define cultural values. However, a detailed examination of NMG's reporting on various platforms uncovers noteworthy differences that deserve careful consideration. These variances not only affect the spread of news but also have a role in defining the direction of societal change.

This study suggests an improvement to the Gatekeeping theory to better handle the ever-changing process of information spreading in social networks. It is crucial to grasp the changing role of curating players and the interconnections among users in social circles in order to comprehend how news is found and shared in modern media environments.

This research provides valuable insights into the intricate connection between editorial policies, journalistic practices, and societal transformation. It emphasizes the

need to reassess conventional paradigms in response to the changing dynamics of media.

6.2. Recommendations

After conducting a review of the editorial practices of the Nation Media Group and their influence on news coverage, numerous proposals have been identified to improve the media's ability to make a significant contribution to social reform.

- To improve their capacity to cover news that may have significance for social transformation, the editorial policies should be examined.
- Printed media outlets should make sure that their word-choice policies are well-explained and elaborated upon to avoid any ambiguity in their interpretation, which would then open the door for societal change.
- On geographical reach, the print media should give pre-eminence to societal issues irrespective of the location. They should emphasize on covering issues of societal importance which could go on to contribute to social transformation.

6.3. Limitations of the Study and Suggest Future Orientations

The issues that arose during the research are listed below.

- Time was a key consideration in gathering data and other useful information.
- Another issue is money. I was unable to compare the results. with other media houses.
- Physically drained, as conducting research is a tiresome task. Most of the time, I became upset because I lacked the funds to hire adequate research staff.

- Additionally, the tools I need to do the job weren't easily accessible.

6.4. Reflexivity

It is clear that editorial policies hold a significant and central role in shaping news coverage within the context of Kenya. The multifaceted challenges that prompt the need for societal transformation underscore the importance of continuously evaluating and revising these policies. By doing so, the print media can effectively enhance their ability to comprehensively address the diverse array of societal concerns present in Kenya.

Drawing upon theological reflection, it becomes evident that the moral compass guiding editorial decisions should be firmly grounded in ethical considerations. Scripture, particularly the teachings of the Bible, can offer valuable insights into the principles of justice, compassion, and truth. These timeless values can provide a framework for media organizations to uphold while disseminating news that reflects the multifaceted realities of the Kenyan society.

Furthermore, corporate social responsibility (CSR) is an idea that relevance in this context. Adhering to CSR principles, media outlets can acknowledge their duty to contribute positively to society. By reporting on issues that align with CSR values, such as community development, environmental sustainability, and social equity, the print media can play an active role in fostering positive change.

Incorporating the principles outlined in the Earth Charter adds another layer of ethical consideration. This global initiative emphasizes the interconnectedness of all life and the importance of promoting a just, sustainable, and peaceful world. By

aligning with Earth Charter principles, editorial policies can promote responsible journalism that serves as a catalyst for positive societal transformation.

Moreover, the realm of development communication comes into play. Editorial policies should acknowledge the role of media in advancing development goals. This includes amplifying voices that are often marginalized, addressing critical issues such as poverty, health, education, and governance, and promoting a participatory approach to information dissemination that empowers communities to drive their own progress.

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APPENDICES

Appendix 1: Consent Form

My name is Annie Gitau, a PhD Student in Social Transformation at the Tangaza University College; Catholic University of Eastern Africa. I am carrying out a study titled, “Role of Editorial Policies on news coverage for Social Transformation in Kenya: A case of the Nation Media Group.” I would like you to request you to be part of this research.

NB: In case of any queries or inquiries you can call me on my mobile no: **+254 722 846 436**

Part A: Informed Consent for Journalists, Editors and Sub-Editors

I have been invited to participate in the study mentioned above and I confirm that I have not been coerced into assenting to participate in the study. I also confirm that I have agreed to participate in the study willingly and voluntarily and a copy of this consent form has been provided to me.

- I fully understand that my participation is voluntary
- There is no compensation for participation whether in cash or in kind
- The aims objectives and research procedures have been fully explained and understood
- I will maintain confidentiality of the research
- The results will be made available to me and to other interested parties

Print Name of person giving the consent (Interviewee):

(Optional)

Interviewer:

Participant Code:

Signature of person giving the consent: Date:

Appendix 2: Consent for NMG

I, the undersigned, on behalf of the Nation Media Group give consent to Annie Gitau, a PhD Student in Social Transformation at the Tangaza University College; Catholic University of Eastern Africa, to carry out her I am carrying out her study titled, “Role of Editorial Policies on news coverage for Social Transformation in Kenya: A case of the Nation Media Group.” In this study, she is allowed to collect data from employees, journalists, editors and sub-editors at their own volition, provided that they give their own individual informed consent by word. Their participation will have no repercussions on their jobs, and consent is given independently and discreetly.

Print Name of person giving the consent (HR or Company Secretary):

(Optional)

.....

...

Signature of person giving the consent or interviewee:

(Optional)

Date:

Appendix 3: Survey Questionnaire

My name is Annie Gitau, a PhD Candidate at the Tangaza University College; Catholic University of Eastern Africa. I am carrying out a study entitled, “Role of editorial policies on media house news coverage for social transformation in Kenya: a case of the Nation Media Group’s editorial policies.” I would like to invite you to participate in the study by ticking [✓] in the box provided based on your choice and perception. The data sought will be used for academic purposes only and your specific responses will be treated confidentially. Since **no identifying information is required**, please do not write your name anywhere on this questionnaire.

A: Demographic Information

Please respond to the following questions relating to your background.

Tick the appropriate answer.

1. What is your gender?

Male [] Female []

2. What is your age?

Less than 25 years [] 25 to 35 years [] 36 to 45 years [] 46 to 55 years []

Over 55 years []

3. What is your highest level of education?

College Certificate/Diploma [] University Degree [] Master’s Degree []

PhD [] Other [] please specify

4. How long have you worked for the Nation Media Group (NMG)?

Less than 2 years [] 3 to 5 years [] 6 to 10 years [] 11 to 15 years []

15 to 20 years [] 21 to 30 years [] 31 to 40 years [] More than 40 years []

B: Compressive Research Policy

5. To what extent do you agree with the following statements? Rate on a scale of 5 to 1 (5-to a very high extent; 4-to a great extent; 3- to a moderate extent; 2-to a little extent and; 1-Not at all).

	Rating				
Statement	5	4	3	2	1
The media house requires news items to be thoroughly researched according to policy before being published.					
I personally know a news item I was forced to leave out due to challenges related to research and verification of its sources and authenticity.					
Researching news items is often faced with time constraints and some worthwhile items are left out.					
Some news items become redundant within the process of research and are overtaken by other irrelevant but appealing items.					
Journalists are faced with financial constraints when researching news items and often opt to leave some leads.					
There is lack of sufficient human resources to thoroughly research all news items and this affects the media house coverage.					
There is lack of well-equipped and up-to-date repository of information to support research on all contemporary issues affecting the society.					
Journalists have access to a lot of news but due to policy limitations, they cannot research all of them and this restricts news coverage.					
Researching some issues of societal importance require approval from State agencies and this may delay or completely restrict research efforts due to government bureaucracy.					

There are no clear policies on how a well-researched news item should look like and this creates ambiguities that limit coverage of important news to society.					
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C: Editorial Policies on Choice of Word

6. To what extent do you agree with the following statements? Rate on a scale of 5 to 1 (5-to a very high extent; 4-to a great extent; 3- to a moderate extent; 2-to a little extent and; 1-Not at all).

	Rating				
Statement	5	4	3	2	1
Editorial policies on choice of words, presents a dilemma to journalists on how to cover sensitive topics in the society.					
The policies on choice of words are riddled with ambiguity in definitions and are hard to interpret which affects how news are covered in print and social media.					
The demand for use of “clean words” leads to loss of meaning of some news pieces through rigorous editing processes.					
Some news items end up being misinterpreted by the target audience and this affects the intended impact.					
A traditional and legalistic guideline on choice of words leads to the exclusion of the younger audience who are more liberal in their use of words.					
Some journalists have been dragged into law suits due to their choice of words in reporting and this affects their morale in covering issues of societal importance.					

D: Editorial policies on demand for balanced geographical news coverage

7. To what extent do you agree with the following statements? Rate on a scale of 5 to 1 (5-to a very high extent; 4-to a great extent; 3- to a moderate extent; 2-to a little extent and; 1-Not at all).

	Rating				
Statement	5	4	3	2	1
The emphasis to ensure regionally balanced news coverage leads to the exclusion of important news items on issues affecting the society.					
Time that could be used to thoroughly cover some pertinent news items is diverted to cover news from other parts of the world and this limits the ability of media houses to address other issues affecting the society.					
Media houses are often not responsive to local news demand due to focus on meeting editorial policy requirements on geographically balanced news coverage.					
Journalists often contend with diverted attention and may not thoroughly pursue local news on issues of societal concern which leads to shallow news coverage.					
The demand for geographically balanced news coverage is not necessarily a reflection of target audience preferences which leads to wastage of valuable print and social media space.					
News from other media channels often overshadows the visibility of regional news which leads to loss of time and resources that could be used to focus on important societal issues.					

E: Media House News Coverage

8.To what extent do you agree with the following statements? Rate on a scale of 5 to 1 (5-to a very high extent; 4-to a great extent; 3- to a moderate extent; 2-to a little extent and; 1-Not at all).

Statement	Rating				
	5	4	3	2	1
Media houses do not thoroughly cover all issues of societal concern.					
I have not been able to cover all the news items I intended throughout my career due to editorial policy limitations.					
There are tangible limitations posed by editorial policies in the coverage of news items and media houses cannot cover news as they wish.					
Editorial policies often contribute to sieving out some important societal news.					
Editorial policies affect the quality of the news covered.					
Editorial policies lead to differences in the coverage of particular news items in print and social media platforms.					
Media houses have contributed to tangible social transformation by informing and educating citizens on pertinent societal concerns.					
The morale of reporters and editors is often affected by editorial policies demands which impact their dedication to cover news.					
Some reporters and editors have faced punitive actions due to lack of strict adherence to the requirement of editorial policies and this has affected their dedication to cover news.					

***** END*****

Appendix 4: Interview Guide

1. Kindly tell us your name (optional) and what news department you work for – print or social media.
2. Do you mind sharing the position you hold in the department?
3. Kindly explain the effects of the demand for comprehensive research policies on the coverage of news in print and social media channels in Kenya.
4. Please explain the effects that policies on choice of words have on the coverage of news in print and social media channels in Kenya.
5. Kindly explain the extent to which policies on requirement for geographical responsive news impacts the coverage of news in print and social media channels in Kenya.
6. Briefly share the differences on the effects of editorial policies on the coverage of news in print and social media channels.
7. Please explain the issues of societal concern that are covered by media houses in Kenya.
8. Kindly explain whether media houses cover all the issues identified in number 7 above.
9. Briefly share ways in which print and social media houses contribute to social transformation in Kenya.

***** END*****

Appendix 5: Research Authorization Letters



Republic of Kenya
MINISTRY OF EDUCATION
STATE DEPARTMENT OF EARLY LEARNING AND BASIC EDUCATION

Telegrams: "SCHOOLING", Nairobi
Telephone: Nairobi 020 2453699
Email: rcenairobi@gmail.com
cdenairobi@gmail.com

REGIONAL DIRECTOR OF EDUCATION
NAIROBI REGION
NYAYO HOUSE
P.O. Box 74629 – 00200
NAIROBI

When replying please quote

Ref: RDE/NRB/RESEARCH/1/65 Vol.1

Date: 26th August, 2022

Ms. Annie Gitau
Tangaza University College

RE: RESEARCH AUTHORIZATION

We are in receipt of a letter from the National Commission for Science, Technology and Innovation regarding research authorization in Nairobi County on the topic: **"Impact of Editorial Policies on Media News Coverage in Kenya: A case of the Nation Media Group."**

This office has no objection and authority is hereby granted for a period, ending **18th August, 2023** as indicated in the request letter.






DR. GLADYS MALONZA
REGIONAL DIRECTOR OF EDUCATION
NAIROBI.



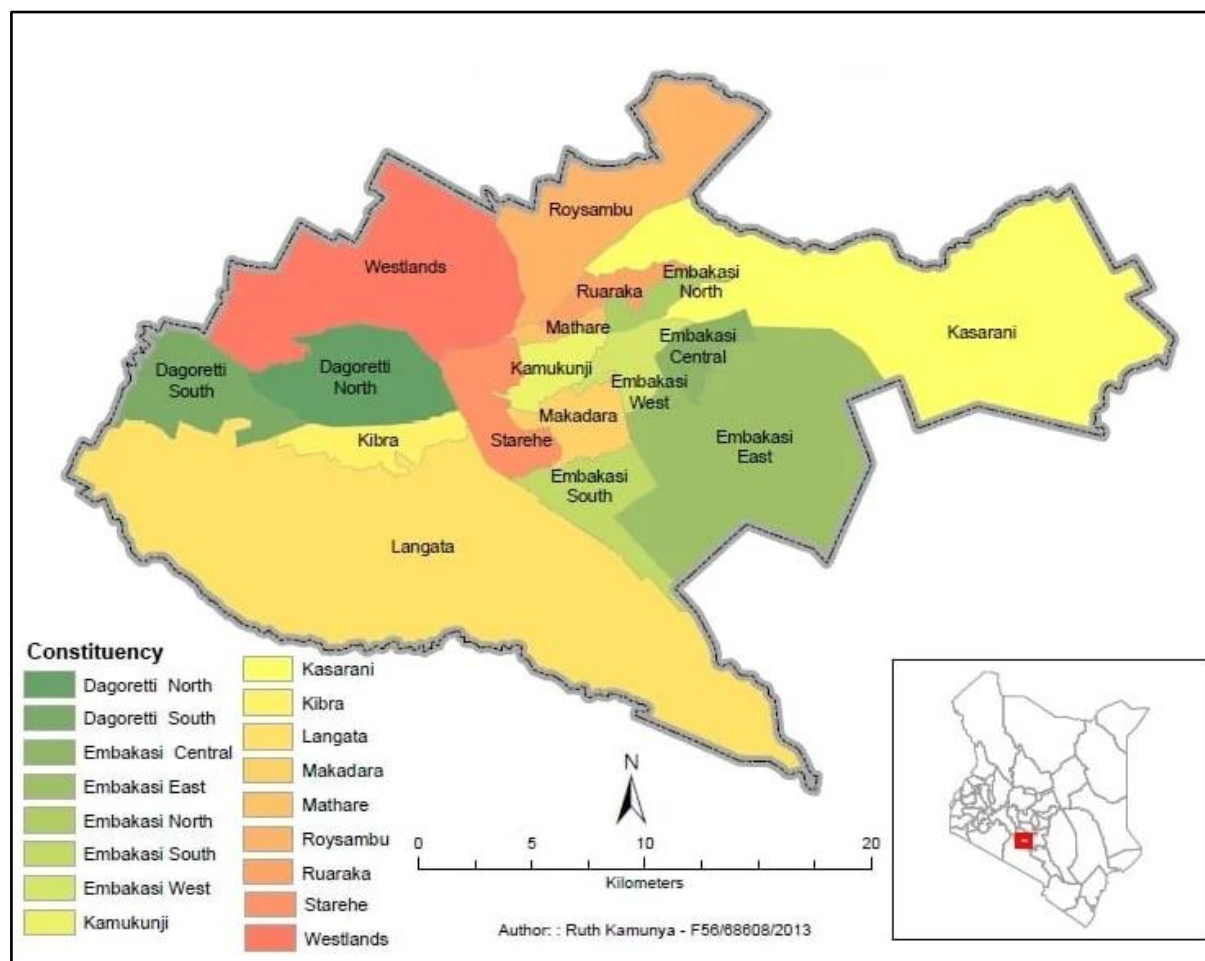
Copy to: Director General/CEO
National Commission for Science, Technology and Innovation
NAIROBI.



Appendix 6: Research Permit

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Ref No: 407426	Date of Issue: 18/August/2022
RESEARCH LICENSE	
	
<p>This is to Certify that Ms.. ANNIE GITAU of Tangaza University College, has been licensed to conduct research in Nairobi on the topic: Impact of Editorial Policies on Media News Coverage in Kenya: a Case of the Nation Media Group for the period ending : 18/August/2023.</p>	
License No: NACOSTI/P/22/19751	
Applicant Identification Number 407426	 Director General NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
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Appendix 7: Map of Nairobi County



Source: Ruth Kamunya (2019)

IMPACT OF EDITORIAL POLICIES ON NEWS COVERAGE FOR SOCIAL TRANSFORMATION: A CASE OF KENYA'S NATION MEDIA GROUP

ORIGINALITY REPORT

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