

Numerical turn in economic and financial reporting: Towards more independent rigor in journalistic practises

Mark Kapchanga¹

¹Jomo Kenyatta University of Agriculture & Technology

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Abstract

The study used qualitative research design. Data was gathered through semi-structured interviews between June 2019 and March 2020 from economic and financial journalists in 10 local newspapers domiciled in Kenya, Uganda, Rwanda, Burundi and Tanzania. Chain-referral sampling was employed in the identification of the participants who also recruited others for the research. The data collected was exposed to an analysis where transcripts were dissected and themes identified. The themes discovered were then verified, confirmed and qualified by searching through the data and repeating the process to identify further themes and categories.

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