

Restyling newspaper industry to profitability amid commercial meltdown: The call for quality journalism in Kenya

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Abstract

Data was collected through one-on-one and telephone semi-structured interviews between March 2018 and March 2019 involving 218 editors and reporters drawn from 15 Kenyan print and online newspapers. The study used simple random sampling where each population member had a fair chance of being considered for the research. Data gathered was organised methodically guided by the research objectives, transcribed and subsequently cleaned and labelled before a suitable framework was identified. It was then coded, themes identified and patterns of the data noticed building to a sequence of events.

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Quality Journalism.docx available at <https://authorea.com/users/718159/articles/703616-restyling-newspaper-industry-to-profitability-amid-commercial-meltdown-the-call-for-quality-journalism-in-kenya>