

# Nation Media Group and ‘The Truth’: How the firm’s slogan shapes its newspapers’ financial news gathering

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## Abstract

The study used qualitative research design where semi-structured interviews were conducted through face-to-face, telephone and Skype. Informed consent was obtained from the respondents after having received and understood all the study-related information. The data was gathered for three months and covered Kenya, Uganda and Tanzania. The research used referral sampling, involving 120 reporters and editors who handle financial news.

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Daily Nation newspaper and ‘The Truth’.docx available at <https://authorea.com/users/718159/articles/703722-nation-media-group-and-the-truth-how-the-firm-s-slogan-shapes-its-newspapers-financial-news-gathering>