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Full Length Research Paper

A Comparative Study of Media Content in Print and online 'Daily Nation' Newspaper in Kenya

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Abstract

This study attempts to establish the extent to which presentation of content in the print newspaper compares with that of the online version in daily nation in Kenya. In this paper a content analysis was done on the 'Daily Nation' newspaper in Kenya where the researcher studied the dailies for both the online and print platforms for two weeks between the dates 16th June 2014 to 30th June 2014. The study focused on the differences between the content of the hard copy newspaper and that of the online platform. The study employed a qualitative research approach where data was generated by way of comparative analysis of the print and online versions of newspapers. Purposive sampling was used to select the population for the study. The research found the online newspaper lacking in a number of features that were evident in the print newspaper. It concluded that the online newspaper was different from the print newspaper in terms of content provision. The study recommended enhancement of online newspaper so as to provide more and detailed information to match that of the print newspaper. And, also timely uploading of online with a specific focus on accuracy of the dates when the news is presented for the readers.

Keywords: Online, Media, Newspaper, Content, Media Dependency.

INTRODUCTION

According to Trotman (2000), media refers to TV, radio and print journalism. The concept of media typically includes print media (newspapers, magazines, books), electronic media (radio, TV, film, video, records) and most recently the so called online media that constitutes internet based forms, blogs and websites (Jukka & Kaale: 136). People can learn of news by word of mouth (for example from neighbors), from billboards along the streets or via radio or TV in public places like bars and pubs or in public transport vehicles (Genets, 2013). Over time what constitutes 'the media' has expanded because

the media has been closely linked with technological changes and this has greatly affected content, platforms and devices over time. The media is now considered a combination of content – music, films, TV, radio, publishing, advertisement and electronic games along with associated technological devices (Locksley, 2009).

According to Jukka and Kaale (2010), the core of media is journalism but it extends to entertainment and arts as well as to education and business. The well recognized functions of the media are to educate, inform and to entertain while the social and economic contributions to development of the media depend on the nature of content in the media platform of choice (Locksley, 2009). Direct development benefits of the media flow from educating and informing with the

entertainment role acting just as a hook. The mass media are agents of social change in the service of national development. They are expected to help accomplish the transition to new customs and practices and in some cases to different social relationships (Scramm, 1964). The change in behavior expected after interacting with media should include changes in attitudes, beliefs, skills and social norms.

The 19th century saw numerous advances with many inventions that converged in the 20th century to transform the media. The 20th century witnessed the development of mass media and the foundations of a global media. In the 21st century, the transformation of media is accelerating as a consequence of the digitization of content and its global distribution over digital platforms to digital devices. The digital transformation supplements traditional models and platforms and changes the content distribution and production with new devices (Locksley, 2009). Increased access to media has seen television sets, personal computers, radios and newspapers take centre stage in people's lives and these have impacted greatly in the communication patterns of the world. The availability of internet music and the invention of mobile phones are a recent addition to the new media that has added a fourth screen to those of cinema, TV and personal computers, people now have a lot of exposures and spend more time with the media which they use for various purposes.

With the conception of the internet, people have voiced their opinions on the imminent death of traditional journalism. Many people believe that the culture as has existed is quickly transitioning into a mostly digital world (Sullivan, 2012). The advent of the internet has led to new media that has not in any way replaced the existing media but has found a way to survive by being used concurrently with the old media. People are now surrounded by media in their homes and the portability made possible by the increased miniaturization of digital media means that they can remain connected almost anywhere they go. With internet at the people's fingertips, everything can now be accessed online with a possibility of users accessing the web through their phones.

Besides the broadcast media of television and radio, there exists print media that can be in the form of books, magazines and newspapers; the latter being the focus of this study. Throughout the world, when one talks of journalism, they predominantly have in mind the press – a term that generally connotes newspapers. According to Merrill (1983), when we think of journalism, we think of media of mass communications – mainly newspapers, magazines, radio and TV. The term press connotes the print media and more specifically newspapers. According to Turrow (2011), newspapers are printed products created on a regular (weekly or daily) basis and released in multiple copies. By this definition, newspapers did not exist before Johannes Gutenberg invented the printing

press in the middle 1400s and although this made it possible for newspapers to be produced, having the technical means to do so did not immediately result in an explosion of newspaper publishing. The Gutenberg press started printing in 1453 with the first English language newspaper appearing around the year 1620 (Locksley, 2009). Technology has allowed individuals the ability to instantly access works that were once in print form from the online platform. The various forms of print media can now be accessed from the internet besides the hardcopy versions that have been used.

STATEMENT OF THE PROBLEM

Developments in Information Technology have revolutionized the process of production of newspapers with digitization and internet bringing changes to the newspaper publishing markets. Due to digitization of information, Newspapers in Kenya are now availed in the online platform through the websites of the respective newspaper publishers, hence providing readers with accessing alternative. And as they set out to read the online newspaper, readers have the same information needs which they expect to meet in the same way as print newspaper readers would.

Therefore, there is need for similarity in both online and print on matters of content and packaging, in that all aspects of newspaper reporting that are visible in the print version of the newspaper should be availed in the online platform of the newspaper. This way then, newspaper readers may satisfactorily depend on one version of the newspaper to meet their needs as opposed to complementing their reading which the alternative version of the newspaper after reading the edition that a reader may have accessed earlier.

Research Questions

A psychoanalysis of the problem indicated that the following research questions were appropriate to form the basis of this study.

- i. To what extent the content of print newspapers in Kenya differ from that of online newspapers?
- ii. How is content displayed in the online newspaper as compared to the print newspaper?
- iii. How stories are primed in online and print newspapers in Kenya?

Research Objectives

The purpose of this research was to assess the extent to which the online newspaper compared with the print newspaper. In order to achieve this, the objectives for this

research are:

- i. To find out the differences in content of print and online editions of newspapers in Kenya.
- ii To compare the layout of online and print versions of newspapers in Kenya.
- iii To establish the prominence given to stories in the online and print newspapers in Kenya.

Scope of the Study

The study was based on similarities and differences on online and print version. It involved a comparative analysis of content on the print and online versions of 'Daily Nation' newspaper.

LITERATURE REVIEW

Content in Newspapers in the Digital Age

Journalism in digital age is changing forever. Anyone with access to the internet can order on line personalized news services that deliver to their computer only the kinds of stories that interest them. The digital age means that information is drifting away from governments into the hands of journalists. A journalist needs to know how to find what they are looking for which takes time to find exactly what you need (Herbert, 2000). The focus of online journalism is therefore to inform people more deeply while saving time.

According to Quinn (2005), newspapers are portable and flexible and give readers a chance to go into detail about a subject and discover things they did not know about. Given a reasonable degree of education, they are easy to read and navigate (Quinn, 2005:88). Newspapers have an ability to provide a reflective and analytical mode of commentary that is missing in instantaneous broadcasting and unavailable in most other news media (Allen *et al.*, 2005). According to Allen *et al.*, (2005), online journalism is different - its screen based nature changes readers' physical relationship with the textual surface. The websites of national and local newspapers and the publication of the e-mail addresses of prominent newspaper columnists now allow a more in depth and interactive engagement with contemporary journalism. Online journalism therefore provides a technological enhancement of narrowcasting audience appeal and diversity of content that have always formed part of the appeal of newspapers.

According to Allen *et al.*, (2005), newspapers seem unsure of how to respond to the fact that reading online is different. On one hand, they want their online versions to mirror the definitive reporting of their print editions while on the other hand, they understand that because reading online is uncomfortable and the web allows theoretically

unlimited column inches as well as access to readers across the world, it is hard to justify uploading the paper as it is. Nevertheless that is precisely what most have done any many continue to do (Allen, *et al.*, 2005:236). According to Kolodzy (2005), anyone can download a story, article, even a book on the internet and read it on an electronic device. These devices are closer to reality now, as technology is making screens easier to read and easier to carry around without wires and heavy batteries (Kolodzy, 2006:6). To fully exploit the online medium, it is necessary to have a good understanding of the technologies and their interrelationships as this would make journalists better writers online. These would help journalists to make stories more accessible, easier to find and bookmark and more comfortable to read (Allen *et al.*, 2005:228).

The web is different from print because digital technology is not just part of the production process but is fundamentally bound up with the content. For print, whatever the production technologies used, readers get their content in ink on paper. The future of newspapers therefore in a technologically advanced, globalized print industry may be based upon the media managers' abilities to maintain a balance between reader identification, cultural credibility and financial success to sustain their location at the Centre of the audiences' cultural lives (Allen *et al.*, 2005).

Content in Online Newspapers

With the advent of the internet, the notion of timeliness of news has been completely redefined. According to Craig (2005), technology has allowed news organizations to transmit information almost instantly and audiences have become conditioned to expect immediate coverage of any breaking event. People working for news organizations on the internet deal with online versions of existing publications or web only publications with their own audiences (Craig, 2005). Tools for gathering news have evolved beyond simple observation and interviewing to include government records, archives, computer databases and most recently the internet (Craig, 2005).

The function of the journalist has largely remained unchanged even with the changing trends in journalism. According to Craig (2005), the central objective of the journalist has always been to report news as quickly and accurately as possible. The improvements in technology have also contributed to a rise in expectations of audiences. It is no longer sufficient to simply go to the scene of an event, jot down some notes and write a story. Audiences now expect photos to accompany news or better still to get live coverage of happenings (Craig, 2005:6). Media audiences now want the immediacy that these add-ons bring to a story and, a consumer is at liberty to find another source that meets his/her needs.

Rupert Murdoch in his address to the annual meeting of the American Society of Newspaper Editors in April 2005 outlined what he perceived to be the fast developing reality confronting the newspaper industry. In underscoring the startling implications of digitization to the future of the newspaper, he said 'Scarcely a day goes by without some claim that new technologies are fast writing newsprint's obituary. 'Yet as an industry, many of us have been remarkably, unaccountably, complacent.' (Stuart, 2010:2). According to Stuart (2010), the world of broadband and internet access brought about a generational shift with the new generation of people accessing news and information from newspapers or other media sources having a different set of expectations about the kind of news they get.

Audience data from a report by Merrill Brown (2005) for the Carnegie Corporation of New York on the change to digital media presented some worrying findings that were thought to be alarming to the viability of newspapers. The dramatic revolution taking place in the news industry revolves around the fact that technology savvy young people are becoming increasingly likely to turn to the web as their medium of choice for news. According to Stuart (2010), young people especially need news that is continuously updated because they want a point of view about not just what happened but why it happened – they want news that speaks to them personally, that affects their lives.

METHODOLOGY

Research Approach

The study employed qualitative method. According to Lindlof and Taylor (2002), qualitative research covers an array of interpretive techniques which seek to describe, decode, translate and otherwise come to terms with the meaning of certain more or less naturally occurring phenomena in the social world. The method was ideal for this study because it involved a description, interpretation and discussion of the data that was collected based on the comparison between the online and print newspapers.

Population

The term population refers to a group or class of subjects, variables, subjects, concepts or phenomena (Wimmer and Dominick, 2011). The researcher selected newspapers in the month of June 2014 and focused on the newspapers produced and posted in the last two weeks of the month, between the dates 16th June 2014 to 30th June 2014. This was to ensure that the researcher covered all the days of the week within the period of the study and adequately covering the content

in the newspapers.

Sampling Techniques

Purposive sampling was used for this study. According to Reinard (2006), purposive sampling involves collecting a sample composed of subjects selected deliberately. The researcher used the purposive sampling technique where the sample was selected on the basis of his knowledge of the population, its elements and the nature of the aims of the study. This was based on the researcher's awareness of the production patterns of newspapers in Kenya where newspapers are produced on each and every day of the week.

Instrument for the Study

In order to obtain the data for the study the researcher used content analysis to obtain data from online and print media.

RESULTS AND DISCUSSION

The chapter focuses on the presentation and interpretation of the findings, which was done with a view of meeting the objectives of this study whose main aim was to establish the extent to which the online newspaper in Kenya compares with the print newspaper.

Content of the Newspapers

The stories in the online newspaper were generally presented under the following segments: Top News, National News, Politics, Opinion, Letters, County News, Africa News, International News, Business followed by Sports. Print newspaper consisted of averagely 60 pages with each daily edition from Monday to Friday coming with a pull-out, DN2 that provided news on various aspects of life. The DN2 publication focused on relationships and education on Monday while the Tuesday publication highlighted on matters health and finance. The Wednesday newspaper focused on living and motoring while the Thursday newspaper pull-out was all about money matters. While the Friday edition of the newspaper came with a comprehensive coverage on jobs in its DN2 pull-out, the Saturday Nation had a pull-out referred to as 'Seeds of Gold' other than the Saturday magazine which is characteristic of the Saturday Nation newspaper. The Sunday Nation on the other hand had 'Buzz' and 'Lifestyle' as the pull-outs that accompanied the day's paper.

The news under each segment was not presented in order of the pages as they appear in the print newspaper. The 'National News' segment for example in the Saturday 28th June 2014 newspaper was placed to cover the first

twenty pages of the newspaper but in between the other pages some other news segments took that space. These ranged from previews, advertisements, notices, special reports, opinions, and letters. On page 2 of the newspaper, there was provided a preview of the Sunday Nation for 29th June 2014 which contained the stories that readers expected in that day's newspaper. On page 3, the newspaper also provided a preview of the stories that were carried in that week's edition of 'The East African' which is a publication of the Nation Media Group. It also had a number of notices and advertisement on pages 4, 5, 6 and 7 and 8 and thereafter a 2 page special report that contained the stories, 'The queen of multi-million business deals' and 'How US, local politics are stoking Boko Haram and Al Shabaab terror embers'. Page 12, 13 & 14 constituted the opinion section while a full page advert took page 15 of the newspaper. The 'Letters' segment was placed on Page 16 while a full page advert covered page 17 of the newspaper before National News resumed on page 18 to 20. As for the online newspaper all the news items that appeared under the National News segment were all presented in progression before the next segment of 'Politics' was presented.

The 'Daily Nation' newspaper of 16th June 2014 had 'National News' covering from page 1 to page 11, pages 12 and 13 had on 'Opinion' section while page 14 had a section on 'Letters'. 'National News' again took page 16 with pages 15 and 17 consisting of advertisements from various counties and educational institutions. 'County news' was covered on page 18 to 23 with a number of notices and advertisements on some pages. 'Africa News' covered pages 24 to 25 while 26 to 29 covered on 'International News'. 'Business News' was contained on page 30 to 34 of the newspaper while pages 35 to 39 had notices and advertisements with a special advertising feature on pages 38 to 43. Pages 44 to 45 of the day's newspaper had a 'Leisure' section while pages 46 to 50 had 'Classified' advertisements other than the page 51 that consisted of 'Obituaries' that covered up to page 53. Pages 54 to 59 of the newspaper focused on sports news.

The print newspaper of Tuesday 17th June 2014 consisted of 56 pages with the weekly business magazine 'Smart Company' consisting of 12 pages and the 'DN2' weekly pull-out constituting 8 pages. In total the Tuesday newspaper consisted of 76 pages. 'National News' covered page 1 to 11 of the newspaper, with a number of advertisements from government agencies and private corporations. Pg 12 -13 had an 'Opinion' section while page 14 had a section on 'Letters', More 'National News' was placed on page 16 with pages 15 and 17 of the newspaper consisting of advertisements from various counties and educational institutions. 'County News' was placed on pages 18 to 23 with a number of notices and advertisements on some pages.

'Africa News' covered pages 24 to 25 while International News was placed on pages 26 to 29. 'Business News' was placed on pages 30 to 34 while pages 35 to 39 contained notices and advertisements with a special advertising feature on pages 38 to 43 of the newspaper. Pages 44 to 45 covered on 'Leisure' while pages 46 to 50 had classified advertisements. Pages 54 to 59 of the newspaper consisted of 'Sports News'.

Notices

During the period of study, a number of notices were placed in the print edition of the newspaper but these were missing in the online newspaper. Diamond Trust Bank placed a notice on page 3 of the print newspaper on 30th June 2014 with a detailed banks rights issue for 2014. The notice also gave the bank's shareholders a deadline for acceptance and payment for new shares as 25th July 2014. CfCStanbic Holdings also placed a notice on page 6 of the same newspaper informing its shareholders of the appointment of a member of the board of the company that took effect from 26th June 2014. On the same edition, Kenya Institute of Professional Studies placed a notice in page 8 that detailed on the 45% discount on all the courses offered at the institution. Further, Air Travel and Related Studies Centre also had a similar notice on page 16 of the newspaper.

National Environmental Management Authority placed a notice on page 17 of the print newspaper on 19th June 2014 that was a request to the public to submit comments on an environment impact assessment study report for a proposed construction of a beverage and detergent plant in Kiambu County. The notice detailed the anticipated impacts and proposed mitigation measures for the proposed construction and directed readers to the relevant offices where they could access the full report of the proposed project for inspection. The notice invited members of the public to submit oral or written comments within thirty (30) days from the publication of the notice. A similar notice by NEMA to the public to submit comments on an environment impact assessment study report for a proposed construction of the Eastern by-pass Total Kenya Limited service station in Ruiru appeared in the print edition of the Daily Nation dated 30th June 2014.

Athi Water Services had a notice that was placed on page 15 of the print newspaper dated 30th June 2014. The full page notice was awareness to the general public on different ways that they could put into use to conserve water. The notice dubbed 'ZuiaHasara, Water is Life' was an informative notice given that water use forms part and parcel of the daily lives of people. There was a notice appearing on page 35 of the print newspaper by Nairobi City Water and Sewerage Company Limited that reminded customers to pay their outstanding water bills to avoid disconnection. The Higher Education Loans

Board (HELB) placed a notice on page 5 of the newspaper on 28th June 2014 informing all university loan beneficiaries that the deadline for those who intended to benefit from an 80% waiver on penalties levied for loans that had not been serviced was fast approaching. This was a very importance notice given that a beneficiary had only up to 30th June to take advantage of the waiver period to offset their loan balances

There was a notice on page 23 of the print newspaper dated 24th June 2014 and on page 32 of the 25th June 2014 newspaper. This regarded a change of name of Laptrust Administration Services Limited to CPF Financial Services Limited. This was a very important notice to shareholders and stakeholders of the company to be aware that their pension administrator was now being referred to by another name.

Kenya Revenue Authority put a notice on page 11 of the 'Saturday Nation' dated 28th June 2014, directed to exporters and clearing agents on the change of the way Cigarettes, Neutral Spirits and Detergents have been cleared before. A deadline of midnight 29th June had been given for automatic cancellation of export entries that would be unutilized by then. The urgency of this notice meant that is a reader did not access their daily edition of the newspaper, they would not be aware of the deadlines. KRA also had a notice on page 27 of the print newspaper on 30th June 2014 informing tax payers of the d-day for filing of their 2013 Income Tax Returns. The same notice was also placed on the 25th June 2014 print edition where it alerted readers that they only had six days to go to file their returns.

Kenya Medical Training College placed a notice on page 26 of the print newspaper of 24th June 2014 that detailed an open day that was slated for the same day. The notice had the venue for the slated open day and the time within which it was meant to take place. For any person who would have been interested to attend, the KMTC notice was especially very vital as it appeared on the same day that the open day was taking place. There was a notice provided on page 19 of the 'Saturday Nation' on 28th June 2014 for Mlolongo Ngwata Phase III plot owners that required them to have paid for their Deed Plans by 14th July 2014 failure to which the payments would have attracted a 50% penalty.

The 'Saturday Nation' of June 28th 2014 also provided on page 7 a notice cum advertisement for Daystar University. The institution in a full page advertisement put out a notice informing the participants on the 36th graduation ceremony and a section that provided the courses that the institution offers in the various departments, the admission requirements and even the deadlines for application and registration. If a prospective student was interested in finding this information and they depended on the online newspaper to get, they would not probably find it.

The Premise Africa Development Institute had a notice on the Saturday Nation of 28th June 2014 indicating a new graduation date. The institute had postponed its 14th graduation ceremony from the earlier scheduled date to 6th September 2014. This meant that those affected by this change could only know about this from the print edition of the newspaper as the online edition did not provide this notice. Murang'a University College, a constituent of Jomo Kenyatta University of Agriculture (JKUAT) in Kenya also had a notice appearing on page 11 of the same newspaper on the dates that the Special/Supplementary Examinations for the 2013/2014 academic year were to be done. The only way that a student was able to know if they had passed, the dates and even the timetable for the supplementary exams was by looking at the print edition of the newspaper which as this information was not provided on the online newspaper. The Technical University of Mombasa also placed a similar notice regarding Special/Supplementary Examinations that were scheduled for 14th - 18th July 2014. The notice gave the requirements to be met before a student could be allowed to sit for the said examinations. This notice was placed on the print newspaper dated 26th June 2014.

The attack at Mpeketoni in Lamu County was the major highlight in the news during the period of study. It formed the headlines in most of the dailies in the two weeks during which this study was conducted. This therefore called for the Lamu Governor, Issa Timamy to send a condolence message to the affected families. This message was placed on page 37 of the Daily Nation print edition dated 24th June 2014. It detailed the county's offer to help the bereaved families meet their funeral expenses and reiterated his government's commitment to promote peaceful co-existence among all the people in the county. If a reader depended on the online newspaper they would not have had an opportunity to read any such message from the governor.

Special Features

On special features, the print editions of the newspapers came with a number of pull outs and special features that were not provided in the online newspaper. The Monday 16th June 2014 newspaper had a special sports pull-out titled 'Samba Kick'. This consisted of 12 pages and provided a comprehensive coverage on the FIFA 2014 World Cup matches that were undergoing during the period of the study. Similar pullouts were placed in the Monday 23rd and 30th June 2014 newspapers and continued offering detailed reports on the outcomes from the World Cup Matches. The DN2 weekly pull-out on the 16th June 2014 print newspaper had 8 pages with an insert, 'The Springboard' that consisted of four pages and focused on Kenya's education. The DN2 pullout on Monday 30th June 2014 however focused on

relationships.

A seed of Gold was a special pull-out that was introduced as part of 'The Saturday Nation' newspaper. This publication dubbed 'the weekly farming magazine' expertise advice the best farming practices new farming trends and the benefits of carrying certain types of farming and even markets for farm produce. Page 5 of the print newspaper on 20th June 2014 had a preview of what readers expected in Seeds of Gold for 21st June 2014 which focused on fascinating stories of farmers who defied adversity and losses to harvest big from the soil, the 28th June edition of Seeds of Gold highlighted on the success story of a failed crop of maize that led a farmer to discover the fruits of prosperity among other stories. The Saturday magazine that came with the 'Saturday Nation' newspaper covered news that deal with various aspects of life, beauty and style, fashion, money and personal finance, love and relationships, health and nutrition, travel and leisure, entertainment. The wide range of topics provided offered expert advice to readers on these broad areas. Some readers shared experiences that would enable them to have balanced lives. None of these stories was however presented on the online edition of the newspaper.

The Commission for the Implementation of the Constitution had a special advertising feature placed in the 27th June 2014 print edition of the newspaper. The feature dubbed 'System of Devolved Government – From Steps to Strides' consisted of six pages and had the mandate and role of the commission, the progress that had been made so far in implementing the devolved system of government, the challenges and threats to devolution and recommendations on the way forward. Jomo Kenyatta University of Agriculture and Technology placed an advertising feature as part of its 23rd graduation ceremony while the Thika School of Medical and Health Sciences had a similar feature for its 5th graduation ceremony. Both of these were in the print edition of the newspaper dated 27th June 2014 but were missing in the online newspaper.

'The Saturday Nation' of 28th June 2014 provided its readers with a preview of what they could expect in their weekly edition of 'The East African', a publication of the Nation Media Group. The publication which covers regional news and analysis of politics, culture, business and markets would interest readers and prompt them to seek out the publication from the vendors. Page 4 of the print edition of the Saturday newspaper further provided readers with information that regards a special feature that the publication intended to carry in its 12th July 2014 edition. The feature dubbed 'International Relations & Diplomacy Training Schools of Choice' would have provided the print newspaper reader with information on training institutions that would offer training on International Relations and Diplomacy. These previews were however not provided in the online newspaper.

The print newspaper also provided on page six a notice of intention to publish a special feature on 'The East African' of 19th July 2014 on 'Petroleum Equipment and Engineering in East Africa'. This feature that aimed at providing an advertising avenue for the companies that deal on petroleum and petroleum products could only be accessed by print newspaper readers which put an online reader at a disadvantage because they could not access this notice. 'The Saturday Nation' print edition of 28th June 2014 had on page 39 had a notice to run a special feature in the 'Business Daily' issue of 11th July 2014 on 'Modern Office Parks, Malls & Go-downs'.

In Kenya today, there has been a great shift in relocation of head offices, business premises or even opening of branches to already existing business enterprises in newly constructed business parks and malls. This notice appeared again in the daily print edition dated 30th June 2014 but was not placed in the online newspaper meaning an online reader missed on this notice. There was a similar notice on the same page on an intention to publish a feature on 'Payroll, Human Resource and Accounting Software Solutions across East Africa' which again would be a very informative feature for Human Resource practitioners. Its placement in the print edition of the newspaper on 30th June 2014 meant that an online reader may not have a chance to know about its existence.

Advertisements

The lead story in the Daily Nation online newspaper of 16th June 2014 ran an advertisement for a car for the whole of the first week of the study. The online version of the newspaper also ran advertisements for Madison Insurance Company and Safaricom Ltd on the same page. As compared to a Madison Insurance advertisement that was placed on page 25 of the print newspaper on 25th June 2014, the online advertisement was lacking in the print newspaper advertisement. The University of Nairobi placed an advertising feature on page 24-25 of the print newspaper dated 29th June 2014. This feature detailed the programs that the University was offering under the School of Business for the September 2014 intake. The UNES notice highlighted on the main areas of expertise that it offered services in. These were only placed in the print newspaper and were missing from the online newspaper.

There was an advertising feature in form of a property guide that was placed between page 42-46 and on page 51-52 of the print newspaper on 26th June 2014. This feature highlighted on various properties that were available to let and for sale. An online reader would have missed on this feature as it was only provided in the print newspaper. The Saturday Nation on 28th June 2014 provided readers with an advertisement on 'The Big Annual Sale' by the Tile and Carpet Centre that was

scheduled for between 23rd June and 13th July 2014. The advertisement gave the time that customers expected to be attended to and even contacts in case they needed to make any inquiries. The same advertisement appeared on page 21 of the Daily Nation print edition dated 30th June 2014 and on page 8 of the print newspaper of 24th June 2014.

There was also placed an advertisement dubbed 'biggest ever annual sale' for Ideal Ceramics that appeared on page 25 of the print newspaper on 24th June 2014. The advertisement was clear on the extension of the said sale to 28th June 2014. This advertisement was also placed on page 31 of the print newspaper dated 25th June 2014.

These being annual sales were important events for readers to be aware of as most of them would take advantage and do most of their purchases at reduced prices. These were not provided in the online edition of the newspaper so a reader would not know of any such sales.

Kenya Commercial Bank placed a full page advertisement on page 29 of the print newspaper dated 29th June 2014. The advert which detailed on the 105% financing on home construction made readers aware that KCB could assist them become proud owners of homes by financing the purchase of plots, construction of houses or even buying of ready built houses. The advertisement gave readers what they stood to benefit from the arrangement and the contacts in case they wanted to make inquiries or wished to enter into such an agreement. This advertisement was missing from the online newspaper.

Homex Kenya, a property company placed on page 21 of the Daily Nation print newspaper dated 30th June 2014 an advertisement on houses that were up for sale. The advertisement detailed on three bedroom apartments at Kitisuru Gardens. This was meant to make readers aware of the availability of homes for purchase given that most people would be looking out for these. The same advertisement also appeared on page 26 of the print newspaper dated 24th June 2014 and on page 33 of the 25th June 2014 newspaper. This was not availed in the online newspaper. The print newspaper dated 25th June 2014 had a special advertising feature for Kenyatta University. The advertisement invited qualified applicants for a number of programs to be offered in the institution in the academic year 2014/2015.

This informative feature was however only availed in the print newspaper but was missing in the online copy. There was placed a notice cum advertisement on page 7 of the print edition of the newspaper dated 24th June 2014. The full page advertisement that detailed the Safaricom Open Day had some mobile phones and a tablet that were on offer with their respective prices. There was also placed a full page advertisement on page 15 of the same newspaper for two mobile devices and

their costs and another on page 16 for a Samsung printer both of which were not availed in the online platform.

On the print edition of the Daily Nation of 24th June 2014, there was an advertisement for a car 'The New Chevrolet Trailblazer' by Associated Motors Limited. With the image of the car covering both page 32 and 33 on which the advertisement was placed, it was appealing and would have attracted the eyes of any car enthusiast. An online reader did not get this opportunity as the advertisement was not placed on the online newspaper. A similar advertisement appeared on page 5 of the Smart Company insert in the DN2 pullout for 24th June 2014. The advert by General Motors East Africa detailed an Isuzu Dmax complete with its image and the features one expected to get if they purchased it. The print newspaper on 20th June 2014 had 'Classifieds' on pages 60 and 61 of the newspaper while the 25th June 2014 had them on pages 59-63. The Thursday June 26th 2014 had Classifieds on pages 59-62 while the 27th June 2014 edition of the newspaper carried these advertisements between pages 59-61.

Job Vacancies

The print newspaper for Friday 20th June 2014 for example had a special coverage on 'Jobs' as part of its DN2 pull-out. The 2 page publication with the tag line 'Getting ahead in today's job market' provided very valuable information for employers, employees and job seekers. The newspaper had from page 40 to 55 covered various job opportunities on 20th June 2014. As compared to the 15 pages of job advertisements that were covered in the print newspaper, the online newspaper was missing in any such details.

The Friday 27th June had a seven page comprehensive coverage on jobs and job vacancies from various organizations and was placed on pages 46 -53 of the newspaper. These were however missing in the online newspaper. The National Police Service Commission placed a three page advertisement on pages 41-43 of the Daily Nation print newspaper dated 30th June 2014. This advertisement which detailed a recruitment of 10,000 police constables that was scheduled for 14th July 2014 had the entry requirements and the regulations that were to guide the recruitment process.

The Parliamentary Service Commission placed a two-page advertisement on page 42 and 43 of the print newspaper dated 24th June 2014 and on page 44 and 45 on the newspaper of 25th June 2014. This information was only available to a print newspaper reader as it was not availed in the online newspaper. The Kirinyaga County Government had an advertisement that was placed on page 51 of the print newspaper dated 25th June 2014. This advertisement appeared in the print edition but was missing in the online newspaper.

Tenders

The County Government of Kisumu had on page 17 of the 19th June 2014 print newspaper an 'Invitation to tender' that indicated the various services that the county assembly was seeking out from the public. The County Government of Kajiado also had an 'Invitation for Bids' for the year 2014/2015 that was placed on page 11 of the print newspaper dated 30th June 2014 and another full page tender notice that appeared on page 49 of the same newspaper. The County assembly of Siaya also had a similar tender and prequalification notice on page 20 of the print newspaper. Besides that, the county placed on page 50 of the same newspaper a list of shortlisted candidates for the post of driver in the county assembly together with the time each of them was supposed to appear for the interviews. This was only placed in the print newspaper.

The Geothermal Development Company placed a tender notice on page 16 of the print newspaper of Monday, June 30th 2014 that invited bidders for supply, installation and maintenance of geothermal power plants for their Menengai station. Kenya Railways Corporation placed on page 22 of the print newspaper dated 30th June 2014 a 'Pre-qualification of Suppliers for 2014-2016 while the National Council for Persons with Disabilities (NCPWD) placed on page 23 of the same newspaper a tender for provision of insurance cover. The Kenya National Highways Authority also placed a three-page tender notice that covered pages 44-46 of the print newspaper dated 30th June 2014. During the period of study, there was introduced a new 'Tenders Page' in the print edition of 'The Sunday Nation' newspaper. This ran first in 22nd June 2014 on page 39 and it was directed to the people who were in the supplies business.

Kenya Power placed an 'Invitation to Tender' notice on the print edition of newspaper dated 24th June 2014 that invited interested bidders for supply and provision of various goods and services. It also placed a tender clarification notice on the same page for an earlier advertised tender. Kenya power also placed an 'Extension and Clarification of Tender' notice on page 54 of the print newspaper dated 30th June 2014 which was an addendum to an earlier on advertised tender. This notice was not placed in the online newspaper. The Sunday Nation' print edition of 29th June 2014 had the whole of its page 42 placed under the 'Business' segment as a Public Tenders page.

Obituaries

The announcements informed the readers on the date and cause of death, the relatives of the dead and the funeral arrangements in case they wanted to participate in the final sendoff ceremonies. The print newspaper of Thursday 19th June 2014 consisted of death

announcements on pages 57, 58, 62, 63 and 64 while the Tuesday 17th June 2014 had them on page 46 – 49. The Daily Nation of 18th June carried obituaries between pages 58 – 61 while the Monday 16th June 2014 newspaper had the obituary pages between pages 51-53. The Friday 27th June 2014 newspaper had obituaries on pages 62-64 while the 24th June 2014 print edition of newspaper had them on pages 50, 54, 55, 56, and 57. This meant that an online reader did not have an opportunity of getting to know of any such deaths.

County News

During the period of study, a very notable change in the content as provided in the print edition of the newspaper was the introduction of a 'County News' segment effective 23rd June 2014. The segment that covered the daily editions of the print newspaper between Monday and Friday was evident in the dailies for 23rd, 24th, 25th, 26th, 27th, 28th and 30th June 2014. The segment covered an average of eight pages in each of the dailies and detailed news from all the counties in Kenya. Some of the stories that were given prominence in this segment were Tullow set to expand oil search in Western Kenya, Guns seized as suspected poachers killed in shootout, Cash crunch looms as governor rejects budget, and Leaders blame police as peace eludes Mandera and Wajir. These stories featured Kisumu, Meru, Makueni, Mandera and Wajir counties respectively. As compared to the online newspaper that contained only a handful of stories from the counties, the print edition of the newspaper was more detailed as it covered news from each of the forty seven counties in Kenya. An online reader did not however have this opportunity due to the brief coverage of the devolved systems of government.

Photos

The photo that was used in the lead story in the online edition of the Daily Nation newspaper of 16th June 2014 was a file photo taken during the 2013 Africa Cup of Nations quarter final football match between Ivory Coast and Nigeria. This photo was taken on February 3, 2013. The print version of the newspaper on the other hand used a recent photo taken during the 2014 FIFA World Cup game between Cote d'Ivoire and Japan. The online edition of the 17th June 2014 newspaper used a file photo of Energy Cabinet Secretary Davis Chirchir speaking at a past event in Nairobi.

On a story under the title 'MPs attack Linturi over motion' the print story is not accompanied by any photo while the online version has a file photo of Igembe South MP, Mithika Linturi addressing journalists at the Panafric Hotel in Nairobi on June 11, 2014. In a story titled 'Don't renew space deal, MPs tell state' that appeared on page 11 of the print newspaper on 16th June 2014, there was

no photo accompanying the story while the online newspaper had a photo of the inside of the Kenyan parliament buildings.

In the front page story of Monday 16th June 2014, the photo that was used was that of Raila arriving for a rally at Tononoka grounds in Mombasa which was the same photo that was used in the online newspaper. In the story 'Duale wants inciters punished' that appeared on 16th June 2014, the photo that accompanied the online story showed Majority leader, Mr. Aden Duale in a file photo while the print newspaper had a photo of senators attending a church function. Readers would be able to relate with the photo in the print newspaper

On Tuesday 17th June 2014 newspaper were accompanied by photos that related to the Mpeketoni attack in Lamu County that had occurred on 15th June 2014. In the online newspaper however, the no photos were provided and the reader had to scroll through to a different section where a link 'photo gallery' was provided to view photos on the attack.

During the period under study, the opinion section had a story 'Politics is healthy questioning of issues that will affect our nation, so how is it evil? This story was accompanied by a photo of part of the crowd that had attended a political rally while the online version of the same story was accompanied by a photo of political leaders Anyang Nyong'o, Kalonzo Musyoka Raila Odinga and Moses Wetangula at a press conference at Orange House in Nairobi. The photo was dated June 3, 2014.

'Al-Shabaab claims responsibility' was a story that was placed first under 'National News' segment. The same story was placed on page five of the print newspaper where it was accompanied by a photo of demonstrators who had lit tyres on Ngong road in Nairobi protesting against CORD leader, Raila Odinga. Given that the demonstrators chanted anti-Raila slogans and asked the former Kenyan Prime Minister to allow the Kenyan president to rule peacefully, another story that was placed on the front page of the print newspaper on 18th June 2014 was 'Spy agency warning on attack was ignored'. The story had its continuation on page 6 of the print newspaper and had a photo of residents fleeing their homes for fear of fresh attacks. In the online newspaper it was titled 'Spy agency knew of raid three days before' and the story however had a photo of charred vehicles that had been torched at Mpeketoni Police Station.

A story that appeared on page 4 of the print newspaper 'Top officers moved in bid to bring calm' was accompanied by a photo of the destruction on some buildings as a result of the attack. The story detailed on the transfers of senior provincial administration officials and top police officers in Lamu County following the attacks. The online version of the story however did not have any photo but had a video clip of Interior CS making the announcement on the changes. Ole Lenku addressed the press from Lake Kenyatta Primary School in

Mpeketoni. The story 'Sack Lenku over insecurity, says Raila' that appeared on page 2 of the print newspaper was accompanied by a photo of professionals from Lamu county addressing journalists in Nairobi. The journalists said that they had opened an account to receive donations to assist families of the victims of the attack at Mpeketoni.

The online story however had a video clip of the former Kenyan Prime Minister, Raila Odinga addressing a press conference in Nairobi. This video was the full statement that he had to make in response to remarks by the Kenyan president that CORD was responsible for attacks in Mpeketoni in Lamu County. The online story also had mug shots of the president, the Interior and Coordination CS, The IG of police and CORD leader Raila Odinga accompanying the story.

'Arrest MP for hate speech, says Tobiko' was a story that was placed third under the Top News in the online newspaper dated 20th June 2014 and was placed on page 2 of the print newspaper. The story detailed orders that had been given by the DPP over the arrest of Mombasa County Women Representative over allegations of hate speech.

The story was accompanied by a photo of Mombasa County Women Representative Mishi Mboko and Jomvu MP Badi Twalib arriving at the Tononoka grounds in Mombasa County for a Cord rally on a photo taken on 15th June 2014. A story that appeared under Top News in the online newspaper dated 21st June 2014 under the title 'Raila reaches out to Uhuru, denies talk of power grab' was accompanied by a file photo of Raila Odinga and Uhuru Kenyatta sharing a word at a past function. The photo caption for the online story was 'Mr. Odinga has written to President Uhuru Kenyatta assuring him that he is not interested in grabbing power. The print edition of this story was however not accompanied by any photo.

Another story that appeared on the front page on this day was 'Top politicians face arrest over hate talk'. The story was accompanied by portraits of the political leaders that the DPP had recommended be investigated and referred readers to page 9 for the details. The story was placed 3rd under Top News in the online newspaper and had a photo of the DPP, Keriako Tobiko in a file photo.

The photo caption was 'Nine lawbreakers are to be summoned over hate speech. The DPP has ordered' a story on the print edition of the Sunday Nation news paper on 22nd June 2014 was 'Uhuru's big headache over security chiefs'. The headline story had portraits of the country's security chiefs while the online story appeared under Top News under the title 'Uhuru's headache as pressure mounts to overhaul security'. The story was had a file photo of Senator Kipchumba Murkomen with Senate Majority Leader Kindiki Kithure in the Senate.

Content Variations

It is the expectation of a newspaper reader that they can access the same stories that are found on the print newspaper when they access the online edition of the newspaper. This was however not the case as a number of stories in the print edition of the newspaper were not available on the online platform. A story that was carried on the front page of the print newspaper on the 'Saturday Nation' 'CIC: Fight for power slowing devolution bid' that was continued on page 8 of the print newspaper was missing from the online newspaper. Other stories on page 2 and 3 of the print newspaper that were missing on the online newspaper were 'Varsity picked to train top rank medics' and 'Rules lock out youth, women from Uwezo'

On Page 9 of the Saturday 28th June 2014 edition of the newspaper, there was a story 'Githu's wife among 11 new judges' that detailed that Kenya's Attorney General, Githu Muigai's wife was among 11 new judges appointed to the High court by president Uhuru Kenyatta. This would be an interesting story that readers would want to follow closely to establish whether the appointment of Githu's wife was done purely on merit or due to the influence from the Attorney General himself owing to the office he holds.

There was a text quote that was visible in the print newspaper on 22nd June 2014. The quote 'I have been arrested many times in this country, arresting me is not an issue' which was missing in the online version of the newspaper. A commentary that appeared on the front page of the print newspaper on 22nd June 2014 was 'Can our leaders be the statesmen we expect them to be? This story was continued on page 12 of the newspaper under the title 'We must never again take road to self-destruction'. This story was however missing in the online version of the newspaper. 'Aladwa arrested over swearing in Raila talk' was a story on page 2 of the print newspaper but it was missing on the online newspaper.

During the period of this study, there appeared some slight variations in the content of the print newspaper as compared to that in the online newspaper. On page 8 of the print newspaper of 16th June 2014, the story that appeared was under the title 'Proposed law give MPs sacking power' while the online newspaper story appearing under the 'Top News' segment was 'New bill gives MPS power to sack public servants'. It would not be immediately clear to a reader if they are reading the same story. Whereas the online story was specific on who exactly the law had given MPs power to sack, the print edition was general and the reader had to go through the story before they can decipher the details. Although the content of the story in the online and print editions were similar, the online version of this story had more detail as compared to the print version. The print

version had some sections of the story clipped at the end which were visible on the online version.

There was a story appeared under the title 'MPs attack Linturi over motion' in the print newspaper dated 16th June 2014. This was in reference to a censure motion that the Igembe South MP had intended to introduce in parliament against Devolution CS, Anne Waiguru. In the online newspaper story appeared under the title 'MPs criticize Linturi over motion. The content for the two stories was the same except for the usage of the word 'criticize' instead of 'attack' that was used in the print newspaper. This must have been meant to tone down on the use of attack that may have had a connotation of a physical confrontation. In this case the online newspaper has made use of the editing capability that is possible with it. On the same note the online version replaced the term 'castigated' on the print newspaper with 'criticized' in the online version.

A story that appeared on the print version of the newspaper had a title 'Families celebrate fathers by taking the day out for fun' while the online version had the title 'Families celebrate fathers by taking day out to have fun for the same story. The content in the two stories was similar except for the following paragraph that was missing in the online newspaper:

Cathy Irungu said: "Today, I decided to give my dad a surprise visit, met him and other members of the Ndimaini Catholic Men's Association (CMA) in a fellowship at Walimu Mugwe's home, "Spent Father's Day with them. These gentlemen are a blessing to many of us and they have helped us to be who we are in the society. May God bless them abundantly?"

This meant that if one of the readers whose comment was missing in the online newspaper would not have easily known that the comment had been captured in the print newspaper if they had entirely depended on the online newspaper to get news. In a story 'Duale wants inciters punished' that appeared on the print edition of the 'Daily Nation' newspaper of 16th June 2014, the online newspaper had the same story under the title 'Duale warns Cord against Chaos'. The online newspaper here made use of the capability to tone down on the language that is used in the print newspaper. By choosing not to refer to the group that the majority leader in the Kenyan parliament was referring to as 'inciters', the online newspaper used neutral and non-judgmental language. The online newspaper was also specific on the group that Duale was referring to.

The print newspaper of 16th June 2014 had on page 6 a section 'Around the World' that provided readers with highlights on how other media around the world had reported about the Mpeketoni attack in Lamu county of Kenya. These included what The Daily Mail, The Guardian, The New York Times and the BBC. These are authoritative media that are depended upon and trusted across the world for news. This section would therefore

have provided the print newspaper reader on information that regards how the world is viewing the attack that had occurred in Kenya.

CONCLUSIONS

The purpose of this study was to assess the extent to which the online newspaper differs from the print newspaper in Kenya. The following were the conclusions: The online newspaper was better as it provided readers with opportunity for feedback compared to print newspaper; The online newspaper was highly interactive and hence opportunity for updates on news; Online newspaper is flexible and thus gives reader an opportunity to select the stories that interests them as opposed to the print; Finally, in print newspaper manipulation is not possible compared to online versions of the newspaper.

LIMITATIONS AND FUTURE STUDIES

This study was limited to purposive sampling technique because of the inability to sample all newspapers. Future research therefore could emphasize on all newspapers by use of a survey, and perhaps take into account, the consumption patterns, editors' preference and newspapers content selection. Further, future researchers could employ mixed methodology by use of interviews and questionnaire to ascertain the opinions of the readers on content.

RECOMMENDATIONS

Based on the conclusions of the study, the researcher recommends the following: online newspapers needs to be enhanced to match the standards of the print newspaper; the digital newspaper needs to be improved

with a focus on making use of the available space adequately enough to provide a more detailed newspaper that can be depended upon as an alternative to the print newspaper and the laying of fiber optic cables by the Government of Kenya in various places across the country needs to be speeded up to see to it that internet access is made available to most people.

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