



Challenges and Opportunities in Digital Journalism: A Policy Analysis of Kenya's Media Landscape

Mugo Mwai¹

¹ International Centre of Insect Physiology and Ecology (ICIPE), Nairobi

Published: 05 April 2011 | **Received:** 23 December 2010 | **Accepted:** 09 February 2011

Correspondence: mmwai@outlook.com

DOI: [10.5281/zenodo.18931092](https://doi.org/10.5281/zenodo.18931092)

Author notes

Mugo Mwai is affiliated with International Centre of Insect Physiology and Ecology (ICIPE), Nairobi and focuses on Arts & Humanities research in Africa.

Abstract

The media landscape in Kenya has seen significant transformation with the advent of digital journalism. This shift has both opened new avenues for content dissemination and created challenges related to misinformation and regulatory oversight. The study employs a qualitative approach, analysing existing literature, government reports, and interviews with industry experts to provide an in-depth understanding of the digital journalism landscape. The analysis focuses on the role of digital technologies in shaping media content and audience engagement. A notable finding is that while digital platforms have significantly increased access to news for a broader audience, they have also facilitated the rapid spread of misinformation, necessitating robust regulatory frameworks to address this issue. Digital journalism in Kenya presents a complex environment where innovation and regulation must coexist. To capitalize on the benefits of digital media without compromising journalistic integrity, stakeholders need to collaborate closely with policymakers to establish guidelines that promote ethical standards and accountability. Recommendations include developing comprehensive regulatory policies for online content, enhancing cybersecurity measures for journalists, and fostering public trust through transparent communication practices. These steps are crucial for ensuring that the benefits of digital journalism can be realised sustainably.

Keywords: *Digital Transformation, African Media, Freedom of Expression, Ethical Journalism, Regulatory Framework, Content Delivery Systems, Social Media Influence*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge