



Challenges and Opportunities of Digital Journalism in Kenya: A Mixed-Methods Inquiry

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Abstract

Digital journalism has emerged as a significant force in shaping public opinion and information dissemination in Kenya. However, challenges such as regulatory gaps and economic sustainability persist. A mixed-methods approach combining semi-structured interviews with a survey was employed. The sample includes 30 senior journalists and 500 participants representing diverse sectors of society. The analysis reveals that while digital platforms have expanded the reach of journalistic content, economic pressures are leading to increased reliance on external funding sources among media outlets. This study underscores the need for clearer regulatory frameworks to support digital journalism and highlights the importance of sustainable business models in this sector. Policy makers should prioritise developing supportive policies for digital media, while media organizations must explore diversified revenue streams to maintain their operations.

Keywords: Kenya, Digital Journalism, Mixed Methods, Qualitative Research, Quantitative Analysis, Media Studies, Cultural Studies

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