



Challenges and Opportunities in Digital Journalism: A Survey of Kenya's Landscape

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Abstract

Digital journalism in Kenya is a burgeoning field that faces both challenges and opportunities as traditional media transitions to digital platforms. A structured questionnaire was administered to journalists and editors across various media outlets in Nairobi and Mombasa. Interviews were conducted with industry experts to gather insights into current practices and future prospects. Findings indicate that cyber security threats are the most significant challenge, affecting up to 45% of respondents. However, there is a growing interest in digital storytelling techniques among practitioners. The findings suggest that while cybersecurity remains paramount, opportunities exist for enhancing journalistic practices and audience engagement through innovative digital tools and strategies. Journalists should prioritise robust security measures to protect their work from cyber threats. Media organizations are encouraged to invest in training programmes focused on digital storytelling techniques. Digital Journalism, Kenya, Cybersecurity, Digital Storytelling

Keywords: Kenya, Digitalization, Media Studies, Journalism, Transformation, Quantitative Research, Geographic Information Systems

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