ADOPTION OF NEW CONVERGENCE TECHNOLOGIES IN JOURNALISM IN KENYA: A CASE OF THE NATION MEDIA GROUP

BY

PAUL OMONDI JUMA

REG NO.: K50/70241/2011

A research project submitted to the University of Nairobi in partial fulfilment of the requirements for the award of a Master of Arts degree in Communication Studies.

OCTOBER, 2013
ABSTRACT

The purpose of this study was to investigate the challenges that the Nation Media Group (NMG) experienced as it implemented convergence journalism using new convergence and digital technologies.

Research questionnaires were administered to 73 respondents for collection of both qualitative and quantitative data. By applying theoretical constructs from the Technology Acceptance Model and the Diffusion of Innovation, the data was statistically analysed to test whether technology characteristics proposed in the Diffusion theory and external factors as accounted for in the Acceptance model contributed any challenges to the adoption of the convergence technologies by the Nation Media Group’s journalists.

The study found that all the journalists understood the concept of convergence journalism and agreed that it was necessary for the Nation Media Group to introduce it. A majority had also adopted the technologies in their journalistic practice. However, they complained of lack of adequate equipment like computers. External factors like their own feelings and attitude about the convergence journalism and inadequate skills for full adoption of convergence technologies were also cited as challenges.

In addition, many still found it difficult to integrate the technologies in their work using the required tools, processes and technologies, while many still believed that the practice of journalism using the technologies was not easy. Majority were able to try out the technologies first. Equipment for convergence journalism was inadequate. The organisation also facilitated acquisition of smart phones, which made the use of convergence technologies easier and more visible.