INTERMEDIA AGENDA SETTING BETWEEN SOCIAL MEDIA AND TRADITIONAL NEWS IN KENYA: AN ANALYSIS OF THE RELATIONSHIP BETWEEN THE TWITTER HASHTAG #LIPAKAMATENDER AND CITIZEN TELEVISION NEWS

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UNITED STATES INTERNATIONAL UNIVERSITY- AFRICA

Summer, 2018
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A Thesis submitted to the School of Communication and Cinematic Arts in Partial Fulfillment of the Requirement for the Degree of Master of Arts in Communication Studies

UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA

Summer, 2018
Student’s Declaration

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University-Africa in Nairobi for academic credit.

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List of Abbreviations

NTV – Nation Television
KTN – Kenya Television Network
KMPDU – Kenya Medical Practitioners, Pharmacists and Dentists Union
KOT- Kenyans on Twitter
Operational Definition of Terms

*Intermedia Agenda setting* – Instances when the media agenda is shaped by other media (Lopez-Escobar, Llamas, McCombs, & Lennon, 1998).

*KOT* - This is an abbreviation of ‘Kenyans on Twitter’. Operates as Kenya’s virtual ‘town square’ where pre-dominantly on Twitter, people meet to discuss the day’s issues. Through the hashtag #KOT, Kenyans on Twitter unite against perceived government corruption, respond to media misrepresentations of their country, share jokes, and participate in global conversations. (Kaigwa & Wu, 2015).

*LipaKamaTender* - Kiswahili for ‘Pay like a Tender’, a hashtag coined to critique the Kenyan government in 2016/2017. It was one of the most intense (going by the tweets) hashtags that have ever emanated from #KOT (Okeyo, 2017).

*News surveillance* - The tendency of a media house to look for information to be included in its editorial content (Shoemaker, 1996).

*Prime Time News* – Defined as a block of broadcast programming in the middle of the evening in television (Geraghty, 1991).

*Television content creators* – Commonly known as the editorial team, this is a group of people behind the television news production scene who dictate the tone and direction the news stories will take (Stefanone et al. (2010)).
*Tonality* – This is the degree of use to determine if the content of an article is either favorable or unfavorable to the person, company, organization or product discussed in the text (Michaelson & Griffin, 2005).

*Trending* - When a Twitter hashtag experiences a surge in popularity for a limited duration of time (Kaigwa, 2017).

*Tweets* - Twitter subscribers and users (Digital Rand, 2014).

*Twitter hashtag* - This is a tagging design that associates a user generated label with an event or an issue using the prefix symbol- #. It is cross platform but majorly associated with Twitter in Kenya (Hashtag, 2017).
Abstract

Has the Twitter hashtag that trends on the Kenyans on Twitter (KOT) space become so powerful, that it determines the television news content that Kenyans watch at 9pm? The purpose of this study was to explore the intermedia influence between the internet via social media and traditional news media (Television prime time news). Within theoretical framework of agenda setting, this study examined the correlation of the Twitter hashtag #LipaKamaTender (Kiswahili for: Pay like a tender) on television news coverage of the Kenya National Doctors strike that started on December 5\textsuperscript{th} 2016 and ended on March 5\textsuperscript{th} 2017; at the first level (similarities of themes) and second level (informational vs opinion) of agenda setting through content analysis of Citizen television prime time news and the content on the #LipaKamaTender hashtag. Results indicated that (a) the #LipaKamaTender hashtag was actively used by #KOT (Kenyans on Twitter) during the height and the entire course of the doctors' strike between December 2016 and March 2017. The hashtag trended (ranked) as the top three and its main influences were the striking doctors led by their union’s official Twitter handle @kmpdu and (b) that the Citizen News at 9pm during the study period focused on themes of strike, health and government response in the five types of coverage bulletins spread over the week. Lastly, (c) both media platforms place an equal amount of salience on matters strike (45.7% ranked first issue for mentions on Twitter and 29.3% for Citizen TV news), health (34% for Twitter and 23.3% for TV) and government response (9.7% for Twitter and 21.6% TV). The study yielded a very strong correlation (Spearman’s rho) of (.90) with 0.04 significance between the #LipaKamaTender agenda and the Citizen TV prime time news media agenda confirming first level intermedia agenda setting. (d) Results did not confirm second level agenda setting as tweeps preferred opinions (28.8%) and emotion-related remarks (26.9%) while stories covered by Citizen TV during prime time focused on content that was informational (68.4%). The study concluded that media agenda gradually grows to take the shape of the social media agenda as salience increases on social media. At 1st level agenda setting, this study contributes to knowledge in the area of intermedia agenda setting studies and Twitter hashtags studies in an African context. The study was however limited by the use of hashtags as hashtags extend beyond Twitter to other
social media platforms such as Instagram and Facebook where they can also influence Television news trends. The study was also not able to locate the geographical location of the people who tweeted using the hashtag LipakamaTender. Moreover, further studies should examine the time lag aspect of agenda setting between the two mediums.

Keywords: Intermedia, Agenda setting, Hashtag, content analysis, Citizen TV, National Doctors Strike
CHAPTER ONE
INTRODUCTION

On Monday 5th December 2016, doctors employed in Kenyan public hospitals went on strike to petition for the fulfillment of a 2013 settlement between their union -Kenya Medical Practitioners, Pharmacists and Dentists' Union (KMPDU) and the government that would increase their pay and improve their working conditions consequently healthcare in general. The striking health workers took to the Twitter social media platform as a way to apply pressure on the government. They exposed the plight of medical professionals as well as the overall status of health care in Kenya (Okeyo, 2017). According to the news site Okeyo (2017), the striking medics coined the hashtag #LipaKamaTender (pay it like tender), as a way to criticize the current Kenyan government led by President Uhuru Kenyatta. The slogan, which according Indeje (2016), was among the highest trending hashtag in 2016 was inspired by the scandals that had embroiled the Kenyan government specifically allegations that people linked to the president’s family won tenders to supply mobile clinics and facilities at grossly overpriced rates.

The study observed that prime time television news majorly Citizen Television (TV), Nation Television (NTV) and Kenya Television Network (KTN) covered the strike with similar themes in the Twitter hashtag #LipaKamaTender conversations.

This research is founded on the agenda setting theory and centrally concerned with the intermedia agenda setting dynamics between social media and traditional television newsrooms with a case study of Citizen TV newsroom and Twitter hashtags case study of #LipaKamaTender. Intermedia agenda setting is the term that refers to instances when the
media agenda is shaped by other media (Lopez-Escobar et al., 1998; Reese & Danielian, 1989) in this case, social media’s Twitter hashtag-The Twitter agenda

1.1 Background of the Problem

Social media is a category of media that is based on building communities that can have conversations and interaction online. There are various types of social media platforms such as Facebook, Twitter, Instagram, LinkedIn, Storify, Snapchat, Pinterest and Tumbler. This research focused on a component of the Twitter micro blog known as the hashtag. It specifically looked at the hashtag ‘#LipaKamaTender’ which set the agenda for the Kenyan mainstream media content on their news between the months of December 2016 and February 2017. Wu, Atkin, Lau, Lin, and Mou (2013) explain that the agenda setting theory was formulated when traditional media had monopoly power over the tools of content creation and distribution. This concept allowed traditional media to be the central power in agenda setting over a passive public. The advancement and diffusion of new media technologies has given rise to research on intermedia agenda setting. This process addresses the ways in which different outlets can set agendas for each other.

1.1.1 Social media and national conversations.

Platforms such as Facebook, Twitter, Instagram and LinkedIn have provided new arenas for national conversations. They have become places where people with common interests go to share ideas and information. It is where real conversations are made and amplified by passionate supporters and influencers. Often, these platforms have enabled users to propel issues to greater national attention through their collective voice. Commenting on one platform- Twitter, Kaigwa (2017), states that through initiatives,
movements, and various hashtags inspired by online conversations, Twitter often results in real-world outcomes. For example, in December 2016, doctors in Kenya took to Twitter to demonstrate their meager salaries. They tweeted so much that they coined the hashtag #LipaKamaTender which was discussed in this study.

1.1.2 Hashtags.

Chang (2011) defines a hashtag as a tagging design that associates a user generated label with an event or an issue using the number prefix label - #. It is a way of labeling or marking keywords, topics or trends in a social network. Mutual hashtags have the ability to sort and bring together web resources across websites, which makes it easier for users to find messages with a specific theme or content. Hashtags serve as gathering points for the latest news, trends, protests, and memes. One such example is the December 2016/March 2017 Kenya National Doctors strike which had two main hash tags: #LipaKamaTender and #NationalDoctorsstrike

Hashtags are cross-platform and can be found on Facebook, Instagram, Storify and Twitter. This research focused on Twitter hashtags inspired by Agutu’s (2016) article on ‘How Africa Tweets’ report published on the Star Newspaper compiled by The Portland Communications company which highlighted that Kenyans are so active on Twitter, that they came in 4th in Africa in a ranking of countries whose citizens tweeted most in 2016, with 76 million geo-located tweets. The report further explains that the Twitter platform is coming of age with the prevalence of serious debates about politics and government. The most prominent hashtag in Kenya is ‘Kenyans on Twitter’ abbreviated under the hashtag #KOT.
Kaigwa and Wu (2015) state that #KOT operates as Kenya’s virtual ‘town square’ where pre-dominantly on Twitter, people meet to discuss the day’s issues. Through the hashtag #KOT, Kenyans on Twitter unite against perceived government corruption, respond to media misrepresentations of their country, share jokes, and participate in global conversations. Examples include the CNN controversy where the American-owned news network was forced to apologize to Kenyans after labeling the country as, ‘A hotbed of terror’ ahead of US president Barrack Obamas visit to the country to attend the Global Entrepreneurship Summit in July 2015 and now the #LipaKamaTender where Kenyan medics through their union the KMPDU mobilized the government before the masses.

1.1.3 #LipaKamaTender Hashtag on Twitter.

By the time the over 5000 medics took to the streets on Monday 5th December 2016, the hash tag #LipaKamaTender (Pay like a tender) had been trending for a week and it continued to trend for the next 86 days. The phrase had become popular on social media, and in particular Twitter, as a way to criticize the incumbent government led by President Uhuru Kenyatta. There were allegations that people linked to the president’s family won tenders to supply mobile clinics and facilities at grossly overpriced rates.

#KOT handled the #LipaKamaTender protest with a lot of passion as it turned out to be one of the most intense (going by the tweets) hash tags that have ever emanated from #KOT (Okeyo, 2017). By popularizing and using the symbolism #LipaKamaTender, Kenyans on Twitter protested against corruption and located the KMPDU industrial action within a broader national debate.
Other hashtags that trended alongside the #LipaKamaTender hashtag included #HealthOnTrial and #DoctorsStrike. All in relation to the National Doctors strike.

#LipaKamaTender was the most popular hashtag during the strike, however, it is worth noting that cumulatively, these related hashtags together with #LipaKamaTender have a possibility of agenda setting on the mainstream media.

1.1.4 Mainstream Media (Television).

Television in Kenya is the second most consumed type of media according to Figure 1 below. This is why it attracts the most advertisers. According to a PwC (2017), report TV remains the single most effective channel for advertising in Kenya, accounting for just over 40% of advertising revenue in 2012, a figure likely to increase to approximately 50% in 2017.

According to KARF (2015), before the digital migration, Kenya had 17 main TV channels with stable audience as follows: Citizen TV 25.81%, KTN 16%, NTV 15.9%, the government owned Kenya Broadcasting Corporation (KBC) 11.44%, QTV 10.93% (which is now closed), and K24 10.52%. Each of the remaining channels has an audience share of less than 4% viewership.
Television tops the list in popularity of Kenyan media between 2008 and 2017. It is interesting that television is the most popular media over the internet (it ranks 3rd).

1.1.4.1 Citizen Television News.

This research used Citizen TV as its case study due to its high viewership (25.81%) according to PWC (2017). Citizen TV is a broadcast television station in Nairobi, Kenya, providing News and Entertainment shows. As part of Royal Media Services (RMS), Citizen
TV produces and airs local news, education, lifestyle, and entertainment shows in English and Swahili. Royal Media Services (2017). Ipsos KARF’s (2014) report describes the station as the television station with the widest geographical reach and as the parent company for several leading national and vernacular stations.

Figure 2: Popularity of Kenyan Television Stations Citizen Television has a wide lead (PwC report, 2017)

1.1.5 Mainstream media’s interaction with new media.

News consumption today is not the same as it was during the pre-internet days when families gathered around the television in the evening and waited for their favorite news broadcast or their morning newspapers. Using the term ‘mediamorphosis’, Alejandro (2010) explains that more and more people are now going online for their news. Kaigwa (2017) asserts that journalists now consider Twitter as part of their beat, using it as a core part of
their job. This is because in Kenya today, it is not uncommon to see news being broken on Twitter by a blogger like Robert Alai (@RobertAlai) or Cyprian Nyakundi (@C_NyaKundiH). A report on the State of Internet in Kenya released by the Bloggers Association of Kenya [BAKE] (2016, p.4) confirms this as it quotes Kaigwa (2017), a Kenyan social media expert, “it has become common to see news broken on Twitter by a blogger—whether a hobbyist, informed industry insider, or cyber-roving reporter pouncing on a story—legitimizing it (at times, plagiarizing it outright!). Kenyan media outlets routinely source and quote tweets and other comments from Social Media for their news stories.”

In the past, a news reporter was given a lead or went out to find a story. Today however, the scoop is usually already on Facebook or Twitter and by the time a story is assigned to the reporter, the news in some form or another is already out there in the social media world. The reporter now has to take that into consideration and find some angle to the article that is not yet being talked about. The reporter’s story ‘attributes’ is already affected by the ongoing conversation on social media. A classic example of second level agenda setting.

Moreover, this relationship can further be illustrated when mainstream media interacts with new media when the broadcast media makes a call to action for the viewers to ‘Tweet views’ and ‘comment’ on their Facebook pages and Instagram accounts. Most broadcast (Radio and Television) shows and news now have hashtags that they incentivize their audiences to use so that they can trend and be popular. Examples of these hashtags used by Citizen TV include #MondaySpecialKE, #TheBigQuestion, and #JKL. The media houses also use these hashtags to curate information, views and opinions of their audiences
1.2 Statement of the Problem

Should news media be sourcing news from the web? The Bloggers Association of Kenya (2016) explain that Kenyan media outlets routinely source and quote tweets and other comments from Social Media for their news stories. Top trending issues of the day on Twitter more often than not become news stories on TV as Kaigwa (2017) asserts that journalists now consider Twitter a part of their beat, using it as a core part of their news surveillance job. Is this intermedia agenda setting interrogated by the institutions at play? Is it a recipe for fake news or is it a new new-surveillance opportunity?

Therefore, this study sought to quantify the magnitude of intermedia-agenda setting by establishing first level agenda setting (similarity and themes) and second level agenda setting (attributes) so as to create an empirical basis for the argument for intermedia agenda setting between social media and mainstream media.

1.3 Purpose of the Study

The purpose of this study was to explore the intermedia agenda setting of the internet on traditional news media by examining the dominance of the Twitter hashtag #LipaKamaTender on television news coverage during the National Kenyan Doctors’ Strike 2016/2017 at first level and second level agenda setting.

1.4 Objectives

1.4.1 Main objective.

To examine the evidence of intermedia agenda setting of Twitter hashtags in setting national news agendas during the period of the Kenya National Doctors strike which
occurred between December 2016/March 2017 in Kenya. The study period is between December 2016/February 2017

1.4.2 Sub-objectives.

a) To establish the type of content on the Twitter hashtag #LipaKamaTender in the consecutive days during the Kenya National Doctors strike (Dec, 2016 - Feb, 2017)? (Agenda)

b) To find out the type of content that Kenyan Prime time TV News used to provide updates on the Kenya National Doctors strike during the study period (Agenda)

c) To establish the correlation between the traditional news media (Citizen TV prime-time news at 9pm) content and the twitter hashtag #LipaKamaTender content during the Kenya National Doctors strike? (First level intermedia agenda setting)

d) To investigate the type of content (informational v. opinion-based) on the Twitter hashtag (#LipaKamaTender), are the most recurrent on the traditional news reports? (Second level agenda setting)

1.5 Rationale of the Study

This study substantiated the first level intermedia agenda setting role of Twitter hashtags on Kenyan television news. Hence it can be used to lobby for the importance of social media literacy. Media literacy can be defined as the ability to access, analyze and evaluate media messages in any form, be it photos, sounds, videos and words that are constantly bombarding us in today’s world Baran and Baran (2014) If people are not media literate, they cannot understand what the media is doing for them and to them. The country’s policy
makers cannot afford to turn a blind eye to the agenda setting role of social media as the repercussions of its misuse are dismal.

Moreover, the study contributes to the growth of the intermedia agenda setting theory as it proves that the influence of media (in this case social media) is so strong that it has the ability to tell us what issues are important in public opinion. Lee, et al. (2005). It’s a worthwhile addition to the new trend of agenda setting research where researchers are now focusing more on social media, blogs, online news and websites.

The study focused on prime time of the top television station in Kenya: Citizen TV which has the largest viewership in Kenya KARF (2015). The prime-time English news slot at 9 pm was used because this is when the greatest number of Kenyans watch TV, and the programmes at this time use English, which is the language preference of the Twitter participants. The research selected the news program because Wanta, Golan, and Lee (2004) elucidate that news selection is at the heart of agenda setting process since the issues that fail to pass through the gatekeepers of the news also fail to give salience cues regarding the relative importance of the issues.

The study period was between December 2016 and February 2017 because this is when the topic was trending, online Indeje (2016) and when the issue was covered the most on mainstream media. It was also the period when the government acted and imprisoned the KMPDU (doctors union) leaders championing the strike (The dirty games in doctors’ strike, 2017). After February 2017, the traditional media slowly started shifting their attention to politics as this is an election year.
1.6. Scope of the Study

Although hash tags are cross platform, the study focused on Twitter hash tags, because that was the main platform the doctors used (Okeyo, 2017). It only looked at prime time television news on Citizen TV using or referring to the 2017 National Doctors’ strike that trended using the hashtag #LipaKamaTender. The research collected data in the 70 days between the periods of late December 2016 and February 2017 as the hashtag started getting political after February 2017.

The study acknowledges that there were 9 other hashtags that trended along with #LipaKamaTender. These hashtags may also have agenda set on the mainstream media during the Dec 2016/March 2017 National Doctors strike. The study however only focused on the case study of #LipaKamaTender based on its popularity above other hashtags on Twitter. Nonetheless, the study was not able to distinguish hashtag user’s geo-location.

1.6.1 Limitation.

The study was a case-study based research, hence it did not cover other Kenyan Television stations such as NTV, KTN and K24 also because they do not have as much viewership as Citizen. It did not also cover vernacular or Kiswahili news and television shows as English is the popular Twitter language.

Although hashtags are cross-platform, this study only focused on Twitter hash tags as they are the most popular hashtags.

The study was not able to distinguish hashtag user’s geo-location. This is the location of the tweets trending on the #LipaKamaTender hashtag. This may be important in news surveillance.
The study acknowledges that important information on the conversation may be passed without the use of the hashtag and it does not capture that data.

1.6.2 Assumptions.

The research assumed that the 1.7 million Kenyans on Twitter often participate on Twitter conversations and national debates. It went on to assume that spectators on Twitter also make the conversations weighty by the mere fact that they are online and are aware of the issue being discussed.

The study also assumed that the news media houses such as Citizen TV are not part of this Twitter community yet news media are also part of this population on Twitter. Based on the 1.5 million followers on the Citizen TV Twitter platform, it is clear that they have a big influence on the content on Twitter and use platform as one of the news beats from whom to source and disseminate news.

1.7 Chapter Summary

This chapter introduced the problem that is, social media and specifically how Twitter hash tags influence the type of content aired on Kenyan prime time television. This introduction has revealed that audiences are no longer just receivers of news, but are now able to set the news. Through hash tags, Kenyans on Twitter (KOT) unite against perceived government corruption, respond to media misrepresentations of their country, share jokes, and participate in global conversations. In this case, they united against their government under one voice: #LipaKamaTender to lobby for medics’ salary increment. In-turn television stations pick up trending topics and use them to create content for their news. This ensures that the issue which began as a mere tweet escalates to a national level
CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

This chapter elucidated the agenda setting theory with a keen focus on the intermedia agenda setting aspect by tracing the conversation on agenda setting, intermedia agenda-setting and new media studies on intermedia agenda setting so as to provide sound theoretical support for the current study. It also shed light on news surveillance as well as the theory’s application on the Twitter hashtag #LipaKamaTender which elaborates the doctor’s strike and the conceptualization of the #LipaKamaTender. It also explained the concept of prime time and gave a background of Citizen TV news.

2.2 Theory

2.2.1 Agenda setting theory.

This study was informed by the agenda setting theory of mass communication whose proponents are Maxwell McCombs and Shaw (1972). Wanta et al. (2004) explains that the original agenda setting hypothesis proposed a moderate influence on social cognition or how individuals learned about the important issues of the day. The study further states that extensive media coverage supplied media consumers with salience cues regarding the relative importance of these issues.

Historically, the concept of setting the agenda for the public has existed in the human race ever since the beginning of world civilization. In 1922, Walter Lippmann, perceived that human beings do not deal directly with their surroundings as much as they react to the ‘pictures’ in their heads. This is where Baran and Davis (2012, p. 346) get their famous
quote that “in agenda setting theory, the media does not tell us what to think, but what to think about”.

Walter Lippmann’s (1922) ‘Pictures in our head’ was further developed by Bernard Cohen (1963) who is quoted by Baran and Davis (2012) explaining that the world looks different to different people depending on what is presented to them by the media. That is, the pictures in their heads dictate what the world looks like to different people.

Later in 1972, proponents of AGT widened this concept further and presented to us the agenda setting theory. They did this by empirically testing the idea in Chapel Hill-North Carolina, in the United States of America during the 1968 presidential elections. Maxwell McCombs and Donald Shaw (1972) carried out a month-long study to investigate the degree to which mass media determined public opinion. For their sample size they chose 100 undecided voters. An undecided voter was strategic because s/he was highly susceptible to media influences as they had no candidate of preference hence no bias. They were open to all media messages.

In the survey, McCombs and Shaw (1972) asked the respondents to rank the key issues that they thought were crucial and they compared them with a content analysis of what was on the media. They found out that there was a strong correlation between issues that were given prominence in the media and the importance attached to the same issues by the public. Commenting on their findings, Delwiche (2005) reiterates this by saying that that comparing the outcomes to news reporting during the same phase, they found a powerful relationship amid media exposure and issues that respondents thought to be imperative. The 1972 McCombs and Shaw study saw the birth of the agenda setting theory with the
constructs of surveillance, attention, media agenda and public agenda. The theory was published and has so far attracted many citations in media research and of late online and social media researchers are also using this theory to study the social media effects.

Agenda setting seeks to explain why some information about certain subject matters is available to the public while some is not. Issue proponents are in constant antagonism to gain the attention of media professionals, the public and policy elites.

The range duration of salience transfer from media to the public (but for this case from Twitter hashtags to the mainstream media outlets) is a period of between 4-8 weeks; this is based on the Chapel Hill experiment which took a month. However, McCombs (2005) sheds light on the more recent development as he says that subsequent studies have examined much longer periods of time – for example, a yearlong, nine-wave panel study during the 1976 U.S. presidential election and found similar evidence of strong agenda-setting effects among the public. Agenda Setting theory constructs: Agenda (media agenda, public agenda and the policy agenda), Selection, Salience and time lag

Dearing and Rogers (1996), agenda setting scholars, substantiate that the agenda setting process is composed of three agendas namely media agenda, public agenda and the policy agenda. The media agenda has that name because its main dependent variable is the importance of an issue on the mass media. This means that the agenda is set because the issue is always on the media or has received massive media coverage. This type of agenda is usually measured using content analysis by looking at how many television stations or how many newspapers gave prominence to the said issue.
There are two levels of agenda setting. Wanta et al. (2004) explains that the first level of agenda setting examines the transmission of issue salience cues from media coverage of issues to public concern with issues and the second level investigates the transmission of attributes of actors in the news from media coverage of issues to public concern with issues. The study, Wanta et al. (2004), infers that while the first level agenda setting suggests media coverage influence what we think about, the second level agenda setting suggests media coverage influences how we think.

This study will look at the correlation between the mainstream media agenda and the Twitter hashtag agenda.

2.2.2 Intermedia agenda setting and first level agenda setting.

Intermedia agenda setting, a component of fourth-stage agenda setting, is the term that refers to those instances when the media agenda is shaped by other media (Lopez-Escobar et al., 1998; Reese & Danielian, 1989). This means that elite media frequently exert a substantial influence on the agenda of other news media.

Comparing it to the first level of agenda setting, it mainly focuses on the issues, events or political figures of the media agenda, and how the media agenda impacts audience perceptions about what issues are worthy of attention McCombs (1992). The unit of analysis of first-level agenda setting is the object (Weaver, McCombs, & Shaw, 2004). Therefore, the first-level agenda setting process can be stated as the transfer salience of objects from the media agenda to the public agenda (but in this case, the research focuses on transfer of salience from the Twitter agenda to the traditional media agenda). The study cautions that
most agenda setting studies use the term “issue” more often than “object” due to their study focus on public issues. This study also chooses to use the term issue.

The emergence of social media has revolutionized this original perception of intermedia agenda setting. Lee et al. (2005) in their paper ‘Agenda-setting and the internet: The intermedia influence of internet bulletin boards on newspaper coverage of the 2000 general election in South Korea’ through cross-lagged correlation analyses found out that the Internet funnels and leads public opinion as well as affecting the coverage of other media. In another study, Sweetser, Golan, and Wanta (2008) provided evidence of the intermediate agenda-setting process and suggests that the news agendas of several leading broadcast news organizations were partially shaped by modern campaign tools such as blogs and political advertisements.

2.2.3 Second-level agenda setting.

The second level of agenda setting, which shall be addressed by research question four of this study, focuses on the transfer of attribute salience McCombs and Shaw (1993). It explains how people think about an issue and how they choose to express it. It focuses on the attributes, characteristics, and properties of an issue. In other words; it describes the issue and the tone of its coverage (Kim & McCombs 2007).

The second levels of agenda-setting and agenda building can be linked to framing theory. The first level of agenda-setting studies the function of the mass media in influencing what people think about, while the second levels of agenda setting and framing guide people in how to think about an issue (Ghanem, 1997).
2.2.4 Review of prior research: Agenda setting theory and social media.

The agenda setting theory is one of the most researched theories in mass and political communication according to Meraz (2009). McCombs (n.d.) explains that since the initial study during the 1968 U.S. Presidential Election, more than 300 hundred published studies worldwide have documented the influence of the news media. He further noted that this evidence includes a wide variety of research designs, including numerous panel studies, time-series analyzes, and controlled laboratory experiments. Now the internet is included among these published studies as Delwiche (2005), provides evidence of this when he explains that many analysts cite the hits of September 11\textsuperscript{th} as a turning point moment when Web logs emerged as a medium for personal journalism. With the collapse of Trent Lott, Web log writers demonstrated that they might also influence the agenda of mainstream media”. This ‘Personal journalism’ aspect is what has attracted many agenda setting scholars to study social media. Green (2010, p. 123) quotes Bruns (2008) on his view that news blogging works because stories produced by citizen journalists set out to achieve different ends from those produced by mass media. The story itself is not the final product; it’s just the starting point, because ultimately, the goal of every story is to start a discussion, to start people saying what they think about.

This goal of ‘getting people to talk’ is an aspect that had been ignored by the mainstream media before the emergence of social media. Wu et al. (2013) carried out an agenda setting research that discovered this aspect. The researchers investigated the influence of blogs on the mainstream media in China after a tragic train accident in July 2011 in the same country. Using content analysis of the blog posts and the stories that were aired on television
stations as well as published on the newspapers, they found out that immediately after the train crash, online media played a decisive role in setting the agenda of traditional media by providing a citizen forum on a sensitive issue that the mainstream media has dismissed.

Other scholars who have studied the impact of social media and agenda setting are Chu and Fletcher (2014). In their paper ‘social media and agenda’, they acknowledge that there are opinion leaders in social media who propel the story to set the agenda. They quote Mislove, Lehmann, Ahn, Onnela, and Rosenquist (2011) who assert that social networks tend to be influenced by a small core of prominent individuals around whom users tend to cluster.” Adamic and Glance, (2005) elaborate this point by claiming that in the case of social media used heavily by journalists and politicians as well as individual citizens, the pre-existing prominence and influence of elite political actors might be mirrored and magnified in the online realm, creating a class of A-list users who are more influential and important than anyone else. These A-list users in Kenya are highlighted in the 2014 Social Media Awards (SOMA) where ‘Xtiandela’ was awarded the most influential Twitter personality and ‘ThisisEss’ was awarded the most influential Instagram personality.

Delwiche (2005) has quite an interesting argument. Although he only looks at blogs, his argument can be used to assess the influence of agenda setting theory on social media in general. This is because almost of all the big wig bloggers and social media gurus in Kenya for example Robert Alai, Bosire Bogonko and Steve Biko (Soko Analyst) are opinion leaders in the Kenyan social media Scene. Delwiche (2005) argues that blogs disrupt the assumptions of agenda–setting research because they weaken the distinction between the audience and the journalist. He observes that blog authors solicit questions about contemporary events, read
stories against one another, fact–check, and synthesize numerous accounts of described events. This is the same case with Twitter hashtags.

Although the theory, “was formulated when traditional media entities owned the tools of content creation and content distribution, it remains largely untested in the new, interactive media age” (McCombs, 2005). “Evidence has been found for convergent agendas between portal news outlets and traditional, elite media entities in television and newspaper industries” Yu & Aikat, (2006). This literature review provides insight to the agenda setting power of hashtags on mainstream media hence the need to investigate this power in an African context.

### 2.3 Twitter, Hashtags and the History of #LipaKamaTender

#### 2.3.1 Twitter.

The Twitter micro-blog, a fast-growing real-time social media tool was globally launched in 2006 and rapidly became a global phenomenon as it transformed how the world talked, found out about important issues and what action ought to be taken. Twitter messages are also called as Tweets. Twitter self-defines its service as, “real-time information network powered by people all around the world that lets you share and discover what's happening now” (Twitter.com, 2017). As Twitter evolves, more and more people are partaking in sharing what is happening around the world through various Twitter applications.

Agutu (2016) documents that Kenya is the 4\(^{th}\) largest tweeting nation in Africa with Egypt, Nigeria and South African ranking first, second and third respectively. According to Digital Rand (2014), a social media tracking platform, the Kenyan Twitter community was born around 2007 with @Kamuiiri a Kenyan system administrator being considered the first
Kenyan on Twitter. With time, ‘tweeps’ in Kenya slowly adopted the name ‘Kenyans on Twitter’ #KOT (Digital Rand, 2014)

Ndemo and Weiss (2017) elucidate that #KOT was first majorly composed of early adopters such as @Kamuiri and bloggers who were seeking out ways to use Twitter to build a community outside of the existing blogs and email exchanges. It was also a way that Kenyans in the diaspora could keep tabs with Kenyan current affairs. The authors further explain that the years 2007 and 2008 were very significant years to #KOT. Twitter was one of the few sources where people sought the perspectives of Kenyans in Kenya as the mainstream news media were self-censoring or nor representing the scale of post-election violence in the country.

At the time of reviewing literature, the Miniwatts Marketing Group (2016) who publish the internet world statistics, estimated that Kenya had a population of about 46 million people with an internet penetration of 68.4% according to data monitored by the aggregation website Six million of these are subscribed to the social media platform, Facebook and 1.7 million are subscribed to the platform Twitter as DotsavvyAfrica (2016) reports. This uptake of social media in the country has led to the massive dissemination of all kinds of messages and according to Geopoll (2017), it is increasingly becoming the most consumed type of media. In February 2017, Geopoll conducted a survey which indicated that social media has become an integral part of life as 60% of respondents use it as their primary source of information. Slightly fewer than 30% get their information from TV while the rest get their information primarily from newspapers and radio.
2.3.2 Hashtags.

The amount of information exchanged online can be overwhelming and one may not be able to separate what is relevant from the noise. On Twitter the use of hashtags tends to reduce this effect. According to the online dictionary Merriam Webster (Hashtag, 2017), social media has made the hashtag a ubiquitous part of the internet culture, starting with Twitter and expanding to other sites. It has become a unique tagging convention to help associate Twitter messages with certain events or contexts. The online dictionary explains that the term hashtag, which was first used in 2007 during the California wildfires emergency is a word or phrase that starts with the symbol ‘#’ followed by a key word that briefly indicates what a message (such as a tweet) is about.

Originally designed for categorizing posts, the hashtag can now be a tool for a supplementary coy or witty comment e.g. #LipaKamaTender which was a satirical way of the doctors telling the government to pay them. It also embodies user participation in the process of hashtag innovation, especially as it pertains to information organization tasks. Bruns and Burgess (2011) throw in an interesting point stating that a hashtag is a means of coordinating a distributed discussion between more or less large groups of users, who do not need to be connected through existing ‘follower’ networks. This means that one can have a conversation with anybody in the world as long as they use the relevant hashtag. This gives a whole new meaning to the phrase ‘the world is a global village’. Hashtags create searchable topics within tweets. Users can click on any hashtags that appear in tweets or search Twitter for hashtags in order to find more comments on the same topic.
Bruns and Burgess (2011) elucidate that the origin of the hashtag emanated from San Francisco-based technologist Chris Messina who sought to create Twitter groups which would allow people to follow and contribute to conversations on particular topics of interest. He later discovered that people were more interested in simply having a better eavesdropping experience on Twitter hence creating the hashtag feature.

Grasso and Crisci (2016) are among the few researchers that have studied the hashtag phenomenon their study ‘Codified Hashtags for Weather Warning on Twitter: an Italian Case Study’. They sought to establish that hash-tagging is emerging as a practical way to coordinate messages during emergencies and quickly identify relevant information. The research found out that information shared on Twitter hashtags may improve situational awareness and help people on the ground to collect important information.

**2.3.3 Twitter, hashtags and the news making process.**

In her doctoral dissertation, Hutchinson (2013) explains that hashtags organize conversations around topics of interest. Active television viewers will migrate to new media sources, searching for content that interests them. For this reason, Twitter hashtags have put pressure on today’s newsrooms to air content that the viewers are interested in.

Describing Twitter as a platform and medium for “ambient journalism,” Burns (2010) and Hermida (2010) and both describe Twitter’s coverage of newsworthy events as the sum of a large number of individual tweets containing summary information, links to further materials, user comments and evaluation. Bruns and Highfield (2012) explain that Twitter’s underlying social, organizational, and technological structures make it exceptionally easy for users to participate in such ambient journalism processes. All that is required is that they post
a short message containing the information or opinion they intend to share, as well as perhaps to mark it with a hashtag in order to increase its visibility to a wider target audience.

This phenomenon has led to the abolishment of what was known as the ‘scoop’ in newsrooms. In his study, Parmelee (2013) conducted in-depth interviews with political reporters and editors at US newspapers during the 2012 campaign. He found that tweets from political leaders were used by journalists in ways that suggested first- and second-level agenda building. Participants gave examples of how political tweets shaped their coverage in terms of the events they cover, the sources they interview, the quotes they use, and the background information they rely on to decide how to cover an issue.

Researchers Heravi and McGinnis (2015) in their work, ‘A Framework for Social Semantic Journalism’ explain that journalists are already monitoring social media for scoops, details, and images. This has also changed the way traditional journalists “scoop” the news. A survey of journalists in fifteen countries showed that half the respondents used Twitter hashtags to source angles for a news story.

Coining the term ‘TwitterStand’, Sankaranarayanan, Samet, Teitler, Lieberman, and Sperling (2009) investigated the use of Twitter to build a news processing system, called TwitterStand, from Twitter tweets. Their study explained that tweets occur as news is happening, and tend to be noisy usually arriving at a high rate. The reporter has to quickly get on the story, verify it, remove the noise, determine tweet clusters of interest and get the relevant locations associated with the tweets, then go and quickly cover the story.
2.3.4 The Kenyan national doctors strike 2016/2017.

Kenya's public hospitals came to a standstill as thousands of doctors and other medical staff nationwide went on strike demanding a pay rise and better medical facilities beginning December 2016. The medical staff wanted a 2013 collective bargaining agreement signed between the Kenya Medical Practitioners' Union and the Government of Kenya to be implemented. According to British Broadcasting Corporation (2017), a doctor's basic salary then was 40,000 Kenya shillings ($400; £320) per month, and that was before any deductions. Doctors were asking for a pay rise of around 180%. The government however was trying to paint the doctors as "greedy", "wanting too much" and trying to misrepresent their claims by saying doctors were seeking a 300% pay increase.

2.3.5 #LipaKamaTender hashtag emerges (Medics take war to Twitter).

By the time the doctors took to the streets, for the Doctors’ Strike, their words were etched on social networking sites especially on Twitter under the hashtag #LipaKamaTender. In their numbers they aired, shared, and re-shared their grievances. In unison, they explained why they would not be going to work unless drastic changes were seen not only on their pay slips, but also in their work environments. They kept asking the government to pay them as quickly and easily as a tender was handled in government projects.

The medics used other hashtags that also trended alongside the #LipaKamaTender hashtag such as #HealthOnTrial, #DoctorsStrike and #MyBadDoctorExperience, through which medics recounted experiences of being forced to work without drugs, gloves, or electricity, and under severe staff shortages that left many on the verge of collapse.
According to Kaka and Kilonzo (2017), one Twitter user, a doctor identified as Anthony, told of how he had to light up the theatre after lights went out in the middle of a Caesarean section. “The back-up generator was out of fuel. We ended up using a Nokia phone flashlight (as the) torch available had expired batteries”. Most of the Tweets were from doctors and were mostly emotion related remarks, informational and opinionated. The following Tweets were sampled from Kaka and Kilonzo (2017), hence the editor mostly picked Tweets that provided new information. However, the Tweep’s emotion can still be felt through the choice of words used.

2.3.6 Sampled Tweets.

The following are extracts of tweets retrieved under various hashtags on Twitter.

1. @ Joyce Omuok Waiting all day to perform an emergency surgery because there are few theatre rooms and multiple emergencies in wait #MyBadDoctorExperience (New information as well an emotional remark)

2. @NASIRUMB MGERO Got pricked in casualty, patient HIV+, no post-exposure prophylaxis (PEP). Had to travel to Nairobi at 1am to get it # LipakamaTender (New information as well an emotional remark)

3. @Jeff Kims Watching a patient die because the ambulance had been given to the MCA to pick his tomatoes from market #MyBadDoctorExperience (Opinion and emotional remark)

4. @Wambugu Justus. Consoling a mother who lost her baby because the only available anesthetist was in main theatre with another patient #LipaKamaTender (Information)
5. @Beldina Gikundi #LipaKamaTender had to donate my own blood for a bleeding mother because there was no blood in the hospital’s blood bank

#MyBadDoctorExperience (Information as well as emotion related remark)

6. @Wambui Munjua Watching the nutritionist mix cow milk with water as hospital cannot afford formula for the babies in the nursery #LipaKamaTender ((Information as well as emotion related remark)

2.4 News Surveillance

Shoemaker (1996) quotes Lasswell (1960) who explains the news surveillance function of news as a role played by the media in monitoring the environment for anything that might harm fellow human beings. He elucidates that it is characteristic of all human beings to always survey their environment for incidences that are unusual because they pose potential threats. Shoemaker (1996) gives a commentary on this explaining that the difference between professional information gatherers (such as academic researchers and journalists) and other human beings who generally survey the environment for personal and informal purposes is that these professionals’ surveillance is sanctioned. The media fulfills the world’s innate need to perceive threats in the environment, keep it informed about the society and devise ways of dealing with these threats whether real or prospective.

To illustrate news surveillance, McCombs and Reynolds (2002) allude to the agenda setting theory concept of pictures in our heads in their paper, ‘News Influence on Our Pictures of the World’ where they study events surrounding the USA 2000 presidential race between George W. Bush and Al Gore. Their study found that people looked to the media for some direction on what issues to think about before voting. Journalists focused attention and
influenced people’s perceptions of what were the most important issues in that hotly contested election. It is this innate need to perceive threats that mainstream media picks up issues that are trending on social media and highlights them. Picking them up also magnifies the issue, drawing more attention to it and once an issue is highlighted, people can devise ways to combat the threat.

2.4.1 Television news values.

News values are general guidelines used by journalists to determine how much prominence to give to a story. Galtung and Ruge (1965) established a taxonomy of news values after the study proved three hypotheses. The first was the additivity hypothesis that the more factors an event satisfies, the higher the probability that it becomes news; The second was the complementarity hypothesis that the factors will tend to exclude each other since if one factor is present it is less necessary for the other factors to be present for the event to become news. Lastly was the exclusion hypothesis that events that satisfy none or very few factors will not become news.

Boyd (2001) in the book ‘Broadcast journalism: techniques of radio and television news’ explains that news journalism has a vast agreed set of values, frequently referred to as ‘newsworthiness’. Decisions on the selection and prioritization of news are made by editors on the basis of their experience and intuition. Examples of news values include, negativity- that bad news is more newsworthy than good news; prominence- that stories concerned with global power nations such as the USA receive more attention than those concerned with less influential nations. The same case applies to prominent personalities such as politicians and famous artists; familiarity- which has to do with people or places close to home and
unexpectedness. If an event is out of the ordinary it will have a greater effect than something that is an everyday occurrence.

Using observations of Danish TV journalists, Schultz (2007) argues that six news values dominate: timeliness, relevance, identification, conflict, sensation, and exclusivity. Being first with a story which is commonly referred to as exclusivity adds value for producers who must attract audiences, and can override other news values, such as timeliness.

**2.4.2 Prime time.**

Geraghty (1991) in her study, ‘Women and Soap Opera: A Study of Prime-Time Soaps’ defined prime time as a block of broadcast programming in the middle of the evening in television. It can also be referred to as the peak time. This is when a large number of people are watching television at the same time. She gives an example in the United States of America where 7:00pm to 10:00pm (Central and Mountain Time) is considered prime time in television programming. Mastro and Greenberg, (2000) in their study, ‘The portrayal of racial minorities on prime-time television’ however place prime time between 8pm and 11 pm for popular American Television stations: ABC, CBS, Fox, and NBC.

In Kenya, Geopoll (2017) a media measurement organization puts the nation’s peak hours (Prime Time) between 1900 hours to 2200 hours. It further justifies why this time block is known as ‘prime time’ by stating that Citizen TV which has the has the highest audience ratings has more people watching the station during prime time especially at 2030 hours.
2.4.3 Citizen television news.

The KARF (2015) ranks Citizen TV as the number one television station with the widest geographical reach in Kenya. It boasts of a viewership of 25.81% followed closely by KTN with a viewership of 16%, and NTV at 15.9%. Citizen TV broadcasts from Nairobi-Kenia, providing news and entertainment shows of different genres. As part of Royal Media Services (RMS), Citizen TV produces and airs local news, education, lifestyle, and entertainment shows in English and Swahili. Royal Media Services (2017).

Citizen TV has 5 news bulletins per day during weekdays and 4 during the weekend. These are the morning bulletin in English dubbed ‘Power breakfast’ the lunch time news in English – ‘Citizen live @ 1’, the 4pm short Swahili bulletin called ‘Citizen Alasiri’, the 7pm Swahili bulletin- ‘Citizen Nipashe’ and the 9pm prime time news in English which has special, thematic names for the different days (Royal Media Services, 2017). The 4pm bulletin is not transmitted during the weekends.

This research focuses on the 9pm prime time English news which has different themes. On Monday, News at 9pm is called ‘Monday Special’. This bulletin usually focuses on a specific social issue that has been trending during the weekend such as maternal healthcare, indiscipline in schools, and drug abuse. The program usually has a live studio audience from who contribute on these topics. On Tuesdays, there is ‘The Big Question’, a show that is heavily based on political and issues surrounding governance. Wednesdays feature the Citizen Business Bulletin; this news show ensures it gives all the stories of the day a business angle. It is worth noting that the segment has so far changed to ‘Jeff Koinage Live’ however during this research’s study period the segment was ‘Citizen Business’. On
Thursday, the Citizen TV calls its 9pm prime time news ‘The Opinion Court’. ‘This is where various analysts as well as the common Kenyan citizens are hosted to give their take on a certain issue affecting the country at a specific time. It is different from the Monday show because it does not have a live studio audience.

On Friday and Saturday, the week is wound down by a light news program known as the ‘Citizen Weekend’. This bulletin is characterized by light stories and entertainment industry interviews. ‘Sunday Live’ starts off the week on a punchy political note with heavy, fast paced political interviews (Royal Media Services, 2017).

2.5 Gap.

This research expands the scope of agenda-setting theory research, which has traditionally focused on the ability of press releases, press conferences, and political ads to influence media coverage. It also seeks to prove that Twitter hashtags have dethroned the media as the public agenda setter in society. The society itself through what Hermida (2010) describes as ‘ambient journalism’, determines what becomes news or not. The citizens have power to make news relevant to them.

Although the Parmelee (2013) study has looked at the agenda-building function of political tweets, his study entirely focuses on the prominence of the news makers instead of looking at the general public who have the power to make a hashtag trend and push the agenda to the newsroom.

In summary, most of the prior research on agenda setting and Twitter has focused on Twitter in general prominence of the Tweep and none of it has been done in an African context yet Africa has 100 million social media users according to Internet World statistics,
Moreover, there have been no published studies in the agenda setting role of Twitter hashtags in Africa. There is a dire need to broaden the scholarship in this area in the African context.

2.6 Conceptual Framework Model.

Based on the intermedia agenda setting theory, Twitter Hashtag and Citizen TV news discussion, the following conceptual framework organizes the independent (Twitter Agenda) and dependent variable (Media Agenda) in this research, highlighting the 1st level agenda setting (similarities of themes) and 2nd level agenda setting (informational vs opinion) aspects.

<table>
<thead>
<tr>
<th>Independent Variables (Twitter Agenda)</th>
<th>Dependent Variable (Media Agenda)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media (Twitter hashtag) Agenda</td>
<td>Traditional Media Agenda</td>
</tr>
<tr>
<td>(A) Twitter hashtag Content (1st level Agenda Setting)</td>
<td>Citizen Tv 9pm News</td>
</tr>
<tr>
<td>(B) Tonality of hashtag conversations (2nd level Agenda Setting)</td>
<td>(A) News content/mentions</td>
</tr>
</tbody>
</table>

Intermedia AGS
2.7 Research Questions

This gap and literature review sheds insight to the intermedia agenda setting power of social media and in particular Twitter hashtags on mainstream/Traditional media hence the need to investigate this correlation in an African context. To examine this relationship, this studied the following research questions in the case of the Kenya National Doctors’ strike.

RQ1 - What was the content of the Twitter hashtag #LipaKamaTender in the consecutive days during the Kenya National Doctors strike (Dec, 2016 - Feb, 2017)? (Twitter Agenda)

RQ2 – What was the content on Citizen TV Prime time news when providing updates on the Kenya National Doctors’ strike during the study period? (Television News Agenda)

RQ3 - What is the correlation between the traditional news media (Citizen Television prime-time news at 9pm) content and the twitter hashtag #LipaKamaTender content during the Kenya National Doctors strike? (First level intermedia agenda setting)

RQ 4: What type of content (informational vs. opinion-based) on the Twitter hashtag (#LipaKamaTender), were the most recurrent on the traditional news reports? (Second level agenda setting).

2.8 Chapter Summary

This chapter reviewed literature on the classical Agenda-Setting theory, intermedia Agenda Setting, as well as both first and second agenda setting levels. It also expounded on the dependent (Twitter Agenda) and independent variables (Media Agenda) in the study, highlighting the agenda of the KMPDU strike dubbed #LipaKamaTender on Twitter in the study period between December 2016 and March 2017.

The news surveillance and the Citizen TV news culture discussion has explained that the scoop is now a term of the past Parmelee (2013). Television viewers migrate to new media sources, searching for content that interests them hence Twitter hashtags have put
pressure on today’s newsrooms to air content that the viewers are interested in so as to remain relevant to their audiences.
CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

The research methodology of Twitter Hashtag usage during the 2016/2017 National Doctors strike in Kenya was conducted using quantitative content analysis, a method which Berelson (1952) suggested is used to describe substance characteristics of message content, describe form characteristics of message content, make inferences to producers of content, make inferences to audiences of content, and predict the effects of content on audiences. Dearing and Rogers (1996) explains that the media agenda is usually indexed by a content analysis of the news media to determine the number of news stories about an issue or issues of study. The number of news stories measures the relative salience of an issue of study on the media agenda. The same case applies to the Twitter agenda. Presumably, traditional media, in this case Citizen TV prime time news, judges the relative importance of an issue on the basis of the number of Twitter messages about the issue to which they are exposed. The study infers that the number of tweets under the #LipaKamaTender hashtag stories measures the relative salience of the doctors’ strike issue on the Twitter agenda.

Quite a lot of studies have successfully engaged content analysis to investigate the agenda setting role of social media on traditional media. Examples include Chu and Fletcher (2014) Meraz (2009) and Wu et al (2013). Berenson (1952) defines content analysis as a research method that generates objective, systematic and quantitative descriptions of communication content. Kim and Kulfis (2010) explain that the use of content analysis is appropriate when using web-based data because it saves on time, money and energy as
opposed to the conventional data collection methods such as focus groups, interviews and surveys. This is because web-based data is easily available and the researcher is able to effortlessly download it as opposed to engaging with subjects.

3.2 Population, Sampling Design and Data collection

The study adopted probability sampling which according to Lopez and Whitehead (2013) is used in quantitative research where by researchers recruit the population with characteristics that represent a wider community. This sampling method which is relatively non-technical, ensured that the items of the population got an equal chance to be selected as a representative sample. To ensure this, the research set up the procedure below using simple random sampling.

3.2.1 Unit of analysis.

Because of the difference in structure between tweets and video footage, the study had two units of analysis. For the tweet, which at the point of study could only have a maximum of 140 characters, the research used a word as the unit of analysis. For the video footage, the study used a sentence as the unit of analysis so as to generate a lot of data because compared to tweets, the population of the video files was small. The frequency of mentions of the National Doctors’ strike determined the score the video clips receive for the content analysis. For Twitter, a count of the number of Tweets determined the number of Tweets that were tweeted under the #LipaKamaTender hashtag.

3.2.2 Tweets.

Tweets were collected by searching the hashtag #LipaKamaTender to create the Twitter agenda. Twitter allows one to search and curate tweets that were tweeted under
specific hashtag. The study curated tweets between Monday, 5th December 2016 and 28th February 2017 to create the Twitter sample. This sampling period was selected because Monday, 5th December 2016, was the first day that doctors working in Kenyan public hospitals went on strike to demand fulfillment of a 2013 agreement between their union and the government that would raise their pay and improve working conditions. February 28th 2017 was selected as the last day of the study because the political temperatures of Kenya were raising and the situation was getting more politicized as the doctor’s strike stretched on.

Using the probability method of simple random sampling which Wimmer and Dominick (2011) credit as a sampling method that enables a representative group to be easily obtained as well as the elimination of the classification error, a sample tweets with the hashtag #LipaKamaTender were selected. In simple random sampling each member of population is equally likely to be chosen as part of the sample, the research acknowledges that it is tedious and time consuming, especially when creating large sample such as the Tweets. Some very short messages without any substantial meaning, as well as repetitive messages, were not included. If the sampled tweet needed to be excluded based on the criteria discussed, it was be replaced by the next tweet that met the standards.

3.2.3 Tweets sampling procedure.

There are two ways in which the samples are chosen in simple random sampling: lottery system and using number generating software or random number table. Using the lottery system, the study listed all the tweets that were collected between the study period of December 5th 2016 and February 28th 2017. The tweets were then marked with a specific
number (from 1 to 3780). Then, the sample size ‘n’ was determined by selecting numbers randomly.

3.2.4 Sampling formula.

The following formula was then used to determine the population sample

Table 1: Sampling formula

<table>
<thead>
<tr>
<th>FORMULA</th>
<th>GETTING THE SAMPLE SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>n = N 1 + N (e)</td>
<td>n = N (e)2</td>
</tr>
<tr>
<td>Where; n = the sample size selected</td>
<td>= 2, 048</td>
</tr>
<tr>
<td>N = the finite population</td>
<td>1 + 2, 048 (0.05)2</td>
</tr>
<tr>
<td>e = the level of significance or limit of tolerable error</td>
<td>= 2, 048</td>
</tr>
<tr>
<td>l = unit or a constant</td>
<td>5. 125</td>
</tr>
</tbody>
</table>

= 799. 20

Rounding off = 800 Tweets

3.2.5 Sample description

Of the sampled 800 tweets, male tweeps were 416, which accounted for 52% of the population, 301 tweeps were female accounting for 37.6% of the population. The remaining 83 (10.4%) tweeps had accounts that were not gender sensitive and used handles such as @daraja_ke , @LiveNation254 , @Medic_Ash and @KitKamut.

3.2.6 Video clips.

The study scrutinized video footage that aired on Citizen TV prime time news which is the 9 pm news bulletins from Monday, 5th December 2016 to 28th February 2017 to create the Citizen TV news media agenda. This is sampling period was selected because Monday, 5th December 2016, was the first day that doctors working in Kenyan public hospitals went on strike to demand fulfillment of a 2013 agreement between their union and
the government that would raise their pay and improve working conditions. Although by the time the over two thousand medics took to the streets on Monday, the hash tag #LipaKamaTender (Pay like a tender) had been trending for a week, the media only took notice of it when the medics hit the street. Furthermore, Wanta et al. (2004) explains that previous time lags which have been employed in agenda setting research have ranged from one week to nine months. The study by Wanta et al. (2004) quotes Watt, Mazza, and Snyder (1993) who found that issue salience memory can decay as slowly as 300 days. Winter and Eyal (1981) suggested that the optimal effect span is between four and six weeks. Roberts, Wanta, and Dzwo (2002) found in their study that the time lag for traditional news media to affect online discussion should be relatively short, ranging from one day to one week.

Citizen TV is selected because according to Kantar-Geopoll Media Measurement (2016), Citizen TV is the most watched television station in country followed by KTN which comes in with less than a half of the viewership. The video clips were downloaded from the Citizen TV news archive library where they are already catalogued into date, time aired and name of the video clip. This made it easy for the researcher to identify which bulletin covered the story on the National Doctors strike. Only 39 video clips were harvested and the whole population was used for the study so as to clearly determine the salience.

3.3 Validity (Intercoder Reliability)

Wimmer and Dominick (2011) are of the opinion that fresh coders are preferred because inter-coder reliability among coders who have a lot of coding experience may be
artificially high. For this reason, the study trained a fresh coder and an experienced coder. The experienced coder was the study’s researcher.

The two trained coders carried a pilot study to determine their reliability. Two coders in a content analysis project should largely agree on the proper category for each unit of analysis. Wimmer and Dominick (2011) also explain that this pre-test helps to determine the effectiveness of the categories operationalized. The pre-test used a fifth of the sample. This translated to 193 tweets and 8 video clips. The pre-test using a Microsoft Excel–related software Ku-Tools yielded an average Cohen Kappa’s inter-coder reliability coefficient of 0.91. The first variable gave a Cohen Kappa coefficient of 0.91 while the second variable yielded a Cohen Kappa coefficient of 0.9. Appendix H gives a detailed breakdown of the inter-coder reliability exercise.

3.4 Data Analysis Procedures

Using the study’s code book (Appendix C), two coders familiar with Twitter hashtags were trained in the coding procedure and the definition of two variables. The first variable is the topic of the message espoused from Wu et al. (2013) in their study, ‘Agenda setting and micro-blog use’. Topic of the message in this study is categorized as information, action, opinion and Emotion-related remarks. The second variable is the message itself. Key themes from the doctors’ strike stories on Citizen TV 9pm news and tweets on Twitter, were, the (a) ‘strike’ which was the action taken by doctors after their (b) ‘salaries’ were delayed by the (c) ‘government’. This strike had (d) ‘consequences’ as it impacted on the (d) ‘health’ sector in Kenya. From these themes, the type of message was operationalized as: strike, health, salaries, government response and consequence. Presence of the coding category is coded as
‘1’ and absence coded as ‘0’. This method eased the process of tabulation after the data was coded. In cases where a tweet appeared to serve dual purposes, codes were assigned according to what was considered the tweet’s primary purpose. The third variable is the impact of #LipaKamaTender hashtag.

To quantify the results, the study adopted Signorelli et al.’s (1994)’s method on their study of ‘Gender stereotypes in MTV commercials’ where they used the nominal level of measurement. Using this level of measurement, this study counted the rate of recurrence of the units in each category. Coverage of the National Doctors’ strike was measured by the number of words given to the issue. Each agenda was compiled by making a list of issues in order of their salience and measured by the frequency of issues mentioned in the tweets under the #LipaKamaTender hashtag.

To investigate probable correlations between the Twitter hashtag #LipaKamaTender and Citizen TV prime time news, the research used Spearman’s (rho) which is a coefficient used to evaluate the linear relationship between two ordinal variables.

3.5 Ethical Considerations

The researcher ensured that the study obtained clearance from the USIU-A research office, as well as the NACOSTI (National Commission for Science, Technology and Innovation) permit.

The study is cognizant of data software as well as the Twitter platform when dealing with tweets as the researcher was fully aware that the tweet copyright belongs to the tweepr.

The study used the ethical consideration approach proposed by Moreno, Goniu, Moreno, and Diekema (2013) in there, ‘Ethics of Social Media Research: Common Concerns
and Practical Considerations’ study which gave particular attention to the issues related to social media research, including privacy and confidentiality. The researcher only used the harvested tweets for the purpose of this research and at the end of the research, the data was deleted.

3.6 Chapter Summary

This chapter has highlighted the research methodology and procedures that the study used to carry out this research. It explains the units of analysis used, the sampling methods as well as the intercoder reliability test. It explains the use of content analysis to identify the prevalence of the #LipaKamaTender theme on the Citizen TV prime time news.
CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION OF RESULTS

The results were organized according the research questions from the agenda of the Twitter hashtag (#LipaKamaTender) and Citizen TV news, the first level agenda setting correlation of the hashtag content to Citizen primetime TV news and the second level agenda setting either opinion or informational where content was picked up by traditional news reporting.

4.1 Social Media Agenda

4.1.1 Content ranking of the hashtag #LipaKamaTender.

RQ1 sought to find out the type of content under the Twitter hashtag #LipaKamaTender in the study period (Dec, 2016 - Feb, 2017) during the Kenya National Doctors’ strike.

The results indicated that ‘strike’ was the issue that received the most attention, with 45.7% (659) of the sampled tweets mentioning the word strike. Health followed closely at 34.2% (439), while government response issues received 9.71% (141), followed by salaries with 6.52% (94) and consequences of the strike with 3.7% (53) as illustrated on. Figure 3.
4.1.3 Content tonality of the hashtag #LipaKamaTender. Results indicate that tweeps preferred opinions (28.8%) and emotion-related remarks (26.9%) as depicted on Figure 4. Additional interpretation for these results is provided under RQ4.
**4.1.4 Related hashtags to the #LipaKamaTender.**

Figure 5 hashtagify.me (2017) illustrates the trending nature of the hashtag. It trended at number one on December 5th 2016 at a popularity of 50.2%. It also illustrates other hashtags that trended alongside the #LipaKamaTender hashtag and it is worth noting that cumulatively, these related hashtags together with #LipaKamaTender have a possibility of agenda setting on the mainstream media.

Although other related hashtags may have contributed to the thematic conversations, the strongest show in these was #LipaKamaTender as it had a high popularity at 50.2 (Figure 5) and a present stable weekly and monthly trend. This is a better and stable performance as compared to the also strong hashtag #CBA and #CBAforKenyans which both had popularity
levels of 54 and 31.3 respectively but has shown did not have a significant weekly and monthly trend.

Figure 5: #LipaKamaTender trending at number 1 and hashtags related to #LipaKamaTender in the months of December 2016-February 2017
4.2 Television News Agenda

4.2.1 Content ranking of Citizen television prime time news.

RQ2 sought to find out the content of the Citizen TV prime time news when providing updates on the Kenya National Doctors’ strike during the study period. Based on the data, the top three issues that received the most attention of Citizen TV prime time news at 9pm were: strike (29.3%), health (23.3%) and government response (21.6%). Consequences ranked 4th with 16.4% and salaries were last receiving 9.3% of the attention. The Figure 6 further illustrates this.

![Figure 6: Citizen TV 9pm news content-issue ranking](image)

Figure 6: *Citizen TV 9pm news content-issue ranking*
4.2.2 Content tonality of the Citizen television prime time news content.

Tables 2-7 display various story headlines covered by Citizen TV prime time news in regards to the Kenyan National Doctors’ strike. The results indicate that Citizen TV was more interested in giving out new information as well as the consequences the strike brought hence headlines such as ‘week 3 of strike’ and ‘Patients die’

As discussed in chapter 2, Citizen TV had special, thematic names for their evening bulletins. For example, on Monday, News at 9pm was called ‘Monday Special’, Tuesday was ‘The Big Question’, and Wednesday- Citizen Business which gives the entire story a business angle. It is worth noting that the segment has so far changed to ‘Jeff Koinange Live’ however during this research’s study period the segment was ‘Citizen Business’. On Thursday, the media house calls its 9pm prime time news ‘The Opinion Court ‘This is where various analysts as well as the common Kenyan citizens are hosted to give their take on a certain issue affecting the country at a specific time. On Friday and Saturday, the week is wound down by a light news program known as the ‘Citizen Weekend’. This bulletin is characterized by light stories and entertainment industry interviews. ‘Sunday Live’ starts off the week on a punchy political note with heavy, fast paced political interviews (Royal Media Services, 2017).
On ‘Monday Special’ the focus is more on human interest stories than politics. In table 2 above, the station run stories that were based on the doctors and their plight. From what made the doctors strike to the consequences that they are most likely to face.

<table>
<thead>
<tr>
<th>Date</th>
<th>News Program Mondays</th>
<th>Time of News</th>
<th>Headline</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/012/2016</td>
<td>Monday Special KE</td>
<td>9PM Primetime News</td>
<td>Striking Pain</td>
</tr>
<tr>
<td>19/12/2016</td>
<td>Monday Special KE</td>
<td>9PM Primetime News</td>
<td>Week 3 of strike</td>
</tr>
<tr>
<td>30/12/2016</td>
<td>Monday Special KE</td>
<td>9PM Primetime News</td>
<td>Doctors Risk Jail</td>
</tr>
<tr>
<td>30/12/2016</td>
<td>Monday Special KE</td>
<td>9PM Primetime News</td>
<td>Doctors fail to call off strike as ordered by court</td>
</tr>
<tr>
<td>20/02/2017</td>
<td>Monday Special KE</td>
<td>9PM Primetime News</td>
<td>Hardline Positions</td>
</tr>
<tr>
<td>20/02/2017</td>
<td>Monday Special KE</td>
<td>9PM Primetime News</td>
<td>Negotiating teams holding talks at KNCHR offices</td>
</tr>
</tbody>
</table>
Table 3: *Tuesdays- The Big Question video clips between 5/12/2016 and 28/2/2017*

<table>
<thead>
<tr>
<th>Date</th>
<th>News Program Tuesday</th>
<th>Time of News</th>
<th>Headline</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/012/2016</td>
<td>The Big Question</td>
<td>9PM Primetime News</td>
<td>Patients turned away following Doctor’s strike</td>
</tr>
<tr>
<td>6/012/2016</td>
<td>The Big Question</td>
<td>9PM Primetime News</td>
<td>Health Crisis</td>
</tr>
<tr>
<td>10/01/2017</td>
<td>The Big Question</td>
<td>9PM Primetime News</td>
<td>Striking doctors dismiss dismissal threats</td>
</tr>
<tr>
<td>13/012/2016</td>
<td>The Big Question</td>
<td>9PM Primetime News</td>
<td>Doctors strike court ruling</td>
</tr>
<tr>
<td>20/012/2016</td>
<td>The Big Question</td>
<td>9PM Primetime News</td>
<td>Union officials guilty</td>
</tr>
<tr>
<td>03/01/2017</td>
<td>The Big Question</td>
<td>9PM Primetime News</td>
<td>Month Two</td>
</tr>
<tr>
<td>017/01/2017</td>
<td>The Big Question</td>
<td>9PM Primetime News</td>
<td>Doctors strike talks</td>
</tr>
<tr>
<td>24/01/2017</td>
<td>The Big Question</td>
<td>9PM Primetime News</td>
<td>Which way out</td>
</tr>
<tr>
<td>017/01/2017</td>
<td>The Big Question</td>
<td>9PM Primetime News</td>
<td>Gov’t, KMPDU officials in fresh talks over strike</td>
</tr>
<tr>
<td>31/01/2017</td>
<td>The Big Question</td>
<td>9PM Primetime News</td>
<td>Date with Court</td>
</tr>
<tr>
<td>7/02/2017</td>
<td>The Big Question</td>
<td>9PM Primetime News</td>
<td>Patients endure pain and frustration as doctors’ strike persists</td>
</tr>
</tbody>
</table>

As observed on Table 3, findings revealed that there were more stories about the doctors’ strike as opposed to the Monday segment. As stated earlier the Tuesday show focuses on the big stories of the week, hence the number of stories covered on Tuesday demonstrate how big the National Doctors’ strike was as the media agenda revolve around the impact of the strike which was amplified on Twitter.
Table 4: **Wednesdays- Citizen Business video clips between 5/12/2016 and 28/2/2017**

<table>
<thead>
<tr>
<th>Date</th>
<th>News Program Wednesday</th>
<th>Time of News</th>
<th>Headline</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/012/2016</td>
<td>Citizen Business</td>
<td>9PM Primetime News</td>
<td>Uhuru breaks silence on Doctors strike</td>
</tr>
<tr>
<td>25/01/2017</td>
<td>Citizen Business</td>
<td>9PM Primetime News</td>
<td>Doctors’ union has less than 12 hours to call off strike</td>
</tr>
<tr>
<td>15/02/2017</td>
<td>Citizen Business</td>
<td>9PM Primetime News</td>
<td>Long Walk to Freedom</td>
</tr>
<tr>
<td>15/02/2017</td>
<td>Citizen Business</td>
<td>9PM Primetime News</td>
<td>Raila Odinga addressing striking doctors at Uhuru Park, Nairobi</td>
</tr>
<tr>
<td>15/02/2017</td>
<td>Citizen Business</td>
<td>9PM Primetime News</td>
<td>Raila on doctor’s strike</td>
</tr>
</tbody>
</table>

The Wednesday show which focusses on business matters had the least number of stories as depicted on Table 4. The doctors’ strike could however not be ignored.

Table 5: **Thursdays- Opinion Court video clips between 5/12/2016 and 28/2/2017**

<table>
<thead>
<tr>
<th>Date</th>
<th>News Program Thursday</th>
<th>Time of News</th>
<th>Headline</th>
</tr>
</thead>
<tbody>
<tr>
<td>19/01/2017</td>
<td>Opinion Court</td>
<td>9PM Primetime News</td>
<td>Medical students take to the streets in support of doctors’ strike</td>
</tr>
<tr>
<td>9/02/2017</td>
<td>Opinion Court</td>
<td>9PM Primetime News</td>
<td>Doctors’ strike persists as talks fail to break stalemate</td>
</tr>
<tr>
<td>19/01/2017</td>
<td>Opinion Court</td>
<td>9PM Primetime News</td>
<td>Fresh talks to end doctors’ strike collapse</td>
</tr>
<tr>
<td>12/01/2017</td>
<td>Opinion Court</td>
<td>9PM Primetime News</td>
<td>Doctors officials given 2 weeks to end strike or risk jail</td>
</tr>
<tr>
<td>16/02/2017</td>
<td>Opinion Court</td>
<td>9PM Primetime News</td>
<td>Doctors Strike</td>
</tr>
<tr>
<td>8/12/2016</td>
<td>Opinion Court</td>
<td>9PM Primetime News</td>
<td>Health Crisis</td>
</tr>
<tr>
<td>22/12/2016</td>
<td>Opinion Court</td>
<td>9PM Primetime News</td>
<td>Private hospital doctors join strike</td>
</tr>
</tbody>
</table>
The video clips analyzed in this study made a lot of reference to social media, especially Twitter as indicated on Table 5. Audience feedback under the station’s Twitter handle @CitizentvKenya made a substantial use of the hashtag #LipaKamaTender.

Table 6: Weekends (Fridays &Saturdays)- Citizen Weekend video clips between 5/12/2016 and 28/2/2017

<table>
<thead>
<tr>
<th>Date</th>
<th>News Program Friday&amp; Saturday</th>
<th>Time of News</th>
<th>Headline</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/012/2016</td>
<td>Citizen Weekend</td>
<td>Prime Time</td>
<td>Military Doctors Deployed</td>
</tr>
<tr>
<td>06/01/2017</td>
<td>Citizen Weekend</td>
<td>Prime Time</td>
<td>Stalemate Persists</td>
</tr>
<tr>
<td>9/012/2016</td>
<td>Citizen Weekend</td>
<td>Prime Time</td>
<td>Doctors defend decision to strike</td>
</tr>
<tr>
<td>06/01/2017</td>
<td>Citizen Weekend</td>
<td>Prime Time</td>
<td>Sickening Posturing</td>
</tr>
<tr>
<td>13/01/2017</td>
<td>Citizen Weekend</td>
<td>Prime Time</td>
<td>Talks Collapse</td>
</tr>
<tr>
<td>17/02/2017</td>
<td>Citizen Weekend</td>
<td>Prime Time</td>
<td>Mediation to end doctors' strike resume</td>
</tr>
<tr>
<td>18/02/2017</td>
<td>Citizen Weekend</td>
<td>Prime Time</td>
<td>Stubborn Deadlock</td>
</tr>
</tbody>
</table>

Table 6 displays a combination of two days of findings (Fridays and Saturdays) as the two shows share the same name and are hosted by the same anchor. The weekend show has a strong focus on the on the consequences of the of the doctor’s strike on the patients. News content mostly focused on patients’ suffering.
Table 7: Sundays- Sunday Live video clips between 5/12/2016 and 28/2/2017

<table>
<thead>
<tr>
<th>Date</th>
<th>News Program Sunday</th>
<th>Time of News</th>
<th>Headline</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/01/2017</td>
<td>Sunday Live</td>
<td>Prime Time</td>
<td>Null and Void</td>
</tr>
<tr>
<td>15/01/2017</td>
<td>Sunday Live</td>
<td>Prime Time</td>
<td>Doctors Strike</td>
</tr>
<tr>
<td>22/01/2017</td>
<td>Sunday Live</td>
<td>Prime Time</td>
<td>CS Mailu, PS Muraguri 'infighting' linked to collapsed talks</td>
</tr>
<tr>
<td>22/01/2017</td>
<td>Sunday Live</td>
<td>Prime Time</td>
<td>Doctors Strike Intrigues</td>
</tr>
<tr>
<td>12/02/2017</td>
<td>Sunday Live</td>
<td>Prime Time</td>
<td>Feud at Ministry</td>
</tr>
</tbody>
</table>

Table 7 provides Sunday Live content during the study period which reveals that the broadcasts mostly focused on the government’s response and political power at play in regards to the doctors strike. The shows leaned heavily on politics.

4.3 First Level Agenda Setting – Similarities of Themes

4.3.1 Correlation between the #LipaKamaTender content and the Citizen TV 9PM news content.

Table 8 indicates the ranking of the issues in both #LipaKamaTender agenda and the Citizen TV News agenda. It shows that both Twitter and Citizen TV (traditional media) had the messages of strike, health, and government response as their core messages. However, tweeps paid more attention to the salaries (majorly because the KMPDU were actively tweeting) as opposed to Citizen TV news who were keener on the consequences of the strike.
Table 8: Issue ranking of #LipaKamaTender hashtag agenda and Citizen Tv pm news agenda

<table>
<thead>
<tr>
<th>#LipaKamaTender agenda</th>
<th>#LipaKamaTender issues</th>
<th>Citizen Tv Agenda Issue Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strike</td>
<td>1</td>
</tr>
<tr>
<td>659 mentions (45.7%)</td>
<td></td>
<td>34 mentions (29.3%)</td>
</tr>
<tr>
<td>2</td>
<td>Health</td>
<td>2</td>
</tr>
<tr>
<td>493 mentions (34.2%)</td>
<td></td>
<td>27 mentions (23.7%)</td>
</tr>
<tr>
<td>4</td>
<td>Salaries</td>
<td>5</td>
</tr>
<tr>
<td>94 mentions (6.5%)</td>
<td></td>
<td>11 mentions (9.3%)</td>
</tr>
<tr>
<td>3</td>
<td>Government response</td>
<td>3</td>
</tr>
<tr>
<td>141 mentions (9.7%)</td>
<td></td>
<td>25 mentions (21.6%)</td>
</tr>
<tr>
<td>5</td>
<td>Consequences</td>
<td>4</td>
</tr>
<tr>
<td>53 mentions (3.7%)</td>
<td></td>
<td>19 mentions (16.4%)</td>
</tr>
</tbody>
</table>

A correlation analysis yielded a .900 correlation between the hashtag and the TV videos was significant at 0.04 on a 0.05 significance level as demonstrated on Table 9

Table 9: Correlation is significant at the 0.05 level (2-tailed)

<table>
<thead>
<tr>
<th>Correlations</th>
<th>V1</th>
<th>V2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho V1</td>
<td>1.000</td>
<td>.900*</td>
</tr>
<tr>
<td>Correlation Coefficient</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.037</td>
</tr>
<tr>
<td>N</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>V2 Correlation Coefficient</td>
<td>.900*</td>
<td>1.000</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.037</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

A .0900 correlation is very high because both are media entities with similar values on impact. However, the social media context (#LipaKamaTender hashtag) involves much more conversations by the time they reflect on the videos. For instance, the top rank for the hashtag involved 659 mentions out of the 800 sampled Tweets of the word ‘Strike’. Whereas, the top rank of the news videos was also ‘Strike’ but with a less concentration of 34 mentions.

55
out of the 39 sampled videos with the word ‘Strike’. This demonstrates intermedia agenda-setting.

RQ 3 focused on the correlation between the traditional news media (Citizen TV prime-time news at 9pm) content and the twitter hashtag #LipaKamaTender content on the Kenya National Doctors strike (First level intermedia agenda setting). Table 10 compares the number of stories on the Kenya National Doctors strike that got aired on specific days of the strike and its consecutive trending nature (national rank in trending) of the hashtag #LipaKamaTender on Twitter.

<table>
<thead>
<tr>
<th>DATE</th>
<th>7/1 2/16</th>
<th>24/0 1/17</th>
<th>30/0 1/17</th>
<th>13/0 2/17</th>
<th>15/0 2/17</th>
<th>16/0 2/17</th>
<th>5/3 3/17</th>
<th>7/3 3/17</th>
<th>9/3 3/17</th>
<th>14/3 3/17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citizen TV number of stories</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>#LipaKamaTender</td>
<td>1</td>
<td>8</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>

On the first day, 7/12/2016, there were 4 stories (video clips) of the strike and on Twitter the hashtag #LipaKamaTender was trending at number 1. This indicates that a peak in posting frequency which led to the hashtag trending at number 1 from number 8 on 5/12/16. It saw the news quickly adopt the Doctors strike issue and air 4 stories.
To confirm the above observations, Trendinalia, an online hashtags App (application software) which ranks the popular hashtags per region for the day, showed the hashtag #LipaKamaTender trending on the 8th position on the 5th of December, 2016 in Kenya. This was also the first day of the Doctor’s strike and the current study. The trending topics were also related according to the algorithms of Trendinalia.

![Trendinalia Kenya](image)

**Figure 7:** #LipaKamaTender Trending at number 8 on 5/12/2016

The study also used Table 7 to illustrate the correlation between the #LipaKamaTender agenda and the Citizen TV agenda. The same table indicates the ranking of the categories operationalized in this study in the #LipaKamaTender agenda and the Citizen TV News agenda. It shows that the both Twitter and Citizen TV (traditional media) had the message of strike and health as their core messages. Appendix G outlines how the study yielded a Spearman’s (rho) of (.90) with a 0.04 significance which indicating a strong
correlation between the #LipaKamaTender agenda on Twitter and the Citizen TV prime time news media agenda.

4.4 Second Level Agenda Setting – Informational vs Opinion

4.4.1 Type of #LipaKamaTender content picked up by Citizen TV 9PM news.

Now turning to the second level of Agenda setting, RQ4 sought to answer the question of what type of content (informational v. opinion-based) on the Twitter hashtag (#LipaKamaTender) was most recurrent on the traditional news reports. The study compared the type of content on both platforms.

For Citizen TV prime time news, most stories were information based (68.4%). They sought to shed light on the incidences and often gave both sides of the stories (the doctors, the patients, and the government). They were also keen on the actions (26.3%) taken by the public and the government during the almost 100-day strike. Opinion on the news accounted for 5.3% and were majorly on the Thursday’s Opinion Court show. There were no emotional remarks on the news (0%). Figure 8 illustrates these findings.
Figure 8: *Tonality of messages on Citizen TV primetime news*

For the hashtag #LipaKamaTender, the results indicate that tweeps preferred opinions (28.8%) and emotion-related remarks (26.9%). People on Twitter using the hashtag #LipaKamaTender were very quick to give their opinion and vent out their emotions as opposed to seeking for action (24.3%) to be taken or seeking for more information (19.8%).

As compared to the TV content, the #LipaKamaTender content was more balanced in the categories as shown in Figure 4.

Table 11 shows the report type ranking. There were other hashtags that trended alongside #LipaKamaTender as illustrated by Figure 1. #LipaKamaTender was the most popular hashtag during the strike, however, it is worth noting that cumulatively, these related
hashtags together with #LipaKamaTender have a possibility of agenda setting on the mainstream media and their contribution cannot be ignored.

Table 11: ‘Type of report’ ranking on #LipaKamaTender on Citizen TV

<table>
<thead>
<tr>
<th>#LipaKamaTender rank</th>
<th>#LipaKamaTender type of report</th>
<th>Citizen TV News rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Opinion</td>
<td>3</td>
</tr>
<tr>
<td>230 Tweets (28.8%)</td>
<td>3 appearances (5.3%)</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Emotion related remark</td>
<td>4</td>
</tr>
<tr>
<td>215 Tweets (26.9%)</td>
<td>0 appearances (0%)</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Action</td>
<td>2</td>
</tr>
<tr>
<td>197 Tweets (24.3%)</td>
<td>15 appearances (26.28%)</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Information</td>
<td>1</td>
</tr>
<tr>
<td>Information (19.8%)</td>
<td>39 appearances (68.42%)</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 12: Correlation between hashtag tonality and news content

Correlation is significant at the 0.02 level (2-tailed)

<table>
<thead>
<tr>
<th>Spearman's rho rank</th>
<th>#LipaKamaTender rank</th>
<th>Correlation Coefficient</th>
<th>#LipaKamaTender rank</th>
<th>Correlation Coefficient</th>
<th>N</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.000</td>
<td>-.800</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
<td>.</td>
<td>.200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td></td>
<td></td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Citizen TV News rank</td>
<td></td>
<td></td>
<td>-.800</td>
<td>1.000</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Correlation Coefficient</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
<td>.200</td>
<td>.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td></td>
<td></td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From the sampled 800 tweets and reviewed video clips that were used for the study, 158 tweets contained information about the ongoing doctors’ strike, 197 had action-based
message issues, 230 presented opinion-based message issues, and 215 had emotional remarks on the doctors’ strike.

From Table 12, the negative correlation (-800) result obtained between the hashtag tonality and the news content indicates there is no evidence of second level agenda setting.

4.5 Results Chapter Summary

This chapter gives the empirical data that answers the study’s research questions. RQ1 sought to find out the content of the Twitter hashtag #LipaKamaTender in the consecutive days during the Kenya National Doctors strike (Dec, 2016 - Feb, 2017). The results indicated that ‘strike’ was the issue receiving the most attention. RQ2 sought to find out the content of the Citizen TV prime time news when providing updates on the Kenya National Doctors’ strike during the study period. Based on the data, the top three issues that received the most attention of Citizen TV prime time news at 9pm were strike, health, and government response.

RQ 3 focused on first level intermedia agenda setting where it sought to investigate the correlation between Citizen TV prime-time news at 9pm content and the twitter hashtag #LipaKamaTender content. The study yielded a Spearman’s (rho) of (.90) which indicates a strong correlation between the #LipaKamaTender agenda on Twitter and the Citizen TV prime time news media agenda. RQ4 sought to answer the question of the type of content (informational v. opinion-based) on the Twitter hashtag (#LipaKamaTender), are the most recurrent on the traditional news reports. For Citizen TV prime Time news, most
stories were information based while for the hashtag #LipaKamaTender, the results indicate that tweeps preferred opinions.
CHAPTER FIVE
DISCUSSIONS, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Social Media Agenda: Research Findings Discussions and Conclusions

5.1.1 #LipaKamaTender content.

Of the sampled 800 tweets, male tweeps were 416, which accounted for 52% of the population, 301 tweeps were female accounting for 37.6% of the population. In properly defining demographics, the study encountered the same challenges that Mislove et al. (2011) had, that is, very limited information available about twitter users. Using their model, this study relied on the self-reported names available in each user’s profile in order to detect gender. However, the study results indicated 83 twitter handles which represented (10.4%) of the population had accounts that were not gender sensitive and used handles such as @daraja_ke, @LiveNation254, @Medic_Ash and @KitKamuts. The study’s 52% male tweeps finding is explained by Mislove et al. (2011) when they state that globally twitter has strong bias towards male users from urban settings. This demographic is usually vocal about societal vices and Twitter is a good avenue to air their grievances. Yuan (2016) alludes to this by stating that Twitter has changed the outcome of many historical events, especially in political elections where millions of voters’ tweet frequently to openly express their political approval or contempt. The study deduces that this is the same case in Kenya and that is why more male tweeps tweeted using the hashtag during the 2016/2017 nationwide doctors strike.

Looking at the #LipaKamaTender content, the results indicated that ‘strike’ was the issue receiving the most attention, with 45.7% (659 mentions) followed closely by ‘health’ at
34.2% (439 mentions). This followed the study’s expectation as the major event was a strike about health. Naturally the discussion around the 2016/2017 nationwide doctor’s strike could not have taken place without the use of those two words. Government response ranked third because citizens of a country often run to their government for help in times of a national crisis (Heng & Janadas, 1995). Based on the twitter messages under the hashtag #LipaKamaTender and the fact that salaries and consequences ranked low the study infers that the tweeps were local citizens who just wanted the strike to end so that their faith in Kenya’s health sector can be restored.

More results indicated that tweeps preferred opinions (28.8%) and emotion-related remarks (26.9%) as opposed to gaining more information about the strike or discussing causes of action. From the messages, the study infers that Twitter hashtags are not just used to spread opinions, but also to discuss these opinions with other users. It is also used by both the medics and the citizens to vent out their frustrations. As stated in chapter 2, medics used this platform to vent and shed light on their poor working conditions as is the case where one doctor had to conduct a caesarian section using a torch from his mobile phone. The public also cried out due to the lack of medical personnel in hospitals during the strike. This alludes to Kaigwa and Wu’s (2015) study which refers #KOT (Kenyans on Twitter) as Kenya’s virtual ‘town square’ where people meet to discuss the day’s issues.

5.2 Television News Agenda: Research Findings Discussions and Conclusions

With respect to the study’s second research question (RQ2) the study found that the top three issues that received the most attention of Citizen TV prime time news at 9pm on the Kenya National Doctors’ strike during the study period were, ‘strike’ (29.3%), ‘health’
(23.3%) and ‘government response’ (21.6%). From these results and from the review of literature where Boyd’s (2001) offers examples of news values such as ‘negativity’ (bad news is more newsworthy than good news) and ‘bizarreness’ (if an event is out of the ordinary it will have a greater effect than something that is an everyday occurrence), the study infers that Citizen TV news had a higher affinity to report on ‘strike’ because of the aspect of its ‘negativity’ as a news value.

Health comes in second to ‘feed’ the ‘bizarreness’ news value because this was the first time Kenya’s health sector had been crippled by a massive doctors’ strike that lasted over 100 days. The state of Kenya’s public hospitals was deplorable with patients dying due to lack of medical attention (Royal Media Services, 2017).

The findings present that ‘government response’ comes in a close third because the media is essentially supposed to be the society’s watch dog and is supposed to put the government on its toes when it comes to societal matters as pertinent as health. Donohue, Tichenor, and Olien (1995) illustrate this watchdog concept by explaining that a guard dog’s perspective is offered as a way to better understand the functioning of the mass media as an important set of communication agencies in the social system. This perspective considers the varying role performed by mass media in reporting on major public issues such as the National Doctors’ strike in Kenya.

Both the Twitter hashtag #LipaKamaTender and Citizen TV news (traditional media) had the messages of strike, health, and government response as their core messages hence illuminating the similarities between the content on the Twitter hashtag
#LipaKamaTender and Citizen TV news. This shows that both media platforms place an equal amount of salience on the issue. They told the story from the same angle.

People no longer sit and wait for news, they are actively participating in the news making process hence setting an agenda for what they want to see in the mainstream media. With this in mind, Wu et al. (2013) questions whether social media will in the long run replace traditional media as the source of information. Findings from this study confirm that in this case, social media became the number one source of information with regards to the December 2016-March 2017 National Doctors’ strike because the medics first took to Twitter to air their grievances (Okeyo, 2017).

5.3 First Level Intermedia Agenda Setting (Similarities of Themes): Research Findings Discussions and Conclusions

5.3.1 Correlation between the #LipaKamaTender content and the Citizen TV 9pm news content.

RQ 3 focused on the correlation between the traditional news media (Citizen TV prime-time news at 9pm) content and the twitter hashtag (#LipaKamaTender) content. The results establish a peak in posting frequency under the hashtag #LipaKamaTender after the doctors went on strike. The hashtag trended as the news was quickly diffused throughout the nation of Kenya. It attracted widespread attention to a point where Citizen TV prime news had to pick up and air the Doctors strike featuring 3 and 4 reports (See Table 10). Starting from day 2, Citizen TV caught on to the story’s momentum and the number of reports increased significantly. This momentum could have been also fueled by the other hashtags that trended alongside #LipaKamaTender as illustrated by Figure 6. The #LipaKamaTender
was the most popular hashtag during the strike, however, it is worth noting that cumulatively, these related hashtags together with #LipaKamaTender have a possibility of agenda setting on the mainstream media and their contribution cannot be ignored.

As McCombs (1992) explains, first level agenda setting mainly focuses on the issues, events or political figures of the media agenda, and how the media agenda impacts audience perceptions about what issues are worthy of attention. Applying this to this study of intermedia agenda setting, the first level agenda setting here focuses on the National Doctors’ strike issues and how the Twitter hashtag (#LipaKamaTender) agenda impacts the traditional media’s (Citizen TV 9pm prime time news) perceptions about what issues are worthy of attention. The study’s findings support this claim as they show a very strong correlation (Spearman’s rho of .93) between the #LipaKamaTender agenda and the Citizen TV prime time news media agenda. This correlation’s strength is because the two platforms are both media entities and feed off the same news values. This means that the study has successfully proven the agenda setting theory hypothesis.

The traditional media agenda gradually grows to take the shape of the social media agenda as salience increases on social media. The findings echo Sweetser et al.’s (2008) study where the research provided evidence of the intermedia agenda-setting process and suggests that the news agendas of several leading broadcast news organizations were partially shaped by modern campaign tools such as blogs and political advertisements. This shows that the mainstream media is gradually realizing that in the 21st Century the word ‘scoop’ no longer exists in the journalism dictionary. This is because of citizen journalism which has been powered by social media platforms such as Twitter. Citizens are now
breaking the news and disseminating it themselves by creating hashtags. These hashtags act as a way of making a certain issue topics trend worldwide. This has been adopted by Kenyans with their tweeting culture using the #KOT (Kenyans on Twitter) space. Kaigwa and Wu (2015) state that #KOT operates as Kenya’s virtual ‘town square’ where people meet to discuss the day’s issues.

The mainstream media eventually has to include social media as one of its new news source. Wu et al. (2013) explain this by stating that only an age bracket ago, humanity could only receive information from state owned channels. However today, people can receive information from a wide range of telematic channels so as to act as senders of receivers of information.

5.4 Second Level Agenda Setting: Research Findings Discussions and Conclusions

5.4.1 Type of #LipaKamaTender content picked up by Citizen TV 9PM news.

The last research question of the study looked at the second level of agenda setting seeking to establish the type of content (informational v. opinion-based) on the Twitter hashtag (#LipaKamaTender), that is most recurrent on the traditional news reports. Kim and McCombs (2007) enlighten that this level of agenda setting, explains how people think about an issue and how they choose to express it. It focuses on the attributes, characteristics and properties of an issue.

In light of this, the study’s findings of a negative correlation obtained between the hashtag tonality and the news content indicates there is no evidence of second level agenda setting. This is because Twitter is full of opinions and emotional related remarks as opposed to Television News that is keener on the information and the action. People use social media
as a way to vent out their frustrations. Secondly, Twitter hashtags as in the case of other social media platforms have no gate keeping process. This has allowed people from all walks of life and all worldviews to be message disseminators. Generally, the public is more concerned with ‘what you think’ and ‘what does it make you feel’ rather than ‘what are the facts of the matter’. Yuan (2016) supports this notion by stating that social networking websites are examples where user-generated opinionated data abounds. This may be attributed to the fact that this information emanates from the people and they put it on social media hence have already internalized it and are now analyzing it and reacting to it. On December 5th 2016, Kenya saw this opinionated and emotional uproar from medics move from social media (Twitter under the hashtag #LipaKamaTender) to the streets of Nairobi as they held demonstrations to have their salaries increased.

Wu et al (2013) in their study of ‘Agenda setting and micro-blog use’ explain that when such a big issue arises, social media plays a decisive part in setting the traditional media agenda as well as providing the people with a forum where they can discuss sensitive issues that mainstream media would most likely downplay. If it were not for Twitter, this story may not have been this big.

In a quest to remain objective and professional, Television news however pick the ‘information’ part of issues. They try and balance it with the opinions so as to remain relevant, hence the reason why they have headlines such as ‘Doctors defend decision to strike’ Citizen TV (9th December 2016). The results did not confirm second level agenda setting as tweeps preferred opinions (28.8%) and emotion-related remarks (26.9%) while
stories covered by Citizen TV during prime time focused on content that was informational (68.4%) and propelled the strike story

5.5 Recommendations

5.5.1 Recommendations for policy in social media. This study has highlighted that Twitter and generally social media has provided a new arena for national conversations. It is where people with common interests go to share ideas and information and as a result, real conversations are made and amplified by passionate supporters and influencers. Commenting about Twitter, Kaigwa (2017), states that through initiatives, movements, and various hashtags inspired by online conversations, Twitter often results in real-world outcomes. For this reason, government should have policies that govern the use of social media without infringing its citizen’s freedom of speech. With the hashtag #LipaKamaTender, this study has proved that social media enables users to propel issues to greater national attention through their collective voice. Therefore, social media policies that encourage participation among citizens, non-governmental organizations, and the government should be put in place. Being heard on social media communities can provide meaningful engagement between a government and its citizens hence the government can address issues that affect the citizens at the grassroots.

5.5.2 Recommendations for policy in television news - surveillance. This study ascertains that both traditional media and social media platforms place an equal amount of salience issues around major events catastrophes. With social media, the traditional mass media is no longer the only source of information (news). Wu et al (2013) echoes this by
stating that today people can receive information from a wide range of telematics channels so as to act as sender of receiver of information.

The study’s findings on the magnitude of the #LipaKamaTender hashtag where it was trending at number one during the study period illustrates that people are vocal about the information they care about. Hutchinson (2013) explains that Twitter hashtags have put pressure on today’s newsrooms to air content that the viewers are interested in. The newsrooms however should be careful to put proper policies on surveillance of news on social media platforms as this information is not always accurate.

The study’s findings further revealed that tweeps leaned more on opinions and emotion-related remarks as opposed to informational and action-based remarks. These remarks tend to be exaggerated and skewed hence a lot of verification is needed by journalists. These remarks can also lead to defamation and privacy issues if the information is not properly verified. Editors, who Boyd (2001) states, are the decision makers on the selection and prioritization ought to be cautious with surveillance of news from social media.

5.5.3 Recommendations for further studies based on study limitations. Despite the fact that this study provides useful insights on the agenda setting power of social media in Kenya, it has some limitations. Firstly, the study only focused on a Twitter hashtag to illustrate the agenda setting power of social media in Kenya. To have a better perceptive of the influence of social media on mainstream media in Kenya, future studies should look into collectively analyzing different social media platforms. Different demographics in Kenya use different social media platforms. The older generation is more on Facebook, the youth are on both Facebook and Twitter while teenagers prefer Twitter, Instagram and Snap Chat.
Studying different social media platforms will give future studies a more complete picture of the social media messages, consequently the overall impact of social media in Kenya.

Another limitation is the use of one media house. Further studies should study two or more Television stations to ascertain the agenda setting effects on broadcast media. Perhaps the station being study is more susceptible to social media influence than others?

Secondly, future studies should seek to investigate whether social media is bigger agenda setter on electronic media as compared to print media. This is because social media is a very fast paced medium. Agendas are time sensitive and change very quickly. Does this mean that social media is unable to set the agenda in print?

Time lag should also be investigated in future studies. Is there a time lag in the transfer of salience and if so, how long?

Lastly, seeing the magnitude of the uproar on the hashtag #LipaKamaTender, future studies should investigate the agenda setting influence of social media on the policies of Kenya. Kenyans on Twitter (#KOT) are drastically becoming a force to reckon with. The policy makers should realize that they cannot afford to turn a deaf ear.

5.6 Conclusion

The purpose of this study was to explore the intermedia influence between the internet via social media and traditional news media (Television prime time news). Within theoretical framework of agenda setting, this study examined the correlation of the Twitter hashtag #LipaKamaTender on television news coverage of the Kenya National Doctors’ strike that started on December 5th 2016 and ended on March 5th 2017; at the first level (similarities of themes) and second level (informational vs opinion) of agenda setting through
content analysis of Citizen TV prime time news and the content on the #LipaKamaTender hashtag.

The study yielded a very strong correlation (Spearman’s rho) of (.90) with 0.04 significance between the #LipaKamaTender agenda and the Citizen TV prime time news media agenda confirming first level intermedia agenda setting. This indicates that the traditional media agenda gradually grows to take the shape of the social media agenda as salience increases on social media. It has also established that tweeps prefer opinions and emotion-related remarks and the traditional media houses sieve these data from the tweeps to come up with objective information for their news stories.

A few years ago, Kenyans could only passively receive information from traditional media such as television, newspapers and radio. Today’s citizens (audiences) can choose from a wide array of telematic channels in order to act as senders or receivers of news and information (Wu et al., 2013). Findings from this study suggest that in the immediate aftermath of national crisis, alternative online media (Twitter) plays a decisive role in setting mainstream media agendas and providing a citizen forum on a sensitive issue that their conventional counterparts (traditional media) would have downplayed, or ignored. This study established that KMPDU ensured that the whole country heard their cry.

This study sets the foundation for future work upon Twitter and more specifically Twitter hashtag data in Africa. Existing approaches could immediately use its analysis to improve predictions or measurements. By allowing post-hoc corrections, this study is a first step towards turning Twitter into a tool that can make inferences about the population and news surveillance as a whole.
REFERENCES


California. Retrieved from https://books.google.co.ke/books?hl=en&lr=&id=fdE_M46KtjYC&oi=fnd&pg=PA1


Hutchinson, J. (2013, August). Did you watch #TheWalkingDead last night? an examination of television hashtags and Twitter activity (Mater's Thesis). Retrieved from Louisiana State University:
https://digitalcommons.lsu.edu/cgi/viewcontent.cgi?article=4217&context=gradschool_theses


APPENDICES

Appendix A – NACOSTI Approval

NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471, 2241349, 3310571, 2219420
Fax: +254-20-318245, 318249
Email: dg@nacosti.go.ke
Website: www.nacosti.go.ke
When replying please quote

Ref: No. NACOSTI/P/18/52048/24522

Date: 4th September, 2018

Carolyne Wanjjiru Kiambo
United States International University
P.O. Box 14634–00800
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on “Intermedia agenda setting between social media and traditional news in Kenya: An analysis of the relationship between the twitter hashtag #lipakamatender and Citizen Television News” I am pleased to inform you that you have been authorized to undertake research in Nairobi County for the period ending 4th September, 2019.

You are advised to report to the County Commissioner and the County Director of Education, Nairobi County before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit a copy of the final research report to the Commission within one year of completion. The soft copy of the same should be submitted through the Online Research Information System.

GODFREY P. KALERWA MSc., MBA, MKIM
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioner
Nairobi County.

The County Director of Education
Nairobi County.
Appendix B – Letter from USIU graduate school

TO WHOM IT MAY CONCERN.

23rd July, 2018

Dear Sir/Madam,

REF: PERMISSION TO CONDUCT RESEARCH – CAROL KIAMBO
STUDENT ID. NO. 645678

The bearer of this letter is a student of United States International University (USIU) -Africa pursuing a Master of Business Administration.

As part of the program, the student is required to undertake a dissertation on “Intermedia Agenda Setting between Social Media and Traditional News in Kenya: An Analysis of the Relationship between the Twitter Hashtag #Lipakamatender and Citizen Television News” which requires her to collect data.

Please note that information provided will be treated with utmost confidentiality and will only be used for academic purposes.

Kindly assist the student get the appropriate data and should you have any queries contact the undersigned.

Yours Sincerely,

Prof. Amos Njuguna,
Dean – School of Graduate Studies, Research and Extension
Tel: 730 116 442
Email: annjunguna@usiu.ac.ke
Appendix C – Research Tools: Content Analysis Code Book

STUDY TOPIC: Intermedia agenda setting between social media and traditional news in Kenya: An analysis of the relationship between the twitter hashtag #LipaKamaTender and citizen television news

VARIABLE 1: ISSUE IN THE MESSAGE

4 **Information:** Does the sentence or tweet tell anything new or give more information on the issue?

5 **Action:** Does the sentence or tweet talk about any deeds as a result of the issue?

6 **Opinion:** Does the sentence or tweet describe the authors thought and worldview in regards to the issue?

7 **Emotional related remark:** Does the sentence exude feelings of the author in regards to the issue?

VARIABLE 2: THE MESSAGE

1. **Strike:** The mention of strike. The following words or phrases used in the tweet or video clip can be used to refer to strike: down their tools, abstained from work, hospitals remained empty, patients with no one to attend to them

2. **Health:** The mention of the following words in the tweet or video clips can be used to refer to matters health: death toll, sick, patients, suffer

3. **Salaries:** The mention of the following words or titles in the video clips or tweet will refer to salaries: Lipa kama Tender, Tender, compensation, salaries, remuneration, allowances
4. **Government Response:** The mention of the following words or titles in the video clips or tweet will refer to government response: inquiry, suspension, task force, imprisonment, hire doctors from Tanzania, sack all striking doctors, negotiation

5. **Consequences:** The mention of the following words or phrase in the video clip or tweet will refer to consequences: suspension, arrests, protests, death,
Appendix D- Code Sheet

STUDY TOPIC: Intermedia agenda setting between social media and traditional news in Kenya: An analysis of the relationship between the twitter hashtag #LipaKamaTender and Citizen Television news

NAME OF CODER: LILLIAN KIAMBO
TWEET NUMBER/VIDEO CLIP NUMBER: 25
DATE OF PUBLICATION:
HASHTAG OF THE TWEET/TITLE OF THE VIDEO CLIP:

How many times do the following issues appear in the video clip or tweet?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Number of appearances</th>
</tr>
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<tbody>
<tr>
<td>Information</td>
<td>1</td>
</tr>
<tr>
<td>Action</td>
<td>0</td>
</tr>
<tr>
<td>Opinion</td>
<td>0</td>
</tr>
<tr>
<td>Emotional related remark</td>
<td>1</td>
</tr>
</tbody>
</table>

How many times do the following messages appear in the video clip or tweet?

<table>
<thead>
<tr>
<th>Message</th>
<th>Absence</th>
<th>Presence</th>
</tr>
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<tbody>
<tr>
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<td></td>
</tr>
<tr>
<td>Health</td>
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<td></td>
</tr>
<tr>
<td>Salary</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Government response</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Consequence</td>
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<td>1</td>
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## Appendix E – Schedule of Work

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Appendix F – Budget

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<th>ACTIVITY</th>
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<th>TOTAL (KES)</th>
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<tr>
<td>Stationery</td>
<td>1 @ 2000</td>
<td>2,000</td>
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<tr>
<td>Travel costs</td>
<td>4 @ 1,000</td>
<td>4,000</td>
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<td>Research assistants</td>
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<td>Technology costs</td>
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<td>Total</td>
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<td><strong>18,000</strong></td>
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Appendix G – #LipaKamaTender and Citizen Tv Spearman’s Rho Correlation

Exercise

GET DATA

/TYPE=XLSX

/FILE='C:\Users\lgichaga\Documents\HASHTAG TWITTER CORRELATION

Nonparametric Correlations

<table>
<thead>
<tr>
<th>Notes</th>
<th>17-APR-2018</th>
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<tr>
<td>Output Created</td>
<td>11:03:57</td>
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<th>Filter</th>
<th>Weight</th>
<th>Split File</th>
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<td></td>
<td>DataSet1</td>
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<td>&lt;none&gt;</td>
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<table>
<thead>
<tr>
<th>Missing Value Handling</th>
<th>Definition of Missing</th>
<th>Cases Used</th>
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<tr>
<td>User-defined missing values are treated as missing.</td>
<td>Statistics for each pair of variables are based on all the cases with valid data for that pair.</td>
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Syntax

NONPAR CORR
/VARIABLES= V1 V2
/PRINT=SPEARMAN TWOTAIL NOSIG
/MISSING=PAIRWISE.

<table>
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<tr>
<th>Resources</th>
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<td>00:00:00.00</td>
<td>00:00:00.11</td>
<td>629145 cases*a</td>
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a. Based on availability of workspace memory

[DataSet1] **Correlations**

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<tr>
<th>Spearman's rho</th>
<th>V1</th>
<th>V2</th>
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<tr>
<td>Correlation Coefficient</td>
<td>1.000</td>
<td>.900*</td>
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<tr>
<td>Sig. (2-tailed)</td>
<td>1.000</td>
<td>1.000</td>
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<td>N</td>
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</table>

* Correlation is significant at the 0.05 level (2-tailed).
## Appendix H – Intercoder Reliability Exercise

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<th>Cohen Kappa</th>
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