

# IMPACT OF DIGITAL DISRUPTION ON ACCREDITATION AND MEDIA STANDARDS IN KENYA 2024



## ACKNOWLEDGEMENT

This research was commissioned and executed by the Media Council of Kenya whose mandate is to set media standards and ensure compliance with those standards as envisaged by Article 34(5) of the Constitution of Kenya.

Accreditation arguably remains a key pillar in media standards and content regulation in Kenya, thus the need to keep interrogating processes and technologies for better delivery. As such, we engaged a consultant to help us interrogate some key aspects and variables in the face of a very fast changing environment buoyed by advancing technology, the key question being – what is the future of accreditation at the Media Council of Kenya? This report attempts to answer that question.

This work emanates from a partnership between two departments i.e., Accreditation and Compliance, which mothered the idea and the Research Planning and Strategy (RP&S) department, which in consultation, operationalised it. The Council particularly appreciates the following staff for being at the forefront in ensuring proper and successful conclusion of the work herein: Ms Rebecca Mutiso, Manager, Accreditation and Compliance; Mr Leo Mutisya, Manager, Research Planning and Strategy, Mr Terence Minishi, Manager, Regulatory Affairs and Ms Clarice Atieno, Officer, Research at the Research Planning and Strategy Department. Clarice kept the fire burning by ensuring coordination between the two functions and with the consultants. She pushed us to ensure timelines were realised.

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## ACRONYMNS AND ABBREVIATIONS

CAPI Computer Assisted Personal Interviews

GoK Government of Kenya

KII Key Informant Interviews

MCK Media Council of Kenya

TV Television

RP&S Research Planning and Strategy



## **EXECUTIVE SUMMARY**

### **Background**

The Media landscape in Kenya has gone through distinct phases of transition in the last two decades, the most recent being the digital revolution that has shaken it to the core. In effect, the anatomy of a journalist and the media has largely morphed. The Media Council of Kenya is charged with the accreditation of journalists, a mandate it started discharging when the 2007 Media Act came into force. This role was enhanced with the enactment of the Media Council Act of 2013 that mandated the Council to “accredit journalists, both local and foreign by certifying their competence, authority or credibility against official standards based on the quality and training of journalists in Kenya.

Given the digital disruption, it is paramount to establish the gaps that exists in the accreditation and media standards in Kenya considering the digital disruption of the media eco-system. This report presents the findings of the impact of digital disruption on media accreditation and standards in Kenya.

### **Methodology**

The survey was conducted between 17<sup>th</sup> December 2023 and 23<sup>rd</sup> January 2024 and adopted a hybrid approach in which interviews were conducted through Computer Assisted Personal Interviewing (CAPI) and Key Informant Interviews of key stakeholders in the media sector.

A sample of 457 was stratified to cover all the journalist categories in the country. It was further distributed proportionately in each of the category. The data was processed and analysed using R version 4.3.2. A dashboard was created using Power BI.

## Key Findings

The survey found that the major reasons for the respondents seeking media accreditation is professional recognition (66%), 18% seek accreditation to access training and development opportunities, 9.6% seek accreditation to access information, 3% to have networking opportunities, 0.2% is for complaints resolutions.

The survey established that the major hindrance to the renewal of press cards by respondents is lack of renewal fee (32%). Further, accreditation portal being complicated (10%), lack of recommendation letter (9%), people practising without press card (5%), lack of affiliation (4%), press card didn't protect from police harassment (2%), unethical conduct (1%) and pending legal issues (1%) are also hindrances to renewal of press card.

The survey found out that the major improvements to be done to the media accreditation requirements include the prerequisite recommendation letter from employer or institution of higher learning to eliminate quacks; a representative of MCK should be deployed to all Huduma centres; accreditation cards to be available all over the country (not only in Nairobi); the accreditation portal to be simplified; accreditation period to be after every five years; accreditation to media students to be conducted after graduation and add more security features on the press cards and reduction of renewal fees.

Approximately 56% of the respondents feel that the current state of media accreditation in Kenya is effective. 39.4% feel that the current state of media accreditation is in transition while 4.6% describe the state of media accreditation to be ineffective.

The respondents in the survey gave their opinion on current state of media standards in the digital era. 88.8% of the surveyed respondents feel that the current state of media standards in Kenya is work in progress, 62.9% feel that it is almost effective while 37.1% feel that it is below standards.

The effect of digital disruption on practices related to media accreditation is that it has led to increase in citizen journalism (46%), led to diversified media platforms (43%), led to mis/disinformation challenges (41%), facilitated global access to information (40%) and increased cybersecurity concerns (31%).

The effect of digital disruption on practices related to media standards is that it has led to mis/disinformation challenges (47%), led to increase in citizen journalism (42%), diversified media platforms (37%), facilitated global access to information (37%) and led to increased cybersecurity concerns (31%).

Findings from the study indicate that 35% of the surveyed respondents feel that there is a good collaboration between national government and MCK in ensuring compliance with accreditation and media standards.

The survey established that the regular conducting of surveys to establish the dynamics of the media landscape is essential. More sensitisation of all the stakeholders in the media space. Regular trainings on the developments of the media and the government regulations can enhance collaboration between media and government entities.

## DEFINITION OF OPERATIONAL TERMS

**Digital disruption:** The shift that occurs when new digital services, capabilities, technologies and business models impact and modify the value of the products and services that are currently offered by the sector.

**Media accreditation:** Certifying the competence, authority or credibility of journalists against official standards based on the quality and training of journalists in Kenya.

**Media Standards:** Established criteria, guidelines, or norms that govern the creation, production, distribution, and consumption of various forms of media content.

**Media Landscape:** Overall environment, structure and characteristics of the media industry within a specific region or context.

## 1. INTRODUCTION AND BACKGROUND

The Media landscape in Kenya has gone through distinct phases of transition in the last two decades, the most recent being the digital revolution that has shaken it to the core. In effect, the anatomy of a journalist and the media has largely morphed.

In the past, it was easy to define a journalist trained in communication or media and works in a newsroom. However, with the evolution of the media sector, the definition of a journalist is something close to ‘a fool’s errand’ (Geuze, Gerlis, 2008). This has further been complicated by the emergence of blogging and citizen journalism which has created challenges in defining the once simple term of “Journalist and “New media” (Johnson, Wallace, 2016).

In Kenya, the Media Council of Kenya is charged with the accreditation of journalists, a mandate it started discharging when the 2007 Media Act came into force. This role was enhanced with the enactment of the Media Council Act of 2013 that mandated the Council to “accredit journalists, both local and foreign by certifying their competence, authority or credibility against official standards based on the quality and training of journalists in Kenya including maintaining of a register of journalists, media enterprises and such other related registers as it may deem fit and issuance of such documents evidencing accreditation with the Council as the Council shall determine”. The Act recognised the accreditation of a Media Practitioner, who the Council recognises as crucial in the operations of media houses, despite not having formal training in journalism. However, with the shifting definition of a journalist, MCK has been facing challenges in ensuring all players in the field operate in accordance with the ethics of the profession and acquire Press Cards as proof of possessing the right qualifications to practice journalism. According to a report on the review of the 2018-2022 strategic plan, some stakeholders feel that the Council has been issuing press cards to unqualified journalists and that there are many unaccredited journalists operating in the media industry.

Statistics from the Media Council of Kenya accreditation portal shows that from the year 2021 to the year 2023 a total of 9,468 students were accredited. In the same period only 2,558 journalists in other categories (National, Technicians, Media trainers, Media practitioners- and Public Communications officers) were registered and accredited as new journalists. This supports the strategic reviews report that there are many qualified journalists who are not registered with the Media Council of Kenya. It is important to understand factors that hinder journalists from registering.

The Media House Internal Compliance Audit carried out in the 2022/2023 financial year, further established that media houses are not accrediting all journalists and media practitioners working in their institutions. A case in point is Radio Amani in Nakuru which had seven journalists in 2022 and accredited only five of them in the same period. However, in 2023, the media house did not accredit a single journalist.

Further, to ensure compliance with the prescribed media standards, media enterprises are subscribed with the Media Council of Kenya. Traditionally the areas of media practice were radio, television and print. The digital evolution has expanded the media space onboarding digital content production. The upsurge of various social media platforms has also vastly changed the media space. Since the inception of online accreditation platform by the Media Council of Kenya, independent content producers have been accredited. This is an indication of how much technology has revolutionised the media industry. Availability of network across the country has also made it possible for various content producers to utilise their skills from any part of the country. In January 2023, the government promised to establish a digital hub in each of Kenya's 1,450 wards on top of installing 25,000 WiFi hotspots across the country, a promise that it is already delivering on. The availability of network continues to expand the media space for digital production. This study will therefore assist the Council in determining the effects of the digital disruption in the country and establish how to meaningfully incorporate the independent content producer into the accreditation system.

At the same time, despite the Media Council of Kenya being the only body mandated by the Constitution of Kenya to accredit journalists in the country it has been observed that other parties have occasionally been assigned to issue journalists with accreditation passes for various official events. This derails the efforts made by MCK in regulating media practice in the country. It is therefore necessary to formulate synergy in operations between the MCK and other partners, national government, county governments and other players in the media industry. The research will therefore identify gaps in the accreditation and media standards and establish the place of accreditation in the development of the media industry in Kenya. This survey will also establish mechanisms that will help the Council to achieve, preserve and enhance collaboration with the national government, county governments and media stakeholders to ensure compliance and adherence to media standards.

A critical aspect of ensuring that all journalists and media practitioners are accredited involves knowing how many media houses are operating in the country and the accreditation status of their staff. The study will therefore involve the mapping of media enterprises in Kenya with aim of

identifying, categorising, and visualising the various media companies, organisations and outlets within a specific region and across different platforms. Mapping media enterprises can provide a valuable tool for MCK to understand the media ecosystem, which is especially important in the digital age, where the media landscape is dynamic and complex.

### **1.1 Objectives**

The general objective of the study is to establish gaps in the accreditation and media standards in Kenya, considering the digital disruption of the media eco-system.

It focused on the following specific objectives:

1. Assess the impact of digital disruption on the media accreditation and standards in Kenya.
2. Establish factors influencing uptake of accreditation in Kenya.
3. Propose mechanisms for achieving, preserving, and enhancing collaboration with national and county governments to enforce compliance with accreditation and media standards.
4. Determine perception of the journalists, media experts and scholars on accreditation and media standards in the digital era.
5. Mapping of media houses.

### **1.2 Research Questions**

The study was guided by the following research questions:

1. How has the digital shift in the media industry affected accreditation and media standards?
2. What factors determine uptake of accreditation of journalists and media practitioners?
3. What is the perception of journalists, media experts on accreditation regulations and media standards in the digital era?
4. What mechanisms can MCK employ to achieve, preserve and enhance collaboration with other government departments and other partners?

## 2. SURVEY APPROACH AND METHODOLOGY

### 2.1 Literature Review

In this study the literature review encompassed the thorough evaluation of relevant publications, documents and reports to gain an in-depth insight on the effects of digital disruption on media standards and accreditation. The literature review majorly dwelt on the factors influencing the uptake of media accreditation in Kenya and the impact of the digital disruption on media accreditation and standards.

#### 2.1.1 Media accreditation and its significance

Previous literature highlights the importance of media accreditation and notes that it is a practice that goes back to historical times. Vasile (2021) notes that press accreditation dates back to the 19<sup>th</sup> century, where military efforts were made to control journalists' reporting from warzones. This involved the imposition of ground rules, procedures and penalties. The author also notes that with time, military headquarters gradually established and improved press accreditation procedures. This included the use of standardised documents, orders and regulations. Press officers were appointed to liaise with journalists, defining working rules and providing access to information during official and informal meetings. Vasile (2021) further highlights that press accreditation practices evolved from the Crimean War to the present day as a standard public relations procedure. As per this article, press accreditation is useful for managing military-media relations and granting correspondents access to public information.

Apart from the management of relations between the media and the military, Gonzalez & Schulz (2017) highlight that media accreditation is an important practice that serves as an antidote to fake news, especially in the age characterised by the prevalence of online information. According to these authors, accreditation serves as a readily identifiable and meaningful indicator of the reliability of the news source. In other words, audiences can use accreditation as a measure to assess the credibility and trustworthiness of the information being presented. They also imply that other methods may be less effective in solving the complex issue of fake news. The importance of media accreditation is also highlighted by Article 19 (2012) where media accreditation is referred to as a practical solution to manage access to certain places and events while balancing the need for journalists to gather information with concerns about space and effective governance. Nevertheless, there is an emphasis on a fair and transparent accreditation process overseen by an independent body to ensure its effectiveness. In Tanzania, media accreditation is deemed as an important practice for upholding professional conduct as well as promoting good ethical standards and discipline among journalists (Bussiek, 2015).



### 2.1.2 Media Accreditation in Kenya

In Kenya, media accreditation is the mandate of the Media Council of Kenya and is deemed a beneficial practice in helping journalists to access information by allowing their participation in conferences, trainings and workshops among other gatherings (Media Council of Kenya, 2024). The Media Council of Kenya, established by the Media Council Act, No. 46 of 2013, is an independent national institution dedicated to setting media standards and ensuring compliance, as outlined in Article 34(5) of the Constitution. In 2007, stakeholders in the media industry collaborated with the government to form the Council under the Media Act Cap411B, originally tasked with regulating journalists' conduct and discipline (Media Council of Kenya, 2023). The Council's initial mandate included registering and accrediting journalists, registering media establishments, addressing public complaints and publishing the State of the Media Survey in Kenya. Accredited journalists commit to adhering to the Code of Conduct for the Practice of Journalism in Kenya, developed collaboratively by media practitioners and stakeholders to professionalise journalism in the country.

On December 24, 2013, the Media Council Act, 2013, was enacted, repealing the Media Act Cap 411B of 2007. The new Act re-established the MCK as an apex media regulator, aligning with the Constitution of Kenya 2010. It introduced a competitive and transparent recruitment process for the Council and Complaints Commission members and established a clear dispute resolution mechanism with a focus on mediation. The vision guiding the MCK is that of a society where media freedom is respected and maintained, and where journalists, media practitioners and media houses adhere to professional standards and ethics. The MCK operates on a co-regulation model, receiving funding from the government while also levying subscription fees on media enterprises and accreditation fees on and media practitioners and media journalists ((Media Council of Kenya, 2023). These funds support various activities undertaken by the MCK.

The Media Council of Kenya notes that media accreditation is beneficial in enhancing the protection of the privileges and rights of journalists in the execution of their duties. One of MCK's functions is to undertake the annual accreditation of journalists who are practising in Kenya for the purposes of compiling a register of journalists, media enterprises, media practitioners, as well as accrediting the curriculum offered by mid-level colleges in media training in Kenya. One of its primary objectives is to enhance professionalism within the journalist community by verifying that accredited journalists possess the requisite skills to perform their responsibilities in accordance with the Code of Conduct for Journalism Practice in Kenya (Media Council of Kenya, 2024).

MCK's online accreditation portal stipulates the accreditation requirements for local journalists and media practitioners, freelance journalists, foreign journalists and students. It also specifies the fees and procedures for accreditation.

### 2.1.3 Digital disruptions and media accreditation

Literature affirms the prevalence of digital disruptions, which have affected media accreditation practices and standards in different contexts. In a study by Chan, Lee, & Pan (2006), the researchers confirm that the Internet poses challenges to traditional journalism as it provides a platform for alternative practices of news production and distribution. In response to this digital disruption, traditional journalists are expected to engage in 'news repair'. This concept involves efforts to reaffirm the authority of existing news institutions and the legitimacy of traditional journalism models and practices in the face of new and alternative digital practices. Accreditation is one such practice. Similarly, Miah & García (2006), highlight the changing landscape of media with the emergence of online platforms, particularly during the Torino 2006 Olympic Winter Games. These authors note that new media journalists, operating on low budgets, could effectively broadcast through the Internet, presenting challenges to the traditional accreditation process. Furthermore, Miah & García (2006) assert that this digital disruption brought about challenges in accrediting online journalists, many of whom may not fit traditional definitions of journalism. Their study raises issues regarding the need for formal evidence of professional journalism status versus accepting evidence of publishing as the only requirement for entry.

A report by the Swiss Agency for Development and Cooperation (2016) also affirms the rise of digital storytelling, which has given birth to citizen journalism. According to the report, the modern day is characterised by the widespread availability of technical resources such as smartphones and the wealth of opportunities for the dissemination of information on the Internet and this has challenged traditional journalism. In the same vein, Johnston & Wallace (2017) note that the rise of blogging and citizen journalism has introduced complexities in defining the traditional terms journalist and news media. Globally, courts, legislators and policy makers are adapting and formulating new definitions that encompass a broader understanding of journalism practice in the digital age, where boundaries shift and blur across various online spaces. However, the lack of consensus on these definitions has led to jurisdictional clashes, challenges to legislative amendments, appeals to higher courts and confusion among regulators and practitioners regarding practices such as media accreditation and standards. In Australia, for example, recently enacted

shield laws have resulted in different definitions across the country's various jurisdictions. In the United States, court cases involving defamation and shield laws have seen successful appeals based on varying interpretations of the journalist's role. In New Zealand, a High Court judgment overturned a lower court decision, affirming that a blogger could be considered a journalist. These insights affirm the impact of digital disruption on various media practices.

Similarly, studies conducted in the Kenyan context reveal a comparable trend whereby digital disruptions have influenced media-related practices. In a study by Owilla et al. (2020), the researchers acknowledge that the Kenyan media landscape has experienced significant transformations over the past two decades and is currently characterised by an equally vibrant digital media landscape of high internet penetration. In agreement, Obuya (2020) noted that media organisations in Kenya are currently faced by technological pressures such as the emergence of mobile journalism, and these have affected their practices and have raised concerns about accountability and quality of news disseminated by these organisations. Such concerns could give rise to accreditation standards of journalists working in these organisations. More evidence on the impacts of digital disruption on media-related practices was documented by Mudhai (2011) who acknowledged the emergence of mobile journalism in Kenya and issues such as accuracy and transparency in mainstream and online media due to these digital disruptions. In a similar study by Mutua & Yanqiu (2021), the researchers noted that there is a challenge in regulating online content in Kenya, highlighting possible impacts of digital disruption on media accreditation. Murunga & Diang'a (2021) also highlighted that digital disruption in Kenya's media industry has led to an increase in the number of new sources of information and the number of citizen journalists. This raises questions about whether the new numbers of citizen journalists are accredited.

The need to study the impact of digital disruption on media accreditation in Kenya is evident from existing research that highlights the transformative effects of digital disruptions on the country's media landscape. Studies by Owilla et al. (2020), Obuya (2020), Mudhai (2011), Mutua & Yanqiu (2021) and Murunga & Diang'a (2021) collectively underscore the significant changes and technological pressures experienced by media organisations in Kenya. These changes include the emergence of mobile journalism, high Internet penetration, concerns about accountability and quality of news dissemination and challenges in regulating online content. While these studies acknowledge the potential implications of digital disruption on accreditation practices and

standards, there is a gap in directly addressing this topic. Therefore, a dedicated study on the impact of digital disruption on media accreditation and factors influencing the uptake of accreditation amid digital disruption is essential to provide an in-depth understanding of the evolving media environment in Kenya.

**2.2 Research Design**

The study adopted both desk research, quantitative and qualitative approach. The quantitative approach allowed for the complete gathering of the statistical data for ease of analysis and interpretation. Figure 1 shows the approach used in the study.

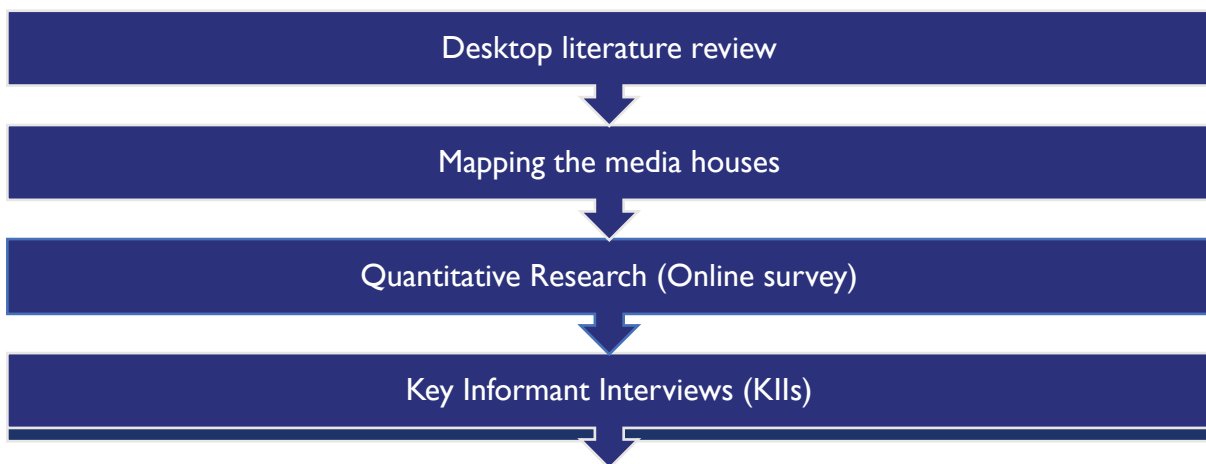


Figure 1: Survey methodology

**2.3 Quantitative Research**

Computer Assisted Personal Interviews was used for the quantitative study. Data collection was conducted through CAPI by sending emails to the registered target population in all the 47 counties in Kenya. This approach entailed use of a questionnaire that contained both closed and open-ended questions. The questionnaire covered all the areas. A pilot test for the questionnaire was conducted to establish the validity of the tool.

**2.4 Study Site**

The study was conducted among journalists, media practitioners, media experts and scholars across the country.



**Figure 1: Study Site**

## 2.5 Study Population

The study targeted all journalists in the register, foreign short-term category, media experts and media trainers from various learning institutions.

## 2.6 Sampling Procedure

Stratified random sampling with proportionate allocation was used to sample journalists for the quantitative study. Journalists were stratified into the various journalist categories and the sample for each category allocated based on proportion of the category in the journalist population. In mobile phone surveys, the response rate ranges from 50% to 80% (<https://blogs.worldbank.org/impac evaluations/mobile-phone-surveys-understanding-covid-19-impacts-part-ii-response-quality-and>). For this study, we assumed that the response rate among journalists may be higher given the nature of their work and therefore the study assumed response rate of 80%. This implies that the study accounted for a 20% non-response in the sample size estimation. For the KIIs, media house managers/editors from registered media houses were purposively sampled.

**2.7 Sample Size Determination**

The target population of the study is presented in Table 1.

*Table 1: Journalist Population (2021-2023 Data)*

Journalist category	Population	Percentage of the total population
National	4393	46.3
Media Practitioner	292	3.1
Media trainer	77	0.8
Technician	227	2.4
Public Communications	157	1.7
Student	4176	44.0
Foreign Journalists	163	1.7
<b>TOTAL</b>	<b>9485</b>	<b>100</b>

Source: MCK Accreditation register 2022/2023

Survey Sample: Based on MCK accreditation uptake 2022/2023.

$$n = \frac{z^2 \times p \times q}{e^2}$$

Where:

z= level of confidence=95%

n= sample size

p=proportion of journalists accredited in the year 2022

q= proportion of journalists who did not accredit in the year 2022

e=error term

In 2022, about 8000/20000 (40%) journalists were accredited.

The minimum sample size required for this study will be computed as follows;

$$n_1 = \frac{1.96^2 \times 0.4 \times 0.6}{0.05^2} = 369$$

Accounting for 20% non-response, the required sample size will be;

$$n = 369 + 0.2(369) = 443$$

Therefore, the minimum sample for the study will be 443 but if resources allow, a larger sample will be preferred, approximately 600 because the larger the sample the higher the statistical power of the sample to make inference about the population.

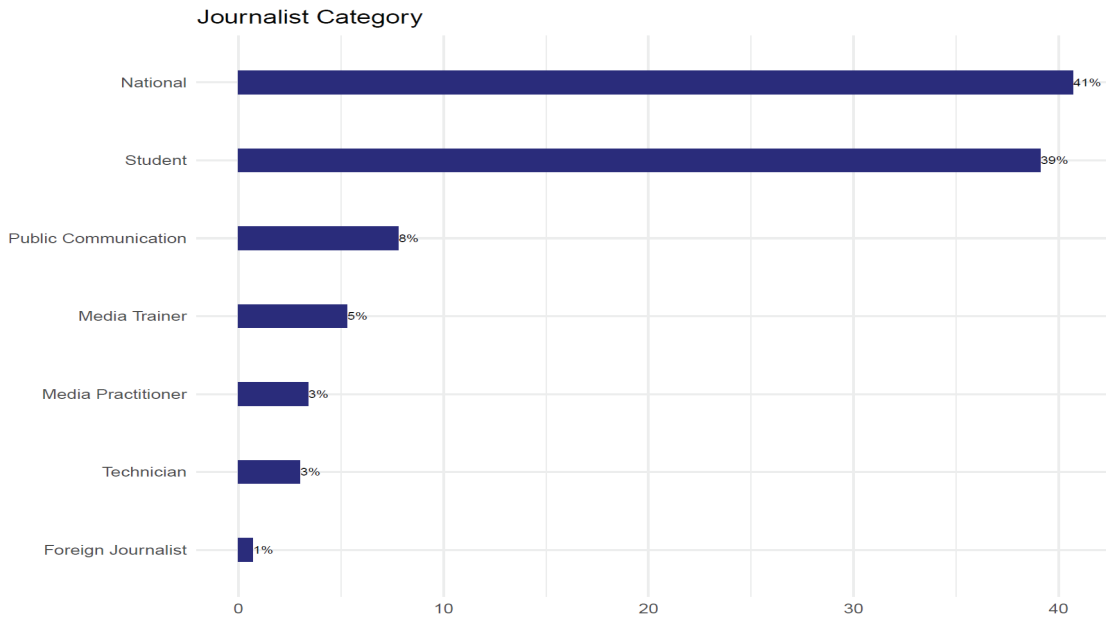
*Table 2: Sample by Category*

Journalist category	Percentage of the total sample	Total Sample
National	46.3	205
Media Practitioner	3.1	14
Media trainer	0.8	4
Technician	2.4	11
Public Communications	1.7	7
Student	44.0	195
Foreign	1.7	7
<b>TOTAL</b>		<b>443</b>

### 3. SURVEY FINDINGS

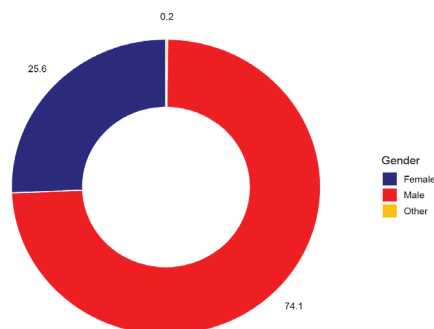
#### 3.1 Respondents Profile

Out of the 437 surveyed respondents, 41% were national journalist category, 39% students, 8% public communication officers, 5% media trainers, 3% technicians and 1% foreign journalists.



*Figure 2: Journalist Category*

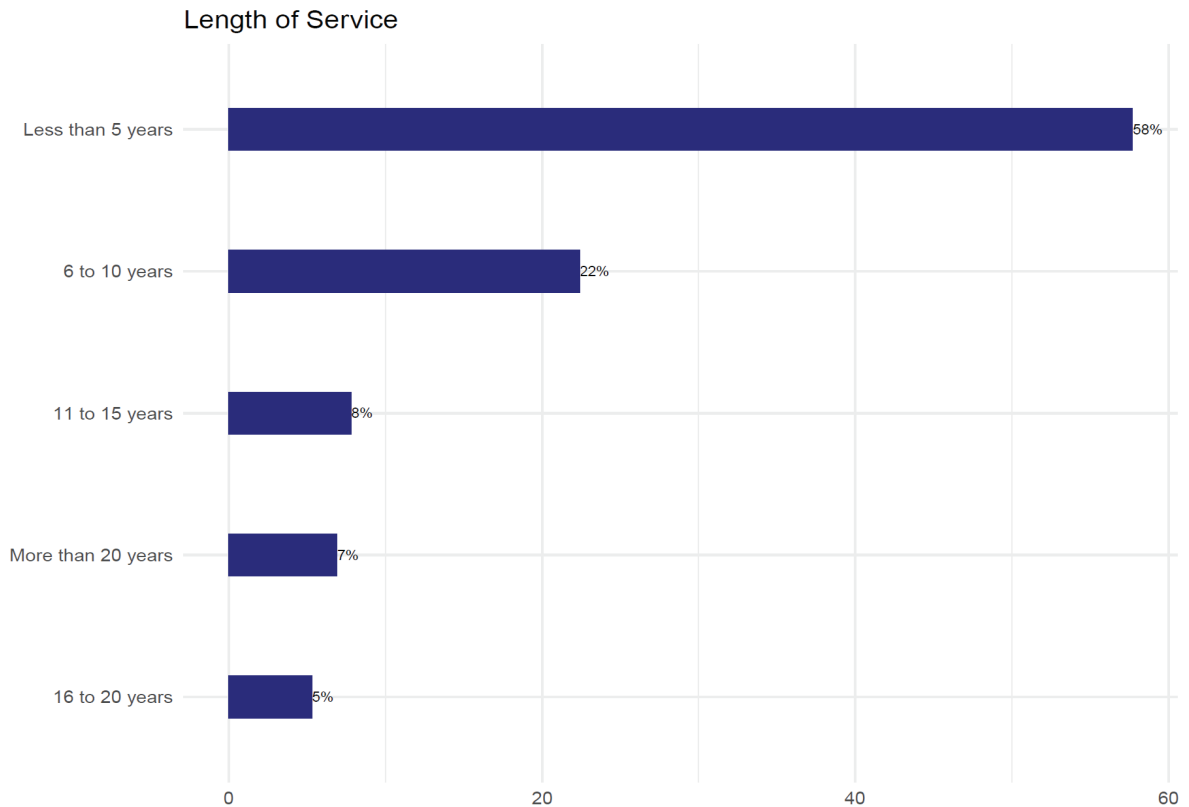
In terms of gender, 74% were males, 25.6% were females and 0.2% were in other category.





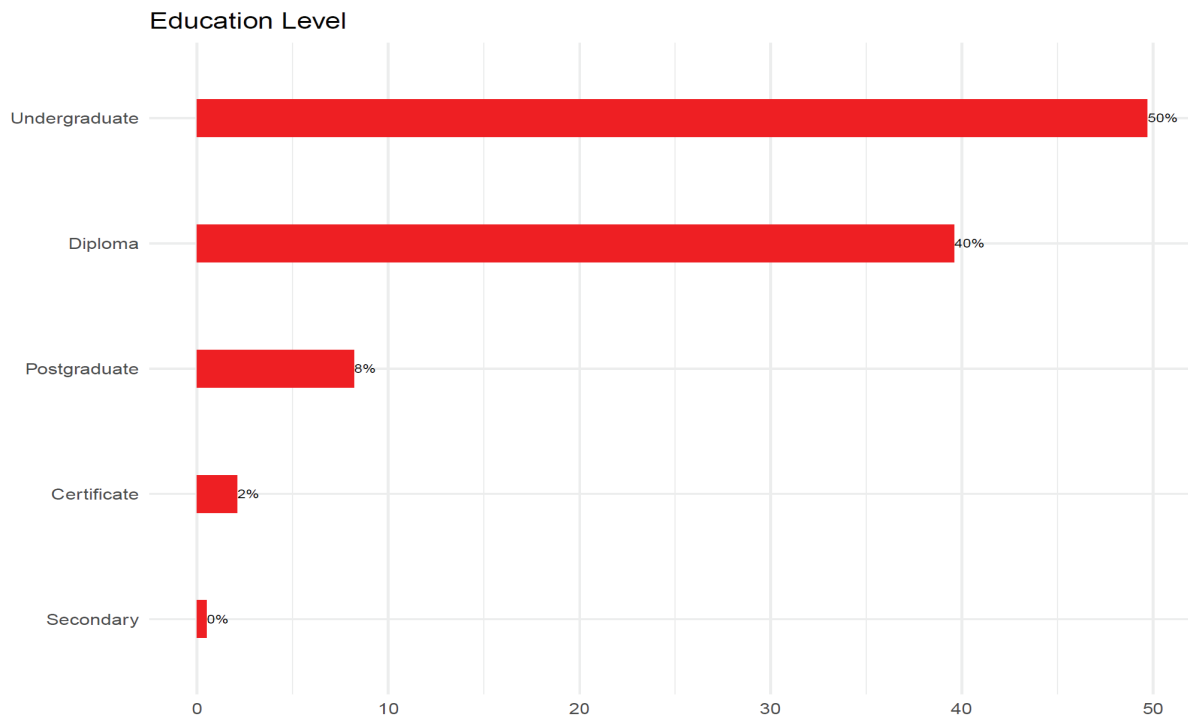
*Figure 3: Gender of Respondent*

Respondents who have served in the media industry for a period of less than five years accounted for 58% of the respondents. 22% of the respondents had worked for a period of between six to ten years, 8% for a period of 11 to 15 years, 7% for a period of more than 20 years and 5% for a period of between 16 to 20 years.



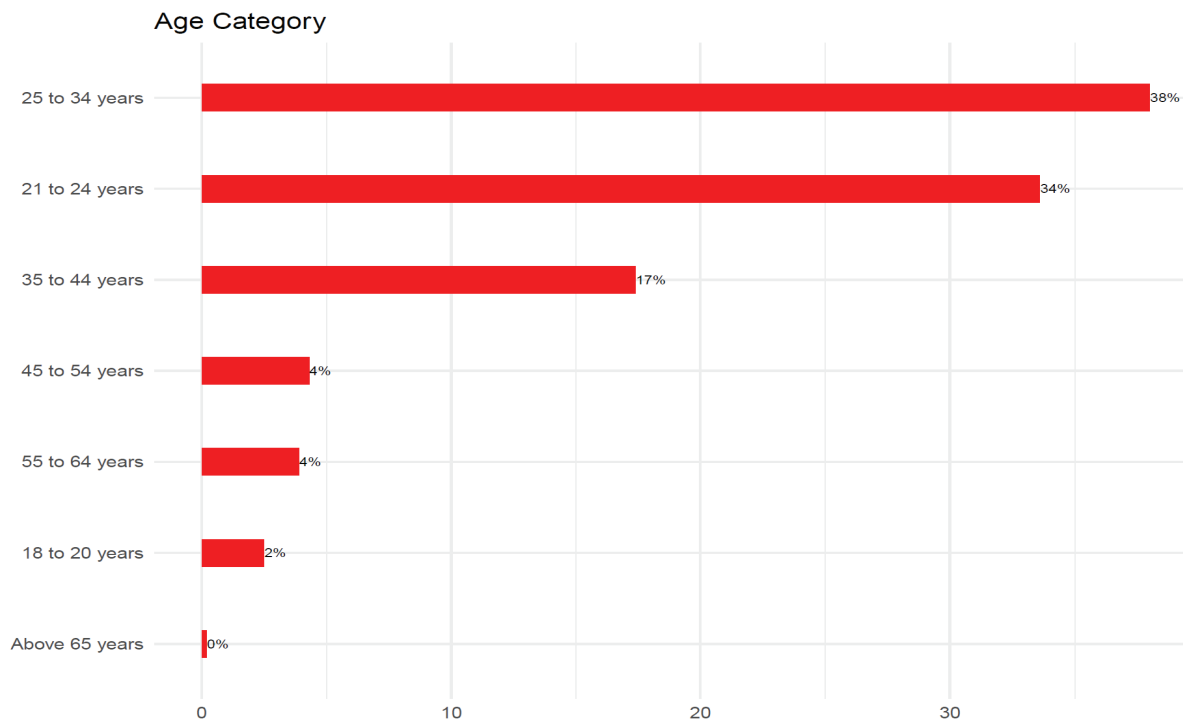
*Figure 4: Length of Service*

Regarding education level, 50% of the respondents had undergraduate degree, 40% had a diploma, 8% had postgraduate degree and 2% had certificate education level.



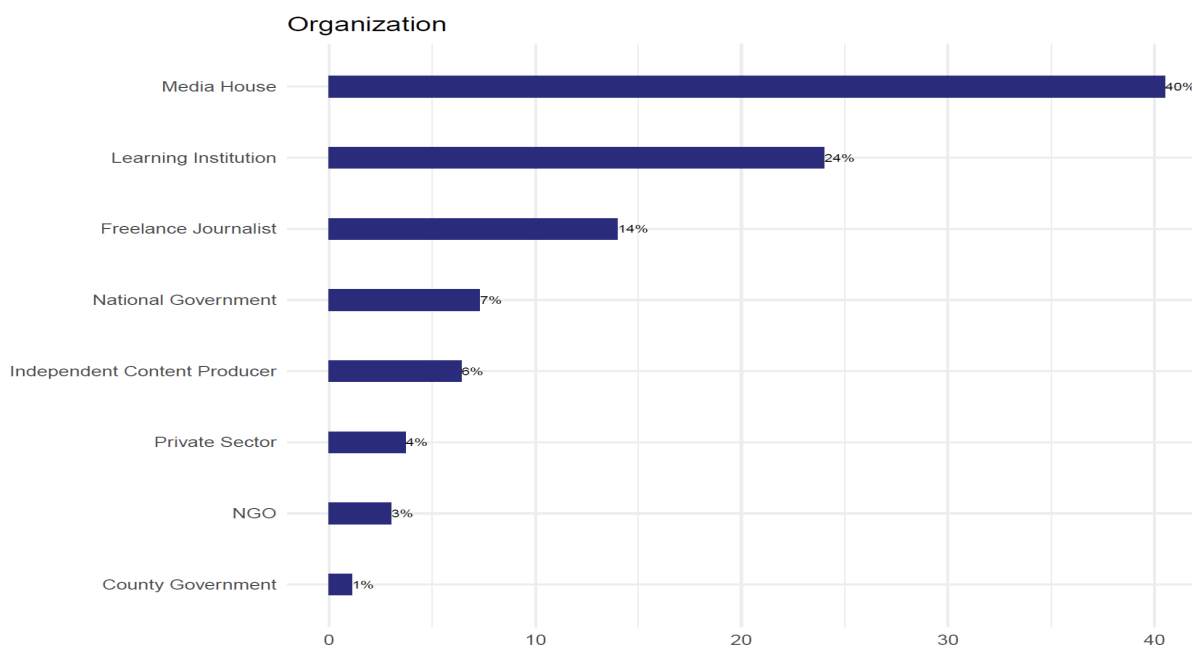
*Figure 5: Education Level*

Respondents ages between 25 to 34 years accounted for 38% of the respondents. 34% of the respondents were aged 21 to 24 years, 17% were aged 35 to 44 years, 4% were aged 45 to 54 years, 4% were aged 55 to 64 years and 2% were aged 18 to 20 years.



*Figure 6: Age Category*

Regarding the organisation of work, 40% of the respondents work in media houses, 24% are based in learning institutions, 14% are freelance journalists, 7% work under national government, 4% are in the private sector, 6% are independent content producers, 3% are in NGOs and 1% are in county governments.



*Figure 7: Work Organisation*

### 3.2 Media Accreditation

The survey established that all the foreign journalists interviewed had received media accreditation in the year 2023. Media trainers and media practitioners had the highest number that had not received accreditation for a period of more than three years ago (8.7% and 13.3%) respectively. Students and technicians had the highest percentage of respondents who had received their last accreditation in the year 2022 13.5% and 15.4% respectively. This depicts a low level of media accreditation among the media practitioners and media trainers.

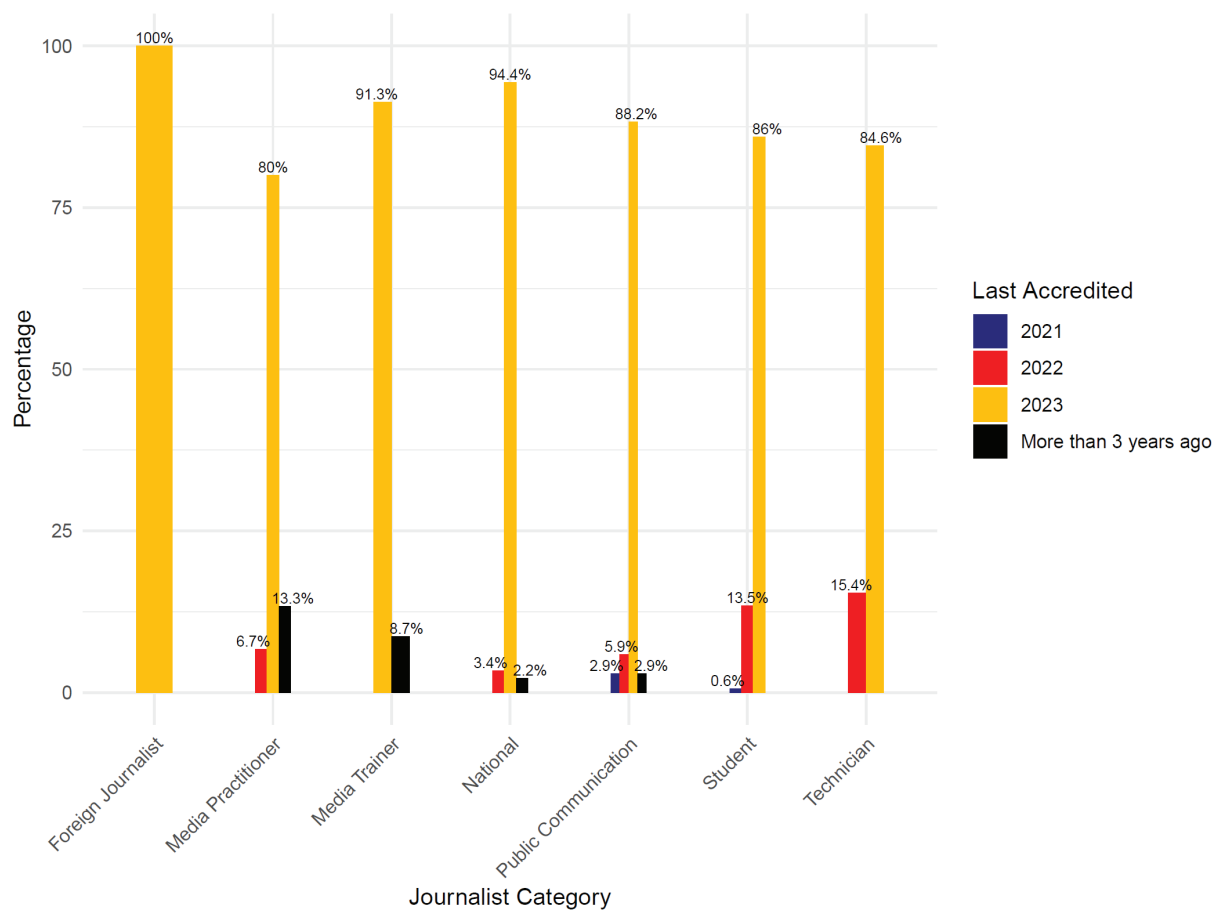
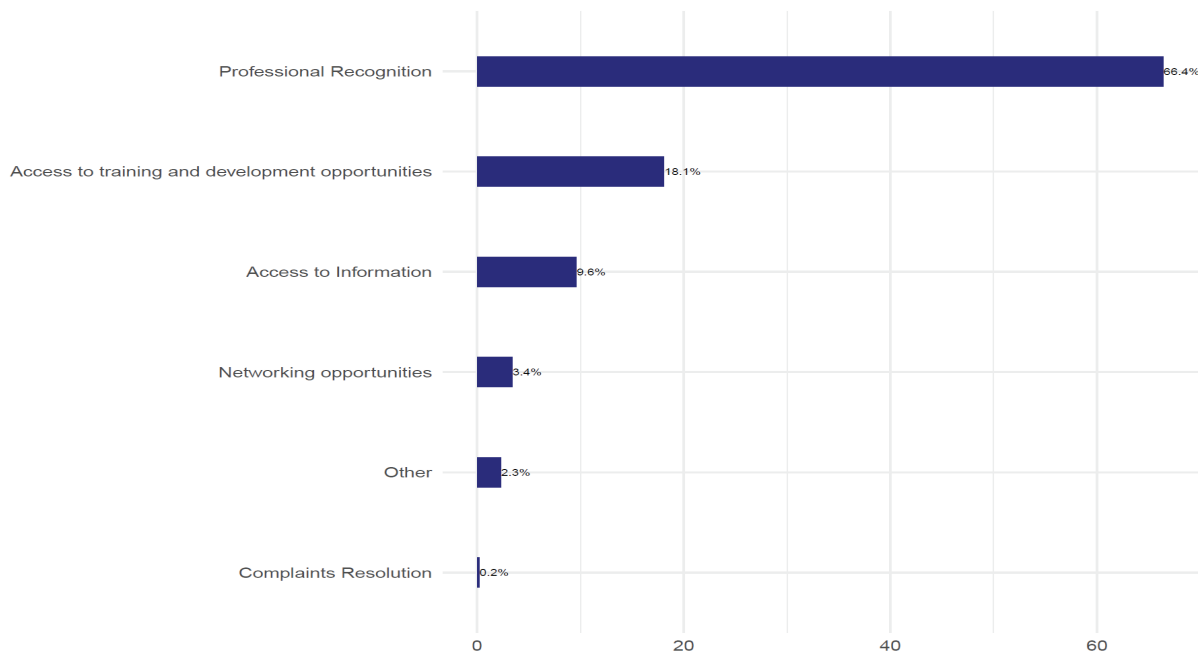


Figure 8: Accreditation Year

#### 3.2.1 Reasons for Seeking Media Accreditation

The major reasons for the respondents seeking media accreditation are professional recognition (66%), 18% seek accreditation in order to access training and development opportunities, 9.6% seek accreditation in order to access information, 3% to have networking opportunities and 0.2% for complaints resolutions.



*Figure 9: Major Reason for Accreditation*

Table 3 shows the other organisations where the respondents received accreditation from. The survey established that 27% got accreditation from the Directorate of Information, 23% got accreditation from United Nations, 22% got accreditation from State House and 13% got accreditation from Foreign Press Association Africa.

*Table 3: Other organisations giving accreditation*

Organisation	Percentage
Directorate of Information	27%
United Nations	23%
Statehouse	22%
Foreign Press Association Africa	13%
IEBC	12%
CAF	2%

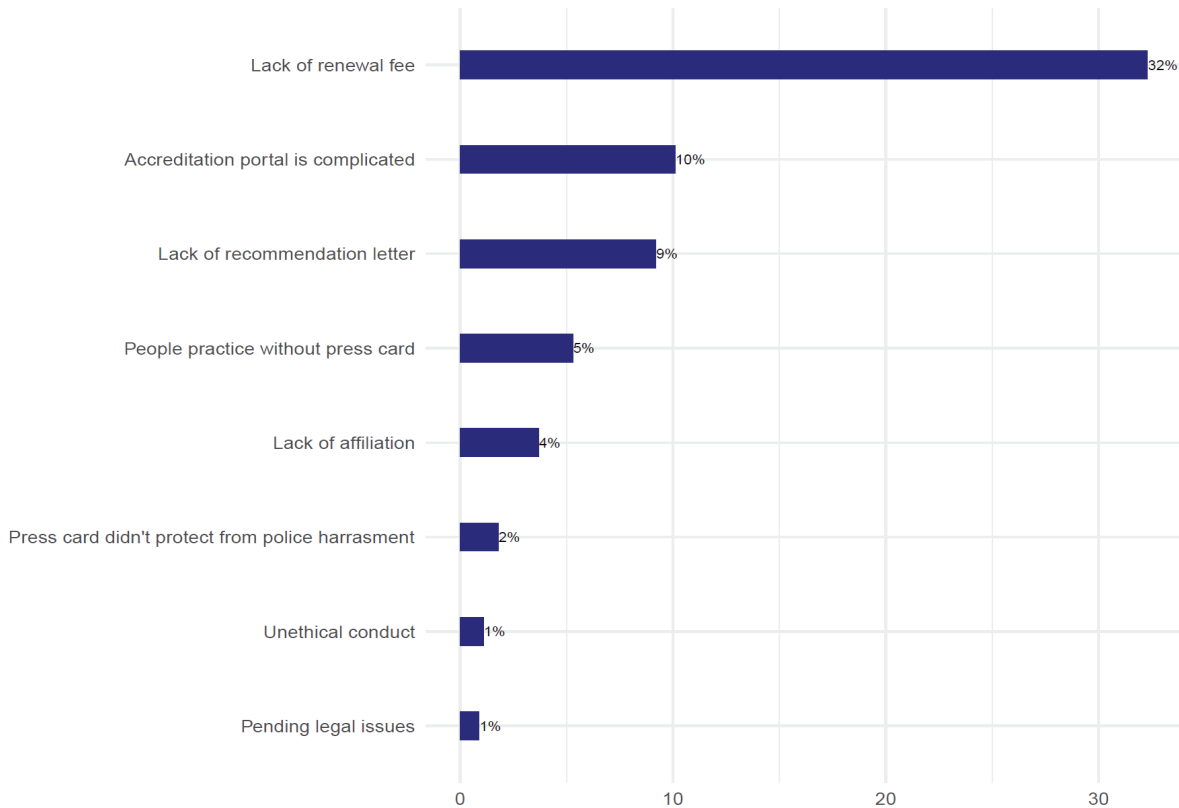
Accreditation for an event (63%) is the major reason why survey respondents seek accreditation from other organisations. Other reasons include the lack of knowledge about MCK (9%), the organisation also accredits journalists (25%) and inadequate funds to pay the accreditation fee charged by MCK (1%).

*Table 4: Reason for accreditation by other organisations*

Reason for accreditation	Percentage
Accreditation for an event	63%
The organisation also accredits journalists	25%
I did not know about MCK	9%
I knew about MCK but they insisted it was ok not to go to MCK	2%
Inadequate funds to pay for MCK accreditation	1%

**3.2.2 Hindrances to Renewal of Press Cards**

The survey established that the major hindrance to the renewal of press cards by respondents is lack of renewal fee (32%). Further, accreditation portal being complicated (10%), lack of recommendation letter (9%), people practising without press card (5%), lack of affiliation (4%), press card didn’t protect from police harassment (2%), unethical conduct (1%) and pending legal issues (1%) are also hindrances to renewal of press card.



*Figure 10: Hindrances from renewing press card*

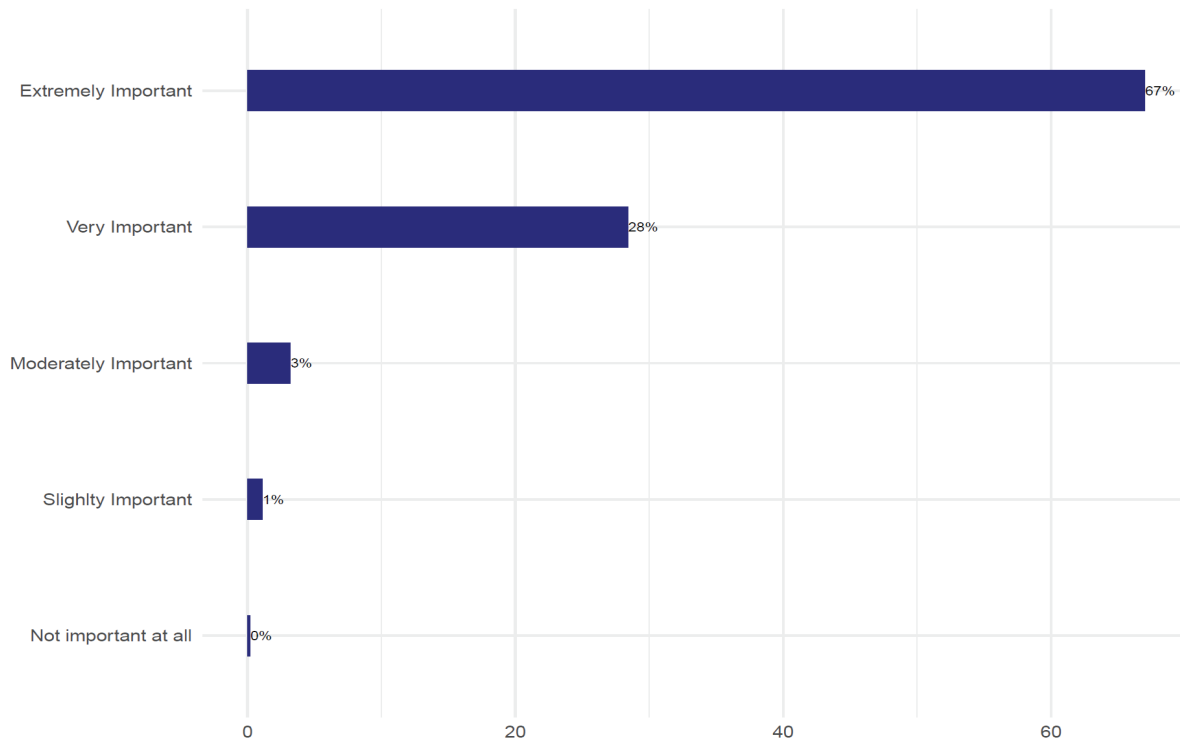
### 3.2.3 Improvements to Media Accreditation Requirements Considering Digital Shift

The survey established the improvements that are to be made to the media accreditation requirements considering the digital shift as:

- ✓ Recommendation letter from employer or institution of higher learning should be a requirement to eliminate quacks
- ✓ A representative of MCK should be deployed to all Huduma centres
- ✓ Accreditation cards to be available all over the country not only in Nairobi
- ✓ Accreditation portal to be simplified
- ✓ Accreditation period to be after every five years
- ✓ Accreditation to media students after graduation
- ✓ Add more security features on the press cards
- ✓ Reduction of renewal fees
- ✓ Automate the process, and accredit only professional and practising journalists
- ✓ Consider bloggers, social media personnel and independent content creators in the accreditation process
- ✓ Personalised delivery of press cards to individuals
- ✓ Development of MCK app for accreditation
- ✓ Omission of recommendation letters for renewal applications
- ✓ Incorporate USSD code for accreditation process
- ✓ Introduce digital cards
- ✓ Incorporate provisions for persons with disability
- ✓ Establish payment of renewal fee by installments
- ✓ Proper vetting of individuals to eliminate quacks
- ✓ Put the category of the journalist in the press card

### 3.2.4 Importance of Accreditation to Journalists

The survey established that a majority 67% believed that media accreditation is extremely important, 28% believed that media accreditation is very important, 3% moderately important and 1% slightly important.



*Figure 11: Importance of media accreditation*

The surveyed respondents gave the reasons why they believe accreditation is important to them. The results are displayed in Table 5.

*Table 5: Reason for Importance of Accreditation to Journalists*

Reason	Percentage
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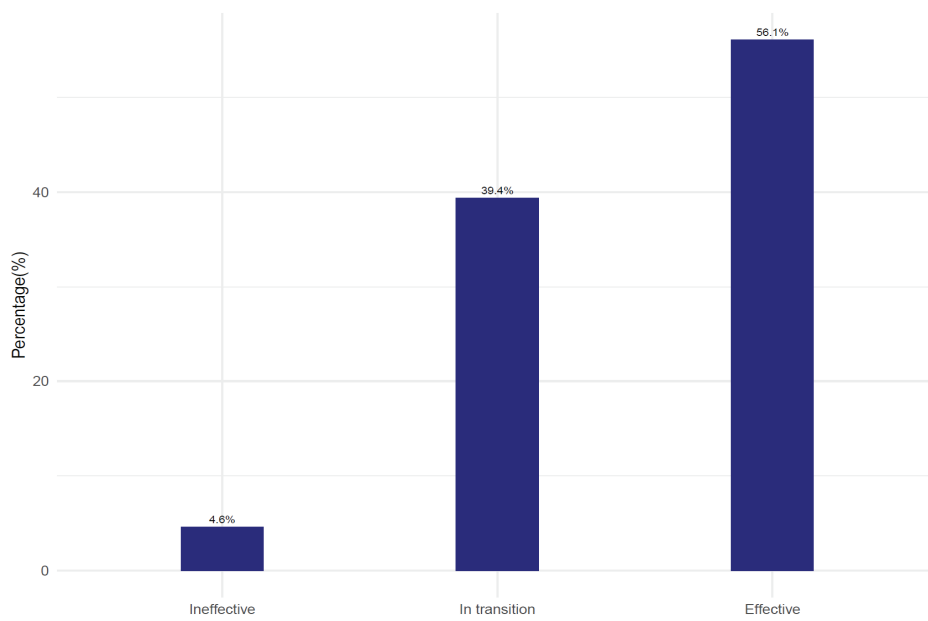


Accreditation validates my expertise and credentials	71.4%
Access to media events	62.5%
Access to information	61.9%
Helps to network	58.8%
Accreditation is a safeguard for freedom of press	56.5%
Professional recognition	53.3%
Accreditation gives me a sense of belonging	50.0%
Access and identity for my profession	46.7%
Have legitimacy in the eyes of the government	43.5%
Accreditation maintains the credibility and reliability of information	41.2%
Opens opportunities for journalists	38.1%
Authenticity purposes	37.5%
For security purposes during work times	28.6%

### 3.3 Journalist Perception on Accreditation and Media Standards in Digital Era

#### 3.3.1 Current State of Media Accreditation

The current state of media accreditation in Kenya is effective with 56.1% of the survey respondents indicating so. 39.4% feel that the current state of media accreditation is in transition while 4.6% describe the state of media accreditation to be ineffective.



*Figure 12: Current State of Media Accreditation*

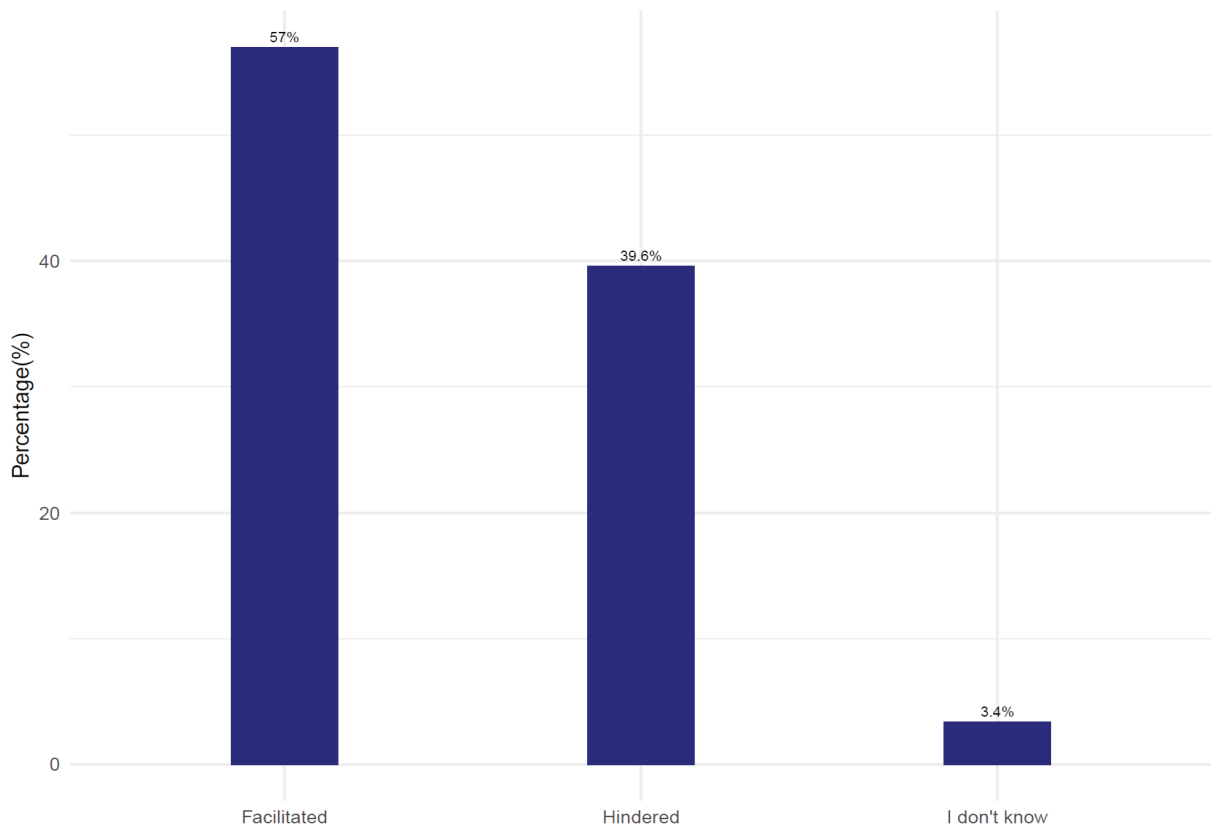
The respondents in the survey gave their opinion on current state of media standards in the digital era. 88.8% of the surveyed respondents feel that the current state of media standards in Kenya is work in progress, 62.9% feel that it is almost effective and 37.1% feel that it is below standards.

*Table 6: Current State of Media Standards in Digital Era*

Current State of Media Standards	Percentage
Work in progress	88.8%
Almost effective	62.9%
Below standards	37.1%
Almost ineffective	18.5%
Deteriorating	18.5%
Fair	11.2%

### 3.3.2 Effect of Digital Platforms on Adherence to Media Standards

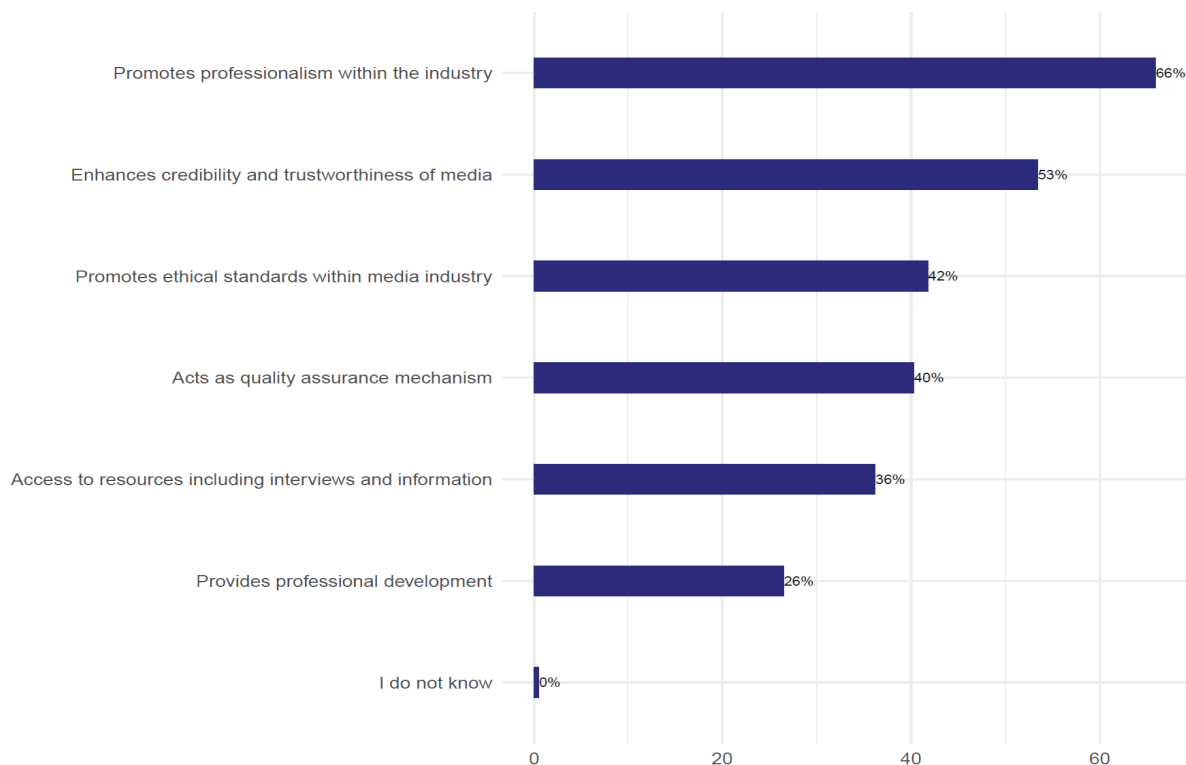
Digital platforms have facilitated adherence to media standards (57%) of the respondents, 39.6% of the survey respondents indicated that digital platforms have hindered the adherence to media standards and 3.4% indicated that they don't know the effect of digital platforms on adherence to media standards.



*Figure 13: Effects of digital platforms on adherence to media standards*

### 3.3.3 Role of Media Accreditation in Maintaining Media Standards

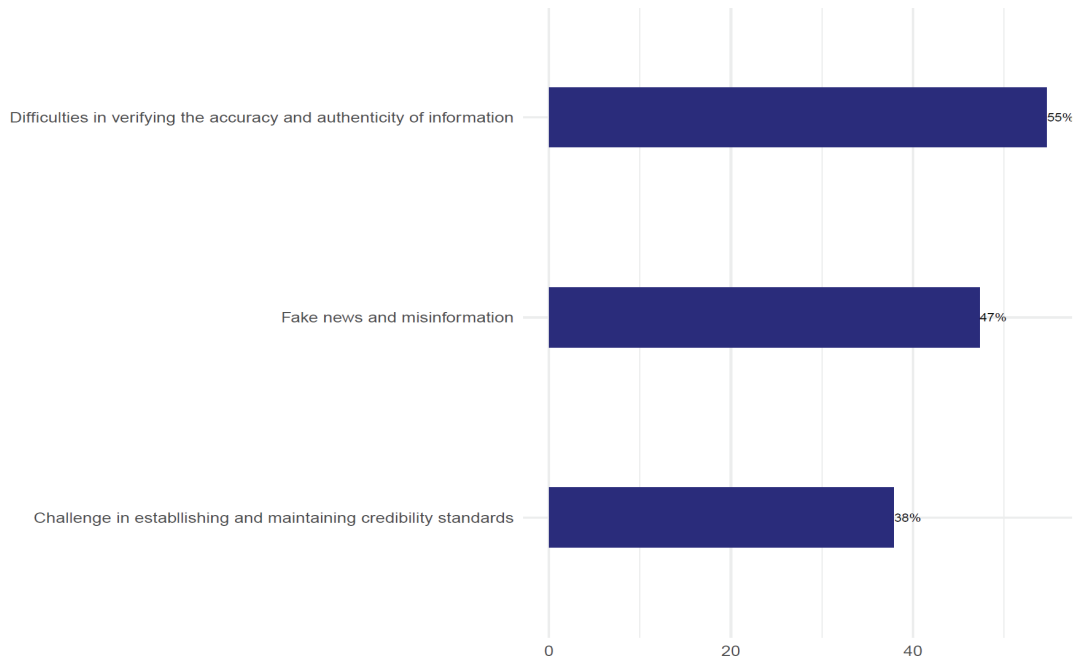
The major role of media accreditation in maintaining media standards is that it promotes professionalism within the industry (66%). Other roles played by media accreditation in maintaining media standards include, enhancing credibility and trustworthiness of media (53%), promoting ethical standards within media industry (42%), acts as quality assurance mechanism (40%) access to resources including interviews and information (36%) and provides professional development (26%).



*Figure 14: Role of Media Accreditation in Maintaining Media Standards*

### 3.3.4 Challenges Journalists Face Regarding Media Accreditation in Digital Era

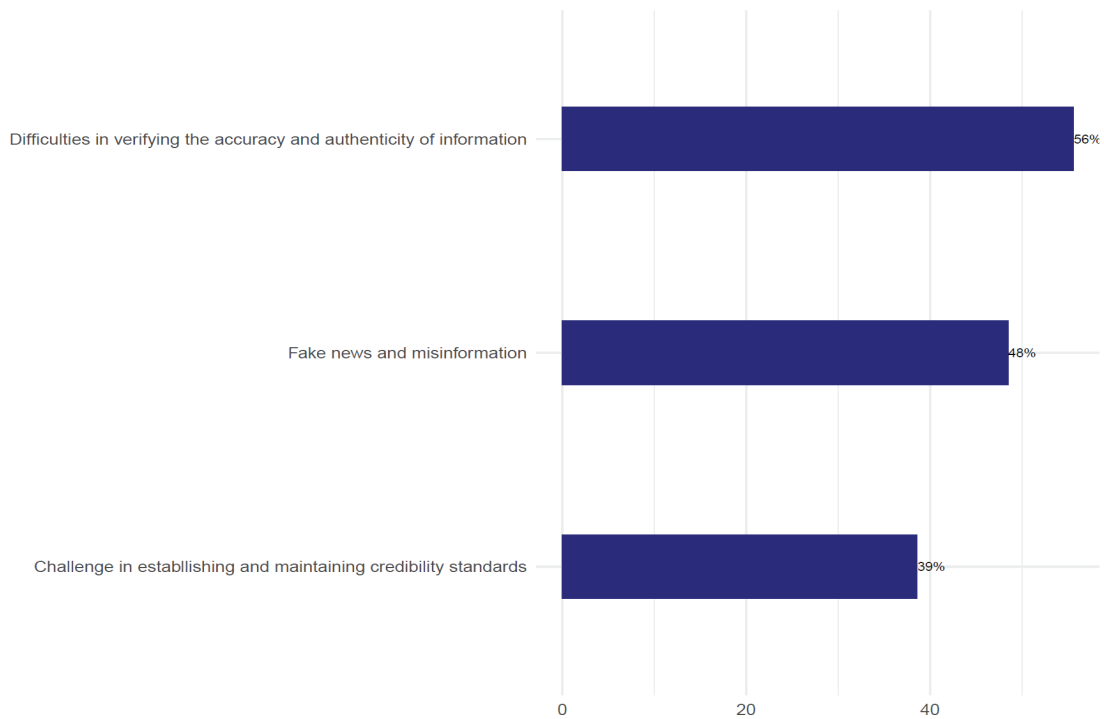
The survey established that the main challenge faced by journalists regarding media accreditation in the digital era is difficulties in verifying the accuracy and authenticity of information (55%), fake news and misinformation (47%) and challenges in establishing and maintaining credibility standards (38%).



*Figure 15: Challenges Journalists face regarding media standards in the digital era*

### 3.3.5 Challenges Journalists Face Regarding Media Standards in Digital Era

The survey established that the main challenge faced by journalism regarding media standards in the digital era is difficulties in verifying the accuracy and authenticity of information (56%), fake news and misinformation (48%) and challenge establishing and maintaining credibility standards (39%).

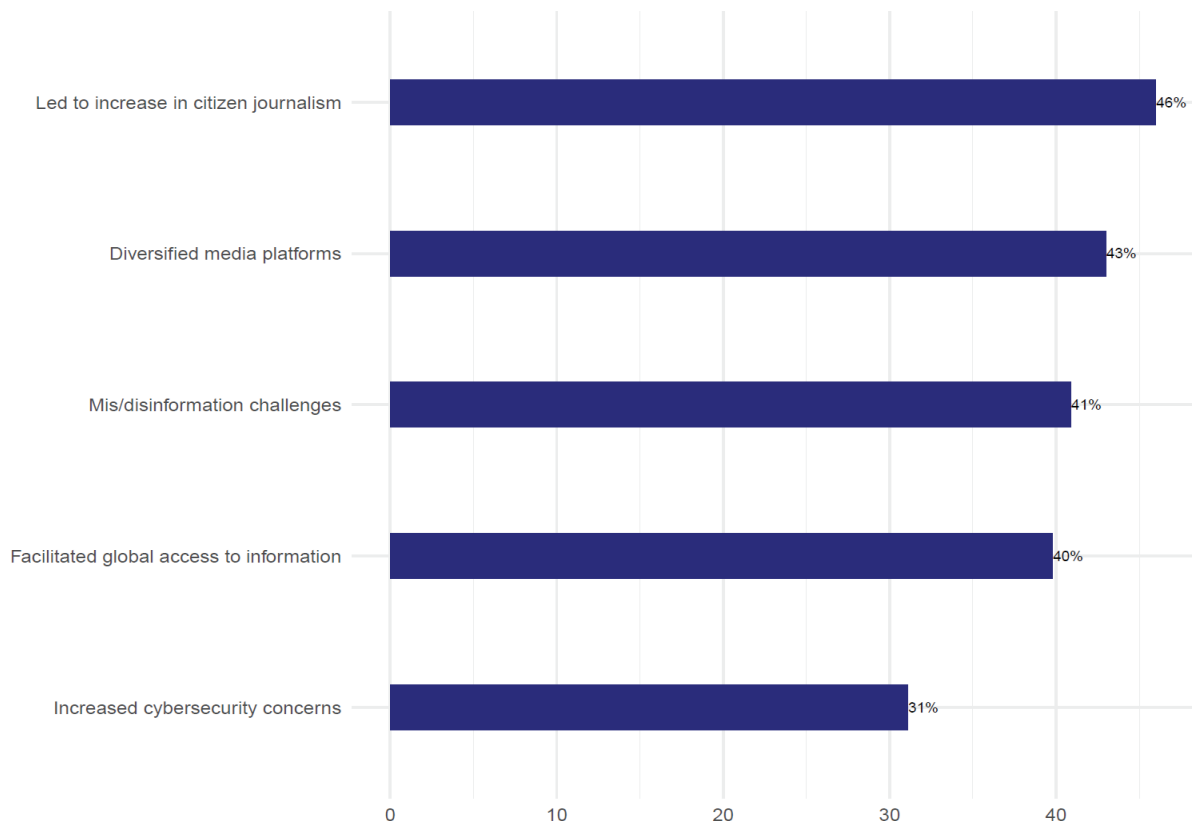


*Figure 16: Challenges journalists face regarding media standards in the digital era*

### 3.4 Impact of Digital Disruption on Media Accreditation and Standards in Kenya

#### 3.4.1 Effect of Digital Disruption on Practices Related to Media Accreditation

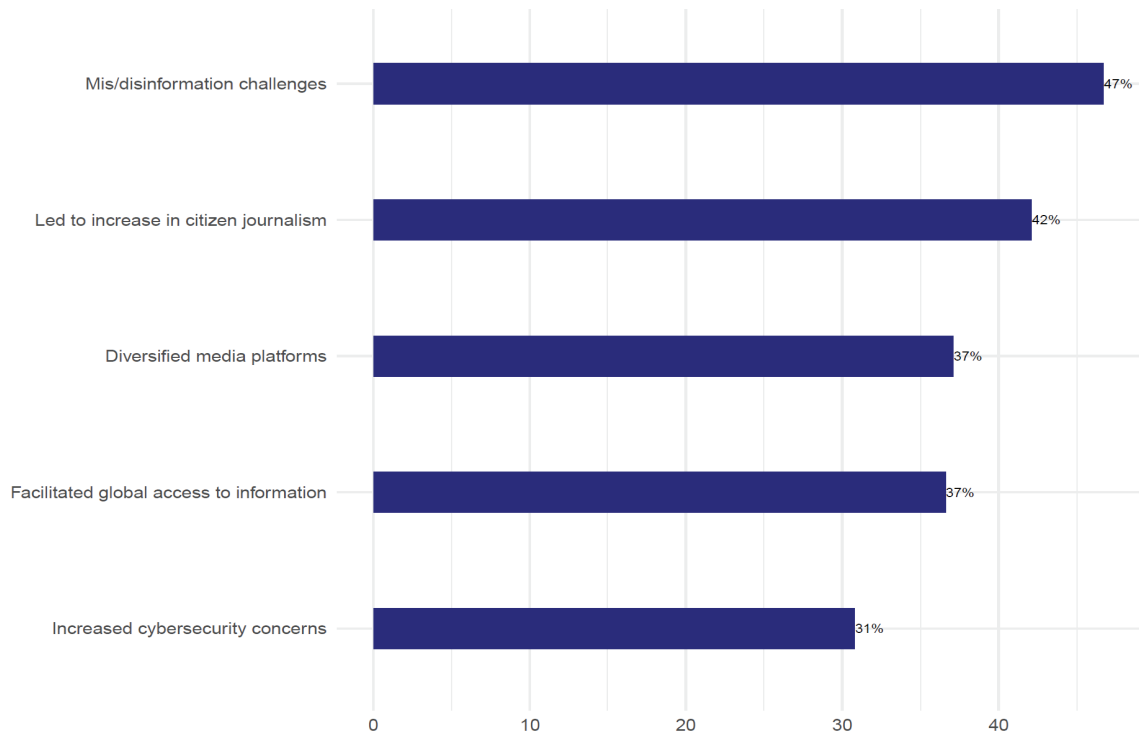
The effect of digital disruption on practices related to media accreditation is that it has led to increase in citizen journalism (46%), led to diversified media platforms (43%), led to mis/disinformation challenges (41%), facilitated global access to information (40%) and increased cybersecurity concerns (31%).



*Figure 17: Effect of digital disruption on practices related to media accreditation*

### 3.4.2 Effect of Digital Disruption on Practices Related to Media Standards

The effect of digital disruption on practices related to media standards is that it has led to mis/disinformation challenges (47%), led to increase in citizen journalism (42%), diversified media platforms (37%), facilitated global access to information (37%) and led to increased cybersecurity concerns (31%).

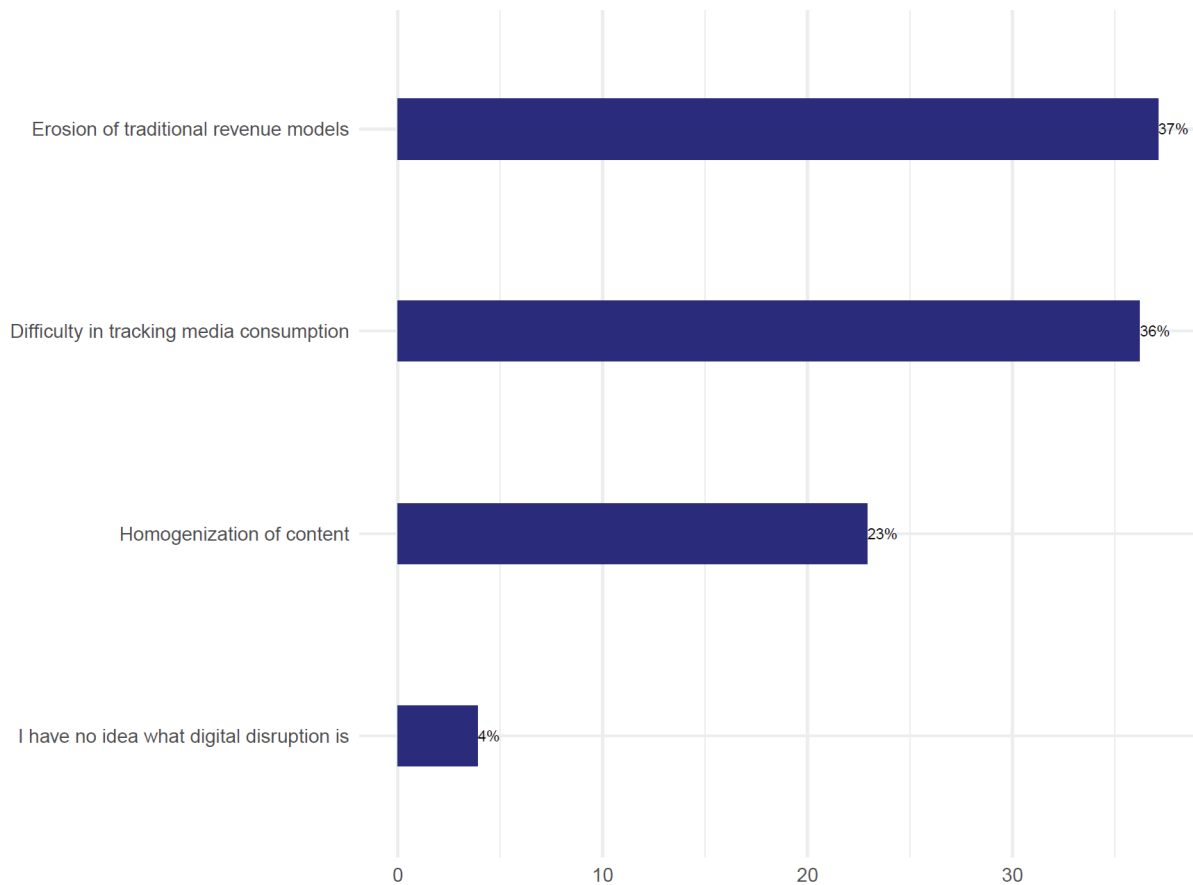


*Figure 18: Effect of digital disruption on practices related to media standards*



### 3.4.3 Key Challenge Posed by Digital Disruption in Context of Media Accreditation

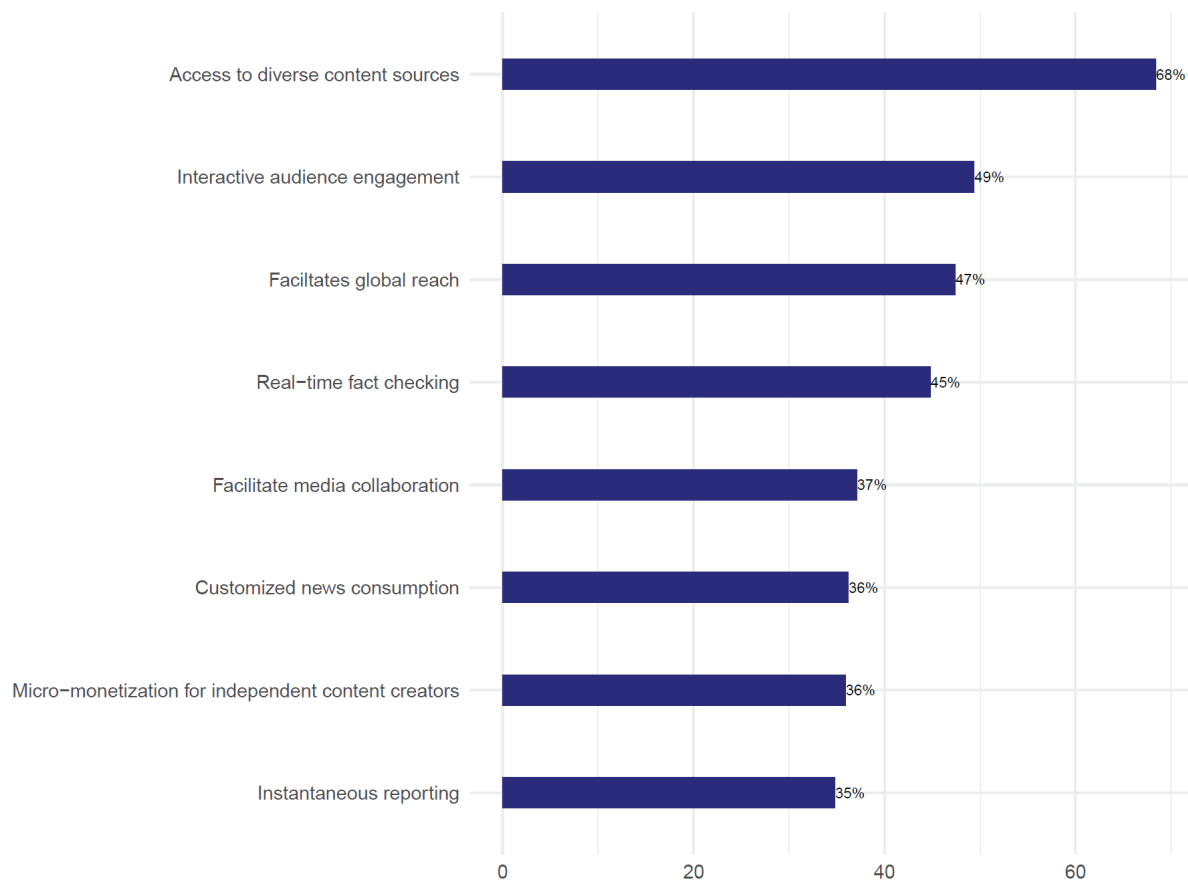
The survey established that the key challenge posed by digital disruption in context of media accreditation is erosion of traditional revenue models (37%), difficulty in tracking media consumption (36%), homogenisation of content (23%). Of the surveyed respondents, 4% indicated that they have no idea what digital disruption is.



*Figure 19: Key Challenge posed by digital disruption*

### 3.4.4 Opportunities Digital Disruption Provide for Improving Media Standards

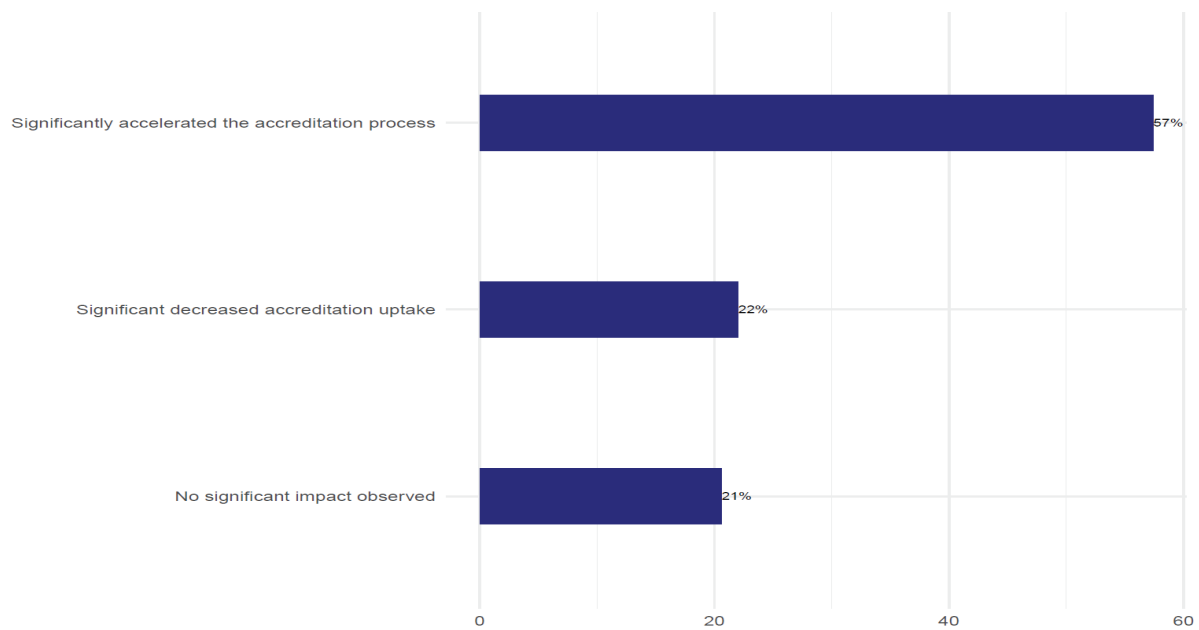
Access to diverse content sources (68%) is the major opportunity digital disruption has provided for improving media standards. Other opportunities digital disruption has provided include interactive audience for engagement (49%), facilitating global reach (47%), real-time fact checking (45%), facilitating media collaboration (37%), customised news consumption (36%), micro-monetisation for independent content creators (36%) and instantaneous reporting (35%).



*Figure 20: Opportunities provided by digital disruption*

### 3.4.5 Influence of Digital Disruption on Uptake of Media Accreditation

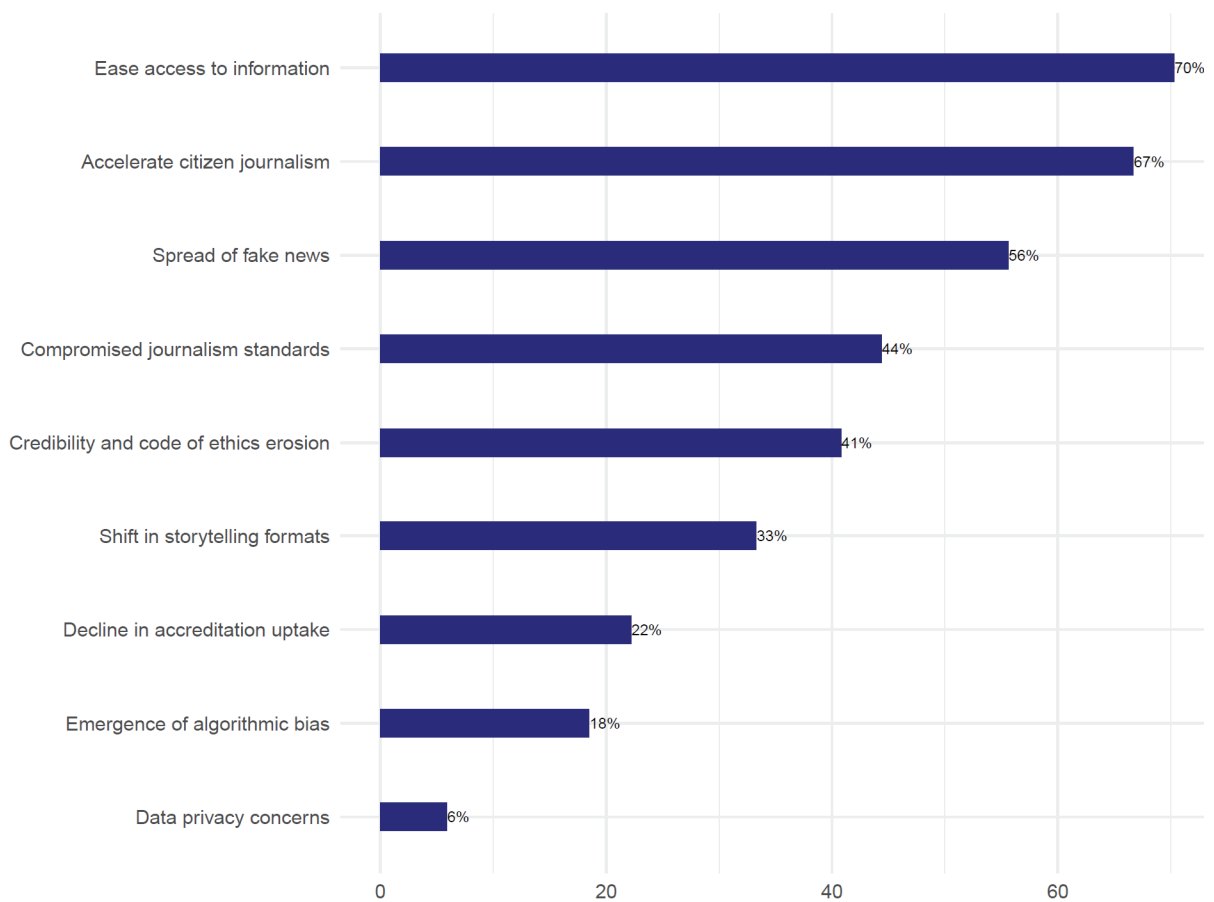
Findings from the study revealed that digital disruption has significantly accelerated the accreditation process (57%). 22% of the surveyed respondents feel that digital disruption has significantly decreased accreditation uptake.



*Figure 21: Influence of digital disruption on uptake of media accreditation*

### 3.4.6 Effects of Digital Disruption on Overall Standards of Media Practices in Kenya.

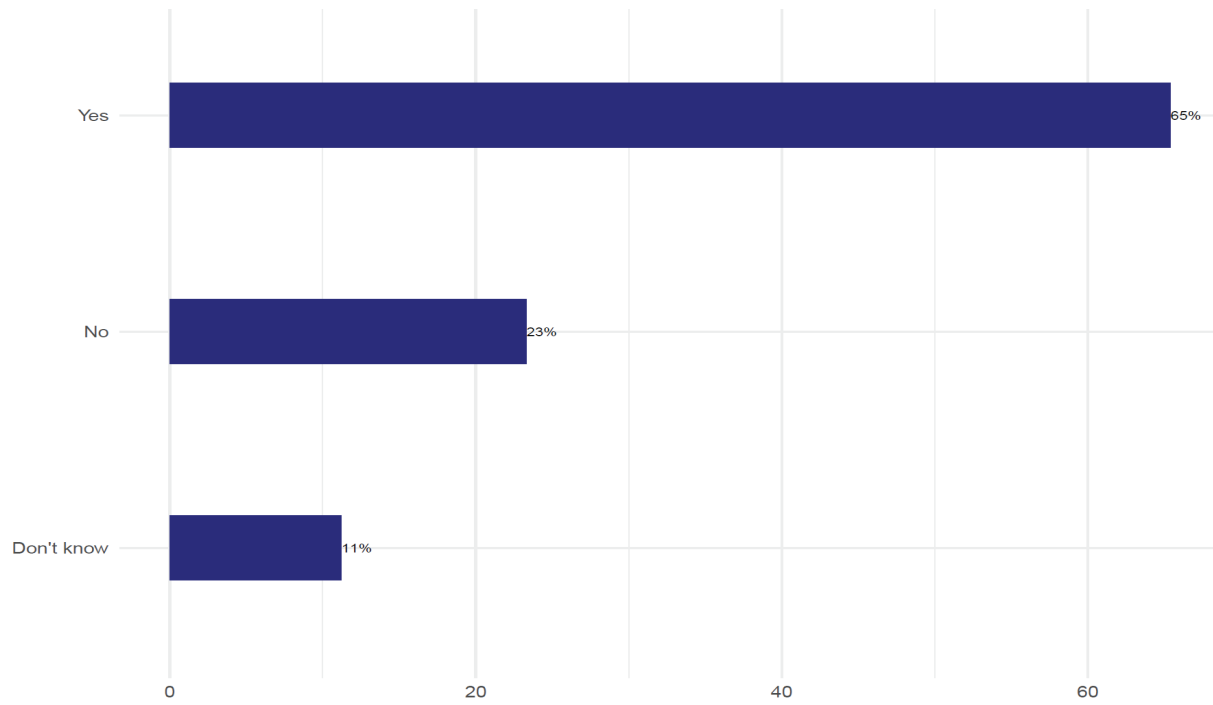
Ease of access to information is the major effect of digital disruption on the overall standards of media practices in Kenya. 67% of the respondents indicated that digital disruption has led to accelerated citizen journalism, 56% has led to the spread of fake news, 44% has led to compromise of journalism standards, 41% has led to credibility and code of ethics erosion, 33% has led to shift in storytelling formats while 22% has led to decline in accreditation uptake.



*Figure 22: Effects of Digital Disruption on Overall Standards of Media Practices in Kenya*

### 3.4.7 Digital Media and Independent Content Producers

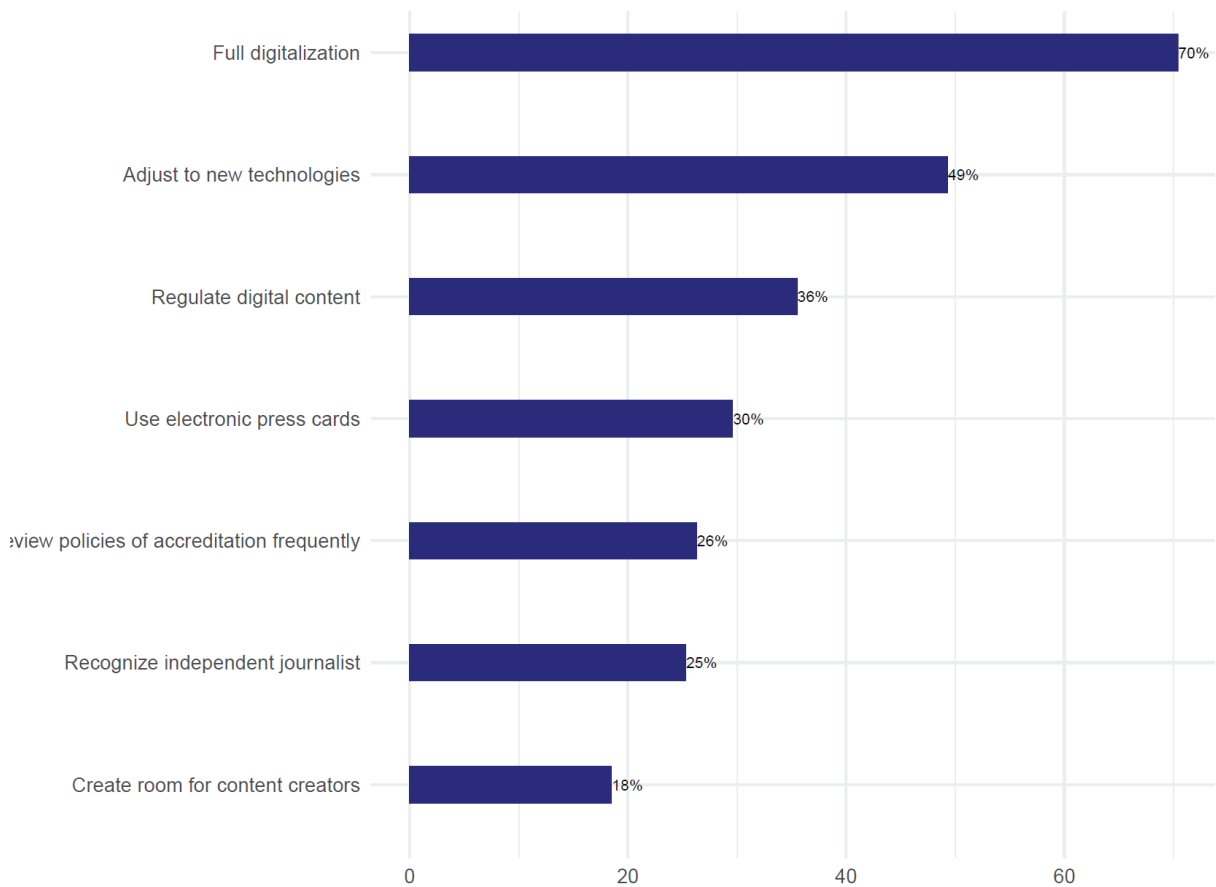
The survey established that 65% of the surveyed respondents feel that the existing accreditation requirements and the media standards accommodate digital media and independent content producers.



*Figure 23: Accommodation of Digital Media and Content Producers in Existing Accreditation*

### 3.4.8 Adaptation of Media Accreditation to Digital Disruption in Kenya

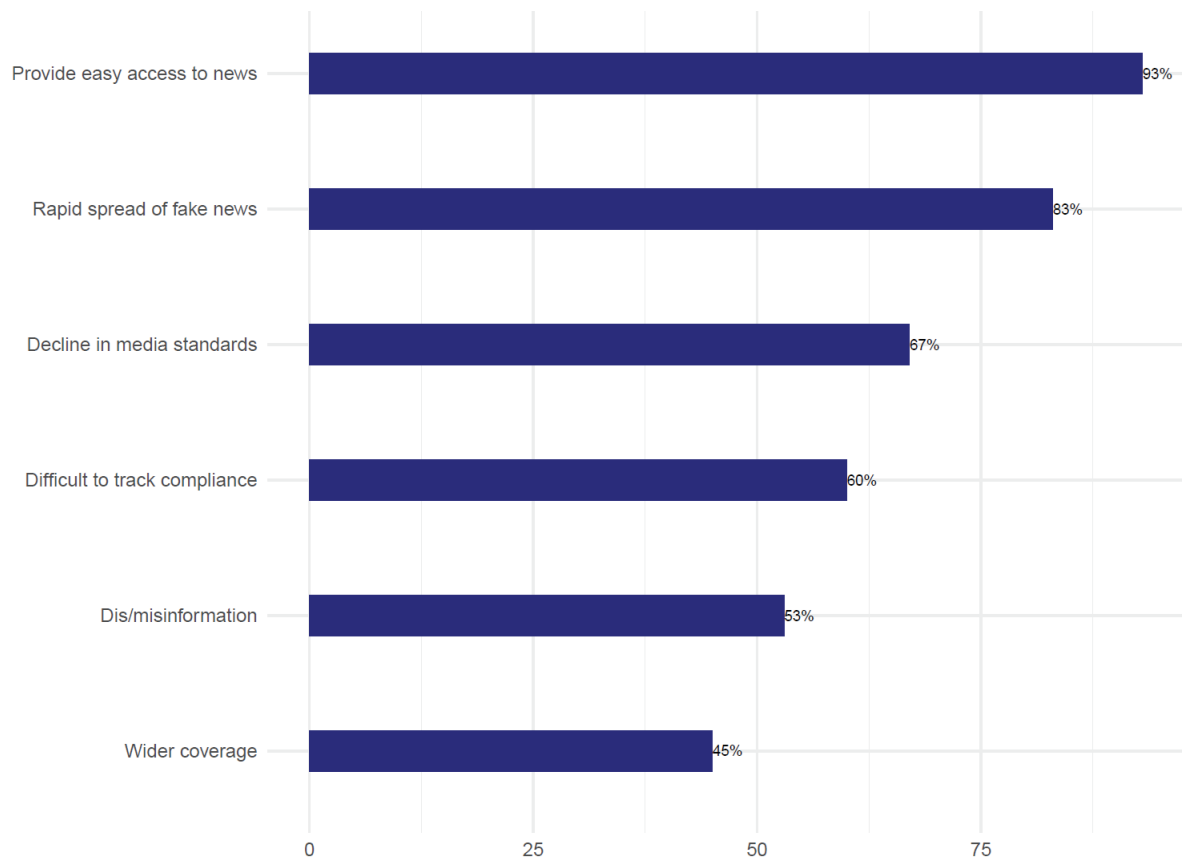
Of the surveyed respondents, 70% indicated that for media accreditation to adapt to digital disruption in Kenya it should be fully digitised. Other ways of adaptation included adjusting to new technologies (49%), regulating digital content (36%), use of electronic press cards (30%), review policies of accreditation frequently (26%), recognition of independent journalists (25%) and creating room for content creators (18%).



*Figure 24: Adaptation of Media Accreditation to Digital Disruption*

### 3.4.9 Impact of Ease of Information to Media Standards

Out of the surveyed respondents, 67% indicated that the impact of ease of information to media standards is that it leads to the decline in media standards, 60% indicated that the impact is that it is difficult to track compliance and 83% indicated that it leads to rapid spread of fake news.

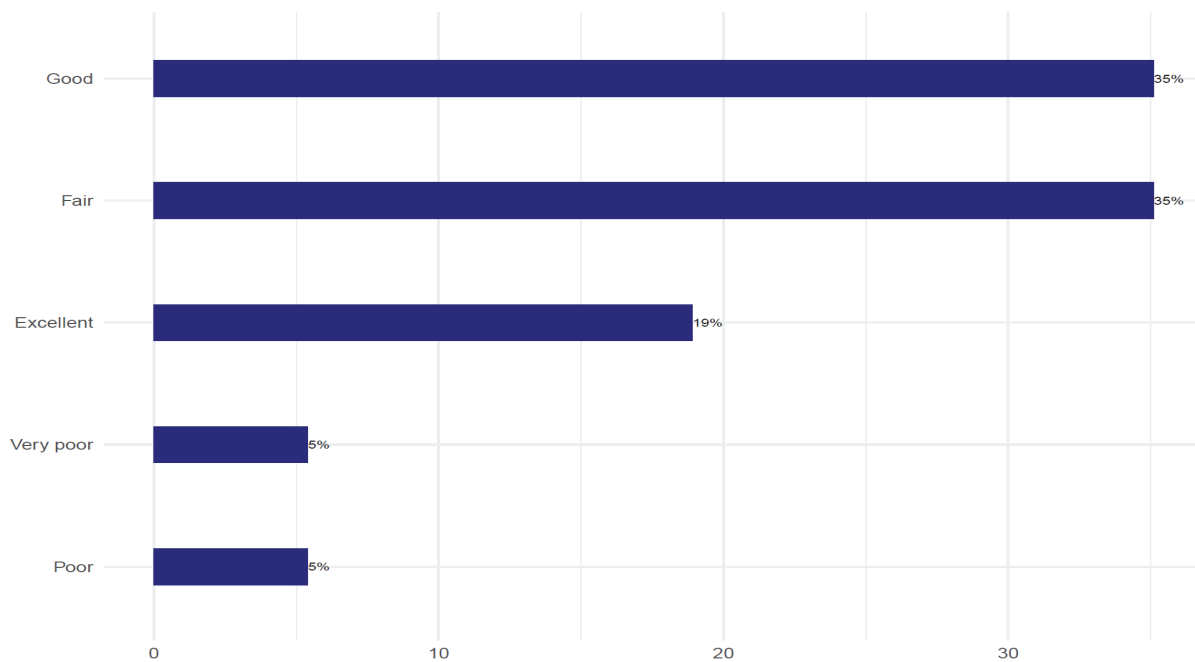


*Figure 25: Impact of Ease of Information to Media Standards*

### 3.5 Mechanism for Achieving, Preserving and Enhancing Collaboration with National and County Governments

#### 3.5.1 Collaboration between National Government and MCK

Findings from the study indicate that 35% of the surveyed respondents feel that there is a good collaboration between national government and MCK in ensuring compliance with accreditation and media standards.



*Figure 26: Collaboration between National Government and MCK*

The respondents highlighted the measures that have been taken by county governments in order to align county-level practices with accreditation and media standards to be that of educating members on the importance of accreditation and ensuring that media practitioners in the county governments are qualified.

#### 3.5.2 Challenges Hindering Effective Collaboration between Media Accreditation Bodies and Government Bodies

The findings of the survey revealed that the rigidity shown by government especially in collection of information is a big challenge. Other challenges highlighted included bureaucratic hurdles, lack of transparency, political interference, jurisdictional conflicts, lack of mutual trust, control of digital space, corruption, lack of awareness on accreditation and lack of political goodwill.



### **3.5.3 Role of Technology in Streamlining Collaboration between Media Accreditation**

#### **Bodies and Government Bodies**

Technology can be incorporated in order to streamline the collaboration between media accreditation bodies and government bodies through access to back-end database in MCK, regular online trainings for the journalists, implementing automated verification procedures, introducing machine readable cards and organising webinars on the importance of media accreditation.

### **3.5.4 Mechanism of Enhancing Collaboration between Media and Government Entities**

The survey established that conducting surveys regularly to establish the dynamics of the media landscape is essential. More sensitisation of all the stakeholders in the media space is needed.

Regular trainings on the developments of the media and the government regulations can enhance collaboration between media and government entities.

## **3.6 KII Findings**

### **3.6.1 Adaptation to digital landscape**

The outstanding themes in the ways organisations/media houses have adapted to digital landscape included the integration of news in the digital space. There is a wide use of virtual convenience.

### **3.6.2 Factors influencing Uptake of Media Accreditation**

The key informants indicated that the major factor influencing uptake of media accreditation is the issue of professional recognition. Other factors highlighted include that it gives the journalists a sense of belonging, protects them from harassment, gives them access to information and events, gives them an opportunity to network and opens doors for opportunities.

### **3.6.3 Strategies Put to Ensure Journalists are accredited**

There is in-house identification of journalists, collaboration of the media houses with MCK, offering staff accreditation every year and training the staff on the need for being accredited. For learning institutions, the institutes encourage the students in the final year of study to be accredited, most of the media trainers in the learning institute are accredited and there is a collaboration between MCK and the learning institution for accreditation and registration.

### **3.6.4 Impact of Digital Disruption on Media Accreditation**

The digital disruption has reduced the physical presence in order to be accredited. There is high rise of citizen journalism. There is a high spread of information and misinformation at the same time. The survey established that the outstanding impact of digital disruption on media accreditation is that there is high influx of misinformation which increases the chances of faking the accreditation cards.

### **3.6.5 Impact of Digital Disruption on Media Standards**

The impact of digital disruption on media standards is that there is an increase in decline in media standards due to increase in citizen journalism and there is mass exodus from newsrooms leading to media houses attracting less experienced talent at lower cost. Digital shift has really posed a great challenge to the traditional media houses, led to increase in the number of non-trained journalists. Digital shift has also led to the ease access of information and the ease of conducting interviews. Other respondents felt that there has been no decline in the media standards as the media houses have created ethical standards for their employees.

### **3.6.6 Impact of Digital Shift on Public Perception of Media Standards and Credibility**

Digital disruption has led to increase in citizen journalism, rise in misinformation among the public, lack of verification of the news source and decline in uptake of information. The public's perception on media has gone down since they are unable to distinguish between genuine news and fake news. Certainly, the media shift has led to the media sliding more into entertainment as opposed to serious content.

### **3.6.7 Impact of Other Accreditation Bodies on Media Standards set by MCK**

There is duplication of duties. MCK should be given the mandate to accredit journalists and the journalists should be able to access State functions.

### **3.6.8 Mechanism for Collaboration with National and County Governments**

There should be enhanced awareness at both national and county government levels. MCK should issue guidelines to all national and county agencies that they should only admit accredited media practitioners.

### 3.6.9 Conformity of Current Media Accreditation Requirements

The respondents indicated that there is need for unique security details and verification codes in the press card. The accreditation process is done online, therefore it is conforming to the digital trends. MCK should provide a digital card to eliminate the physical card requirement.

### 3.6.10 Recommendation to Adapt Media Accreditation to Suit Digital Landscape

There is need to create an application that will ease the media accreditation process, include categories of accreditation, focus on digital accreditation and phase out physical cards. More security features should be added to the digital card. Further, constant training of students and expanding the scope of those to be accredited is proposed as well as the need for a self-registration process which requires digital approval.

### 3.6.11 Challenge Digital Era has Introduced in Terms of Maintaining Media Standards

In the digital space, social media news cannot be verified. There is ambiguity on who is professional and who is not. There are multiple platforms and some are controlled by individuals whose aim is exploitation.

## 3.7 Mapping of Media Houses

The final objective of the study was to map out the media houses in Kenya. The survey established the following media houses, television station, radio stations and digital platforms. Majority of the respondents 38.9% were from media production and consulting, 21.1% of the media houses are TV, 27.0% were radio station, 5.8% print media, 4.9% owned both TV and radio.

*Table 7: Mapping of Media Enterprises*

Category	Frequency	Percentage
<b>Media Production and Consulting</b>	167	38.9
<b>Radio</b>	116	27.0
<b>TV</b>	91	21.1
<b>Print Media</b>	25	5.8
<b>TV and Radio</b>	21	4.9
<b>TV, Radio and Print Media</b>	2	1.6
<b>Digital Agencies</b>	6	1.4
<b>TV and Print Media</b>	1	0.2
<b>Total</b>	<b>429</b>	<b>100</b>

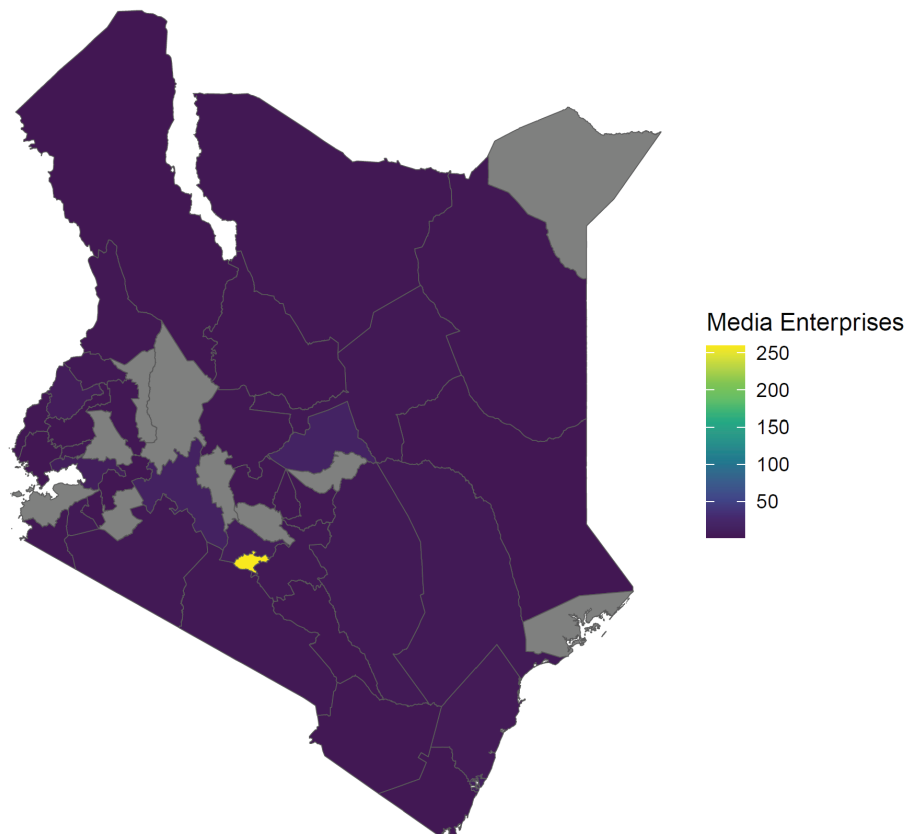
Source: MCK Register

The distribution of the media houses across regions are given in Table 8. Majority of the media houses (60.4%) were in Nairobi region, 7.7% were in Rift Valley, 7.2% were in Central, 6.5% were in Western region.

*Table 8: Media House Distribution Per Region*

Region	Frequency	Percentage
Nairobi	259	60.4
Rift Valley	33	7.7
Central	31	7.2
Western	28	6.5
Coast	25	5.8
Eastern	17	3.9
Nyanza	5	1.2
North Eastern	3	0.7
<b>Total</b>	<b>429</b>	<b>100</b>

The distribution of media enterprises across counties in Kenya is given in Figure 27.



*Figure 27: Distribution of Media Enterprises per County*

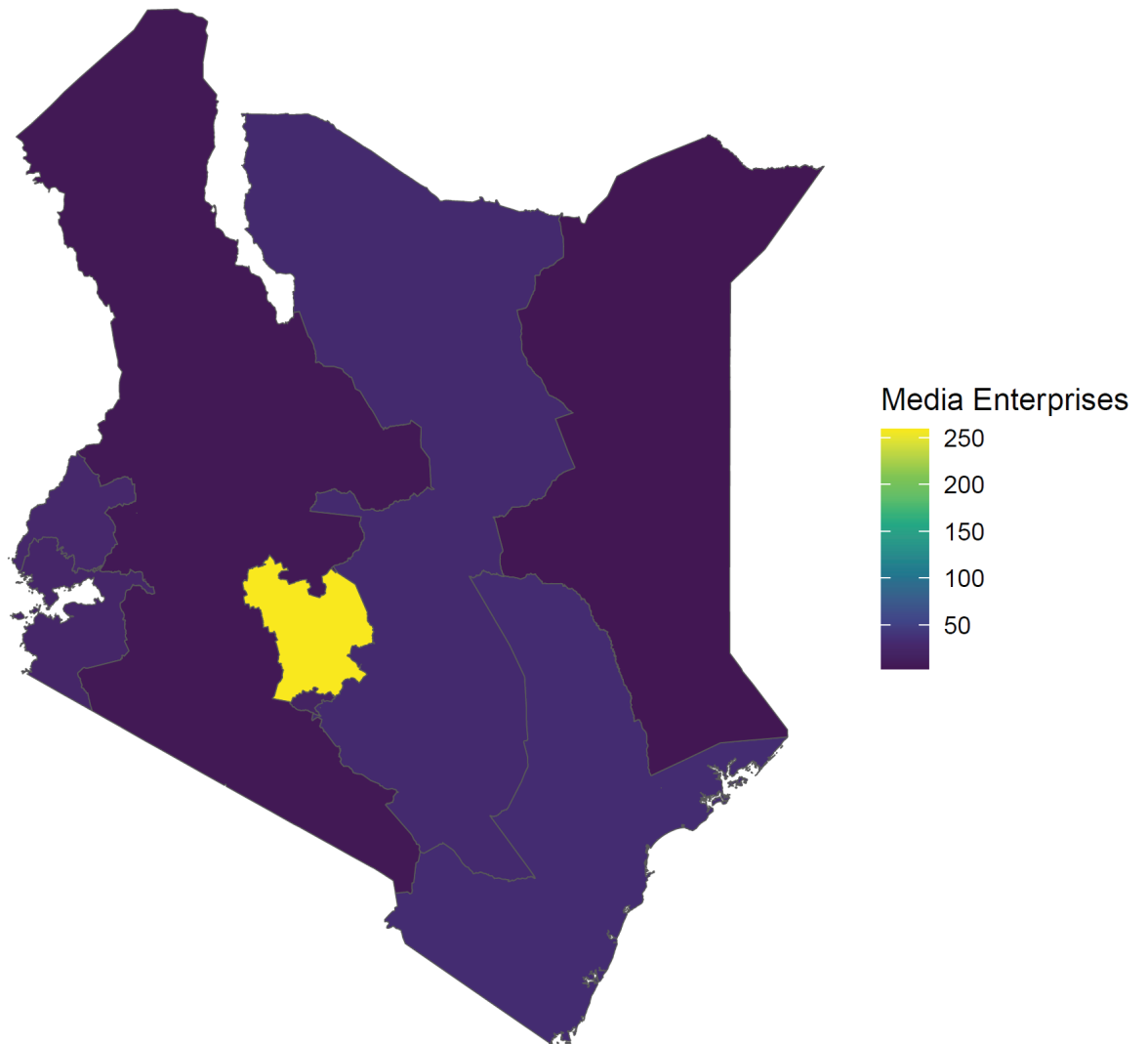


Figure 28: Distribution of Media Enterprises per Region

## 4 CONCLUSION AND RECOMMENDATIONS

### 4.1 CONCLUSION

Digital disruption has led to increase in citizen journalism in Kenya. The impact of digital disruption on media accreditation and standards was found to be increase in diversification of media platforms, rise in misinformation among the public, lack of verification of the news sources and decline in uptake of information. There was a great concern on the impact of digital disruption in that the media enterprises are engaging more in entertainment as opposed to their main mandate of informing the citizens. Digital disruption has facilitated global access to information which is a positive impact. A negative impact of digital disruption on media accreditation and standards is that it has led to increased cyber security concerns.

Journalists across the country seek accreditation majorly for professional recognition. Other outstanding reasons why the surveyed respondents sought media accreditation included access to training and development opportunities, access to information, networking opportunities and seeking accreditation for complaints recognition.

The main hindrance to journalists seeking renewal of press cards was lack of renewal fee. The complicated accreditation portal is a major hindrance for the journalists seeking accreditation. Other reasons that hinder the renewal of press cards was lack of a recommendation letter, other journalists practising without press cards, lack of affiliation, press cards did not protect them from police harassment, unethical conduct and pending legal issues.

The role played by media accreditation in maintaining media standards was found to be that media accreditation promotes professionalism within the industry. Media accreditation enhances the credibility and trustworthiness of the media, promotes ethical standards within the media industry, acts as quality assurance mechanism, accessing resources including interviews and information and providing professional development among the journalists.

The key challenge posed by digital disruption in the context of media accreditation is erosion of traditional revenue models, difficulty in tracking media consumption and homogenisation of content.

The main opportunities provided by digital disruption on uptake of media accreditation are access to diverse content sources, interactive audience for engagement, facilitating global reach, real-time

fact checking, facilitating media collaboration, customised news consumption, micro-monetisation for independent content creators and instantaneous reporting.

Ease of access to information is the major effect of digital disruption on the overall standards of media practices in Kenya. Other effects of digital disruption on the overall standards of media standards were found to be increased citizen journalism, high levels of misinformation, compromise of journalism standards, credibility and code of ethics erosion, shift in storytelling formats and decline in accreditation uptake.

Full digitisation is a mechanism for media accreditation to adapt to digital disruption in Kenya. Other ways of adaptation included adjusting to new technologies, regulating digital content, use of electronic press cards, regular review of accreditation policies, recognising independent journalists and creating room for content creators.

The perception of the journalists, media experts and scholars on accreditation and media standards in the digital era is that majority believe that the accreditation process is effective in the digital era and majority believe that media standards is work in progress in the digital era.

The survey established that conducting regular surveys to establish the dynamics of the media landscape is essential. More sensitisation of all the stakeholders in the media space is equally needed. Regular trainings on the developments of the media and the government regulations are mechanisms of enhancing collaboration between media and government entities.

## 4.2 RECOMMENDATIONS

- a) All media houses, county and national governments should ensure that the journalists working in their jurisdictions are accredited. This will ensure that the journalists are compliant and adherent to the media standards.
- b) The Media Council of Kenya needs to develop a mobile application that will ease the process of accreditation of media journalists.
- c) There is need for collaborations between media learning institutions, and county and national governments with MCK to ensure compliance and create awareness on the importance of media accreditation.

- d) The Ministry in charge of ICT in Kenya should consider regulating the social media in Kenya which has been confirmed to be growing in usage. This is because, if left unregulated, it may be a source of fake and unreliable information which may mislead the masses.
- e) There is need to review the requirements for media accreditation to ensure only the trained journalists are accredited.
- f) Incorporate necessary changes in the accreditation platform to accommodate independent content producers and bloggers.
- g) MCK to implement training programmes for media professionals that focus on digital literacy, ethical considerations in digital content creation and the responsible use of technology.
- h) MCK to periodically review and update media standards to reflect the evolving digital landscape and consider the impact of emerging technologies on content creation, distribution, and consumption, and adapt standards accordingly to maintain relevance and credibility.
- i) MCK to conduct public awareness campaigns to educate the public about the changing media landscape and the efforts taken to ensure high accreditation and content standards. It should also engage with the public to promote media literacy and encourage responsible digital media consumption.
- j) MCK should establish a feedback mechanism that allows stakeholders, including media professionals and the public, to provide input on accreditation processes and media standards. Regularly solicit feedback to identify areas for improvement and to ensure that the system remains responsive to evolving needs.



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**APPENDIX I: Survey Questionnaire**

## QUESTIONNAIRE

**Impact of Digital Disruption on Accreditation and Media Standards in Kenya****INTRODUCTION**

The Media Council of Kenya is conducting a study to establish gaps in the accreditation and media standards in Kenya to improve the service. The aim is to assess the impact of media accreditation and media standards in Kenya, establish the factors influencing uptake of accreditation in Kenya and determine the perception of the journalist, media experts and scholars on accreditation and media standards in the digital era. The information collected will be utilised exclusively in generating reports with recommendations on accreditation and media standards in Kenya.

*The interview process will last approximately 30 minutes.*

**BASIC CHARACTERISTICS**

1. Do you consent to participate in the survey? Yes [  ] No [  ]
  
2. Kindly indicate your journalist category
 

National	[ <input type="checkbox"/> ]	Technician	[ <input type="checkbox"/> ]
Media Practitioner	[ <input type="checkbox"/> ]	Public Communication	[ <input type="checkbox"/> ]
Media Trainer	[ <input type="checkbox"/> ]	Student	[ <input type="checkbox"/> ]
Foreign Journalist	[ <input type="checkbox"/> ]		
  
3. Gender                      Male [  ]      Female [  ] Intersex [  ] Other [  ]
  
4. For how long have you worked in the media/content generation industry

Less than 5 years [ ]

6 to 10 years [ ]

11 to 15 years [ ]

16 to 20 years [ ]

Above 21 years [ ]

5. What is your highest level of education

Secondary [ ]

Certificate [ ]

Diploma [ ]

Undergraduate [ ]

Post-Graduate [ ]

6. What is your age category

21 - 24 years [ ]

25 – 34 years [ ]

35 - 44 years [ ]

45 – 54 years [ ]

55- 64 years [ ]

Above 65 years [ ]

7. Where are you based? (Indicate your County of Operation)

\_\_\_\_\_

8. Which organization do you work for:

Media House [ ]

Freelance Journalist [ ]

Independent Content Producer [ ]

National Government [ ]

County Government [ ]

9. Kindly indicate the media house you work for. (*Question to be answered by the respondents who choose Media House in qn 8*)

\_\_\_\_\_

*Note: Since media houses are many, we leave this open ended then we aggregate during data analysis.*

## MEDIA ACCREDITATION

10. When was the last time you were accredited by the Media Council of Kenya?

2023 [ ] 2022 [ ] 2021 [ ] More than 3 years ago [ ]

11. Which other organisation have you received accreditation from?

State House [ ]

Foreign Press Association Africa [ ]

State department of information services [ ]

United Nation Bodies [ ]

None [ ]

Any other (please specify)

12. Why were you being accredited by the above organisation?

Accreditation for an event [ ]

The organisation also accredits journalist [ ]

I did not know about MCK [ ]

I knew about MCK but they insisted it was ok not to go to MCK [ ]

13. What reasons hindered you from renewing your press card in the year 2023?

Lack of renewal fee (I could not afford) [ ]

Lack of affiliation [ ]

- Lack of recommendation letter
  - Unethical conduct
  - Pending Legal issues
  - There are people practicing without press cards
  - Press card did not protect me from police harassment
  - Accreditation portal is complicated
  - Any other reason (please specify) \_\_\_\_\_
14. What are the benefits of being accredited?
- Professional Recognition
  - Access to information
  - Access to training and development opportunities
  - Networking opportunities
  - Complaints Resolution
  - Any other (please specify) \_\_\_\_\_
15. In your own opinion, what improvements should be made to the media accreditation process to accommodate digital and independent content producers?
16. How important do you believe accreditation is to you?
- Extremely important
  - Very Important
  - Moderately important
  - Slightly important
  - Not important at all
17. Give reason for your choice in 16 above
- .....

**JOURNALIST PERCEPTION ON ACCREDITATION AND MEDIA STANDARDS IN DIGITAL ERA**

18. How would you describe the current state of media accreditation and standards in the digital era?
- Advanced and Effective
  - In transition

Challenged and not adequately addressing emerging digital issues [ ]

19. Do you believe that digital news platforms have facilitated or hindered the adherence to media standards?

Facilitated [ ] Hindered [ ] I don't know [ ]

20. In your view what role does accreditation play in maintaining media standards?

Acts as quality assurance mechanism [ ]

Promotes professionalism within the media industry [ ]

Enhances credibility and trustworthiness of media [ ]

Promotes ethical standards within the media industry [ ]

Provides professional development [ ]

Access to resources including interviews and information [ ]

I don't know [ ]

21. What challenges or limitations do journalist, media practitioners, media experts and scholars face regarding accreditation and media standards in the digital era?

Difficulties in verifying the accuracy and authenticity of information [ ]

Challenge in establishing and maintaining credibility standards [ ]

Fake news and misinformation [ ]

## IMPACT OF DIGITAL DISRUPTION ON MEDIA ACCREDITATION AND STANDARDS IN KENYA

*Digital Disruption: The shift that occurs when new digital services, capabilities, technologies and business models impact the value of the services that are currently offered by the media industry.*

22. How has digital disruption influenced the practices and challenges related to media accreditation and standards?

Facilitated global access to information [ ]

Diversified media platforms [ ]

Led to increase in citizen journalism [ ]

Mis/disinformation challenges [ ]

Increased cybersecurity concerns [ ]

23. What is the key challenge posed by digital disruption in the context of media accreditation?

Erosion of traditional revenue models [ ]

Difficulty in tracking media consumption [ ]

Homogenisation of content [ ]

I have no idea what digital disruption is [ ]

24. Indicate the specific opportunities that digital disruption provide for improving media standards.

Access to diverse content sources [ ]

Real-time fact checking [ ]

Interactive audience engagement [ ]

Facilitates global reach [ ]

Facilitate media collaboration [ ]

Customised news consumption [ ]

Instantaneous reporting [ ]

Micro-monetisation for independent journalist/content creators [ ]

I don't know [ ]

25. How has the digital era influenced the traditional processes of media accreditation in Kenya

Significantly accelerated the accreditation process [ ]

No significant impact observed [ ]

Minimal impact on the accreditation process [ ]

26. In what ways have the accreditation requirements affected the overall standards of media practices in the country?



- .....  
 .....
27. Does the existing accreditation system and the media standards accommodate digital media and independent content producers?  
 Yes [ ] No [ ] Don't know [ ]
28. How should the media accreditation requirements adapt to technology in the Kenyan Media landscape?  
 By blending traditional and modern approaches [ ]  
 Embracing technological advancements [ ]
29. What is the impact of the ease of dissemination/access to information online to media standards?  
 .....  
 .....  
 .....
30. How would you define a journalist in a digitally disrupted media landscape?  
 .....  
 .....  
 .....

**MECHANISMS FOR ACHIEVING, PRESERVING AND ENHANCING COLLABORATION WITH NATIONAL AND COUNTY GOVERNMENTS TO ENFORCE COMPLIANCE WITH ACCREDITATION AND MEDIA STANDARDS**

*NB: Question 31-35 to be answered by respondents under the national or county government categories.*

31. How would you rate the collaboration between national government and the Media Council of Kenya in ensuring compliance with accreditation and media standards?

Excellent [ ] Good [ ] Fair [ ] Poor [ ] Very Poor [ ]

32. What measures have been taken by county governments in order to align county-level practices with accreditation and media standards?

.....  
.....  
.....

33. List the challenges that hinder effective collaboration between Media Council of Kenya and national/ county government on enforcing accreditation requirements.

.....  
.....  
.....

34. How can technology be leveraged to streamline collaboration between Media Council of Kenya and national/county governments for more efficient monitoring of standards?

.....  
.....

35. What mechanisms or improvements would you suggest to enhance collaboration between the media and government entities?

.....  
.....  
.....  
.....

APPENDIX II: KII Guide

# Impact of Digital Disruption on Accreditation and Media Standards in Kenya

## Key informant interview guide for Media Editors & Managers

### Introduction

The Media Council of Kenya is conducting a study to establish gaps in the accreditation and media standards in Kenya considering the digital disruption of the media eco-system. The aim is to assess the impact of digital disruption on media accreditation and media standards in Kenya, establish the factors influencing uptake of accreditation in Kenya and determine the perception of the journalist, media experts and scholars on accreditation and media standards in the digital era.

The information collected will inform policy interventions on accreditation and media standards in Kenya.

We appreciate your participation in this interview and thank you in advance for your valuable insights.

### Guiding questions

1] Name of Media house/organisation

2] Interviewee(s)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3] How has your media house/organisation adapted to digital disruption of the media landscape?

4] In your experience, what factors influence the uptake of media accreditation in Kenya?

5] What strategies has the media house/organisation put in place to ensure that journalists and media practitioners are accredited?

6] What do you think is the impact of digital disruption on the media accreditation in Kenya?

7] What do you think is the impact of digital disruption on the media standards in Kenya?

8] Has digital shift led to a decline in media standards and if so, what are the key contributing factors?

8] How has the digital shift affected the public's perception of media standards and the credibility of news sources? Are there trust issues that need to be addressed?

9] *(Media Council of Kenya is the body mandated by the constitution to accredit Journalists and media practitioners in Kenya. Occasionally other bodies have been called upon by the ministry to provide press passes for state functions)* In your opinion does this enhance the media standards set by MCK? Kindly explain.

10] What mechanism can you propose in order to achieve, preserve and enhance collaboration with national and county governments to enforce compliance with accreditation and media standards?

11] In your opinion, is the current media accreditation requirements in conformity with digital era demands? Kindly explain

12] What recommendations or strategies can you propose to adapt media accreditation and standards to better suit the evolving digital media landscape? (*interviewers take notes on media accreditation and Media standards separately*)

13] What specific challenges has the digital era introduced in terms of maintaining media standards and ethical reporting practices?

14] Is there any additional information or insights you would like to share on the impact of digital disruption on accreditation and media standards in Kenya?

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