Media economics and technological change in Kenya: Emerging challenges in the networked society

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ABSTRACT

Media economics as a discipline straddles between information and communication media on one hand and economics on the other. Media studies focus mainly on freedom, policy, regulation, access to the media, the social impact of media content, and the effects of new communication technology. Commercial media enterprises are operating within the forces of technological change, which calls for a radical shift in organisational management in order to maintain viability in the rapidly changing business and social environment.

This paper’s main focus is the micro-economics of media organisations in Kenya in regard to technological shift. This form of economics considers the specific economic functions and behaviors of firms and individuals.

This paper specifically concerns microeconomic principles that directly apply to such dimensions as industrial organisation, production and distribution, technology use, promotion, marketing and distribution, accounting and information systems, financial management, and transactions in the financial system. These dimensions are evaluated to give a conceptual framework for media organisations’ behavior in the internet era.

This paper used critical theory which asserts that thought must respond to the new problems and the new possibilities for liberation that arise from changing historical circumstances. The theory is concerned not only how things are but how they might be and should be. (Bronner S.E. 2011, pp1-2)

The paper uses mixed method with quantitative research targeting mainly the statistics of media business in terms of circulation for newspapers and rating for TV and radio. The data will be collected through content review of records of media houses selected. Qualitative method is expected to yield information about the changing circumstances caused by technology and those leading to the statistics collected from the quantitative method. Qualitative data will be generated through interviews.

The qualitative and quantitative data will be triangulated to give a deep and comprehensive understanding of media economics and technological change in Kenya.

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