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THE AGA KHAN UNIVERSITY

Graduate School of Media and Communications

**NEWS CONSUMPTION HABITS ON SOCIAL MEDIA: A STUDY OF
UNEMPLOYED KENYAN MILLENNIALS AT NATIONAL EMPLOYMENT
AUTHORITY IN KASARANI SUB-COUNTY**

By

Teresiah Wambui Ndonge
543716

A thesis submitted in partial fulfilment of the requirements for the degree of Master of
Arts in Digital Journalism

Nairobi, Kenya

11/02/2022
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APPROVAL PAGE

The Aga Khan University
Graduate School of Media and Communications

A thesis proposal submitted in partial fulfilment of the requirements for the degree of
Master of Arts in Digital Journalism

Members of the Thesis Evaluation Committee appointed to examine the thesis
proposal of TERESIAH WAMBUI NDONYE-54371 find it satisfactory and
recommended that it be accepted.

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11/02/2022

DECLARATION

NEWS CONSUMPTION HABITS ON SOCIAL MEDIA: A STUDY OF UNEMPLOYED KENYANS MILLENNIALS AT NATIONAL EMPLOYMENT AUTHORITY IN KASARANI SUB-COUNTY

I, **TERESIAH WAMBUI NDONYE-543716**, declare that this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any university and that to the best of my knowledge it does not contain any material previously published or written by another person except where due reference has been made in the text. The editorial assistance provided to me has in no way added to the substance of my thesis, which is the product of my research endeavours.

Signature

Date

DEDICATION

I dedicate this work to my parents, siblings, and myself.

ACKNOWLEDGEMENTS

I would like to thank God for the gift of good health, a sound mind and wisdom to go about this research. I am grateful to GSMC for the chance to pursue this Masters degree, which is very relevant in today's media and the world at large. I am indebted to my parents and sisters for their prayers, encouragement and moral support. A special appreciation to my supervisors for their dedication, commitment and guidance throughout the research process. I would also like to thank my colleagues and friends for the words of encouragements and motivation throughout this academic journey.

ABSTRACT

Social media started as a social meeting point where users met to socialize, network and connect. The earliest users of social media applications were millennials and with time they became addicts and spent a lot of time online. The study aimed to identify the social media applications Kenyan Millennials use to consume news, what motivates them to use the applications, the gratification they get and amount of time they spend on news on social media. The study was carried out at the National Employment Authority headquarters in Kasarani Sub-County. The study targeted all walk-ins to the office for a period of five working days. The study adopted a descriptive research design and used semi-structured questionnaire to collect data. This study found that Kenyan millennials consume news on social media using various social media applications. Facebook was the leading social media application followed by YouTube, Twitter and WhatsApp. Kenyan millennials were found to rely on motivations as the determinant factor for the social media application used to consume news. The usability and functionalities of a social media application that enables a user to satisfy their news need were cited as the main motivation for consuming news on social media applications. Kenyan millennials indicated that they are satisfied with news on social media and spend on average one hour 30minutes daily on news. The study gave corporates, businesses and media outlets an understanding of the nature of millennials on social media; this information benefits their use of social media either as a marketplace or news distribution channel and their chances of reaching target consumers. This study also revealed the factors application developers should consider to make their applications user-friendly and translate to high uptake.

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