

**IMPACT OF INTERNET ON IN-HOUSE PUBLIC RELATIONS PRACTICE IN
HIGHER LEARNING INSTITUTIONS IN KENYA: A CASE STUDY OF THE
UNIVERSITY OF NAIROBI**

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DECLARATION

This project is my original work and has never been submitted to any other examination body.

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This Project has been submitted for examination with my approval as the University Supervisor.

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DEDICATION

I hereby dedicate this project to Paul, Innocentia, Diana-Rose and Laura, for their undying support, patience, encouragement and sacrifice throughout this journey.

I am also dedicating this project to my parents, my late Dad, Mr. Gregory Mutua Mukumbu and Mrs. Benedina Nduku Mutua who endeavoured to educate me. May the Almighty God bless them.

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ABSTRACT

This study set out to investigate on impact of internet on in-house public relations practice in institutions of higher learning in Kenya, with the University of Nairobi as a case study. The specific objectives of the study were to explore the extent to which the Public Relations Department at the University of Nairobi uses internet to communicate with its publics; examine how internet is used by the Public Relations Department at the University of Nairobi to communicate with external publics; to investigate whether Public Relations practitioners in the Public Relations Department at the University of Nairobi integrate internet with other techniques in communication to the university publics and to determine the impact of internet use on the relationship between the University of Nairobi and its strategic publics. The study was guided by two theories, that is, Systems and Excellence, which explain how relationships are established and maintained in organisations. The theories also reflect how organisations integrate with the public and environment surrounding them to achieve its goals. A descriptive design was adopted for the study in-depth interviews and questionnaires were used to collect qualitative and quantitative data in order to answer the research questions. The study sample was 345 respondents selected 38,443 objects. The findings indicated that internet tool that was most commonly used to communicate was E-mail, followed by newsletters, World Wide Web and virtual communication. The findings also indicated that the function most commonly communicated via internet was accessing term notes by university students followed by other internet tools, for example, by staff through intranet to access various communication from the University. The findings also showed that internet made information easily accessible at the university. Lastly, the findings also showed that some of the challenges facing staff and students. In conclusion all internets related tools and functions were important in communication with internal and external publics, the rate of internet adoption and use at the university were adequate enough. The study recommends that the university should invest in more new computers and internet hot spots that will make it easy to access and use the internet for internal communication.

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ABBREVIATIONS AND ACRONYMS

UON	-	University of Nairobi
PR	-	Public Relations
SOJMC	-	School of Journalism and Mass Communication
CHSS	-	College of Humanities and Social Sciences
CAE	-	College of Architecture and Engineering
ARPANET	-	Advanced Research Projects Agency Network
NSFNET	-	National Science Foundation
MDGs	-	Millennium Development Goals
ISP	-	Internet Service Provider
ARCC	-	The African Regional Center for Computing
CIDCM	-	Center for International Development and conflict Management
NGO	-	Non-Government Organisations
ITV	-	Independent Television
ICT	-	Information and Computer Technology
IT	-	Information Technology

WWW	-	World Wide Web
E-mail	-	Electronic Mail
F.T.P	-	File Transfer Protocol
SSSP	-	Social Science Statistical Programme
C.B.D.	-	Central Business District
ATM	-	Automated Teller Machine
PC	-	Personal Computer
RSS	-	Really Simple Syndication
KRA	-	Kenya Revenue Authority
IFMIS	-	Integrated Financial Management Information System
ITAX	-	Income Tax
DLP	-	Digital Literacy Programme

CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter introduces the study by examining the background and development of internet, its popularity, use of world wide web globally, regionally and nationwide. It also presents the problem of the study, research objectives, and justification of the study and the scope of the study.

1.1 Background to the study

Internet is a network of many computers linked to allow sharing and exchange of information. Some services gotten through internet are as follows: blogs, micro-blogs, social networking, websites, video sharing, photo sharing, podcasts, webcasts, webinars, chat forums, online gaming, virtual worlds, intranet, online newsrooms, e-alerts, newsletters, link and tags search engine optimisation, email and online media monitoring (Sevens and Tankard 2001). The origin of Internet can be traced back in the 1990s by a team of researchers headed by Dr. Robert W. Taylor at the United States Defense Department. They had their own network called Advanced Research Projects Agency Network (ARPANET). After realising the importance of network, the United States National Science Foundation (NSFNET) was founded in order to supply network to research institutions. In 1990 their initial network ARPANET was no more and by then internet had grown to one million users (Falk 1994; Giovannetti, Kagami & Tsuji 2003).

The importance of internet was felt in 1990s, when World Wide Web (www) came into use (Gillies & Cailliau, 200; Giovannetti et al, 2003). After this, internet became the tool for accessing instant information and communicating in different locations. Because of its speed,

efficiency and limited cost, it was used in different names, a medium used to share content via internet tools like video sharing, photo-sharing, blogs, social networking sites (Mencham, Theunissen & Peart 2009). Since its inception internet has impacted on our lives and professions.

The meaning of public relations according to the British Institute of Public Relations (IPR) is a well-arranged and sustained effort to keep good relationship between an organisation and its publics. According to Jepkins (2009), Public Relations comprises of a well-organised communication that is outgoing and incoming between an organisation and its publics in order to attain certain goals for a common good.

The World Assembly of Public Relations Associates in Mexico City in 1978 termed Public Relations as a well-drawn art and social science of viewing happenings, predicting their effects, guiding organisation leaders and putting in place organized events to serve the interests of the organization and its publics.

Considering all the definitions, it is clear that PR is all about communicating effectively to build links and therefore internet comes in handy as a means of communication in PR practice. Internet has brought about reduced costs, speed, customisation and direct contact with target group but PR staff expressed their concerns on some difficulties in dealing with crisis due to the globalised networking of internet, coping with paradigm shift in technology. This is because media environment has become complicated than traditional media thus forcing the PR practitioners to give information openly than before. In this case PR practitioners should accept and understand the urge by their publics and grab the chance availed by the new media channels.

1.1.1. Use of internet in Africa

Internet in Africa is not fully realised compared to the rest of the world. When we check the measurable parameters such as the number of Internet Service Provider (ISP) subscriptions, overall number of hosts and bandwidth available you find that Africa is behind the digital divide.

In Africa, telecommunications market is still in early stages of development and is also one of the fastest growing in the world. Currently mobile telephone use is now widespread than fixed line telephony. Telecommunication companies in Africa are looking at Broadband wireless access technologies as the key to internet available to the population at large.

The International Telecommunication Union held its meeting in 2007 in Kigali-Rwanda demonstrated that the development of telecommunication in Africa is considered a key intermediate objective for fulfillment of the Millennium Development Goals (MDGs).

Measurable parameters about internet in Africa (ISP) subscription host number Network traffic available bandwidth cost gives homogenous picture. South Africa is the only African country with figures similar to those of Europe, North America, Seychelles, Mauritius and few North African countries like Morocco and Egypt. In sub-Saharan Africa, Kenya is leading in telecommunication and internet development.

Accessibility of Internet services in Africa is generally low, with low levels of computer literacy in the population, poor infrastructures, and high costs of internet services. Power availability is also scarce because some rural areas are not connected and also power outages in most of the urban areas.

1.1.2. Internet use in Kenya

In 1993, the internet started in Kenya to a small group of technical enthusiasts. According to the Centre for International Development and Conflict Management (1998), The African Regional

Center for computing (ARCC) inaugurated full internal connectivity in Kenya in October 1995. In 2000, there were about 200, 000 internet users in Kenya with an estimated monthly growth of 300 new subscribers. The main users of the Internet in Kenya are multinational corporations, international organisations and NGOs. All Government ministries are now accessible via the internet. The latest estimate of internet users in Kenya from Independent Television (ITV) is 3, 995, 500 people, corresponding to a penetration rate of 97%. At present there are 72 licensed ISPs of which about half are operational.

Since many people in Kenya do not have fixed telephone lines, computers or electricity connectivity, internet shops known as cyber cafes provide access to internet and emails, mainly in major towns. A major factor that may have influenced the use of ICT positively in Kenya is the use of English language, this is because it is the official language in Kenya and Information Technology (IT) services are largely based in English hence an advantage.

1.2. Statement of the problem

Everything an organisation does occur within the context of a changing world and in a dynamic interplay with every entity around it. The revolution in information and communication technologies has made this dynamic interplay increasingly transparent, immediate, and global. If 'perception is reality' characterized twentieth-century marketing and public relations. Nowadays, organisations are faced with difficulties in coping with changing media environment which has become complicated hence the need to pass information in clear way and interactive way than before. Traditional Public Relations is being eroded by the mobile nature of new media and it is upon PR practitioners to reconsider how they associate with their public. These days almost everything is being uploaded on the website, transcripts, reports, budgets, mission and vision

statements, new policies, announcements, and any other communication as pertains organisations publics.

The need for PR practitioners to prepare content more quickly than before, with accuracy, release of the content having the required technology at hand enables them to disseminate or upload the required content as quickly as possible. All these factors may stress the PR practitioners and the team they work with if content is not uploaded on time on the corporate website. Notwithstanding, the PR practitioner has to scrutinise the content for any arbitration.

For PR practitioners to embrace internet fully, they need to acquire more skills in areas such as web publishing, new software operations, online security, up-to-date search etc. They will also need to appraise themselves with the online information design skills on how to manage the increasing elaborate digital information. Public Relations practitioners are also involved in writing for convergence media which requires multimedia competence and are more challenging in this area. PR practitioners should also consider their publics, are they able to access internet, because communicating via internet in absence of the accessibility due to location or socio-economic factors would be futile (Badaracco 2007). Public Relations practitioners will need to review how emerging technologies can assist or limit traditional PR duties like public information dissemination, media relations, reputation management, stakeholder relations, marketing communication, investor relations, assisting management and other issues.

An organization's communication is the main function to inform, persuade and promote good will to its publics. The evolution of internet use by PR practitioners by integrating the traditional and modern PR tools remains a challenge. Development in Information and Communication

Technology (ICT) is radically changing the way business is done. The last few decades have indeed witnessed extraordinary and explosive growth in ICT

In Kenya, several studies have been conducted on internet use. Ooko, (2007) did a study on public relations motives for using internet. The study suggests that the Internet has become the most effective and efficient communication medium for the PR professionals. It has changed and opened new opportunities for the practitioners resulting in increased productivity at work place. Nungari (2011) on her part did an assessment of customer knowledge, attitudes and usage of internet banking services in Nairobi, Kenya. The objective of the study was to assess customer knowledge, attitudes and usage of Internet Banking services in Nairobi Kenya. The study sought to assess customers' knowledge level of Internet Banking, establish level of accessibility of Internet Banking services, determine attitudes of customers towards Internet Banking and assess customer usage of Internet Banking. On the other hand Waithaka, (2013) surveyed Internet use among university students in Kenya, and the findings indicate that the students' level of awareness about the internet services offered at the university was high. None of these studies however looked at how internet is used in communication with institutional publics. This study intends to cover this gap by answering the question, what is the impact of internet in an in-house PR department in institutions of higher learning in Kenya?

1.3: Research Objectives

1.3.1. General Objective

The general objective of this study is to investigate the impact of internet in an in-house PR practice in institutions of higher learning in Kenya.

1.3.2. Specific Objectives

1. To explore the extent to which the Public Relations Department at the University of Nairobi uses internet to communicate with its publics.
2. To examine how internet is used by the Public Relations Department at the University of Nairobi to communicate with external publics.
3. To investigate whether Public Relations practitioners in the Public Relations Department at the University of Nairobi integrate internet with other techniques in communicating to university publics
4. To determine the impact of internet use on the relationship between the University of Nairobi and its strategic publics.

1.3.3. Research Questions

1. To what extent is the Internet used by Public Relations Department in the University of Nairobi to communicate with its publics?
2. How the internet is used to communicate with external publics of the University of Nairobi?
3. How are the public relations practitioners at the University of Nairobi, Public Relations Department integrating traditional PR techniques with other strategies while communication with university publics?
4. What is the impact of internet use on the relationship between the university and its strategic publics?

1.4 Justification of Study

The world has become a global village where information can be shared and gathered in real-time irrespective of the location one is. Thus World Wide Web has connected the world where interactions are not limited to the geographical location. Institutions of higher learning are not

exceptional, because they deal with different publics for example, students, employees, parents, surrounding communities, NGOs, government agencies, financial institutions, media relations, international relations and others, hence the need to disseminate information instantly via internet.

This study provides the PR practitioners and their publics with a wider knowledge in using internet. The knowledge of how to integrate the traditional and modern PR tools equips the PR practitioners in enhancing their practice. Further, the solutions sought will benefit both the PR practitioners and anybody who intends to use internet for communication.

1.5. Significance of the Study

The study arms the PR practitioners with emerging technologies in their practice for effective communication. They will also understand better on how to integrate both traditional PR tools and modern ones. Internal and external publics will understand new techniques for communicating with organisations. Through this study, new methods of dealing with challenges faced when communicating via internet will be discovered and solutions sought, thus enabling user friendly communication by all the users.

1.6. Scope of Study and Limitations

The University of Nairobi has student population of 84,000 at both undergraduate and postgraduate levels in located in various campuses around the City of Nairobi. According to PR Fact file (2015), it has satellite campuses spread in major towns in Kenya and staff population all of them spread across these campuses.

Due to the big number of students and staff, time and money constraints, all these publics were not reached. The sample was derived from the University Central Administration, College of Humanities and Social Sciences (CHSS) and College of Architecture and Engineering (CAE) all located with the CBD of Nairobi. Another challenge was that of accessing some crucial information from the respondents. But the study enabled by targeting when staff and students were in session.

1.7. Operational Definitions

Internet: It is a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardised communication protocols.

Public Relations: It is maintaining a mutual understanding, creating and maintaining goodwill of an organization's various publics.

In-House It is a unit that functions as a part of an organization

World Wide Web: It is abbreviated as www or the web. It is information spaces where documents and other web resources are identified by Uniform Resource Locators (URLs), interlinked by hypertext links, and are accessed via the Internet.

E-Mail: Messages distributed by electronic means from one computer user to one or more recipients via a network.

Fact File: It is a sheet which presents data in a format showing key points, for example, outlining the mission, vision and core values of an institution.

CHAPTER TWO

LITEATURE REVIEW

2.0 Overview

This chapter focuses on research done by other scholars which is significance to this study. It examines in detail the available literature and previous studies which are directly related to the topic under study. Mugenda and Mugenda (1999) posit that the purpose of literature review is to establish what has been done in the area the researcher is working on. Mutai (2000) further states that literature review helps in understanding of the existing knowledge in the problem area as well as providing a background for the research and current status.

2.1. Internet and Public Relations Practice

PR practitioners are required to do a thorough research to appraise their practice. A good example is the work in articulating six best practices of mediated crisis communication. Using internet in crisis communication is a sensible one because websites are mediums through which organizations communicate directly with their public, deal with an enquiry and give facts on its website to minimize doubt of public on an issue, their needs, and statutory bodies (Taylor and Kent 2007). University of Nairobi has an in-house PR department, thus guiding the senior management on issues pertaining relationship with strategic publics. In this case, integrating the traditional PR with the new PR tools to manage the organisation belief is central.

When PR practitioners are executing their duties in line with technology, that is, career advancement, information control and managing communication, internet relationship with unit like management information systems, there is need for careful handling. In a way that PR practitioners do not seem to encroach into other units, this is due to their nature of work; they must have access in managing websites (Parlik and Dozler, cited in Porter & Sallot 2003). PR

practitioners who adopt new technologies such as blogging are viewed in an organization as powerful, that is, they lead and reach the intended public using new PR tools (Porter, Trammell, Chungi, & Kim 2007).

2.2. Impact of internet in Internal PR Practice

Higher learning institutions are critical to our society as well as financially active and also impacting on cultural development of a country. Everything we do daily involves communication (Onuga 1998) in one way or another, at work place, home, politics, businesses, education, sports and entertainment. The world is getting to a point of excessive information (Mayer 2003). This is because we use TVs, radios, newspapers, and journals, business magazines, newsletters, books, direct mail, specialist publication and the internet. The growth of World Wide Web has been promoted by the introduction of Mosaic and Netscape browsers that allows users to navigate from location to location on the net, mixing text, graphics and sound in documents as they surf. Anyone can browse, roam, make contribution as well as transfer multimedia like sound and video.

According to Castells (2000) organization now runs in an information economy compared to an industrial one and this has changed traditional public relations practices that were top-down approach. Holtz (2002) views internet as the reason why people have become a large connected community, where time and distance do not matter. An indication of this is that communication has moved from one person to many people, this implies that an organization has no control of information because it is easily and readily available. Middleberg (2001) argues that the speed of internet and the connection of many users have called for quick response, which if not availed may lead to ruin of the organization's image.

According to Holtz (2002), the speed of internet must not compromise the quality of information content as opposed to press-agentry model (Grunig & Hunt 1984). Organizations should focus on customization of information to intended publics (Holtz 2002). Further, at this information age publics are more awake and demanding, hence contentment is the key to the organizational success. This tells us that public relations practitioners should do away with usual information dissemination and two-way asymmetrical models of public relations, where the aim is to disseminate organization's point of view but to adopt two-way symmetric model whereby everyone is on board for a mutual relationship (Grunig & Hunt 1984).

2.2.2. Extent of Internet use in various sectors

2.2.2.1. Education Sector

Internet has been used in education to replicate successes whereby ICT innovations are already driving increased access to education. University students are able to access their portal to register for examinations, admissions and results through internet (Glen Farrell 2007). The free primary education through the Digital Literacy Program (DLP) in Kenya has also eased learning. Notwithstanding, institutions of higher learning have also embraced internet through on-line and distance learning (ODEL), e-learning and virtual learning. The main purpose of ICT (internet) is to provide the prospects and trends of integrating information and technology into general education activities. The advancement of remote kind of teaching, internet application for educational systems at different stages serves as examples in the case. Old methods of educational materials and coordination of feedback with the learners, for example mail and telephone have been replaced by e-mail and www.

Organizations have not been left behind in information management systems, leadership and governance, service delivery, supply chain management, training and workforce development, communication and awareness and marketing.

2.2.2.3. Internet use in E-Government

The aim of E-government is to improve service delivery to its citizens. The execution of e-government strategy has become one of the main goals in many countries in East Africa, more-so in Kenya. Some of these systems include e-registry for registering businesses, passport application and renewals, Integrated Financial Management Information System (IFMFS) and i-tax for filing returns to Kenya Revenue Authority (KRA). There are other services offered by the Huduma Centres under the Ministry of Devolution, like application of new driving licenses, renewals of the same on-line (Wamutu 2015).

2.2.2.4. Internet and E-banking

Financial services have changed from traditional counter-customer, nowadays within the comfort of a personal computer (PC) or internet enabled facility one can transact business, that is e-banking, e-insurance, e-broking and e-exchanges (Okibo & Wario 2014). A customer is able to transact at the comfort of his or her home, by checking balance statements, transferring money and also do shopping, that is, buying goods and services, withdrawals via Automated Teller Machines (ATM) and mobile banking services (M-Banking). The use of e-banking has been the choice for financial distribution due to Information Technology (IT) and due to competition in financial institutions (Mahdi et al 2009).

2.2.2.5. Internet and E-health

Healthcare delivery is being changed by progresses in e-health which has improved health systems across the globe. E-health is whereby medics and patients utilize ICTs, such as (MRI & SCANS) to manage healthcare. This is by disseminating health information, storage and exchange of clinical data, inter-professional communication, computer-based support, patient-provider interaction, education, health service management among other functions (Juma et al 2012).

2.2.3. Use of Internet by PR practitioners

Broom (2009) asserts that Public Relations is about communicating effectively to maintain relationships and therefore use of internet as a medium of communication comes in handy in PR practice. Thus internet has advantages like reduced cost, speed, real time relaying of messages and customization of the message to a particular audience. Because of internet people across the globe are like a linked community where time and distance have lost meaning. According to Breakenridge (2008), real time information with social media tools such as really simple syndication (RSS), news feeds, blogs and social networks can be used by PR practitioners for their research, media monitoring, crisis management and other form of communication to their public.

2.2.4. Integration of Internet with other techniques

2.2.4.1. Media Kits

Today, many organizations' media kits are digital and available on its websites. A good media kit is a tool for working with the mass media. It is a pocket folder containing information for print and/or broadcast media. The advantage of using an organizations' website for a media kit is that it can offer news media not only more material but also more flexible. That is when the information becomes outdated, it can be changed fast, updated and it is inexpensive.

2.2.4.2. Fact Sheets

It gives information about the organization, its structures with addresses and gives the core business of the organization.

2.2.4.3. Media Pitches

A media pitch is just a proposal to a media outlet to give a specific topic. It can be in form of email, phone call, a fax or a letter. It can be for a new product or service, rebranding an existing product, or an event. The most important part of a pitch is to present enough information that the story is of interest to the readers, listeners or viewers.

2.3 Theoretical Framework

2.3.1. Introduction

This study relied on two theories of relationship building. These are the systems theory and excellence theory. They are useful to public relations practitioners in understanding the relationship between an organization and its publics and the role of public relations within an organization.

2.3.2. Systems Theory

This theory is of importance to public relations because it guides on how to view relationships. Systems theory asserts that organizations do not stand on their own but depend on other systems.

According to Grunig and Dozier (2002) systems link organisations with their surroundings. In this case, an organization can only source its raw materials from its surrounding, get employees and nearby publics to get products and services they produce.

At a closer look, the University of Nairobi, for it to stand, must have students, parents, suppliers, lecturers, support staff, communities around it, that is, neighbors, media relations, government relations, suppliers, international relations and other potential publics and NGOs. Using systems

theory, an organisation comprises of different units, for example, we have human resource department, which cannot succeed without finance department. Again we have Production Department which cannot survive without Sales Department. All these units require Legal Department, Communication Department, Health facilities and others in order to integrate.

Another perspective of systems theory is organizational systems put in place, that is, an organisation has policies and procedures which are followed in every undertaking. For example, when admitting students, there is a laid down procedure which is followed, same as recruitment of academic and non-academic staff. Further an organisation has various systems of communication, whereby all calls are received and transmitted to various destinations. In an organisation, public relations practitioners use systems theory to act as intermediaries between the organisation and its publics. It is upon the public relations to update publics both internal and external of any happenings in the organisation and also to advise the management of any threat which may be posed by the public.

2.3.3. Excellence theory

Although the excellence theory is a general theory that incorporates a number of middle range theories, its most important component is the contribution of public relations to strategic management. This component, in turn, points to the value of the behavioral, strategic management, approach to public relations. Since the completion of the excellence study, scholars working in this research tradition have continued to conduct research for the profession that has resulted in concepts and ideas that public relations professionals can use to participate in strategic decision processes. The public relations function helps the organisation interact with the stakeholders in its environment both to accomplish its mission and to behave in a socially responsible manner. Dialogue among managers and publics, in turn, can produce long-term

relationships described by characteristics (Grunig & Huang, 2000; Grunig & Hung 2002) have identified and defined-trust, mutuality of control, commitment, and satisfaction. Relationships also are affected much more by the behaviour of management than by one-way messages sent out by public relations or advertising people. Relationships also can be measured and evaluated to determine the long-term effectiveness and value of public relations (Hon & Grunig, 1999; Grunig, 2002; Scott 2007).

That is why, it is important for an organisation to understand its stakeholders' needs, it is good for an organisation to listen to its stakeholders and get their views before implementing new policies

2.4. Research gaps

In any organisation, effective communication to its publics either internally or externally plays a major role. Organisations should embrace the use of internet in communicating to its publics.

Due to emerging use of information technology, PR practitioners need to integrate the use of traditional and modern P.R tools. This will enable an organisation to cope with the paradigm shift in the world of the technology. Notwithstanding, this study seeks to solve the challenges faced while using internet for effective communication in an organisation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Overview

This chapter discusses the methodology used by the researcher. It presents the research design, area of study, research approach, data needs, types and sources, target population methods, sample size and sampling procedure and data collection methods, data analysis techniques, data presentation and methods of testing validity and reliability. Finally, ethical issues are raised.

3.1 Research Design

The study adopted a descriptive design with mixture of survey and interview methods. According to Fowler (2001) survey research is advantageous because it seeks to obtain information that describes factors under investigation and achieve unbiased representation of the population through appropriate sampling techniques. Surveys are also used in collecting data from large populations that are not easy to observe directly. Descriptive research seeks to find out what is happening, or what is causing a certain happening to occur (Kothari 2008). Descriptive studies are popular in business research due to their versatility across disciplines. On the other hand, surveys are more often cross-sectional in nature and as such their rationale, as exemplified in this study, was to collect data and carry out a study at a particular point in time and to use it to describe existing conditions. Interviews were meant to augment the survey data.

3.2. The Study Area

The study was conducted at the University of Nairobi, Main Campus. The University of Nairobi, UoN, was established under the Universities Act 2012 of the laws of Kenya and the UoN Charter. As a pioneer and premier institution of higher learning in Kenya and the East African region, effective communication is key in maintaining its relationships with strategic publics

through open communications channels. It is location within the Central Business District of Nairobi City County.

3.3. Target population

A target population is the specific population which information is desired. According to Kombo and Tromp (2006), a population is a well-defined or set of people, services, elements, group of things or households that are being investigated. The target population in this study was the University of Nairobi students from College of Architecture and Engineering (CAE), College of Humanities and Social Sciences (CHSS) and staff from the Central Administration comprising of these two cadres i.e., teaching and administrative staff. Thus the total population being 38,443, broken as follows: - students from CAE with a population of 2882, students from CHSS with a population of 29,787 and central administration staff with a total of 5774.

3.4. Sample size and sampling procedure

This was used to get data from different staff cadres ranging from management, administrators, accountants, auditors, secretaries, academic staff and students from the two colleges situated in Main Campus. I chose Central Administration staff members to represent other staff members in other six colleges. The students from CAE and CHSS were to represent students from other four colleges.

A Simple Random Sampling method was used to distribute the questionnaires to staff and students. The sample size was determined by adopting the standard formula, that is, $N = Z^2 pq / d^2$ as used by Cochran. Where:

n = the minimum sample size (if the target population is greater than 10,000)

Z = the standard normal deviate at the required confidence level 1.96 which corresponds to 95% confidence interval

p = the proportion of the target population estimated to have characteristics being measured. In this study, the proportion in the target population will be 32% (Mugenda & Mugenda 2003).

q = the proportion of the remaining population calculated by subtracting p from 1 (1-p)

d = the level of statistical significance or degree of freedom which is 0.05 Using a confidence of 95% that corresponds to the normal standard deviate of 1.96 and the Minimum error set at 0.05, the calculated required sample size will therefore be as shown below:

Sample size desired = $1.96^2 \times 0.32 \times 0.68 / 0.05^2$ n= 334.37 = 334 the study will therefore use a sample size of 334.

Sample Size

STRATA	POPULATION	FREQUENCY
Students	CAE -2882/38443*334	25
Students	CHSS -29787/38443*334	258
Staff	CA -5774/38443*334	50
Professionals		2
Selected publics	External	10
Total		345

3.5. Data collection methods

The study used both qualitative and quantitative data. Qualitative data was collected using interview method whereas quantitative data was collected using survey method.

3.6. Research instruments

The researcher used questionnaires and interview guide to collect quantitative and qualitative data.

3.6.1. Questionnaire

Questionnaires were issued to students and staff. They had open and closed ended questions constructed based on specific objectives of the study. Students from the two colleges were issued while on their way out from the Jomo Kenyatta Memorial Library (JKML). The Researcher put a desk near the exit door and by identification, she issued the questionnaires to the students from both colleges. Out of 345 questionnaires, 206 were filled and returned.

3.6.2 Interview Schedule

An interview schedule was used to collect qualitative data from key professionals in this area of study and were within the scope of the study. The Researcher had one on one interview with the University of Nairobi's Director of Corporate Affairs using an interview schedule, whereby she recorded the answers.

3.7. Validity and Reliability

To make sure that the data were accurate the researcher pre-tested the questionnaire, analysed the results and made amendments where necessary. Validity is the degree to which outcome from data put together in a study precisely stand for the idea under deliberation (Mugenda & Mugenda 2003). Validity in terms of study depicts how accurate the data obtained actually represents a specific variable or constant as noted by Mugenda (2008). This brings about the validity by having accurate data and acceptable interpretation of the results.

Reliability measures the level at which a research instrument can give the same results if many trials were to be taken. In a research study, the reliability test refers to the ability to get the same results each and every time one uses a particular technique (Rubin & Babbie, 2008). Mugenda and Mugenda (2003) noted that reliability can be a measure where a research instrument will give the similar results after every trial is completed.

3.8. Data analysis Techniques

The data collected through questionnaires and interview were analysed. Qualitative analysis was analysed thematically while quantitative was analyzed using Social Science Statistical Programme (SSSP). Quantitative data were presented in tabular form in terms of frequencies and percentages and qualitative data were presented in themes.

3.9. Ethical considerations

The researcher focused on maintaining high ethical standards throughout the study. Sommer and Sommer (1997) state that ethical observations such as confidentiality, anonymity and honesty are important in research and because of this, the researcher got permit to collect the data in the name of a Certificates of Field Work, (see appendix 4). Upon completion of the study report, and successfully defending the project before the School Board of Examiners, the researcher was allowed to check for plagiarism before being issued with a certificate of plagiarism (see appendix 6). After effecting all necessary corrections, the researcher was issued with a certificate of corrections, (see appendix 5).

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.0 Overview

This chapter presents the study findings. The study sought to investigate the impact of internet in an in-house PR practice in institutions of higher learning in Kenya. The study involved the collection of data using questionnaires and interview guides from selected staff and students of the University of Nairobi. The study sample was 345 people drawn from the Central Administration, College of Architecture and Engineering and College of Humanities and Social Sciences. The results are presented in order of the objectives. The specific objectives of the study were: to explore the extent to which UoN PR Department uses internet to communicate with its publics; to examine how internet is used to communicate with external publics of the university of Nairobi; to examine how PR practitioners in the PR Department integrate internet with other techniques in communicating with its publics and; to explore the effect of internet use on the relationship between the university and its strategic publics.

4.1 Response rate

Table 4.1 illustrates that out of the 345 questionnaires that were distributed 206 (representing 60%) were, filled, returned and processed. This response rate was considered adequate for the study. According to Idrus and Newman (2002) a response rate of 50% is good enough for social science studies.

Table 4.1: Response Rate

Questionnaires	Frequency	Percentage
Distributed	345	100
Returned	206	60

4.2: Characteristics of the Respondents

This section describes the distribution of respondents based on demographic characteristics. This was important in explaining the relationship among study variables. The sub-sections below present data per demographic characteristic.

4.2.1. Age of respondents

According to table 4.2 the highest number of respondents were those of the age bracket of 21-30 years with 50%, followed by the age between 31-40 years at 31%, and that of below 20 years at 9%, while the least was those 41-50 years with 4%. Those over 50 years were 9%. This shows a normal distribution of ages. It also shows representativeness of all ages in the study participated.

Table 4.2: Age Distribution of the respondents

Age	Frequency	Percent
below 20 years	18	8.7
21 to 30 years	103	50.0
31 to 40 years	63	30.6
41 to 50 years	8	3.9
over 51 years	14	6.8
Total	206	100.0

4.2.2. Gender of Respondents

The study established the gender distribution of the respondents to ensure representativeness of both gender in the study. Table 4.3 Illustrates that the respondents were 91 (44%) female and 115 (56%) males. This study finding implies that the majority of the respondents were men. From statistics available in the university records, this finding is a true representation of the staff and students at the university.

Table 4.3: Gender of respondents

Gender of the respondents	Frequency	Percentage
Male	115	56
Female	91	44
TOTAL	206	100

4.2.3 Educational level of the respondents

The study sought to find out the educational level of the respondents. According to table 4.4, 8 (4%) were secondary school level, followed by 16 (8%) tertiary level. Those who were university graduates were 182 (88%). This represents distribution of staff and students based on education. The reason why some were secondary level was because administrative staffs do not have to be university graduates.

Table 4.4.: Educational Level

Education Level	Frequency	Percent
Secondary	8	3.9
Tertiary	16	7.8
University	182	88.3
Total	206	100.0

4.2.4: Marital Status

The study set to find out the marital status of the respondents. The objective was to find out if there was representation of people with diverse marital statuses. Knowing about marital statuses of respondents is important because it can affect perspectives of people, thereby affecting results. According to table 4.5, the highest number of respondents was single 138 (67%), this was followed by the married 68 (33%).

Table 4.5: Marital Status of respondents

Marital Status	Frequency	Percent
Single	138	67.0
Married	68	33.0
Total	206	100.0

4.2.5 Religious affiliation

The study set to find out the religious diversity of the respondents. This is because religion affects perspective of people, and religious affiliations need to be declared. Table 4.6 illustrates that the majority 97 (47%) were protestant while 79 (38%) were catholic. According to the study findings, 23 (11%) were Muslims while 7 (4%) belonged to other religions. See the table 4.6.

Table 4.6: Religious Affiliation of respondents

Religion	Frequency	Percent
Catholic	79	38.3
Protestant	97	47.1
Muslim	23	11.2
Other	7	3.4
Total	206	100.0

4.2.6: Distribution based on Profession

The respondents were required to indicate their professions. Table 4.7 illustrates that the majority 166 (81%) were students, while 32 (15%) were staffs of the university. The remaining respondents 8(4%) were selected publics and clients of the university. The table 4.7 presents the results.

Table 4.7: Profession of respondents

Profession	Frequency	Percent
Student	166	80.6
Staff	32	15.5
Other	8	3.9
Total	206	100.0

4.2.7 Length of stay of the respondents at the University of Nairobi by the respondents.

The respondents were required to state how long they have been in the University of Nairobi. The purpose of the question was to find out their experience with internet communication at the university. The findings from table 4.8 indicates that the majority 61% had stayed for less than two years, 22% had stayed for between 3-4 years while 9% had stayed for between 5 and 6 years,

Those who had stayed for more than 7 years were a paltry 7%. The people who had stayed longer in the university said they had had long time engagement with the university and communication at time was through e-mails.

Table 4.8: Length of stay of the respondents at the University of Nairobi by the Respondents

Length of stay	Frequency	Percent
1 to 2 years	126	61.2
3 to 4 years	46	22.3
5 to six years	19	9.2
more than seven years	15	7.3
Total	206	100.0

4.3. Extent to which the Public Relations Department in the University of Nairobi uses internet to communicate with its general publics (Internal and external).

The first objective of the study was to explore the extent to which UoN PR department uses internet to communicate with their publics. This was important to demonstrate whether public relations department uses internet in its communication with its publics. The tables below present results according questions in the research tools.

4.3.1. Awareness of the existence of PR Department in University of Nairobi

The respondents were required to indicate if they were aware of the P.R Department at the University of Nairobi. The findings in table 4.9 indicate that the majority 109 (53%) were not aware of the existence of public relations department at the university of Nairobi, while only 97 (47%) were aware. This means that the department lacked visibility. When a participant was asked in an interview whether she knew the department, she said that she knew an office labeled that way on the door but was not sure of what it was dealing with. Most students did not know of the existence of PR department, although they knew that PR courses were being taught at a department in the university.

Using response option of yes or no the respondents indicated their answers as shown in the table below:-

Table 4.9. Awareness of PR Department at University of Nairobi

Response	Frequency	Percent
Yes	97	47.1
No	109	52.9
Total	206	100.0

4.3.2. Communication from the University of Nairobi via internet

The respondents were asked to state whether they received communication through internet. They were asked to use yes or no where applicable. The purpose of this question was to establish the extent to which the University of Nairobi PR Department uses internet to communicate with

their publics. Results show that those who received internet communication from the University were 62%, while those who said they did not were 38%. These findings shows that internet related tools are mostly used by the university to communicate with its audiences.

The findings are presented in Table 4.10.

Table 4.10. Whether one ever received communication from the University via internet.

Response	Frequency	Percent
Yes	127	61.7
No	79	38.3
Total	206	100.0

4.4. Extent to which there is communication on selected functions to communicate to its general publics (Internal and External)

The respondents were required to indicate the extent to which there is communication on selected functions on internet. The respondents were required to rate the functions on a scale of 1-5, where; 5 – to a very great extent, 4 – to a great extent, 3 – to a moderate extent, 2 – to a lesser extent, 1 – to no extent. The aim of this was to rate from public’s perspective the performance of the application of internet communication on various functional areas within the institution. It has been recognized that internet play several roles related to communication within institutions and checking how it performs in various tasks is important in understanding its general application in communicating with clients.

From Table 4.11 the findings indicate that the function most commonly communicated via internet was accessing term notes with a mean of 3.0146 followed by websites with a mean of 2.9757 and accessing term dates mean 2.9466 while appraisals was mean of 2.8689, queries were mean of 2.7136 and vacancies mean of 2.6748 taking the top rated functions communicated on internet. Among the least rated functions were goods and services with a mean of 2.1748 and E-procurement (tender bids) mean of 2.2379. Next from the least rated is accessing term results with a mean of 2.2767 followed by potential students mean with a mean of 2.2913 and crisis communication mean of 2.2913. A closer look at the means reveals that they are all clustering on an average Harmonic mean of 2.5, which implies that all the functions were equally communicated on the internet by the university. Table 4.11 presents the response from the participants.

Table 4.11: Extent to which there is communication on selected functions by the University of Nairobi, Public Relations Department to communicate to its general publics.

Functions	N	Mean
Accessing term notes	206	3.0146
Websites	206	2.9757
Accessing term dates	206	2.9466
Appraisals	206	2.8689
Queries	206	2.7136
Vacancies	206	2.6748
Salaries	206	2.6650
New appointments	206	2.6359
Events, exhibitions or open days	206	2.4951
Marketing and branding	206	2.4903
Press releases	205	2.4732
Community relations	206	2.4612
Policies	206	2.4612
Public lectures	206	2.4417
Government relations	206	2.4223
Events management	206	2.3447
Crisis communication	206	2.2913
Potential students	206	2.2913
Accessing term results	206	2.2767
E-procurement (tender bids)	206	2.2379
Goods and services	206	2.1748

4.5: Use of Internet to communicate to or by University of Nairobi publics

In this section the study sought to examine how internet is used to communicate with internal and external publics of the University of Nairobi. The respondents were required to indicate the extent to which the internet tools are used by the university to communicate to them. The respondents were required to rate the tools on a scale of 1-5 where; 5 – to a very great extent, 4 – to a great extent, 3 – to a moderate extent, 2 – to a lesser extent, 1 – to no extent. The findings are presented in table 4.12.

Table 4.12: How internet is used by the Public Relations Department in University of Nairobi to communicate with external publics

Usage of internet	N	Mean
E-mail	206	3.13
Newsletters	206	2.67
www	206	2.58
Virtual communication	206	2.58
SMS	206	2.43
Micro-blogs	206	2.37
Social networking websites (face book)	206	2.34
Video sharing (YouTube)	206	2.32
E-alerts	206	2.25
File transfer protocol	206	2.21
Chat rooms	206	2.18
Mailing list	206	2.16
Instant messaging	206	2.16
News groups	206	2.15
VoIP or internet telephony	206	2.12
Chat	206	2.08

4.5.1. Frequency of using the internet tools to communicate with clients

The respondents were required to indicate how often they used internet based tools when communicating. They were required to respond using a scale of 1-5 where; 5 – never, 4 – rarely, 3 - sometimes, 2 – most of the time, 1 – all the time.

According to Table 4.13, the findings indicate that the tool that was most commonly used to communicate was E-mail with mean of 3.13 followed by newsletters with a mean of 2.67. This was followed by WWW and virtual communication tying at mean of 2.58, while SMS was mean=2.43, micro blogs were mean=2.37 and social networking websites (face book) mean =2.34 taking the top half of the rated tools used to communicate on internet. Chat rooms were the least rated tool with mean=2.08 and VoIP or internet telephony mean=2.1 while new groups had mean =2.15 followed by mailing list mean =2.16 taking the least positions. Once again a close look at the means reveals that they are all clustering on an average Harmonic mean of 2.5 which implies that all the tools were more or equally used. A closer look at the standard deviation for all the variables reveals a tendency to cluster around one standard deviation away from the mean.

From the table, results indicate that the majority 30% of the respondents used the internet all the time followed by 26% who used it most of the time, 14% used it sometimes and 18% rarely used the internet while 12% never used it. The findings therefore indicate that the majority communicated using the internet and that the use of internet at the university of Nairobi is high. This confirms findings which show that internet and new communication technology adoption and use is quite high in urban areas and institutions of higher learning. The fact that the rate of use is high suggest that new smart phone technology has made most people even those with basic

or no education to use technology for communication. During an interview, a staff member whose education level is secondary school said that he could access internet, especially communication of lecturers strike,T on his phone. This attests to the fact that internet access is higher than expected within the university where there is Wi-Fi spot.

The results are presented in Table 4.13.

Table 4.13: Frequency of use of internet tools to communicate

Frequency of use of Internet tools	Frequency	Percent
All the time	62	30.1
Most of the time	53	25.7
Sometimes	28	13.6
Rarely	38	18.4
Never	25	12.1
Total	206	100.0

4.6. Integration of internet with other PR techniques when communicating with publics

In this section the study sought to address the research objective by investigating whether Public Relations practitioners in PR Department at the University of Nairobi integrate internet with other techniques in communicating to publics. The respondents were required to indicate the

extent to which other PR techniques are used by the university to communicate. The respondents were required to rate the techniques on a scale of 1-5 where; 5 – to a very great extent, 4 – to a great extent, 3 – to a moderate extent, 2 – to a lesser extent, 1 – to no extent.

According Table 4.14, the PR techniques used by the university to communicate were rated as follows, newsletters were rated as the most used technique with mean= 2.98 followed by press releases with a mean=2.85. Exhibitions were next with mean=2.67 and media kits with mean=2.57, while brochures had mean =2.42 and fact files with mean=2.40. The modal trend of the means imply that the techniques were used relatively and evenly considering that all the standard deviations clustered around one standard deviation away from the mean. This also means that the university has been relying on public relations tools to communicate with its publics even though 53% of the publics were not aware of the existence of public relations unit at the university. The findings also support the fact that public relations can be overtly or covertly practiced, in which case, the results approximates to both at the university. This finding also demonstrates that public relations techniques are used together with or are often integrated with new media or internet in communication. In modern public relations practice, new media platforms have become public relations spaces, where conventional techniques are disseminated to the public. For instance, letters written to employees are sent to them through internet (e-mail) to reach them faster than ordinary posting of the same letter. Therefore the integration of traditional public relations techniques with modern public relations techniques is very well practiced by the public relations professionals at PR Department of the University of Nairobi, while communicating to its publics. The results are presented in the table 4.14.

Table 4.14: Integration of internet with other PR techniques when communicating with publics

P.R. Tools	N	Mean
Newsletters	206	2.98
press releases	206	2.85
Exhibitions	206	2.67
media kits	206	2.57
Brochures	206	2.42
fact files	206	2.40

4.7. Impact of internet on relationship between the university and its publics

In this section, the study sought to determine the impact of internet use on the relationship between the university and its strategic publics. The respondents were required respond on a scale of 1-5 where; 5 – strongly agree, 4 – agree, 3 – undecided, 2 – disagree, 1 – strongly disagree on various statements concerning impacts of internet.

According to the findings above, the respondents strongly agreed that internet made information easily accessible at UON mean=2.78 followed by the fact that internet saved them from challenges with accessing internet with mean=2.58, and presence of feedback during communication via internet scored a mean=2.57, made them generally satisfied with the services

at UoN Scored a mean=2.55 while, making services user friendly scored a mean=2.30 and internet has changed the way we communicate (real time) mean 2.06. From the findings, clients expressed satisfaction with services they received at the university. Additionally, by virtue of the mean lying around 2.0 means that internet has helped to improve all activities at the university. Going by these findings, its evident that there is great improvement in communication compared to when there was no internet. In an interview with one client of the university, it was found that internet has made doing business faster than before the internet. One of the interviewees said: “Before social media came, I had to travel to the university kitchen to ask if they needed by food supplies, but today, I just display images of my tomatoes, and they call me to deliver them fresh”. This table presents the findings.

Table 4.15: Impacts of Internet on relationship between university and its publics

Impact statements/responses by clients	N	Mean
Internet made info easily accessible at UON	206	2.78
I do not face any challenges when accessing internet	206	2.58
I get feedback when in communication via internet	206	2.57
I am generally satisfied with the service	206	2.55
Most of the services are user friendly	206	2.30
Internet has changed the way we communicate	206	2.06

4.8. Challenges facing PR practitioners using the internet to communicate

The study sought to find out the challenges that practitioners face while using internet for public relations communication. This was important because there is need for these challenges to be addressed to enhance efficiency in communication with publics. These findings were mainly recorded from the interview with key informants. Findings suggest that Internet has dramatically changed the world and above all the communication. It has opened a number of opportunities but also some challenges for PR practitioners who are used to traditional media. Challenges faced include attacks by your opponents and unverified information. People tend to post any information without first checking the truth of the matter. On the part of the respondents the main challenges included slow internet access, overcrowding on the net and limited hot spots around the campus. The respondents also indicated that there were limited computers around campus from where they could access the internet.

The key informant summarises the role of internet thus: “Internet has not changed the role of a PR Practitioner; I can say that, it has changed the way of doing things. For example, initially when one wanted a press conference, one would make countless calls to engage journalists and editors in order to get the story published or broadcasted. These days, one can get these contacts on line, email or social media. There is also real time access to a highly engaged audience.”

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Overview

This chapter presents a summary of the study on impacts of internet on internal communication in institutions of higher learning in Kenya. The chapter further presents the conclusions drawn from the research findings, recommendations for improvement and suggestions for further studies.

5.1: Summary

The study sought to determine the effect of internet on in-house public relations in institutions of higher learning in Kenya. The study involved the collection of data through the use of questionnaires and interviews from selected staff, students and external publics of the University of Nairobi. From the results, the study established that the majority of the respondents were not aware of the existence of P.R Department at the University of Nairobi. Despite this unawareness of the department, the majority of respondents nevertheless received communication via internet. These findings are consistent with Grunig & Rapper (1992) who argue that it is good to categorize stakeholders because they are not the same. Not all of them are active in seeking information about an organisation. From the findings there are some who will actively seek and process information, an issue of interest and those who passively receive information.

The study set to examine how internet is used to communicate with internal and external publics of the University of Nairobi. The findings indicated that the tool most commonly used to communicated was E-mail with mean 3.13 followed by newsletters with a mean=2.67 with both WWW and virtual communication tying with mean 2.58. While this may look to be the case an

examination of the SD revealed a deviation of one standard deviation away from the mean implying that all the tools were nevertheless used equally but were all of equal importance.

The study also sought to explore the extent to which internet is used by University of Nairobi PR Department to communicate with their publics. The findings indicated that the function most commonly communicated via internet was accessing term notes with mean 3.01 followed by websites with a mean=2.9. However a closer look at the means reveals that they are all clustering on an average Harmonic mean of 2.5 which implies that all the functions were equally communicated on the internet by the university. The descriptive statistics recorded revealed that newsletters were rated as the most used technique with mean= 2.9 followed by, press releases with mean=2.8. However an examination of the modal trend of the means implied that the techniques were used relatively and evenly considering that all the standard deviations clustered around one standard deviation away from the mean.

The study also sought to determine the impact of internet use on the relationship between the university and its strategic publics. According to the findings the respondents strongly agreed that internet made information easily accessible at UON. This finding is in line with the study by Holtz (2002), who posit the speed of internet must not compromise the quality of information content.

The study also sought to investigate the challenges that PR practitioners faced with internet as a platform for communication with university publics, the results show that some of the challenges include few internet spots, few computers in the campus and computer literacy issues among older staff and students. If these challenges were addressed, communication using modern

communication and information technologies will be effective, and internet will continue to impact positively on all the functions of the university.

5.2 Conclusions

The study was guided by the aim of determining the effect of the impact of internet in an in-house PR Department in institutions of higher learning in Kenya. The results indicated that the university used internet to communicate to its publics. However contrary to this finding, the majority of the respondents were not aware that the PR department existed in the university

The study examined the tools that were used to communicate with internal and external publics of the University of Nairobi. The findings indicated that all the tool are of equal importance, as far as the extent to which internet is used by University of Nairobi PR Department to communicate with their publics. The findings indicated that the function of communication via internet was to a great extent.

According the findings, the main challenges included; slow internet access, overcrowding on the net and limited hot spots around the campus. The respondents also indicated that there were limited computers around campus from where they could access the internet.

5.3 RECOMMENDATIONS

5.3.1. Recommendations for Policy and Practice

Based on the findings, publics were not aware of the Public Relations Department. The Public Department can be made known to many publics if its location is changed to an open place, this can be by locating it in a place where it is easily accessible. The Institution to outline clearly the role and functions of the Public Relation Department by integrating it in its Organogram.

More so, to enable the staff and students access internet, the number of computers need to be increased, improve on internet spots and speed.

The University of Nairobi should embrace the learning, training and development of staff in the PR department so that they can plan, implement and evaluate the use of internet as a continuous process for organisational development and survival. The PR professional sited advanced technology as a challenge hence need for continuous training.

5.3.2. Recommendations for further study

Since this study was only based on the University of Nairobi alone, future studies should seek to improve on the findings of this study by expanding the population to include other universities.

These institutions are involved in bringing academic services to the public, this therefore would be an area of interest to other researchers. Additionally, future studies should be focused on other factors that affect internet. A similar study should be carried out in other institutions and other internet parameters including service quality, efficiency and sustainability.

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APPENDIX 1

May 23, 2017

Dear Respondent,

RESEARCH PROJECT

I am pursuing a Master of Arts Course in Communication Studies for partial fulfilment of a degree in the same. My study is on the impact of internet in in-house Public Relations Department in University of Nairobi.

I humbly request that you assist in filling in the attached questionnaire which is formulated to obtain information for the study. Your feedback, identity and that of your organization will be handled with confidentiality.

Thank you for your support.

ANNAH NDUTA MUTUA

REG. NO. K50/83305/2015

APPENDIX II

QUESTIONNAIRE

SECTION A: GENERAL INFORMATION

Use a () to answer

1. Indicate your age

Below 20 Yrs. () 20 – 30 yrs () 30 – 40 yrs () 40 – 50
yrs. () 50 yrs and above ()

2. Indicate your gender.

Female () Male ()

3. Indicate your education level.

Secondary () Tertiary () University ()

4. Marital status

Single () Married ()

5. Religious affiliation?

Catholic () Protestant () Muslim ()

Any other ()

6. Indicate your profession?

Student ()

Secretary/Administrator/Technologists ()

Lecturer ()

Lecturer ()

SECTION TWO: INTERNET USE BY PR DEPT. IN UON

7. How long have you been in the University of Nairobi?

1 – 2yrs () 3 – 4yrs () 5 – 6yrs () More ()

8. Are you aware of the P.R Department in UoN?

Yes ()

No ()

9. Have you ever received any communication from the University of Nairobi via internet?

Yes ()

No ()

11. Application of internet on selected function of the University.

Key 5 – To a very great extent, 4 – To a great extent 3-not sure, 2- to less extent, 1- not at all

Statement (Tick as appropriate)	To a very great extent 5	To a great extent 4	Not sure 3	To a less extent 2	Not at all 1
Accessing term notes					
Websites					
Accessing term notes					
appraisals					
Queries					
Vacancies					
Salaries					
New appointments					
Events, exhibitions or open days					
Marketing and branding					
Press releases					
Community relations					
Policies					
Public lectures					
Government relations					
Events management					
Crisis communication					
Potential students					
Accessing term results					
e-procurement (tender bids)					
Goods and services					

12. Use of Internet to communicate to or by University Nairobi publics

Key 5 – To a very great extent, 4 – To a great extent 3-not sure, 2- to less extent, 1- not at all

Statement (Tick as appropriate)	To a very great extent 5	To a great extent 4	Not sure 3	To a less extent 2	Not at all 1
Electronic Mail (e-mail)					
Newsletters					
WWW					
Virtual communication					
SMS					
Micro-blogs					
Social Networking Websites (Face books)					
Video-sharing (You-Tube)					
E-alerts					
File transfer protocol					
Chat rooms					
Mailing list					
Instant messaging					
News groups					
VOIP or internet telephony					
Chat					

14. Frequency of using the internet tools to communicate with University publics

All the time ()

Most of the time ()

Sometimes ()

Rarely ()

Never ()

15. Integration of internet with other PR techniques when communicating with publics

Key 5 – To a very great extent, 4 – To a great extent 3-not sure, 2- to less extent, 1- not at all

Statement (Tick as appropriate)	great 5	to a great 4 extent	Not sure 3	to a less 2 extent	Not at all 1
Press releases					
Newsletters					
Exhibitions					
Media Kits					
Fact files					
Brochures					

16. Impact of internet on relationship between the University and its public

Key 5 – strongly disagree, 4 – Disagree, 3-Undecided, 2-agree, 1-strongly agree

	Strongly disagree 1	Disagree 2	Undecided 3	Agree 4	Strongly agree 5
Internet easily accessible and reliable at UoN					
I Do not face any challenges when accessing internet					
I get feedback when I communicate via internet					
I am generally satisfied with the service					
Most of the services are user friendly					
Internet has changed the way we communicate (real time)					

16. Give suggestions on how these challenges can be overcome?

APPENDIX III

INTERVIEWER'S SCHEDULE FOR KEY INFORMANTS

- Q1. What is your area of work?
- Q2. How many years have you been working as a P.R. Manager/Director of Corporate Affairs?
- Q3. How many years have you been using internet as part of your communication plan?
- Q4. Is your use of internet based on specific online strategy that is, targeting a particular audience or purposes?
- Q5. How frequent do you use the following tools as part of your communication plan? For example, Research, communicating with publics, marketing, branding, etc?

Micro- blogs (Twitter)

Social Networking websites (Facebook)

Video-sharing (e.g: You-tube)

Intranet

E-alerts

News letters

Blogs

- Q6. What areas in line of duty do you use the above tools for?

Media relations

Crisis communication

Internal/employees communication

Issues Management

Government relations

Marketing and branding

Fundraising

Sponsorship

Events Management

Education & Training

Research

Q7. In your opinion how has internet changed PR Practice?

Q8. Has internet increased the opportunities for PR?

Q9. Has internet has brought challenges for PR?

Q10. Has internet brought new skills for PR?

Q11. How has internet changed your role as PR Practitioner?

Q12. What challenges do you face when accessing internet?

Q13. Can you offer solutions to these challenges?

APPENDIX IV



**UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION**

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P.O. Box 30197-00100
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Kenya

REF: CERTIFICATE OF FIELD WORK

This is to certify that all corrections proposed at the Board of Examiners' meeting held on 12-06-2017 in respect of M.A./Ph.D final Project/Thesis defence have been effected to my/our satisfaction and the student can be allowed to proceed for field work.

Reg. No:

K50/83305/2015

Name:

ANNAH NOUTA MUTUA

Title:

IMPACT OF INTERNET ON IN-HOUSE PUBLIC

RELATIONSHIP PRACTICE IN HIGHER LEARNING INSTITUTIONS IN KENYA
- A CASE-STUDY OF UON

DR. S. O. OBIASO

SUPERVISOR

DR. S. SIKHINGI
PROGRAMME COORDINATOR

DR. M. MDAFI
DIRECTOR

SIGNATURE

SIGNATURE

SIGNATURE/STAMP

DATE

DATE

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APPENDIX V



UNIVERSITY OF NAIROBI
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Kenya

REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 17-10-2018 in respect of M.A/PhD. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: K50/83305/2015

Name: ANNAH MOUTA MUTUA

Title: IMPACT OF INTERNET ON IN-HOUSE PUBLIC

RELATIONS PRACTICE IN HIGHER LEARNING INSTITUTIONS IN KENYA - CASE STUDY OF UONBI

DR. SILAS OBIARU
SUPERVISOR

[Signature]
SIGNATURE

5/11/2018
DATE

ASSOCIATE DIRECTOR

SIGNATURE

DATE

DIRECTOR

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APPENDIX VI

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