

**EXAMINING THE USE OF SOCIAL MEDIA IN GOVERNANCE IN
KAKAMEGA COUNTY GOVERNMENT**

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DECLARATION AND APPROVAL

DECLARATION BY THE CANDIDATE

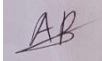
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DEDICATION

To my children: John Nolan Chawiyah, Tim Dylan Chawiyah and Gabriel Gaelan Baraka Chawiyah.

The love I have for you and desire to give the best version of me as your mother has been enough motivation to walk this path.

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ABSTRACT

Continuous communication to citizens is significant in any government. Therefore, employing social media as a communication tool in accessing public opinion is imperative. The two tiers of government in Kenya- central and County are progressively incorporating social media. To determine the efficacy and use of social media use, it is necessary to examine how it is used at the grassroots. This study looked at how the County Government of Kakamega is using social media to enhance governance. The objectives of this study were: To examine factors informing appropriation of social media in governance in Kakamega County, determine modalities of use of social media in governance in Kakamega County, and assess the effectiveness of social media use in governance in Kakamega County government. The study utilized the media dependency theory, which argues that the more the media fulfils an individual's needs, the more the individual depends on the media. The study also employed diffusion of innovation theory that defines how an innovation, behaviour, or new idea is spread to a population in a given period via particular communication techniques. The study employed a mixed-methods approach to achieve its objectives, using the convergent parallel mixed-method research design where an interview guide and the questionnaire will be the main data collection instruments. The target population was 34 participants, given they are in charge of the communication units at the County. Data was generated from all the participants who were purposively selected for the study. The study concluded that Facebook was the overriding social media platform for enhancing governance and that social media use in governance is ineffective in the Kakamega county government. The study recommends that the county government trains more personnel on social media and digital marketing tools to enhance social media usage to disseminate information to the residents. It is hoped that the findings of this research will benefit scholarship; social media is still a new sensation, especially at the grassroots, and there is a significant gap on what it can and cannot do concerning governance.

TABLE OF CONTENTS

DECLARATION AND APPROVAL	ii
DEDICATION	iii
ACKNOWLEDGEMENT	v
ABSTRACT	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF ABBREVIATIONS	xii
CHAPTER ONE	1
INTRODUCTION TO THE STUDY	1
1.0 Introduction	1
1.1 Background of the Study	2
1.2 Statement of the Problem	9
1.3 Objectives of the Study	9
1.4 Research questions	10
1.5 Justification of the Study	10
1.6 Significance of the Study	10
1.7 Scope of the Study	12
1.8 Limitations of the Study	12
1.9 Definition of Key Terms	13
CHAPTER TWO	15
REVIEW OF RELATED LITERATURE	15
2.0 Introduction	15
2.1 The Concept of Social Media	15
2.2 Social Media and Enhancing the Democratic Space	17
2.3 Social Media and E-governance	19
2.4 Appropriation and Use of Social Media in Governance	22
2.5 Modalities in the Use of Social Media in Governance in Kenya	22
2.6 Challenges in use of social media in enhancing governance	26
2.7 Theoretical Review	27
2.8 Summary	29
RESEARCH DESIGN AND METHODOLOGY	31
3.0 Overview	31
3.1 Research Paradigm	31

3.2 Research Design.....	32
3.3 Study Area	32
3.4 Study Population.....	33
3.5 Sample Size and Sampling Procedure	34
3.6 Data Collection Instruments	35
3.6.1 Questionnaires.....	35
3.6.2 Interview Schedule.....	36
3.7 Validity	36
3.7.1 Content Validity of the Questionnaire	37
3.7.2 Criterion-Related Validity of the Questionnaire.....	37
3.7.3 Construct Evidence of the Questionnaire	38
3.8 Reliability.....	38
3.9 Trustworthiness of the Qualitative Data Generation Instrument	39
3.10 Data Collection Procedure	41
3.11 Data analysis and presentation.....	41
3.12 Ethical and Legal Considerations	42
CHAPTER FOUR.....	44
DATA ANALYSIS, INTERPRETATION AND DISCUSSION	44
4.0 Overview.....	44
4.1 Demographic Data of the Respondents.....	45
4.1.1 Gender of the Respondents	45
4.1.2 Level of Education of the Respondents	46
4.1.3 Age of the Respondents	47
4.1.4 Work Experience with County Government in the Communication Team.....	47
4.2 Appropriation of Social Media Use in Governance in Kakamega County.....	49
4.2.1 Most Preferred Social Media Platform	49
4.2.2 Number of Social Media Platforms	50
4.2.3 Determinants of Social Media Use within Kakamega County Government	51
4.3.1 General modalities of use of social media in Governance in Kakamega County.....	55
4.3.2 Monitoring of Social Media Performance	56
4.3.3 Measures Put in Place to Ensure Continued Operation of Office’s Social Media Platforms	57
4.4 Effectiveness of social media use in governance in Kakamega County.....	58
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	63
5.1 Introduction.....	63

5.2 Summary of Research Findings	63
5.2.1 Appropriation of Social Media in Governance in Kakamega County.....	63
5.2.2 Modalities of use of social media in governance in Kakamega County.....	64
5.2.3 Effectiveness of social media use in Kakamega county government	65
5.3 Conclusions.....	66
5.4 Recommendations.....	66
REFERENCES	68
APPENDICES	74
APPENDIX I: QUESTIONNAIRE FOR THE COUNTY COMMUNICATION UNIT	74
APPENDIX III: UNIVERSITY RESEARCH AUTHORIZATION LETTER	78
APPENDIX IV: MAP OF KAKAMEGA COUNTY.....	79

LIST OF TABLES

Table 3.1: Study population.....	34
Table 4.1: Age of the Respondents.....	47
Table 4.2: Most Preferred Social Media Platform.....	49
Table 4.3: The Number of Social Media Platforms.....	50
Table 4.4: Determinants of Social Media Use within Kakamega County Government.....	52
Table 4.5: Modalities of Social Media Use.....	55
Table 4.6: Monitoring and Measurement of Social Media Performance.....	56
Table 4.7: Measure Put in Place to Ensure Continued Operation of social Media platforms.....	57
Table 4.8: Effectiveness of Social Media Use in Kakamega County Governance.....	59
Table 4.9: Rating of Social Media Use by the County Government.....	61

LIST OF FIGURES

Figure 4.1: Gender of the Respondents.....	45
Figure 4.2: Highest Level of Education of the Respondents	46
Figure 4.3: Duration of Services	48

LIST OF ABBREVIATIONS

SPSS- Statistical Package for Social Sciences

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.0 Introduction

Social media is a collection of new varieties of online media which have the following characteristics: candidness, contribution, community discussion, and connectedness (Mayfield, 2006). Public institutions all over the world are forced to adopt the new digital technology. Thomson et al. (2021) project that 3.8 billion individuals use social media platforms regularly. The statistics have encouraged many governments to employ social media to assess public opinion and interconnect with the public, raise awareness on governance issues, and enhance their image (Berthon, Pitt, Planger & Shapiro, 2012). What is more, governments can employ social media for initiating public debates, surveying opinions, promoting and publicizing public events, soliciting feedback, and improving citizen contribution in fundamental government resolutions (Iskander, 2011).

In Kenya, there has been an increasing growth of social media presence for the last decade (Kamwaria et al., 2015). The government of Kenya has also kept pace with the fast-growing digital technology by promoting public participation forums via social media and enabling central issues discussion through Skype, Facebook, YouTube, Twitter, WhatsApp, and other web-based social media stages (Wangui, 2014). However, with devolution, there are conflicting views and an overall lack of research in rural areas regarding how best social media communication dynamics can be incorporated in governance, for example, in Kakamega County. According to Fashoro & Barnard 2021,

preliminary studies have been undertaken to determine the impact of social media platforms on governance across rural areas. There is also a concern on how rural governments can successfully adopt social media inventiveness to attain maximum value and organizational goals while removing obstacles and minimizing risks related to the use of social media.

Existing literature proposes that rural governments attain numerous rewards by using social media in their citizen participatory engagement and communication strategies (Cohen, 2015; Mergel, 2013; Roberts, 2010; Nyabola, 2018; Fashoro and Bernard, 2021). As a result, this research aimed at examining the use of social media in governance in Kakamega County, where subject knowledge is continuously evolving.

1.1 Background of the Study

The internet and social media have made it easier for isolated people to share knowledge, form relations, and mobilize for political action (Coleman, 2005). According to Oginni & Moitui (2015), the policymaking process and effective governance require quality input, feedback mechanisms, and timely communication. Social media tools also allow extensive ideologies and opinions to be integrated during the policy development processes (Chadwick, 2006). Consequently, protesters against corruption, citizen-activists among other groups, have greatly benefited from the lowered communication barrier (Soon & Kluver, 2007). As technology becomes increasingly accessible, many citizens are not content with being passive spectators in issues related to governance (Livingstone, 2005). Butler & Kavanagh (1999) argue that communication considerations must be integrated into policy thinking and governance. Accordingly, this study will

investigate how social media is used and its effectiveness in Kakamega County governance to disseminate information to the residents up to the grassroots levels.

Also, the internet and social media contain vast amounts of unexploited possibilities about the kind of politics possible and how politics should be practiced (Smith, 2017). Smith (2017) argues that the internet allows for greater public engagement in politics. In addition, online space presents a different liberal political realm as it is not guarded by the traditional barriers of physical time and space (Arendt, 1998). Hence, this study will determine levels of public participation in Kakamega County Government affairs. Numerous studies have been conducted to assess whether online political participation can be an adequate substitute for offline engagement (Kersting, 2016). Connolly (2012) argues that web-based information and communication approaches have played a primary part in governance processes, civic engagement, and political participation in the new century.

Television and Radio were the high points of communicative connection in the twentieth century (Oginni & Moitui, 2015). Nonetheless, the occurrence of the World Wide Web at the end of the century allowed messages to interflow spontaneously among many to many and sender to sender (Coleman, 2007). Robin Cook, a former UK Secretary of State for Foreign, Commonwealth, and Development Affairs suggested that for digital technology to be effectively used in governance, governments should consider defining e-democracy in their agendas (Smith, 2017). Cook asserted that the internet and its component social media empowers the public to react more speedily to government discussion and correspondingly makes it apparent whether the government is keen to

react to the opinions conveyed by the public (Smith, 2017). Oginni & Moitui (2015) reasons that the adoption of social media tools in policymaking impacts governance, given that agenda-setting is individually led instead of being group-led, as was the case over the years.

Gladwell 2010 argues that social media have incredibly invented social activism. Social media allows politicians and citizens to communicate directly (Pfetsch et al., 2013). It allows communication between sender and receiver and among several receivers who can also communicate to the sender; hence, three-dimension communication (Hoffman, 2011). For example, Barack Obama incorporated social media and digital marketing strategies in his political communication mechanisms in the 2008 and 2012 presidential campaigns (Coombs et al., 2015).

Moreover, according to McGarth (2011), the Obama administration previously used social media to discuss issues of interest to the young adult population like healthcare, lowering loan interest rates, funding higher education, and the Iraq war (Bronstein, 2012). Additionally, Obama restored a sense of community long been lost through social media engagement (Harris, 2011). In the United States today, public contribution through social media platforms has helped set the newly elected Biden administration (Burki, 2021). With a majority of the public raising concerns over the decision of President Trump to exit the Paris Agreement, for example, the administration has embarked on evaluating ways of contributing to climate change by reducing the rate of greenhouse emissions (Gostin et al., 2021). Agenda setting through social media has similarly sensitized

Democrats in the US Parliament, who control both legislative houses to determine the policy requirements to prioritize (Gostin et al., 2021).

Another example is the 2007 Australian elections, opposition leader Kevin Rudd adopted effective digital media strategies, including social networks, to run his campaigns (Bertot, Jaeger & Hansen, 2012). The approach revolutionized the political environment, and Rudd won based on interactive technology. Citizens can get organized, informed, and mobilize themselves in social media for different courses. Besides, digital tools and social media have profoundly impacted the advancement of democratic change; hence, the locution Twitter revolution (Morozov, 2011). Some of the revolutions include Iranian elections protests (2009-2010), Disapproval against falsified voting in Moldova (2009), and the termination of totalitarian governments in Tunisia (2010-2011) and Egypt (2011) (Morozov, 2011).

Today, social protests can start just a few hours after they are stimulated because of the influence of social media and easy access to mobile phones the internet (Amaro, 2014). According to Harlow (2012), the internet and social media give more resources for activists; hence, facilitating the traditional offline activity. Additionally, social media create new forms of activism, improving social impact. For example, Storck (2011) contends that social media is an outlet and alternative press for citizen journalism. Conclusively, (Smith, 2017; Stromer-Galley, 2003) posits that social media offers new opportunities that revive citizens' interest in politics.

In late May 2013, the demolition of the Gezi Park in Istanbul to build a shopping Centre led to the start of what seemed like a peaceful civil protest in opposition to the

demolition. This evolved to a broader protest, with police violently attacking the protesters (Demirhan, 2014). During the demonstrations, the protesters shared their experiences, thoughts, demands, and opinions through Twitter, enabling them to engage on instrumental cultural, social, and political issues (Demirhan, 2014). The Gezi protest protected the cutting down of trees to give space for building Taksim Square, a government project.

In response, the Prime Minister of Turkey criticized the protesters and indicated that the construction process would continue as planned. The Prime Minister's response resulted in a vast online outrage under the hashtag #Spoiler (Yurtgazetesi, 2013). Many conventional media stations did not transmit the protest; thus, protestors turned to social media to be up-to-date about the proceedings, leading to the Prime Minister pronouncing Twitter as a trouble maker (Tugal, 2013). The protests influenced Turkey's economic and political image, and the international community called on the Turkish government to be lenient with protesters (Memurlar.net, 2013). It is, therefore, evident that the communicative influence of the internet offers prospects for citizens to contribute to political developments (Bennett and Segerberg, 2012). Hill (2003) affirms that in Indonesia, social media has taken part in the democratization of politics besides the Suharto dictatorial administration (Hill, 2003).

In Africa, social media has been used to express outrage over xenophobic attacks against Africans residing in South Africa and protest the Nigerian government's failure to guarantee security for students learning across vulnerable environments in the northern part of the nation (Ansongu & Odhiambo, 2019). The critical coverage of government

abuse of authority prompted the technologically inclined youths to take to the streets in Cairo and Tunis as part of the Arab Spring (Comunello & Anzera, 2012).

Digitalization of operations in Kenya in various departments started a long time ago though the current government has enhanced it to communicate programs to the public (Kamau, 2017). The Central and County governments in Kenya have also embraced the implementation of social media in governance. Social media presence has increased across multiple parts of Kenya because of internet connectivity across urban and rural centers (Ndiege, 2019). Kamwaria et al. (2015) affirm that politicians are not left behind as government establishments engage citizens across social media.

During the 2013 general elections, all presidential candidates had Facebook and Twitter profiles to engage voters (Kamwaria et al., 2015). The same applied to those vying for gubernatorial, senatorial seats, and county assemblies members who similarly intensified their campaigns (Kamwaria et al., 2015). Consequently, the level of citizen participation was enhanced given that they were able to interact with their preferred candidates while equally convincing the neutral voters to join their camps (Ndlela & Mulwo, 2017). The duo further opines that expert groups and government officials use traditional media and public hearings to obtain approval from the relevant stakeholders. Therefore, Ouma & Adesina (2019) contend that the adoption of social media platforms offers governments the potential to disseminate information through diverse online channels while further soliciting input from the public.

In April 2020, the hashtags #ChinaMustExplain and #BringKenyansInChinaHome dominated social media platforms in Kenya. According to McLeod (2021), the hashtags

were trending because of the footage from China that showed Africans, including Kenyans sleeping on the floor after being forcefully evicted from their houses by Chinese landlords. In response, the Kenyan Foreign Affairs Ministry initiated communication with Kenyans residing in vulnerable locations to advise them on safety measures while further negotiating with Beijing to offer assistance (McLeod, 2021). More recently, Kenyans demonstrated in social media using the hashtags #StopGivingKenyansLoans and #SignThePetition to complain against the International Monetary Fund (IMF) decision to approve a \$2.3 billion loan at supporting the nation's economic reforms in response to the COVID 19 pandemic (Mureithi, 2021). Mureithi (2021) asserts that the IMF subsequently released a statement outlining the basis for the loan approval arguing that the citizens were at risk of tax increases and job cuts if a solid response to the emerging challenges was not developed.

Data from the KNBS (2019) indicates rapid implementation of social media has increased the platforms utilized in Kenya. Ndiege (2019) presents that the citizens employ social media tools to frame their demands strategically and mobilize resources and support around the frames. Moreover, the county residents use social media to generate new ideologies that challenge the position held by their leaders (Nyabola, 2018). As such, the administration of Kakamega County has to contend with mobilization of resources occasionally.

1.2 Statement of the Problem

Numerous studies have investigated approaches and strategies to integrate social media in governance (Coleman, 2007; Wangui, 2014; Kamweria, 2015; Fashoro & Barnard, 2021). However, these studies have mainly focused on first-world countries and urban areas where social media has been largely embraced. Few studies have been undertaken to determine the impact of social media platforms on governance across rural areas; hence, this body of knowledge presents a problem as the role of social media in enhancing transparency and accountability across rural governments and the strategies that stakeholders across various agencies can apply to strengthen citizen interaction cannot be determined. As a result, the existing research is inadequate for rural areas where social media is rapidly adopted. Rural governments consequently find themselves ill-equipped about skill improvement tactics and methods.

This study, therefore, researches the effect social media has on governance in Kakamega County. The study assessed the use of social media by the Kakamega County Government.

1.3 Objectives of the Study

1. To examine factors informing appropriation of social media in governance in Kakamega County Government.
2. To determine modalities of use of social media in governance in Kakamega County government.
3. To assess the effectiveness of social media use in governance in Kakamega County Government.

1.4 Research questions

1. What factors inform appropriation of social media in governance in Kakamega County?
2. What are the modalities of use of social media in governance in Kakamega County?
3. What is the effectiveness of use of social media in governance in Kakamega County?

1.5 Justification of the Study

With invention and smartphones rising, the internet and social media have become a part of daily life for the majority of the people, not only in the Western democracies but in Africa as well (Avery & Graham, 2013; Browne, 2015). The internet and social media affect everything from how we read news and shop to how governments, parliament, and businesses work, therefore modifying the fabric of economic, political, and social institutions (De Cindio & Schuler, 2007; Nyabola, 2018). These digital alterations have generated new opportunities and challenges for political institutions, correspondents, politicians, and the media, from internet regulations to connecting and engaging with audiences and citizens (Blumler and Coleman, 2001; Fashoro & Barnard 2021).

The contribution of this study is to investigate the social media effect on governance in Kakamega County from these angles, the online civic engagement in the public domain, and the political use of social media. Therefore, the administration of Kakamega County equally needs to comprehend that the implementation of social media in governance does not mean spreading rumours and creating distortions. However, it is founded on

integrating it as part of the basic policymaking process. This means that the policymaking process should be governed by institutions and structured, thereby reflecting the values of the community being served.

1.6 Significance of the Study

To begin with, the study is a contribution to the on-going studies on social media use in governance. Communication scholars and political scientists have tracked the evolution of media systems, media structures, and consumption patterns for many years (Dahlgren, 2009; Browne, 2015). This particular study focuses on recent developments in social media use and its integration in governance. Social media has made it possible for isolated groups to mobilize political action, share knowledge and form associations (Soon and Kluver, 2007; Nyabola 2018).

Social media plays a dialogical process where it provides numerous spaces for political debate and for the spaces to be shaped with citizens in different parts of the world (Fenton and Downey, 2003; Browne, 2015). Therefore, policy developers in Kakamega County will benefit from this study as they will get to know communication strategies and platforms that are effective when engaging the public in development agendas. Moreover, citizens of Kakamega County will identify citizen participation opportunities and agenda-setting procedures that will ensure quality input during the policymaking process. The administration of Kakamega County will similarly understand the challenges that arise because of adapting social media to enhance public engagement and the measures that need to be adopted to manage them effectively.

Therefore, this study sorts to determine modalities of use of social media in Kakamega County.

Correspondingly, this research will benefit scholarship as social media is still a new sensation, especially in Africa, and there is a significant gap on what it can and cannot do concerning governance.

1.7 Scope of the Study

The study was undertaken based on social media tools of Kakamega County. In particular, the researcher evaluated how the county officials use Facebook and Twitter to involve the public in governance and policymaking. Moreover, the study assessed the input from the people and the strategies that should be adopted to enhance citizen participation in the policy assembly procedure. In particular, the study evaluated the ideologies presented by residents of Kakamega County towards enhancing their socio-economic position.

1.8 Limitations of the Study

The study findings were limited to governance in Kakamega County and may not be generally applicable to other counties as the dynamics maybe different from the area of study.

1.9 Definition of Key Terms

County government:	A geographical unit projected by 2010 constitution of Kenya as component of decentralized government.
Democratic Governance:	Refers to the transparent, accountable, legitimate, efficient and responsible exercise of power to manage the affairs of a country to attain development.
Devolution:	This is a governance system where functions and responsibilities are apportioned to local governments and resources are provided by the national government.
Governance:	A way of ruling society.
Public Participation:	It is a process where nongovernmental and governmental groups and individuals influence decision making in development matters, service delivery, oversight, legislation and policy matters. .
Social Media:	Internet built services and tools that permits clients to create content, assign and draw in with one another
Youth:	As used in this study it refers to the population aged between 18-35 years.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.0 Introduction

This chapter takes into account the results of allied studies undertaken by other researchers. Moreover, the study explores government use of social media tools, mainly to increase government transparency and enable citizen engagement. The literature review is organized based on variables and themes under the study. The chapter further provides a theoretical framework.

2.1 The Concept of Social Media

Many scholars have defined social media from different perspectives. Some of the definitions are technologically oriented, while others focus on its social impact. According to Kaplan and Haenlein (2010), social media is a social construction where technology positions the influence in communities, together with a set of user-friendly and web-based applications that allow consumers to share data, network, and reproduce content. Hansen et al. (2011) define social media as a set of online tools premeditated and focused on collective relations. They argue further that social media is an idiom for the mixture of web-based services and technologies such as social sharing platforms like YouTube, Flickr, Stumble upon, micro-blogs such as blogs, Twitter, and social networking services like Instagram, Facebook, and Myspace.

As much as social media falls under the new media umbrella, it has its peculiar features. Social media utilizes social networking sites as its main form of communication. It is,

therefore, the use of web-based expertise to turn communication into shared dialogue. Bertort et al. (2012) submit that content, in this case, includes videos, personal information, photos, and documents. The users engage their virtual networks on social media through tablets, computers, and web-based software applications installed within their smartphones (Ansongu & Odhiambo, 2019).

Moreover, social media permits information spreading to a greater audience allowing the public to examine political issues conferring to their needs and interests (Connolly, 2012). Thomson et al. (2021) project that 3.8 billion individuals use social media platforms regularly. According to data from Statista, the regular social media platforms in Kenya are Facebook, Pinterest, YouTube, Twitter, and Instagram ("Kenya: most popular social networks 2020 | Statista", 2021).

Many people worldwide log into social media to be in touch with what is happening around them. As Bimber (2000) puts it, it is easier for individuals to follow what interests them on the internet. Civitas (2011) supports this by stating that social media use is a lifestyle for many people. Blumler and Coleman expand this narrative further by suggesting that collaborative, digital media have the probability of advancing public communications and enhancing democracy. However, proper infrastructure is lacking.

Facebook, Instagram, LinkedIn, Tiktok, and Twitter come to our minds when we think of social media. However, as Hansen et al. (2011) and Sorokina (2015) elaborate, all the social media networks are entangled. Hansen et al. give examples of popular popularized societies such as YouTube, Twitter, Flickr, Instagram, Facebook, LinkedIn, Snapchat, and personal blogs. Communicators who desire to apprise and empower their addressees

must therefore acclimate more closely than in the past to what interests ordinary people (Blumler & Coleman, 2001).

Dijk (2010) and Gelles (2013) contend that the principal goal of social media is reaching a wider audience. Due to the influence of social media, the world has become a more global community. According to Dahlgren (2006), including everyday practices in communication activities contributes positively to civic society and engagement. Moreover, he says that social media contributes to less divergent public participation from daily activities like leisure consumption. Social media has various benefits as a component of mass media.

Hayes (2015) suggests that an organization or individual can build a network of followers who are crucial to its success in employing social media. In this study, the benefits of social media were limited to the exchange of information, as discussed by Claywell (2016). Through these mechanisms, the Kakamega County government can tap into ideas and opinions from public members and promote public participation. Being aware that social media usage keeps changing is imperative.

2.2 Social Media and Enhancing the Democratic Space

Social media has been used in different countries to advance the ideology of good governance. In South Korea, the election of President Roh Moo Hyun was greatly influenced by the employment of social media. South Korea being a conservative country, most mainstream media championed President Kim Dae Jung that pushed Ron to establish an online platform that became very popular quickly, bringing many young voters together (Shin, Eui Hang, 2002). Social media was also instrumental in the 2008

US presidential elections. President Obama was able to gather great support and funding from the public through social media engagement. President Trump employed the same approach in 2016 by expressing his distrust of mainstream media, in particular, Cable News Network (CNN), and stared at them as fake news. He then expressed a great mastery of Twitter use in mobilizing his target audience.

While mainstream media is regarded as reclusive with many young people, they also regard social media as using language closer to the people. Today, people in various parts of the world use social media sprouting political and social activists (Cardenas, 2013). The political activities include un-constitutionalism, unemployment, wage bills, corruption, discrimination against women, and racial discrimination. For example, in 2011, 6 to 8million Spaniards participated in a demonstration coordinated in social media. The demonstrations were to the government's momentum to address disaster capitalism, unemployment, corruption, and welfare cuts.

In Africa, social media geared different globalization aspects. Social media has been greatly instrumental in North Africa and the Middle East events. The events began with Bouazizi setting himself on fire on the streets after being denied an opportunity to sell vegetables to provide for his family. The occurrence led to a huge social media online that led the then president of Tunisia El Abidine Ali to flee (Margretts, Helen, peter John, Scott, and Taha, 2017). The online collective action towards change then encouraged other neighboring countries through spillover effect to effect change in their various countries; hence, the Arab spring. The Arab spring also saw president Hosni Mubarak of

Egypt deposed through the Facebook revolution and the fall of the great Muammar Al-Gadhafi.

In Kenya, after the presentation of the new constitution in 2010, the County governments were established. The paradigm shift from decentralized to centralized governance presented many challenges, including inadequate public participation in policymaking and key governance decisions (TA and NTA, 2018). Therefore, social media engagement is encouraged. Consequently, many state officers regularly engage with the citizens via social media regarding concerns relating to the benefit of the country (Wangui, 2014). Many presidential and gubernatorial candidates also had social media platforms that had their manifestos both in 2013 general elections; hence, a means for the candidates to interact and communicate their vision to the candidates (Wasswa, 2013).

Also, Kenyans' on Twitter (KOT) has been recognized worldwide for pushing agendas and standing with fellow Kenyans. This was clear when CNN referred to Kenya as a “Hot Bed of terrorism” in 2015 when President Obama visited the country. KOT strongly defended their country that CNN apologized. Therefore, the citizens can engage with leadership and contribute to policy development from their homes via social media. This study will therefore explore how effective social media is a tool of governance in Kakamega County Government.

2.3 Social Media and E-governance

Several communication scholars have accentuated that social media is a central unit in governance. Gordon 2014 denotes that social media can influence government decisions, accelerate online discourse and encourage public engagement in governance matters.

Also, mobile communication technology has fuelled globalization further as it brings together people with shared philosophies and interests (Mc Luhan, 2012). Secondly, the use of social media has become imperative as an element of governments' public relations strategies (Lee, 2012; Horsley & Yang, 2012).

As perceived by Mossberger et al. (2013) and Shark (2010b), many governments have been intentional in effecting social media. In the 1980s and 1990s, many government agencies explored using text chats and discussion boards as e-government ingenuities were fundamentally centred on web-based communications. Additionally, they began to incorporate some public functions online, including appointment-making capacities and information sharing (Bryer, 2010). With social media, dispersed participants can contribute to collective knowledge in the online environment without undertaking governance, such as Rheingold's 'smart mobs' (Rheingold, 2006). Due to social media, fragmentation is present in reporting matters on governance and policy development (Bimber, 2003). Fragmentation enhances political equality as the building of shared conception is more difficult as the Public has become more fluid and diverse due to technological changes (Blumler and Coleman, 2001). Social media cannot be ignored anymore. According to Andersson 2013, there is a need to include the online community in decision-making as political discussions occur in the arenas.

In Kenya, the current government: 'Jubilee Government,' has labelled itself as the 'Digital Government.' The administration committed to digitalizing most of its procedures through initiatives like Huduma number and Huduma Centre since it took the reins of power. Kenya has also executed the procedure to let the Public openly regulate how

definitude government functions should be run for accountability and transparency, especially at the County levels. Additionally, President Uhuru Kenyatta was ranked as the most active president on Twitter and Facebook in research conducted by Digital Impact Awards Africa in 2014. The president also admitted in an interview conducted on a National Television that he carefully scrutinizes the questions raised and comments left on his social media posts to measure the attitude of citizens on numerous subjects (Kenyatta, 2014).

Many government departments in Kenya are also aggressively involved in social media. This is evident in the Facebook Status update, and Twitter handles communicating what the units are doing to the Public. The active departments, especially during this covid19 pandemic, are the Ministry of Health. Through an operation popularly known as "Komesha Corona" (operation stop covid19), the Ministry of health regularly updates the citizens on the development of the operation over its Facebook page and Twitter handles. Another notable example is Kenya Defence Forces and the Judiciary, where the Minister for Internal Security, Chief Justice of the Supreme Court, constantly informs the people of Kenya on the happenings in the Judiciary government arm. The Kenya Police Unit has also been sensitizing the Public through their Facebook and Twitter accounts using creative storytelling.

Regardless of these efforts, one of the pressures to the social media approach is insufficient participation from the Public. This has led to community protests, weak accountability, and poor transparency in many county governments since 2013. Additionally, many people hardly express their personal opinions on social media, as the

spiral of silence theory emphasizes (Coleman, 2007; Hampton et al., 2014). Consequently, governments should consider defining e-democracy in their agendas to encourage the Public to participate (Smith, 2017). Hence, the Kenyan Government encourages the County governments to build on existing social media knowledge in their societies to enhance public engagement and online dialogues (Nyabola, 2018).

Furthermore, social media has been viewed as a threat to authoritarian and democratic governments, who mainly had communication power through mainstream media. The internet permits information to spread to a greater audience allowing the Public to examine political issues conferring to their needs and interests. Consequently, the people form their own opinions and participate in political debates (Chadwick, 2006). However, Chadwick (2006) holds a contrary opinion as he argues that as much as social media gives both minor and major political parties space resulting in great public awareness and large voter turnout, it can still be used as a control tool. Additionally, Coleman (2005) has also probed the worth of politicians' information with the Public on social media. Unlike what one would expect, social media is widely being used for one-way communication. That is, from politicians to the Public (Johnson 2003; Levin 2003). Therefore, this study examines if social media in Kakamega County is useful to both the local government and the Public.

2.4 Appropriation and Use of Social Media in Governance

Various studies have examined the pros and cons of the usage of social media in governance. Social media use can be a great choice for strengthening local governance by engagement amongst the people and the municipalities in local administration because

Social media has a distinctive representative of supporting in a participative and collaborative manner (Bertot, Jaeger & Grimes, 2010; Korthagen & Van Meerkerk, 2015). Social media can create a connection from the people openly to the government promptly; hence, pushing for accountability and transparency (Mergel, 2016). Additionally, social media fortifies citizens to become partners in encouraging collaboration and cooperation and improving policymaking. Similarly, social media is integral for local government development as it can be useful for increasing public engagement, opening, and mobilizing assignation in local governments (Waheduzzaman & As-Saber, 2015).

Social media has become an important political tool and factor in presidential campaigns in recent years (Nyabola, 2018). According to Kaid and Postelnicu (2005), the internet expresses the candidate's image. Newspapers and television fail to connect and communicate to the young voters (Coleman, 2007). In social media, people achieve a feel of personal relations with the political aspirants (Westling, 2007). As a result, the power the government held through mainstream media has been diffused to different centers. Nevertheless, the influence of social media in political processes and governance remain a topic of great controversy, especially with some communities implementing social media successfully, and in other cases, it has brought down governments. (Neocleous, Mark, Anthony, and Christopher, 2011).

2.5 Modalities in the Use of Social Media in Governance in Kenya

A growing body of literature now defines *social media* as an instrument in public relations management, democracy promotion, and political action (Brown et al., 2009).

Most importantly, governments employ social media to interconnect with the external public and enhance their image and raise awareness and influence issues like budgeting, education, health, and security to their audience. Therefore, social media can be employed for initiating public debates, findings, soliciting feedback, promoting and publicizing public events, and improving citizen involvement in crucial government decisions (Iskander, 2011).

Nyabola (2018) observed that social media in Kenya is a space where informative and insightful conversations take place. She adds that platforms such as Twitter have been useful in pushing great agendas, and the discourse continues offline. According to the Communications Authority of Kenya, the development of social media has resulted in the continuous reconfiguration of ways in which Kenyans access and use social media platforms. The 2017 elections were a noteworthy coming-of-age point for social media use in Kenya. Nanjala observes that the incorporation of technology contributes to the 2017 Kenyan elections being the most expensive in the world. Mutahi and Kimari emphasize this further, stating that social media has become indispensable.

Additionally, many political parties and politicians employed digital marketing teams to leverage the presence of young voters. Facebook live, photos and videos, and candidates employed live commentary feeds to engage supporters across the country. The Kenyans on Twitter (KOT) Movement is a great example of how influential social media can be. Twitter is popular in Kenya, and it is used for addressing current issues in the country and beyond, sharing memes and commentary on issues affecting the youth.

A report published by SIME Lab USIU established that most active social media users in Kenya are aged between 26 and 35 years. The demographic for Twitter use was 39.3% and 34.6% for Facebook. Instagram is popular for users aged 21-25 years, while WhatsApp is popular for users aged 26-35 years. The study also found out that social media use is popular among people with college-level education. Urban residents mainly use Instagram, Twitter, Snapchat, and LinkedIn, while the rural population prefers WhatsApp, Facebook, and Google platforms. The study also outlines that Safaricom is the major internet provider across the country. They provide several daily packages that allow subsidized data bundles and free WhatsApp, which is a great feature in allowing rural residents to access YouTube and Facebook services (SIME Lab, 2018).

The main use of social media for Kenyans is education and entertainment. Many users also focus on social issues and seek jobs (SIME Lab, 2018). LinkedIn is popular for educators and job seekers, YouTube for entertainment, and WhatsApp as a social and family forum. With internet accessibility and affordability improving, many people spend more hours on social media (Wyche, Susan P., Sarita Yardi Schoenebech, and Andrea Forte, 2013). In Kenya, just as in many other parts of the developing world, there is not enough data on societal use of social media. Policymakers in Kenya struggle to design and implement policies that allow users to harness social media's positive effects. Many areas around social media use are subject to research (Charles, 2014). The ICT stakeholders should investigate and know the social media consumption trends among citizens to determine their implication to the country's social, political, and economic institutions.

2.6 Challenges in use of social media in enhancing governance

In the 21st century, uprisings experienced by states are likely to be blogged, texted, tweeted, and organized on Facebook instead of being televised. Social media is the greatest mass media that people can deploy to conflict, hate, and destroy. Several scholars have studied and analyzed the reimbursements and restrictions of employing social media in Governance (Mossberger et al., 2013). Social media can empower the citizens by involving them in decision-making, reducing corruption by organizing the socio-economic systems, and implementing a system of checks and balances, among others. However, it also has a downside—some of the limitations of social media in governance issues areas discussed herein.

One of the limitations is freedom of expression in the Kenyan Constitution 2010; good Governance's national principles and values include participation, integrity, transparency, good Governance, inclusiveness, and accountability (GOK, 2010). Additionally, Kenya Vision 2030 equally acknowledges the role of ICT in development. However, the Information Communication Technology institutions have not provided clear guidelines on social media use. Semi-educated or uninformed people in social media are vulnerable to manipulation, misinformation, and abuse by politicians and other users (Charles, 2014). Twitter has been used as a cyber-bullying platform encouraging online abuse and hate in Kenya. Therefore, policymakers and digital media experts are responsible for evaluating social media usage habits and providing guidelines that would lessen or stop negative influence in social media and promote mental health.

Another limitation is cybercrimes. Kenya faces a rising number of crimes committed in cyberspace that threaten national safety, communication, technology, and citizens' privacy. The major types of cybercrimes include; social hacking, malicious applications, click jacking, scams, and spam. Ethical issues in social media are evident in all fields, including religion, education, business, and politics. As we keep adopting social media, we cannot ignore the question of ethics in this adaptation. Therefore, this study reflects on the challenges the Kakamega County Government is facing in the employment of social media in Governance.

2.7 Theoretical Review

This study utilized the media dependency theory of 1976 and the diffusion of innovation theory which are mainstream communications theories. The media dependency theory bases on the argument that there is a connection between audience, media, and the more extensive social system. The audience uses the media to learn more and fulfill their need as there is limited learning from real life. The media dependency theory emphasizes media being able to construct a dependence associated with the target audience to realize set objectives by employing the power of media. To this end, the proponents denote that media dependency theory provides a theoretical basis for clarifying the relationship among institutions, individuals, and media at both micro and macro levels.

This theory was instrumental to this study because it explores the relationship between new media habits and the possible consumer behavior outcome. A tremendous

democratic government encourages citizen participation. Media dependency theory indicates that media must address societal challenges. Over time, the internet plays a dialogical process where it provides numerous spaces for citizens and political discourses across the globe from these public spaces (Fenton and Downey, 2003). The internet made sure the power of the people could not be restricted (Morris, 1999). With social media and the internet, every desktop or mobile phone is a printing press, a place of assembly, and a broadcasting station (Rheingold, 1999).

Moreover, unlike broadcast, the internet and social media play a discursive role, which works within tight timelines. The internet allows the exchange of experiences and opinions around a topic; hence, an instrument of engaging more widely (Schultz, 2000). Most citizens have found it highly beneficial to employ social media to voice how they would like to be governed and their dissatisfaction with different government policies. Through social media, many citizens can participate in political processes and exercise their democratic rights as multiple sources of information are available.

This study also utilized the diffusion of innovation theory. Communications researcher Everett M. Rogers first promulgated the theory in 1962. It is based on the argument that adopting a new idea, service, or product is not an overnight phenomenon and does not happen instantaneously across all people in a social system. This social psychological theory defines the patterns of adoption, explains the mechanisms by which they take place, and assists in forecasting whether a new invention will be successful. These five aspects determine the success of innovation: simplicity, relative benefit, similarity with

existing values, ease of use, ability to observe together with the ability to try (Bennet and Bennet, 2003).

There are five kinds of adopter classifications, trendsetters, early majority, early adopters, late majority, and slouches (Rogers, 2003). The innovators are the group that is always willing to take new risks and try new ideas. They also play a significant role in developing new ideas. Early adopters are the group that is always enthusiastic about attempting new concepts, and the late majority is doubtful at first but try a new behavior after others have tried. The laggards are the group that prefers doing things how they have always done them; hence, last to change.

The diffusion innovation theory was instrumental to this study because it explores why innovation prospers or not. This theory also looks at how an innovation spreads and to whom it spreads over a particular time. Therefore, this theory can give a picture as to how the media diffuses into society.

2.8 Summary

This chapter establishes that social media is part of our society in many aspects. The more the internet network expands, the more people engage in social media and increasingly participate in social and political issues. Social media has been an excellent platform for public participation. For example, the Kenyan online community has been vocal on issues that affect them, such as the increase in petroleum prices in Kenya in 2021. There is a significant demonstration on Facebook and Twitter. WhatsApp, Facebook, and Twitter have become the primary source of information for many people. According to Media Dependency Theory, the people in a society will employ media for

interpersonal goals and needs. Research portrays through this theory that what people read, hear, and see shape their consumption habits. It allows them to form a judgment on the kind of relationship they would have with certain media. Governance issues have become a primary subject for discourse in social media platforms.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.0 Overview

This chapter discusses methods and procedures the study will adopt to evaluate the extent of social media use in governance in Kakamega County in Kenya. Descriptions of the study area, the research design to be employed, the research themes and the population of the study, the sample size, and the procedure that will be used in the selection of the subjects are discussed herein. In addition, the data collection instruments to be used are discussed whereby, development of these instruments, the scoring procedures, the instruments validity, reliability, and practicability are clearly spelled out. The chapter also discusses ethical considerations made by the study. Finally, there is a section on how the data collected will be presented and analysed.

3.1 Research Paradigm

Philosophical worldview or paradigm structures a research topic and impacts the way the researchers reflect about the topic (Hughes, 2010). The study utilized the pragmatic paradigm using a mixed methodology approach that uses both quantitative and qualitative techniques. A pragmatic approach is not dedicated to any one structure of philosophy or reality. It focuses on the 'what' and 'how' of the research problem.

Knowing that all methods have limitations, the biases intrinsic in any single method could nullify or cancel the biases of other methods by triangulating data instruments as a means of converging data. Pragmatic is converging because it has both quantitative and qualitative data. In the mixed-method approach, the belief is that there are existing

problems whose complexity can only be studied using a combination of quantitative and qualitative approaches Ponce and Pagán- Maldonado (2014). The study used questionnaires to collect quantitative data, and the qualitative data was collected using an interview guide.

Pragmatism believes that the procedure of attaining knowledge is a continuum rather than two contrasting and equally exclusive opposites of either subjectivity or objectivity (Goles & Hirschheim, 2000), as cited by Kaushik & Walsh (2019).

3.2 Research Design

The study adopted a convergent parallel mixed-method research design (Creswell & Clark, 2011). The researcher collected data, simultaneously analyzed the two components independently, and integrated the information into interpreting the overall results (Creswell, 2014). The study used convergent parallel mixed research design to develop a complete understanding of the research problem by obtaining different but complementary data for validation, as noted by Creswell & Clark (2011). This approach examines different aspects of the research question to obtain rich information (Schoonenboom & Johnson, 2017).

3.3 Study Area

The study was conducted in Kakamega County in Kenya which has twelve sub-counties namely; Butere, Ikolomani, Khwisero, Likuyani, Lugari, Lurambi, Matungu, Mumias East, Mumias West, Navakholo, Malava and Shinyalu. Kakamega County is a county in the former Western Province of Kenya and borders Vihiga County to the South, Siaya

County to the West, Bungoma and Trans Nzoia Counties to the North and Nandi and Uasin Gishu Counties to the East and has a population of 1,867,579 and an area of 3,033.8 km² (Kenya Census, 2019). The county was selected with the assumption that just like other counties, they were in a better position to enhance use of social media in governance of its people.

3.4 Study Population

The study focused on the communication unit at the County level and the Sub-county levels in Kakamega County (See Appendix IV) which have a population of 34 participants. This will form the study population as shown in Table 3.1.

Table 3.1: Study population

County/Subcounty levels	Number of officers
County Government offices	10
Butere subcounty	2
Ikolomani subcounty	2
Kwisero subcounty	2
Likuyani subcounty	2
Lugari subcounty	2
Lurambi subcounty	2
Matungu subcounty	2
Mumias subcounty	2
Mumias subcounty	2
Navakholo subcounty	2
Shinyalu subcounty	2
Malava subcounty	2
Total	34

3.5 Sample Size and Sampling Procedure

According to Mclead (2014), sampling is a concept in modern statistics. It is the selection of components from a definite set that has elements with common characteristics. The selection is based on the assumption that to have a sample that represents the interest size of the population sufficiently is the leading research goal (Ponto, 2015).

From the study population, purposive sampling was employed. Purposive sampling is a deliberate choice of informants cantered on their capability to explicate a particular phenomenon, theme, or concept (Robinson, 2014). Therefore, it can be concluded that from sampling, precise inferences were drawn on all the components based on a

comparatively small number of units. Therefore, all the officers involved in disseminating information from the county to the sub-county levels were selected. They are the direct people in charge of the use of social media and governance in the Kakamega County Government. Again, their number was manageable in terms of data collection, as shown in table 3.1.

3.6 Data Collection Instruments

To find out the degree of the usage of social media in governance in Kakamega County, the study utilized a mixed-method approach. This involved a number of methods to generate data (Katsulis, 2003). A questionnaire was the only data generating instrument that was used (See Appendix I) to generate quantitative data. In terms of qualitative data generating tools, an interview guide (See Appendix II) was employed. These instruments are further discussed below.

3.6.1 Questionnaires

Questionnaires (See Appendix I) were utilized to collect quantitative data from the department concerned with communication dissemination in Kakamega County Government. The use of questionnaires is economical in time-saving and less expensive in obtaining information, which is factual (Best & Kahn, 2001). It is also easier to administer (Orodho, 2009). One can reach a large sample size of respondents quickly using questionnaires (Kombo & Tromp, 2006). The questionnaire used the Likert scale with five response options.

3.6.2 Interview Schedule

An interview guide (See Appendix II) was used to collect information from the officer in charge of the communication unit at the county level in Kakamega County Government. The purpose of the interview was to get opinions and ideas from the officer. The interview took the form of an informal conversation which enabled the researcher to make a follow-up, verify, enrich and validate the information obtained from the questionnaire. According to Kombo and Tromp (2006), the interview schedule gets the informants to open up and be responsive to the individual difference. It also allows probing. One collects in-depth information, which may not have been possible by the use of a questionnaire. This method also allowed for clarification of ideas and support or dispute findings from the questionnaires. Additionally, it enabled picking of the nonverbal cues as well.

3.7 Validity

The study was mixed research and engaged a single interview schedule and questionnaire methods. The questionnaire will be employed to produce quantitative data. Considering that, validation of the questionnaire was done as a quantitative data generation tool, while for other qualitative tools used, credibility was checked as later discussed.

Fraenkel and Wallen (2003, p.158) state that validity indicates the level that a test measures a specific data it is supposed to measure. Validity incorporates the various phases and parts of scientific research. There is a probability of measures being reliable and not valid.

The types of validity considered in this study were; content validity, criterion validity, and construct-related validity, which are discussed below.

3.7.1 Content Validity of the Questionnaire

According to the Oxford Dictionary (2021), Content validity focuses on analyzing if a particular test that the researcher performs represents the things the researcher aimed to indicate. It, therefore, helps in measuring if a specific test is representative of variant facets of the construct (Fraenkel & Wallen, 2003, p. 159). The data collection methods must address an essential part of the research; otherwise, the probability of the results being invalid would be high (Taherdoost, 2016).

As advised in Drost (2011), qualitative validity to measure content validity was used by ensuring that the domains of the concept are clear and the indicator in the research instruments fully measures the domains of the concept. Exhaustive literature review and the supervisors evaluated the instrument to check on clarity and appropriateness of the language. Additionally, the supervisors checked whether the content was measured with the study's objectives (Taherdoost, 2016). The instrument was then rewritten, incorporating the correction indicated by the supervisors. This process continued till the supervisors approved all the objects in the instruments.

3.7.2 Criterion-Related Validity of the Questionnaire

According to Fraenkel and Wallen (2003), Criterion validity is the variant that evaluates if the research outcome is consistent with the various tests performed on the same thing. It plays a significant role in testing ways results of tests related to conclusions of different tests (Taherdoost, 2016). Consequently, criterion validity measures the relationship between the results of criterion measurement and outcomes of measurements. High

correlation shows that precise test in which you have design measuring the thing it presumes to measure.

Criterion contamination was avoided by ensuring that an individual's score on the criterion is not influenced by the scorer's knowledge of the subject's predictor score (Cohen et al., 2007). Triangulation was used to measure criterion validity by the use of questionnaires and interview guides. Also, the researcher ensured that the content selected in the research tools would be relevant to the variables to be measured. Thus, triangulation was used for criterion-related validity.

3.7.3 Construct Evidence of the Questionnaire

Construct validity is a directly observable concept. The concepts can also be measured by observing then analyzing signs that are relative to them. This type of validity insists on measuring if the test measures the concept it purposed to measure. Construct validity is useful in assessing aspects the researcher may be interested in.

Indicator variables will measure each parameter. To ensure homogeneity, the researcher made sure that the instrument measures one construct only. The definitions of terms in chapter one and the literature review in chapter two explain the constructs well.

3.8 Reliability

Reliability alludes to the correct replicability of the cycles and the outcomes. A tool is viewed as dependable when it can get similar reactions whenever administration is done. Reliability is the general consistency of an action (Eisinga et al., 2012). They also attest that any arbitrary impact that will in general make the estimation not quite the same as

event to event is a wellspring of blunder except if the distinctions are with the end goal that they expand precise fluctuation.

Reliability was determined through the computation of the test-retest reliability test. This refers to a proportion of dependability acquired by regulating a similar test twice throughout some undefined time frame to a gathering of people (Colin & Julie, 2006). The findings from the first time and those from the second time were associated for assessment to determine soundness.

According to Mugenda and Mugenda (2003), a constant of 0.80 or above suggests a high degree of data reliability. After piloting in Nairobi County Government, the index acquired was looked at against the ideal qualities suggested by Mugenda and Mugenda (2003) and was found within the acceptable range. Consequently, the questionnaire was affirmed to be reliable.

3.9 Trustworthiness of the Qualitative Data Generation Instrument

As explained earlier, this study employed both a qualitative data generation instrument and a quantitative data generation instrument. To ascertain the trustworthiness of the qualitative data collection instrument, the study will use credibility, transferability, dependability, and conformability.

Anney (2014) noted that credibility is the certainty set in the reality of the exploration discoveries. The procedure for credibility includes ensuring findings of research done qualitatively convincing according to the point of view of the research subject. To upgrade believability, the analyst invested significant energy in the field to completely comprehend member points of view and balance her own.

Further, transferability alludes to the degree to which the study results from the review could apply to different settings (Lemon & Hayes, 2020). They furthermore note that it takes the place of the idea of validity externally. To accomplish this description in a ‘thick’ way will be utilized. It is a definite and exhaustive depiction of subtleties, the setting, and statements from members in the examination when mentioning observable facts and translations during an assortment of data (Tenny et al., 2020).

In addition, dependability affirms that discoveries are unmistakable to a particular general setting, and the consistency of clarifications is available across the information (Lemon & Hayes, 2020). Guaranteeing that a similar examination process produces similar fundamental discoveries regularly relies upon outer reviews; these reviews are an effective system for input to evaluate the honesty of starter discoveries (Miles et al., 2014). Subsequently, the researcher asked associates to survey all the examination systems and discoveries in the review region.

Confirmability alludes to the non-partisanship of the researcher in deciphering results; discoveries being liberated from inclination, including social-attractiveness predisposition, which can be innate since researchers plan and execute instruments (Nyirenda et al., 2020). Confirmability was reached through the reflexive diary. This involved laying out nitty-gritty procedural records kept up with without anyone else, the researcher. As per Anney (2014), it includes reflexive records kept by the analyst to ponder, likely decipher, and plan information assortment. The researcher will keep a reflexive diary, which incorporates all occasions in the field and individual appearances comparable to the review.

3.10 Data Collection Procedure

Before data collection, a permit for research from University of Nairobi was obtained (See Appendix III). A copy of the permit was carried to either proof to anyone who might have doubts of the researcher's dealing in the offices and/or to add credibility of data collection procedures to the respondents.

A pilot study was conducted at Nairobi County's governance offices. Thereafter, respondents were first given questionnaires which were self-administered, after which clarification of each item was done as the respondents mark the best option in the questionnaire as the item demands. The subjects were provided with the questionnaire at different times, depending on their availability. After questionnaire administration, an individual interview with the head of communication at the county level was done. This was done mainly for triangulation purposes.

3.11 Data analysis and presentation

The data from the research instruments were analysed systematically. Frequencies, percentages, means, and standard deviations were generated using SPSS, and the results were presented using graphs, tables, and pie charts. Therefore, the researcher used descriptive statistics to conduct a quantitative analysis.

The researcher employed thematic analysis in analysing qualitative data. The analysis of qualitative data involved four key stages, which were cyclical throughout the study. Therefore, the data generation and analysis overlapped each other. The stages of data analysis that were used are; transcription, open coding, axial coding, and selective coding in that order, as discussed by Jwan (2010).

Transcription, also called data reading, involves going through the data generated and closely scrutinizing the data to recall the researcher's events and experiences. Data from individual interviews were transcribed. A comprehensive summary was then written. Stage two entailed open coding, which involved reading the summary of the data generation method in stage one. This was followed by selecting data, interpretation, and presentation of the data in pre-selected themes based on the study objectives.

Open coding was followed by stage three, which involves axial coding. This phase involved the determination of information in which significant information was isolated from insignificant one. Comparative variables were assembled, and complex subtleties improved. In the last phase, particular coding, there was a story that interfaces the topics, choosing the concentrates that best showed the subjects chosen, recognizing corresponding and differentiating perspectives from the different information sources.

Percentages and frequencies were utilized to present analysed quantitative data, while the qualitatively analysed presentation was by narratives and themes according to the study objectives.

3.12 Ethical and Legal Considerations

Ethics alludes to the ethical rules guiding research from initiation up to its consummation and distribution of results (Jwan, 2010). There are sure specific issues considered in this concentrate as examined by Jwan, (2010). A permit for research was gotten to aid in data collection. Another factor was respondents' informed assent. The researchist disclosed to the respondents that the endeavor was an activity of the university that was official which is a prerequisite for the consummation of Masters Studies.

The participants were then disclosed to the nature and the goals of the survey and what was generally anticipated from participants. Participants were educated that they are allowed to decide to pull out from the investigation freely. The study also considered privacy and confidentiality. The subjects' information was kept private and confidential. To ensure this, the respondents were not identified in the research by their names, but rather, were kept anonymous.

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND DISCUSSION

4.0 Overview

This chapter focuses on the analysis, presentation, interpretation and discussion of the data collected depicting use of social media in governance in Kakamega County. The presentation and analysis were in line with objectives of the study. The study presented quantitative research findings using both descriptive statistical techniques where frequencies, percentages, mean scores were utilised. Qualitative data was gathered using an interview schedule from the head of communications at the county level was analysed by means of broad themes that produced more in-depth and comprehensive information that vitally complemented the quantitative findings. The main objective of the study was to examine the use of social media in governance in Kakamega County government.

The specific objectives were:

1. To examine factors informing appropriation of social media in governance in Kakamega County Government.
2. To determine modalities of use of social media in governance in Kakamega County Government.
3. To assess the effectiveness of the use of social media in governance in Kakamega County Government.

4.1 Demographic Data of the Respondents

The study sought to find out the demographic information for the respondents regarding their age, gender, highest academic qualifications and years of service in the County government of Kakamega.

4.1.1 Gender of the Respondents

The study sought to find out the demographic information of the respondents because it was intended to capture equal attention to males and females in response to the use of social media in governance in Kakamega County Government. Figure 4.1 presents the study results.

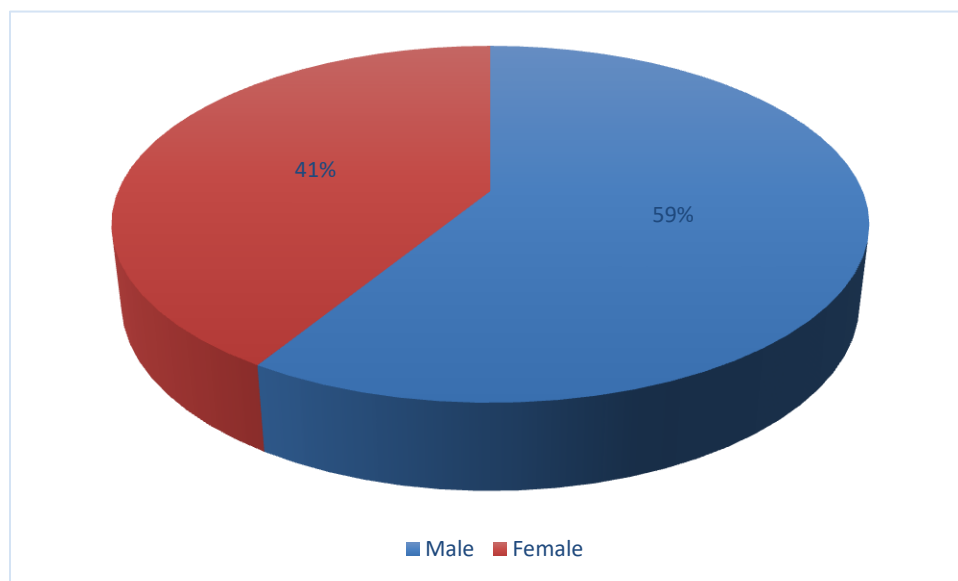


Figure 4.1: Gender of the Respondents

The findings presented in the Figure 4.1 showed that majority 20(58.8%) of the Kakamega county workers in charge of digital communication were male, whereas 14(41.2%) of the were female. Therefore, each gender was represented and the study was not biased on Gender.

4.1.2 Level of Education of the Respondents

The study sought to find out education level of the respondents because it was intended to capture equal attention to all respondents whose highest level of education are different. Figure 4.2 presents the study results.

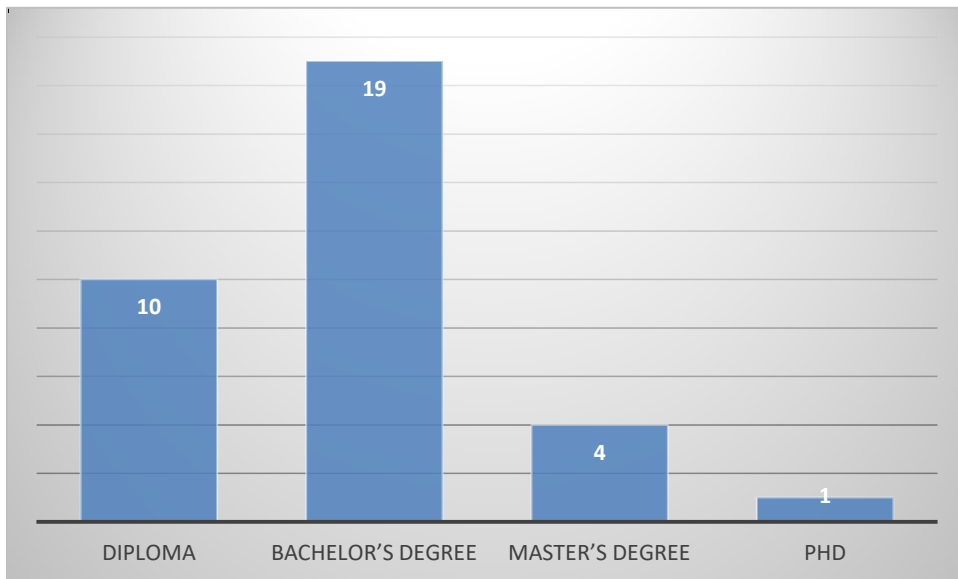


Figure 4.2: Highest Level of Education of the Respondents

The findings presented in the Figure 4.2 showed that majority 19(55.9%) of the Kakamega county workers in charge of communication had a Bachelor's degree in different fields of study. Also, 10(29.4%) had diploma from different colleges, 4(11.8%) had master's degree in different fields and finally only 1(3.0%) had PhD. The study was not biased on all levels of education because majority of education levels were represented.

Through the interview with the head of the communication unit, it was revealed that out of the 34 participants, only four have done a certificate course on social media and digital marketing course. This means that majority (30) of the participants have not been trained

on the same. These findings tally with the findings of a study by Sakali (2017) who observed that there has been little or no formal training on how government officials can use social media.

4.1.3 Age of the Respondents

The study also sought to find out the background information of the respondents based on their ages. The findings are summarized in Table 4.1.

Table 4.1: Age of the Respondents

	Frequency	Percentage
18-25 years	4	11.8
26-30 years	10	29.4
31-35 years	9	26.5
36-40 years	7	20.6
41 years and above	4	11.8

From Table 4.1 it was noted that majority of the respondents 10(29.4%) were between the age bracket of 26-30 years also, 9(26.5%) were of the age bracket of 31-35 years. 7(20.6%) of the respondents were of the age bracket 36-40 years. Finally, 4(11.8%) were respondents of age brackets 18-25 years and 41 years and above. The study was not biased on age because all age brackets were represented.

4.1.4 Work Experience with County Government in the Communication Team

The study also sought to find the duration that the respondents have worked with the county communication team, the results are shown in Figure 4.3.

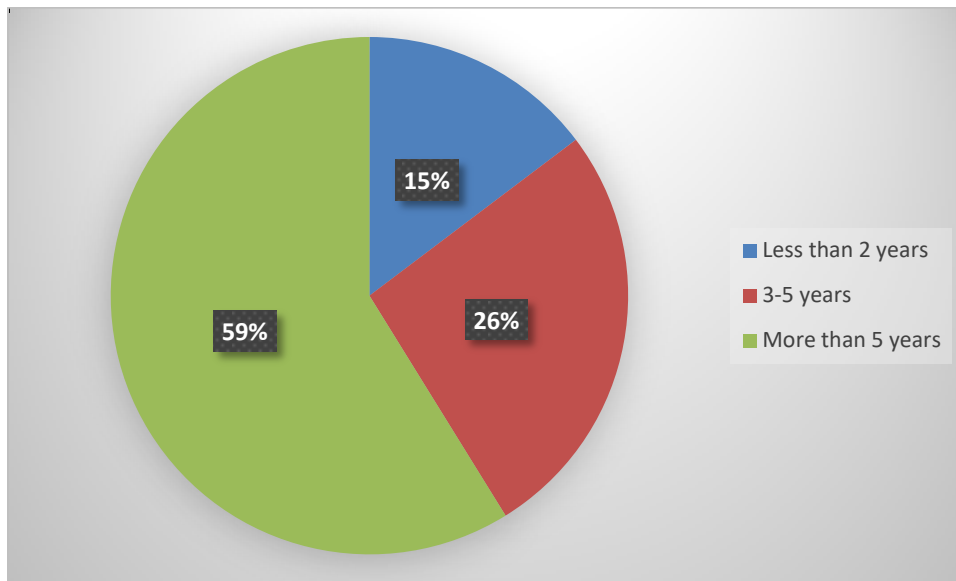


Figure 4.3: Duration of Services

According to the results showed in Figure 4.3, it was noted that majority of the respondents 20(59%) have worked for more than five years in County communication department. Also, 9(26%) of the respondents have worked for a period of 3-5 years in the County communication department. Finally, only 5(15%) of the respondents have worked for less than two years in the County communication department. This means that the study was not biased on duration that the respondents have worked in the county communication department.

It should be noted that out of the 34 respondents, only 33 of them were issued with questionnaires to fill. The head of the communication unit was the only one who was interviewed. Therefore, the quantitative data was based on the 33 respondents while qualitative data was generated from one participant.

4.2 Appropriation of Social Media Use in Governance in Kakamega County

The first objective of this study sought to establish factors that inform appropriation of social media in governance in Kakamega County. The subthemes examined here include: the most preferred social media platform, rating of social media platforms, number of social media platforms and determinants of social media platform use.

4.2.1 Most Preferred Social Media Platform

The study sought to finding out the media platform that is mostly preferred and used by the respondents in Kakamega county government. Respondents were asked to choose between Facebook, Twitter, Instagram, YouTube, Snapchat, TikTok, Blogs and any other platform that the respondents mostly use. The findings were represented in table 4.2.

Table 4.2: Most Preferred Social Media Platform

	Frequency	Percentage
Facebook	22	66.7
Twitter	2	6.1
Instagram	2	6.1
YouTube	4	12.1
Blogs	0	6.1
Snapchat	1	3.0
TikTok	2	0.0

According to findings in Table 4.2, it was noted that majority of the respondents 22(66.7%) preferred Facebook over other platforms while 4(12.1%) of the respondents preferred YouTube over other media platforms. Further, 2(6.1%) of the respondents

preferred Twitter, Instagram and TikTok respectively. 1(3.0%) of the respondents preferred Snapchat over other media platforms. Finally, there was no respondent who preferred Blogs over other social media platform. From the findings in Table 4.2, it can be concluded that Facebook is the most preferred social media platform compared to other platforms in Kakamega county governance.

The results from the questionnaire are similar to those from the interview where it was established that Facebook was the most preferred mode of information dissemination to the residents. It was also noted that as much as there are traces of twitter being used, its use is still picking. Other platforms that were mentioned having an impact on governance included YouTube and the county government website. The lack of training on courses such as social media and digital marketing as already mentioned might have a bearing on the minimal usage of some media platforms than the others.

The findings of this study tally with those of a study by Graham and Avery (2013) who assessed the use of social media by public administrators in U.S and established that Facebook is the main tool for communicating with the public through social media in local governments as indicated by 91% respondents.

4.2.2 Number of Social Media Platforms

In the appropriation of social media platforms, the researcher endeared to establish the number of social media platforms that the County government of Kakamega has and use daily basis. The findings from respondents were represented in the Table 4.3.

Table 4.3: The Number of Social Media Platforms

	Frequency	Percent
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One	2	6.1
Two	5	15.2
More than two	26	78.8

According to the findings in Table 4.3, majority of the respondents 26(78.8%) use more than two social media platforms. However, 5(15.2%) of the respondents said they only use two social media platforms within the county. 2(6.1%) of the respondents use only one social media platform.

4.2.3 Determinants of Social Media Use within Kakamega County Government

Lastly under this objective, the study sought to find out the determinants of social media use in the county government of Kakamega and the findings were represented in Table 4.4.

Table 4.4: Determinants of Social Media Use within Kakamega County Government

		SA	A	UD	D	SD	M	STD. dev
I choose social media platform based on the relevance of information available on the platform	F	18	9	2	3	1	4.2121	1.11124
	%	54.5	27.3	6.1	9.1	3.0		
My choice of social media platform is determined by the health and amount of content that is available	F	14	10	3	4	2	3.9091	1.25906
	%	42.4	30.3	9.1	12.1	6.1		
I choose social media due to the volume of contents on the platforms	F	15	8	4	4	2	3.9091	1.28364
	%	45.5	24.2	12.1	12.1	6.1		
My choice of social media platform is based on user generated contents	F	12	10	4	6	1	3.7879	1.21854
	%	36.4	30.3	12.1	18.2	3.0		
I choose social media platform based on my own timing	F	9	12	3	6	3	3.5455	1.32502
	%	27.3	36.4	9.1	18.2	9.1		
I chose my social media based on my social standings in the society.	F	11	6	1	12	3	3.3030	1.48923
	%	33.3	18.2	3.0	36.4	9.1		
My social media usage is determined by the targeted audience	F	11	9	3	8	2	3.5758	1.34699
	%	33.3	27.3	9.1	24.2	6.1		
My social media usage is determined by personal factors	F	6	6	4	12	5	2.8788	1.38649
	%	18.2	18.2	12.1	36.4	15.2		

SA-Strongly agree, A-Agree, UD-Uncecided, D-Disagree \$ SD-Strongly agree

n=33

M-Mean

STD. dev- Standard deviation

According to the findings in Table 4.4, 27(81.8%) of the respondents agreed and 4(12.1%) of the respondents disagreed that they choose social media platform based on the relevance of information available on the platform. The study findings showed in terms of means and standard deviation that they choose social media platform based on

the relevant of information available on the platform (Mean, =4.2121, Standard Deviation=1.11124).

Also 24(72.7%) of the respondents agreed and 6(18.2%) of the respondents disagreed that their choice of social media platform is determined by the health and amount of content that is available. The study findings showed in terms of means and standard deviation that their choice of social media platform is determined by the health and amount of content that is available (Mean, =3.9091, Standard Deviation=1.25906).

On top of that, 23(69.7%) of the respondents agreed and 6(18.2%) of the respondents disagreed that they choose social media due to the volume of contents on the platforms. The study findings showed in terms of means and standard deviation that they choose social media due to the volume of contents on the platforms (Mean, =3.9091, Standard Deviation=1.25906).

Furthermore, 22(66.7%) of the respondents agreed and 7(30.3%) disagreed that their choice of social media platform is based on user generated contents. The study findings showed in terms of means and standard deviation that their choice of social media platform is based on user generated contents. (Mean, =3.7879, Standard Deviation=1.21854).

Also, 21(63.7%) of the respondents agreed and 9(21.2%) of the respondents disagreed that they choose social media platform based on their own timing. The study findings showed in terms of means and standard deviation that they choose social media platform based on their own timing (Mean, =3.5455, Standard Deviation=1.32502).

Further, 17(51.5%) of the respondents agreed and 15(45.5%) of the respondents disagreed that they choose my social media based on their social standings in the society. The study findings showed in terms of means and standard deviation that they choose my social media based on their social standings in the society. (Mean, =3.3030, Standard Deviation=1.48923).

Further, 20(60.6%) of the respondents agreed and 10(30.3%) of the respondents disagreed that their social media usage is determined by the targeted audience. The study findings showed in terms of means and standard deviation that their social media usage is determined by the targeted audience. (Mean, =3.5758, Standard Deviation=1.34699).

Finally, 12(36.4) of the respondents agreed and 17(51.5%) of the respondents disagreed that their social media usage is determined by personal factors. The study findings showed in terms of means and standard deviation that their social media usage is determined by personal factors. (Mean, =2.8788, Standard Deviation=1.38649).

Through the interview, it was established that social media platforms are chosen based on the relevance of information available on the platform and other factors as discussed above from the findings from the questionnaire. However, it was clearly pointed out that the most crucial factor that determines the choice of social media platform was the target audience. This finding is quite dissimilar to what the majority of the participants believe because from the questionnaire, many believe that they choose a platform based on relevance of information available on the platform.

4.3 Modalities of Use of Social Media in Governance in Kakamega County

The second objective of the study aimed at examining the modalities of use for social media in Kakamega County Government. This was examined basing on the modalities the county uses for social media, monitoring or measurement of social media performance and measures put in place to ensure continued operation of social media by the County government.

4.3.1 General modalities of use of social media in Governance in Kakamega County

Basing on this sub-theme, the findings were as shown in table 4.5.

Table 4.5: Modalities of Social Media Use

	Frequency	Percent
Material modality which involves physical interface of the media.	6	18.2
Sensorial modality to evoke emotions of the audience to enable the county connects with them.	10	30.3
Spatiotemporal modality.	6	18.2
Semiotic modality which involves packaging of the message before it is disseminated to members of the public.	10	30.3

From Table 4.5, majority of the respondents 10(30.3%) use sensorial modality to evoke emotions of the audience to enable the county connect with them. Also, 10(30.3%) use Semiotic modality which involves packaging of the message before it is disseminated to members of the public. Further, 6(18.2%) of the respondents use material modality which involves physical interface of the media. Finally, 6(18.2%) of the respondents use spatiotemporal modality.

It was established through the interview that the county communication team majorly depends on public participation where the members of the county assembly are used as agents before the information about the county is deliberated on and disseminated. The subcounty administrators, ward administrators, community area administrators and community counsel are drivers of the information to be disseminated about the county government.

4.3.2 Monitoring of Social Media Performance

The study aimed at establishing the monitoring and measurement of social media performance in governance in Kakamega County. The results are indicated in table 4.6.

Table 4.6: Monitoring and Measurement of Social Media Performance

		YES	NO
Does your office use its social media tools to provide information about county government activities or policies to citizens?	Frequency	26	7
	Percentage	78.8	21.2
Does your office use social media to motivate citizens to become more engaged in local government?	Frequency	28	5
	Percentage	84.8	15.2
Does your office either formally or informally monitor or measure its social media performance?	Frequency	10	23
	Percentage	30.3	69.7
Did or does your organization actively publicize its social media tools to citizens?	Frequency	27	6
	Percentage	81.8	18.2

According to Table 4.6, it was noted that 26(78.8%) of the respondents agreed and 7(21.2%) of the respondents disagreed that their office use its social media tools to provide information about county government activities or policies to citizens. The

findings showed that their office use its social media tools to provide information about county government activities or policies to citizens. Also, 28(84.8%) of the respondents agreed and 5(15.2%) disagreed that their office use social media to motivate citizens to become more engaged in local government.

On top of that, it was noted that 10(30.3%) of the respondents agreed and 23(69.7%) disagreed that their office either formally or informally monitor or measure its social media performance. Finally, 27(81.8%) of the respondents agreed and 6(18.2%) disagreed that their organization actively publicize its social media tools to citizens.

Through the interview, it was also noted that there is constant monitoring of the use of social media in governance to check on the usage statistics.

4.3.3 Measures Put in Place to Ensure Continued Operation of Office’s Social Media Platforms

The study also sought to find out the measures put in place to ensure continued operation of office’s social media, among this measures were, staff-related, financial resources, training or skilled development, technology related and other measures. The findings are showed in Table 4.7.

Table 4.7: Measure Put in Place to Ensure Continued Operation of social Media platforms

	Staff-related	Financial resources	Training or skills development	Technology-related
Frequency	7	6	8	12

Percent	21.2	18.2	24.2	36.4
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According to table 4.7, it was noted that, majority of the respondents 12(36.4%) use technology related measures to ensure continued operation of their office social media, also, 8(24.2%) of the respondents use training or skills development to ensure continued operation. Further, 7(21.2%) of the respondents use staff related to ensure continued operation of their office social media. Finally, 6(18.2%) of the respondents use financial resources to fix their social media to ensure continued operation of their social media.

Specifically, the head of the communication unit through the interview noted that the prevalent measures in place to enhance social media usage include educating people on social media use as there is low usage according to the county communication unit statistics. Further, the office is starting to livestream on the development activities in order to help reach out to the people and educate them on the county developments.

4.4 Effectiveness of social media use in governance in Kakamega County

The third objective of the study was to establish the general effectiveness of social media use in governance of Kakamega County. A five-point Likert scale was used with five items. The responses were analyzed and have been presented in table 4.8.

Table 4.8: Effectiveness of Social Media Use in Kakamega County Governance

		SA	A	UD	D	SD	M	STD. dev
Use of social media enhances accountability since it puts county government projects under scrutiny.	F	1	4	1	6	21	1.7273	1.17985
	%	3.0	12.1	3.0	18.2	63.6		
Use of social medial enables the county government to get immediate feedback on various decisions made by the county.	F	14	12	2	2	3	3.9697	1.26206
	%	42.4	36.4	6.1	6.1	9.1		
Use of social media enables the county government to reach a significant number of members of the public within a short time.	F	1	6	1	6	19	1.9091	1.28364
	%	3	18.2	3.0	18.2	57.6		
Use of social media allows members of the public to participate in the governance and day to day running of the country affairs.	F	2	7	1	8	15	2.1818	1.37968
	%	6.1	21.2	3.0	24.2	45.5		
Use of social medial allows members to air their opinion freely without fear of victimization.	F	14	9	2	4	4	3.7576	1.43680
	%	42.4	27.3	6.1	12.1	12.1		

SA-Strongly agree, A-Agree, UD-Uncecided, D-Disagree \$ SD-Strongly agree

n=33

M-Mean

STD. dev- Standard deviation

From the findings in Table 4.8, it is noted that 5(15.1%) of the respondents agreed and 27(81.8%) disagreed that use of social media enhances accountability since it puts county government projects under scrutiny. Further, study findings showed in terms of means and standard deviation that their use of social media does not enhance accountability and does not put county government projects under scrutiny (Mean =1.17985, Standard Deviation=1.1798).

Also, 26(79%) of the respondents agreed and 5(15.2%) of the respondents disagreed that use of social media enables the county government to get immediate feedback on various decisions made by the county. Further, study findings showed in terms of means and standard deviation that their use of social media enables the county government to get immediate feedback on various decisions made by the county (Mean, =3.9697, Standard Deviation=1.26206).

Also, 7(21.2%) of the respondents agreed and 25(75.8%) of the respondents disagreed that use of social media enables the county government to reach a significant number of members of the public within a short time. The study findings showed in terms of means and standard deviation that their use of social media does not enable the county government to get immediate feedback on various decisions made by the county (Mean=1.9091, Standard Deviation=1.28364).

Further, 9(27.3%) of the respondents agreed and 23(69.7%) disagreed that use of social media allows members of the public to participate in the governance and day to day running of the country affairs. The study findings showed in terms of means and standard deviation that their use of social media does not allow members of the public to participate in the governance and day to day running of the country affairs (Mean=2.1818, Standard Deviation=1.37968).

Finally, 23(70%) of the respondents agreed and 8(24.2%) disagreed that use of social media allows members to air their opinion freely without fear of victimization. The study findings showed in terms of means and standard deviation that their use of social media

allows members to air their opinion freely without fear of victimization (Mean=3.7576, Standard Deviation=1.45839).

About the effectiveness of social media platforms in disseminating information, the head of the county communication unit through the interview observed that out of a rating of ten (10), the effectiveness be scored at three (3). In fact, out of the same rating, the feedback that is received form the consumers of social media can be rated at two (2). According to him, this scenario is attributed to misinformation, negative response on information and the fact that not everyone shares authentic information. This finding collaborates with the findings of a study by Tasnim et al. (2020) who noted that mmisinformation in social media use by the government caused chaotic circumstances and damaged the authenticity of the information

To add on that, the county communication team officers were generally asked to rate the use of social media by the county government as to whether the use is Very effective, Effective, Ineffective or whether the respondent is not sure. The findings are represented in Table 4.9.

Table 4.9: Rating of Social Media Use by the County Government

	Frequency	Percentage
Very effective	6	18.2
Effective	8	24.2
Ineffective	16	48.5
Not sure	3	9.1

From the findings in Table 4.9 it was noted that 14(42.4%) of the respondents rated the use of social media as effective. However, the majority 16(48.5%) of the respondents

rated the use of social media as ineffective. The findings therefore indicate that the respondents viewed use of social media platforms for governance as being ineffective.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This study was designed to investigate the utilization of social media in governance in Kakamega County in Kenya. Consequently, the study examined the general use of social media, the modalities in the usage of social media platforms, and lastly, the effectiveness of the social media platforms as an avenue of disseminating information from the county government. This chapter, therefore, presents the summary, conclusions, and recommendations of this study. This is based on the research findings that are presented and discussed in the previous chapter. The study's findings directly contribute to the enhancement of the use of social media in the governance of the county governments. Recommendations for further research have also been made.

5.2 Summary of Research Findings

This section entails a summary of the findings based on the objectives of this study.

5.2.1 Appropriation of Social Media in Governance in Kakamega County

The study established through the questionnaire that among Facebook, Twitter, Instagram, YouTube, Snapchat, Tik Tok and Blogs majority of the respondents 22(66.7%) preferred Facebook over other platforms while Twitter, Instagram and Tik Tok were least preferred. 1(3.0%) of the respondents preferred Snapchat over other media platforms. There was no respondent who preferred Blogs over other social media platform. Through the interview carried out, the results were similar which confirmed that Facebook was the most preferred mode of information dissemination to the residents

in Kakamega County governance. It was also noted that majority of the respondents 26(78.8%) use more than two social media platforms and only 2(6.1%) of the respondents use only one social media platform.

Further, it was observed that the choice of the social media platform to be utilized at a particular time was based on the relevance of information available on the platform, health and amount of content that is available and volume of contents on the platforms. It was also based on user generated contents, timing, social standings in the society, targeted audience, and by personal factors. As much as most of the participants issued with questionnaire believed that the most dominant determinant of the platform to use was relevance of the information available on the platform, the interview carried out revealed that the choice of platform was based on the target audience.

5.2.2 Modalities of use of social media in governance in Kakamega County

From the findings, majority of the respondents 60.6% of the participants use either sensorial modality to evoke emotions of the residents to enable the county connect with them or use Semiotic modality which involves packaging of the message before it is disseminated to members of the public. It was also established through the interview that the county communication team majorly depends on public participation before any information is disseminated to the masses.

Also, it was noted that majority 26(78.8%) of the respondents agreed that their office uses its social media tools to provide information about county government activities or policies to citizens. Further, 28(84.8%) of the respondents agreed and 5(15.2%) disagreed that their office uses social media to motivate citizens to become more engaged in local

government. Through the interview, it was also noted that there is constant monitoring of the use of social media in governance to check on the usage statistics.

The study also found out that majority of the respondents 12(36.4%) use technology related measures to ensure continued operation of their office social media, 8(24.2%) use training or skills development and 7(21.2%) use staff related measures to ensure continued operation of their office social media. Specifically, through the interview, educating people on social media use as there is low usage according to the county communication unit statistics were some of the measures taken to enhance social media use in the county governance.

5.2.3 Effectiveness of social media use in Kakamega county government

From the findings, in terms of means and standard deviation, use of social media does not enhance accountability since it puts county government projects under scrutiny (Mean =1.17985, Standard Deviation=1.1798). Also, 26(79%) of the respondents agreed that use of social media enables the county government to get immediate feedback on various decisions made by the county. Further, the study findings showed in terms of means and standard deviation that the use of social media does not enable the county government to get immediate feedback on various decisions made by the county (Mean=1.9091, Standard Deviation=1.28364).

It was also noted in terms of means and standard deviation that their use of social media does not allow members of the public to participate in the governance and day to day running of the country affairs (Mean=2.1818, Standard Deviation=1.37968). Finally, 23(70%) of the respondents agreed that use of social media allows members to air their

opinion freely without fear of victimization. Interview findings indicated that out of a rating of ten (10), the effectiveness was scored at three (3). According to the county head of communication unit, this scenario is attributed to misinformation, negative response on information and the fact that not everyone shares authentic information.

5.3 Conclusions

This study made the following conclusions:

1. Facebook was the most dominant social media platform of enhancing governance and its choice was based on relevance of information available on the platform and the target audience.
2. Sensorial and semiotic modalities are the most widely used to enhance social media connection between the county government and the residents. Further, social media use in governance is constantly checked in order to enhance efficiency.
3. Social media use in governance is ineffective in Kakamega county government. This is because according to the findings, use of social media does not enhance accountability nor does it enable the county government to reach a significant number of members of the public within a short time.

5.4 Recommendations

1. The county government should train more personnel on social media digital marketing in order to enhance usage of social media to disseminate information to the residents.

2. The county government should expand the platforms to reach more people. This will also enable the staff to use a variety of social media platforms instead of relying on Facebook alone mainly thus enhancing governance.
3. There needs to be enhancement of awareness among the residents in terms of social media consumption in order to enhance governance by them providing feedback about the progress of the county government and also for them to know the activities taking place in their county.
4. The central government together with the county government should put in core resources in terms of educating both the staff and the residents on the channeling of communication through social media in order for it to be an effective program.

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APPENDICES

APPENDIX I: QUESTIONNAIRE FOR THE COUNTY COMMUNICATION

UNIT

Section A: Demographic Information

1. What is your gender?
 - a) Male []
 - b) Female []
2. What is your age bracket?
 - a) 18 – 25 years []
 - b) 26 – 30 years []
 - c) 31 – 35 years []
 - d) 36 – 40 years []
 - e) 41 years and above []
3. For how long have you worked with the county government communication team?
 - c) Less than 2 years []
 - d) 3 – 5 years []
 - e) More than 5 years []
4. What is your highest level of academic qualification?
 - f) Diploma []
 - g) Bachelor degree []
 - h) Masters degree []
 - i) PhD []
 - a) Other qualifications (specify).....

Section B: Use of Social Media by the County Government

5. Which is your most preferred social media platform?
 - a) Facebook []
 - b) Twitter []
 - c) Instagram []
 - d) YouTube []
 - e) Snapchat []
 - f) Tiktok []
 - g) Blogs []
 - h) Any other (Please specify)
6. How many social media platforms does the county government have?
 - a) One []
 - b) Two []

c) More than two []

7. Which of the following statement best describes your use of social media?

Use the following scale

1= Strongly Agree, 2= agree, 3 -= Undecided, 4= Disagree, 5 = Strongly Disagree

Statement	1	2	3	4	5
I choose social media platform based on the relevant of information available on the platform					
My choice of social media platform is determined by the health and amount of content that is available					
I choose social media due to the volume of contents on the platforms					
My choice of social media platform us based on user generated contents					
I choose social media platform based on my own timing					
I chose my social media based on my social standings in the society.					
My social media usage is determined by the targeted audience					
My social media usage is determined by personal factors					

8. Which modalities does the county use for social media?

- a) Material modality which involves physical interface of the medium []
- b) Sensorial modality to evoke emotions of the audience to enable the county connect with them []
- c) Spatiotemporal modality []
- d) Semiotic modality which involves packaging of the message before it is disseminated to members of the public []

9. Please describe how monitoring or measurement of social media performance is carried by responding with a tick on the 'YES' or 'NO' box.

Item	YES	NO
Does your office use its social media tools to provide information about county government activities or policies to citizens?		

Does your office use social media to motivate citizens to become more engaged in local government?		
Does your office either formally or informally monitor or measure its social media performance?		
Did or does your organization actively publicize its social media tools to citizens?		

10. What measures have been put in place to ensure continued operation of your office’s social media efforts? Please tick one

- a) Staff-related.....
- b) Financial resources.....
- c) Training or skills development.....
- d) Technology-related.....
- e) Other
measures.....

11. How would you describe the effectiveness of the social media in governance in your county?

Use the following scale

1= Strongly Agree, 2= agree, 3 = Undecided, 4= Disagree, 5 = Strongly Disagree

Statement	1	2	3	4	5
Use of social media enhances accountability since it puts county government projects under scrutiny					
Use of social medial enables the county government to get immediate feedback on various decisions made by the county					
Use of social media enables the county government to reach a significant number of members of the public within a short time					
Use of social media allows members of the public to participate in the governance and day to day running of the country affairs					
Use of social medial allows members to air their opinion freely without fear of victimization					

12. How would you rate the use of social media by the county government?

- a) Very effective []
- b) Effective []
- c) Ineffective []
- d) Not sure []

APPENDIX II: INTERVIEW GUIDE FOR THE HEAD OF COMMUNICATION UNIT

1. How would you rate the use of social media by the county government?
2. Which is your most preferred social media platform?
3. How many social media platforms does the county government have?
4. Once the decision was made to implement social media, what factors were taken into account when determining which specific tools to use?
5. To what extent do you use social media?
6. Which modalities does the county use for social media?
7. Does your office either formally or informally monitor or measure its social media performance? If yes, Please describe how monitoring or measurement of social media performance is carried out.
8. What measures have been put in place to ensure continued operation of your office's social media efforts? Please tick one
9. How would you describe the effectiveness of the social media in governance in your county?
10. Did or does your organization actively publicize its social media tools to citizens?
If so:
Please explain how this was or is done
How effective do you feel the efforts to publicize the social media tools have been?
How might their effectiveness have been improved?
11. Has your organization encountered any major challenges in relation to its social media initiatives? Name them if any.

APPENDIX III: UNIVERISTY RESEARCH AUTHORIZATION LETTER



UNIVERSITY OF NAIROBI
FACULTY OF SOCIAL SCIENCE
Department of Journalism & Mass Communication

Telegram: Journalism Faculty Nairobi
Telephone: 254-020-491 0666, Ext. 25080, 28061
Director's Office: 254-020-4913308 Direct Line
Email: un@unbi.ac.ke

P.O. Box 20197
Nairobi
Kenya

OUR REF:
YOUR REF:

DATE: October 8, 2021

TO WHOM IT MAY CONCERN

RE: MULAMA BRENDA AYAKO - K50/35416/2019

This is to confirm that the above named is a bonafide student at the University of Nairobi, Department of Journalism and Mass Communication pursuing Master of Arts degree in Communication Studies.

Ms. Mulama has completed her course work and is currently going to collect data for her research project leading to a Master of Arts Degree in Communication Studies.

Any assistance accorded to her will be highly appreciated.



Wendy Chepkoei
 Senior Administrator
 Department of Journalism & Mass Communication

/dm

APPENDIX IV: MAP OF KAKAMEGA COUNTY

