INVESTIGATING THE USE OF VIDEO SNIPPETS ON TWITTER AS COMMUNICATION TOOL FOR SOCIAL CHANGE: CASE OF KENYA HUMAN RIGHT COMMISSION

BY

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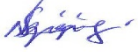
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DECLARATION

This research thesis is my original work and has not been presented for the award of a degree in any other institution of learning.

Signature Date 28th Nov 2022

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Supervisor

This research thesis has been submitted for examination with my approval as the appointed university supervisor.

Signature_____Date 28th Nov 2022

Dr. Samuel Ngigi

DEDICATION

This thesis is dedicated to my family for their incessant encouragement and reminder that I can achieve whatever I set my mind to, and that focus is the premise of all success.

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ABSTRACT

Most people's daily lives now include some kind of social networking. Twitter is a popular microblogging service because it allows users to communicate with their followers in real time. Its popularity has grown in recent years as more people discover the ease of sending short messages there. Furthermore, it creates a group of people who can talk about the topic at hand, increasing the likelihood that the issue's stakeholders will join in the discussion. To increase communication, the KHRC's social media strategy relies heavily on microblogging and video-sharing sites like as Twitter. Twitter users may highlight a certain discussion by mixing short text and video segments. However, the improvement in plan efficiency via the utilization of video snippets is not entirely understood. The Kentucky Human Rights Commission's (KHRC) approach for utilizing Twitter videos to promote equality in the state is uncertain. Given this context, we chose to investigate how the Kenya Human Rights Commission has utilized Twitter video clips to express its message and influence societal change (KHRC). The study's objectives were to (1) determine how frequently the Kenya Human Rights Commission uses Twitter for social change; (2) evaluate the effectiveness of video snippets in reaching the organization's target audience; and (3) evaluate the impact of the organization's use of video snippets on social change in Kenya. The study was directed by these three goals. This research is based on two major theoretical foundations: the "Magic Bullet" hypothesis and the "Uses and Gratifications" model. These two hypotheses serve as the basis for our research. The KHRC was the subject of examination in this qualitative, descriptive case study. Data was collected via a semi-structured questionnaire, which was then mapped into Google forms and published on the KHRC's Twitter account, where all of its followers could view and comment on it. The data was then analyzed using SPSS version 25, and the findings were shown in frequency tables and graphs. According to the poll, the most popular social media sites among Kenyans were WhatsApp, YouTube, and Facebook. Furthermore, 97% of respondents believed that using video clips to promote information about human rights was beneficial. Eighty-five percent of respondents took involved in Twitter debates about human rights by commenting (62 percent) or retweeting (58.8 percent), and nine out of ten respondents trusted the information they acquired from the KHRC-supplied video clips. Based on the results, the great majority of respondents (91%) believed that KHRC Twitter followers utilize video snippets to strengthen human rights communication. We came to this conclusion after conducting an inquiry.

According to the results, KHRC's use of video snippets to promote social change among Twitter users was successful and beneficial. As a result, it is recommended that the KHRC broaden its reach by employing new social media outlets such as WhatsApp and YouTube to reach a wider audience. The KHRC should also enhance the frequency with which it tweets human rights-related information, launch online dialogues to gather suggestions on how to improve this content, and listen to its Twitter followers. Finally, the KHRC should explore broadening its outreach efforts to include more mainstream media, such as television. This is due to the difficulties of obtaining internet connection and the expensive expense of accessing internet, especially when using video clips on Twitter.

TABLE OF CONTENT

LIST OF TABLES

LIST OF FUGURES

ACRONYMS AND ABBREVIATIONS

ICT - Information Communication Technology

KHRC – Kenya Human Rights Commission

SIT - Socially Interactive Technology

SPSS – Statistical Package for Social Sciences

UGT – Users and Gratification Theory

CHAPTER ONE
INTRODUCTION

1.1 Introduction

The significance of social media in contemporary life is increasing dramatically (Giordano & Giordano 2011). This research presents Twitter as a communication medium in an era when technology is continually altering notions of online social networking (Kapoor, et al., 2018). The service's spectacular surge in popularity over the last few years may be attributed to the ease of using Twitter to engage swiftly and briefly with people (Kaplan & Haenlein, 2011). Twitter is a free, global microblogging service that sends users' frequent updates (Mistry, 2011). Twitter is a flexible, user-friendly, and valuable worldwide arena for the sharing of information, ideas, and future predictions. Twitter users may rapidly share their ideas and views with the world (Bristol, et al 2010). Twitter public tweets are restricted to 140 characters and may include links to any internet-accessible information.

Twitter's capacity to promote ongoing dialogue will ultimately push all interested parties to participate (Thorpe & Rinehart, 2013). On Twitter, you may have candid conversations and exchange ideas with individuals from across the world who share your interests in the same subjects of study and worldviews (Polanitzer, 2018). After registering for Twitter, users are able to send and receive tweets from any Internet-connected computer or mobile device (del Mar Galvez-Rodriguez, et al., 2016).

Followers and the general public may see a user's tweets instantaneously on their Twitter feeds. Due of Twitter's real-time nature, news and changes may spread more rapidly (Grande et al, 2014). Users of Twitter's hashtag feature may share their everyday challenges with the world (Grasso & Crisci, 2016). Twitter status updates are an excellent method to track what people and businesses are doing on a daily basis (Gerlitz & Helmond 2013).

However, NGOs have been reluctant to use Twitter's retweets, hashtags, and other features that bring online conversations offline and into the real world (Lovejoy et al., 2012). In order to fully achieve the relationship-building potential of social media, non-profits must place a premium on nurturing engagement (Saffer, et al., 2013). There is evidence that a company's social media approach may influence the loyalty of its fan base (Guo& Saxton, 2014). Twitter's

ability to assist non-profits in tangible ways should not be underrated (Quinton & Fennemore, 2013).

To fulfill its goal of promoting a human rights-based culture among the citizens of the Republic of Kenya, the Kenya Human Rights Commission (KHRC) must use innovative teaching and outreach techniques. Utilizing the social networking website Twitter is one such way. Twitter is a game-changer for the internet activist movement, according to the Project for Excellence in Journalism (2009). The KHCR utilizes the Internet for a variety of purposes, including but not limited to the dissemination of information, the promotion of democratic discourse, decision-making, and lobbying, and the mobilization and coordination of collective action. Twitter users may freely express themselves by sharing links to videos, writing in a conversational tone, and using graphical symbols and emoticons (Vidal et al, 2015). Businesses and organizations may use Twitter to foster the growth of both offline and online social networks (Mesko, 2013). In light of this, it is relevant to investigate how social media might be used to foster conversation and generate new ideas for existing policy and practice.

To guarantee that all parties involved in human rights protection are on the same page, the KHRC utilizes strategic communication with offline and online partners. It maintains a Twitter account to inform its followers of the most recent news. In partnership with other partners, the Kenya Human Rights Commission has launched a number of ICT projects, such as Kenya's Human Rights Networks (Kenya Human Rights Commission, 2019). Twitter and other social media channels were used to track and report human rights infractions. KHRC equips citizens with the technological means to advocate for their rights. The KHRC often hosts online Twitter discussions and publishes the transcripts. A "snippet" is a text piece that may be put elsewhere. It is put into the text in response to a trigger or instruction. People like commenting on videos for the same reason that they spread rapidly: they stimulate engagement. Videos are the most-shared kind of material on Twitter. A tweet containing a video is three times more likely to be Retweeted than a tweet containing only a photo or GIF. You may improve the appearance of your material and give Google Search with more detailed information with a video snippet. Since the majority of individuals are accustomed to receiving information visually, the links in search results that contain videos are typically the most popular.

1.2 Background of the study

Development of internet technology has increased the number of online users in Kenya particularly through online access of mobile phones (Kariuki, 2016). It is estimated that about 37.8 million Kenyans have access to mobile phone technologies and the media searches have increased for video and email among Kenyans (Kemibaro, 2016). Affordability of smart phones have increased access to social media access because many people can afford, and this has improved sharing of information among Kenyans (Irungu, 2016). Access to internet and smart phones has increased human rights agitation by the Kenya National Commission on Human rights (KHRC).

Studies have indicated that social media platforms have created a major platform for promoting human rights activities in Kenya. Majority of Kenyans have embraced use of social media in promoting for their rights and this opportunity has been improved by use of video snippets on Twitter by the KHRC. Social media platforms have provided an opportunity for people to engage and discuss important issues about human rights. It is an important platform for people to use in communicating critical information about the status of human rights in Kenya. The KHRC has focused on a strategy of using video snippets on their Twitter handle because it is convenient, promotes understanding and increases the level of awareness. Majority of people using Twitter are conversant with videos and provides a basis of creating awareness and understanding and as a tool of communication.

Twitter plays an important part in the KHRC social media strategy that allows use of videos and microblogging to facilitate communication. It is possible for Twitter users to combine video snippets with short content to illustrate a particular communication. It is important in promoting human rights because it is less gated approach of communication that allows the commission to create awareness to a huge audience and create a community of people promoting a common cause of promoting human rights (Tweeternet, 2017). Video snippeting is a new method of communication in social media that enhances the level of understanding, which has become a major alternative communication (Kaigwa, 2016; Mark, 2016).

It is estimated that Kenyans are leading in using Twitter among other countries in Africa where over 76 million users are active (Ogutu, 2016). This provides an opportunity for KHRC to utilise the Twitter infrastructure to promote their mandate of promoting human rights using the video snippets and hash tags. This is an important strategy because majority of Kenyans are unemployed and have the requisite knowledge on how to use social media platforms (Ogutu, 2016).

Twitter has created a new frontier of communication in promoting human rights issues because of its convenience and use of video snippets to enhance communication. As such, it has developed a platform for people to communicate their convictions and experiences relating to human rights. It is possible for KHRC to expose human rights violations and abuses that need attention of state corporations and the government. The level of human rights violations in Kenya has increased particularly on issues like torture, disappearance, unfair trial and unlawful deprivation. The opportunity costs for KHRC in promoting human rights have improved through use of Twitter social media platform because it has reduced the geographical barrier and political interference in human rights issues. Twitter main strength in promoting human rights issues is its ability to support simultaneous and interactive communications for many people.

Video snippets on Twitter are important platforms for supporting information flows from a single source to a large audience who can participate actively in the communication. This provides an opportunity for KHRC to reach a large population with important information that can be used to enhance human rights protection. Twitter has become a tool for KHRC to undertake its mandate for promoting human rights to create awareness and obtain information. The large population of internet users in Kenya make it suitable for the commission to reach a large population and identify instances of human rights violation and abuses.

This study sets a need to identify the need for social media in achieving desired human rights activities in Kenya. Democracy and human rights are important aspects have improved access to critical information because of the influence digital technologies and social media. Video snippets are important in minimising misinformation and deceit that have existed in the

traditional media and provide an opportunity for all citizens to participate in human rights protection. Twitter provides an opportunity for KHRC to operate democratically because they are not influenced by liberalism and politics in the country (Keane, 1991). Thus, Video snippets allows the commission to work in a highly democratic environment where all citizens have an opportunity to express their freedom and serve the public effectively and limit human rights violations and abuse.

Recently, there has been a shift in the use of social media as a main platform for connecting people in Kenya. This has opened a new public sphere where the KHRC has an opportunity to address human rights violations issues effectively. However, the use of video snippets is not properly understood particularly in promoting the effectiveness of the strategy. It is not properly known how video snippets can effectively be used by the KHRC on Twitter to achieve the desired objective of the commission.

1.3 Statement of the problem

Transmitting information through video clips aids in people's ability to grasp the big picture. Video clips may reach a wider audience much more rapidly than static text or image communications. In recent years, there has been a rise in the popularity of using short video clips as a means of communication inside and outside of charitable organizations. Crotty and Kilboy (2015) argue that video excerpts are a vital medium for connecting with a larger audience because they allow humanitarian workers and disadvantaged groups to share their experience in a way that is both fascinating and emotive. Additionally, video excerpts are a significant tool for providing relationships with a larger audience. Visual media not only has the ability to build connections with its viewers, but also to encourage positive self-reflection in response to current events. Humanitarian assistance organizations are utilizing video footage to evoke an emotional reaction in the hopes of rallying more contributors and well-wishers to help alleviate the crisis.

As of 2018, nonprofits made up 37.8% of 360-degree video content (Garcia-Orosa& Pérez-Seijo, 2020).

Kenya's human rights organisation, the Kenyan Commission for Human Rights, has been using online videos to reach donors, government officials, and supporters. The Human Rights Commission always includes a video with their published statements. There has been a lack of empirical research on the impact of video clips on social change, therefore it is uncertain what kind of impact they may have. Despite the growing popularity of using video clips to reach a wider audience, this is still the case (Crotty & Kilboy, 2015; Garcia-Orosa, et al., 2020). According to the results of a study on the use of social media in humanitarian response undertaken by Lough (2022), the usage of social media has shown to be highly useful in this domain. However, the study focused on social media as a whole. The proposed study aims to fill up both conceptual and contextual gaps in the area by examining how humanitarian organizations are using video clips in their communication efforts to bring about social change. The proposed study would examine the use of Twitter video clips as a means of communication for social change, as requested by the Kenya Human Right Commission.

1.4 Objectives of study

The main objective of this study was to investigate the use of video snippets on twitter as communication tool for social change by the Kenya Human Right Commission (KHRC).

1.4.1 Specific Objectives

The study was guided by three specific objectives namely:

    i. To determine the extent of the use of Twitter by Kenya Human Rights Commission as a communication tool for social change in Kenya.

    ii. To analyze the effectiveness of the video snippets in communicating messages to audiences by Kenya Human Rights Commission.

    iii. To analyze the impact of video snippets usage by Kenya Human Rights Commission on social change in Kenya.

1.5 Significance of the study

This study will be significant to the Kenya Human Rights Commission in that it helps the commission to understand the best and most effective way of passing information on Twitter easily. In understanding the best way, the commission can adopt the method to effectively

discharge its mandate to reach as many users as possible in an effective manner. The study will be significant to the Non-Governmental Organizations Coordination Board which regulates the non-governmental organizations in Kenya to adopt the use of technology especially Twitter as their means of communication. The study will be significant to research because it will be used by future scholars who will be doing further studies on the topic. The study will be used as a reference for future research.

1.6 Scope of the study

This study is delimited to the Kenya Human Rights Commission. The KHRC employs strategic communication for offline and online stakeholders to coordinate efforts in realizing the protection of human rights at all levels. From conceptual scope, the study sought to determine the effectiveness of Twitter use by Kenya Human Rights Commission as a communication tool for social change, analyze the effectiveness of the use of videos in the Kenya Human Rights Commission tweets in attracting the attention of Twitter users and analyze the impact of the use of videos by the Kenya Human Rights Commission tweets in the propagation of information. The respondents were the employees of the commission from the various departments and the Twitter followers of KHRC. There are approximately 20 employees working with Kenya Human Rights Commission. The study was conducted between the months of October and November 2022.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of empirical literature from other scholars in relation to the study's objectives. It also highlights the theories guiding the study and the relationship between the study variables.

2.2 Empirical literature review

There is little question that the ubiquity of social media influences people's behavior. Thus, messages may impact particular groups in real time, leading to adjustments and advancement. Since the great majority of Kenyans belong to the first generation to grow up with broad access to several social media platforms, the Kenya Human Rights Commission has made the protection of their rights a primary priority (Birch, Kennedy, & Kruger, 2020). Kenyans use the internet to establish friends, learn a second language, and develop an understanding for different cultures, blending the real and the virtual (Chepkemoi, Situma, & Murunga, 2018). Individualism, emotional and intellectual openness, inclusivity, freedom of speech and strong opinions, innovation, obsession with maturity, the pleasure of research, quick satisfaction, and sensitivity to corporate interest, authentication, and trust define contemporary culture (Chepkemoi, Situma, & Murunga, 2018).

The Kenyan Human Rights Commission has a thorough understanding of how Kenyans perceive online hazards, the efficacy of local regulations, and the internet safety of their own children. In terms of safety, well-being, and moderation in social media use, exposure to unpleasant material, online victimization, dangerous online conduct, and even cyberbullying are among the top three concerns. Using contemporary communication networks such as Twitter, the Kenyan Human Rights Commission may shape, adapt, produce, and disseminate ideas and goods (Didace & Opiyo Andala, 2021). The Kenya Human Rights Commission has more latitude in dealing with authorities and the flexibility to achieve its aims, which include advocating for human rights among the Kenyan people, since its members are adept with

digital technology. In ICT pioneer nations, technical advancement has contributed to the democratization of the home. Individuals, organizations, states, and the whole international community Perspectives on Kenyan media consumption. Contradictory concerns on the solitary character of modern media consumption include the loss of communal traditions and ideals. Our objective is to discover how KHRCs may use Snippet to distribute information through video, and considering the association between extensive Internet use and dangerous behaviors, this issue is particularly pertinent (Ezenwa, Achieng, & Asena, 2022).

However, internet use alone is insufficient for risk evaluation. Some members of the Kenyan government are concerned that their citizens are unable to think rationally in the face of abundant internet information, particularly during emotionally heated election campaigns (Fang & Ha, 2015). Kenya Authority need KHRC scrutiny in order to safeguard the rights of its citizens. Some contend that countries with an out-of-date human rights commission relative to mainstream media are more likely to have issues with human rights breaches and other damaging actions. They should be referred to as "difficult online behaviors" rather than "hazardous online behaviors" since they are so prevalent among young Kenyans with little negative consequences. As a consequence, Kenyans have diverse views to social media usage, and the Commission intends to profit on this ever-more-popular form of communication (Ghanta, 2021). The Internet has altered the manner in which individuals are exposed to dangerous information, such as pornographic photos.

According to a recent survey, 57% of Kenyans have access to social media sites like Twitter, and the commission intends to use short films and snippets to increase awareness of human rights concerns. There were no recurring patterns or themes in their pornographic viewings. The most prevalent kinds of unwelcome communication are pop-up advertising, spam emails, and accidental trips to pornographic websites (Innocent & Opiyo Andala, 2021). Twenty-two percent of frequent and sometimes users in this age range (nine to nineteen) have seen a site with explicit violence or frightening images, and nine percent have landed onto a site that is unfriendly or biased towards a particular group (Mackey & Courtney, 2016). According to risk, impact, and preventive studies, excessive internet use, risk-taking, frequenting chat rooms, and

using the computer at a friend's home are all connected with exposure to sexual content online (Mayasari, Obaid, & Asni, 2019).

As a consequence, more and more individuals are being exposed to marketing and purchasing digital goods. Consequently, Kenyans are continually assaulted with marketing messages regardless of whether they are engaging in their preferred physical or online activities. Virtual communities and video games increasingly feature advertisements from the real world. In certain cultures, children's play may be a source of education. People with available funds may join a number of online groups and engage in online gaming (e.g., subscriptions, purchasing virtual items). Some of these virtual worlds even have an economy where "real money" (RTM) may be used to buy and sell virtual products and services (Muigai, 2020).

Social media has also contributed to an upsurge in Kenyans being sexually exploited online. Thus, Kenyans' ease access to contemporary technology has significantly contributed to the growth of peer-on-peer harassment. Recently, online groups have been beset by a new issue: cyberbullying. Studies indicate that conventional bullying begins in middle school, while cyberbullying begins in late elementary school and continues through high school. However, the abundance of these technologies has also made it simpler for malicious activities to propagate throughout cyberspace (Murumba, 2021). Since then, access to and involvement in potentially dangerous organizations have been seen as as perilous as exposure to inaccurate information. Those adolescents who have a particularly strong connection to this kind of knowledge may be more prone to engage in the behaviors it encourages (Murumba, 2021). Scholarly research demonstrates that hazardous online behavior explains online interpersonal victimization more well than individual behaviors (Murumba, 2021).

In light of this, recent studies indicate that when Kenyans use the Internet in groups, they are 40 percent more likely to engage in risky behavior or violate the rights of their fellow residents. Cyberbullying is merely one of the numerous harmful behaviors that may occur on the Internet. According to studies, the majority of cyberbullying offenders have also been victims of the phenomena. It is known that adults have bullied children in the past, but it is unknown how often this happens. Previous research has shown that children who are mistreated often have peers (Musau, Okoth, & Matula, 2017). Bullying and cyberbullying affect male pupils more

often than female students. Clearly, social media has contributed to the increase in Kenyans' online communication time. Being online facilitates the formation of new connections and the maintenance of existing ones.

With the use of Web 2.0 technologies like online communities, discussion forums, and cutting-edge websites, information and ideas may be shared and presented in unique ways. (Ngure, 2020).

According to research, a substantial proportion of Swedes belong to at least one online group (Ngure, 2020). Kids between the ages of 12 and 16 are the most likely to participate in online communities, with fifty percent of this age group joining to one or more such organizations. A bit less than half of men fall into these groups, whereas somewhat more than two-thirds of women do. Parents' concerns about their children's Internet use include the risk that their children could be exposed to hazardous information, their children's ability to converse securely with strangers online, and the possibility that their children will become victims of cyberbullying. Other experts, however, contend that the great majority of internet connections initiated by adolescents are between children of comparable ages whose parents are acquainted. Socially interactive technology (SIT) must be explored to offer context for why and how social media has altered the lives of Kenyans in the twenty-first century (Nyambura Mwangi, 2018). SITs, like as instant messaging and texting, influence the formation of contemporary Kenyan communities. SITs enable the formation and growth of separate online social networks among non-English speakers by promoting quick and inexpensive online communication (Nyambura Mwangi, 2018). Many Kenyans are concerned that their internet habits are negatively impacting their offline connections. Many individuals have discussed the prevalence of technology in the lives of today's youth (Nyambura Mwangi, 2018).

According to media and parent surveys, attitudes on the social advantages of Kenyans' greater use of socially interactive technology are diverse, ranging from the gadgets' ability to help them overcome feelings of loneliness and isolation to the social dangers of its abuse. Individual and social elements impact the acceptance and use of SIT, just as they do any other technology. Understanding the theory behind developing technologies is crucial for understanding their future applications (Ogaji, Okoyeukwu, Wanjiku, Osiro, & Ogutu, 2017). Many important

concerns remain unresolved, such as what group dynamics encourage The Commission to embrace specific technologies or to utilize them in a particular way, or how the Kenya Human Rights Commission's actual usage of these technologies promotes social change (Ogaji, Okoyeukwu, Wanjiku, Osiro, & Ogutu, 2017).

Despite the fact that social media groups in Kenya are regularly identified as an integral component of both online and offline communication, research on social networks is scarce. The few studies undertaken on social networks made possible by KHRCs have neither gathered network data nor utilised them in any assessments of the devices' usage by Human Rights activists. Network analysis is vital because it sheds insight into the interactions between people, groups, and organizations. Exploratory research was done better to comprehend the impacts of socially interactive technology on Kenyans. Consequently, this study aims to determine how the Kenya Human Rights Commission has profited from Twitter and how it may utilize tweet fragments to improve the efficiency of the Kenyan jail system.

2.2.1 Twitter usage enhances KHRC work

The scholarly community has focused heavily on the many beneficial psychological and societal effects. The following are some notable instances. "The need to construct a valued self-image validated and supported by one's contemporaries is at the heart of the expansion of online communication," writes Livingstone (2019). Four out of every ten Kenyan polled claimed they had met new friends on the Internet, but only one-third said they had reinforced ties with those they already had. According to Valkenburg and Peter (2017), teenage internet users who participated in frequent online conversations reported greater overall pleasure levels. Increased control and fewer signals might explain the positive results reported with online communication. Since personal self-disclosure is a primary predictor of reciprocal liking, caring, and trust among teenagers, it's probable that the Internet has improved the quality of juvenile friendships.

The study participants who "had built strong social relationships at younger ages were more likely to embrace online communication." They interpret this as a sign of deeper and longer-lasting relationships and a greater desire to learn. Because of the prevalence of social media,

everyone has become better at interacting with others. According to Hundley and Styles, the number of people on your "friends" list is an indication of your social standing and attractiveness to others.

2.2.2 The effectiveness of the video snippets in communicating a message to audiences

There are many things to think about while trying to convey a message in a short video, mainly if that message is lengthy. Communicating the ideas clearly and concisely is essential if one wants to keep the audience's interest (Lee, 2019). Accurate language, a well-organized framework, and helpful visual and acoustic cues are necessary for efficient communication. It is tough to misinterpret the message when situations like this prevail. Finding out who people are writing for is the first step in finding the right voice and tone for the news. From the start, one should think about whom they are writing for and what one wants to achieve with the message (Lee, 2019). Who will see this video, and what will they take away from it? Once one knows whom they are writing for, one may tailor the material to their interests. Knowing whom one is writing for can help one choose what topics will resonate with them. Make use of this as a jumping-off point for the main argument.

Protest is an important civil duty for achieving desired objectives in promoting human rights issues in a democratic nation. According to Bosch et al. (2018), protests play an important role in the political situation of a country to create awareness about existence of human rights issues. Protests are undertaken where a group of people feel dissent from certain important issues in the society and their voice is not properly heard. Twitter as a social platform provides major basis for human rights defenders to mobilise people and protest in case they feel their human rights are violated (Eesuola 2015).

Structural forces within the society that exist because of several reasons like violation of fundamental human rights by the government motivate protests. According to Eckstein and Merino (2001), protests in the arena of human rights arise from authoritarian regimes that fail to protect the human rights of its citizens through its governorship strategies. Twitter provides a platform for supporting an existing claim on human rights violation or denying its existence. Evans (1980) noted that protests through the social networks play an important role in

advancing social change and protection of human rights. Therefore, studies have supported the importance of social media platforms in supporting protests against human rights violations by engaging the public (Eesuola 2015).

Human rights groups leverage the virtual social space provided by Twitter to advance its challenges, frame discussions, and create awareness about human rights violations (Carroll & Hackett 2006). Twitter as a social media platform has increased the level of accountability and promotion of human rights in Kenya. Video snippets provided through Twitter are shared through the online platform and this provides an important strategy of sharing vital information about violation on a global scale. Video snippets will attract protestors across the nation and the world to join in protesting and call responsible organizations and entities to act accordingly to protect further violation of human rights. Governments will act fast to video snippets because they fear reprisal and condemnation from the global society, and this leads to a better human rights protection strategy (Karatzogianni, 2015). Contrarily, authoritarian regimes have dealt with Twitter platforms by pulling them down to reduce the influence created by sharing of vital information about human rights violations. Dahir (2019) have established that governments in Africa like Ethiopia, Chad and Sudan have shut down internet to minimise the influence of Twitter in promoting human rights. However, in Kenya, the internet has enjoyed a lot for media freedom, and the role played by KHRC through using Twitter has served a proper role of supporting realisation of human rights.

2.2.3 The impact of video snippets usage

The popularity of viewing films online has gradually increased over the previous several years, and it seems to have peaked lately. By 2022, consumer online video traffic will be more than 15 times what it was in 2017 (Wakoli, 2018). YouTube currently gets 13.40% of all search traffic, making it the world's second most popular website, behind only Google. There is a vast range of video material, which is separated by categories such as "YouTube Videos," "Instagram Videos," and "Corporate & Product Videos." It also includes several videos in the search results. With each passing information cycle, the fight for people's attention gets more intense. When utilizing videos for marketing, bear in mind both video-rich snippets (which assist in social media brand exposure and promotion) and video snippets (which aid in Search

Engine Optimization (SEO) for company findability) (Wakoli, 2018). One may have a little movie play alongside the result to let the user know if the Google search result contains a video that may be relevant. These are longer rich media snippets rather than short ones (more like a teaser to any lengthier programs).

A video selection by a search engine user is optional, although it boosts the video's discoverability.

Twitter has achieved success in promoting social change because of the amount of data that it allows the KHRC to collect about human rights violations and abuses (Melgaco & Monaghan, 2018). Human rights defenders can identify the video snippets from previous regimes and report any matter that is like the commission. This has played a critical role in enabling the KHRC to document and commemorate its struggles for achieving human rights in the Kenya (Melgaco & Monaghan, 2018). Citizens can view the commission's web pages, make Tweets, and share online links that helps the commission to access the online archive of the video snippets in real-time of all human rights violation issues as they occur in the society (Baer, 2018).

The Forbes magazine (2020) has reported the need for Twitter video snippets to be checked for accuracy because sometimes inaccurate information can be shared through the links. This is supported by another study by Sunstein (2002) who have established that Twitter provides an easy and effective way of sharing information that is not guaranteed accuracy. Also, an element of owner's bias makes citizens avoid private spaces, leading to a high level of prejudice on social media platforms like Twitter (Morozov, 2012). Thus, Twitter can be used by authoritarian regimes to exploit citizens through surveillance and oppression. Misinformation and surveillance if not properly controlled by the KHRC can lead to public apathy, keyboardism and slacktivism and hinder meaningful social change in the society (Tufekci, 2017). According to Nyabola (2018), online Twitter users can only focus on protests without meaningful focus on human rights.

The concept of slacktivism in Twitter is insufficient to be considered a barrier to effective human rights protests. For example, physically challenged people face human rights violations

that should be addressed differently, and this can complicate their protests for human rights. According to the Guardian (2016) without providing a uniform platform for protesting human rights violations, KHRC will fail in supporting the rights of disabled people who face limited resources and money (Lilleker et al., 2019). Also, the video snippets may be ineffective in a situation where some people are not able to visualize the video. Gerodimos (2019) argues that video snippets effectively communicate human rights issues because they present citizens' imaginations in the society.

Video snippets play an important role in shaping frames for discussion about human rights in the country. According to Brantner et al. (2011), video snippets have an important role in developing and evoking emotions about human rights violations and call for action from the state agencies. Video snippets play a fundamental role in cutting through communication and this plays a pivotal role in ensuring success of promoting human rights in the society (Lilleker et al., 2019). On the other hand, video snippets if wrongly understood can affect the democratisation process where people have civil liberties to allow access human rights (Messaris, 2019). For instance, communication technologies allow for editing of video snippets and this can create unnecessary protests based on human rights. Thus, the public becomes suspicious about the visual snippets shared by the KHRC about the extent of human rights violations and abuses. Contrarily, Blaagaard et al. (2017) notes that video snippets are still critical in ensuring human rights are visible in the society.

2.3 Theoretical Framework
This study is anchored on two theories namely the Magic Bullet Theory and the Uses and Gratification Theory.

2.3.1 Magic Bullet Theory
In this theory, it is perceived that messages transmitted through Twitter handle of the KHRC are powerful and have a great influence in promoting the human rights issues in the society. The audience considers the information shared by a respected organization immediately it is injected into their minds through the online platforms. The information shared from one point to another has a bullet effect and creates a more fundamental effect when shared through video

snippets provided by Twitter. According to this theory, the video snippets create awareness about human rights violations in the country and call for action. The audience under this theory has no choice but to accept the information shared through Twitter video snippets as accurate and one the needs action (Self et al., 2009). Thus, this theory asserts that the communication promoted through this media is so powerful and provides recipients with an opportunity to process and integrate the information obtained (Schramm, 1994).

2.3.2 The Uses and Gratification Theory

The Uses and Satisfactions Theory (UGT) was developed to explain why and how individuals seek out certain forms of media to satisfy their specific needs. UGT is interested in the how and the why of media consumption. The Users' Goals Theory (UGT) examines how consumers pick media for specific goals, including education, leisure, sociability, amusement, and escape. The hypothesis suggests that individuals are not passively viewing television when seated. Instead, the audience chooses what they see and how they may use what they have learned. UGT varies from previous theoretical frameworks in that it encourages viewers to actively seek out and consume media that satisfies their particular informational and emotional needs. This idea posits that diverse forms of media compete to provide the most satisfaction to their audiences.

Modern Applications of Uses & Gratifications Research UGT Analysis of Twitter

Twitter is a microblogging website that lets users connect privately with one another and with the media at large. A desire for "an informal feeling of camaraderie" (connection) with other Twitter users is positively related to time spent on the platform (Quarmby, 2014). In addition, the number of tweets, responses, and public messages contributed to the ease of communication amongst Twitter users. As a result, viewers were likelier to engage with and appreciate the medium.

Hypodermic Needle Model

The hypodermic needle model (also called the hypodermic syringe model, the transmission belt model, or the magic bullet theory) says that a message is received and understood exactly as it

was meant. The theory has its roots in behaviorism from the 1930s, but most people today don't think it's essential.

Concept

However, despite their appealing titles, not all experts subscribe to the "Magic Needle Theory" or the "Hypodermic Needle Theory" of immediate effect. Not based on evidence but on preconceived notions, scientists never took the magic bullet idea seriously. a belief, paraphrased as follows: "humans are continually driven by their biologically rooted 'instincts,' and that they respond more or less uniformly to whatever stimuli come along." Some people think that a wellpositioned media message may have the same impact as a bullet shot straight into the brain of its target audience (Wakoli, 2018). The Hypodermic Needle Model proposes that the media just injects its messages into a susceptible audience. The message has an immediate impact on this disinterested group of listeners. The public is a "sitting duck," readily influenced by false information spread via the media. Both theory and observation suggest that audiences pay close attention to the messages they encounter in the media.

Later developments

When someone receives a message in this way, it is intentional. As a consequence, this concept is often represented by the metaphor of a hypodermic needle being injected into human flesh. As study methodologies advanced, however, it became clear that the media had minimal impact on individuals.

In "The People's Choice," Lazarsfeld utilizes election statistics to refute the "Magic Bullet" and "Hypodermic Needle" models, stating that the campaign's effects were inadequate to fully convince "helpless audiences," as Lasswell had stated. Recent study indicates that viewers may choose pay attention to certain signals. In response to Lazarsfeld's rejection of conventional communication theories, new ideas addressing the effect of the media on society were developed (Sunderland & Stewart, 2020). In 1944, Lazarsfeld presented the two-phase flow model of communication. The two-step flow concept is predicated on the idea that information flows from the media to both influential individuals and the general public. 1955 studies and publications of Elihu Katz were crucial to the success of the scheme. As a consequence, the media depended on this renowned expert to assist in disseminating the news to the general

public. A person who is well-known for their expertise and level of influence in a certain sector is an opinion leader (Wakoli, 2018). Notable members of society who also consume and comment on the news. Some communication theories, such as the "two-step flow model," suggest that it now takes longer for the effects of media on viewers to become apparent. Consequently, social interactions and even selective exposure are becoming more influential than mainstream media in shaping public opinion.

2.4 Conceptual framework

This section provides a relationship between the independent variable and the dependent variable. The KHRC uses Twitter and video snippets to mobilise, promote social change, and create awareness about any form of human rights discontent (Gitonga, 2015). The connective action logic provides that video snippets used by the KHRC are effective in promoting the level of human rights awareness in Kenya (Nyabola, 2018). Twitter feeds a digital social network that enhances engagement and allows citizens to express their human rights violations and abuses (Bennett & Segerberg, 2012). The Twitter platform serve as an organising agent that allows participants in human rights defence to share information and create awareness (Kaigwa, 2017). Thus, the use of video snippets provides an opportunity for human rights defenders and citizens to frame human rights issues and use the technology to protest and seek social change in the society (Bennett & Segerberg, 2012).

Twitter allows citizens to commit an action and recommend other to share their individual experiences through the video snippets and connect it to a large audience. This is sufficient in promoting human rights issues because it identifies human rights violations and shares them with a large population through videos. The connection provided by Twitter can be organizational based or crowd based. The organisational based connection is influenced by activist resources that adopt the modus operandi of personalised engagement in promoting human rights violations and abuses. A crowd-based connection lacks lead actors and is influenced by individual frames where they recognise Twitter as a medium of interaction (Bennet & Segerberg 2012; Bennett et al., 2015). This is basis of the KHRC operations that defines the narratives and mobilises members to achieve a social change in human rights protection. Crowd-enabled connections allow citizens to join a human rights network to

promote their social course. The connections are supported by Twitter social network that is used to expose and protest against human rights abuse information (Breuer, 2012).

Independent Variable   **Dependent Variable**

Twitter Usage by KHRC

Information exchange

Communication tool

Social change

Effectiveness of the usage
Use of snippet
Impact of snippet
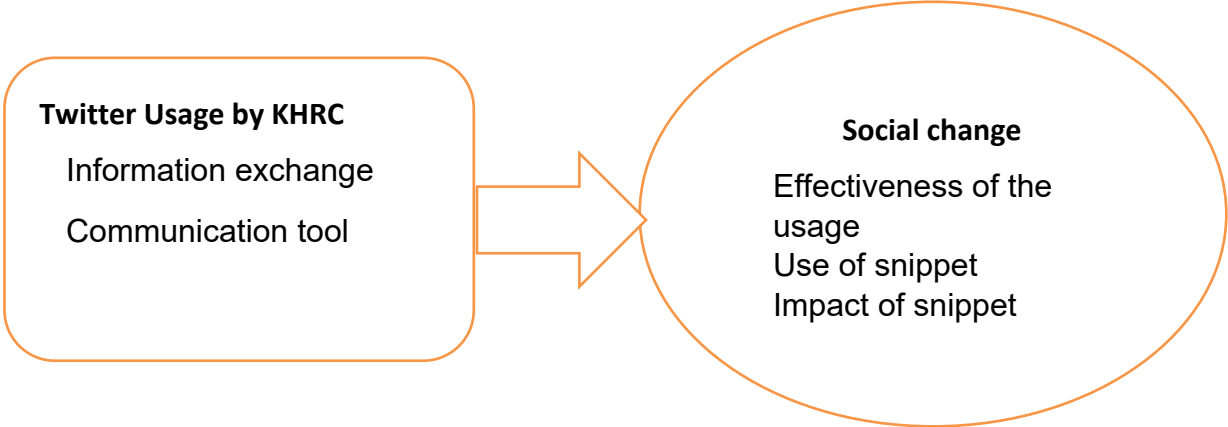
Figure 2.1: The conceptual Framework

CHAPTER THREE
METHODOLOGY

3.1 Introduction

This section provides the methodology that was used to undertake the inquiry and complete data collection, analysis, and presentation. A methodology is a process selected by a researcher for purposes of studying the methods used in data collection and analysis (Martin, 2009). Therefore, a methodology is an important part of a research study because it details the plan for executing a research study by providing the rules that should be followed to achieve desired objectives (Dury, 2008).

3.2 Research Paradigm

The four pillars of research philosophy are ontology, epistemology, axiology, and methodology. It was assumed that the nature of the cosmos and the nature of the human in social contexts are mutually dependent in order to investigate these three hypotheses. Because everyone has their own preconceived notions about how the world works, broadening one's perspective by understanding the perspectives of others is beneficial. As a result, normative ontology strongly emphasises the independence of social processes.

Researchers' interpretive frameworks' philosophical assumptions range from positivism and post-positivism to interpretivism, constructivism, transformation, and post-modernism. We will conduct research on this topic using an interpretive approach. The researcher places a premium on an individual's ability to conceptualize and interpret the logic of their environment in this line of inquiry. The most important implication of this paradigm is that each person's perspective and history must be considered when processing data.

3.3 Research Design

The objectives of the study were achieved by using a case study research design that offers a more practical approach to the intended goals. Case studies in research are linked to undertaking an investigation of an entity within a particular area of study (Bell & Emory, 2011). Case studies are crucial in research because they offer a suitable study context that gives

an accurate response to the study questions (Eikelmann et al., 2009). The participants of the study were the Kenya Human Rights Commission members that have used Twitter video snippets to communicate with members of the public, human rights activists, and Twitter followers of the KHRC. These participants were interviewed so that the impact of using video snippets as a communication tool through Twitter is properly achieved.

3.4 Target Population and Sample Size

It is important to selectively choose the respondents in this study so that research questions can be answered adequately in this study. Suitable respondents give an accurate account of responses to the study questions and allow for a precise analysis of the questions. The selection criterion for participants focused on admitting persons with prior knowledge and experience about the video snippets and Twitter. Therefore, the participants were selected from social Twitter and whom the researcher is familiar with them. At least six Kenya Human rights Commission (KHRC) officials were selected to provide insights about the research questions. These six participants are selected so that they can have enough time individually to provide their story and give an opportunity for the research to complete an analysis of the findings. All interviews in the study will be conducted in English because it is a common language to people using the KHRC social network platforms.

Similarly, Twitter followers of KHRC were also targeted to give their experience in the use of video snippets shared by KHRC. It is important that the study concentrated on individuals and not groups so that the freedom provided by the degree of response is properly utilized during an interview (Dury, 2008). In addition, a group interview can jeopardize the sincerity of the responses because they may be influenced by responses given by their colleagues. This can limit their free ability to provide a free and unbiased response to the study questions. Therefore, the researcher will rely on a reflective dyadic approach during the interview to ensure that all participants are able to give accurate account of their perception (Martin, 2009). In this approach, the researcher developed a loose interaction with the respondents to allow them to communicate freely and reflect their personal experiences on the research questions.

To arrive at a sample size, a Fischer dependent formula (Cochran., 1963; Gorstein, 2007) was applied below. By determining the minimum sample size needed for precision in estimating proportions, the sample size was extracted by considering the standard normal deviation set at 95 percent confidence level (1.96), percentage selection or answer (50 percent = 0.5) and confidence interval (0.05 = ±5).

The formula is:

$$n = \frac{z^2 (p) (1-p)}{c^2}$$

Where:

n = size of the sample

z = standard normal deviation set at 95% confidence level

p = percentage picking a choice or response

c = confidence interval

$$n = \frac{1.96^2 (0.5) (1-0.5)}{0.05^2}$$

= 384.16

Therefore, a sample of 384 respondents was proposed for the study.

3.5 Sampling and Sampling Procedures

This study used a simple random sampling method to select the Twitter followers of KHRC. The survey was posted on the Twitter handle of KHRC and followers were asked to respond to the questionnaire. In addition, purposive sampling technique where special focus was directed towards Twitter handlers of the Kenya Human Rights Commission social media platform. This was important because it provided information on how the commissioners are able to interact with their followers using video snippets. It is critical that a purposive sampling is used in this study because twitter handlers have great experience with video snippets and give an accurate account of their impact. KHRC commissioners, human rights activists and its followers be representative of the entire population that continuously use social media as a communication tool as part of their experiences.

3.6 Data Collection methods

It is important to select a suitable data collection method that will guarantee accurate results for analysis in the paper. This is critical in supporting a deeper understanding of the challenges and complexities created by unbalanced power issues in the study (Gorry & Westbrook, 2009). Primary sources of data provide an opportunity for performing interview and evaluating existing data collected. The researcher developed a structured questionnaire so that it can guide the study questions during data collection. Semi-structured questions will be used in this study with open and close-ended questions the opinion of respondents about the impact of video snippets was critical to create a high level of flexibility (Bell & Emory, 2011). The questionnaire was then mapped onto google forms and posted in the twitter handle of KHRC where all the followers can see it. The followers will then be asked to respond to the questionnaire.

3.7 Data Analysis

The data analysed depended on the nature of responses from twitter followers using the social media handle of the KHRC. Quantitative data from closed questions was analysed using descriptive statistics and presented using frequency tables and graphs. Information from open ended questions was used to corroborate the quantitative data and was organized thematically based on the themes and presented in narrative or verbatim quotes.

3.8 Reliability and Validity of Data

Responses obtained in a study must be consistent to achieve the desired level of validity and reliability (Freberg et al., 2010). Reliability is the consistency level of different study instances obtained from different observers. A study should be able to provide reliable results that are credible so that it can be used to develop policies and other improvements within an organization. In addition, the validity of results in this study was obtained from replicating the study findings with similar conditions for the respondents. This is a limitation for qualitative studies because it is impossible to obtain the same response with a similar informant and use the research questions.

3.9 Ethical Considerations

Ethics is important in any research study because it guides the whole process in ensuring that credible results are achieved without offending other people. Research ethics is binding and must be followed by allow persons involved in the study without consideration of the circumstances affecting the study (Gorry & Westbrook, 2009). In this study, the management bodies where the respondents selected were required to provide prior permission for their individuals to be used in the study. In particular, the researcher sought to obtain verbal permission for communication from management bodies.

All participants in this study were required to make informed decisions where they had crucial understanding and apprehension of issues under investigation (Martin, 2009). Study informants were also required to voluntarily take part in the study without any form of coercion to participate in the study. However, voluntary participation was achieved after the individuals had been adequately informed about the study's insights. Also, the respondents were allowed to withdraw from the study at any point during the process.

CHAPTER FOUR
RESULTS AND INTERPRETATIONS

4.1 Introduction

This chapter covers the data analysis, presentation of findings and discussions on use of video snippets by Kenya Human Rights Commission (KHRC) to communicate information to the public. The study explored the extent of using Twitter by Kenya Human Rights Commission as a communication tool for social change, to analyse the effectiveness of the video snippets in communicating messages to audiences, and to assess the impact of video snippets usage by Kenya Human Rights Commission on social change in Kenya. The findings in this section will be organised based on the abovementioned objectives.

4.1.1. Response Rate

From a total of 384 submitted surveys, 361 were considered complete and usable by the researchers, the vast majority of whom were KHRC Twitter followers. This equated to a 94% response rate, with only 6% of the population opting not to take part in the survey. According to the research of Mugenda and Mugenda (2003), this is sufficient to perform the analysis. As can be seen in Table 4.1 below, the percentage of people who answered is fairly high. Thus, unless otherwise specified, the total sample size for all tables and graphs provided in this chapter is 361. This is evidenced by the fact that the sum of the responses in a subset of the tables is larger than 361, indicating the presence of multiple responses.

Table 4.1: Response Rate

Category	Responded	Did not respond	Response rate (%)
KHRC Twitter followers	361	23	**94**
KHRC Staff	6	0	**100**

Source: Author (2022)

4.2 Demographic characteristics of respondents

The Twitter followers of the Kenya Human Rights Commission who took part in this study were divided into groups categorizing them according to their gender, age, and the length of time they had been following the KHRC on Twitter.

4.2.1 Age of respondents

The purpose of the study was to ascertain the ages of the participants in the study. As seen in the following figure, the research sought out participants of varying ages, and it successfully recruited participants of all age ranges (both young and old).
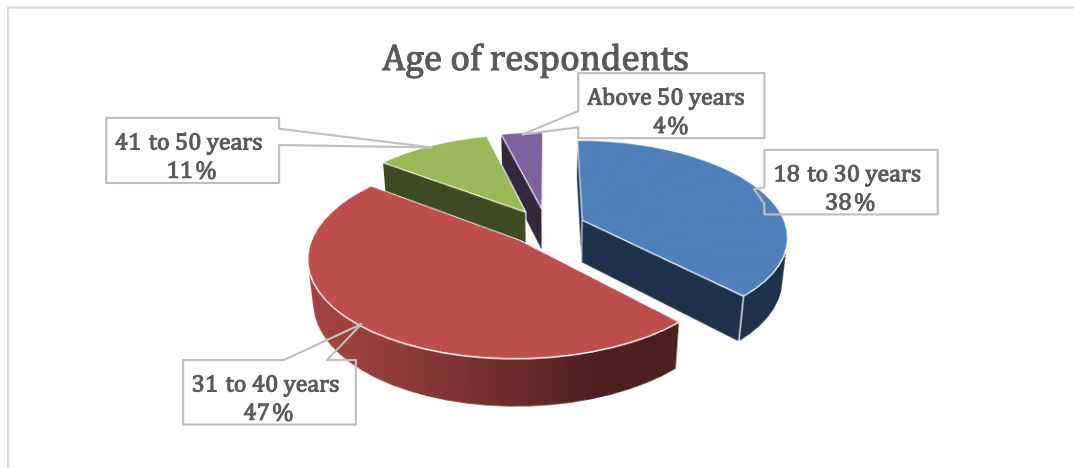
Figure 4.1: Distribution of respondents by age

According to Figure 4.1, 38% of the respondents were between the ages of 18 and 30 years old, 47% of the respondents were between the ages of 31 and 40 years old, 11% of the respondents were between the ages of 41 and 50 years old, and only 4% of the respondents were over the age of 50. This indicates that most of KHRC's Twitter followers are in their twenties and thirties.

4.2.2 Gender of respondents

Most of the respondents (56%) were men, while 44% were women, as shown in Figure 4.2 below.
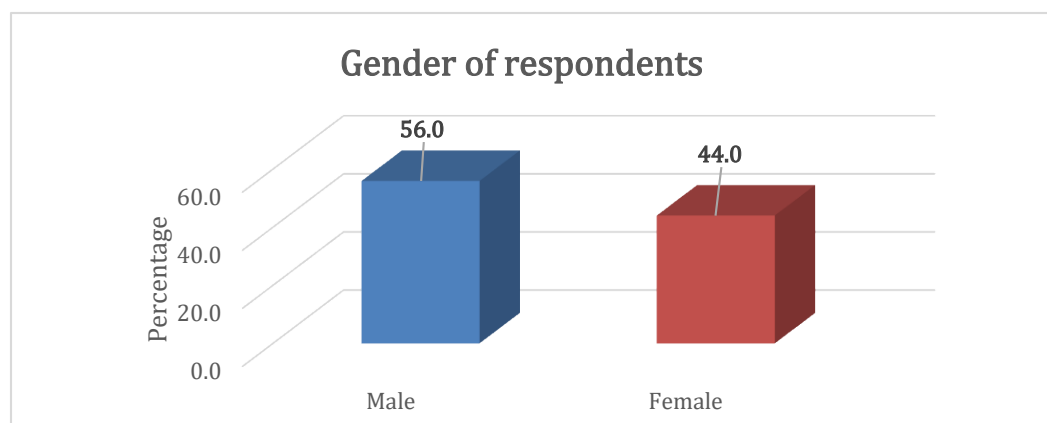
Figure 4.2: Gender of respondents

4.2.3 Duration of following KHRC on Twitter

The study also aimed to learn how long the respondents had been Twitter followers of the Kenya Human Rights Commission. Following is Table 4.2, which contains the results.

Table 4.2: Duration of following KHRC on Twitter

	Frequency	Percent
Less than 1 year	146	40.4
1 - 2 years	154	42.7
3 - 5 years	39	10.8
More than 5 years	22	6.1
Total	361	100.0

4.3 Results

This section represents the findings of the study and is organized based on the study objectives.

4.3.1 Extent of the use of Twitter by KHRC as a communication tool for social change

The first goal of the research was to find out how much KHRC uses Twitter to talk to the general public about making positive societal changes. The goal of this part of the study was to find out how often KHRC's Twitter followers use other social media platforms, how often they use Twitter to get information from the organization about human rights, and what kinds of video snippets the organization uses to share information with its followers

Frequency of using social media platforms

Regarding this point, we asked the people who answered how often they used the different social media platforms. The results are shown in the table below, which is part of Figure 4.3:.

Table 4.3: Frequency of using social media platforms

		Never	Rarely (Once a month)	Often (At least once a Week)	Frequently Everyday	Always Online	Mean	Std. Deviation
Twitter	n	9	58	116	156	22	3.34	0.906
	%	2.5	16.1	32.1	43.2	6.1		
WhatsApp	n	4	0	37	212	108	4.16	0.690
	%	1.1	0.0	10.2	58.7	29.9		
Facebook	n	20	27	97	169	48	3.55	0.999
	%	5.5	7.5	26.9	46.8	13.3		
YouTube	n	4	24	104	180	49	3.68	0.831
	%	1.1	6.6	28.8	49.9	13.6		
Instagram	n	54	66	87	135	19	3.00	1.170
	%	15.0	18.3	24.1	37.4	5.3		

It seems that WhatsApp, with an average response score of 4.16, is the most popular social media platform. Next in line was Facebook (3.55), then Twitter, and then YouTube (3.68). Not only that, but a greater percentage of respondents reported being constant WhatsApp users than users of any other social network.

Further, the study aimed to determine how often respondents used Twitter to look up data related to human rights. This was done to determine if the respondents actively followed KHRC on Twitter or visited Twitter for obtaining human rights-related content. Figure 4.3 shows the obtained outcomes.
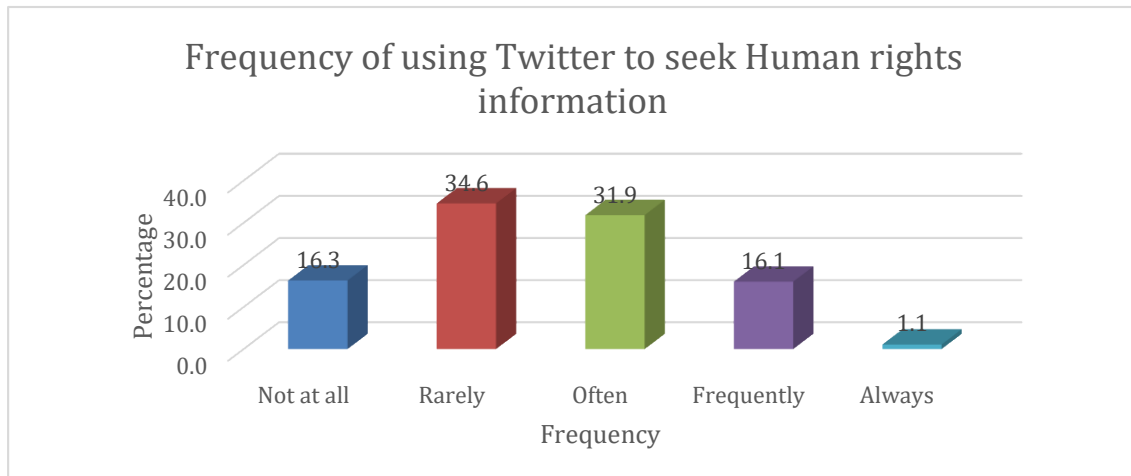
Figure 4.3: Frequency of using Twitter to seek Human rights information

The results noted that a large proportion of the respondents only sought human rights information on Twitter rarely (34.6%), and another 31,9% often sought information on it. Besides, only 16.1% of the respondents frequently looked for human rights information on twitter. This implies that at least half of the twitter followers made deliberate efforts to look for human rights information on Twitter.

Types of Video snippets used by KHRC

Moreover, the study sought to establish the types of video snippets used by the Kenya Human Rights Commission to communicate to its followers. These were as shown in Figure 4.4 below.
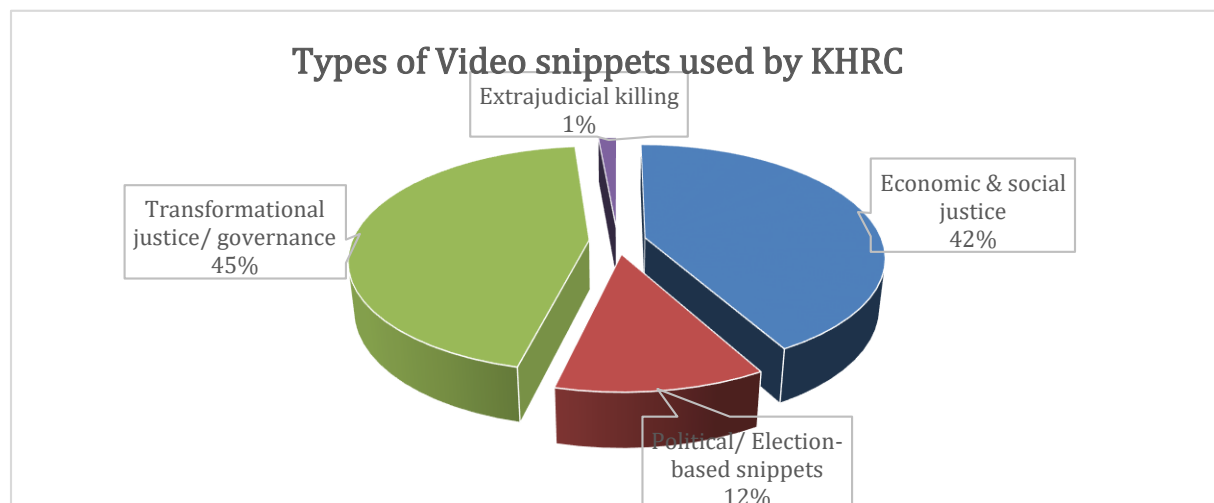
Figure 4.4: Types of Video snippets used by KHRC

Figure 4.4 shows that almost half of respondents agree that KHRC's video clips are primarily about transforming justice and governance. A close second were clips about economic and social justice (42%), while only 12% were about politics or elections.

The respondents also inquired if they did anything in response to the Twitter video clips they had seen. This included responding to the information provided by KHRC via Twitter video clips. According to the data, most of the audience engaged with the video teasers, with only 20.5% showing indifference. See Table 4.4 for details.

Table 4.4: Frequency of responding to information shared via video snippets

	Frequency	**Percent**
Not at all	74	20.5
Rarely	173	47.9
Often	82	22.7
Frequently	32	8.9
Total	**361**	**100.0**

For those who responded to the video snippets, 47.9% rarely responded to the information, 22.7% responded oftenly while only 8.9% responded to the information frequently.

Type of information received from video snippets by KHRC

Similarly, the study sought to establish the type of information the respondents received from the video snippets shared by Kenya Human Rights Commission (KHRC).
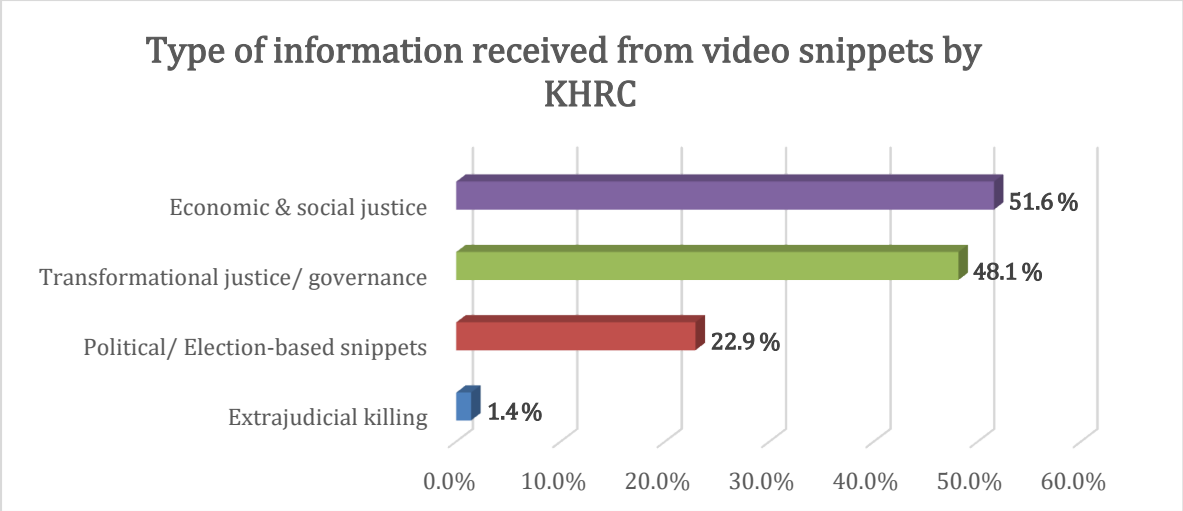
Figure 4.5: Type of information received from video snippets by KHRC

As shown in the figure above, most respondents (51.6%) reported receiving information about economic and social justice. Another 48.1% indicated that the information they received from the video snippets was concerning transformational justice and governance, while 22.9% received information regarding political or elections. Only a meagre 1.4% had received information on extra judicial killings from the video snippets shared by KHRC.

4.3.2 Effectiveness of the video snippets in communicating messages to audiences

The study's second objective sought to examine the effectiveness of the video snippets used by Kenya Human Rights Commission in communicating to their audiences. Under this objective, the study sought to establish whether the respondents had trust in the information shared through video snippets, the effectiveness of the Video snippets used by the KHRC, and participation in the discussion resulting from the video snippets shared by KHRC on Twitter.

To begin with, the respondents were asked if they trusted the video snippets information they obtained through the KHRC Twitter handle. Based on the results (as shown in Figure 4.6 below), nine out of every ten respondents had trust with the information they received from the video snippets from KHRC.
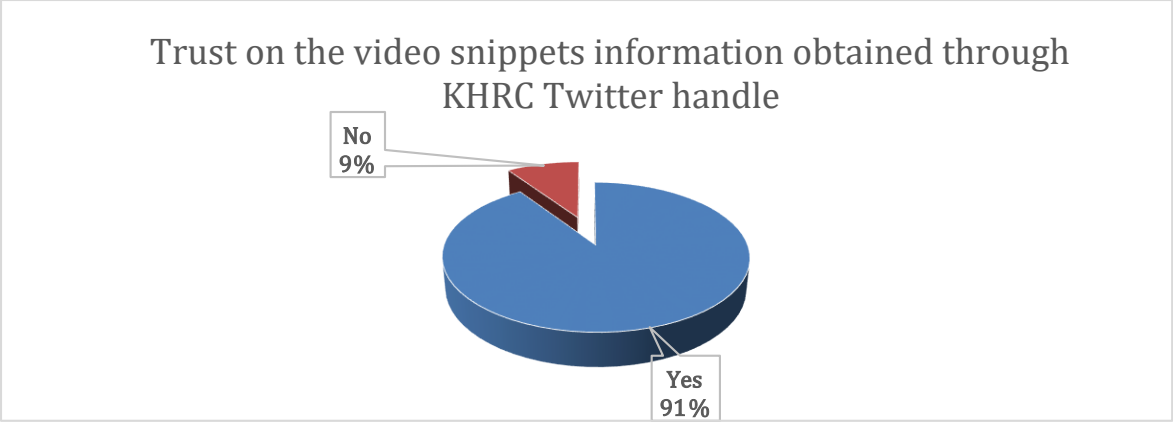
Figure 4.6: Trust on the video snippets information obtained through KHRC Twitter handle

Effectiveness of the Video snippets used by the KHRC

The study also sought to determine the level of effectiveness the video snippets had on the respondents. The results were as illustrated in Figure 4.7 below.
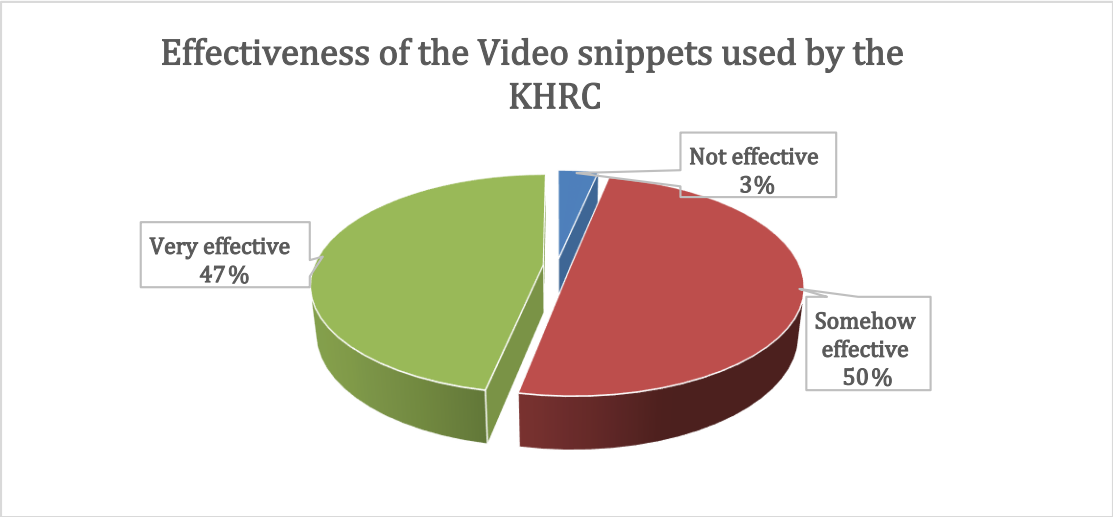
Figure 4.7: Effectiveness of the Video snippets used by the KHRC

Based on the results in Figure 4.7 above, half of the respondents reported that the video snippets used by the KHRC were somewhat effective, 47% opined that the video snippets were very effective. In comparison, only a paltry 3% indicated that the snippets were not effective at all.

Participation in human rights discussions

Despite watching the information on the video snippets, the study also sought to establish whether the respondents participated in the human rights discussions on Twitter. From the findings, the majority of the respondents (85.3%) reported that they had been involved in human rights discussions on Twitter while only 14.7% did not participate in online discussions about human rights (*see Table 4.5 below*).

Table 4.5: Involvement in human rights discussions on Twitter

	Frequency	**Percent**
Yes	308	85.3
No	53	14.7
Total	**361**	**100.0**

Moreover, the respondents who reported participating in the human rights discussions on Twitter were asked about how they participated. From the results, the two main ways respondents participated in the online discussions on human rights in Twitter were by commenting (62%) and retweeting (58.8%). However, a few others contributed by participating in the twitter spaces as shown in Figure 4.8 below.
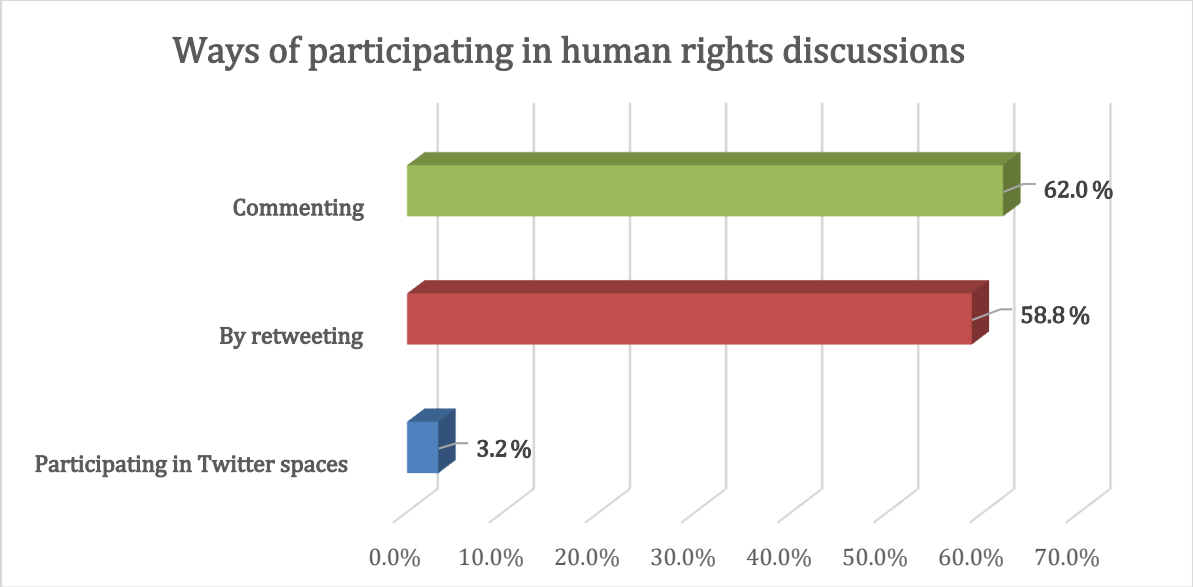
Figure 4.8: Ways of participating in human rights discussions

4.3.3 Impact of video snippets usage by Kenya Human Rights Commission on social change

This study's third and last objective sought to examine the impact of using video snippets by the Kenya human Rights Commission (KHRC) on enhancing social change. The goal focused on twitter followers' opinion on whether the video snippets enhance human rights communication among the followers, assess the impact of using video snippets on advocating for social change, and the challenges of using video snippets in enhancing behaviour change.

Regarding whether the respondents support the notion that video snippets are used to enhance human rights communication among KHRC Twitter followers, the majority of the respondents (91%) responded in affirmation while 9% held a contrary opinion.
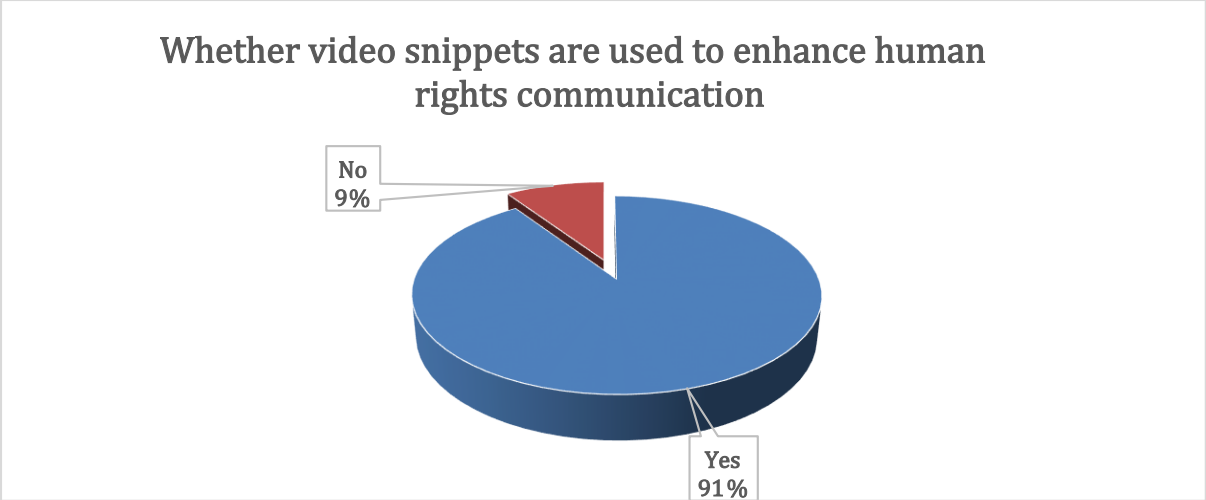
Figure 4.9: Whether video snippets are used to enhance human rights communication

Impact of using video snippets

The study sought to establish the respondents' perceptions regarding the perceived impacts of using video snippets by the KHRC. The researcher had come up with several statements from previous literature regarding the impact of using the video snippets for communication. These statements were measured in a 5-point Likert scale where the respondents were required to give their level of agreement on each statement. The scale ranged from 1= Strongly disagree to 5= Strongly agree. The results were as shown in Table 4.6 below.

Table 4.6: Level of agreement with statements regarding impact of using video snippets

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Deviation
Increased involvement of public on human rights issues such as Torture	n	3	27	48	182	101	3.97	0.888
	%	0.8	7.5	13.3	50.4	28.0		
Increased efficiency in communicating with the public	n	13	19	57	149	123	3.97	1.017
	%	3.6	5.3	15.8	41.3	34.1		

Increased accessibility of KHRC to the public	n	6	28	78	140	109	3.88	0.983
	%	1.7	7.8	21.6	38.8	30.2		
Increased transparency of Human rights issues	n	9	30	49	188	85	3.86	0.954
	%	2.5	8.3	13.6	52.1	23.5		
Increased interactivity between KHRC and Twitter followers	n	14	25	58	164	100	3.86	1.023
	%	3.9	6.9	16.1	45.4	27.7		
Increased responsiveness of KHRC to human rights issues	n	9	29	63	186	74	3.80	0.941
	%	2.5	8.0	17.5	51.5	20.5		
Increased trust of KHRC by Twitter followers	n	25	23	61	157	95	3.76	1.121
	%	6.9	6.4	16.9	43.5	26.3		

As evidenced in the Table above, the use of video snippets in communicating human rights information had resulted to increased involvement of public on human rights issues such as Torture as well as increased efficiency in communicating with the public. These were the two major impacts as depicted by the high mean score (3.97) from the responses. These were closely followed by increased accessibility of Kenya Human Rights Commission (KHRC) to the members of the public (with a mean score of 3.88), increased transparency of human rights issues as well as increased interactivity between KHRC and its Twitter followers (a mean score of 3.86).

Use of video snippets to advance social change
Similarly, study sought to establish the respondents' perceptions regarding the perceived impacts of using video snippets by the KHRC to advocate for and enhance social change. The researcher had come up with several statements from previous literature regarding the impact of using the video snippets for behaviour change communication. These statements were measured in a 5-point Likert scale where the respondents were required to give their level of agreement on each statement. The scale ranged from 1= Strongly disagree to 5= Strongly agree (as shown in Table 4.7 below).

Table 4.7: Level of agreement with statements regarding use of video snippets for social

change

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Deviation
Massive use of video snippets helps KHRC to create awareness about human rights violations	n	3	31	42	165	120	4.02	0.932
	%	0.8	8.6	11.6	45.7	33.2		
The use of video snippets on human rights issues is effective	n	11	13	58	186	93	3.93	0.913
	%	3.0	3.6	16.1	51.5	25.8		
Twitter video snippets are a trusted source of human rights information	n	5	22	77	197	60	3.79	0.840
	%	1.4	6.1	21.3	54.6	16.6		
Twitter video snippet tools affect decisions made on human rights violations	n	25	14	102	159	61	3.60	1.036
	%	6.9	3.9	28.3	44.0	16.9		
Video snippets tools are full of false human rights information	n	93	126	63	58	21	2.41	1.197
	%	25.8	34.9	17.5	16.1	5.8		

Based on the findings above, with a mean score of 4.02, the major effect of using video snippets to encourage social change was that the massive use of video snippets helps KHRC to create awareness about human rights violations. This was followed by the notion that the use of video snippets on human rights issues is effective (3.93), the assertion that Twitter video snippets are a trusted source of human rights information (3.79) and that Twitter video snippet tools affect decisions made on human rights violations (3.60). On the contrary, most respondents disagreed with the statement that video snippets tools are full of false human rights information, as depicted with a low mean score of 2.41.

Challenges hindering the use of video snippets

Finally, the study also sought to establish the challenges preventing the use of video snippets to advocate for social change. The results were as illustrated in Figure 4.10 below.
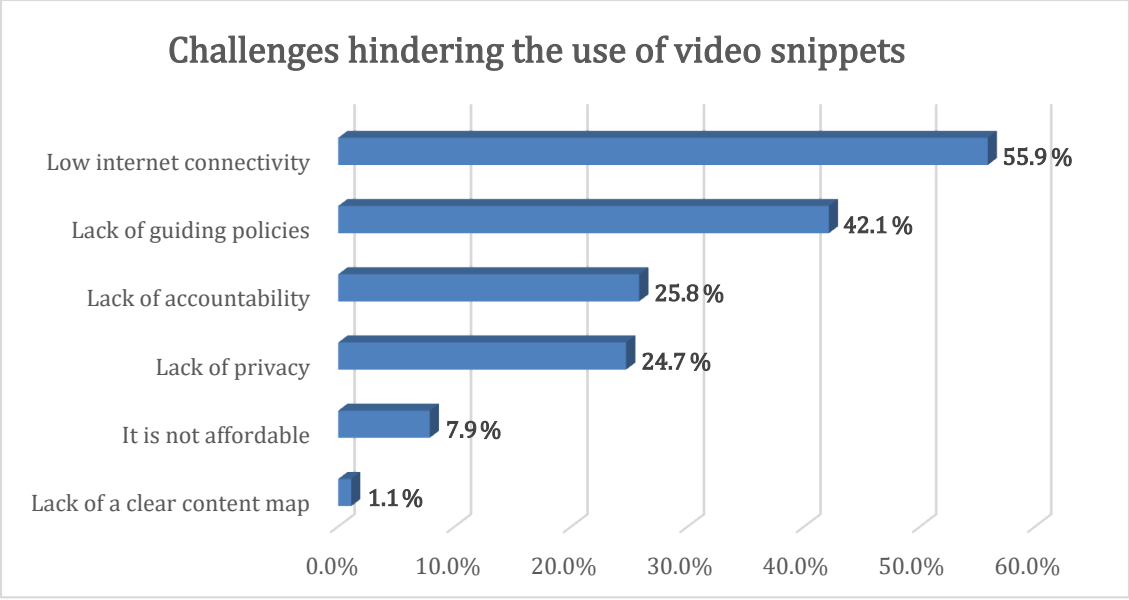
Figure 4.10: Challenges hindering the use of video snippets

According to the findings, 55.9% of respondents reported that poor internet connectivity throughout the country was the primary challenge hindering the use of video snippets. Lack of guiding policies to direct the use of video snippets in communicating information was another major barrier (42.1%). Lack of accountability, particularly on the information posted using the video snippets, lack of privacy, especially when using social media, high costs (e.g., one needs to pay for internet, which is usually not affordable), and a lack of a clear content map for the use of video snippets in communicating bahavior/social change information were also mentioned by some respondents.

4.4 Discussion of findings

This section compares and contrasts the findings discussed above with those of other research studies that have been carried out. This section is structured in accordance with the objectives and includes a comparison with previous research.

4.4.1 Extent of the use of Twitter by KHRC as a communication tool for social change

The study's primary objective was to learn the extent to which KHRC uses Twitter to communicate with the general public in pursuit of social change. Researchers found that nearly

all Kenyans have at least one social media profile, with WhatsApp being far and away the most popular option. Additionally, the survey aimed to gauge how often respondents turned to Twitter for updates on human rights issues. This was done to determine whether or not those who followed KHRC on Twitter were doing so out of genuine interest in the organization's mission or because they were curious about human rights in general. The findings show that many respondents relied on Twitter as a source for human rights news and analysis. In spite of this, only a tiny subset of respondents regularly used Twitter to stay abreast of human rights developments. That means that at least half of KNRC's Twitter followers actively seek information about human rights on the platform. Thus, the Kenya Human Rights Commission places a premium on protecting the rights of young people, who are the first to grow up with widespread access to multiple social media sites, as stated by Birch, Kennedy, and Kruger (2020).

Similarly, Chepkemoi, Situma, and Murunga (2018) found that Kenyans meet friends and learn a new language and intercultural values in a digital environment. This blends the real and the virtual in their study on the influence of Facebook social-Media usage on students' spellings in English written assignments in public day secondary schools in Eldoret north sub-County. Additionally, the results obtained in this study corroborated their findings, via the respondent's perceptions. A recent survey by Innocent and Opiyo Andala (2021) found that approximately 57% of Kenyans have access to social media platforms like Twitter; the commission plans to use short videos and snippets to raise awareness about their rights among this population, which is consistent with the results of this study. The research also backed up the findings of Didace and Opiyo Andala (2021), who found that KHRC can mold, adapt, develop, and disperse ideas and products via the medium of contemporary communication networks like Twitter. As a result of their technological prowess, the Kenya Human Rights Commission is now more independent in their dealings with the government and free to pursue their goals, which include promoting human rights among Kenyans.

4.4.2 Effectiveness of the Video snippets used by the KHRC

According to the survey, most respondents believed that the video clips were quite successful, while a negligible proportion believed that they were not useful. According to the results, the

majority of respondents said they have participated in human rights conversations on Twitter, while just a minority did not engage in online human rights talks. Respondents engaged in Twitter debates around human rights by commenting or retweeting.

It is evident from this research that KHRC's usage of Twitter as a means of connecting with its audience is beneficial, since the commission can contact its followers. This research supports the findings of Valkenburg and Peter (2017), who found that adolescent internet users who engaged in regular online dialogues reported higher levels of overall satisfaction. Increased control and fewer signals may account for the claimed success of online communication. Given that personal self-disclosure is a key predictor of reciprocal liking, caring, and trust among adolescents, it is likely that the Internet has enhanced the quality of friendships among adolescents. Therefore, KHRC can successfully engage with Twitter users, as they participate in online chats. The research determined that KHRC efficiently reached its Twitter followers by using video clips. This is consistent with Lee's (2019) conclusion that it is vital to communicate concepts clearly and to maintain the audience's attention. According to Carroll & Hackett (2006), human rights organizations use the virtual social space afforded by Twitter to promote their causes, structure dialogues, and raise awareness about human rights violations. As a social media tool, Twitter has boosted accountability and human rights advocacy in Kenya. This is a crucial approach for disseminating critical information regarding violations worldwide since Twitter video clips are shared over the web platform.

Similarly, Wakoli (2018) observed that the popularity of watching films online has risen steadily over the last few years and seems to have peaked recently. By 2022, consumer internet video traffic will be more than 15 times what it was in 2017. This indicates that information provided in the form of video snippets reaches the target audience most effectively, making the usage of such snippets as a mode of communication successful. The KHRC's ability to document and commemorate its efforts to achieve human rights in Kenya has been significantly aided by the use of snippets. As noted by Baer, citizens can view the commission's website, make Tweets, and share online links that enable the commission to access the online archive of video clips of all human rights violations as they occur in society.

KHRC utilizes Twitter as a forum for all of its followers. This enables various types of individuals to express their opinions and provide comments to the committee without being physically present. This is in agreement with the Guardian (2016), which stated that without a uniform platform for protesting human rights violations, KHRC would be unable to support the rights of disabled individuals with limited resources and funds. According to Brantner et al. (2011), video clips play an essential role in developing and evoking emotions regarding human rights violations and in urging state agencies to take action. Lilleker et al. (2019) also noted that video snippets play a pivotal role in ensuring the success of promoting human rights in the society by cutting through communication.

4.4.3 Impact of using video snippets to enhance social change

The use of video snippets in communicating human rights information has resulted in increased public involvement in human rights issues such as torture, as evidenced by the findings of this study, as well as increased efficiency in communicating with the public. There was also improved public accessibility to the Kenya Human Rights Commission (KHRC), increased openness of human rights concerns, and more involvement between the KHRC and its Twitter followers. According to the study's results, the main benefit of utilizing video snippets to foster social change was that the widespread usage of video snippets assisted KHRC in raising awareness about human rights breaches. It was also recognized that Twitter video snippets were a reliable source of human rights information, and that Twitter video snippet tools influenced judgments on human rights abuses. This validates Wakoli's (2018) findings that the popularity of watching movies online has progressively grown over the last several years and seems to have peaked recently. Consumer internet video traffic will be more than 15 times higher by 2022 than it was in 2017. This implies that more people are watching movies online, and video clips are no exception. There is a wide variety of video content, which is divided into categories including "YouTube Videos," "Instagram Videos," and "Corporate & Product Videos."

The study findings also support Melgaco and Monaghan's (2018) findings that Twitter has successfully promoted social change due to the data it allows the KHRC to collect about human rights violations and abuses. Human rights defenders may identify video clips from prior regimes and report issues similar to the commission. The research discovered that using video

snippets on Twitter to engage with the audience was beneficial since information could be readily shared. Another research by Sunstein (2002) found that Twitter offers a simple and efficient technique of distributing information that is not guaranteed to be accurate.

According to the findings, the primary barrier impeding the usage of video snippets was insufficient internet access throughout the nation, as noted by 55.9% of respondents. Another significant barrier (42.1%) was a lack of guiding policies for using video snippets in communicating information. Though mentioned by a few respondents, other challenges included a lack of accountability, particularly for the information posted using video snippets, a lack of privacy, mainly when using social media, high costs, such as paying for internet, which is usually not affordable, and a lack of a clear content map for the use of video snippets in communicating behaviour/social change information.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This section presents a summary of the findings provided in the results so that it can form the basis for making conclusions and recommendations. Later, the chapter makes conclusions and recommendations about the study's specific findings. The section has been organized according to the four specific objectives in the introduction.

5.2 Summary

The study focused the use of video snippets on Twitter by Kenya Human Rights Commission as a communication tool for social change, analyzing the effectiveness of the video snippets in communicating messages to audiences, and also assessing the impact of video snippets usage by Kenya Human Rights Commission on social change in Kenya. The study was informed by the fact that there has been rise in the use of video snippets on Twitter by KHRC in its communication to the public while trying to summarize the messages to its users and also to reach a wider audience. From the findings, it was evident from the study that most Kenyans frequently used social media sites, Twitter being among them. From the results, half of the twitter followers also made deliberate efforts to look for human rights information on Twitter.

Based on the study, most respondents opined that the video snippets on Twitter effectively communicated to the commission's audience. Most of the respondents reported that they had been involved in human rights discussions on Twitter and thus using video snippets on Twitter by KHRC as a tool for social change was effective. When seeking to find out the effectiveness of the Video snippets used by the KHRC, the study further established that by use of video snippets, KHRC effectively reached their followers on Twitter who responded to the messages conveyed by commenting or even retweeting. Twitter, as a social media platform, has increased the level of accountability and promotion of human rights in Kenya. Video snippets provided through Twitter are shared through the online platform and this provides an important strategy of sharing vital information about violation on a global scale. This clearly indicates that social

media platforms, especially twitter, is an effective way of communicating information KHRC. Using video snippets on Twitter makes communication via the platform even more effective since the snippets are basically a summary of information intended to be passed. This is so because the information in video snippets reaches the intended audience in the best way, thus making such snippets very effective. From the study, snippets have played a critical role in enabling the KHRC to document and commemorate its struggles for achieving human rights in Kenya. Citizens can view the commission's web pages, make Tweets, and share online links that helps the commission to access the online archive of the video snippets in real-time of all human rights violation issues as they occur in society. KHRC uses Twitter as a uniform platform for all its followers, including people living with disabilities. This makes it possible for all kind of people to air their views and give reports to the commission without having to be present physically.

As evidenced by the findings in this study, the use of video snippets in communicating human rights information was found to have a significant impact on KHRC's communication as it resulted in increased involvement of the public on human rights issues such as Torture, as well as increased efficiency in communicating with the public. There was also increased accessibility of Kenya Human Rights Commission (KHRC) to the members of the people, increased transparency of human rights issues, and increased interactivity between KHRC and its Twitter followers. The findings of this study further reiterated that the significant effect of using video snippets for social change was that the massive use of video snippets helped KHRC to create awareness about human rights violations. It was also noted that Twitter video snippets were a trusted source of human rights information.

5.3 Conclusions

This section covers the conclusions of this study based on research findings. The decisions are divided into two categories, namely: theoretical conclusions and empirical conclusions.

5.3.1 Theoretical Conclusions

Magic Bullet Theory was crucial in explaining that messages transmitted through the Twitter handle of the KHRC were powerful and had a significant influence in promoting human rights

issues in society. The audience considers the information a respected organisation shares immediately after it is injected into their minds through online platforms. The data transmitted from one point to another had a bullet effect, creating a more fundamental impact when shared through video snippets by Twitter. As prescribed in this theory, the video snippets used by KHRC served to create awareness about human rights violations and economic, political, and social injustices in the country and call for action. This theory asserted that the communication promoted through the Twitter video snippets was assertive and provided recipients with an opportunity to process and integrate the information obtained; thus, its audience had no choice but to accept the information shared as accurate and one that needed action.

On the other hand, the Uses and Gratification Theory explains why and how individuals sought certain forms of media to satisfy their needs. The theory helped to examine how consumers pick media for specific goals, including education, leisure, sociability, amusement, and escape. It further suggested that individuals are not passively viewing the video snippets; instead, the audience chooses what they see and how they may use what they have learned. This idea posits that diverse forms of media compete to provide the most satisfaction to their audiences.

5.3.2 Empirical conclusions

The study's first objective sought to determine the extent to which KHRC uses Twitter to communicate to the public to enhance social change. From the findings, most of the respondents used various social media platforms to get different forms of information. Consequently, many of the KHRC Twitter followers sought human rights information on Twitter. This made it possible for KHRC to communicate using Twitter with its audience. The online interaction between KHRC and the audience, through online discussions, improved the way information was disseminated and perceived. This concludes that social media platforms provide a wider space for sharing crucial information and advocating for social and behavior change among public members. Through these platforms, people from different walks of life can meet, interact and discuss issues and values. Therefore, they are an ideal platform for raising awareness on pertinent societal issues. Video snippets can be instrumental in illustrating an accurate picture of situations for a better understanding of the intended information.

Regarding the second objective which focused on assessing the effectiveness of the video snippets used by KHRC to enhance social change communication, the study concluded that the use of video snippets was very effective in promoting social change within the country. This was occasioned by the robust online discussions about human rights and the sharing of this information, especially among those who do not follow KHRC. The KHRC uses Twitter as a uniform platform for all its followers, making it possible for all kinds of people to air their views and give reports to the commission without having to be physically present. This ensured a wide spread of this information, reaching many people, including those not on Twitter. From this study, it is clear that the use of Twitter video snippets by KHRC to communicate effectively with its audience since the commission can reach followers. This is because in most cases, internet users who participate in frequent online conversations reported greater overall satisfaction levels. Moreover, the increased control and fewer signals might explain the positive results reported with online communication. Human rights groups leverage the virtual social space provided by Twitter to advance its challenges, frame discussions, and create awareness about human rights violations. Twitter, a social media platform, has increased the accountability and promotion of human rights in Kenya. Video snippets provided through Twitter are shared through the online platform, providing an essential strategy for sharing vital information about violations on a global scale. Snippets have played a critical role in enabling the KHRC to document and commemorate its struggles for achieving human rights in Kenya. Citizens can view the commission's web pages, make Tweets, and share online links that help the commission access the online archive of the video snippets in real-time of all human rights violation issues as they occur in society.

The last objective of the study sought to examine the impact of using video snippets to advance social change communication. As evidenced by this study's findings, video snippets in communicating human rights information have resulted in increased public involvement on human rights issues such as torture and increased efficiency in communicating with the public. There was also increased accessibility of Kenya Human Rights Commission (KHRC) to the members of the people, increased transparency of human rights issues, as well as increased interactivity between KHRC and its Twitter followers. The significant impacts of using video snippets to encourage social change were that the massive use of video snippets helped KHRC

to create awareness about human rights violations, Twitter video snippets were a trusted source of human rights information and also that Twitter video snippet tools affect decisions made on human rights violations. Therefore, it was clear that Twitter has succeeded in promoting social change because of the data it allows the KHRC to collect about human rights violations and abuses. Human rights defenders can identify the video snippets from previous regimes and report any matter like the commission. Nevertheless, there were a few challenges that hindered the use of video snippets which include low internet connectivity around the country, lack of guiding policies to guide the use of video snippets in communicating information, and lack of accountability, especially on the information posted using the video snippets, lack of privacy especially when using social media, high costs, e.g. one needs to pay for internet which is usually not affordable and lack of a clear content map for the use of video snippets in communicating behaviour/social change information.

5.4 Recommendations

Based on the findings, this study makes the following recommendations:

1. KHRC should consider expanding their scope and using other social media platforms such as WhatsApp and YouTube, to reach more people. This was because these platforms were preferred more than Twitter and would elicit more discussions about human rights, thus advocating for social change.

2. To make video snippets more effective in conveying information on social change, KHRC should constantly and more frequently share human rights information and initiate online discussions to get people's views on how to improve the information. Besides, they should act upon the recommendations made by their followers on Twitter.

3. To ensure more people reach the information, KHRC should consider passing this information through mainstream media such as Television. This is because video snippets, especially on Twitter, faced the challenge of internet connectivity and the high cost of purchasing the internet.

5.5 Suggestions for Further Research

This study focused on using video snippets on Twitter to disseminate human rights information. To adequately assess the effectiveness and impact of the video snippets in communicating

human rights information, it would be prudent to carry out a similar study with a focus on all other social media platforms such as WhatsApp, Instagram, YouTube, and Facebook.

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APPENDICES

Appendix I: Interview Questions for KHRC staff

This interview is being carried out as research for a master's thesis on investigating the use of video snippets on Twitter as a communication tool for social change: the case of Kenya human right commission. The results of this study will be used for academic purposes only. Personal information in the study will be maintained as anonymous and will not be disclosed to any

other person. The interview will be estimated to take at least one hour, and all respondents will be appreciated for their involvement in the study.

Thank you for participating!

Please tick the appropriate response

Background Information

1. Age: (a) 19-21 [ ]

`   (b) 22-24 [ ]

        (c) 25-27 [ ]

        (d) > 27 [ ]

2. Gender: (a) M [ ]

            (b) F [ ]

3. How long have you worked at KHRC?

Nationality, Kenyan [ ]   Others (Specify)……………………………….

Extent of use

4.Do you use social media platforms as a channel of communicating to your audience?

            Yes   [   ]

            No [ ]

5.How frequently do you use the following social media platforms when communicating to your audience?

Social Media Platform	Frequency of Use				
	1 Never	2 Rarely Once a month	3 Often (At least once a Week)	4 Frequently (Everyday)	5 Always Always Online
Twitter					
WhatsApp					
Facebook					
Youtube					
Instagram					
Others (Specify) _____					

6. How frequently do you use Video snippets on Twitter as a form of communication?

Not at All [ ] Rarely

[ ]

Often [ ]

Frequently [ ]

Always [ ]

7. To what extent are you able to officially use Video snippets in communicating with Twitter followers?

We communicate through video snippets with only one or two Followers [ ]

Human rights activists communicate via video snippets with the Twitter followers [ ]

All employees in KHRC communicate via video snippets with Twitter followers [ ]

Others: _____

8. What is the main purpose of using Video snippets with engagements concerning Human rights issues?

…………………………………………………………………………………………

…………………………………………………………………………………………

…………………………………………………………………………………………..

9. What type of information do you usually post on Twitter sites that you use? Tick all that apply.

Abductions [ ]

Arbitrary arrests [ ]

Detentions without trial [ ]

Political executions [ ]

Assassinations [ ]

Torture [ ]

Other (specify)...

Effectiveness

10a. Has the use of Video snippets enhanced or improved communication at the Kenya Human Rights Commission?

Yes [ ]

No [ ]

10b. Explain your answer above

……………………………………………………………………………………………………

……………………………………………………………………………………………………

………………………………………………………………………………………………..

11.   Has the emergence of using Video snippets changed how KHRC communicates with its Twitter followers?

Yes [ ]

No [ ]

11.b. Explain your answer above

……………………………………………………………………………………………………

……………………………………………………………………………………………………

………………………………………………………………………………………………..

12.How often do you receive feedback on the communication you post on Twitter using video snippets?

Never [ ]

Instantly [ ]

After a week [ ]

After a month [ ]

Impact

13.   Since Twitter has made communications instantaneous, has it enabled KHRC to respond more quickly to human rights issues?

Yes   [   ]

No [ ]

If yes, explain

how……

……

……

If not, why not?

……

……

………..

14.   How do you measure the impact of the communication you post on Twitter using the video snippets?

………

………

………..

15.   What are the challenges of using video snippets as communication tools by KHRC in promoting human rights issues in Kenya?

………

………

………..

16.   How do you think KHRC can improve its communication with its audience in the social media space to enhance social change?

………

………

………..

Appendix II: Interview Questions for KHRC Twitter followers

Background Information

1.   Age: (a) 19-21 [ ]

`   (b) 22-24 [ ]

(c) 25-27 [ ]

(d) > 27 [ ]

2.   Gender: (a) M [ ]

(b) F [ ]

3.   Nationality, Kenyan [ ]   Others (Specify)………………………………….

4. How frequently do you use the following social media platforms?

Social Media Platform	Frequency of Use				
	1 Never	2 Rarely Once a month	3 Often At least once a Week	4 Frequently Everyday	5 Always Always Online
Twitter					
WhatsApp					
Facebook					
Youtube					
Instagram					

Others (Specify) _____					

5. How often do you use Twitter to seek human rights issues?

        Not at All [ ]

        Rarely [ ]

        Often [ ]

        Frequently [ ]

        Always [ ]

6. Which kind of Video snippets used by KHRC appeal to you, and you respond the most?

        Political/ Election-based snippets [ ]

        Economic & social justice [ ]

        Transformational justice/ governance [ ]

        Other (specify)..

7. How often do you respond to the information shared by KHRC via video snippets on Twitter?

        Not at All [ ]

        Rarely [ ]

        Often [ ]

        Frequently [ ]

        Always [ ]

8. What impact do you think the use of Video snippets has brought to the KHRC? Indicate your level of agreement in a scale of 1- 5 on the impact use of Twitter video snippets has had. Use the following ratings and tick or cross where appropriate

   1-   Strongly disagree

   2-   Disagree

3-   Neutral

4-   Agree

5-   Strongly agree

	1	2	3	4	5
Increased trust of KHRC by Twitter followers					
Increased involvement of public on human rights issues such as Torture					
Increased transparency of Human rights issues					
Increased accessibility of KHRC to the public					
Increased interactivity between KHRC and Twitter followers					
Increased responsiveness of KHRC to human rights issues					
Increased efficiency in communicating with the public					

9. In your opinion, what is the key reason to follow KHRC on Twitter?

………………………………………………………………………………………………

………………………………………………………………………………………………

………………………………………………………………………………………………..

10. What type of information do you receive from Video snippets from KHRC posting on Twitter?

Political/ Election-based snippets [ ]

Economic & social justice [ ]

Transformational justice/ governance [ ]

Other (specify)..

11. Do you trust the video snippets information you obtain through the KHRC Twitter handle?

Yes [ ]

No [ ]

Give reason(s) for your answer above

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………………………………………………………………………………………………………..

12. Are the Video snippets used by the KHRC useful and effective to its followers?

       Very effective [ ]

       Somehow effective [ ]

       Not effective [ ]

Give reasons for your answer above

……

……

………………………………………………………………………………………………………..

13. Have you been involved in any human rights discussions on Twitter?

       Yes [ ]

       No [ ]

If yes, how?

       By   retweeting

       Commenting

       Other (specify) ………………………………………………………………

14. Do you support the notion that video snippets are used to enhance human rights communication among KHRC Twitter followers?

       Yes [ ]

       No [ ]

If   yes,   how

…………………………………………………………………………...

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…………………………………………………………………………………………

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……………………………………………………………………………

If NO, why

………………………………………………………………………………………………

…………………………………………………………………………

……………………………………………………………………………………

15. To what extent do you agree with the following statements on the extent of the use of video snippets as a communication tool and social change decision?

Statements	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
Twitter video snippet tools affect decisions made on human rights violations					
Twitter video snippets are a trusted source of human rights information					
The use of video snippets on human rights issues is effective					
Video snippets tools are full of false human rights information					

Massive use of video snippets helps KHRC to create awareness about human rights violations					

16. What are the challenges of using video snippets as communication tools by KHRC in promoting human rights issues in Kenya?

        Lack of accountability [ ]

        Lack of guiding policies [ ]

        Low internet connectivity [ ]

        Lack of privacy [ ]

        It is not affordable [ ]

        Other (specify) …………………………………………………………

17. Any other comment on the impact of video snippets on Twitter as a communication tool

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………

Thanks