^{xX} IMPLICATIONS OF SOCIAL MEDIA ON INFRINGEMENT OF SOCIETY'S SENSE OF

PRIVACY IN KENYA   [1]

BY

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DECLARATION

I hereby declare that this research was conducted by only me and all the references used here-in have been attributed to. No material here-in should be used without the knowledge of the author unless attributed to this research.

Mubuu Juddy Nyambura

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DEFINITION OF KEY TERMS

Internet

The Internet is a worldwide network of computer networks that grew out of ARPANET, a **defense**-related communication system developed in the 1960's

E-mail

Works on the client/ server setup; in order for the users to send and read e-mails, they must access to another computer (the server), where their mailbox resides. E-mail messages include text, attachments, graphics or spreadsheets.

Facebook

Facebook was first developed by Sophomore Mark Zuckerberg of Harvard University in 2004; It was originally TheFacebook.com a site that was originally developed for college and university students as a way to connect with each other

Hi5

Hi5 is a social networking website, which, has turned out to be one the most visited sites on the web. The company was founded in 2002 by Ramu Yalamanchi.

MySpace

MySpace is a social networking website offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos internationally.

Newsgroups

These are a collection of electronic bulletin boards, arranged according to topic, where people can read and post messages.

Twitter

Twitter is a website, is a site that enables its users to send and read messages called tweets. Tweets are short messages-based posts of up to 140 characters displayed on the user's profile page.

Wide Web

This is a network of information sources incorporating hypertext that allows the user to link one piece of information to another.

YouTube

YouTube is a website mostly used for video-sharing; users can upload, share, and view videos, it was created by three former PayPal employees in February 2005.

Broadband

This is any of the many ways of connecting to the Internet that carry information many times faster than conventional dial-up modems. Its fast speed makes it possible to send huge files in much less time. Users can access broadband through a satellite modem, a cable modem, or a digital subscriber line (DSL) through their telephone.

Privacy

Some one's right to keep their personal matters and relationships secret.

ABSTRACT

Through use of social media we are increasingly linked together across the globe and this has somewhat dismantled the structures of time and space. These tools of technology (Face-book, My Space, Hi5, You-tube, Twitter) have really opened the door of opportunity for the sharing, creating, and distribution of content. On the flip side, however, they have made it easy to somewhat engage in criminality, and infringe on fundamental civil rights.

This is where the issue of privacy comes in; the tools make it extremely easy for a user to unknowingly share personal information that may harm them. The capabilities of being able to see and predict one's personal life through new media has caught the attention of many people, and this research attempts to establish the implications of social media on society's sense of privacy, specifically in Kenya.

Given the weak regulations meant to protect privacy, this research argues that Kenyans are at risk of technological infringement on their privacy. Besides, most users are less concerned with their privacy; instead they are keen on gaining popularity on these sites. Like other countries, this study contends that new regulations are needed to protect Kenyans from cyber predators and protect them, especially the impressionable young people, from risks posed by technological advancement and embracement.

CHAPTER ONE

1.1. 1.1 Introduction

Social networking sites have recorded exponential growth and now have a large following around the world. This trend is set to grow as the Internet is internationally recognized as one of the fundamental human rights. The move is aimed at boosting access to information, allowing self expression as well as facilitating the building of an upright, moral and democratic society.

Social media and networking have at the same time become interesting subjects of academic study as new risks and threats against privacy and security emerge. Moreover, questions about ethical use, as well as the blurring lines between what is public and private are increasingly cropping up as Internet penetration deepens.

Although some studies regarding social media have been carried out; none of the study that has been reviewed exhaustively tackled implications of social media on infringement of society's sense of privacy. Thus the researcher seeks to bridge this knowledge gap by conducting a study to establish the implications of social media on society's sense of privacy, specifically in Kenya.

1.2 Background

1.2.1 From Arpanet to internet

During the cold war in the early 1970's the United States Department of Defense thought it was best to protect its computer network b^' creating an interconnected web of computer networks.

According to Dominick (2009) the pentagon did not want to lose all its computing and communication ability to one well placed atomic bomb.

Dominick (2009) notes that the net was designed so that every computer could talk to every other computer; information was bundled in a packet, called an Internet Protocol packet, which contained the destination address of the target computer. The computers would then send the packet such that the rest of the network still functioned even if one portion was disabled; ARPANET was the name of the system that Pentagon eventually developed.

At about the same time, companies developed software that enabled computers to be linked to local area networks (LANs) that also contained the Internet Protocol programs. Not surprisingly, many of these LANs were also connected to ARPANET, causing the network to grow even more (Dominick, 2009).

According to Dominick (2009), the users of this early network were primarily scientists and computer experts and most observers thought that it would continue to be of interest only to high-tech types. He points out three developments that led to Internet's popularity; the first being the development of the World Wide Web in 1990. Tankard (2001) notes that the World Wide Web is a vast system of computer sites that can be visited by anyone with a browser program and a computer hooked up to the Internet. The web which is now popular and used by the entire Internet community started off as an electronic information resource for.

The second development occurred in 1993 with the creation of user-friendly navigation tools that

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led to the growth of the web. One of the browsers, called Mosaic, was used to retrieve data,

determine data and configure the data for display. Other browsers such as Netscape and Internet Explorer were also made accessible to the average person.

1.3 Structure and features of the Internet

As Dominick (2009) posits, the Internet is a global network of computer networks which means that a group of two or more networks is electronically connected and able to communicate with one another and together they act as a single network. The computers have to speak a common language known as the Transmission Control Protocol/ Internet Protocol.

This is a set of protocols that govern how data travels from one machine to another over networks. According to Dominick (2009) IP is sort of like the address on an envelope, it tells a computer where to send a particular message. Transmission Control Protocol breaks up the information into packets that can be transmitted efficiently and then reassembles them at their destination.

One can access the Internet through an Internet service provider (ISP) which connects a subscriber to the Net at a fee and through an online service provider (OSP). Hence an individual can make use of a variety of tools for information i.e. e-mail, newsgroups and the World Wide Web.

1.3.1 E-mail

According to Dominick (2009), E-mail is usually fast, cheap and reliable. He notes that it is the
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most widely used Internet resource despite is drawbacks for example, it is not as formal as a

printed letter, second, it is not as private as a letter in an envelope. Third, e-mail comes with the ever present nuisance called spam; the cyber equivalent of junk mail which includes unsolicited messages which clog people's mailboxes. Fourth, there is a problem of information overload where for example every decision- no matter how small-gets circulated via e-mail as a result the average worker sends and receives many messages every day, taking up a big chunk of the workday.

1.3.2 Newsgroups

The information or articles that make up the news are written by people interested in the topic; others can read and comment on them. The newsgroups exist on a special network called Usenet, one component of the Internet.

1.3.3 World Wide Web

The Web is non linear meaning that the user does not have to follow a hierarchical path from one piece of information to another. The user can jump from the middle of one document into the middle of another. In addition, the Web incorporates text, graphics, sound and motion. The structure of the Web is based on the Web server, a computer connected to the Internet that facilitates the transfer of hypertext pages. One server can hold thousands of hypertext pages. A Web site is a complete set of hypertext pages linked to each other that contains information about a common topic. A web page is a hypertext page that is contained within a web site. The home page of a Web site is the entry or doorway to the site that might contain links to other pages or to various sections of the site" (Dominick, 2009, p.282).

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1.4 The Evolving Internet

According to Dominick (2009) the Internet changes so fast that it is hard to predict its future; he points out several trends that have significantly affected the net.

1.4.1 Going Mobile:

The wireless Web as it is being witnessed today; many people are now using the laptops and mobile phones to connect to the Net. This is achieved through the development of wireless fidelity, or WiFi, technology. WiFi uses low power radio signals to connect devices to one another and to the Internet. A base station serves as a transmitter, and PDAs, computers, and cell phone customers can use special hardware and software to hook into the system (Dominick, 2009).

Several WiFi public 'hotspots' have sprung all over the country, people who visit these spots can link up with the Internet at no cost. One of the emerging characteristics of modern mass communication is mobility and WiFi was the first step in that direction. The next is Wimax which is here with us; it is a technology that permits wireless Internet access to an entire metropolitan areas. According to Dominick (2009) Wimax works a lot like Wifl, but instead of a short 200 feet or so range, it permits access across a range of approximately 10 miles.

1.4.2 Web 2.0

The growing pervasiveness of broadband made Web 2.0 possible (Dominick, 2009). "Web 2.0 is a label given to the developing Internet and the new interactive ways that people are put into use. It is characterized by collaboration and'sharing, such as social networking sites like Face-book,

user generated sites like You-Tube and group effort sites such as Wikipedia"(Dominick, 2009, p. **283).**

Web 2.0 is dynamic unlike Web 1.0 which was static. With Web 1.0 the audience went to Web pages and looked at content provided by the Web owner. Visitors could read something about the person who built the site and maybe even look at a few photos, but that was it. Today, people are more likely to have a page on Face-book or MySpace where they can still post basic information, but now they can join groups, send messages back and forth, check on each others' whereabouts and moods, submit and share videos, sell stuff and link to other sites (Dominick, 2009).

1.5 Overv iew of Social Networking

Howe and Strauss (2000) note that in terms of their affordances, social media enables communication among ever-widening circles of contacts, and they invite convergence among the hitherto separate activities of email, messaging, website creation, diaries, photo albums, and music/video uploading and downloading. From the user's viewpoint, more than ever before using media means creating as well as receiving, with user-control extending far beyond selecting ready-made, mass produced content. The very language of social relationships is being reframed; today, people construct their profile, make it public or private, they comment or message their top friends on their wall; they block or add people to their network, and so forth (Livingstone, 2008).

According to Boyd (2007), **the** explosion in social media such as Face-book, Twitter, You-tube, and e-mail is widely regarded as an **exciting** opportunity, especially for youth. Yet the society's response tends to be one of puzzled dismay regarding, supposedly, a **generation with** many friends but little sense of privacy

As the social media gains popularity, so too do the risks, and potentially, new attitudes and behaviors. Social media has his own negative implications. As noted by Holmes (2009) creating identity and social relations online is not only time-intensive and, on occasion, risky, but it can also be difficult to manage especially on matters of privacy. This suggests a definition of privacy not tied to the disclosure of certain types of information but, instead, a definition centered on having control over who knows what about you.

According to Harden (2000), experts feel that, at best, social networking is time-wasting and socially isolating and, at worst, it allows pedophiles to groom children in their bedroom or sees teenagers lured into suicide pacts while parents think they are doing their homework.
Young (1996) compares Internet addiction to compulsive gambling; he suggests that chat rooms are a major source of online addiction.

1.6 History of Social Media
One of the first recognizable social networks is SixDegrees.com site which was launched in 1997. The site allowed users to create profiles, list their Friends and, beginning in 1998, surf the Friends lists. It also promoted itself as a tool to help people connect with and send messages to others. Though Six Degrees attracted millions of users, it failed to become a sustainable business

hence in 2000, the service closed while people were already flocking to the Internet, most did not have extended networks of friends who were online. Early adopters complained that there was little to do after accepting Friend requests, and most users were not interested in meeting strangers (Boyd 2009).

Another wave of social networking sites began when Ryze.com was launched in 2001 to assist people leverage their business networks. More so, the people behind Ryze, Tribe.net, LinkedIn, and Friendster were tightly linked personally and professionally. They believed that they could support each other without competing (Festa, 2003). In the end, Ryze never acquired mass popularity, Tribe.net grew to attract a passionate niche user base, LinkedIn became a powerful business service, and Friendster became the most significant, although it emerged as "one of the biggest disappointments in Internet history" (Chafkin, 2007, p. 1).

While MySpace attracted the majority of media attention in the United States and abroad, other social networking sites were proliferating and growing in popularity worldwide. Friendster was used more in the Pacific Islands, Orkut became the premier social working site in Brazil before growing rapidly in India (Madhavan, 2007), Mixi was widespread in Japan, LunarStorm took off in Sweden, Dutch users embraced Hyves, Grono captured Poland, Hi5 was adopted in smaller countries in Latin America, South America, and Europe, and Bebo became very popular in the United Kingdom, New Zealand, and Australia.

gj_{ol}rging services with complete social networking features also became popular. In the United States blogging tools with social networking sites features, such as Xanga, LiveJournal, and Vox, attracted broad audiences (McLeod, 2006).

Open services, other social networking sites launched to support niche demographics before expanding to a broader audience. Unlike previous social networking sites, Face-book was designed to support distinct college networks only. Face-book began in early 2004 as a Harvard-only social networking site (Cassidy, 2006). For one to join Face-book a user had to have a harvard.edu email address; as Face-book began supporting other schools, those users were also required to have university email addresses associated with those institutions, a requirement that kept the site relatively closed and contributed to users' perceptions of the site as an intimate, private community.

Beginning in September 2005, Face-book expanded to include high school students, professionals inside corporate networks, and, eventually, everyone unlike other social networking sites, Face-book users are unable to make their full profiles public to all users (Cassidy, 2006).

Currently, there are no reliable data regarding how many people use social networking sites although marketing research indicates that social networking sites are growing in popularity worldwide (Benzie, 2007). This growth has prompted many corporations to invest time and money in creating, purchasing, promoting, and advertising social networking sites. At the same
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time, other companies are blocking their employees from accessing the sites. Additionally, the

United States military banned soldiers from accessing MySpace (Frosch, 2007) and the Canadian government prohibited employees from Face-book (Benzie, 2007).

The growth of social networking sites indicates a shift in the organization of online communities. While websites dedicated to communities of interest still exist and prosper, social networking sites are primarily organized around people, not interests. Early public online communities such as Usenet and public discussion forums were structured by topics or according to topical hierarchies, but social network sites are structured as personal (or "egocentric") networks, with the individual at the center of their own community. This more accurately mirrors unmediated social structures, where "the world is composed of networks, not groups" (Wellman, 1988, p. 37). The introduction of social networking sites features has introduced a new organizational framework for online communities, and with it, a vibrant new research context.

1.7 The Social Implications of the Internet

Although the Internet is still evolving, a few consequences are already apparent; these are:

1.7.1 A new model for news

The Internet supplements the traditional surveillance function of the mass media. As we witness today, when a news event happens, involved or interested parties can post blogs for others to

read. As some experts have put it, traditional news used to be a lecture; now it is a conversation. (Dominick, 2009, p 291).

Blogs have questioned the accuracy of news stories in the traditional media and have exposed several instances of sloppy or inaccurate reporting. In response, the news media have attempted **to** make their techniques more transparent. In short, the Internet provides additional checks and balances to the traditional news media and makes them more accountable to the public (Dominick 2009), the Internet has also expanded the interpretation function. Blogs, in particular, have made it possible for everyone to chime in with his or her opinion on news topics and controversial issues. Moreover, many politicians and prominent policymakers read blogs, magnifying their influence even more.

1.7.2 Lack of Gatekeeper

Traditional mass media have a number of gatekeepers, on the Internet, however, there are none and according to Dominick (2009), this situation has several implications, first, the risk of overloading the system with unwanted, trivial, worthless or inconsequential messages is increased.

Second, gatekeepers also function as evaluators of information. Newspaper editors and television news directors consider the authenticity and credibility of potential news sources. Information obtained on the Internet comes without a guarantee, some of it might be accurate and some of it you must use at your own risk.

Third, having no gate keepers means having no censorship. However, there are some positive benefits from lack of gatekeepers; topics that may be considered too controversial or unfavorable to the economic interests of traditional media can be publicized by bloggers. Blogs are not bound by the traditions of mainstream journalism; they can be partisan, in questionable taste, and totally individualistic. This makes for lively and exciting content (Dominick, 2009)

1.7.3 Information Overload

The internet contains an information retrieval tool that is unparalleled-provided a person knows how to navigate and understand it. So much can be found on the Web that it is sometimes more overwhelming than useful, the credibility of information posted for example on a newsgroup is open to debate.

1.7.4 Escapism and Isolation

According to Dominick (2009), many individuals already spend lots of time engaging in sending e-mail, instant messaging, online chatting, game playing, online shopping, and maybe even cyber sex. Early studies of Internet users revealed that those who spent many hours online showed signs of isolation and depression.

1.7.5 Privacy concerns

Dominick (2009) posits that maintaining a person's privacy in the electronic age is not a new problem, but before the advent of the Internet, compiling a detailed dossier on someone required days or even weeks of searching through records in dozen places today, however, computerized

databases enable a person to accomplish the same things with only a couple of clicks of a mouse. Illustrations of this growing problem include:

Hacking of financial and personal information i.e. accessing data from credit reference bureau that could be used to steal the identity of a person.

Identity theft whereby a person obtains someone's name, social security number, and date of birth from the Internet and can apply for credit cards, get loans and even commit crimes under another name.

Dominick (2009) contends that the issue of privacy is complicated. He notes that in United States the government has wrestled with privacy issues and several bills have been introduced in state legislatures as well as the Congress that would restrict the availability of personal information, however, he notes that many are concerned that the government's regulation would be so rigid that legitimate searches for information would be difficult and many prefer voluntary guidelines to laws.

Amidst these privacy and security issues, the Freedom of Information Act of 2007 upholds the right to privacy as fundamental human right in accordance with information protection policy. According to this Act, unwarranted invasion of ones privacy is a violation of human rights as enshrined under Universal Convention on Human and Political rights which Kenya is part. Article 12 of UCCPR states that:

No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, or to attacks upon his honor and reputation. Everyone has the right to the

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protection of the law against such interference or attacks.

However, practical legislative and execution measures to defend the right to privacy is highly **lacking** in Kenya, more so with regard to social networking sites.

The social media wave has hit Kenya over the last couple of years and little has been done to critically examine this phenomenon, yet each day, Kenyan youth continue to fall prey to hackers, stalkers and fraudsters on these social media channels. Owing to this burning issue, this study seeks to delve into the implications of social media on infringement of society's sense of privacy in Kenya and generate contextual recommendations on proper interventions to restore the society's sense of privacy that is allegedly disrupted by the social networking media.

1.8 Problem Statement

A large number of people around the world are embracing social networks. Yet viewed from a privacy and security angle; it is impossible not to see the potential toll of this widespread sharing and openness. Unethical implications of social networking cannot be denied. Although research has been done related to new technology; most researchers have dealt with Interactivity (McMillan and Downes, 1998), Hypertext (Lee, 1998), Multimedia (Jones and Berger, 1995), Internet addiction (Young, 1996) and Internet Use and Depression (Kraut et al, 1998).

There are serious societal concerns that are unfolding with the ever-increasing rates of misconduct in the use of social media. Serious questions are brought forth related to how youths and other users of the social media interact with one another as well as how they can be held accountable for behavior depicted on these sites.

It is difficult to know who uses the information posted on social networking sites. It is sometimes alarming when the information posted on the sites is accessed and used against an individual. According to Timm and Duven (2008), such users are ignorant of the fact that information obtained from a social networking site is not considered illegal because it is in the public domain.

Social networking is sometimes marred by serious social privacy dilemma. It is characterized by harassment, defamatory statements, disclosure of confidential information, hacking etc. All these happen amidst increasing popularity of these sites where users use sign-in-name and password for their personal profile, a requirement that provides a sense of security and the impression that the information is private.

1.8.1 Aims and objectives of the study

The main aim of the study is to establish the implications of social media on infringement of society's sense of privacy, specifically in Kenya.

Objectives of the Study

1. Establish the most prevalent forms of social media in Kenyan households

2. Determine the negative impact of social media in Kenya

3. Examine ways in which to protect youth from risks associated with explosion in social media

1.8.3 Research Questions

1. What are the most prevalent forms of social media used in Kenya?

2. How are the social media impacting the Kenyan society negatively?

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3. What should be done to protect the youth from risks associated with social media?

1.8.4 Research hypothesis

The rapid growth in use of social media has infringed on and diminished citizen's right to privacy.

1.9 Significance of the study

Quite a good number of studies have been conducted with respect to social media on infringement of society's sense of privacy. For example, Pernisco (2010) focused on some of the issues related to social media, focusing mainly on popular social media sites such as Face-book, MySpace, Twitter, You-Tube, and Linkedln. The results of the study indicated that main issues related to social media concerned sexual harassment, criminal threats, intentional infliction of emotional distress, unauthorized releases of customer or company information, professional malpractice, software piracy, violations of securities laws, and interference with prospective or contractual economic relationships.

Raizada, et al (2009) sought to investigate the impact of these networking sites on the personal and professional lives of people using them. The study revealed that: With social networking web sites like Orkut.com, Facebook.com and MySpace.com, it is almost too easy to retrieve personal information about someone and use it to harm them; another great issue of concern with social networking web sites is that of online predators threatening child safety.

Laplaca and Winkeller (2010 attempted to analyze the most significant implications of such social media sites as Twitter and Face-book; the study revealed that some of the most significant implications include the erosion of privacy, liability in defamation and intellectual property, and

businesses may find themselves legally liable for hosting material which infringes on another's IP rights.

All the studies reviewed only evaluated social media and its effect on society, none of the study that has been reviewed exhaustively tackled implications of social media on infringement of society's sense of privacy. Thus the researcher seeks to bridge this knowledge gap.

Conclusion

The chapter seeks to explain the history of the internet and how it was conceptualized. It also contains the overview of the popular social networking sites among the youth. The chapter also contains the research objectives, problem statement, significance of the study and the research questions that guide the researcher in conducting the research.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

According to Chadwick (2009), when the internet first emerged as a popular communication medium (in the developed world) few seemed to take it seriously. It was often dismissed as a passing fad, a minority pursuit too dependent upon specialist forms of technical knowledge, of far less importance than television and the press, or a simple manifestation of irrational exuberance in the financial markets.

Many people were amazed by the new medium's capacity for self-expression and its potential for disrupting social, political, and economic relations, but there was a palpable lets wait and see quality to the academic discourse of the mid-1990s. Some scholars dismissed this domain of research as that without effect on the traditional evidence of political science such as campaign spending, voter turnout, and public opinion formation.

Chadwick (2009) posits that this context has changed as appreciation has grown of deeply rooted changes in social, economic, cultural and political life in the advanced democracies. Many of these changes are now rippling out to the less wealthy regions of the globe, albeit in highly uneven patterns. Important subterranean shifts occurred as the internet continued to diffuse at a remarkable rate in the early 2000s.

Many started to conduct important aspects of their lives online, as internet shopping, social support networks, and public services began to proliferate. All of this was enhanced by a reduction in the costs of computers and other networked devices and an increase in the capacity of broadband telecommunications.

Although the roots of the blog format date back to Dave Winer's radio Userland self-publishing platform which was launched in 1997, blogging started to grow in 2002 under the influence of new platforms such as WordPress and Moveable Type. The marvelous growth of blogging and its associated offshoots soon led to the invention of Web 2.0; the term was first coined by O'Reilly in 2003.

Web 2.0 is characterized by the aggregation of huge amounts of information, and those who can successfully search, refine, and subsequently protect it are likely to emerge as dominant. Most of these posted data have been created from the concentrated labor volunteers (Andrejevic, 2002) or they may simply be the by-products of countless, coincidental interactions. But the key point is that informational value emerges from the confluence of distributed user generated content and its centralized exploitation.

When used as an analytical lens for internet politics, this principle points to the ongoing importance of longstanding controversies surrounding privacy, surveillance, and the commercial and political use of personal information (Howard, 2006), the celebrated freedom of political
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expression via self-publishing and the ease of connection facilitated in the social networking

environments of Web 2.0 also offer a multitude of possibilities for automated gathering, sorting and targeting.

In the early days of the web political actors would often be heard complaining that they had no control over the online environment or that they did not know how to target particular groups or supporters (Stromer-Galley, 2000). According to Chadwick (2009) the applications of web 2.0 arguably render these tasks much more manageable, as individuals willingly produce and reveal the most elaborate information about their preferences within enclosed, proprietary technological frameworks.

2.1.1 Privacy

Dominick (2009) posits that computers have opened up threats to privacy. Some systems enable supervisors to monitor every keystroke of their employees to observe productivity. "E-mail, no matter how personal, can be read by anyone with access to the system. Consumer's who subscribe to computerized data services run the risk of having their personal file examined by unauthorized persons or, even worse, having their identities stolen" (Dominick: 2009, 279).

According to Moor (1997) an individual has privacy in a situation if in that particular situation the individual is protected from intrusion, interference, and information access by others.
Privacy refers to the interest that individuals have in sustaining their personal space, free from interference by other people or organizations (Clarke, 1988). Specifically, information privacy is defined as the interest individuals have in controlling, or at least significantly influencing, the

handling of data about themselves (Clarke, 1988). Hoffman et al. (1999) asserted that **consumer**'s expectations of privacy depend on the type of media.

privacy regulation theory was developed by social psychologist Irwin Altman in 1975. The theory aims to explain why people sometimes prefer staying alone but sometimes get involved in social interactions. Traditionally, privacy is regarded as a state of social withdrawal (i.e., avoiding people) (Palen & Dourish, 2003). Altman (1975), however, regards it as a dialectic and dynamic boundary regulation process where privacy is not static but "a selective control of access to the self or to one's group.

According to Altman, dialectic refers to the openness and closeness of self to others (i.e., seeking and avoiding social interaction); while dynamics indicates that the desired privacy level (i.e., the ideal level of contact at a particular time), which varies due to individual and cultural differences, continuously moves along the continuum of openness and closeness in response to different circumstances over time. In other words, the desired privacy level changes with time according to environment. Therefore, we might want to avoid people at a particular time but desire contact at another time.

Altman (1975) also believes the goal of privacy regulation is to achieve the optimum level of privacy (i.e., the ideal level of social interaction). In this optimizing process, we all strive to match the achieved privacy (i.e. the actual level of contact at a specific time) with the desired one. At the optimum level of privacy, we can experience the desired solitude when we want to be

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alone or enjoy the desired social contact when we want to be with people. However, if our actual

level of privacy is greater than the desired one, we will feel lonely or isolated; on the other hand, if our actual level of privacy is smaller than the desired one, we will feel annoyed or crowded (Kaya & Weber, 2003).

According to Altman (1975), if we effectively control the openness and closeness' of self to others (i.e., make ourselves more or less available to others) in response to our desire and the environment, we can function better in society than those who cannot. In order to regulate our privacy (i.e., social interaction) successfully, we need to use a variety of behavioral mechanisms such as verbal, para-verbal and non-verbal behavior, environmental mechanisms of territoriality and personal space (Altman, 1975). By combining these behavioral mechanisms (techniques), we can effectively express our desired privacy level to others in order to achieve the optimum level of privacy.

With the increase of social media due access to information technology, privacy has been extended from physical space to virtual space. In the past, spying on our personal habits was made difficult simply because information was scattered all over the place. Today computers store huge amounts of information about us in one centralized place which is the computer's memory, that is easily accessed from anywhere over phone lines.

Dominick (2009) contends that people willingly provide much of their information when they apply for a credit card, and what many people do not know is that much of this information is sold to other organizations for other purposes and that's the reason many are hit with barrages of
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spam from organizations they have never heard of.

2.2 Prevalent Forms of Social Media in Kenya

More and more Kenyans are using available technologies to access social media tools on the **Internet.** As we witness today when most Kenyans go online (predominantly with their mobile phones) they spend much of their time on social media platforms (Face-book, Twitter, YouTube and so on). According to Kemibaro (2011), in recent months Face-book — one of the major social media platform worldwide and currently the most visited website in most of Kenya— has seen massive growth on the country-Face-book has even launched versions in Swahili language. Other social networking websites, MySpace, Twitter and YouTube, rank among the most visited websites in most of Kenya.

2.2.1   Facebook

Hosting the most members for a college based social networking site, Facebook.com is among the many sites that are used for uploading pictures, boasting several million uploads daily. Since its inception, Facebook.com has now been opened to anyone with a valid email address and offers its members options of joining the millions of networks of people with similar interests.

Most of Facebook.com users check their account daily. The site generates its revenue from advertisement since it boasts a huge number of registered users.

2.2.2 Twitter

The website is based in San Francisco, California. Twitter also has servers and offices in San Antonio, Texas; and Boston, Massachusetts. Twitter, Inc. was originally incorporated in California, but as of 2007 is incorporated in the jurisdiction of Delaware. Twitter was produced in March 2006 by Jack Dorsey and launched in July. Twitter has gained popularity worldwide

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and is estimated to have 200 million users, generating 65 million tweets a day and handling over 800,000 search queries per day.

2.2.3 YouTube

The company is based in San Bruno, California and uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging and short original videos. Most of the content on YouTube has been uploaded by users, although media corporations and organizations offer some of their material via the site, as part of the YouTube partnership program. Unregistered users may watch videos, and registered users may upload an unlimited number of videos.

2.2.4 Hi5

In hi5, individuals create an online profile in order to show information such as interests, age and hometown and upload user pictures where users can post comments. It also allows the user to create personal photo albums and set up a music player in the profile. Users can also send friends requests via e-mail to other users. When an individual receives a friend request, he or she may accept or decline it, or block the user altogether. If the user accepts another user as a friend, the two will be connected directly or in the 1st degree. The user will then appear on the person's friend list and vice-versa. Some users opt to make their profiles available for everyone on hi5 to view. Other users exercise the option to make their profile viewable only to those people who are in their network.

2 3 Motives for using the Internet

According to Kartz (1974) the Uses and Gratifications theory answers the question what do **people** use the internet and other media for? In the Internet environment, users are even more actively engaged communication participants compared to other traditional media.

Katz et al. (1974) argue that available media choice compete to satisfy individual needs. Thus there exists competition not only between the internet and other traditional media but among each option in the Internet itself.

Although motivations for internet use may vary among individuals, situations and media vehicles; most uses and gratifications studies explore them based on some dimensions i.e. relaxation, companionship, habit, passing time, entertainment, social information (Kartz, 1974).

The Internet is sometimes discussed as if it were primarily a medium being used by young people, a research to this effect was carried out by Gallup Organization for online market researcher and the research indicated that older people tend to use internet mostly for news and information while younger users tend to use it for a wider variety of purposes i.e. news and information, entertainment, socializing and recreation (Tankard et al., 2001, p376).

Examining the Internet as a source of political information, Johnson and Kaye (1998) found that people use the web primarily for surveillance and voter guidance and secondarily for entertainment, social utility and excitement. In a study of the web as an alternative to television viewing, Ferguson and Perse (2000) found four main motivations for Internet use: entertainment, passing time, relaxation/escape and social information.

The internet combines elements of both mass and interpersonal communication. The distinct characteristics of the internet lead to additional dimensions in terms of the uses and gratifications approach. Learning and socialization are suggested as important motivations for internet use (James et al., 1995).

Personal involvement and continuing relationships were also identified as new motivation aspects by Eighmey and McCord (1998) when they conducted research on audience reactions to websites. Pavlik (1996) notes that online, people are empowered to act, communicate or participate in the broader society and political process; this type of use may lead to increased self-esteem, self efficacy and political awareness.

Interaction was also identified as another motivation for using internet such that Kuehn (1994) called attention to this interactive capability of the Internet through discussion groups, e-mail, direct ordering and links to more information. Lin (2001) suggested that online services should be fashioned to satisfy people's need for useful information as well as social interaction opportunities. Group support was identified as an important reason for using the Internet as it can provide a good platform to exchange information, give support and serve as a meeting place e.g. Face-book can be used to find friends and twitter also is used as an environment to share interests and goals and as part of the group they can voice their opinions and concerns in a supportive environment (Lin, 2001).

Other studies identified anonymity as one of the reasons why people go online. According to McKenna et al. (2000), people use the security of online anonymity to develop healthy
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friendships and gratify their need to socialize.

Choi and Haque (2002) also found anonymity as a new motivation factor for internet use. Ryan (1995) indicated that anonymity motivates users to speak more freely on the internet than they **would** in real life.

The knowledge gap theory proposed by Tichenor, Donohue and Olien (1970) posits that increase of information in society is not evenly acquired by every member of society; people with higher social- economic status tend to have better ability to acquire information.

Tichenor, Donohue and Olien (1970) present five reasons for justifying knowledge gap. These are: 1) People of higher socioeconomic status have better communication skills, education, reading, comprehending and remembering information. 2) People of higher socioeconomic status can store information more easily or remember the topic from background knowledge 3) People of higher social economic status might have a more relevant social context. 4) People of higher socio-economic status are better in selective exposure, acceptance and retention. 5) The nature of the mass media itself is that it is geared toward persons of higher socio-economic status.

From the digital divide perspective, Internet users are technology-haves or information rich (van Dijk, 1999). Their access to and use of the Internet are linked to various social consequences, such as political knowledge and civic participation (Dutta-Bergman 2005; Norris 2001; Shar et al. 2005). Although different patterns of Internet use i.e. information vs. entertainment does matter meaningful engagement with the Internet could have tremendous impacts on individual' and communities' social quality, that is, social- economic security, social inclusion, social

cohesion and empowerment (Berman and Phillips 2001; Selwyn 2004).

Some inventions are fast while others seem to fail and lie still for decade. Most achieve slow penetration at first, and then adoption grows more quickly, but later slows down. Diffusion of Innovations theory describes the patterns of adoption, explain the mechanism and assist in predicting whether and how a new invention will be successful. It is expressed in Rogers E.M. 'Diffusion of Innovations' The Free Press, New York, originally published in 1962, 3rd Edition 1983. Each member of the social system faces his/her own innovation- decision that follows a 5- step process:

Knowledge-person becomes aware of an innovation and has some idea of how it functions,

Persuasion-person forms favorable or unfavorable attitude towards the innovation,

Decision-person engages in activities that lead to a choice to adopt or reject the innovation,

Implementation-person puts an innovation into use, Confirmation-person evaluates the results of an innovation-decision here is already made.

According to Rogers (1983) for an innovation to be successful, the adopter distributions follow a bell-shaped curve, the derivative of the S-shaped diffusion curve. Diffusion scholars divide this bell-shaped curve to characterize five categories of system member innovativeness, where innovativeness is defined as the degree to which an individual is relatively earlier in adopting new ideas than other members of a system.

These groups are: Innovators- who are venturesome types that enjoy being on the cutting edge and are eager to try. Early adopters-use the data provided by the innovators' implementation and confirmation of the innovation to make their own adoption decisions. This group is where most

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of the opinion leaders reside. Rogers (1983) posits that for the early majority; much of the social

system does not have the inclination or capability to remain abreast of the most recent **information** about innovations, so they instead trust the decisions made by opinion leaders.

Late majority-a large subsection of the social system follows suit with trusted opinion leaders. This is the fabled tipping point where the rate of adoption rapidly increases. The domino effect continues as even for those who are cautious or have particular qualms with the innovation, adoption becomes a necessity as the implementation of the innovation-decisions of earlier adopters result in social and economic benefit. Laggards-they are the last adopters; they can either be traditional or be isolates in their social system. If they are traditional they are suspicious of innovations and often interact with others who also have traditional values. If they are isolates, their lack of social interaction decreases their awareness of innovations' demonstrated benefits. It takes more than longer than average for laggards to adopt innovations.

Technology Acceptance Model (TAM) tries to explain user acceptance of a technology based on user attitudes. The theory was developed by Aizen and Fishbein (1980). This model views the causal relationships as essential unidirectional, with the environment influencing cognitive beliefs, which influence attitudes and behavior. It suggests that two specific behavioral beliefs, perceived ease of use and perceived usefulness, determine an individual's intention to use technologies. Whereas perceived ease of use is defined as the 'degree to which a person believes using a particular system would be free of effort', perceived usefulness refers to the degree to which a person believes that using a particular system would enhance his/her performance' (Davis 1989).

Based on the technology acceptance model, people's perceptions regarding the ease of use of the **Internet** will positively influence their intentions to continue to use the Internet i.e. the easier **people** perceive their Internet use would be, the more likely they will keep using the Internet in the future. Today most people prefer to use the internet as it's effortless; you just need to Google **any** information that you need (Aizen and Fishbein 1980).

In a meta-analysis of user technology acceptance, Sun and Zhang (2006) found that perceived ease of use has shown a significant effect on perceived usefulness in the majority of studies. This suggests that users who perceive the Internet as an easy technology to use will believe that the Internet is useful. Also if an individual perceive a technology to be useful there will be a greater propensity and continuity to use such technology.

Davis et al. (1992) found that both intrinsic and extrinsic motivations are key drivers of behavioral intention to use computers. Intrinsic motivation emphasizes the pleasure and inherent satisfaction derived from a specific activity (Vallerand 1997), whereas extrinsic motivation highlights performing a behavior to achieve a specific goal, such as rewards. In other words, intrinsic motivation is based on performing an activity purely for enjoyment of the activity itself, whereas extrinsic motivation refers to the performance of an activity because it is believed to be instrumental in achieving valued outcomes that are separate from the activity. If people perceive Internet as enjoyable, they will have a higher degree of intention to keep using it. Most people enjoy surfing on the internet as they can chat with friends, download music and even read at the comfort of their mobile phones and laptops (Vallerand 1997).

Self efficacy has been confirmed as a significant predictor of perceived usefulness; Bandura (1977) argues that beliefs about outcomes may not be able to influence behavior if users doubt their capabilities to perform the necessary activities. People who have little confidence in their ability to use the internet may have a great discount in their perceptions of the usefulness of the internet. In addition, if some people are dissatisfied with their internet skills and do not believe they can accomplish things on the Internet; they will not enjoy using the Internet (Compeau and Higgins 1995; Igbaria and Ivari 1995; Liaw 2002).

Self-efficacy not only predicts perceived enjoyment directly, but affects it indirectly through perceived ease of use (Lee et al.2005), people will hardly feel enjoyment if they think using the Internet is too difficult for them and on the other hand those who believe they have the abilities to use the Internet will perceive Internet as an easy technology and will then enjoy working with the Internet.

Based upon social learning theory (Bandura 1977), individuals apply their knowledge acquired from modeling and observation to future unknown situations and form an idea of how the new behavior should be performed. Such knowledge guides individuals in their performances of the new actions and helps them perceive these actions as easy tasks. For the case of Internet use those who know more about the Internet and know how to do things on the Internet will perceive Internet as easier to use than those who have less Internet knowledge.

2.4 Negative impacts of social media

With the emergence of the Internet, information privacy arose as a salient issue. While consumers do not pay much attention to privacy in traditional media, they do want control and

protection of privacy in electronic media. In the context of Internet, privacy is important because it builds a sense of trust consumers, which can lead to increased use of websites (Dominick 2009).

Sheehan and Hoy (1999) found out **that** as individual concerns about privacy increase, the **frequency** with which they register for a web site decreases. More recently, Wang, et al. (2006), in their empirical study on relative weight of Internet commerce factors, identified privacy as one **of** the most critical factors in online marketing along with safety and product quality. The findings indicate that as marketers of websites improve privacy with safety and product quality, more people sign up for, and shop on the web sites.

When considering inherent characteristics of social networking web sites, privacy is presumably a critical issue to those who use them. A vast amount of identifiable personal information such as full name, school photos and e-mail address is available on many social networking sites (Dominick, 2009). In addition, disclosing some personal information is necessary to network on such sites. Indeed, Bart, et al. (2005) discovered that privacy is an important driver of trust, particularly for community websites compared with other sites because sharing information among members on community web sites is prevalent; this results in users' susceptibility of risking private information. Haythornthwaite (2006) notes that, with social networking web sites like, Facebook.com and MySpace.com, it is almost too easy to retrieve personal information about someone and use it to harm them.

Another great issue of concern with social networking sites that warrant appropriateness of this study is that of child safety. The Children's Act of 2001 guarantees children the right to privacy

and protection from all forms of exploitation and abuse including cyber-exploitation. Children

ₐ**nd** teenagers who use social networking web sites are at risk due to their lack of using online

safety A lot of the web sites do have an age requirement but it is easily bypassed by people lying

of their age (Bart, et al. 2005).

Although a **lot** of the **social networking** web sites are **trying** to **come** up with new ways to keep

children safe, **including** My Space**.com,** predators are finding ways around these new

implementations and **kids** are still naive. This study is therefore significant to help propose ways

of **hastening** child protection efforts locally.

A third issue of concern with social networking websites that prompts this study is that of

copyright infringement. With the massive amount of files shared through social networking web

sites it hard to tell who the original owner of the selected file is.

Also, commercial products are being reproduced by individuals and uploaded to these social

networking web sites. YouTube.com is a great example of how copy right infringement can

come about using social networking website. Members can pretty much upload anything they

want on YouTube.com to be viewed by anyone who comes across it.

The only real way that copyright infringement is reported is through the self-policing of the

YouTube community (Haythornthwaite 2006).

2.5 Kenya's Constitution on Privacy

Under Article 31 of the new Constitution, every person has the right to privacy, which includes

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the right not to have their person, home or property searched; their possessions seized;

information relating to their family or private affairs unnecessarily required or revealed; or the privac\ of their communications infringed.

In Article 35, every citizen has the right of access to information held by the State; and any information held by another person, which is required for the exercise or protection of any right or fundamental freedom. Further, every person has the right to the correction or deletion of untrue or misleading information that affects him or her.

Even to moderate civil libertarians and advocates of privacy and transparent governance, this shift is a quantum leap for Kenya's jurisprudence and one can only begrudge the fact that it has taken such a long time. According to Murungi (2010), in the wording of these new species of rights can be found the spirit of seven key principles that have been incorporated in three instruments that are reference points in the international discourse on privacy and data protection: the Council of Europe's Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data; the United Nations Guidelines Concerning Computerized Personal Data Files and the OECD Guidelines on the Protection of Privacy and Trans-border Flows of Personal Data. Those principles are:

• Notice—persons should be given notice when their data is being collected;

• Purpose and disclosure personal information should only be used for the purpose for which it has been stated;

• Consent the information should not be disclosed without the knowledge and consent of the person to whom it relates;

• Security the information should be kept secure from any potential abuses

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• Access—subjects should be allowed to access their personal information and make corrections to any inaccuracies

 • Accountability - those who collect and manage the information are in an ethical-legal relationship with the subjects for which they should be transparent and accountable.

2.6 Mitigating the Risks Associated With Social Media

Based on the concerns arising from the preceding section, it is important to establish ways and means to alleviate the risks linked to social media.

Regulators should introduce an obligation to data breach notification for social network services. According to Tufecki (2008) users should only be able to deal especially with the growing risks of identity theft if they are notified of any data breach. At the same time, such a measure would help to get a better picture of how well companies secure user data, and provide a further incentive to further optimize their security measures. They should also re-think the current regulatory framework with respect to controllership of (specifically third party-) personal data published on social networking sites, with a view to possibly attributing more responsibility for personal data content on social networking sites to social network service providers (Pearson, 2009). Further, regulators, ought to improve integration of privacy issues into the educational system. As giving away personal data online becomes part of the daily life especially of young people, privacy and tools for informational self-protection must become part of school curricula (Tufecki, 2008).

Transparent and open information of users is one of the most important elements of any fair

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processing and use of personal information. While the need for such a mechanism is recognized

in most national, regional and international regulatory instruments for privacy, the present form **in** which many social media service providers inform their users may need to be revisited: At **present** - and in many cases in line with existing regulatory frameworks - privacy information form a part of sometimes complex and lengthy "terms and conditions" of a service provider **(Raynes-**Goldie, 2010). In addition, a privacy policy may be provided. Some service providers **suggest** that the percentage of users actually downloading this information is very low. Even if this information is displayed on the screen when a user signs up to a service, and can also be accessed later if the user so wishes, the goal to inform users about potential consequences of their actions during the use of a service (e.g. when changing privacy settings for a collection of - say - pictures) may be better served by built-in, context-sensitive features, that would deliver the appropriate information based on user actions (Patchin and Hinduja, 2010).

User information should specifically comprise information about the jurisdiction under which the social media service provider operates, about users' rights (e.g. to access, correction and deletion) with respect to their own personal data, and the business model applied for financing the service (Tufecki, 2008). Information must be tailored to the specific needs of the targeted audience (especially for minors) to allow them to make informed decisions.

Information of users should also refer to third party data. According to Joinson (2008), providers of social media services should - on top of informing their users about the way they treat their (the users') personal data, also inform them about the do's and don'ts of how they (the users) may handle third party information contained in their profiles (e.g. when to obtain the data subjects' consent before publication, and about possible consequences of breaking the rules).

Especially the huge quantities of photos in user profiles showing other people (in many cases **even tagged** with name and/or link to the other persons' user profile) are an issue in this context, **as current** practices are in many cases not **in** line with existing **legal** frameworks governing the **right** to control one's own **image.**

Candid information should also be given about remaining security risks, and possible consequences of publishing personal data in a profile, as well as about possible legal access by third parties (including law enforcement, secret services) (Joinson, 2008).

Social media service providers should introduce privacy-friendly default settings to play a key role in protecting user privacy. According to Pearson (2009) it is known that only a minority of users signing up to a service will make any changes to default settings - including privacy settings. The challenge for service providers here is to choose settings that offer high degree of privacy by default without making the service unusable. At the same time, usability of setting features is essential to encourage users to make their own changes.

Social media service providers should improve user control over use of profile data within the community; for instance allow restriction of visibility of entire profiles, and of data contained in profiles, as well as restriction of visibility in community search functions (Pearson, 2009).

People that post personal information on social networking sites cannot expect for this information to stay private. When a user utilizes the privacy settings to prevent most users from viewing their personal information, photos or comments the user has an expectation that this information will remain private. What users should understand is anything posted online does not

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remain private, once posted it is public (joinson, 2008).

Appropriate complaint handling mechanisms should be introduced (e.g. to freeze contested information, or pictures), where they do not already exist, for users of social networks, but also with respect to third party personal data. Timely response to data subjects is important. Measures may also include a penalty mechanism for abusive behavior with respect to profile data of other users and third party personal data (including removing users from site as appropriate) (Raynes-Goldie, 2010).

Users of social networks should be careful before publishing personal data (specifically name, address, or telephone number) in a social network profile. Tufecki (2008) points out that users should be especially careful with publishing personal information about others (including pictures or even tagged pictures), without that other person's consent. They should use privacy friendly settings. Restrict availability of information as much as possible, especially with respect to indexing by search engines. Parents should pay attention to the activity of your children in the Internet, especially on social network websites.

2.7 Theoretical Framework

The uses and gratification approach was first described in an article by Elihu Katz (1959) in which he was reacting to a claim by Bernard Berelson (1959) that the field of communication research appeared to be dead. Kartz pointed out that most communication research up to that time had been aimed at investigating the question "What do media do to people". Kartz (1959) suggested that the field might save itself by turning to the question 'what do people do with the media?"

This theory is important in this study to determine people's motives for using the internet. In the Internet environment, users are even more actively engaged compared to other traditional media. jCatz et al. (1974) argue that available media choice compete to satisfy individual needs. Thus there exists competition not only between the internet and other traditional media but among each option in the Internet itself

Although motivations for internet use may vary among individuals, situations and media vehicles; most uses and gratifications studies explore them based on some dimensions i.e. relaxation, companionship, habit, passing time, entertainment, social information (Kartz, 1974). Other studies identified anonymity as one of the reasons why people go online. According to McKenna et al. (2000), people use the security of online anonymity to develop healthy friendships and gratify their need to socialize.

Choi and Haque (2002) also found anonymity as a new motivation factor for internet use. Ryan (1995) indicated that anonymity motivates users to speak more freely on the internet than they would in real life.

According to Tankard (2001), much of the research on cyber communication has been driven by specific questions about the effects and uses of new media. One theory that has been developed is Roger Fidler's (1997) idea of mediamorphisis, which tries to explain the relationship between new and old media; this is because changes in the media seem to be coming more and more rapidly. The dramatic growth of the Internet raises fundamental questions about where new media came from and what their impact will be on existing media.

Roger Fidler (1997) defines mediamorphosis as [ik]"the transformation of communication media, **usually** brought about by the complex interplay of perceived needs, competitive and political **pressures,** and social and technological innovations" (pp.22-23)

Tankard (2001) posits that the essence of mediamorphosis is the idea that media are complex, adaptive system; i.e. media like living species, evolve for increased chances of survival in a changing environment.

Fidler (1997) argues that new media do not arise spontaneously and independently-they emerge gradually from the metamorphosis of older media.

The uses and gratification approach is the only theory that has attempted most directly to deal with the active audience (Tankard, 2001). The theory reminds us of one very important point; people use the media (Internet) for many different purposes. This approach suggests that to a large extent, the user of mass communication is in control.

2.8 Conclusion

The theories used in this chapter include uses and gratification, knowledge gap and diffusion of innovation. The theories seek to explain the motives people have and why they choose to use the internet instead of other media. The motives towards the use of the Internet as observed in this chapter include: audience remains active, they prefer to use the Internet as it is easy in terms of use, it allows interactivity, it allows anonymity and audience feel that they are in control. The section also includes the negative impacts of social media and ways and means to alleviate the risks linked to social media.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents the procedures and the methods employed in this study. The section comprises the research design, target population, sampling procedure, data collection instruments, data collection procedures and methods of data analysis.

Sample Design and Procedures

In this study survey design was used, employing both quantitative and qualitative approaches. Survey research was used to obtain information from the population by use of interviews and questionnaires. Quantitative method was used with the closed ended items from the questionnaire. On the other hand qualitative method was used to generate data from the interview guides. This method was found appropriate since it allows the participant to describe what is meaningful to them rather than being restricted to predetermined categories; provides high credibility and face validity and ensures that participants are interpreting questions the way they were intended.

Target Population

In this study, the target population included parents and youths across Nairobi. Purposive sampling was used because the researcher had a purpose to sample a population that already used the internet and had an understanding of what social media entails. The target population was one that used the internet regularly; in this case regularly being three times a week,

purposive sampling is used when a researcher decides on what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge and experience.

The researcher collected data from a representative sample comprising of the parents and youths (in Nairobi area).

3.3.1 Sample of Households

The researcher used purposive sampling procedure to select a representative number of households (families) from the Nairobi and its environs. The researcher then selected families that were certain to have cooperative parents and youthful children. The researcher then selected 40 from the area. This number was deemed to be representative.

3.3.2 Sample of Youths

Simple random sampling procedure was used to select a representative sample of youths from each of the sampled families. The researcher obtained the names of all youthful children from the parents. These names were then noted down on different slips of paper, which were then placed in a container and mixed thoroughly. The researcher then picked 1 name from the container. This was done in about all the selected family (40) to give a total of 40 youths. To ensure voluntary

participation of the selected youths, the researcher in person clearly explained the purpose of the study to each one of them. The assistance of the parents was also sought where necessary.

3.3.3 Sample of Parents

One parent from the sample of the families in the study was selected using purposive sampling procedure, which allows the researcher to have subjective judgment on the sampling unit. In situation where both parents are not within reach, the guardian or caregiver was picked. In case the parent or the guardian declined, the activity was carried forward to the next household. The parents were subjected to interviews.

Data Sources and Data Collection methods

The major research instruments that this study used was the questionnaire for youths and guided interviews for parents.

Questionnaires for Youths

The suitability of questionnaires for use in this study was based on three major considerations. The first of these concerned the number of variables used to collect data items required for the study. This makes the use of the questionnaire the most practical way to gather data on each of them. The second of these concerned the nature of these variables, most of which are suited to provide data in a comparative format.

The final consideration related to the number of respondents required for the study. To obtain data from 40 respondents required for this study, by other data collection instruments required $_m$ore time and effort. The variables used for data collection forms the basis for the construction of the questionnaires. The questionnaires were crosschecked though a pilot test which was conducted in fifteen suburban areas around Nairobi that enjoy similar characteristics as those **sampled** for the study. This was done in order to test whether: There is ambiguity in any item; if the instrument could elicit the type of data anticipated and to indicate whether the research objectives were being appropriately addressed thus enhancing reliability and validity

The Questionnaires for youths was structured with a number of sub-sections that are sub-divided based on the research objectives except the first sub-section (section A) that is meant to capture the demographic characteristics of the participants.

Section A: Demographic characteristics of learner (sex, age, level of education).

Section B: Most prevalent forms of social media in Kenyan households

Section C: Negative impact of social media in Kenya

Section D: Ways in which to protect youth from risks associated with explosion in social media

Interview guides for Parents

Interview guides was used in this study as some information obtained through questionnaires need clarification and confirmation through follow-up interviews with a selected number of correspondents.

Interview guides were used to obtain information from the parents and guardians. According to Kane (1995) each interview guide is differently structured so that the desired response is obtained from each category of respondents and circumstances. Interviews were conducted at various times for each category of respondents in order to obtain the responses of the research objectives.

The interview guide was divided into a number of sub-sections based on the research objectives except while the first sub-section (section A) was meant to capture the demographic characteristics of the parents.

Data Collection Procedure

Selected families were approached so as to explain the purpose of the study, obtain their consent and request for their assistance. Before responding to the questionnaires, the participants were instructed on what to do. Their confidence was ensured by assuring them that their identity was concealed. Each respondent was expected to respond to the questionnaire items independently. Completed questionnaires were collected immediately, while others were sent via email and arrangements were made to pick them later. Interviews were self-administered.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter presents an analysis and presentation of findings of primary data.

The chapter is arranged systematically in themes corresponding to the research questions. The first section begins with demographic information of the participants. Second section presents the most prevalent social media used. Third section presents the findings on the negative impacts of social media in Kenya and the fourth section shows some ways in which to protect the youth from risks associated with the social media.

4.2 Section A: Demographic information

This section, explain some of the pertinent background information regarding the participants to this study. It shows the characteristics of the participants which include their age, sex, education, marital status and occupation.

Fig. 4.1: Age
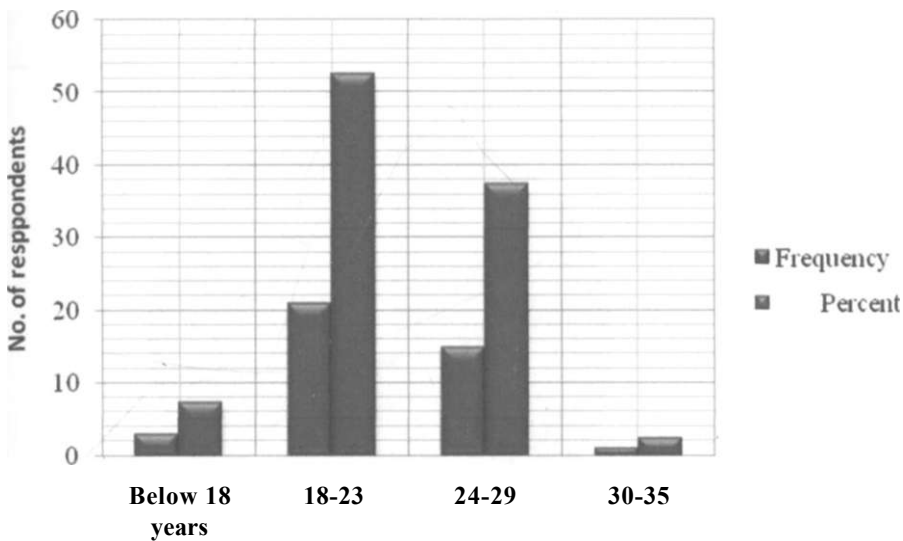
Source: Research Data 2011

Youths are the most respondent who turned out for this as shown in the figure 1 above, 52 percent of all the respondents were between the age group of 18-23 years; about 38 percent were between 24-29 years with only 2 percent falling in the age group of 30-35 years. Interestingly, this study also attracted the users of social medial of below 18 years. These demographics implies two major things; one, social networking sites is gathering increasing momentum on attracting the attention from the young adults including some children and two, not only young

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people embrace the social media, even the non-youths use social media despite the fact that their intentions might be different.

Fig. 4.2: Sex
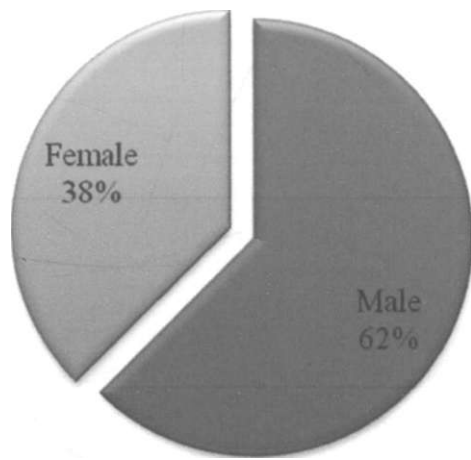
Source: Research Data 2011

Male respondents comprised 62 percent of the sample size (40 people) and female comprised of 38 percent. While the population household survey reflects that there are more female than male (KNBS, 2009) in Nairobi County, these results shows that males are the most prevalent users of the social media.

Fig. 4.3: Education
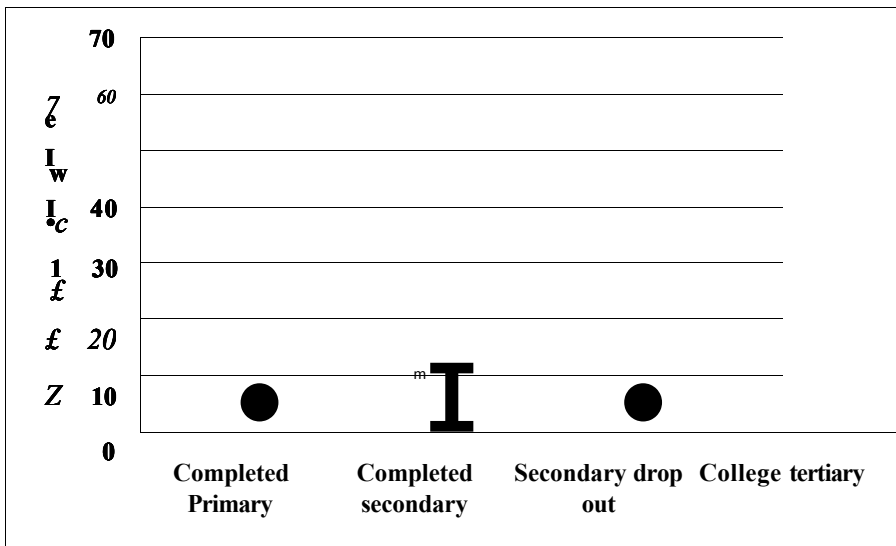
Source: Research Data 2011

A large proportion of the respondents in this study are college students or college graduates and comprised 64 percent as shown in figure 3 above. 15 percent completed secondary school and 9 percent were secondary school drop-outs. It is further observed that 9 percent were primary level graduates respectively.

This is in agreement with Timm-Duven (2008) who observes that social networking sites are a part of college students' regular daily lives since they very much rely on it to make connections with other people every day.

Fig. 4.4: Marital status

Source: Research Data 2011

In terms of marital status, more than half (88 percent) of the respondents were single. Only 12 percent indicated to be married. No respondent in this study was divorced or widowed. None of the respondent refused to state their marital status. With 88 percent users of social media being single, it is important to make an inference here that social media provides a rich platform for serious search of even intimate partners.

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Fig. 4.5: Occupation
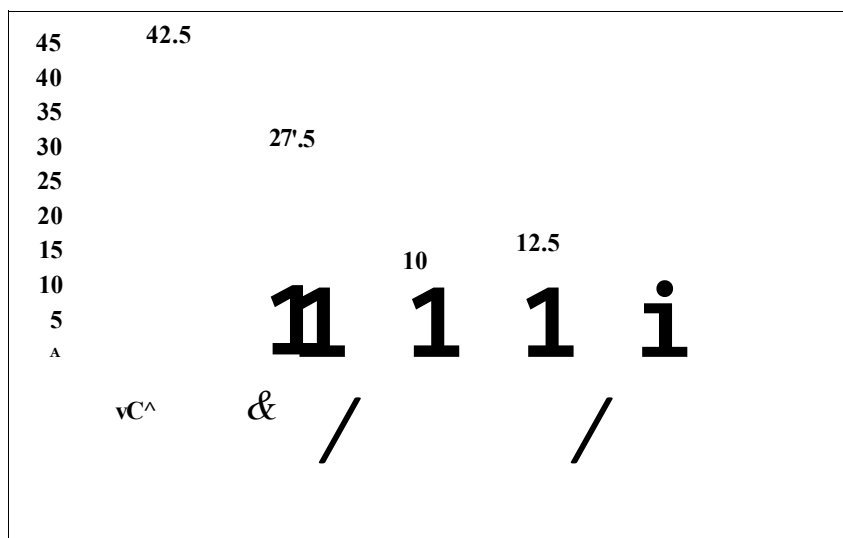
Source: Research Data 2011

While this study targeted learners in their respective households, the study also attracted non-learners privy to relevant information within the sampled households. Of the total (40) respondents, 42.5 percent were students. 27.5 stated business as their occupation, 10 percent unemployed, 12.5 percent employed and 7.5 percent IT specialists. It was however observed that there were some students who were also in business or in employment.

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4.3 Section B: The most prevalent social media in Kenya

pelt and Evans (2009) observes that social media has become immensely popular providing content sharing services to people of all ages around the world. Kenya is not left out in the exponential growth of the social media and they are equally highly embraced highly forming a platform for sharing lives online. These social media are numerous leaving an individual user with the privilege of choosing those that one deems suitable for their intentions. In this study, the researcher tried to find out the social media that the Kenyan users have knowledge about as shown the table 4.1 below

Table 4.1: Kindly list social networking sites you know

	Social Networking Sites	f	%
N=40	Facebook	38	95.0
	Twitter	35	87.5
	My Space	10	25.0
	Yahoo	9	22.5
	Tagged	5	12.5
	Badoo	5	12.5
	2go	4	10.0
	Others	4	10.0
	Hi5	3	7.5
	Youtube	3	7.5
	Skype	3	7.5
	Linkedln *	3	7.5

Moco	2	5.0
Metrodate	2	5.0
Flickr	2	5.0
Bebo	1	2.5
Tapidy	1	2.5

Source. Research Data 2011

In table 4.1 above, respondents were asked to list the social networking media they are familiar with. At least 16 social sites were enumerated confirming an explosion of these social networking sites. Face-book was listed by 95 percent of the respondents, Twitter was identified by 87 percent respondents, MySpace was listed by 25 percent of the respondent while Yahoo messenger and Tagged were identified by 22 percent and 12 percent respectively. Other social networking sites that came up were Tapidy, Bebo, Flickr, Metrodate, Moco, Linkedln, Skype, Youtube, Hi5 and others. These findings reflect the popularity of Facebook, Twitter and MySpace in Kenya.

Fig. 4.6: Mostly used social media

Total

Yahoo Messenger

Tupidity   I

Badoo   I

LinkedIn   *m*

2 go   i

My space   B 1

Twitter

Facebook

0   20   40   60   80   100   120
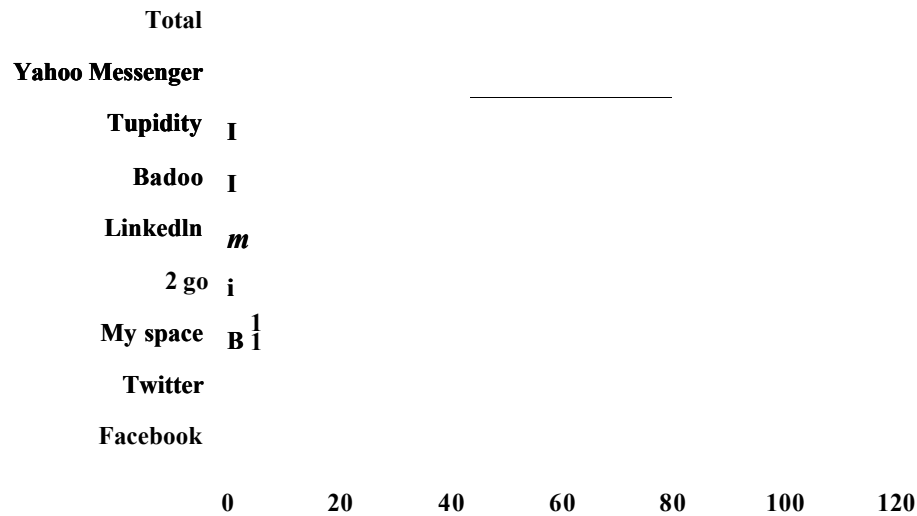
Source: Research Data 2011

Having listed the social networking sites, in order to establish the one that more used in Kenya, respondents were asked to choose one that they use most of the time. Of the total number of respondents, the majority (60 percent) uses Face-book followed by Twitter (15 percent) and Yahoo Messenger (15 percent) respectively. These findings confirm assertions by Felt and Evans (2009) that Face-book is a popular social networking site with over thirty million users.

In addition, as established in the review of literature that at initial stages users to the social media are homogenous, then later segregate according to interests, class, group, profession and so on, these findings reflects the similar scenario, having the majority of youth of almost common age group dominating this study explains the highest number of Face-book users as table 6 above reflects.

Fig.4. 7: Means of access to preferred Social media

Total |

Modem |

Mobile Phone

House PC P

O bet Cafe

| 20 | **40** | **60** | **80** | 100 | 120 |

No. of respondents in (°o)
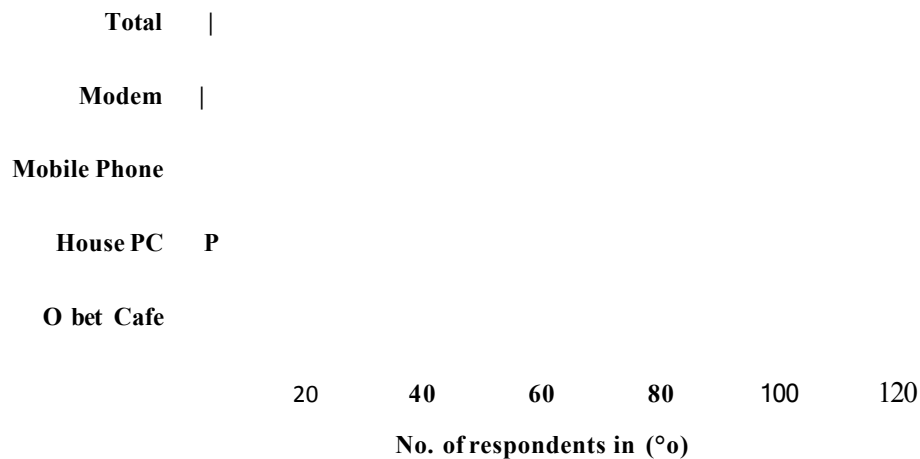
Source: Research Data 2011

When asked the means of access to preferred social networking media, almost half (48 percent) of the respondents indicated that they use mobile phones. This figure relates very closely with the Census results that estimated that 68 percent of Kenyan household at least own a mobile phone. This deviation of 20 percent owes an explanation to the differences in the models of these phones; the ones with internet access and those without. Another 45 percent gain access to preferred social media through the cyber cafe. Only 6 percent of the respondents indicated to have express access to the internet at home using personal computers. The risk to privacy that is caused by social media is agreeably enormous, in this regard; the mobile phone and the cyber cafe should therefore be the critical focal points for initiating interventions.

Table 4. 2: Reasons for using the social networking sites

	f	%
Meet new people	12	30.0
Dating preferences	.. 6	15.0

5 5

Sending private messages	5	12.5
Present ideas	4	10.0
Getting updates	4	10.0
To learn	4	10.0
Business	3	7.5
Sharing photos	2	5.0
Total	40	100

Source: Research Data 2011

Interest and participation in social media is growing at phenomenal rates, it is equally important to establish what is motivating this growth in use. As table 2 above illustrates, most users (30 percent) are interested in meeting new people. According to Hickinbotham and Quilty (2010), meeting new people has become a global interest and does not only imply to friends, it also extends to exploring new business opportunities and corporate engagements.

15 percent of the respondents use social media basically for dating preferences, 12.5 percent use it to send private messages, 10 percent to present ideas, get updates and to learn respectively. 7.5 percent join the social media to do business and 5 percent to share their photographs. Other 12.5 percent of the respondents use social media to share private messages. This is not a small number to overlook given the magnitude of privacy question associated with the social networking sites.

4.4 Section C: Negative impacts of social media in Kenya

In this section, the focus is shifted on the impacts of social media in Kenya particularly among the young people. Mistrust is a negative effect of relationship and can cause greater damage in

both social networking virtual community as well as the real community. This section therefore

begins with finding out whether there is trust and if it is important in the use of social media.

pig.4. 8: Whether trust is necessary in building new relationships in social media
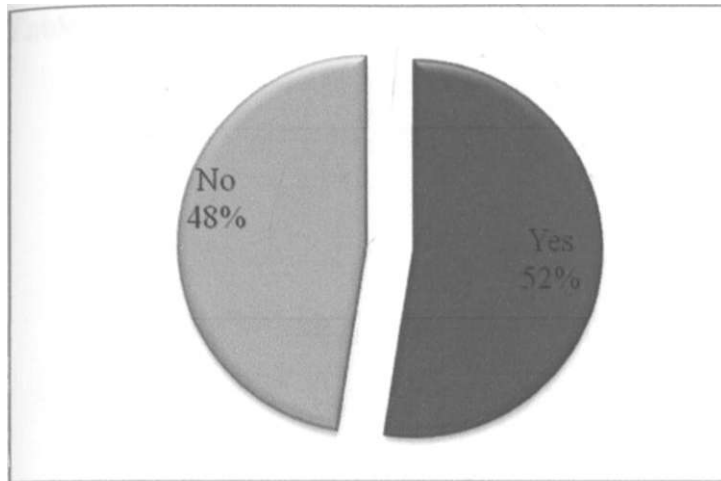
Source: Research Data 2011

When asked whether trust is necessary in building social media relations, over half (52 percent)

of the respondents agreed as indicated in the figure above while 48 percent felt that trust is not

necessary in the social networking sites. 15 percent of those who advocated trust in social

networking sites argued that relationships - that which social media promotes - largely depend

on trust as indicated in the table 3 below.

In the contrary, as shown in table 4.3 below; among the participants who negated former opinion,

17.5 percent held that social media is more about fun and needs no trust or seriousness. 7.5

percent of them further argued that it is a virtual and unreal society where trust is not essential.

Timm - Duven (2008) observes that it is upon this trust or mistrust that social media users share

their information and life with the rest of the world, not with a selected group of people as intended. They further notes that this is how risky friends are met and one's privacy is invaded as shown in the findings in the figure 9 below.

Table 4.3 Trust is necessary

	Trust is necessary	f	%
Valid	It provokes curiosity for trust	6	15
	It allows one to know someone better	6	15
	All relationships are based on trust	6	15
	Social media is just like verbal communication	4	10
	Total	22	55
Missing	System	18	45
Total		40	100

Source: Research Data 2011

Table 4. 4 No need for trust

	No need for trust	f	%
Valid	It is not real, its is a virtual society	3	7.5
	It is hard to trust someone you do not see	4	10
	There is no openness and truthfulness in social sites	4	10
	It is about fun and without an intention to trust anyone	7	17.5

Total		18	45
Missing	System	22	55
Total		40	100

Fig.4. 9: Invasion of respondents' privacy in social media
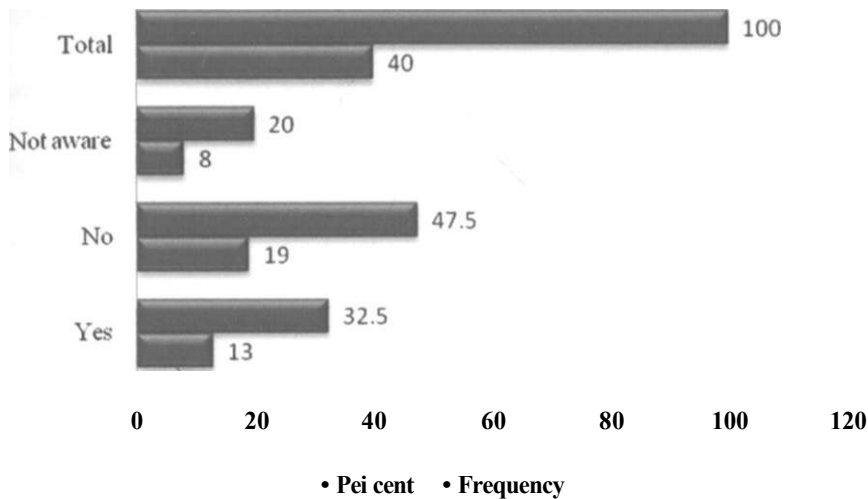
When the respondents were asked whether their privacy has ever been invaded in any social networking site, 47.5 percent declined. 32.5 percent indicated that their privacy has ever been invaded while 20 percent were unaware about invasion to their privacy in the social media.

These findings properly reflect the extreme complexity in social media privacy management for individual users, organizations, service providers and even the society as a whole. While Dywer et al. (2007) asserts that privacy should be user's top concern, 20 percent being unaware at all about their privacy status in the social networking sites is alarming and leads to the question of how sensitive people are about their privacy on the internet.

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Bven the majority who claim to have never experiences privacy invasion provokes questions if their assertion is genuine if not lack of concern about it or total unawareness about what constitute privacy. It may as well return us to Irwin's privacy regulation theory and ask whether they even desire privacy, to match with the one they claim to have achieved in the social media. However, since the users have maximum control over their actions in the social media, some users intentionally breach privacy and confidentiality requirements failing to show responsible use as illustrated in figure 10 below.

Fig. 4.10: Users responsibility in the use social media
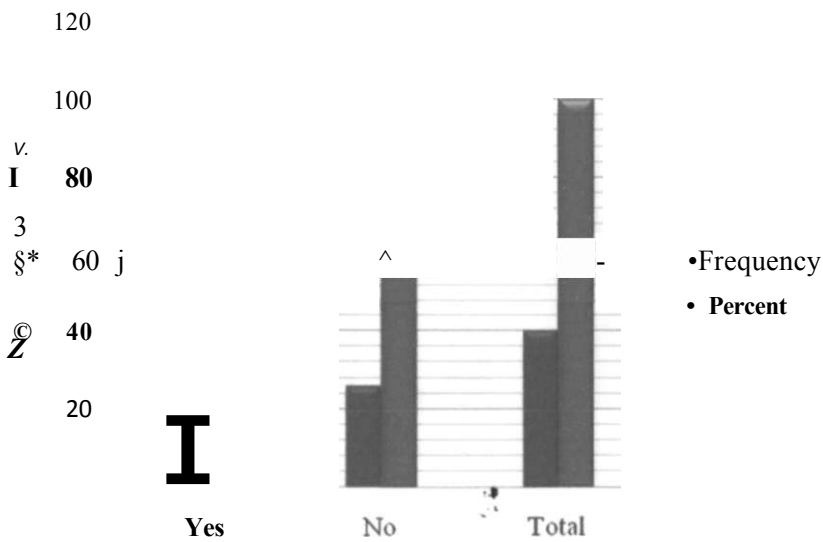
The respondents were asked whether they have ever breached the privacy and harmed someone ᵤsing any social media. 35 percent of the respondent indicated that they have harmed someone's privacy and 65 declined. Articulating these particular findings can however be challenging going by the fact that measuring privacy risk in social medium is a challenging task. In fact, according to Becker - Chen (2010), there are two groups here; privacy-conscious user who is obviously concerned about privacy attributes of the social media and privacy- paranoid user who will certainly commit serious privacy mistakes probably without noticing. Figure 11 below establishes social media user sometime bump into other people's private information unexpectedly.

Fig. 4.11: Have you ever accessed information you felt have exposed someone negatively
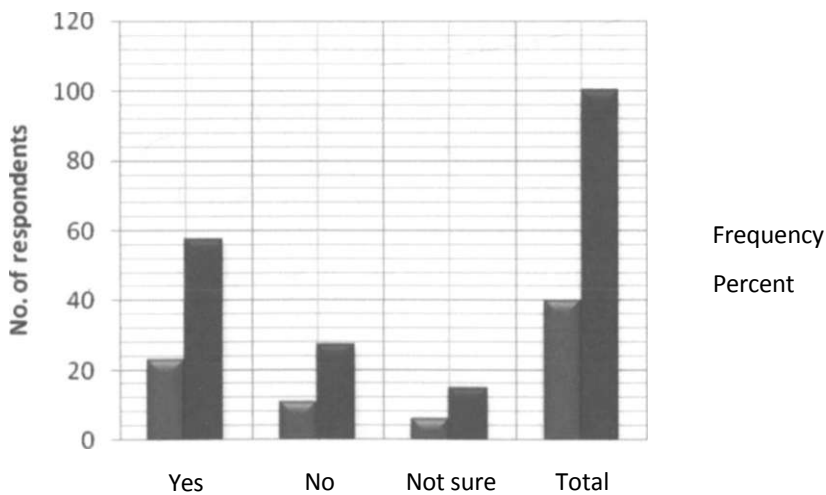
To establish the situation of information outside privacy boundaries, respondents were asked whether they have at any time come across information that exposes somebody else's privacy. Most of the respondents (57 percent) agreed and 27 declined. 16 percent expressed uncertainty which further raises concern over the understanding on what information should be deemed to be private or non-private because it is possible what is private to one may not be private to the other.

Duven (2008) however postulates that privacy means any information relating to personal autonomy. This further complicates this privacy because given the fact that people are different, for instance there can be some information that a musician or a model does not regard as private while the same information is highly personal to a teacher or another person. In this regard, privacy is relative but in this context, understanding it needs to be guided by two factors; the intent of the information shared and the expectation that it will remain private. Table 4.5 below presents specific negative consequences of social media as elicited by the participants of this study.

Table 4.5: Negative consequences of social media

Consequences	f	%
Infidelity and irresponsible sexual behavior	10	25.0
Overindulgence, waste of valuable time and laziness	6	15.0
Child abuse	5	12.5
Eroded social beliefs and morals of our cultures	4	10.0
Destroyed the language of youth	3	7.5

	f	%
Compromise on privacy and confidentiality	3	7.5
No idea	3	7.5
Blind dating	3	7.5
Blackmailing others	3	7.5
Total	40	100

Source: Research Data 2011

Social networking sites have become part of people's regular daily lives. However, increasing ethical questions and less desirable situations pose many serious challenges on both the sites and society at large. When the respondents were asked to enumerate negative consequences of social media, the majority (25 percent) cited infidelity and irresponsible sexual behavior. 15 percent indicated that young people overindulge in the use of social media, lose focus, waste time and become lazy. In a more serious scenario, 12.5 percent cited child abuse as one of the most serious negative consequences.

Other negative consequences that came out include erosion of social-cultural morals, compromise on people's right to privacy, blind dating, blackmail deals and others. Table 4.6 finds out if these negative effects of networking sites are intended or unintended and by whom.

Table 4. 6: Source of negative effects in the social networking sites

	f	%
Intended by users	15	37.5

Intended by both users and social network providers	10	25.0
unintended by both users and social network providers	4	10.0
Not sure	4	10.0
Unintended by users	3	7.5
Unintended by social network providers	3	7.5
Intended by social networking providers	1	2.5
Total	40	100

Source: Research Data 2011

When asked the source of negative effects of social media, the majority (37.5 percent) of respondents said the users while 25 percent blamed it on both the users and the social network providers. This finding can be attributed to be reflecting a serious knowledge gap on effective use of social media on the side of users.

4.5 Section D: Interventions necessary to protect the society from risks associated with social media

This section presents some of the suggested interventions to help protect the youths and all other users from risks arising from the use of social media, privacy being the main concern. But before that, it is important to understand the actual situation of how people use the social media. In this respect, it was necessary to explore how social media users package their profiles as shown in table 4.7 below.

Table 4.7: Information users post on the profile

	Profile Information	F	%
N=40	Email Address	40	100.0
	Profile photo	27	67.5
	Real name	22	55.0
	Hometown	22	55.0
	Relationship status	19	47.5
	Cell-phone number	17	42.5
	Sexual orientation	14	35.0

Source: Research Data 2011

Respondents were asked to list the information they put on their profile, as it is obvious, all (100 percent) indicated that they use email addresses. 67.5 percent of all the respondents include profile photo, 55 percent use real name and include actual hometown respectively, 47. 5 percent share their relationship status, 42.5 include their cell-phone contacts and 35 percent of the respondents also include their sexual orientation on their profile. Revealing real name and other personal information such as cell-phone contact, hometown and personal photo may mean good at the outset particularly when the user have a little concern for who may be viewing such information. For instance, Barriger (2009) observes that even the popular Face-book has no technological measures or verification to enforce real name or identity. Figure 4.12 below examines the level of users' awareness to privacy settings provided by social media they use.

Fig. 4.12: Awareness of privacy settings on social site you use
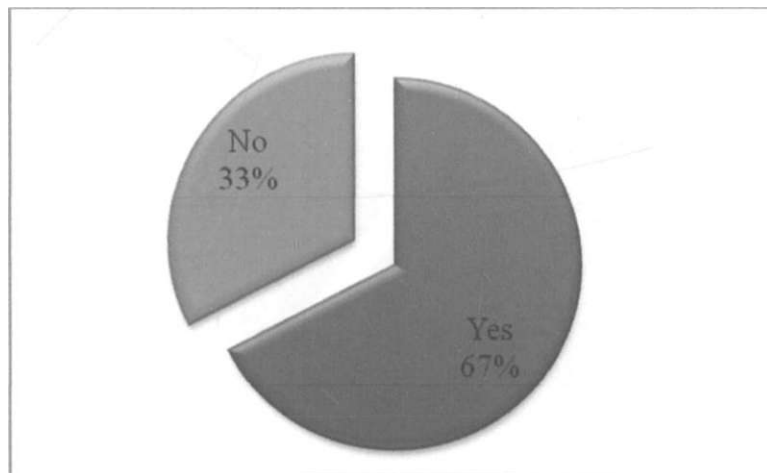
Source: Research Data 2011

Studies have indicated that users will, express very strong concerns about privacy of their personal information, but be less than vigilant about safeguarding it (Dwyer et al. 2009)

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Similarly as figure 4.12 above illustrates 67 percent of the respondents expressed that they are aware of privacy settings provided by the social sites.

As it appears here that most social media users are concerned about privacy issues, Raynes-Goldie (2010) confirms that most users simply express general concerns about privacy, they are unconcerned about their privacy on social sites, and instead they worry about other people's privacy on the site. Like in this particular finding, 33 percent of respondents were completely unaware of the visibility of the information they post in social networking sites. All these are people are exposed and their privacy is violated while using these social networking sites. The figure that follows represents the use of privacy settings provided on social media.

Fig. 4.13: The use privacy settings provided by the sites
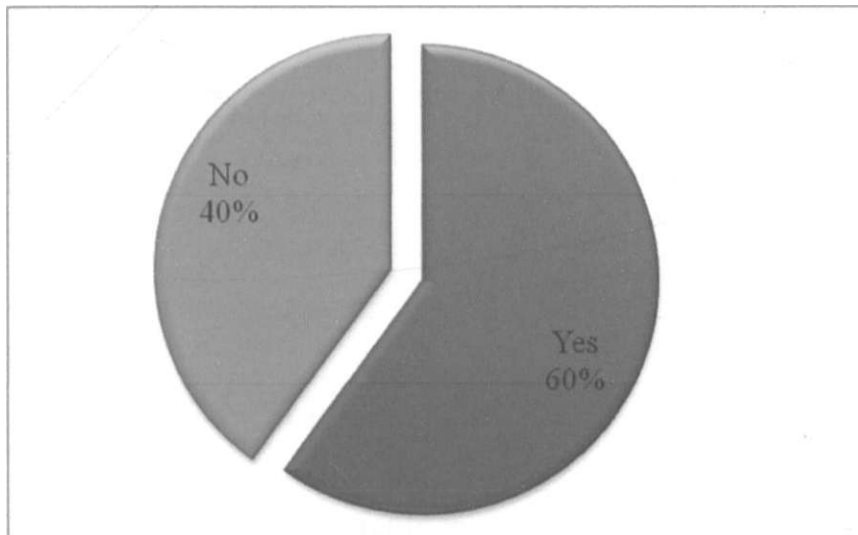
Source: Research Data 2011

When asked about the use of privacy settings provided by the social media, the majority (60 percent) recorded the use of the settings while 40 percent indicated that they have never used the setting provided.

Table 4. 8: Respondents ratings on the use of privacy settings

Ratings	F	%
Fair	14	35.0
Average	9	22.5
Very good	6	15.0
Poor	6	15.0
Do not know	5	12.5
Total	40	100

Source: Research Data 2011

When told to rate their profile in terms of privacy settings, the majority (35 percent) of the participants describe their profiles as fair. Only 15 percent described their profiles as good while further 12.5 percent could not even evaluate and rate their profiles. Table 9 below presents the

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users awareness on the use and access to information posted on any social media by other people.

Table 4.9: Familiarity with privacy policy concerning third party application

	F	%
Not familiar	20	50
Slightly familiar	14	35
Very familiar	6	15
Total	40	100

Source: Research Data 2011

Overwhelming 50 percent of the respondents are not familiar with privacy policy concerning third party access application on the profile. 35 percent indicated that they are slightly familiar, only 15 percent expressed complete familiarity with the policy regarding third party application. This confirms Raynes-Goldie (2010) observation that most users pay very little attention to privacy policy. Moreover, he notes, that only few people download policy statements and read, the majority simply postpone it.

Table 4.10: Way forward for minimizing privacy risks

Way forward/intervention	f	%
Social media users to share basic information only	8	20.0
Educate the users on proper ways of use and negative effects	6	15.0
Regulation of use by age	5	12.5
Constant monitoring of the activities taking place and issuing reports	4	10.0

Avoid intimate relationships on the social media	**4**	10.0
Develop software that enable the users to choose who to access and use profile information	4	10.0
Develop the Social media policy that ensures proper identification of the users	3	7.5
Use of strong passwords	2	5.0
Use of real photo but unreal name	1	2.5
Total	40	100

Source: Research Data 2011

With the reality at hand on the use of social media, respondents were asked to propose ways that can be used to minimize risks and privacy problems associated with social networking sites. Out of all the respondents, the majority (20 percent) opined that users should only post very basic information when exploring these sites and to avoid going too personal or to an extent of giving much sensitive details. 15 percent felt that there is need of educating users on the proper use and promoting awareness on negative influences of social networking sites.

In a more child-oriented thinking 12.5 percent proposed the need to regulate access by age. Indeed, children are the most vulnerable to malpractices arising from these social sites. However, the Freedom of Information Act itself has no specific clause or article that is explicit on children and use of social media or the privacy concerns. It concentrates on public access to official information held in the custody of the government and invokes an obligation on the government to facilitate easy access to information in its docket. It remains blind to cyberspace concerns and internet safety.

Other interventions suggested include constant monitoring of the activities taking place in the sites, developing software that give privilege to the user to choose who to communicate or include in the profile. Others felt that social media legislation that forces proper identification and use to be considered. It was further expressed by some respondents that the users to improve their passwords or access codes and use more complex ones. In an event where photo can be used, some respondents suggested the use of real photo against unreal name. Finally, others felt that users should avoid intimate relationship on social sites positing that it is the source unethical behavior.

CHAPTER FIVE

CONCLUSIONS

5.1 Conclusion

Going by the findings of this study and in the order of popularity, the most prevalent social networking sites that are known and used in Kenya are the Face-book, Twitter, MySpace, Yahoo Messenger and Tagged. Linkedln that has been touted to provide a noble social networking for professional relationship is less popular and has very few users among the young people of Kenya.

The means of access to the social media preferred is mainly through Cyber cafe and mobile phones. This implies that most Kenyan households are not equipped with the internet supply like most households in developed nations. "Only 5 percent of the households indicated to be having

internet access within the house apart from use of mobile phone or modem. This study unfolded some of the main reasons for the use of social networking media the main reasons being to develop new relationships that is to meet both casual and intimate friends, develop business relationships, to learn and instant sharing of ideas with different people.

Negative impacts of social media in Kenya are far-reaching and have led to numerous forms of safety concerns as well as society's well-being. Young people have set all their effort to publicity aspect of social media and fail to strike a proper balance between privacy and disclosure. Even highly offensive information to society in a reasonable sense is deemed as mere disclosure.

Social networking sites have led to outright violation of privacy rights that protects against the disclosure of private facts. Willful and repeated harm is easily inflicted through use of cyberspace and other electronic devices. Such willful infliction is characterized by defamation, deception and lie. Infidelity and irresponsible sexual behaviors have also increased thanks to social media. In addition, the young have become more vulgar and careless owing to the language that is mostly used in social networking sites. This study also pointed that social media has accelerated the emergence of child molestation and abuse. Overindulgence, waste of time and laziness particularly among the youth is also a major impact arising from the use of social networking sites.

The study concludes that social media has become part of us and as McLuhan had predicted in the 1960's social media has changed how everyone thought about media, technology, and communications ever since. McLuhan chose the insightful phrase "global village" to highlight his observation that an electronic nervous system (the media) was rapidly integrating the planet

events in one part of the world could be experienced from other parts in real-time, which is what human experience was like

Though the internet doesn't really fit into McLuhan's "hot" and "cool" dichotomy; it encourages participation and also sucks up our attention and dominates our senses. When we gaze into a computer screen, we tune out everything else.

McLuhan understood that as media become more interactive, they also become more potent tools for manipulation and control. They not only transmit information to us but gather information about us.

5.2 Summary of findings

As a tool for democracy and revolutions Technology is causing a paradigm shift to traditional power structures; we are witnessing revolutions that are self organizing, without central leadership; governments face the reality that anyone with an internet connection can incite a mob and shake the very foundations of society.

Social media has indeed played a role in some of the most seismic political changes of the past 10 years, including the Egyptian revolution; they are tools to rally the masses whether for peaceful protest or destructive anarchic riots.

The role of social media in protests and revolutions has garnered considerable media attention in recent years; social networks have made regime change easier to organize and execute and are making it more difficult to sustain an authoritarian regime.

In Egypt for example the tweets and Face-book updates of a small group of Egyptians sparked a massive worldwide explosion of support with the #Jan25 and #Egypt hash tags that overwhelmed the social media airwaves virtually non-stop until Hosni Mubarak announced his departure on February 11th, 2011. When the Egyptian government attempted to shutdown those inside the country, Internet Giant Google stepped in to lend a hand; Google teamed up with twitter to run a voice-to-tweet service that allowed Egyptians to call into international numbers and leave voicemail messages that software translated into tweets with the hash tag #Egypt. While governments attempt to control the net, people also develop the skills to thwart such controls.

In Tunisia information put in twitter and Face-book was often used by Al-jazeera in reporting and thus information spread across the world. Al-jazeera[1]s coverage, which was broadcast into Tunisia via satellite, offered an alternative to the censored, state-run media. Social media thus enabled the revolting citizens in Tunisia to bypass censored state media and talk to each other.

The social media however is merely a tool in the hands of the people to fight repression. It neither causes a revolution nor guarantees its success, it is just one variable among many that determine the outcome of social protests.

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5.2.1Governments using social media as communication tools-

All around the world people are embracing digital technology to communicate in ways that could never have been imagined just a few years ago. With this in mind, governments across the world too have begun to recognize the need to embrace social media as communication tools.

Governments should realize that restricting individuals from having access to these tools or even shutting down social media (in the cases if dictatorial regimes) is not the solution to managing social unrest. Social media tools play a crucial role in the nation's economic and social life especially during disasters and times of social upheaval e.g. they can be used by the governments as early disaster warning system like in cases of floods, hurricanes, tsunami, riots etc.
Governments stand to benefit as social media tools can be used in increasing its access to the people, increase the speed of constituent feedback and input and even reducing government's dependence on traditional media channels to communicate with constituents.

5.2.2 Social media and national security

The debate on how far freedom of expression should extend is an old one, yet social media appears to be adding a whole new set of factors to be considered in the discussion. The ability to instantly disseminate information in a viral fashion has created a very serious dilemma for institutions and countries that require a degree of discretion to survive. The problem stems from the fact that it is not

Social media is one of the most powerful tools to spread information to the masses; it's now a dilemma to democratic countries on how to handle this sharing of information now that they are faced with real-life threatening situations which may jeopardize their national security.

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This age of openness where anything and everything can be shared has created a whole new more careful and cautious breed of social media users; what is scary is what happened recently on Wiki Leaks (a website that publishes anonymous submissions and leaks of sensitive governmental, corporate, organizational or religious documents) leaked footage of a US Apache helicopter attacking civilians in Iraq in 2007. Wiki Leaks also sparked controversy by releasing thousands of documents called the Afghan war diaries, which went into classified details about the state of the US war in Afghanistan.

As it is with all new and powerful tools, it will take time for the rules and regulations of social media to work themselves out. However it is obvious that democratic countries now face the issue of whether or not they will enact some sort of measures which will keep social media users from jeopardizing national security.

5.2.3 Social media and citizen journalism

Mobile phones have brought about the rise of the citizen journalist. With our current cell phone technology, practically everyone has the capacity to take photos, capture video-as well as tweet/ share world events in real time.

It is now acceptable for television news broadcasts to use shaky cell phone video footage to help develop a story or breaking news. Our citizen journalists-armed with their cell phones have been instrumental in capturing key components of mainstream news stories. The role of the citizen journalist has opened the playing field on how we view the news.

For example, citizen journalists used social media to organize protests and spread assurances of safety during the Arab spring throughout the Middle East and Northern Africa. The Syrian and Iranian governments' crackdowns on twitter and Face-book point to the potency in fomenting revolutions.

The growth of the United Kingdoms' riots for example was brought about in part by the accessibility of social media via smart phones. Twitter was preferred by trouble makers because it enabled them to send encrypted and private messages-such as information on their next target. Cell phone footage allowed people around the world to view the riots right from the eye of the storm i.e. the video where youths looted in a London's store.

In Egypt, social media and the Internet helped to mobilize the masses and successfully toppled Hosni Mubarak's regime. Without the tools of social media-via cell phones-the demonstrations would never have achieved the global reach it achieved.

In Kenya too citizens took pictures of Sinai slum fire using their mobile phones way before the mainstream journalists reached the scene. However, social media can also be used to spread misinformation just as rapidly. For example fake tweets about a bombing in Mexico led to car crashes as thousands of panicked parents raced to their children's school.

Examples like these highlight the problem of some users' inability to distinguish false journalistic posts, especially given the prevalence of anonymity on social media networks. It also

underscores social media's potency, but more established practices may have to be developed around twitter and Face-book to better gauge veracity.

5.3 Recommendations

From the comprehensive analysis and synthesis of this research and its findings, the researcher proposes the following recommendations that need to be given special attention. These recommendations are presented in three categories; policy, practice and further research.

5.3.1 Policy recommendations

There is massive lack of proper regulation of the social networking sites leading to intensive internet safety concerns. This applies to the users, social media providers as well as social media outlets such as the cyber cafes and mobile phone service provider. In this view, this study prompted the following policy interventions:

In addition to recognition by Kenyan and even international legislation that permit access to information and freedom of expression, a more specific legislation is required to regulate operations and use social networking sites in Kenya. Such legislation should redefine a reasonable expectation of privacy on the social networking sites and install a regulatory agency to police the misuse of these sites.

It was also noted that there is lack of proficient website surveillance and monitoring to ensure positive online behavior. Experts as well as the private actors need to lay down a proper legislative surveillance mechanism to monitor and collect information about individuals' communications and activities on the internet from all the internet accessories including the mobile phone. This is to facilitate states obligation to adopt effective privacy and data protection laws. It should also ensure that social media users express themselves responsibly online and to refrain from unethical online behavior.

Kenya as a state must lay down a concrete framework to enable the use of internet help in realizing human rights, combat inequality and crime, accelerate development and human progress as recognized under the relevant international instruments.

Noting the immense defamatory remarks, hate speech, verbal attack and vulgar language that the social networking sites has enhanced, the National Commission and Integration Commission should be enhanced technologically with powerful software such as the PrivAware to capture threats, quantify privacy risks and to recommend user actions to mitigate as well as to track privacy risks. They should also design penalty mechanisms for the cyberspace predators.

The emergence of child abuse in the cyberspace is a critical area of concern that the Government ought to prioritize about. CAP 8 of the Children's Act 2001 should be amended to be explicit on rights of the children with regard to cyberspace. Article 10(1) of the Act that prevents children from economic exploitation, article 13 that protects the children from all forms of abuse whether physical or psychological and article'15 which provides protection of children from sexual

exploitation including access to harmful sexual content should be strengthened and fused with cyberspace concerns. In addition, a reasonable age restriction on the access to social media should be legislatively considered to protect the children from the extant cyber-bullying and vulnerability to electronic exploitation.

The Kenyan state should consider including internet literary skills in school curricular and support learning modules outside of schools. Training should be done aimed at helping individuals to learn how to protect themselves, against harmful content, and explain the potential consequences revealing private information on the internet.

5.3.2 Practice recommendations

Practically, society is greatly afflicted by the moral decadence that the social media and internet use has caused. In this reasoning, privacy and security concerns must be seen as embedded in social and cultural practices, rather than simply a technical phenomenon. As Raynes-Goldie (2011) posits, everyone must take into account the role of factors such as risk, danger, secrecy, trust, morality and identity when considering privacy and security designs and behavior. Guided by this notion and articulation, this study generated following practice recommendations:

1. The social networking users must take up full responsibility of their actions in the cyberspace. They must pay close attention to privacy policy and settings provided by these sites and strictly follow the instructions provided without intent deviation.

2. There is an urgent need for the social networking providers to take social responsibility and coordinate an intensive creation of awareness and dissemination of information ·i related to safety and proper use of their respective social networking platform. This

education should be seriously taken up by the social media outlets such as the cyber cafes, telecommunication industry player such as Safaricom and Airtel to ensure that the society is properly sensitized to adopt ethical use of internet including content sharing and the whole aspect of communication.

3. The social networking sites designers should redesign the social networks appropriately to minimize the incidences of insecurity and unethical use of the cyberspace. There is also a need to develop software that would enable users to have privilege and choice on the one to access or use their profile information. The mechanisms for de-friending someone should also be laid out clearly for the users.

4. The social networking companies review their systems to allow a user to change the default settings or even to have an option to clear the profile and quit without leaving any trace in terms of information or a picture that one had posted.

5.3.3 Further Research

Finally, further research or more studies on the effects of social networking sites on the society should be conducted. Given that this study examined implications of social media on derogation of society's sense of privacy in a general perspective, there is need for more studies to establish the magnitude of each social media that is used in Kenya affect the society's sense of privacy.

This study however confirms that social networking sites explosion and resultant threat to moral principles and standards of the society is real. This enables further research to be formed and tested, such as how social networking culture may influence behavior or vice versa. Of great interest for further research is the relationship between privacy and online behavior as well as to

track online behavioral expressions that the users are expressing to achieve optimum level of privacy.

Based on the findings of this study, researcher's observation and interviews carried out with key informants, it is proper to conclude that social networking sites are important and powerful instruments of communication and building of all kinds of relationships. It has also brought about a serious menace and affliction to well being in the Kenyan society; menace that cuts across social, economic and political aspect of the society.

In Kenya social networking sites highly attract the younger persons, particularly the students more than it does to other groups. However, it can be deduced that the males consume social networking services more than their female counterparts.

In terms of access to internet services, most common access points in Kenya are the Cyber cafe and the mobile phones. This was further observed by the presence of so many cyber cafes within the residential places where the respondents of this study were derived. Again, most mobile phones today are built with-in web enhancements.

Moreover, apparent lack of regulation of social networking sites was observed. There is no proper website surveillance in Kenya to monitor the use and user's online behavior. Social media outlets on the other hand have permission to regulate themselves. This self regulation is shown to be ineffective in protecting user's privacy on these sites. On the side of the users, there seems to
•i
be a wide knowledge problem characterized by some form of ignorance regarding terms of

disclosure and non-disclosure of personal information. It can also be concluded that most users particularly the young people are less concerned about their privacy.

Also the social networking providers have not designed their engines with proper security settings that can effectively safeguard both the interests of user as well as the interest of society as a whole. They are simply in a competitive business even when the service disrupts the very society's cardinal principles.

The researcher observes that part of the problem is that social networks have a vested interest in helping people find each other, which means they want to make more information public so that it's search-able. This explains why the default settings for Face-book profiles have swung to public from private.

It's time for privacy to be pushed into the spotlight rather than forced to exist in the shadows. We need to focus on how much information is being broadcast to the world. If we surrender our privacy; the way we live our lives is going to be completely different.

In conclusion, privacy is a constitutional right that everyone must enjoy. But as Spinelli (2010) suggests, a person have to exhibit actual expectation of privacy and, second, the expectation must be one that society is prepared to recognize as reasonable. This is where the problem comes in.

According to the Constitution of Kenya 2010, article 31(d) every person has right to privacy with regard to information relating their family or private affairs and that such information should not be revealed or infringed unnecessarily. Similarly article 12 of the Universal Declaration of Human Rights that Kenya is a party also declares that no one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor attacks upon his honor and reputation. Everyone has the right to the protection of the law against such interference or attacks.

The privacy right as envisaged and protected by above mentioned laws is the most likely to be infringed in the social media. For instance, to register in all the social media, the user provides pertinent information including full name, contacts, language, religion, birth date, hometown as well photo tagging. Although these sites have privacy controls, the topmost privacy apparatus being only the password; and it no longer guarantee total privacy due to hackers using new technological discovery and invention for ill-intentions posing serious security threat to the users of social media and disclosing individuals' privacy arbitrarily. Painful as it seems, the social network owners have no remedy to this. In fact, Spinelli (2010) observes that despite its immense growth, Face-book states explicitly to its users that it has no control over the actions of other individuals using the website. There should at least be some measures taken to deter hackers or use of social media in a criminal manner hence there is an urgent need of enacting new stringent and specific laws in Kenya to regulate social media to protect the privacy of the people and restore the society's sense of privacy.

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Appendix I

Questionnaire

Dear Respondent,

I am a Student of the University of Nairobi and I am conducting a study on Implications of Social Media on Infringement of Society's Sense of Privacy.

Kindly answer the questions below providing relevant and honest information to the best of your ability. You are assured that the information which you will provide shall be used for academic purposes only as well as treated with utmost confidentiality and integrity.

Instructions

    i.   Please answer appropriately by ticking in the boxes [ ]and filling in the spaces provided

    ii.   Please engage your best level honesty and truthfulness for the purpose of making this

        study a genuine and valid success

Section A: Bio-data

1. What age bracket do you belong?

   Below 18 years [ ]   18 - 23 [ ]   24 - 29 [ ]   30 - 35 [ ]   36 - 41 [ ]

   42 and above [ ]

2. Sex

   Male [ ]   Female [ ]

3. What is your level of education?

   Certified in Primary level [ ]   primary drop-out [ ] completed secondary [ ]

   Secondary drop-out [ ]   college/tertiary graduate [ ]   other

   (specify)

4. Marital status

   Married [ ]   single [ ]   divorced [ ]   widowed [ ]

5. Please   state   your

   occupation

Section B: Most prevalent media in Kenyan households

6. Kindly list the social networking media you know

7. Which of the TWO listed in 6 above do you use MOSTLY?

8. How do you MOSTLY access the social networking site you like?

    Cyber Cafe [ ]   House PC [ ]   Mobile phone [ ]   Modem [ ]

    Other

    (specify)

Section C: Negative impacts of social media in Kenya

9. Choosing from the list below, indicate THREE main reasons why you use social networks?

    Meet new people [ ]   Presenting ideas   [ ]   Dating preferences   [ ]

    Sharing photos   [ ]   Sending private messages   [ ]   Getting updates   [   ]

    Presenting ideas [ ]   to leam   [ ]   Business   [ ]

10. Do you think trust in necessary in building new relationships through the social media?

    Yes [ ]   No [ ]

11. Kindly give a brief explanation to your answer above

12. Has your privacy ever been invaded in using social networking sites?

   Yes [ ]   No [ ]   Not aware [ ]

13. Have you ever been harmed or violated in the social media?

   Yes [ ]   No [ ]

14. Do you think you have ever harmed someone using the social media?

   Yes [ ]   No [ ]

15. Have you ever accessed information that you felt to have exposed someone negatively?

   Yes [ ]   No [ ]   Not sure [ ]

16. Do you agree that the social media provide avenues to bully, harass, discriminate or vilify others?

   Yes [ ]   No [ ]

17. What are some of the negative consequences of social media among the youth?

In your own opinion, the consequences in (17) above are;

Intended by users

Unintended by users

Intended by social networking providers

Unintended by social networking providers

Intended by both users and social networking providers

Unintended by both users and social networking providers

Not sure

Section D: Ways in which to protect youth from privacy risks associated with social media

18. Are you aware of privacy settings of the social networks you use?

Yes [ ]   No [ ]

19. Have you used any of the privacy settings provided by the social networking sites?

Yes [ ]   No [ ]

Please indicate what information you include in your profile

Photograph of yourself   [ ]

Email address   [ ]

Real name   [ ]

Hometown   [ ]

Relationship status   [ ]

Cell-phone numbers   [\

Sexual orientation   [ ]

20. How can you rate your privacy settings associated with your profile information?

Very good [ ] Fair [ ] Poor [ ] Average [ ] Do not know [ ]

21. How familiar are you with the private policy, concerning third party application in social media?

Not familiar [ ]   slightly familiar [ ]   Very familiar [ ]

22. When signing in, do you use your real name or pseudonym?

Real name [ ]   Pseudonym [ ]

23. Do you agree that there are privacy risks of using social media?

Yes [ ]   No [ ]

24. In your own opinion, suggest how these risks may be minimized.

Thank you very much

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