AN INVESTIGATION INTO THE USE OF TWITTER AS A TOOL TO PROMOTE COMMUNITY POLICING: A CASE STUDY OF CHIEF FRANCIS KARIUKI OF LANET UMOJA, NAKURU KENYA

BY

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DECLARATION

I declare that this project is my original work and has not been presented for a degree in any other University.

Signed: ………….………………. Date: …………………………

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This project has been submitted with my approval as a University supervisor.

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ABSTRACT

This study sought to investigate the use of Twitter as a tool to promote Community policing using the case study of Chief Francis Kariuki in Lanet Umoja, Nakuru, Kenya. The study sought to determine whether the tool is effective in implementing community based policing strategies.

Community based policing is both a philosophy (a way of thinking) and an organizational strategy (a way of carrying out that philosophy) that allows the police and the community to work together in new ways to solve problems of crime, disorder and safety issues to improve the quality of life for everyone in that community. The philosophy is built on the belief that people deserve and have a right to real say in policing and in exchange for their involvement and support.

Community policing has gradually gained popularity all around Kenya since its official launch eight years ago in 2005. There are several tools used to implement this strategy but this study focused specifically on Twitter; an online social networking service that enables users to send and read "tweets" and how a tech-savvy chief, Francis Kariuki effectively uses it as a tool to promote community based policing. There are no mechanisms set in place to determine whether Twitter has indeed been effective in implementing community policing strategies. This study therefore sought to investigate the success or failure of the strategy by analyzing Chief Kariuki's case for the past three years (June 2011-June 2014).

To achieve the research objectives, the study was guided by two theories: The Normative Sponsorship Theory that postulates that most people are of good will and that they will cooperate with others to facilitate the building of consensus (Sower et al 1957). The Technology Acceptance Model an information systems theory that models how users come to accept a technology and how to use that technology (Davis 1989). This study used qualitative semi-structured interviews and qualitative thematic analysis of the relevant data collected to establish whether the results fulfilled the above mentioned postulates of the two respective theories.

Key words: Community policing, Twitter, Social media, Normative Sponsorship Theory, Technology Acceptance Model, Nakuru, Kenya

DEDICATION

I dedicate this work to my wonderful family.

To my parents Mr. and Mrs. Mutune, I am forever indebted to you. Thank you so much mom and dad, for bringing me up and instilling in me the virtues of hard work and self belief. You were a true inspiration throughout my postgraduate studies and for that I am very grateful. I love you both very much and I thank God for your love and support.

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TABLE OF CONTENTS

CHAPTER ONE: INTRODUCTION

CHAPTER TWO: LITERATURE REVIEW

CHAPTER THREE: RESEARCH METHODOLOGY

CHAPTER FOUR: DISCUSSION OF ANALYSIS AND RESEARCH FINDINGS

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

ABBREVIATIONS

CP – Community Policing

TP – Twitter Policing

COPS - Community Oriented Policing Services

DCP – Directorate of Community Policing

OCPD – Officer Commanding Police Division

GoK – Government of Kenya

SmS – Short messaging Service

RRI – Rapid Result Initiative

AP – Administrative Police

APTC - Administrative Police Training College

USA – United States of America

UK – United Kingdom

TAM – Technology Acceptance Model

TRA – Theory of Reasoned Action

ICTs – Information and Communication Technologies

CHAPTER ONE

INTRODUCTION

1.0 Background Information

The main aim of this study is to investigate how Twitter has been used as a tool to promote community based policing for the past three years (June 2011-June 2014) by Chief Francis Kariuki in Nakuru North district, Kenya. Popularly known as 'Chief Kariuki' on Twitter, he is a civil servant for the Government of Kenya (GoK), and has been the Chief for the area Lanet Umoja since 2010 to the present. He is responsible for administrative management of governmental, public and private affairs in Lanet Umoja, which has a population of over thirty thousand people (30,000). He provides a structured system of security for people living in the location and also facilitates mediation and dispute resolutions in various capacities in the location.

Prior to implementing Twitter policing in Lanet Umoja, the location was just like any other. High crime rates and alarming insecurity concerns were quite rampant at the time. Since Chief Kariuki introduced the concept in 2011, there has been a tremendous reduction in crime and insecurity. The town has also witnessed improvement in community mobilization, engagement and empowerment in terms of leadership. Over the three year period, he has been using a cost effective way to communicate to the community dwellers of Lanet Umoja and other areas around Nakuru North district. He uses short message service (SmS) to reach over a hundred thousand (100,000) individuals who are not registered users of Twitter or do not have access to it. On Twitter, the chief has over thirty six thousand followers (36,500). He began a revolution by introducing the use of a code number '8988' from a local cell phone company – Safaricom, to send and receive alert text messages directly from his cell phone.

Any individual with a cell phone and not necessarily a smart phone can subscribe to this service to receive the alerts as sent by the chief. One is only required to text 'follow chiefkariuki' from any cell phone to code number 8988 and they instantly get connected. Once connected, it is possible to send and receive alert text messages from chief Kariuki's tweets.

In cases of a threat posed by insecurity, individuals notify the chief who then sends out a tweet that alerts the people via text message. Members of the public then turn up in large numbers to foil robbery or offer help in emergency situations. It is a very powerful and effective way of engaging the public in community policing.

Further to this, people can also sell and advertise their goods and services by sending a text message to the chief who in turn sends it to the members of the public who may be interested in buying or selling those goods or services. This is technological revolution that puts security and socio-economic stability of the community in the hands of the people.

Community policing (CP) has fast gained popularity in Kenya since its launch in 2005. It has especially been instrumental in crime reduction and has proved to be a style of policing that is responsive to the needs of the communities, and a force multiplier that contributes to conflict management (Kenya Police Report 2006). There has been progress in some pilot sites where CP programmes have been launched. A booklet published by Safeworld in 2008 found that the most notable achievement is improvement in security registered by police and residents in those pilot sites. In the booklet titled, *Implementing Community-based policing in Kenya,* the CP approach to addressing insecurity has resulted to crime rates being reduced by up to 40%, this is underpinned by increased trust between police officers and residents, and increased accountability of the police to the participating communities.

According to Chief Kariuki's blog, Twitter Policing involves using social media technology to reduce crime, crime prevention tips, community crime surveillance which involves neighborhood watch and crime-reporting activities, altering the community of crime or danger, incidents reporting involving loss of life, property, animals, search and rescue of lost children and elderly, disasters reporting (fire), prevention and fighting illicit brews and local drug peddling, sharing community empowerment, capacity building opportunities and upward mobilization of the community. By using the case of Chief Kariuki, this study seeks to investigate the use of Twitter as a tool to promote Community based policing and determine whether the tool has been effective in implementing the CP strategies in the last three years.

1.1 Statement of the problem

Despite the increasing popularity of the use of social media to practice community based policing, there are no mechanisms put in place to determine whether communicating via social media is effective in promoting community policing. Further to this, not many have adopted Twitter as a tool for CP. This study therefore seeks to investigate how Chief Kariuki has leveraged on this tool in his area of jurisdiction and how effective it has been in the last three years.

1.2 Research Objectives

1. To examine the use of Twitter as a tool for community policing by Chief Kariuki in Lanet Umoja, Nakuru Kenya in the last three years (2011 to 2014)

2. To determine how effective the tool (Twitter) has been in implementing community policing strategies in Lanet Umoja area

3. To propose the utilization of social media technology to communicate and implement community based policing strategies nationwide

1.3 Research Questions

1. What role did the use of Twitter play as a tool for community policing in Lanet Umoja, Nakuru Kenya in the last three years 2011 to 2014?

2. As a tool, how effective has Twitter been in implementing community policing strategies in Lanet Umoja area?

3. How can social media technology be utilized to implement community policing strategies nationwide?

1.4 Justification and Significance of the study

Due to the complex nature of community policing, evaluations have provided limited evidence of either success or failure (Cordner, 1999; Committee on Law and Justice, 2004; Segrave and Ratcliff, 2004; Ferreira, 1996; Skogan, 2006; Sarre, 2005; Mastrofski et al., 1998; Reno et al.; 1998). Patterson, (2007) suggests that evidence of effectiveness has been largely anecdotal. While measurement has tended to focus more on traditional indicators such as crime statistics even though the objectives may be more specific than to reduce crime (Segrave and Ratcliffe, 2004).

Many of the community policing strategy evaluations completed in the United States have been criticised for failing to determine if practices were effective. One of the difficulties is the vague definition of success has also hindered identifying the effectiveness of community policing strategies. In addition, the lack of a concrete definition of community policing, leaves it open to interpretation (Mastrofski, 1998). Cordner (1999:137) argues that "because community policing is not one consistent 'thing', it is difficult to say whether 'it' works". Likewise, Harvey (2005) suggests that there is limited evidence of effectiveness because community policing is very diverse in both intention and practice. Furthermore, effectiveness

of community policing can be affected by other factors, for example organisation, operational and personality factors (Cordner, 1999; Fielding and Innes, 2006).

Although the effectiveness of community policing practices has not been clearly documented, it is widely believed that it can have a positive effect on community attitudes such as fear of crime and neighbourhood satisfaction (Cordner, 1999; Palmiotto, 2005; Vito et al., 2006). However, the community needs to own the practice of community policing for it to be effective (Skogan and Hartnett, 1998). Community ownership requires long term commitment; Harvey (2005) believes that to sustain this commitment from the community, a range of techniques need to be adopted. These include:

Community meetings and working in partnership with local groups; Involving other agencies in partnerships to carry out crime prevention activities; Sharing problem solving; and Delegating responsibility for crime prevention from district commanders to individual officers.

To measure effectiveness, evaluations should look at the organisational support and the structures in place for community policing strategies as well as police attitudes and job satisfaction. Cordner and Biebel Perkins (2005) suggest that at the very least effectiveness should be measured through meetings and contacts (process) and public fear of crime (impact).

1.5 Hypothesis of the study

Twitter was an effective tool for promoting community policing as used by Chief Administrator Francis Kariuki in Lanet Umoja, Nakuru North district, Kenya between June 2011 and June 2014.

1.6 Scope of the study

In accessing the use of Twitter as a tool to promote community policing by Chief Kariuki from June 2011 to June 2014, the study focuses on how disseminating messages via Twitter to members of the community have promoted community policing in the Lanet Umoja area. The study investigates how this tool has improved crime and security conditions in the area over the three year period, 2011-2014 by seeking to establish how effective the tool is.

THEORETICAL FRAMEWORK

Community policing has always been premised on theoretical construct, a number of theories have been advanced by scholars in an attempt to offer explanation in principle, and pave the way for a point of reference in academic discussion as well as a point of departure towards implementation initiatives of community policing.

1.7 Normative Sponsorship Theory

While the literature is clear about the philosophy of community policing (Kelling, 1981; Trojanowicz, 1982; Trojanowicz & Bucqueroux, 1990; Wilson & Kelling, 1982), its application is often misinterpreted. The philosophy of community policing is supported by the theory of normative sponsorship, which describes the way a group (e.g., the police) must establish and legitimatize its intent as a facilitator of social control. For example, the police act in the best interests of the community to create a better social environment to bridge the gap between the police and the community. Without community support, community policing will be unsuccessful (Trojanowicz & Bucqueroux, 1990).

Normative sponsorship theory was developed by Sower, Holland, Tiedke, and Freeman (1957) in connection with research about community perceptions of public health. They argued that the efficacy of surveys eliciting such perceptions depends on community support.

The theory stipulates that a community program will be sponsored only if it is *normative*, "within the limits of established standards," to all persons and interest groups involved (Trojanowicz & Dixon, 1974). Normative sponsorship theory was illustrated in Trojanowicz's (1982) foot patrol study in Flint, Michigan, which demonstrated that the police cannot make positive social change in a community without public support.

One of the major considerations when attempting to initiate community development is to understand how two or more interest groups can have sufficient convergence of interest or consensus on common goals to bring about the implementation. Each group involved and interested in program implementation must be able to justify and, hence, legitimize the common group goal within its own patterns of values, norms, and goals.

The more congruent the values, beliefs, and goals of all participating groups, the easier it will be for them to agree on common goals. The participating groups, however, do not necessarily have to justify their involvement or acceptance of a group goal for the same reason. With community involvement in policing, critical social science is practiced and it assists the police and citizens to gain an understanding of the quasi-causes of their problematic situation, which aid citizens to solve their own problems. The Normative Sponsorship Theory posits the following:

Most people are of good will; they will cooperate with others to facilitate the building of consensus and; the more the various groups share common values, beliefs, and goals, the more likely it is that they will agree on common goals.

According to Sower et al. (1957), communities that follow the tenets of normative sponsorship theory will have a higher likelihood of success. The philosophy of community policing postulates that the community and the police will work together in a concerted effort to solve community problems. The role of a community police officer is that of leader,

facilitator, educator, and role model. It is the officer's job to work with and for the community to serve its needs based on personal observations and information that emerges from the community. Once the community and police department begin to develop a working relationship, both parties engage in the process of goal sharing, resulting in a congruent relationship (Trojanowicz & Dixon, 1974)

Although positive police-community relations by themselves do not constitute community policing, they are an important first step in establishing a working relationship with the community. According to proponents of community policing, every officer in a police department should be an efficient and effective public servant by establishing positive police-community relations. Such efforts are threatened if they are viewed as a "sell" instead of a sincere effort by the police to work with the community (Trojanowicz & Dixon, 1974).

Normative sponsorship theory postulates that "programs that challenge the 'skeptics' through involvement, participation, and cooperative action will be more effective than programs that are conflict oriented" (Trojanowicz, 1972). The police cannot be the only problem solvers and planners in a neighborhood. An effective police-community relations program requires a grassroots effort of the police and community working together to form a partnership and provide for a better quality of life. For this to occur, the police must receive leadership and direction from their department. Simply put, the police cannot achieve any positive transformation without the support of the public. The more the various groups share common values, beliefs and goals, the more likely it is that they will agree on common goals when they interact together for the purpose of improving their neighbourhoods. Such co-operation will only take place if all the parties involved in the co-operation agreement can justify the reaching of the common objective in terms of its own objective, whether it is for the same reason or for different motivations (Trojanowicz 1998).

Community policing originated from the realization that police will not be able to reduce the levels of crime on their own as they can barely deal with the symptoms of crime and that community involvement is a necessity if the underlying causes of crime are to be removed (Van Rooyen, 1994; Wilson and Kelling, 1989). In essence, it requires that police integrate into society and co-operate with the community (Hendrickx & Van Ryckeghem, 1999). The concept is based on the assumption that if police and community work together creatively, it can lead to the solving of problems that may be the underlying causes of crime, fear of crime, disfunctionality and general urban decay (Carter, 1995). Central to this form of policing is thus the need that police should actively promote community safety and that the community should accept shared responsibility in this endeavour. The Police are thus charged with a new responsibility, namely to devise workable strategies for community involvement in the fight against crime (Van Rooyen 1994).

Sharma, D. & Marwah, J. (2013) Thus, the theoretical basis of community policing helps us to understand why its impact has a global appeal. Also the fact that it is a new vision which does not strictly conform to the rejection of traditional policing, but builds its virtues on the existing framework of policing. This puts forth a significant aspect in that the time has come to move forward, faster and with a smarter approach equating the role of both, community and police. This includes the building of its strategies in such a manner that the inbreeding of criminal activities which pose threat to internal security can be reduced significantly with the support and partnership of its essential actors to build this new relationship.

1.8 Technology Acceptance Model (TAM)

One of the well-known models related to technology acceptance and use is the technology acceptance model (TAM), originally proposed by Davis in 1986. TAM has proven to be a theoretical model in helping to explain and predict user behavior of information technology (Legris, Ingham, & Collerette, 2003). TAM is considered an influential extension of theory of reasoned action (TRA), according to Ajzen and Fishbein (1980). Davis (1989) and Davis, Bagozzi, and Warshaw (1989) proposed TAM to explain why a user accepts or rejects information technology by adapting TRA. TAM provides a basis with which one traces how external variables influence belief, attitude, and intention to use. Two cognitive beliefs are posited by TAM: perceived usefulness and perceived ease of use. According to TAM, one's actual use of a technology system is influenced directly or indirectly by the user's behavioral intentions, attitude, perceived usefulness of the system, and perceived ease of the system. TAM also proposes that external factors affect intention and actual use through mediated effects on perceived usefulness and perceived ease of use. In the TAM model, people who perceive technology as useful and easy to use will accept it more readily than those who do not, with usefulness more important than ease of use.

TAM has evolved over time, it has been extended to include social influence (subjective norm, voluntariness, and image), cognitive instrumental processes (job relevance, output quality, and result demonstrability), normative beliefs of others and experience. (Venkatesh & Davis, 2000) This study however, adopted the original TAM as the baseline model. Figure 1 depicts the original TAM (Davis, 1989).
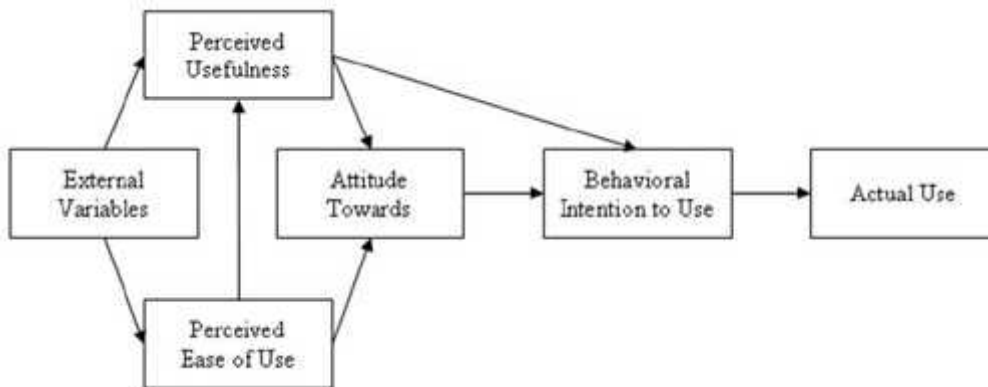
Figure 1: Original technology acceptance model (Davis 1989)

Davis (1989) defines perceived ease of use as "the degree to which a person believes that using a particular system would be free from effort" and perceived usefulness as "the degree to which a person believes that using a particular system would enhance his or her job performance". Perceived ease of use also affects the perceived usefulness (Figure 1). The intention to use affects the real usage behaviour. The model provides a tool to study the impact of external variables on internal beliefs, attitudes and intentions. TAM has been applied mostly in studying office software usage and in that application area the model can explain about 40% of system use (Legris et al., 2003).

This model was introduced in order to help researchers and practitioners to study the process of implementation of new technology in the workplace. It works by assessing attitude of individuals with respect to new technology over perceived ease of use and usefulness. As one of the most frequently employed models for research into new information technology acceptance, the TAM suggests that when users are presented with a new technology, a number of factors determine their decision about how and when they will use it. The model provides a traditional view point about technology acceptance from users' aspects.

TAM deals with perceptions; it is not based on observing real usage but users reporting their conceptions. The instruments used in connection with TAM are surveys, where the questions are constructed in such a way that they reflect the different aspects of TAM. The survey questions related to usefulness can be for instance "Using this system improves the quality of the work I do" or "Using this system saves my time". The survey questions related to ease of use can be for instance "The system often behaves in unexpected ways" or "It is easy for me to remember how to perform tasks using this system".

CONCEPTUAL FRAMEWORK

This study mainly focuses on two fundamental pillars; community policing that involves curbing crime and insecurity and technology that involves social media and mobile phone technology. The absence of one of these two fundamental pillars causes the whole phenomenon to fall apart. To ensure proficiency in both factors, we have to consider literacy levels and how they affect and contribute to the use and practice of CP and technology.

Social media has evolved into a fundamental pillar of communication in today's society, revolutionizing how the world does business, learns about and shares news, and instantly engages with friends and family. Not surprisingly, this exploding medium significantly impacts government investigations and criminal litigation because social media factors into the majority of cases in some respect.

Digital literacy helps people communicate and keep up with societal trends. Literacy in social network services and Web 2.0 sites helps people stay in contact with others, pass timely information and even sell goods and services. This is mostly popular among younger generations. Digital literacy can also prevent people from believing hoaxes that are spread online or are the result of photo manipulation.

Research has demonstrated that the differences in the level of digital literacy depend mainly on age and education level, while the influence of gender is decreasing (Hargittai, 2002; van Dijk, 2005; van Dijk and van Deursen, 2009). Among young people, in particular, digital literacy is high in its operational dimension (e.g. rapidly move through hypertext, familiarity with different kinds of online resources) while the skills to critically evaluate content found online show a deficit (Gui and Argentin, 2011).

Building on digital literacy is the concept of digital creativity which is the expression of creative skills in the digital medium. This can include programming, web sites and the generation and manipulation of digital images.

With the emergence of social networking, one who is digitally literate now has a major voice online. (Kroski 2011) The level of digital literacy needed to voice an opinion online today compared to the Internet before social networks is minute. Websites like Facebook and Twitter, as well as personal websites and blogs have enabled a new type of journalism that is subjective, personal, and "represents a global conversation that is connected through its community of readers". (Marlow 2006)

These online communities foster group interactivity among the digitally literate. Social networks also help users establish a digital identity, or a "symbolic digital representation of identity attributes". (Dixon 2011) Without digital literacy or the assistance of someone who is digitally literate, one cannot possess a personal digital identity.

Below is a depiction of the researcher's concept in chart form that clearly indicates as the literacy levels increase, the use and acceptance of technology also increases. It also shows that younger people have a higher rate of using technology and this reduces with middle aged and older adults. However technology use increases over the years.
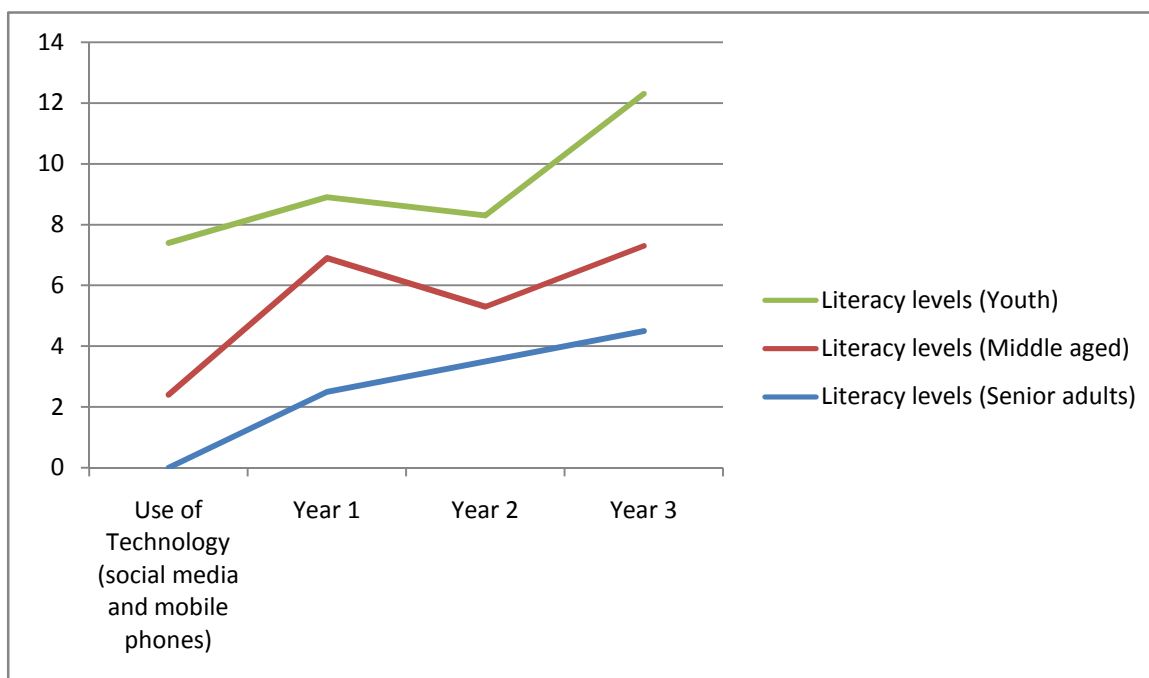
Figure 2: Literacy levels versus Technology use (Researcher 2014)

1.9 Organisational Structure

This research paper contains five chapters:

Chapter one is the *Introduction* that has the background information, statement of the problem, research objectives and questions, justification and significance of the study, hypothesis, scope of the study, the theoretical framework which discusses the normative sponsorship theory and the technology acceptance model and lastly, the conceptual framework.

Chapter two is the *Literature review* where a broad overview of community policing is discussed i.e. the history of CP, global practice of CP, CP practice in Kenya and CP practice in Lanet Umoja, Nakuru.

Chapter three is the *Research Methodology* where the research methods and data collection techniques are highlighted.

Chapter four is the *Analysis of findings.* This is the forum where the findings of the data collected are discussed and analyzed in detail.

Chapter five is the *Conclusion and recommendations* where a sum up of all the research is compiled and a conclusive summary of the study is compiled, as well as recommendations on the way forward.

CHAPTER TWO

LITERATURE REVIEW

2.0 History of community policing

The Police are the public and the public are the Police, the Police being members of the public that are paid to give full attention to duties which are incumbent on every citizen, in the interests of community welfare and existence (Sir Robert Peel, 1829).

Community policing is a broad, varying and evolving concept that has been understood and implemented in numerous ways. Therefore, it is not surprising that it has different meanings and definitions to different scholars; To Spellman and Eck (1989), it is a strategy which combines citizen interaction with imaginative problem solving techniques which reduce the incidence of crime. To Herman Goldstein (1990), it is primarily defined in terms of the ability of the police to identify, analyze and resolve crime related problems specific to a given community. To Skolnick and Bayley (1986), it is the enhancement of the crime prevention strategy through the civilianization, decentralization and reorientation of the police organizational structure. To Trojanowicz and Bucqueroux (1994), it is a set of values that promises to significantly improve the police organization and its working relationship with the community it serves. To Alpert and Dunham (1988), it is the means of improving the efficiency and effectiveness of the police by adjusting policing styles to conform to specific community needs. The Office of Community Oriented Policing Services (COPS Office) of the U.S Department of justice describes CP as follows:

"A philosophy that promotes organizational strategies, which support the systematic use of partnerships and problem-solving techniques, to proactively address the immediate conditions that give rise to public safety issues such as crime, social disorder, and fear of crime."

In the opinion of other American authors, community policing is based on the joint effort on citizens and police towards solving neighbourhood problems which in turn satisfies the expressed needs of citizens and enhance the residents' quality of life. There is also a continental concept (policing of proximity), in which CP is a tactical strategy to increase the visibility of the police officers in specific areas, near shops, school monuments, important streets e.t.c. to prevent crime and disorder Choudhary (2009).

What is commonly understood to be community policing is not an entirely new concept. Community policing can be traced back to the introduction of community constables, known as 'bobbies', by Sir Robert Peel in the newly created Metropolitan London Police District during the early 19th century (Patterson, 2007; Brogden and Nijhar, 2005). Sir Robert Peel rationalised that "the police are the public and the public are the police" (Braiden, 1992 - cited in Fridell, 2004). Fridell (2004) believes this statement is the key principle of community policing and that "police should not be separated from, but rather joined in partnership with, the community".

Community policing as a concept was first introduced in the United States in the 1960's to increase police-community contact and reduce the fear of crime (Cordner, 1999; Innes, 2003). It started when police decided to become more involved in local communities in order to deter and reduce criminal activity. Today's community policing has its origins in the 1960s. The 1960s saw its fair share of urban riots and gang activity. Police often responded to these criminal actions with brutal force, and the police's reputation was subsequently damaged. Many citizens did not trust the police departments in their neighborhoods. As a result, some police departments realized that the community was where the police needed to show a presence and regain trust. Consequently, the police started to develop an increased local community presence.

The 1970's saw a shift in the thinking pertaining to policing strategies in the USA. This was sparked by the realization that the traditional reactive rapid response approach did not result in the proper use of policing resources as it did not adequately allow for in-depth investigations and effective community police communication which meant that valuable information on criminal activities was not made available to police. The need for effective crime prevention through problem-solving was recognized and led to research on a policing strategy that effectively addresses the underlying causes of crime (Fleissner & Heinzelmann, 1996).

In the 1980s, community policing became the new norm, with more police walking the beat in communities throughout the United States. More and more, the police began to engage community members, businesses, non-profits and others in partnerships to combat crime in joint problem solving efforts. It became a dominant policing strategy in the United States during the 1990's with the introduction of 100,000 new community police officers (Cordner, 1999). The deployment presented a change of focus to encourage problem solving and community engagement as opposed to reactive policing (Innes, 2003).

Currently, community policing is present in most regions throughout the United States and failure to have such a model is rare. The Police Foundation (1999), reports that recent years have seen a dramatic move towards community policing by policing agencies in the United States as a result of the increasing popularity of this form of policing. Former New York City Police Commissioner, William Bratton, confirms this increasing popularity and regards community policing as "the most significant development in policing in the last 15 years" (USA Consulate General, 2001).

Weisheit et al., (1994) believe that community policing emerged as a result of a number of social trends and movements (namely victims' rights and civil rights), which resulted in

demands on police to be more accountable to the public by being more responsive and connected to the community. Bucqueroux (2006) argues that community policing emerged in response to two unintended consequences of a modernizing policing profession. First, technology, such as the police radio and patrol vehicles, changed the relationships between the police and the community. Previously officers developed personal relationships with the community and needed the community to be willing to share information. Second, police applied scientific management to policing, which created the perception police were responsible for keeping the community safe. Previously, the community understood that ultimately the community was responsible for reaffirming the social norms that promoted public safety.

According to Carter (1995), the concept of community policing is the product of comprehensive research and the creative thinking of a wide range of policing executives, scholars and research organisations. It is clear from the above that community policing has been born from a growing need for crime prevention and judging from its popularity, it is at least to some extent, successful in this objective.

2.1 Global practice of community policing

Globally, community policing strategies are increasingly being implemented all over the world due to a variety of factors. First, there is a widespread lack of public confidence in the police in many countries. Second, there is need to adapt strategies in order to deal with a substantial increase in criminal violence, even in those countries considered most secure. The case studies presented indicate that community policing programs provide a partial answer to the challenges they have been designed to address. Public confidence in the police rises in places where such programs are in effect and the community dwellers have an interest in

establishing closer relationships with the police (Johnston, L. & Shearing, C. 2011). This study therefore seeks to investigate Twitter as a tool for effective community policing.

The aim of all modern states is to ensure that its borders are safe and secure from foreign intervention and that its citizens are protected from crime, fear of crime and deviance. With this in mind, the state coercive powers are legally vested in local law enforcement agencies, namely the Police. They are tasked with the onerous responsibility of maintaining law and order and the preservation of peace. The Police are therefore situated at the gateway of the Criminal Justice System and their task is a conundrum of complexities, because 'crime is complex'. Policing is indeed complex and policing techniques may change over time to meet with the demands of modernity. As such modern democratic countries actively seek to have a modern responsive Police Service.

2.2 Community policing practice in Kenya

Since 2003, the government embraced the community based policing that combine synergies of police officers and the public who are consumers of police services. Against this backdrop, the former President, Hon. Mwai Kibaki presided over the official launch of CP at Ruai Police station, Nairobi in April 2005. Essentially the initiative has worked well throughout the country and the concept has been understood and assimilated by local communities who are in turn employing local resources, cultural and value systems to boost the initiative. One main reason for advancing the CP concept is concern over spiraling of crimes and the theory that the criminals live among us, that they are our friends, siblings and relatives. Therefore we know who they are, what they do and if we want, we can stop their criminal activities by collaborating with law enforces promptly and in good faith. Thus CP is more of proactive than reactive. In view of this, the Kenya police attach great importance to grassroots and community involvement in seeking solutions to crime problems at local and national level

through a people driven policy. Therefore the police are expected to serve and reach out to all people by discharging their mandate with human face through problem oriented policing. (Kenya Police report 2006)

The main objective of the CP programme was to reduce crime and disorder in neighbourhoods by applying appropriate problem solving remedies. This was followed by the launch of the same in all police divisions across the country by OCPDs in collaboration with the Provincial Administration. (Kenya National Assembly Hansard Record 2009)

After the inception of CP in 2005, the Commissioner of Police officially established the Directorate of Community Policing (DCP) in May 2006 with a mandate to address matters pertaining to CP. Since the establishment of the DCP in 2006, the concept was rolled out in the provinces in 218 police stations. A total of 73 districts were covered with sensitization workshops having being held for CP committee members, members of the Kenya Police and the Administration Police, district officers, chiefs, assistant chiefs and other stakeholders.

Training in CP was then adopted in the police training curriculum at the Kenya Police College, Kiganjo and at the Administrative Police Training College (APTC). The Government then published a CP handbook that was distributed to all districts and released a policy document on CP which was approved by the cabinet. Both the policy document and the handbook were geared towards standardizing CP strategies within the Kenya Police, AP and the Provincial Administration.

Since the launch of the CP strategy in 2005, the following are some of the achievements attributed to it: It brought members of the police closer to the people; It enhanced crime reporting and empowered the communities to participate in crime prevention plans, thus having joint decision-making on security problems facing them; It reduced the level of crime

rate; It enhanced collection of criminal intelligence and; It assisted in developing effective partnership between the community and the police in crime prevention efforts.

In 2013, a series of community policing initiatives aimed at curbing insecurity were launched in Kenya. It started with the '*Nyumba Kumi initiative'*, a concept that requires one to know his or her neighbours. According to the government, this will boost security in the country. The '100 day Rapid Result Initiative' (RRI) for security was the second to be launched followed by a website portal to report crime dubbed *'Usalama watch portal'* that provides a platform where one can upload a photo or a video that can assist security officers curb an imminent security threat. These initiatives act as a safe link between members of the public and the police service in providing information.

According to the Safeworld booklet (2008), police reforms remain a critical issue and a major obstacle not only for community safety and economic development, but also for the intense popular demand for reduced crime and better police performance. Crime rates are still very high, there is widespread corruption, and policing approaches and actions are often politicized. These challenges alongside the uneven pace of reform, have limited swift progress in effectively extending the CP programme to all parts of Kenya and improving safety for all of Kenya's population.

According to the Kenya Police report (2006) within the context of the police reforms, the police have identified working with the community as key to addressing security concerns. This entails breaking away from the past traditional practices and working in partnership with the communities. However, the police will not build legitimacy in a society where a uniformed officer is seen as a cause of fear than a source of protection. Thus, community policing has helped to debunk this myth and in the process has transformed the image of police thereby eradicating such stereotypes.

Despite the CP achievements recorded by the National Assembly, in Kenya, efforts are still being made to achieve CP targets and create a more customer friendly police force. After all, CP is a continuous process that will continue to change and evolve with newer adaptations and strategies in the future.

2.3 Community policing in Lanet Umoja, Nakuru North

Chief Francis Kariuki, who is in charge of Lanet Umoja location in north Nakuru, shot to the limelight through his use of Twitter for nearly every part of his administrative work, from tracking down missing domestic animals to stopping crime in the area. With more than 36,000 followers, his Twitter account has become very popular in the area, that even local thieves follow him. It is a requirement that all chiefs hold at least two *Barazas* (meetings) in a month. The chief was looking for a cost effective way to communicate with Lanet Umoja residents, that's when the idea came to him. He makes it possible for hundreds of thousands of people who cannot afford smart phones to access the micro-blogging site by simply subscribing to his tweets through a third party phone. Those people forward each other texts about his updates.

The chief looked at how Twitter worked and saw an opportunity to reach over 30,000 people living in Lanet Umoja in an easier and cost effective way. The Twitter to text service by one of the local mobile service providers – Safaricom, provided an easy way to reach people who do not have smart phones. Chief Kariuki uses the service in different circumstances including mobilizing the community in the event of an emergency or meetings, reporting an ongoing crime and even sending messages of encouragement. A regular user of Twitter to disseminate information about transportation restrictions, government announcements, and local criminal matters, Chief Kariuki has earned a loyal following among Lanet Umoja's residents, most of whom are farmers or ranchers who access his tweets via text message on their mobile phones.

After he began using Twitter to circulate information in this small farming community about crime, Chief Kariuki noticed that crime dropped significantly. Twitter had connected him to his community in a way that dramatically scaled up his community policing efforts. Meanwhile, he continues to gain new followers. (Livingston, 2013)

It is important to note that besides providing administrative duties, there are other responsibilities that the chief undertakes in the community such as legislative and ceremonial tasks. 70% of Kenyans solve their disputes and problems through chiefs' informal courts. Chiefs work with a council of elders as mediators of violent conflict and disputes, and their popularity in the society depends on their leadership and integrity. They are true representatives of the people who are accessible, respected and legitimate.

2.4 Social Media Communication Technology

A social networking site is a type of contemporary new media communication technology where users can set up a profile of themselves, create formal connections to people they know, communicate, and share preferences and interests. Technology has surely revolutionized the world of communication. Social networking sites or social media has made it possible to share interests and connect people across the globe without any geographic, economic or political barriers. Social media services operate as an online platform that can be used to develop social relations with people of interest. The majority of the social networking services are internet based e.g. email, messengers and online communities. These online services provide users means of interaction. Users can share activities, events, interests and ideas with people in their networks. This type of communications technology has made lifestyle innovative and alleviated the distances.

2.4.1 Social Impacts:

Social impacts of communication technology or social networking are extensive. Let us take the example of Twitter; it has numerous positive impacts in our social life. Despite general communication, Twitter is extensively being used by scientific communities and research oriented organizations to spread the latest developments in science and technology. Students and teachers are using Twitter as a tool to communicate. As most of the students already use it, teachers have also started to familiarize themselves to maintain an effective and trendy communication. Social media can also be used as a tool for searching employment opportunities, social activists for example use Facebook for grassroots organizing.

There some bad social impacts of Twitter and other social networking sites. According to Dijk (2006), the most commonly discussed issue is about privacy as there is lots of online information about an individual that can be assessed and cause some other issues. Most of the schools and colleges have banned the use of Facebook or any other social networking during school hours as it distracts the student's attention from studies. Moreover, social networking works like an addiction and users spend most of their time sitting idle in front of computer screen. This has greatly influenced the social aspects of life (Lai and Linda, 2007).

Social networking has played a great role in shaping the world as a global village. There are various types of services being used these days for community purposes to keep a healthy interaction among the people having common interests. Through time, social media has modified from simple forms of communication to the most advanced social websites that provide momentarily updates about the user activities in a network. However, there are some bad social impacts of using these sites like Facebook during school our office timings. Therefore, educational institutes and offices don't allow these websites. We have also observed that long sessions of interaction in online communities have influenced the offline

lifestyle and users are not well aware of what is going on around. In short, we can conclude that social networking can be useful if used purposefully and it is equally important to maintain an active offline social life.

The communication system of the society was based on mass media, largely television, radio and the print press. Such technologies allow for the mass distribution of a one-way message from one-to-many. The widespread diffusion of the Internet, mobile communication, digital media and a variety of social software tools throughout the world has transformed the communication system into interactive horizontal networks that connect the local and global. New forms of social media such as SMS, blogs, social networking sites, podcasts and wikis, cater to the flow of messages from many-to-many. They have provided alternative mediums for citizen communication and participatory journalism.

Social media has been used as a tool to support development outcomes (access to markets, financial services and employment; accountability and transparency; service delivery; and protection of human rights) and to push for social change and transformation. New media should not be seen as socially neutral tools, however. Despite the growth of information and communication technologies (ICTs) in the developing world, in particular mobile phones, some technologies may not be accessible to marginalised groups, which can reinforce inequalities in society.

Further, there has been little comprehensive research or rigorous evaluation of the causal influence of social media. As such, its ability to contribute to development outcomes and social change remains contested. While recent discussion on the political impact of social media has centered on the power of mass protests to topple governments, social media's real potential may lie in supporting civil society and the public sphere.

The spread of affordable ICTs, such as mobile phones and the internet, has broadened the public sphere; and shifted it from the institutional realm to the new communication space. The global civil society and public sphere now have the means to exist independently from political institutions (Castells, 2008).

Social media are used as organizing and mobilizing tools; and as a medium for debate, dialogue and collective decision-making. Non-state actors rely on horizontal networks of communication and mass media to shape debate in the public sphere, influence opinions, and foster social change. Web-based media technologies have allowed for participation in a new type of public sphere that can be difficult for the state to control.

The effectiveness of new media technologies to bring about social change is highly contested. Critics such as Malcolm Gladwell dismiss new media activism as based on weak ties, which can only demand low-risk participation. In the absence of a hierarchical structure, they claim that it is difficult for social media networks to think strategically. Advocates, such as Clay Shirky, argue that ICTs enable citizens to interact and can accelerate cooperation and action. Others argue that it is the creative ways in which people have adapted the technologies, rather than the technologies themselves, that are a force for social change.

There are various factors at play that can contribute to the success or weakness of social media as an infrastructure for dialogue, civic activism, and social movements. These include the presence of some form of effective leadership; the way in which elites respond; and links with traditional mass media and other partners. Regimes can be caught off guard or they can respond by cracking down on communication tools and protestors. In some cases, regimes have learned to use social media to their benefit. In order to reach and influence public opinion at large, it is considered important to rely on both ICTs and mass media and to link to the broader activist community.

Social media acceptance and usability: Nielsen (1993) defines usability and utility as subcomponents of usefulness, which itself is a subcomponent of acceptability. (Figure 3)
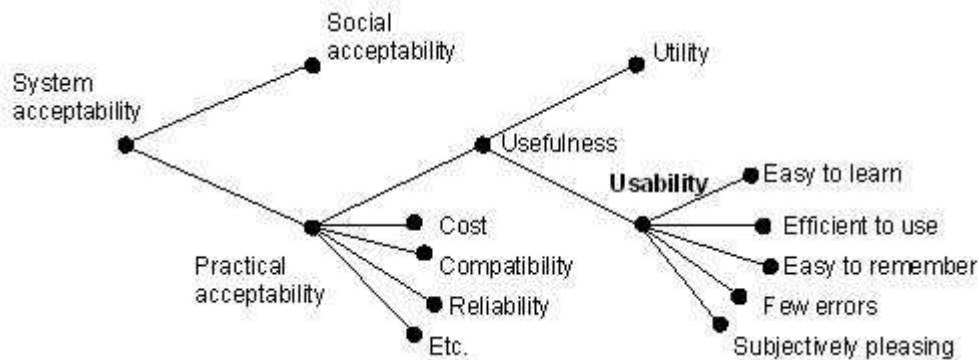

Figure 3: Nielsen's definition of usability as part of acceptability (Nielsen 1993)

2.5 Mobile and Social media statistics in Kenya

According to a study dubbed *How Africa Tweets*, Kenya was the second most active country in Africa on the social networking site Twitter, with 2.5 million tweets posted in the fourth quarter of 2011. The study analysed over 11.5 million geo-located Tweets across the continent. There are no recent statistics in 2014 but the number has most likely doubled if not tripled by now.

According to *kachwanya.com,* Facebook users are estimated to be over 3.6 million, while the number of mobile subscribers estimated at 31.3 million. The number of SMS sent are estimated to be 5.2 billion (three months average) - Each subscriber sends an average of 54 SMS per month. The Internet/data subscribers- 11.6 million and the number of internet users estimated to be 19.1 million.

According to the *How Africa Tweets* study, Youth tweeting on mobile phones were found to be the main drivers of Twitter's growth in Africa, with 60 percent of the continent's most active tweeters between the ages of 20 and 29. As the fastest-growing mobile market in the

world, Africa has grown almost 20 percent each year for the past five years; such statistics are evident in the number of tweets sent via mobile devices standing at 57 percent. In Kenya alone handset purchases increased by more than 200 percent after the government abolished the 16 percent general sales tax on mobile handsets in 2009.

A GSM Association report on Africa's mobile phone industry projected a growth in numbers of more than 735 million subscribers by the end of 2012. This number has since been surpassed. The study conducted by communications consultancy firm Portland Communications and UK based media platform Tweetminster polled 500 of Africa's most active tweeters, 81 of whom said they mainly used the social networking service to communicate with friends, while 60 percent said they used it to monitor news and another 22 percent used Twitter for employment opportunities. In general, African Twitter users were active across a range of social media, including Facebook, YouTube, Google+ and LinkedIn.

How Africa Tweets found that Twitter is helping to form new links within Africa, with the majority of those surveyed saying that at least half of the Twitter accounts they follow are based on the continent.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Research Methodology

This study was based on qualitative research methodology. A qualitative methodology was preferred over a quantitative methodology due to its ability to provide detailed data and to tell the story from the point of view of the actors, (Silverman, 2005; Baxter, 2003) in this case, there were 10 key informants, the chief, three assistant chiefs, a police officer, two opinion leaders and three community dwellers of Lanet Umoja. Because a qualitative approach allows for a framework of data collection methods that are more flexible than most quantitative methods, it is more likely to allow the respondents to offer their own interpretations and explanations of events, as opposed to having responses categorized into an analytical framework preset by the researcher (Albarran, et al, 2006).

The primary objective of qualitative research is to generate rich detailed data about the issue under investigation and therefore the flexibility of semi-structured interviews allowed the researcher to probe the respondents for details in search of a 'fuller picture' of events. Such an approach enabled the researcher to understand, explain and interpret the phenomenon under investigation from the perspective of the people being studied (Bryman, 2004).

3.1 Research Methods

This qualitative study employed a holistic case study design. It was based on normative sponsorship theory and technology acceptance model, and used semi-structured interviews as a source of data collection.

Semi-structured interviews of the key informants were used to answer the three research questions, namely: What role did the use of Twitter play as a tool for community policing in Lanet Umoja, Nakuru Kenya in the last three years 2011 to 2014? As a tool, how effective has Twitter been in implementing community policing strategies in Lanet Umoja area? How can social media technology be utilized to implement community policing strategies nationwide?

3.2 Semi-structured interviews

Semi-structured interviews are used often in policy research. In semi-structured interviewing, a guide is used, with questions and topics that must be covered. The interviewer has some discretion about the order in which questions are asked, but the questions are standardized, and probes may be provided to ensure that the researcher covers the correct material.

Probing is a way to stimulate the interview. Interviewers use probes when they do not understand what the respondent has said and thus need further clarification. Sometimes questions specifically indicate that the interviewer should probe. In semi-structured interviews, the interviewer is sometimes asked to follow up on an issue if the topic does not come up in the respondent's response to the initial question.

This kind of interview collects detailed information in a style that is somewhat conversational. Semi-structured interviews are often used when the researcher wants to delve deeply into a topic and to understand thoroughly the answers provided.

This technique is used to collect qualitative data by setting up a situation (the interview) that allows a respondent the time and scope to talk about their opinions on a particular subject. The focus of the interview is decided by the researcher and there may be areas the researcher is interested in exploring. The objective is to understand the respondent's point of view rather

than make generalizations about behaviour. It uses open-ended questions, some suggested by the researcher and some arise naturally during the interview. The researcher tries to build a rapport with the respondent and the interview is like a conversation. Questions are asked when the interviewer feels it is appropriate to ask them. They may be prepared questions or questions that occur to the researcher during the interview. The wording of questions will not necessarily be the same for all respondents.

In this research paper, semi-structured interviews were selected as the means of data collection because they are well suited for the exploration of the perceptions and opinions of respondents regarding complex and sometimes sensitive issues and because they enable probing for more information and clarification of answers. This type of interview is flexible and allows the interviewee to provide more information. It is neither too rigid nor too open; it is a moderate form in which a great amount of data can be elicited from the interviewee.

3.2.1. Strengths of using Semi-structured interviews

They create a positive rapport between interviewer and interviewee. They are a very simple, efficient and practical way of getting data about things that can't be easily observed e.g. feelings and emotions.

High validity - People are able to talk about something in detail and depth. The meanings behind an action may be revealed as the interviewee is able to speak for themselves with little direction from interviewer.

Complex questions and issues can be discussed / clarified - The interviewer can probe areas suggested by the respondent's answers, picking-up information that had either not occurred to the interviewer or of which the interviewer had no prior knowledge.

Pre-Judgment - Problem of researcher predetermining what will or will not be discussed in the interview is resolved. With few "pre-set questions" involved, the interviewer is not "pre-judging" what is and is not important information.

They are easy to record whether using notes, audio or video recording.

3.2.2. Weaknesses of using Semi-structured interviews

Depends on the skill of the interviewer - The ability to think of questions during the interview and articulacy of the respondent

The interviewer may give out unconscious signals / cues that guide respondent to give answers expected by interviewer.

They may be time consuming / expensive

They are not very reliable – It is difficult to exactly repeat a focused interview. Respondents may be asked different questions (non-standardized). Samples tend to be small.

Depth of qualitative information may be difficult to analyze (for example, deciding what is and is not relevant).

The personal nature of interview may make findings difficult to generalize; respondents may effectively be answering different questions.

Validity - The researcher has no real way of knowing if the respondent is lying. The respondent may not consciously lie but may have imperfect recall, especially when asked to remember things that happened days, weeks or months ago. It's likely that they would actually remember very little about what happened. They are not consciously lying since they will believe what they are saying is true, but their explanation for their behaviour, with hindsight, may be very different from what they actually felt at the time.

3.3 Validity and Reliability of using Semi-Structured Interviews

The principles underlying qualitative research are based on the fact that validity is a matter of trustworthiness, utility and dependability that the evaluator and the different stakeholders place into it. Merriam (1998) in qualitative research states that: "reality is holistic, multidimensional and ever-changing." Therefore, it is up to the researcher and research participants who attempt to build validity into the different phases of the research from data collection through to data analysis and interpretation. Validity is concerned with whether our research is believable and true and whether it is evaluating what it is supposed or purports to evaluate. In this regard, Burns (1999) stresses that "validity is an essential criterion for evaluating the quality and acceptability of research." Generally, researchers use different instruments to collect data. Therefore, the quality of these instruments is very critical because "the conclusions researchers draw are based on the information they obtain using these instruments" (Fraenkel & Wallen, 2003). Thus, it is imperative that the data and the instruments to be validated.

One of the main requirements of any research process is the reliability of the data and findings. Reliability deals with the consistency, dependability and replicability of "the results obtained from a piece of research". (Nunan, 1999) Obtaining the similar results in quantitative research is rather straightforward because the data is in numerical form. However, in qualitative approaches, as is this study, achieving identical results is fairly demanding and difficult. It is because the data is in narrative form and subjective. To this end, Lincoln and Guba (1985, p. 288) point out that instead of obtaining the same results, it is better to think about the dependability and consistency of the data. In this case, the purpose is not to attain the same results rather to agree that based on the data collection processes the findings and results are consistent and dependable.

It is important to note that semi-structured interviews are difficult - if not impossible - to repeat exactly, since the questions are not pre-determined (although the researcher may have a few such questions to ask during the course of the interview) and the respondent is encouraged to talk freely in depth and detail. A respondent may answer the same question in a different way depending on a number of factors e.g. how they feel, their relationship to the interviewer, etc. that are impossible for the researcher to control. This was a major challenge encountered by the researcher during this study.

However, despite its limitations, this method of data collection provided a depth of information through the use of open-ended questions. It allowed the respondent to talk freely about issues and did not constrain their responses through the need to ask / answer predetermined questions. Although it took time and effort (since an in-depth interview will take time and make demands on the interviewing skills of the researcher) it was relatively easy to use this method with a representative sample.

The depth of information created using this method made it relatively more difficult to generalize findings from a small group of people to a much larger group. However, since the research was designed to discover people's opinions, it was easier to generalize. This would have been different if the questions were directed at discovering something personal about the respondents.

Clearly, in this type of interview, validity and reliability depend not upon the repeated use of the same words in each question, but upon conveying equivalence of meaning (Denzin 1989). It is this equivalence of meaning which helps to standardize the semi-structured interview and facilitate comparability.

3.4 Sampling Procedure

For this case study, a purposive sample of 10 respondents was picked. The 10 respondents consisted of Chief Kariuki himself, 3 assistant chiefs, 1 police officer, 2 opinion leaders and 3 community dwellers, all of whom are from the Lanet Umoja area where Twitter policing is practiced. Purposive sampling was preferred for this case study because it allowed the researcher to choose a case because it represents some feature or process in which the researcher was interested in (Silverman, 2005). All respondents interact closely with one another and may have important information on the use of Twitter as a tool to promote community policing in the area and how effective it has been for the last three years 2011-2014.

3.4.1. Language barriers

The advantage of using the semi-structured interview technique was acutely highlighted in this study by a small number of respondents whose understanding of English was limited. The relationship between non-participation in research studies and language barriers has been widely acknowledged in the literature. However, these respondents were willing to participate in the study and it was necessary to include them to secure the validity of the final results. It may be the case that their experiences, perceptions and needs of continuing professional education differ significantly from others in the sample. In the context of this research paper, it is important to note that the flexibility of the semi-structured interview method ensured that through the careful use of words, valid and reliable data were obtained from this special group except for one individual, where the language barrier was too great and the interview had to be abandoned.

3.5 Data Analysis

The interview responses of this case study were analyzed and categorized on the basis of the four assumptions postulated in the Normative Sponsorship theory the Technology Acceptance Model (TAM) respectively, as discussed in the theoretical framework section. These assumptions are outlined as follows: Most people are of good will; They will cooperate with others to facilitate the building of consensus; The more the various groups share common values, beliefs, and goals, the more likely it is that they will agree on common goals; and people who perceive technology as useful and easy to use will accept it more readily than those who do not, with usefulness more important than ease of use. (TAM)

After transcribing the interviews, the researcher read through the responses noting down the main ideas in each set of data on the basis of the research questions and theoretical framework. The researcher then coded the data to see what themes emerged, then re-coded the data according to the themes that had been identified.

The identified themes were then compared with the 4 assumptions to see if they correspond. The researcher then organized the data on the basis of the identified themes in line with the four assumptions as discussed in their respective theories. With the aid of thematic analysis, the transcripts of the interviews were analyzed for recurring patterns and meanings. The recurring patterns or themes in an interview capture the essence of an account and lead us to a practical understanding of meanings and actions (Lindlof & Taylor, 2002).

In the first wave of analysis, the researcher undertook the following activities:

Reading and re-reading all the interview answers carefully bearing in mind the interview questions, research questions, study objectives and discussion topics; Grouped all responses under the broad themes of community policing and technology in relation to the assumptions

mentioned in the two respective theories; Underlined parts of the responses that captured a particular sub- theme and made rough categories of all answers that seem to belong together; The responses were then subjected to constant comparative analysis, where each response was compared with all others to establish consistencies or differences in themes in order to develop conceptualizations of the possible relations between the various pieces of data.

In the second wave of analysis, the key words and categories within each broad theme were narrowed down into sub-topics and secondary themes for the purposes of in-depth analysis. The analysis of the qualitative interviews on the themes helped the researcher in answering all the three research questions.

CHAPTER FOUR

DISCUSSION OF ANALYSIS AND RESEARCH FINDINGS

4.0 Introduction

This chapter presents, discusses and analyses the main trends of research findings from the qualitative semi- structured interviews of 10 respondents, 5 of whom work at the chief's office i.e. the Chief himself, 3 assistant chiefs and an elder. The other 5 consist of a police officer, a head teacher and 3 community dwellers.

The researcher took hand notes during the qualitative face-to-face interviews with the selected interviewees. The interview notes were used in the thematic analysis to provide qualitative understanding of how all the respondents viewed the use of Twitter as a tool to promote community policing over the last 3 years, 2011 to 2014.

This chapter therefore gives an in-depth analysis of the interview findings based on the four broad themes that informed the interview questions. The main aim is to link the research findings with the reviewed literature and the theoretical framework.

The interview questions were categorized into four broad areas namely: contextual questions through which the researcher sought to find out the understanding of the respondents of how Twitter is used for community policing in Lanet Umoja, Nakuru.

The second tier of questions were on what the respondents viewed as effectiveness of using Twitter for Community policing over the 3 year period of the case study. The aim of the questions in this segment was to establish from the respondents what, in their view, is the effectiveness of using this tool, Twitter to promote community policing.

The third thematic set of questions was on the technology. Here, the aim was to find out how Twitter has been perceived by the community members so far and whether it has been accepted fully.

The fourth set of thematic questions focused on how social media in general can be used in the future to promote community policing nationwide. Here, the aim is to get general ideas and opinions of how this strategy can be better used in the future. (See interview guide attached as Appendix 1).

Five key employees from the chief's office and five community representatives were interviewed for this study in September 2014. The researcher took hand notes of the 10 interviews which were analysed.

The researcher assured the interviewees confidentiality and anonymity and therefore all the responses were coded for identification. For example the code AC 1,2,3 was used for responses from Assistant Chiefs, CE for community elder, CD 1,2,3 for community dwellers, C for the chief and CP for community police. In this analysis of the study findings, the researcher will not attribute quotations to ensure anonymity of respondents.

This chapter ends with a summary of the research findings discussed which leads us to the next chapter on the overall conclusions that can be deduced from the study findings and the recommendations that can be made.

4.1 Analysis and discussion of Interviews

4.1.1 Responses on the use of Twitter for community policing

To find out if the respondents knew what Twitter is used for in their community, the following question was posed: What would you say has been the role of Twitter in

community policing for the last three years? The question was formulated in line with the first research question: What role did the use of Twitter play as a tool for community policing in Lanet Umoja, Nakuru in the last three years June 2011 to June 2014?

This question was asked of all the interviewees, but the researcher was keen to get detailed accounts from the employees of the chief's office who have worked with the chief for the last 3 years. The main aim of the question was to get an insider's understanding of the purpose Twitter plays in promoting policing in the community.

All interviewees, however structured differently, responded that Twitter's role is to generally share information and communicate with each other. One of the interviewees responded as follows:

> … Twitter is used for communication. Mainly to pre-empt and pre-inform the public, as well as send out warnings and important messages such as *baraza* meeting reminders and memos… (Interview, 2014)

Below are a few samples Tweets sent out by the Chief on his official Twitter account to his followers:

ChiefFrancis Kariuki @Chiefkariuki · Sep 20
A white salon car with two men inside in a packed in a suspicious place near juba estate rental plots.be on the alert.
6   1

ChiefFrancis Kariuki @Chiefkariuki · Jun 12
CONMEN ON THE LOOSE!! PRETENDING TO SELL MASALA. WITH A CAR KAG281J UMOJA2 SHOPS BEWARE!
10

ChiefFrancis Kariuki @Chiefkariuki · Jul 30
Please note that kshs 1000 fake notes are in circulation within umoja 2 people to be on high alert while handling money
11   1

Another responded added that:

> … Twitter has enabled me to share information with the people. It is used as a tool for communication and out of this; various uses have come out of it, for instance I can send out job advertisements as well as send out inspiration messages to the public… (Interview, 2014)

From the responses on the role of Twitter, it was clear to the researcher that Twitter has been used as a communication tool for the members of the Lanet Umoja community. It is used as a platform to share information as well as alert members of the public about security concerns and crime prevention.

4.1.2 Responses on the effectiveness of Twitter in community policing

This thematic area sought to find out from the respondents, how effective Twitter has been in promoting community policing for the last three years. This is in line with the second research question: As a tool, how effective has Twitter been in implementing community policing strategies in the Lanet Umoja area?

This was a very important question as the hypothesis of this research paper is based on this. The main aim is to determine how effective Twitter has been and identify the proof that supports this efficiency. One interviewee responded as follows:

> … Twitter has been especially effective in curbing crime. Insecurity levels in this community have tremendously reduced. People feel safer every day as crime offenders are caught and put to justice. Because of Twitter, we are able to find lost animals and children, the chief just sends out a tweet informing the public of a lost child, and after a short time, they are reported found. In case there are thugs intending to break into a certain household, once a tweet is sent, people gather around and chase away the thugs… (Interview, 2014)

The chief responded as follows:

> … Twitter has been a revolution; it has completely transformed our community. Crime has minimized fundamentally, I can say by 90% since its inception. Security has also improved by 90% since inception. Community policing is not only about crime prevention, it's also about neighbourhood watch, health concerns and education. All these have improved tremendously. For instance if there is a new school open and the public doesn't know, I just inform them by sending a tweet. The same applies for health; if there is a certain virus affecting crops, I let the public know what remedies to take to prevent further damage. Twitter policing is a very effective and whole rounded strategy that has improved so much in this community … (Interview, 2014)

The policeman responded as follows:

> … Since Twitter policing began in this community, I can tell you for a fact that the police and the public have become friends. We work together to make our community a better place to live. We have reduced the number of crimes reported every day by 80% in the last 3 years. If we received 10 cases of robbery in the past, now we receive not more than 3 cases. People feel safer now and the police have established a trust with the public all thanks to the chief. We have also been able to arrest crime offenders like illicit brewers, money launderers, robbers among others. These actions have sent a warning and a message to those with the intention to commit crimes; as a result, our community is a better place… (Interview, 2014)

From the responses gathered, it emerged that the interviewees believed that Twitter was 100% effective in promoting community policing. The issue of crime and insecurity came up a lot and it seemed that both have improved tremendously since the inception of Twitter policing.

On the question: Would you relate the reduction of crime and insecurity to twitter policing? The respondents all felt that there is a direct relationship and that if it were not for Twitter policing, the crime and insecurity situation would be worse. It was also clear that, there would be no trust between the police and the members of the public if it were not for the chief's introduction of twitter policing. One interviewee responded as follows:

> … If it were not for the chief encouraging us to work together and share information for the betterment of our community, we would be so far behind, we trust each other, you might say we are now a cosmopolitan, thanks to him … (Interview, 2014)

Another responded that:

> … It is only twitter policing that has led us to where we are … (Interview, 2014)

On the question: Do you think twitter policing would be successful without the support of the community? The aim here was to find out whether there is a possibility of success without the input of the members of the community. The chief responded as follows:

> … The people are the police and the police are the people. The police cannot make positive social change without the support of the public, this is not how community policing works. If it were not for the public sending me messages or calling me to inform me on what is happening, this twitter policing strategy would never work … (Interview, 2014)

The policeman responded as follows:

> … Both the members of the public and the police have to work together in harmony and form a bond and a trustworthy relationship for community policing to be effective. One cannot succeed without the other … (Interview, 2014)

On the question: Has Twitter policing solved other problems like causes of crime and fear of crime? The aim of this question was establish whether there are other benefits of TP aside from crime prevention. The elder responded as follows:

> … Unemployment and idleness especially among the youth is a major cause of crime. However, we try to minimize this by finding jobs and announcing vacant positions to the public. We usually get a large turnout, once people get busy; they have no reason to loot or steal other peoples' property … (Interview, 2014)

The chief responded as follows:

> … These criminals also follow me on Twitter; they therefore witness that my strategy to catch criminals is a reality. This instills some fear in them and causes them to stop causing crime. I believe that this is also a major reason why crime has reduces so much in the last three years … (Interview, 2014)

A community dweller responded as follows:

> … In my opinion, twitter policing has not really eliminated the causes of crime and fear of crime; it has merely reduced it by a small portion. We still have cases of robbery and domestic violence every other day, although minimal. Unemployment and alcoholism are also a big problem in this the community, we still have a long way to go … (Interview, 2014)

From the responses received, the researcher noted that problems like causes of crime and fear of crime were only solved to some extent. The most concern came from the community dwellers who felt that it would be difficult to completely eliminate causes of crime.

The next question had two parts: Do you think it is important to monitor and evaluate the efficacy of twitter policing strategy? If yes, in your opinion, how should it be done? The aim of asking this question was to determine the view of the respondents whether or not it matters when efficiency is measured. This question was directed to the employees of the chief's office only. One assistant chief responded as follows:

> …. We know for a fact that twitter policing is effective in our community. However, there are currently on recorded statistics of how much we have improved in the last three years. I think this is a disadvantage because statistical proof is the only way we can convince others that this strategy works. So yes, I think it is important to monitor

and evaluate efficacy in any strategy used for community policing. How it should be done is by simply recording crime statistics before, during and after implementing the strategy … (Interview, 2014)

The chief responded as follows:

> … Yes it is important to monitor and evaluate the efficacy of twitter policing mainly because there will be records to show and verify when and where it all began, also, evaluating helps us identify and highlight errors and areas to improve on. The way evaluation should be done is by identifying some specific indicators for instance crime, security, health, education, employment e.t.c. and establish specific responses. The best way is to record the statistics before and after to determine whether the strategy is actually working … (Interview, 2014)

From the responses, it was evident that monitoring and evaluation is essential in determining effectiveness of a certain strategy. It is also important for recording purposes and as a proof of history. All the interviewees were in agreement that certain indicators should be put in place to enable monitoring and evaluation, and to justify their views, they gave their reasons, some of which have been highlighted in the quotation as cited in this analysis.

4.1.3 Responses on technology perception and acceptance

This thematic area focuses on technology and seeks to determine how the Twitter and mobile technology have been perceived and accepted by the community members of Lanet Umoja. This links directly with the Technology Acceptance Model (TAM) discussed in the theoretical framework section of this research paper.

This question had two parts: How has the Twitter technology been perceived in your community over the last three years? Would you say it has been generally accepted? The

researcher noted that all the respondents gave a unanimous answer; that the technology has been well received and openly accepted by all members of the community, both young and old.

The elder responded as follows:

> … Twitter and its use have been accepted greatly in this community. People have become more enlightened and open minded since its introduction… (Interview, 2014)

One of the assistant chiefs responded as follows:

> … Twitter is a phenomenal means of communication and lucky for us, everyone has been very excited to learn about how it works. Members of the community walk up to our offices enquiring on how they can follow us on Twitter. This is proof to show that the technology has been accepted in a big way … (Interview, 2014)

The chief responded as follows:

> … At first it was a challenge to convince the people, but I am happy to say that most people have accepted the technology and it has been perceived very well so far. It has been a long journey and we still have a long way to go but everyday our numbers keep growing and this is an excellent indicator that there is a positive perception among the people and they are willing to educate themselves on the usefulness of technology … (Interview, 2014)

A community dweller responded as follows:

> ... I cannot speak for many, but I speak for myself and my family. We have all learnt how to use Twitter and I have ensured that my family does the same. If all other

families do the same, then we will be a digital society soon enough … (Interview, 2014)

From the responses, it was evident that generally the Twitter technology has been accepted very well since its introduction to the community members. As stated in the TAM theory, all the individuals have perceived the technology as useful to them since it has made their community a better place. However, from some of the responses, it was evident that ease of use did not come easy to all, mostly due to digital illiteracy.

On the question: Is digital illiteracy a hindrance/problem in your community? The researcher sought to find out whether the community is affected by digital illiteracy. The chief responded as follows:

> … Digital illiteracy is a big problem in this community. We try to educate and train our employees as well as members of the community on the essence of embracing technology but it's not always easy. The youth have embraced technology but the older people are harder to convince. They view it as a challenge and it takes some time to educate them on the benefits of technology … (Interview, 2014)

The policeman responded as follows:

> … Yes of course digital illiteracy is a big problem not only among members of the community, but also among the police force. Most police are reluctant to learn how to use technology, especially those who partake in illegal activities such as bribery and corruption. Technology is a form of transparency and most people are afraid of this. The sooner they accept it, the better for our community and the society at large … (Interview, 2014)

The head teacher responded as follows:

> … We are trying to uproot digital illiteracy from the grassroots by teaching the young ones on how to use computers. We want them to grow up with a good attitude all round, having accepted technology and having learnt the benefits of using the same. I am hopeful that we are headed in the right direction … (Interview, 2014)

From the responses, it seems that the biggest problem in this community is digital illiteracy; however steps have been taken to change the situation. It is evident that the respondents are optimistic on the future.

4.1.4 Responses on social media use to promote CP nationwide

This thematic area of study generally sought proposals and recommendations for using social media as a tool promote community policing nationwide. This is in line with the third research question: How can social media technology be utilized to implement community policing strategies nationwide?

On the question: Would you recommend the use of social media as a tool for community policing in other communities nationwide? Why? The responses for this question were unanimous. All the respondents were very enthusiastic to recommend use of social media as a tool for community policing, giving their reason as it being a 'cheap' tool. The fact that social media is free, the aspect of cost saving came up a lot among the respondents.

One interviewee responded as follows:

> … Yes I would recommend use of Twitter and other social media tools for community policing because we are a testament that it surely works. This is a free medium that can be used to communicate with the people; it should therefore not be

taken as such a foreign thing. People should be ready to embrace technology and learn as much as they can … (Interview, 2014)

Another interviewee responded that:

… I personally do not understand why most communities in the country have not taken this up yet. For one, it is cost saving because it is free. People should do away with the traditional methods of communication and join this amazing digital world. It is very easy to learn, all you have to do is be open-minded … (Interview, 2014)

The chief responded as follows:

… I challenge everyone out there, especially the youth, who are the future of Kenya, to be open-minded and ensure they leverage on this technology to make our nation a better place. Social media is a revolution and there is so much opportunity and so much potential awaiting us, if we just educate ourselves on the benefits of using technology. If we embrace social media, we will improve our country economically, socially and even politically. I am very optimistic with what the future holds … (Interview, 2014)

4.2 Summary of findings

From the responses gathered from the interviews, respondents generally seem to agree that the role of twitter in community policing is communication and sharing information. For the last three years, twitter has been and continues to be a means of communication from the authorities, to the public and vice versa. Twitter is used to pre-inform and pre-empt members of the community which always keeps them on alert at all times.

The respondents also generally agreed that for the last three years that twitter policing has been practiced in their community, it has been very effective. Figures of up to 90% reduction

in crime and improvement in security have been cited as proof to indicate that indeed this tool is efficient in promoting community policing. Besides crime and insecurity, the community has also benefited in other sectors like health, agriculture, education and religion.

From the study, it is evident that community policing would not be successful without the support of the community, the reverse is also true. Both the police and the community have to build trustworthy relationships and cooperate with each other in order to build a consensus. The respondents agree on this adding that there would be no real impact on positive social change without the input of both the police and the public.

On the issue of solving problems like causes of crime and fear of crime, there was a disparity in responses. All respondents agreed that there have been some ways in which these problems have tried being solved, for example giving jobs to unemployed members of the community. However, some respondents indicated that unless issues like poverty, alcoholism and unemployment are solved completely, there is no way to eliminate causes of crime.

The respondents were all in agreement that the efficacy of using social media as a tool to promote community policing should be monitored and evaluated. It was suggested that some indicators be identified and specific mechanisms put in place to ensure this is done. The benefit is to keep records, give feedback and identify errors in implementation.

Finally, it is evident from the responses that technology is the glue that holds it all together. Although digital illiteracy was found to be a major problem in the area, the reason why twitter policing has been successful is because the technology was received well and accepted by most, if not all. Respondents recommend that this tool be utilized by other communities nationwide.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.0 General Conclusions

Findings from this case study are in agreement with the postulations highlighted in the normative sponsorship theory as well as the technology acceptance model. Most people are of good will and they cooperate with others to facilitate the building of consensus. The community members of Lanet Umoja have each other's best interest at heart which is why they communicate with one another at all times to keep their community safe. The community members have also perceived the twitter technology as useful and easy to use. They have readily accepted it and have gone further to train and educate themselves on how it operates.

The study findings show that the use of twitter as a tool to promote community policing has been very effective over the last three years. The findings further highlight the importance to monitor and evaluate this efficacy for purposes of recording proof for others who may need it in the future. Further to this the findings propose that social media should be utilized nationwide in order to eliminate traditional methods of implementing community policing strategies.

Digital illiteracy was found to be a major setback for the Lanet Umoja community. The findings indicate that individuals that do not want to embrace technology, especially the older generation have caused a setback in terms of technological development within the community. On the contrary, the youth have accepted this technology and have readily embraced it, ensuring that they leverage fully on it. Those who know the usefulness of the

technology overlook the ease of use and challenge themselves to learn and educate themselves and others.

Twitter policing is a revolution, discovered by a few. It is a cost effective way of communicating to the public. The findings clearly show that due to maximum utility of this tool, the community has benefited a lot. Crime has reduced considerable and security has improved tremendously. It is therefore safe to conclude that this study has met its research objectives and is in line with the hypothesis of the study. Twitter was an effective tool for promoting community policing in Lanet Umoja from 2011 to 2014.

5.1 Recommendations

This study recommends community empowerment and involvement strategies: The academic literature proffers the view that communities can no longer stand in isolation from the Police, neither can they be seen as an addendum in policing, nor should the Police seek to retain their high levels of autonomy. Instead, constant and consistent communication should be shared between the two major stakeholders. Extensive research has shown that involving local residents in the policing process beyond being the 'eyes and ears' of the Police is beneficial as a tool of crime reduction and creating safer communities (Godson, 2000, Lyons, 2002). Therefore, there is a strong theoretical case for community engagement and involvement in policing and Myhill (2003) supports the notion of engaging and involving communities in the policing process.

The academic literature on policing strongly suggests that in order for Police strategies which are directed at addressing crime and disorder to have an effect on crime, they must include a greater range of tools rather than simply enforcing the law (Clarke and Eck, 2002). Clarke and Eck (2002) noted that "research has proven that working with the public and going beyond law enforcement have modest crime and disorder reduction affects. They also noted

that the more personal the Police contacts are, the more likely it is that they will have an effect on crime". When communities are involved in the policing processes, all the members of the community become active allies in an effort to improve the safety and quality of life in the community. According to Grinc (1994) crime and disorder are the joint property of both the community and the Police, and this joint effort is carried out within an interactive, cooperative and reciprocal relationship. Whereas traditional policing patronizes the community by establishing the Police as the experts who have all the answers, community involvement in policing empowers the average citizens by enlisting them as partners with the Police in efforts to reduce crime and make their communities safer places to reside.

The main aim of involving community residents in the policing process is to empower citizens, via real, not token involvement in the decision making process on how they are policed. Empowerment has been defined as "a social action process in which people and communities gain mastery and control over their lives" (Wallerstein 1999). Empowerment conveys a sense of personal psychological control and actual influence in social, political, and economic spheres (Rappaport, 1987). Empowered communities should have mastery over the process of defining their law enforcement needs and identifying how these might be addressed.

Evidence suggests that empowered communities are healthier communities (Wilkinson, 1999). Empowered communities will have both a perception that they can control decision-making about aspects of their lives and access to the resources to address their policing needs through social support networks. Empowered communities will have the power and control to fulfill their material needs. Trojanowicz (1986) posited that, the overarching goal should be for the Police to become partners with the community, empowering them so that they can shoulder their share of the responsibility and the tough work of making their neighbourhoods safer. Conversely, disempowered and atomised pluralities of individuals living in poverty

perceive they have no decision-making power over their lives and the distribution of resources (Wallerstein, 1992). To address inequalities in the provision of services it will be necessary to address the structural relationships that perpetuate disempowerment (Marmot and Wilkinson, 2001).

Community involvement strategies can contribute to the creation of communities with the power to address deficiencies in policing. It is instructive to note that Cogan et al., (1986) in a study entitled, 'The Theory of Citizen Involvement' identified five benefits of citizen participation in the planning process: Information and ideas on public issues; Public Support for planning decisions; Avoidance of protracted conflicts and costly delays; Reservoir of good will which can carry over to future decisions; and Spirit of cooperation and trust between the agency and the public

This study recommends social media utilization for community policing nationwide: The first step in the right direction is to try and eliminate digital illiteracy by enabling the public to have access to information. It is important to educate the public on the benefit of technology. Also it is important to emphasize that social media is free, therefore it is a very cheap tool to utilize when it comes to community policing. If all communities, rural and urban embrace social media technology fully, then our nation will transform to a digital village.

Finally, this study recommends that more scientific studies be conducted on the use of social media to promote community policing. To focus on the benefits of using social media as a communication tool; as well as measure how effective it can be. Such studies would help enrich community policing as a discipline of study and a growing development function.

Appendix 1: Interview Guide for Chief's office employees and other community dwellers

Introduction

Thanks a lot for taking time to talk to me.

Let me give you some background information on the research for which am conducting the interviews.

*I am an MA Communication Studies student at the School of Journalism and Mass Communication, University of Nairobi. My MA Research Project s is titled "**An Investigation into the use of Twitter as a tool to promote Community Policing: A case study of Chief Francis Kariuki of Lanet Umoja, Nakuru Kenya**" The main idea of the interviews is to find out if Twitter has been an efficient tool to promote community policing in Lanet Umoja between 2011 and 2014. The interviews are therefore part of my data collection process in order to complete my MA Research Project.*

I would like to assure you that any information you are giving during this interview will be treated with absolute confidentiality. The interviewer will take notes during the interviews and there will be no mention of names either in the notes text or in the finished MA Project Report. The interviewer will use codes to anonymise the identity of the interviewee. So any publication or report will use only that code. We will also make sure that any details for example specific job titles that could help reveal the identity of our interviewees will be deleted from the transcribed text, Please keep in mind that we are interested in your own opinions and experiences in how you personally see the use of Twitter in promoting community policing between 2011 and 2014.

Interview questions

1. How long have you worked (in this office) /lived here in Lanet Umoja?

2. What would you say has been the role of Twitter in community policing for the last three years?

3. How effective has Twitter been in promoting community policing for the last three years.

4. Would you relate the reduction of crime and insecurity to twitter policing?

5. Do you think twitter policing would be successful without the support of the community?

6. Has twitter policing solved other problems like causes of crime and fear of crime?

7. Do you think it is important to monitor and evaluate the efficacy of twitter policing strategy? If yes, in your opinion, how should it be done?

8. How has the Twitter technology been perceived in your community over the last three years? Would you say it has been generally accepted?

9. Is digital illiteracy a hindrance/problem in your community?

10. Would you recommend the use of social media as a tool for community policing in other communities nationwide? Why?

Thanks a lot once again for taking time to answer the questions

About the interviewee and the interview

To be filled in by interviewer:

1. Name of interviewee

2. Job title

3. Sex

4. Date/time of interview

Appendix 2: List of Interviewees (without job/other titles for anonymity purposes)

1. Francis Kariuki
2. Zachariah K. Kimani
3. Florence Mwangi
4. Peter Maina Ndung'u
5. John Muthuthiri
6. Cyrus Mugi
7. Sergeant Njue
8. Mary Njeri
9. Gladys Kihoto
10. Jedidah Mugure

Appendix 3: Map of Kenya, Nakuru County, Lanet Umoja Location
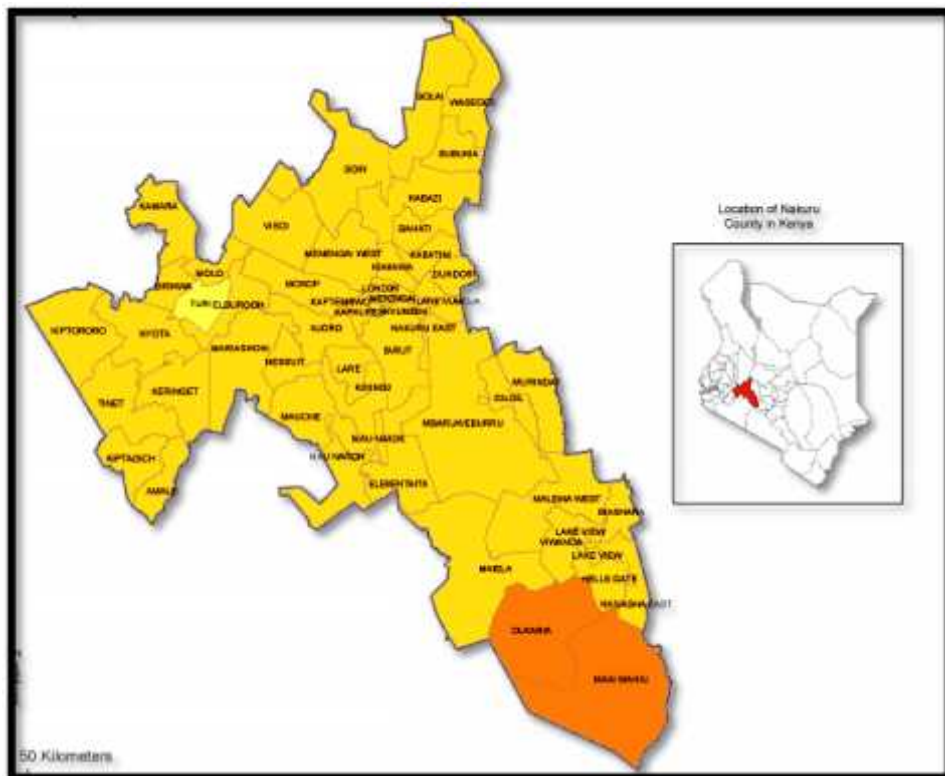
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