COMMUNICATING IN THE ERA OF CITIZEN JOURNALISM: A CONVERSATION ON KENYAN ONLINE MEDIA IN RESPONSE TO DEVELOPMENT MESSAGES FROM THE PRESIDENTIAL PRESS TEAM

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DECLARATION

I declare that this project paper is my original work and has not been presented for the award of a degree in any other university.

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DEDICATION

Tobaby SashaNaomi and Condoleezza Ruth-that you may grow in knowledge.

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ABSTRACT

This study sought to investigate how Kenya's Presidential Strategic Communications Unit has employed online media to engage and promote conversations in response to development issues driven by the Government. The study employed a quantitative and qualitative content analysis approach to study twitter conversations based on five State House summits meant to discuss the Government's progress in addressing key development issues. The study utilised the media systems dependence theory. The study used a census sample of 1,200 tweets covering five development issues – health, agriculture, transport and infrastructure and tourism. Data was collected data using a coding sheet and analysed through descriptive statistics and narrations for quantitative and qualitative data respectively. Findings showed that the government banks on social sites like twitter to influence, mobilise and persuade people. This is seen through several twitter handles being managed by the presidential unit, which has managed to engage the public aggressively online. These online strategies have been employed tactfully to motivate and activate the public to engage in the online discussions. The study also found out that people on twitter have capitalized on this platform to air their grievances, complaints and at the same time complementing the government for its efforts towards positive development. The study recommended thatthat county and follow up summits be conducted and digitalization of all government agencies and ministries be done.

Contents

LIST OF TABLES

LIST OF FIGURES

ACRONYMS AND ABBREVIATIONS

AIDS   Acquired Immune Deficiency Syndrome

CT   Computerized Tomography

GDP   Gross Domestic Product

GOK   Government of Kenya

HIV   Human Immunodeficiency Virus

HMIS   Health Management Information System

KERRA   Kenya Rural Roads Authority

KENHA   Kenya National Highways Authority

KURA   Kenya Urban Roads Authority

MDGS   Millennium Development Goals

MRI   Magnetic Resonance Imaging

NHIF   National Hospital Insurance Fund

NCDs   Non Communicable Diseases

SGR   Standard Gauge Railway

CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter presents discussions on the background of the research, the problem statement and both the general and specific objectives of the study. Further, the importance and limitations of the study and the justification of the study are discussed in this section.

1.1 **Background of the Study**

Kenya is thelargest economy in East Africa with a population of more than40 million. As of 2014, the country's GDP stood at 29.5 billion with a yearly growth rate of approximately 2.6 percent. Even though Kenya is experiencing an economic ascension, there are a number of complications that tend to reduce its rate of growth leading to high level of poverty. According to the 2014 Human Development Report, 20percent of Kenyans live on less than a dollar a day and close to half the population are living below the poverty line (African Economic Outlook, 2010). The main natural resources in Kenya are wildlife, soda ash and land which is widely used for agriculture and thus provides key exports thatinclude coffee, tea wheat, sugarcane and rice (Bureau of African Affairs, 2010). Between 2003 and 2007, Kenya achieved a comparative advantage in chemicals, stone, plaster, and cement and food.According to World Bank (2010), Kenya is endowed with different skills and expertise in diverse fields and therefore highly ranked compared to other countries in Sub-Sahara Africa.Like other countries, Kenya has also been hit hard by economic crises denting its economic and political growth. Nonetheless, there was reduction in poverty due to a rise in agriculture output even though inequality was still high. Towards the start of 1994 what accounted for the foundation of economic crisis was a period of liberalization and economic stagnation.

To downsize the public sector during a period of economic stagnation and put more emphasis on privatization, the Kenyangovernment chose to implement a significant project targeting crucial areas of development like health, agriculture, and education. More than a decade ago, the economy of Kenya was picking and doing so well, according to Little and Green (2009). Nonetheless, after the violence that started after the announcement of the presidential elections results in 2007, the economy experienced a heavy downturn (Bureau of African Affairs, 2010). In addition, many lives were lost and thousands displaced (African Economic Outlook, 2008).

The political crisis could have resulted in poverty for an additional two million Kenyans (African Economic Outlook, 2008). Despite the crisisKenya was in, it tried to try to reverse itspoor performance from 2007 to 2008. Thishelped reclaim the economy while at the same time contributing to a GDP growth of 2.8 percent in the same year and was expected to provide a push to a hasten economic growth in succeeding years(African Economic Outlook, 2008). There was high probability in 2010 that 4 percent GDP growth rate wouldbe achieved if manufacturing and agricultural sectors rebounded accordingly. The average income of Kenyans is also expected to increase by 1.3 percent despite Kenya's poor performance since 2007(World Bank, 2010).

According to the IMF (2010), Kenya's economy has faced three major challenges- the highly ignored export sector, the unreliable rainfall amounts that has affected development in agriculture and a prolonged post-election violence thatleft social and economic wounds among Kenyans. Further to thesechallenges, an international financial crisis happened, leading tohigh inflation, weakened currency, and slackened economic growth, the IMF adds. Despite these setbacks the country did not wallow in its loss but instead used the media to communicate its strengths and how best it could rise from the sorry situation. Kenya's vibrant mass media became the strongest instrument andpersistently played an important role in the social and economic development of the country by relaying crucial information to the society and other concerned

stakeholders such as foreign investors.Unlike majority African countries,the media in Kenya has had it better enjoying due freedoms. It was only after the exit of President Moi's regime in 2002 that it became open to criticize the government. Media still remained the main source of information on political, economic and social matters in the country despite it witnessing a level of mediatisation(Schulz 2004). The government has been relying heavily on media to propagate itspolicies as well as mobilise people. Media has also influenced the people to exercise power in support of public interest. This has enabledtheir messages and interactions to be used as a strategic means of influencing public policies.

In Kenya, developmentcan best be understood by looking at the challenges inherited from the first independent African Government led by President Kenyatta. These challenges can be broadly identified as the deep rooted ethnicity, differential development,the rigid federal constitution and the broad host of socio and economic problems (unemployment, ignorance, lack of skilled man power and poor health facilities among others).Since independence the gradual development witnessed in social, economic, technological and political spheres has been vast. The growth of media in Kenya has also impacted on the dissemination of information andthe communication of the development agenda. The political class used the mass media and traditional means toincitetribal violence after the General Election 2007, a strategytoo to gain political mileage(International Crisis Group 2008). In the 2013 General Election, Kenyans managed to escape their history by capitalizing on the new media to send messages of peace and cohesiveness.On the other hand, mass media has also been used to rally Kenyans on issues of development. A case in point isduring varied sports and in promoting democracy and national cohesiveness in various capacities.

In 2013, during the elections and campaigns period,new media was mostlyused   in news gathering and broadcasting.This therefore means that with the application of the internet, the

quantity of potential data sources has gone high. It follows that the number of consumers is distributed across a large number of media outlets. It has shaped the trends of consumption where new customers are created or rather the old customers are shifted to new media from the traditional media. Apart from empoweringcitizens to hold the government accountable the media also keeps vigil on what is happening around and it must be relevant in democratic transformation and development(Riess, 2015).

Political participation in Kenya has been fuelled by social media use where people are actively taking part in various conversations. This hasalso been incorporated both as a development communication tool and most importantly political persuasiontool which has paved way to citizen involvement (Oser et al2013). During the pre-election campaign of March 2013, the"The National Alliance" (TNA) party presidential candidate and his United Republican Party's running mate regarded their Jubilee alliance team as "The Digital Team".They branded their main opponents (ODM) as analogue. The emergence of the social media was rapidly growing since all those running for elective positions had social media accounts.The only way to create a perception among the Jubilee alliance supporters that presidential candidate Uhuru Kenyatta was a humble and down to earth caring gentleman was to package him as a "digital" president**.** The aim of the digital narrative was to persuade as much as possible that Jubilee identified with the youth**.** Manybought in the perception of a digital head of state.

After they got into power, the renaming of Presidential Press Service Unit (PPS) to Presidential Strategic Communication Unit (PSCU) was purely driven by the digital narrative. PPS had been created and used by the previous regimes as an adequate way of reaching the public, but when the Jubilee administration took office in 2013, the new media heralded both a promise and a challenge. Therefore, to fulfil and live up to the promise of their clarion 'Digital generations', they had to create a new outfit,the PSCU thatwould take advantage of multiple communications

channels using social media to reach the youth and various audiences while at the same time creating a real-time credible feedback system. In a nutshell, the intention of the Jubilee administration was to address the changed dynamics in public communications while struggling to reconcile their administration's agenda. Jubilee also wishedto strategically push the government's initiatives and development agenda without losing public goodwill.

The onset of digital communication however shifted the image, communication and interactions between the state and the public. First, PSCU stepped up to form several social media accounts meant to enhance publicity and a wider reach. Citizens could now identify themselves with the government, air the grievances, concerns and complements throughsocial media and be able to obtain feedback. Secondly, dissemination of information was to be conducted strategically. Strategic meant communicating the best policy messages and identifying the right channels measured against well-considered Jubilee administration goals. Despite it getting social media hits and impressions, PSCU did a lot of communication efforts to accomplish concrete goals of highlighting the policy direction of the government, enhancing credibility, gaining goodwill for the administration and making citizens know what the administration stood for .

These social media accounts greatly influenced how the public perceived the presidency, his deputy and the country's development as well. PSCU became a powerful communication unit used to persuade and crystallize the already existing positive opinions about the government (Daily Nation 2015).Through the twitter accounts for example the use of hash tag to emphasize on key messages has been PSCU'sbiggest strategy. Additionally it informed the public, monitored the trending conversations online and used the same platforms to neutralize hostile opinions from the people. PSCU use of social media in restoring the Jubilee administration image during the rampant cases of corruption, terrorism and negative publicity involving various ministries and departments has been critical though theuse of counter hash tags so as to contain

the aggressive publics. The unit embraced use of social media as a powerful tool of communicating the government'sagenda on development issues such ashealth, education, infrastructure, security, wealth creation and food security.

According to Stieglitz et al. (2012) the use of new media forpolitical and economic issues is not new and there is evidence of past studies on the use of the internet influence on key policies on development. These studies include the influence and power internet has on voting (Tolbert & McNeal 2003), howwebsites can be used to reach high number of voters (Jansen 2004; Foot & Schneider 2006), the role internet plays as a powerful medium for growth development during the launch of key projects and manifestos (Stieglitz & Dang-Xuan 2012; Kilinenberg& Perrin, 2000). There are other studies that have investigated the use of Social Networking Sites (SNS) in politics as well. In 2009, Williams and Gulati found that the number of Facebook users was as an indicator of electoral success.A study by Utz (2009) and Kushin and Kitchener (2009) showed that the social media was a credible point for political, economic, and political debates. Hence, there exists a positive relationship between civic engagement and the social media (Zhang et al, 2010). These findings point to the powerful role of platforms like twitter which stores a bank of information through the use of hash tagsthereby enhancing and furthering development of any country embracing it.

1.2 Problem Statement

Kenya with greater political freedom, trade liberalization and the creation of global communication networks has been deeply exposed and entrenched in western influences. Yet despite this fact, the presidency still plays a central role in Kenya's politics and in policy formation and implementation. Tension still remains in public and elite opinion over the merits of a strong leader and a powerful authoritarian state that can direct popular energies into

developmental channels.According to Hornsby (2012), just after independence as the struggle seethed for control of the state,decisions based on short-term convenience were intermingled withcrucial directional choices. Kenya soon went back to a command and control leadership model exceedingly similar to that of the colonial era. Decisions about development, money and military protection drove foreign affairs, domestic policy and a model that combined individual accumulation with a partisan, interventionist state land policy, which in turn drove greater centralization and a conservative social and political environment. As president, Jomo Kenyatta was the aged king whose word was law, and Moi inherited and adapted the model of authoritarianism and the administrative structures that supported it (Hornsby 2012). This was witnessed on how Kenya had failed to make a transition to a new model of development since the media was heavily censored. These regimes maintained press censorship and relentless propaganda. New media came with a different communication shift as more freedom of speech was felt in the social media therebyincreasing the active participation of the citizens as well as its government. The dialogue with the Jubilee administration was up close since Kenyans were empowered to take part in development processes and to be part of the actual development on the ground.

Additionally,the social mediaplatform, and specifically Facebook and twitter becamethe hallmark of communication among the majority population in Kenya and especially the youth who make upto 40 percent of the national population (Hook 2013).The proportion of the young generation exposed to the new world of internet and social mediaaccounts was high and it was evident that owning an active social media is equally powerful as owning a mainstream media channel (Daily Nation 2015). Twitter timelines could now influence development conversations in a huge way because of highinternet penetration and the availability of smart gadgets (phones and tablets).

According to the Sector Statistics Report, First Quarter of 2014-2015 on internet penetration in Kenya, it is apparent that there has been an upward pattern of internet subscriptions which stands at 15 million or even higher. In addition, mobile data application increased by a margin of around 5.9 percent to achieve the 14.7 million mark. Also, the level of expected internet users was approximately 23.2 million which is a rise from the initial figure of 22.3 million in the final quarter, representing a 4.2 percent growth. As of September 15, 2015, there were 31,985,048 internet users representing69.6 percentpenetration(Communication Authority of Kenya, 2014). This makes Kenya potential ground for internet use to communicate and persuade, especially those with keen interest like governments and the private sector.

The presidential press team capitalized on this as soon as ittook office,becoming the PSCU oncethe Jubilee administration came to power. The team has managed to demonstrate how strategic social media use can persuade and mobilize as well as reach a wide network of people. This team has been through ups and downs, coming face to face with complements and critics in equal measure. The biggest blow was when the unit was disbanded early this year by the president due to unstructured communication (Daily Nation 2016).The question whether it has managed to convince and change perceptions of the citizens on key issues of development remains vague as well. There is little research which has been done and this studywill explore how social media use through twitter in fragile development settings such as Kenyahas been utilized. The study sought to establish whetherPSCU has been used to uphold or hinder development and how the unit is approaching such issues and concerns. In this pursuit to persuade the public and citizens during the State House summits,has the president's press team increased or reduced the visibility of the presidency in trying to address the real issues of development facing the country?

This study therefore analysed how PSCU used twitter to communicate development issues that include education, environment, health, infrastructure, agriculture, and tourism. The study considers, among other factors, whether the use of twitter handles and timelines has elevated the real issues facing the public, sustained its development agenda, assisted the presidency to deal with negative propaganda on issues of growth and development as a nation and or generally made the president more visible in trying to deal with the real issues facing the people. The research also sought answers to such questions as;howis the Jubilee administration performance in trying to eradicate hunger, end poverty and create wealth to its citizens and provide better health care? Have they managed to communicate and engage with the people on development?

1.3 General Objective

The general objective of the study isto investigate how the President Strategic Communications Unit has beenusing twitter to communicate development issues during State House summits.

1.3.1 Specific Objectives

The study was guided by the following specific objectives;

1. To investigate development issues communicated through twitter during the State House summits.

2. To analyse the key messages used to communicate development issues and themes.

3. To analyse the public debates surrounding the development issues communicated

1.4. Research Questions

This study sought to investigate how PSCU used twitter to communicate development issues during the State House summits. The overall research question that this study sought to answer was how PSCU used twitter to communicate development issues.

To answer this broad question, the following specific questions were developed:

1. What are the key selected development issues communicated on twitter during the summits?

2. What are the key messages and themes and how have they been used to communicate development issues?

3. How were the public debates surrounding the development issues communicated?

1.5 Justification of the Study

The social media platform allows one to share opinions without restriction of time, language, space andboundaries. The use of twitter to communicate development issues provides an opportunity for the government to spread ideas and plans it has for the citizens and the country at large. At the same time it can allow citizens toget confidence in its government and obtain the willingness to support and work together. Third, these accounts areused to front the development progress in the country. This justifies the study as it will seek to investigate what constraintsthe government and citizens have been facing in their quest to use social media to communicate milestones and achievements since Jubilee governmenttook office in 2013.

The study is also timely as it will contribute to the discussion and body of knowledge on the use of social mediafor example twitter forsustainable development purposes in a country where social media is fast growing as its economy. This will include suggesting ways in which other government agencies may use social media to benefit them as a communication strategy for their growth and development as well.

1.6. Rationale

The study is timely as it looked at the waytwitter handles and online conversationshave been used by the jubilee government since it began hosting the statehouse summits. This even comes in handy with a government which has maintained the use of digital communication since it took office. In addition, since its first year term is almost coming to an end it will provide an opportunity to examine how they have managed to capitalize on this summits to communicate their achievements in various sectors while at the same time taking into account people's responses.The study also examined how twitter use by PSCU in Jubilee government is powerful in communicating its evolution in terms of development and growth to the public compared to its past.

1.7 Scope of the Study

This study was limited to development issues and hash tags shared on twitter during the State House summit. The hash tags selected were those that had been trending for more than 24 hours. The study focused on all the summits discussions held from January to September 2016. The study alsoanalysed data obtained from these content,conversations reactions and feedbacks from the people.

1.8 Limitations of the Study

A few problems were encountered during the study, the high cost purchasing bundles and airtime for retrieving all the information during the summits. This was not only expensive but also time consuming.To address this challenge, the researcher began conducting her data collection on time.

1.9 Operational Terms Used

This study used terms sole to forms of

Twitter: It is networking site that offers users with the chance to share ideas, stories, and even deliberate on the latest issues.

Tweet: It is the message sent by the users

Retweet: These are tweet disseminated to a single or several followers on Twitter.

Likes: People's reactions towards any shared item on a page but does not necessarily imply they are for it.

Followers: Users opting to get tweets from others or groups.

Facebook: is a free social networking in that there is no subcription required to have an account, this website enables registered users to formulate profiles, upload pictures and clips, relay messages as from any location well as go live and keep in touchwith friends , family and colleagues.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This section presents reviews on the existing theoretical and empirical literaturerelevant to the study.

2.1.2. Theoretical Literature on Development Issues and Social Media.

Scholarly work posits diverse opinions on the function of the internet in economic, social, and political systems. In addition, the advocates of the normalization theory (Davis 1999; Margolis &Resnick 2000) of the institutional adaptation thesis (Chadwick 2006) forebode no web-based transitions in the basic political inefficiencies.

The use of social media has risen among adults in recent elections worldwide and has even intensified greatly.The growing political use of social media has made researchers to investigate its use or rather media effects on political participation and development. According to Karatzogianni (2004) "the internet is viewed as the means for educating individuals, empowering, persuading, encouraging citizen participation as well as encouraging them to voice their opinions and complaints, measuring public opinion, facilitating citizen access to government officials, offering a public debates and forums , simplifying country's development and even simplifying actual voting."Zuniga et al. (2012) examined that there is a lot influence in news on citizens in the welfare and political systemscaused by the use of SNS. They concluded that the structures of SNSs have the power to simplify both the attainment of information, importance as well as essential with others of a certain social network. Consequently, they argue that as much as SNS can lead to a more democratized path of communication process it also contributes largely to the reinforcement of people's social capital.

Among the captivating attributes of the social network is "user-generated content", that explains the various types of media content accessible to users (Kaplan&Haenlein, 2010). This simplifies how it can be described as an aggregate of web-based apps that increase the perceptive and technical basis of Web 2.0 and enables the creation and interchange of user generated content(Kaplan & Haenlein, 2010). These make it an interface between people and social media since for many, internet goes hand in hand with social media (Hinton &Horthy, 2013).The main feature of the social media is the term used to represent it that is "user-generated content", which means all the media content can be availed publicly and can be created by the end users (Kaplan&Haenlein, 2010). Social media therefore have been used by peopleto serve as a quick means of consuming online information, as well as togenerate exceptional content themselves (Gil de Zuniga et al, 2014), thus a transformation from content "consumers" to content "producers".

Mark Zuckerbergfounded Facebook in 2004 as a social networking siteand its main purpose was to be utilized by his colleagues at Harvard. Facebookrapidly spread and garnered global recognition and at the moment has more than a billion registered users (Kaplan &Haenlein, 2010). On the other end, Twitter is a small blogging platform allowing users to read and relay short texts. Facebook provided a more private environment as compared to twitter where most messages are public and searchable. New media era has taken several evolutionary phases; the first phase which began in 1990s was mainly characterized by the presence of entertainment media formats as well as old modes of communication technologies which in political ground were driven by profits. The second phase began later in mid 1990s and its main features hada lot to do with technological innovations, internet, World Wide Web and emails which made economic, political and social platforms the main feature of this new media and was mainly the way people could interact intensively.The third phase came and its identity was Web 2.0, an

application thatpermitted a higher level of interactivity. That is, the second phase users were now able to leave comments on various articles done by online bloggers as well as to generate their own content powered by Web 2.0 using wikis and social networking sites.

The last phase had a lot to do with the 2008 US presidential campaigns, which emphasizedhow these innovations could be used positively in thefield ofpolitical and economic development (Medvic, 2011). Social media use in the 2008 US elections was actually a defining moment in politics and it reaffirmed this in any other area of development worldwide. Demonstrating clearly the importance of internetpolitical campaigning, President Barack Obama's campaign staff understood well how to use social media to engage and involve voters, recruit campaign volunteers, as well as raise funds to be used during the campaigning period. Its impacts were felt across the globe. Indicators provided by Graber (2010) showed that over 2 million people were Obama's friends on Facebook while McCain had approximately 600 000. Other social media sites had similar high following for Obama compared to his opponent's on YouTube, Twitter, Flickr, Digg and Black Planet (Graber 2010). The 2008 campaign was one of a kind, where the new media platforms and internet technologies overshadowed the traditional media (television, radio and newspapers). This transformed the political, economic and social environment for both thecitizens and the candidates (Hendricks and Denton, 2010). After this election, many organizations throughout the world understood the power and significance of social media and assimilated it into their communication strategies in various areas of their activities (Robertson et al., 2010).

2.1.3Jubilee Administration Use of Twitter to Mobilize Citizens

When the Jubilee administration got into power in Kenya in 2013, the internet and digital communication gained popularity. Facebook, Twitter and blogs served as important tools to

persuade and engagecitizenstowards embracing development and growth. The adoption of social media was motivated by its wide reach as well as the digital generation thatcomprised majorly of the young people. Research shows that an average, a Facebook user spends about 21 minutes daily (Richards 2014). For a government adjusting to these social sites-being on twitter and sharing content, ittranslates to an opportunity to engage with many people as much as possible.

Theevolvinglink between emerging social media, public and political influence begun to change the political and decision making process and communication in the government. The birth of PSCU came in with over 10social media accounts on twitter with an agenda to reach the 40million Kenyans but specifically those who are connected to the platform. Citizens could now make informed decisions due to additional mean of participation through use of computers as well as mobile devices unlike previously when decision making was exclusively based on information available through traditional media. They created a platform where citizens and state could now interact through timelines thus demystifying the presidency. This altered the perception of the presidency from the previous government's regime to the Jubilee administration where it was now easy to engage, seek help and support citizens. Matters on development were no longer identified to be issues about the state but citizens were getting involved and their decisions considered in the decision making process. Through twitter accounts for example, over one million Kenyans were now following the president with the twitter handle @UKenyatta and @Williamruto following closely with over eight hundred thousand followers. This demonstrated an interested population which was ready and willing to interact with its government. Basically, social media has enhanced the loyalty of the people to particular dialogues since the more they look for this media for information in these sites the more devoted they become since they are having their needs met (Pinkleton et al, 2010). Social media has since beenused strategically to win the support, communicate, and interact with citizens.

2.1.4 Twitter in Kenya's DevelopmentAgenda

Social media platforms such as twitter have since their uptake in Kenya continued to offer diversity in the variety of content available online. It has become an effective tool through which Kenyans write on topics and issues of interest to them as well as exercise their freedom of speech as guaranteed bythe constitution. Social media is becoming an important tool to receive and share news, and search for employment opportunities among other uses (Kenya ICT Board 2010). Kenyans have continued to contribute to developing vibrant and robust internet systems through innovation, creating applications, and models that help to overcome local constraints. The Kenyan government has continued to improve service delivery by improving internet access and use, mainly through developing policy, regulatory frameworks, and investments in broadband and open data for others.

Social media has been applauded for their democratizing potential and is considered important tools of freedom of democracy and human rights. PSCU has been used to communicate on information and developments in the country. For example, while engaging with Kenyans on Twitter who go by the moniker #KOT, PSCU has been using the power of hash tags to air various issues and topics. It providesfor a comment, retweet, quote and like functions that bring the public on board. Being able to interact with the citizens has been one of the greatest milestones the government experienced through PSCU.

Use of social media has helped build the image of the Jubilee administration, from citizens' perception of the president and his running mate facing the cases at the International Criminal Court (ICC) to being elected to high office in the country. Changing how the society perceived this office upon inception was going to be hard a task especially with warnings and threats from the West that "choices have consequences". Citizens were not only ready but "sure" some misfortune was going to befall this Jubilee administration. The hash tag#TransformingKenya and

the @PSCU-Digital twitter handle were used inthe strategy toalter the attitudes and perceptions of citizens. This was experienced by way of how the PSCU packed and delivered information on the government's achievements such as the issuance of 2.3 million land title deedsto Kenyans, enhanced service delivery through 40 so-calledHuduma Centres across the country, to connecting more than 20,000 primary schools with electricity (The Star 2016).

PSCU has experienced tremendous responses from Kenyans on how the government is attending to their needs. On matters of health information such as issuance often Level five hospitals beingissued with a dialysis machine, over 1.5million Kenya's benefiting fromNHIF medical insurance and suchmajor milestones in transport like the construction of the Standard Gauge Railway which is still underway. (The Star 2016). These achievement raised compliments but also issues and concerns needing to be addressed. Through this office, the Jubilee government was then able to identify the gaps and find a possible way on how to reach the citizens.

2.1.5Impacts of Social Media for Jubilee Administration

The Jubilee administration haswitnessed a lot of benefits from the use of twitter; it has empowered people as well as facilitated how development agenda can be communicated especially to the most relevant ground, the youth. Twitter has been a platform where key issues like elections, political campaigns, disasters emergencies, political unrests, infrastructure, education, health, food security, corruption, foreign policies, trade, tourism and technology are being discussed and debated. The platformhas been used to advance communications on decision making astransparent as possible with an inclusive system thathelps in formulating and transforming policyprocesses and more efficient public service. The government has managed to interact and engage the people, making the public attribute to the contentit has released. This is seen in the number of retweets as well as likeswitnessed by the high number of followers and

likes on twitter and Facebook respectively.This confirms the interest of people and organizations in the content and information availed bythe government through this social site. It is a clear indicator also that there is a degree of relevance thatmakes the citizen to interact and respond.

Global survey shows that only 40 percent of the populations have trust in their national government (Gallup 2010). The main reasons for lack or decline of confidence are multifaceted; deteriorating economic circumstances certainly is a starting point and their political and societal factors are also at play. Social media therefore has been used by the Jubilee administration to build mutual trust between government and its constituents. Jubilee government has been trying to avail data and information through open data policies to citizens throughitse-government platform. This has been an important step towards greater transparency and accountability efforts. For example, government budgets and procurement process have been made available online. PSCU has been encouraging citizens to access its e-portal so that they can benefit from such services.

Through PSCU the government has also managed to genuinely engage the youth who are particularly exposed to the impacts of economic crisis, unemployment, and dropping out or unruly behaviour in school. These have therefore improved the participation of these young people in government processes on issues related to education andemployments that have been discussed openly. They have also been taking part in discussing political and economic issues which has helped shape the voting patterns as well as engaging in income generating activities which has transformed their livelihoods (TheStandard digital 2015).

Social media have also shown the potential to boost operation capacities and responsiveness of the government in ways that the previous government wasnot been able to. They have given government new tools to pilot, experiment, evaluate and redesign services. This has made the

government to react to citizens' needs as well as more evidence based in the design of service delivery strategy. Many of the knowledge intensive occupations prevalent in public sectors have benefited from social media which has improved the collective productivity. For example, theemail service has been one of the technologies that have dramatically changed modern workplace and workflows but the onset of these social sites accountsquickly overshadowed this mode of communication and it was left purely for official communication.

2.2 Theoretical Framework

2.2.1 Media System DependencyTheory

Media System Dependency Theory (MSD) points out that rational, interactive and emotional impact of media application are based upon features of both personalities and their external environment (Ball-Rokeach, 1985). The theory emphasizes on *dependency*: aninteraction in which the real achievement of objectives is reliant on the accessibility of resources of different party(Ball-Rokeach and DeFleur, 1976). The powerful influence of media is seen to be resulting from the possession of scarce information resources and the capacity for information gathering, creating, possessing and dissemination (Ball-Rokeach, 1998).

According to the Media System Dependency theory, the power structures operate on multiple levels. It posits that the media system has a two way resource-dependency relations with individuals (micro-level), groups and organizations (meso-level), and other social systems (macro-level). According to Ball-Rokeach (1985), the most consequential macro-level media dependency relationships in modern capitalist societies are those with the economic and political systems. These relations are seen as relatively symmetric as each of the three systems relies on the other two for its survival. The political system, for instance, depends on media to reinforce social values and norms, support the maintenance of order and help mobilize citizens. Media, on

the other hand, rely on political institutions for legitimisation, judicial and legislative protection, as well as a constant supply of relevant story material.

The dynamics of dependency in this theory is based on the nature of objectives to be attained by people through media use. According to Ball-Rokeach, Rokeach and Grube, 1984, this means that one has to understand the social environment orientation with a view on meaningful and effective action and social norms involved.Thus dependency on media has shown to influence attitudes and behavioural changes among the audience who have access to media, for instance selective exposure, engagement in civic and public deliberation, political alignments and voting decisions (Davies, 2009). This therefore makes the new media a particularly effective tool used by the government to communicate its development agenda, enabling abridged communication with individuals who have already expressed an interest. This also enables the public figures to nurture deeper relationships with their clients as well as partners and individuals, in creating an easy, far-reaching campaign tacticand powerful communication tool for modern day decision makers.

This theory is relevant to the current study because on one hand,Internet use has had a major impact on development actions and attitudes and so is the advent of social media. Thus the use of twitter by PSCU within the Jubilee administration was in response to immense interconnectedness that twitter had manifested among different groups and diverse levels of individuals in society. This theory provided an appropriate framework to analyze how the Presidential Strategic Communications Unit has intensified the use of social media to take advantage of increased individual dependency on social sites for information and at the same time address the increased complexity of navigating a social environment.

CHAPTER THREE

METHODOLOGY

3.0 Overview

This section presents the research methods used in the study. Specifically, it presents the details of the study sites, sampling methods, and data collection methods and data analysis procedure

3.1. Research Site

This study was conductedonline, it was an online review and analysis of twitter handles which focused on tweets, posts, retweets, comments, likes and responses from varied groups of people. This is because beside Nairobi being the political, social and economic capital in Kenya, 80 percent of the Kenyans on twitter are in Nairobi and approximately 85 percent of the tweets likes and comments posted are from Nairobi.

3.2 Research Approach

The researcher adopted a mixed method approach to the study. The approach used during this study was quantitative and qualitative methods for data collection methods, procedures, analysis and presentation. The strength of using this design is that it enhances the validity and reliability of the research findings.

3.3 Research Method

The research method used was thecase study method. This is so because this study was looking at one case that is the Presidential Strategic Communication Unit, which focused on their twitter handle and thus key development messages were derived.

3.4 Population

The study focused on twitter handles being managed by PSCU which are six in number . The unit of analysis for this study wasthehash tags and tweets used on key selected areas of development held during the summit. This was from January 2016 to September 2016. The targeted key areas were health, education,infrustructure, electricity and tourism which was discussed during this period.

3.5 Sampling Procedure

The study adopted the non-probability sampling technique, specifically, the purposive sampling technique. Purposive sampling lends itself to selection of a sample of a population through judgemental choices of the researcher. The method was appropriate for the study because the population of the study wason twitter timelines for development purposes throughout the country hence I purposely selected the tweets and posts which had a relevant message. The researcher purposively selected the relevant development issues hash tags.

    i.   **Purposive Sampling**

"Purposive sampling techniques involve selecting certain units or cases ''based on a specific purpose rather than randomly'' (Tashakkori&Teddlie, 2003). The researcher selectedspecific tweets and hash tags g relevant to the study geared towards development issues in the country.

3.6 SamplingFrame

Theresearcher's sampling frame was drawn from all the tweets gathered after clicking on the selected key issue discussed, thehash tags on twitter shared on all tweeter handles managed by PSCU geared purposely on matters to do with development and growth.

i.   **Inclusion criteria**

The inclusion criteria for the respondents in this study were based primarily on the criteria of quality and credibility of data collection and analysis. Therefore the purposive sampling which was used to get the sample size will only aim at selecting information-rich cases relevant to the study and who will be able to provide grounded information to address the specific aims of the research question.

3.7 Sampling size

Non-probability sampling was used to select the key hash tags shared on key areas of development through a purposive process. A sample size of 5hash tags was selected and more leading information was explored from these 5 the researcher then selectedother key leading messages discussed under this issues on development.

3.8 Research Instruments

i. Textual analysis review

Key trending Hash tagson twitter were used to gather information on development as communicated by the PSCU handles used during the summit. The content was analysed by keenly taking a bank of all the hash tagsused during the summit on the key issues discussed during the debate.

3.9 Data collection procedure

The studycollected data from the content available on the twitter being managed by the PSCU. The content information was guided by the hash tags on the key messages ontransport and infrastructure, health, agriculture and tourism. The key messages was recorded on a coding sheet and analysed.

3.9.1 Quantitative and Qualitative data

The study collected data from both primary and secondary sources. Secondary data was obtained from literature review of books, journals and online material. Desk review has been used in analysing the literature review and theoretical framework section which encompass extensive analysis of use of social media in communication. This data was critical in complementing primary data and providing the study background.

Primary data collection also involved both quantitative and qualitative methods.

Qualitative data collection involved in-depth textual analysis with purposively selected key hash tags on specific development areas discussed. A number of hash tag guides was used to search for the leading conversations conducted online on development during the summit. Quantitative data was also derived from reviewing and analyzing contents from PSCU twitter handles accounts from January to September 2016 during the summits.

3.10 Data analysis and presentation

The study employed both thematic and content analysis to analyse the collected data. The objective of the study is to describe how twitter has been in communicating the extent to which the information on development issues in Kenya has reached its citizens and thus pinpointing and examining themes will be useful in showing the trends and summaries of twitter use in development in the country.

The data from which was be reviewed from twitter and was be analysed using content analysis. The word frequency counts to identify words of potential interest and themes will be captured and coded and the use of a Key Word in Context (KWIC) search to test for the consistency of usage of words will also be used. The analysis involves generating frequency distribution, graphs

and cross-tabulations on how online conversations have been used in communicating development issues.

3.11 Validity and Reliability of research Instruments

3.11.1 Validity of research Instruments

Burns (1999) stresses that "validity is an essential criterion for evaluating the quality and acceptability of research." The quality of research instruments used to collect data is very critical because "the conclusions drawn from the research are based on the information they obtain using these instruments" (Fraenkel&Wallen, 2003, p. 158). It is therefore necessary that the data and the instruments be validated. Validity is concerned with whether research instruments measures what it purports to measure or evaluate.

In this research, content analysiswas used to carrying out the data analysis therefore the validity of the content validity will be measured. Content validity is related to a type of validity in which different elements key themes are adequately and effectively measured (Zohrabi, 2013). In carrying out content validity, unclear and obscure themes will be revised and the complex items reworded and analysed.

3.11.2 Reliability of research instruments and data

Reliability refers to random error in measurement. Reliability indicates the accuracy or precision of the measuring instrument (Norland, 1990). This research study aimed to use both quantitative and qualitative approaches. Therefore, since quantitative data will be in numerical form then data will be accurately collected. However, qualitative data which mainly is in narrative form and subjective will be difficult to capture identical and accurate results.

According to Lincoln and Guba (1985) they pointed 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. The study, therefore will address the issue of reliability through three techniques. First is through the audit trial, the study will focus on describing in detail the research instruments which will be used in data collection, how the data will analyzed, how different themes are derived from the analysis and how the results are obtained. Therefore, this detailed information can help replicate the research and contribute to its reliability. The other area of focus that will increase the reliability of the research study is to explain and elaborate explicitly the different processes and phases of this study.

3.12 Ethical considerations

The research was conducted in an academic and professional manner. All the ownership of the original data was acknowledged. The research proposal was successfully defended by a panel of examiners on 14th July and a certificate of fieldwork was given (see Appendix 1). The research conducted project was later defended by the researcher before a Board of Examiners that sat on 27th October, 2016 and Certificate of Corrections was issued (see Appendix 2). Later the head of quality control subjected the project to a plagiarism test and it scored 12 percent which is below the 15 percent permitted by the university. Finally being the original of the researcher the Declaration form of originality is attached (see Appendix 3)

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Overview

This chapter presents the findings of the study based on the research questions and study objectives. The first section discusses the background information about the study content obtained. It also presents the information obtained from the content. This chapter also discusses the key themes and messages analysed on health, transport and infrastructure, agriculture and tourism and the responses.

4.2. Background Information of the Content

The basic characteristic of the content availed was based on the following indicators; number of likes and retweets, trending duration and public feedback and the hash tag used. The information was drawn from the key PSCU tweeter accounts which include; *@Pscu_digital, @PresidentKE, @NexusKE @StatehouseKE @UKenyatta and @OleItumbi.* The main focus on key development issues discussed and how the public interacted with the government during the summits.

Thekey development issues discussed were:

Table 4. 1: The key development issues

Key development	Number of Tweets	Number of Retweets
Health	569	433
Agriculture	234	174
Transport and Infrastructure	230	146
Tourism	216	194
Total	**1249**	**947**

4.1.2 Health

According to WHO Kenya's burden of communicable diseases remains high. The key issues which are responsible for 29.3 percent deaths is HIV and AIDS and 24.2 percent of all disability in the country while respiratory (chest) infections including tuberculosis (14.4 percent of deaths) while malaria is high and it contributes 30 percent of the total outpatient morbidity and at the same time leading cause of mortality amongst children under five years of age. In the recent past Kenya has experienced outbreaks of new or re-emerging conditions such as polio, viral haemorrhagic fevers (e.g. dengue) as well as several other emergencies. These ignored tropical diseases such as lymphatic filariasis also remain a burden and the non-communicable diseases (NCDs) are alleged to be on the surge in Kenya as well.According to HMIS, heart diseases and cancer are the secondand thirdleading causes of death respectively while diabetes also rates high and the burden between the ages of 20-79is at 4.7 percent.

The Government's three-pillar Vision 2030 and the Second Medium Term Plan (2014-2018) aim to provide amongst others, augmented and comprehensive economic growth, higher and better living standards, improved education and health care, and through which Kenya aims to achieve the MDGs. The Kenya Health Policy (2014-2030) defines the country's long term committed in health with specific impact targets of achieving a 16 percentenhancement in life expectancy; a 50 percentdecrease in annual mortality from all causes; and a 25 percentdecline in time spent in ill condition.

Health was the key pledge of the Jubilee government when ittook office in 2013. The government promisedto ensure that all Kenyans have access to well-equipped health facilities and well trained and motivated health care workers, in addition to developing systems to support health care and hygiene. Health issues have been among the key issues prioritised for discussions during the Statehouse Summit.The main hash tag used during this discussion was *#TransformingHealthKE* and *#Statehousesummit.*Thesehash tags enabled the trending of the

issues being discussed sincethe key issue was repackaged with the term "transforming". The key messages raised by the public on matters of health were raised in question form which led to further discussions during the summit. Among the questions raised included;

a. What is the government doing to promote greater adoption of e-health to increase access to care?

b. Why are there no medicine and drugs in government hospitals?

c. What is the government's plan on the status of community health workers?

d. Is it possible to have private ambulances registered as service providers with NHIF?

e. How is the government planning to equip the KNH cancer centre?

f. How is the government enhancing the county hospitals to ensure that they do not fail?

g. How best to tackle cancer as a country?

From the findings the main key developmentmessages captured from the discussions were cancer, free maternity, hospital equipment (such as CT scan, MRI, dialysis, x-ray and mammography units), issues on medical insurance and NHIF cover. The development of County hospitals wasalso highlighted and general issues affecting the public were discussed, among them being the nurse's attitude towards patients and how the Nurses Union was being strengthened to contain the challenge. From the discussions, the government also assured citizens that the cost of drugs wouldcome down, accommodation for inpatients expanded and registration of doctors enhanced to curb malpracticesand to ward off quacks.

Table 4.2: Number of tweets on health during the summit

Key Messages Discussed	Tweets	Percent
Cancer	141	24.7
Free Maternity	69	12
Hospital Equipment	199	34.9
Medical Insurance	17	2.98
County Hospitals	44	7.7
General Issues	99	17.3
Total	569	100

Table 4.3: Number of retweets on health during the summit

Key Messages Discussed	Retweets	Percent
Cancer	95	21.9
Free Maternity	131	30.2
Hospital Equipment	96	22.17
Medical Insurance	9	2.07
County Hospitals	40	9.2
General Issues	62	14.3
Total	433	100

The study findings show that the tweets and retweets obtained focused on cancer being the most discussed and 24.7 percent of the people engaged in the discussions asked questions and shared their dissatisfactions on efforts made towards cure for cancer while on the other hand some of the respondents applauded the government for efforts made. Hospital equipment's at national and county levels were raised. The main deliberation was on why the government was not availing the equipment being discussed. From the analysis, 34 percent of the respondents tweeted and 22 percentretweeted the tweets which highlighted the area of concern among the public and response from the government. Issues on medical insurance and NHIF cover wereleast discussed as the government did not give much attention tothis. Two percent of Kenyans responding to this said medical insurance was crucial and yet most people could not afford it, and that the government was doing nothing about it.

Figure 4.1: Responses on health from the public
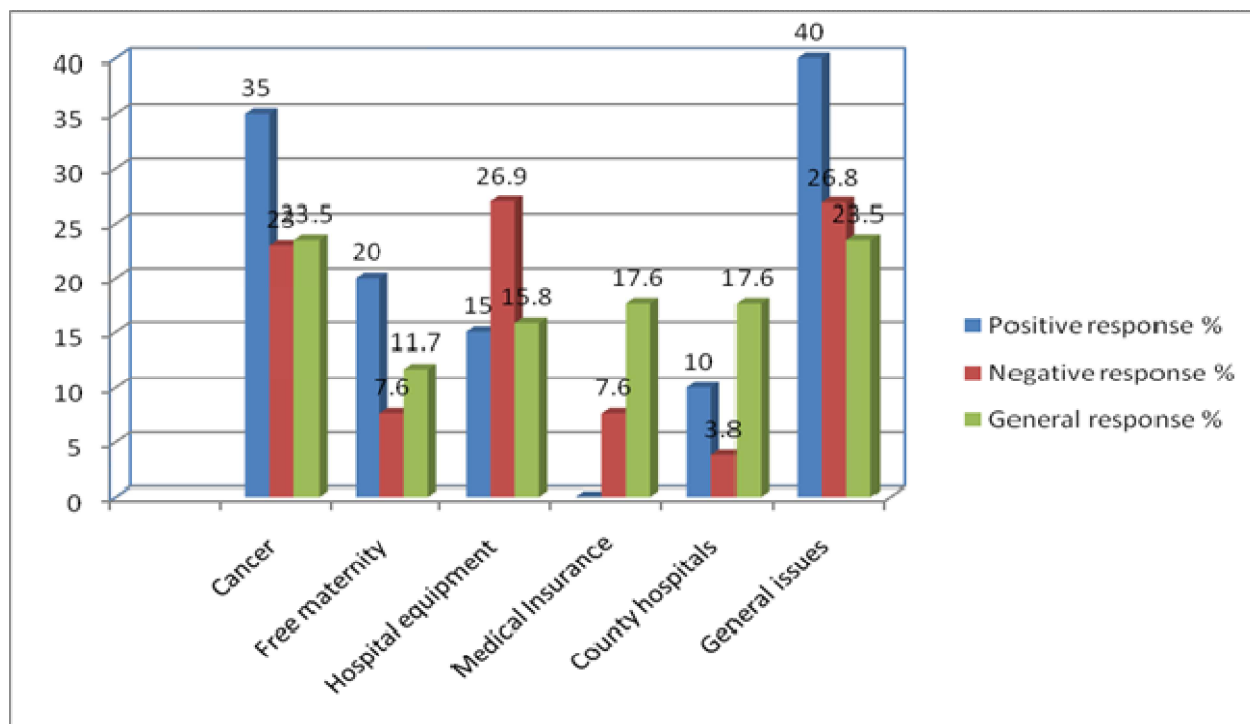
From Figure 4.1, according to the 35 percent positive responses, the interventions aimed at reducing levels of the risk factors in the population will not only reduce the incidence of cancer but also that of other conditions that share these risks. For example; tobacco use; overweight and obesity; harmful alcohol use; sexually transmitted human papilloma virus (HPV) infection, HIV/AIDS; air pollution, both outdoor and indoor; and occupational carcinogens. However how to cure and prevent cancer is dependent on good nutrition, proper living and the government investing on proper health facilities; this was the main discussion. From the study analysis 35 percent of the respondents agreed that the government is making an effort in containing the disease. They acknowledged that purchase of cancer equipment and expansion of care centres throughout the country wouldplay a key role in addressing the issues of cancer.

In addition, 23 percent of the respondents were dissatisfied on how the government was handling cancer patients in hospitals. The public acknowledged that there were a high number of cancer patients who admitted in public hospitals and who did notaccess proper health care services and facilities. These inefficiencies, lack of medication, poor or lack of facilities and good medical attention at the local hospitals has contributed tomany people going abroad to seek better health care.

From the analysis, the government's position on free maternity is that it hadrecordedmassivesuccess in improving maternity services operationtolls which had led to reduction of maternal mortality rate. Fromthe study, findings indicate that 20 percent of the public wants the same to be replicated in all the counties to make it accessible. 26.9 percent argued that the free maternity services offered by the government werenot fully free as stated by the government. They lamented that citizens werestill paying for the services.

4.2.3 Transport and Infrastructure

Apart from short term boosts on employment in construction and related industries, infrastructure spending can have a positive effect on economic growth by increasing productivity and attracting investment. This shows that investing in infrastructure can increase long term economic growth. This meansthat building better transport links and energy generation capacity can have a stronger positive effect on GDP per capita than other forms of investment. This also suggests that failure to invest in the maintenance of infrastructure can have a majoradverseeffect on economic development (Bishop, 2009).

During the State House Summit, the main objective was to engage the public on key development issues which the Jubilee administration had managed to achieve since it took office. The trending hash tags used on twitter for discussions *were*

#TransformingInfrustructure,#Statehousesummit, #GOKInteracts and #PoweringFreedom. These were carefully selected hash tags used to send packaged information as well as mobilize citizens to actively participate during the discussion. The Statehouse communication unit through its twitter handle *@PSCU_DIGITAL* engaged the public by sending a tweet in a question form meant to involve the audience. This was framed as; *Send any questions you have on the Electricity Sector and they will be answered during - Energy, Tuesday.*

From the above tweet the public shared their questions on various issues:

1. What are the plans of using renewable energy to boost the electricity output in the countryas asked by *@vincetntkip*

2. Standing order is too high, tokens are expensive than ordinary metres; what are the plans ahead to make power affordable *@patrickkim*

3. There is a budget for road repair & maintenance. @stephanbull

4. What is the criteria used for a road stretch to deserve speed bumps?*@king lion*

5. The country is heading in the right direction under your leadership

From the responses sampled, many reported that primary schools in their neighbourhoods had been connected toelectricity. Through the *@NexusKE* handle the government confirmed that as at May 2016, 22,245 schools had been connected with electricity, from the 8,200 in 2013. Street lighting, roads, seaports, Standard Gauge Railway (SGR), airports and general concerns were discussed as indicated below on the number of tweets and retweets obtained during the debate.

Table 4.4below shows that street lighting and roads had the highest number of tweets with 11.7 and 17.3 percent respectively; SGR and seaports followed at 6 percent and school electricity and airports came last with 3 and 3.4 percent respectively. The general development discussed had the highest percentage of 52.

Table 4. 4: Tweets on infrastructure during the summit

Key messages discussed	Tweets	Percent
School Electricity Connection	7	3
Street Lighting	27	11.7
Roads	40	17.3
Sea ports	14	6
SGR	14	6
Airports	8	3.4
General	120	52.1
TOTAL	**230**	**100**

From Table 4.5, roads had the highest number of retweets with 14 percent followed by school electricity connection at 8.9 percent and airports with the least retweet rate

Table 4. 5: Number of retweets in infrastructure during the summit

Key messages discussed	Retweets	Percentage
School Electricity Connection	13	8.9
Street Lighting	10	6.8
Roads	21	14.3
Seaports	9	6.1
Standard Gauge Railway(SGR)	9	6.1
Airports	6	4.1
General	78	53.4
TOTAL	**146**	**100**

4.2.3.1 Responses on Infrastructure

The feedback and response from Figure 4.2 indicate that the public actively participated in the discussion on infrastructure and transport. From the study, the responses from the public established that most of the roads meant to be tarmacked were incomplete.Citizens argued that this was not in line with what the government had promised at the beginning of 2016 that 10,000 km of roads wouldbe tarmacked. The implications of this finding with regards to poorly maintained roads and incomplete roads was that the public was getting furious and wanted to be involved in tender awarding process so as to have sustainable roads as well as act as a check and balance on the execution of work. Citizens were aware that some roads hadneitherbeen tarmacked nor anybudgetary allocation made; they complained ofbeing neglected by the national and county governments. Findings also show that 30 percent of the population understands the role of national government and county government and they would like to engage both governments so as to get value for their tax. Questions were raised on whether Kenya Rural Roads (KERRA), Kenya Urban Road (KURA), Kenya Highways Authority (KENHA) were delivering services as mandated as some exercised discontentment on levels of corruption in most state departments within the Ministry of Transport and Infrastructure. Matterson competitive tendering were highlighted and findings show that 14 percent of people did not have confidence in the system. Citizens from counties like West Pokot expressed fears that the government had neglected them since roads like Makutano-Kacheliba –Alale have never been tarmacked since Kenyatta regime.

The government argued that it had implemented the initiatives to build roads. It cited the two corridors for the development of a current, high capacity Standard Gauge Railway (SGR) transport system for both cargo and commuters. It argued that projects would be replicated in other areas requiring roads.

@KenyaRailways; 'SGR has employed 19,300 people directly and 10,000 indirectly as per the Kenya Railways tweeter handle'.

Despite the high number of Kenyans getting jobs from the construction of the SGR, 19 percent of these citizen's still feltthat the contract should have been awarded to a Kenyan contractor other than importing services from China. On the other hand 15 percent of respondents were looking forward to economic boost that wouldcome with SGR.

From the study, feedback and responses on seaports and airports indicates that 7.5 percent had positive responses on the improvements made and government's effort to expand the terminal at the Jomo Kenyatta International Airport. Findings also show that 19 percent still thinkthe Kenya Airports Authority (KAA) and Kenya Airways (KQ) as one and same thing and were displeased with the poor performance by Kenya Airways. 19 percent of the people maintained that this was because of corruption, poor management and cartels.

Education isuniversally considered as the most promising paths for individuals to discover and realize better and more productive lives and is one of the major driversof national economic development (Kehinde 2011). To improve both the access and quality of education the citizens and the government of Kenya have invested heavily in this in an effort to realize the promise of education as well as to achieve the education-related Millennium Development Goals and Vision 2030. In this line of enhancing quality education ata primary level, power connection was necessary. This was a term which PSCU repackaged as *#PoweringFreedom*. 12 percent of the responses were on how power had transformed many children's education in Kenya. On the same issue 25 percent respondents felt that basic issues like uniforms, books, cultural barriers, sanitary towels were still a hindrance factor to good education and if it were addressed,it couldcause a huge positive impact in education sector.

Figure 4. 2: Responses on infrastructure
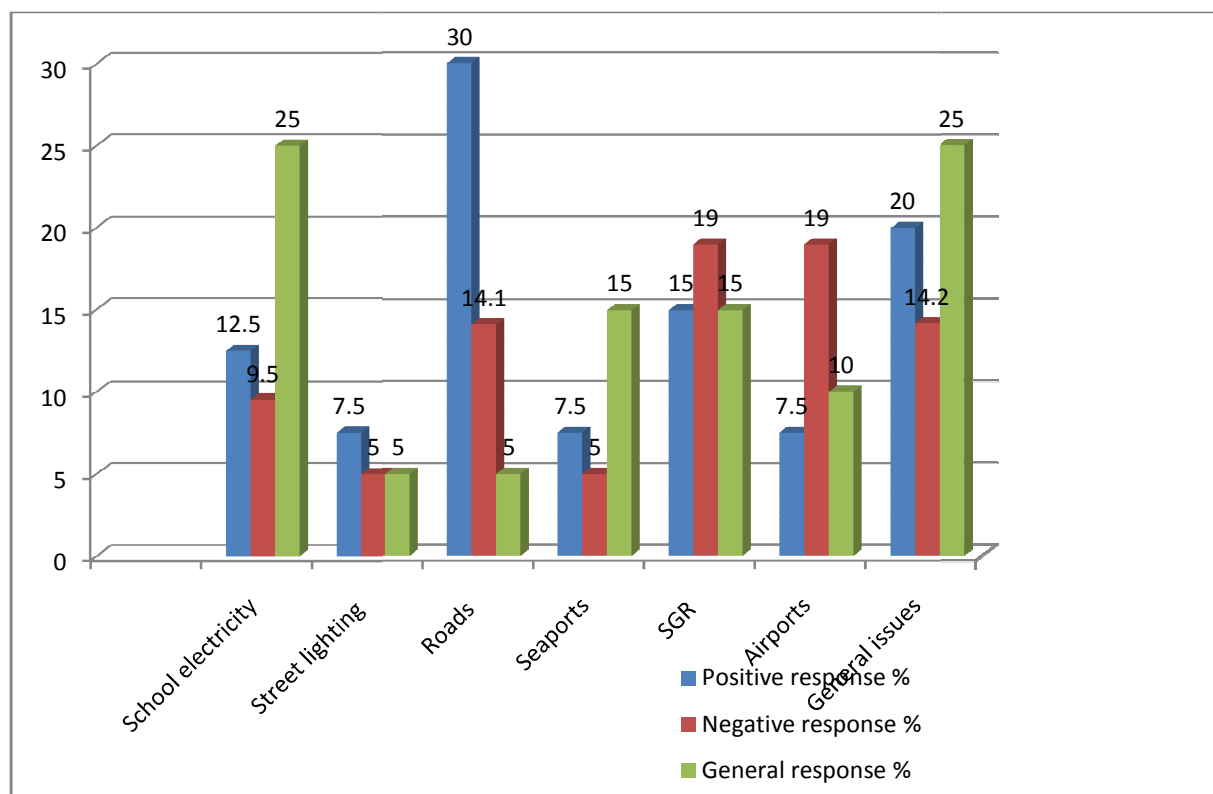
4.2.3 Agriculture

The agricultural sector is the mainstay of Kenya's economy with24 percent contribution directly injected to the GDP comingfrom this sector27 percent of GDP is achieved indirectly through linkages with industries, distribution and other related sectors.Approximately 45 percent of government revenue is as a result of good investment in agriculture. From this sector more than 50 percent is contributed through export earnings as well as over 75 percent of industrial raw materials. Agricultureis the largest employer in the economy, with more than 80 percent of the population; especially those living in rural areas derive their livelihoods mainly from agricultural related activities. Owing to these facts the Government of Kenya (GoK) has continued to give agriculture a high priority as an important tool for promoting national development.The key objective of the agricultural sector is to boost and enhance food security. Food security in this case is defined as "a situation in which all people, at all times, have physical, social and

economic access to sufficient, safe and nutritious food which meets their dietary needs and food preferences for an active and healthy life" (Kenya Food Security Steering Group, 2008).

The State House summit held on 14th August meant to bring Kenyans and government on board onmatters to do with food security, livestock, farming, mechanization, irrigation, fertilizers and all the questions raised regarding agriculture sector. The trending discussion with the hash tag*#TransformingAgricultureKE* was the main emphasis and main agricultural themes which were analysed from the study were as follows in Table 4.6 and Table 4.7 respectively.

Kenya's irrigated land as a percentage of cropland is quite low and has stagnated at 1.6 percent since the year 2000 rising on marginally to 2.0 percent in 2010 (World Bank 2010). From the study findings on tweets and likes, irrigation scoredhigh at 20 percent and 17 percent.Majority of the retweets were on the effort the government expanding irrigated land in Turkana. Problems to do with food security were also discussed concurrently with irrigation and how irrigation should be enhanced to boost food security.

Table 4. 6: Tweets on Agriculture during the summit

Key messages discussed	Tweets	Percentage
Irrigation	47	20
Food Security	50	21.3
Fertilizers	15	6.4
Livestock	41	17.5
Mechanization	36	15.3
Coffee Farming	5	21.3
General	40	17
Total	234	100

Table 4.7:Number of Retweets on Agriculture during the summit

Key messages discussed	Retweets	Percentage
Irrigation	30	17.2
Food security	22	12.6
Fertilizers	8	4.5
Livestock	17	9.7
Mechanization	85	48.8
Coffee farming	12	6.8
General	60	34.4
Total	**174**	**100**

4.3.2.1 Responses on Agriculture during the summit

From Figure 4.3 below findings show that despite fertilizer being a big concern among farmers in the previous past. A specific focus has been on the price of fertilizers and the adverse effect fertilizer has caused oncrops this year. Results show that 6.4 percent and 4.5 percent respectively was on the need of urging the government to extend the fertilizer subsidy not just to maize farmers only but also rice and potatoes farmers.

The issues advanced by the 34.4 percenton general concern in the sector were issues on empowering youth to embrace agriculture, challenges facing farmers that need to be addressed, and construction of fodder banks for pastoral communities and how the government should encourage people to embrace agriculture. The agriculture Cabinet Secretary reaffirmed they are on the path of making agriculture "cool" again.

Livestock plays a significant economic, social as well as cultural role among the people of Kenya. The livestock subsector provides employment to more than 10 million people and contributes to the food and cash needs of the farmers. It also contributes 7 percent to the GDP

and 17 percent to the AgGDP. More than 50 percent of the agricultural labour is generated from this. Crop farmers and pastoralists in Kenya keep livestock for food and income generation (ASDS 2010). Study findings show that during the summit less than 15 percent were engaging on conversations regarding livestock both positive and negative despite existing statistics on this issue. Findings show the government did not give much attention and discussion to this sector. The key message mentioned and discussed on livestock was livestock insurance and how the government was going to enhance fodder banks for pastoral communities, whichgot positive reception from the public. It also emerged that individuals engaging on dairy farming were concerned about issues like coolers for milk preservation. On the contrary, key areas in this sector like goats and sheep, poultry, pigs, apiculture, camels and apiculture farming were not discussed despite theirhuge contribution to the economy.

Kenya made substantial allocations towards achievement of food security, where funds were set aside for Agri-Business Fund and funds allocated for the implementation of the one million acre farm towards boosting food security in Galana. This was meant to provide adequate food for the country and supplying to the market at affordable rates while at the same time creating jobs along the agriculture value chain. From this study 44 percent of the people appreciated the efforts the government was making towards boosting food security in the country. For instance its resolve to introduce more upland rice, extend fertilizer subsidy to all crop farmers and even making farming affordable to all. In spite of these efforts, the questions aired by the28 percent of the people during the summit were negative. They argued thatthey no longer trusted government-initiated projects since most of these projects were being run down due to mismanagement or embezzlement of funds.Furthermore on this, findings also show complaints on corruption and mismanagement of funds and issues on Eurobond beingraised as well. Mechanization which is supposed to be feeding directly to food security needs to be enhanced.

Figure 4. 3: Responses on Agriculture during the summit

Responses on Agriculture during the summit

Key Themes Discussed	Irrigation	Food security	Fertilizer	Livestock	Mechanization	Coffee farming	General
Positive	33	44	12	16	30	15	36
Negative	44	28	6	9	16	7	20
General	22	16	7	14	22	6	18

Key Themes Discussed

Positive ■ Negative ■ General
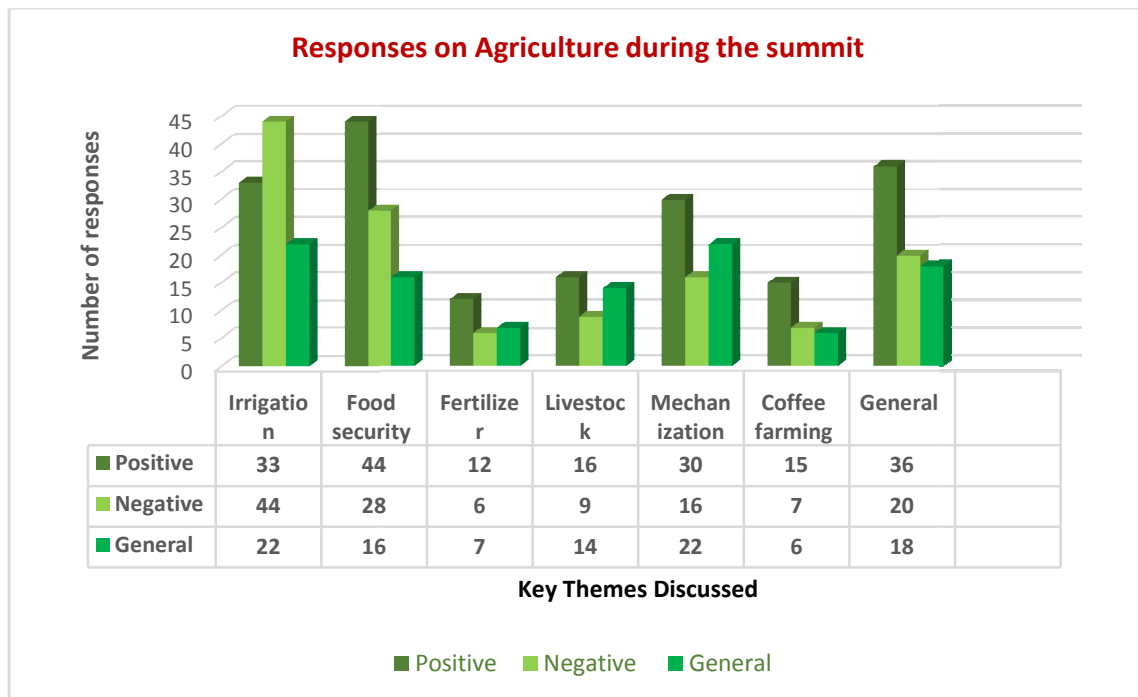
4.2.4 Tourism

As an economically productive activity, tourism is a vivacious sectorglobally and in Kenya.Unlike other sectors of development like business or agriculture, tourism is a service industry, and the product is consumed at the point of production. Tourism has drawn local, regional and international market components especially natural and manmade attractions. It hasa complex cross sectional and highly dynamic nature. It is affected byseasonal fluctuations and multiple external factorsand forcessuch as changes in foreign exchange rates, health and security concerns, and cataclysmic events. Tourism can be termed as perishable since it competes in a global marketplaceand is subject to consumer trends. Travel and tourism arealways experienced by almost everyone yet understood fully by only a few. As Tourism has played a significant part in the diversification and development of the Kenyan economy and

continues to make the biggestcontribution to GNP, as well as showing consistent growth when several of the other leading sectors of the economy have been stagnant. The State House Summit held in Mombasa on Tourism in Kenya was meant to enlighten Kenyans on the progress the industry has made, the challenges facing the industry and more importantly to elicit feedback from the citizens on issues facing the industry. The hash tag trending during the summit was #TransformingTourismKE, #Tembeakenya, *#IWouldTembeaKenya* and discussions on key messages followed.

Findings show that a debate held on 31st Augustwas trending up to early September and it received major attention from the people across the country. From the study the key messages tweeted (captured in the Table 4.8 below) demonstrates that 15.7 percent of Kenyans tweeted comments and discussions which referred Kenya as a tourist destination country as well as 18.5 percent of respondents supporting and promoting domestic tourism.

Table 4. 8: Tweets on Tourism during the summit

Key message	Tweets	Percentage
Revamp Tourist Hotel	10	4.6
Wild life conservation	27	12.5
Travel advisories	43	19.9
Kenya Tourist destination	34	15.7
Employment	7	3.2
Domestic Tourist	40	18.5
Charges i.e. park fees and hotels	15	6.9
General	40	18.5
Total	216	100

Employment was the least discussed issue, attracting 7 percent tweets and 3.2 percent retweets during the summit. Debates on domestic tourism and Kenya being termed as tourist destination country took centre stage with 15.4 percent and 24.7 percent respectively. Complaints and debates on high parking fee charges and exorbitant hotel rates for domestic tourist was at 10.3 percent, wildlife conservation, travel advisories were also discussed as presented in the table below.

Table4.9: Retweets on Tourism during the summit

Key message	Retweets	Percentage
Revamp Tourist Hotel	17	8.7
Wild life conservation	9	4.6
Travel advisories	18	9.2
Kenya Tourist destination	48	24.7
Employment	7	3.6
Domestic Tourist	30	15.4
Charges i.e. park fees and hotels	20	10.3
General	45	23.1
Total	194	100

From the study analysis, findings show that many Kenyans are still concerned with travel advisories and some argued that insecurity had affected the rate at which tourists were visiting the country. TourismCabinet Secretary reaffirmed that tourism was on a recovery path withthe beginning of 2016 recording a positive trend of a14 percent growth. He further expressed that this has been so due to mitigation measures the government has put in place to curb insecurity in

the country. General issues on security, infrastructure, culture, costing were also captured and mentioned.

4.2.4.1 Responses on Tourism

The tourism sector generates jobs in diverse areas including those in which it is typically difficult to generate employment (Tourism Fund 2013). Tourism can also contribute positively to foreign exchange earnings and serve as a leading demonstration sector fostering enterprise development. Findings show that there was a high positive feedback on employment (Figure 4.3). How tourism industry couldbe used to create employment was a trending question. From the discussions it came out that the young people are alreadycreating a niche for themselves in the industry. Areas like wildlife photography, tours and travels, hotel industry and tour guides areemploying many young people. From the findings, it shows that citizens want the government to invest in tourism so as to boost employment as well as open up new areas of job creation.

According to Ritchie and Crouch (2010), a destination's appeal refers to both destination attractors and deterrents. This identifies attractors as including several elements which include the following: natural features, climate, cultural and social characteristics, general infrastructure, basic services infrastructure, tourism superstructure, access and transportation facilities, attitudes towards tourists, cost/price levels, economic and social ties and uniqueness. For a very long time Kenya has basked in the glory of "Tourist Destination Country". Study findings show that the above elements have helped place the country in a global map as offering conducive environment for tourists. A high number from this discussion shows people who love their county and know its beauty. This was despite challenges echoed by some that the road networks in some parks like Maasai Mara were a challenge. The Cabinet Secretary assured the citizens that the ministry was aware of the road status and a contractor was already on site.

47

On the other hand, destination deterrents refer to destination security and safety. That is, political instability, health and medical concerns, poor quality of sanitation, laws and regulations such as visa requirements these factors are a formidable barrier to visiting a particular destination. In Kenya one big hit which the country experienced in the past was insecurity and threats by terrorism. Feedback here demonstrated that the media has a role in shaping the country's image and this should be used positively. Some criticized and argued on the way Kenyans have been so fast to share negative stories happening in the country such as insecurity and travel advisories which injure countries.
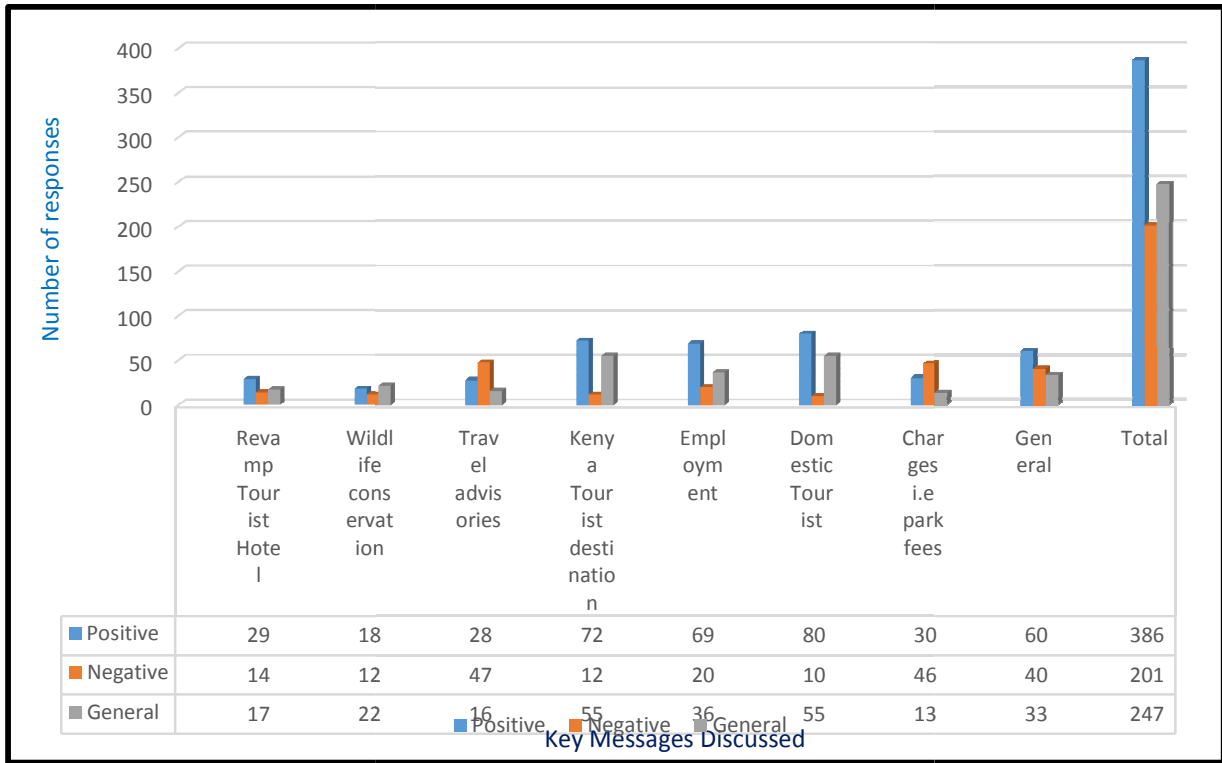
Kenya is endowed with a unique combination of tourist attractions spread throughout the country comprising tropical beaches, abundant wildlife in natural habitats, scenic beauty, a geographically diverse landscape and diverse cultures from the country's 42 ethnic communities. Such a rich heritage has seen tourism become a leading economic sector in the country contributing about 12 percent of the country's Gross Domestic Product and accounting for over 9 percent of total wage employment. Despite such a rich potential of tourist attractions, tourism in Kenya has always been almost exclusively centred on two geographical areas: the south coast beaches and a handful of game reserves and or national parks. Findings shows 72 percent of the people appreciated what the country is endowed with. This was emphasized with the hash tag *#Tembeakenya* coined and shared by PSCU during the summit. Photos of scenic sites and locations were shared. Beautiful sceneries, landscapes and wildlife were disseminated. Positive feedback was captured here; some saying Ministry of Tourism should create a social media meant purposely to advertise Kenya globally. From the ministry of Tourism tweeter handle @Min_TourismKE tweeted that through the hash tag*#TransformingTourismKE* they had received 199 million impressions on social media. From this study these show therefore that social platform can be used to achieve a positive image globally. In addition amajority of

Kenyans still view domestic tourism as a preserve forforeigners. To demystify this, there is need for efforts to attract local tourists and make Kenyans have a feel of the same.

Tourism embraces nearly all aspects of our society, from economic changes, human socio-cultural activities,toenvironmental aspects. Part of the wider picture of conserving wildlife is also to protect and conserve the environment. Kenya has a reason to worry over poaching and from the study 18 percent blamed the government for not doing its best to protect itswildlife. According to Kenya Wildlife Service (KWS) the mortality rate of elephants at the Tsavo National Park which is the largest elephant ecosystem in the country is at 4 percent whereas the growth rate is only at 2 percent. This was also echoed by 22 percent Kenyans on tweeter that both citizens and the government should make an effort in protecting this wildlife. There is need to develop a wildlife conservation strategy focussing on measures to guard againstpoachers and threats, argued the citizens. This is one of the key tourist attractions during the game drive. Critics also mentioned that those working in KWS should not take part or be part of the deal in poaching activities since these will expose this wildlife to more risks. Charges on park fee from the response was foundto be high, and people asked the government to streamline revenue collection especially on domestic tourism. This also boils down to accommodation costs for local tourists as well which was mentioned to be high.

On general issues Kenyans on tweeter highlighted that the tourism ministry should work hand in hand with county government to boost tourism at county level. Through this, bad roads shouldbe improved and environment conservation enhanced. Political influence should be used positively to market the country in order to attract tourist not to degrade it.

Figure 4. 4: Responses on Tourism

	Revamp Tourist Hotel	Wildlife conservation	Travel advisories	Kenya Tourist destination	Employment	Domestic Tourist	Charges i.e park fees	General	Total
Positive	29	18	28	72	69	80	30	60	386
Negative	14	12	47	12	20	10	46	40	201
General	17	22	16	55	36	55	13	33	247

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Overview

This chapter offers the summary of findings, draws conclusions from the findings, and gives policy recommendations, and more suggestions for extensive research. The study sought to analyse how Presidential Strategic Communication Unit has been using twitter to communicate development issues during the State House summit. The ultimate goal of the digital government is to engage the public while at the same time reach them and deliver the key information on strategiesthe government is using to transform different sectors in the country. The following are the summary of the general findings of the study.

5.2 Summary of Key Findings

1.The study established that the summit was a good engagement platform which brought together people from across the country. This is more so being the first one f a kind to be held since Kenya took independence. It gave citizens an opportunity to share their sentiments, and have their opinions heard. The study also established that the use of tweeter platform affordedthe publics a chance to ask varied questions openly and without fear. The study also established that people have different concerns affecting them. And as personal as these issues can be, it affects their day to day activities and they still look up to the government to fix key issues in different sectors so as to enable them lead normal lives. Similarly it wasestablished fromfeedback from different counties that the devolved units have different challenges depending on the management of theirbudgets and overall management of the county.

2.Secondly the study found out that as much as different summits were held on different sectors, the key issue of concern among the people is health. Questions were raised on the plans the government had in equipping hospitals with cancer treatment equipment. Findings show that the complaints on poor health facilities in most counties were due to mismanagement and misappropriation of funds at county level.

The study established that a lot of fear and worry was from the county level on how cancer had become a menace and yet they were not able to obtain proper medical attention from their counties. Findings show people willing to neglect discussions on other sectors terming it as irrelevant if their medical and health needs are not met both by county and national governments. This therefore means that the health sector is crucial in development of a country and from the findings; attention needs to be given to all county hospitals at both the cancer department and general medical issues.

3.The study further established that the culture of exploitation and corruption has so far become endemic in Kenya. Several projects that had been set up in various sectors were facing serious corruption challenges due to mismanagement and embezzlement of funds. This has affected service delivery and findings show that citizens are alsoactively participating in fighting corruption through social media. The most insightful finding of the study was that corruption continues in Kenya primarily because those in power are benefiting benefit from it and the existing governance institutions have ignoredor lack both the desire and capacity to stop the vice. According to Kenyans engaging on Twitter, corruption has been the sole reason why the country is still lagging behind in development and in its unequal distribution of resources. Moreover, the study findings show that the reason why the government has been running down the key sectors is because the institutions, which were placed for the regulation of the relationships between citizens and the State, are being used instead for personal gains and enrichment of fewpublic

officials (politicians and other corrupt private business personalities, individuals, groups, and businesses).

4. The study established that the online conversations between the press team and the people have helped demystify the presidency. Itboosted confidence on how citizens view the presidency and how the president has been trying to reach and engage people as much as possible. Findings show the president himself participating during the State House summits andasking and answering questions on issues raised.

5. The study also revealed that the Jubilee government had been at the heart of efforts to go digital in every sector as well as mobilising citizens to embrace the same. Findings indicate that despite this, some sectors and parts of the population havenot embraced this fully. This was determined during the summit, the relevant ministries who are supposed to be tweeting and retweeting issues discussed to reach their stakeholders were not participating. This show that the government has a long way to fully incorporatesocial media and efforts and initiatives need to be put in place so as to open up all counties and ministries to embrace social media use.

5.3 Recommendations

From the findings and conclusions of this study, the following recommendations have been advanced in order to make online conversations experienced during these State House summits fruitful.

1. CountySummits

It was established that county development issues were the consistent issues in all the summits whereasthe grassroots issues at county level have been given no or little attention. Holding County Summits in every county will bring the summit close to the people and those responsible can engage with relevant authorities on matters affecting them. Questions on devolution and

county budgets which were highly raised during the State House summits will be best tackled as much as possible. Previously, the country has witnessed counties like Machakos apparently performing better than others; this will help on benchmarking all other counties and efforts made so far.

2. Follow up Summits

The key development issues discussed were informative on the status and progress of every sector. It was also an opportunity for those invited to the summit and those engaging on social platforms to be heard. Findings show the departments concerned giving a brief on progress, and it is therefore recommended that they do a follow up summits. This will help brief the citizens on show issues raised have been address and challenges if any in implementing projects.

3. Digitalization of all Ministries and Counties

Poor digital coordination across all government entities came out as one of the biggest challenge. Organizations in various sectors are still struggling to run an active website and social media accounts. The Government of Kenya should focus on digitizing its records for efficiency and improving service deliveryfor easy access by the people. Already, several government ministries, departments, and agencies should be made to digitizing their records and processes, a move that will finally centralize management of government information in one portal. In addition, internet in rural areas will not only increase the active participation of Kenyans in online platforms but it will also open up access to services in these regions.

4. One on One Interaction.

Due to both positive and negative responses established from the study,a one on one conversation online with the citizens would also help boost the confidence people have on the government. What this means is thatthe president and cabinet secretaries can actually take their time and engage with Kenyans on twitter. This study revealed that some of the cabinet secretaries were actually having dormant or dead tweeter accounts and questions or concerns directly linked to these ministries could not obtain feedback leaving room for speculation and rumour.

5.4 Overall Conclusions of the Study

The findings show that more people are not only using twitter but are becoming actively involved in reading, engaging and voicing opinions on matters affecting them daily. The level of participation has exponentially grown and it is because of this that the government is using the social platformsto engage people in meaningful debates and discussions so as to understand public sentiments. The use of twitter has significantlyaltered the way public communicates and expectations of the accountability of government have alsoshifted. The government through the presidential press unit has become pro-active on the social web and has been taking part in discussions. From the findings it is clear that online conversations have simplified public engagement and also have become a quick research tool for the government. It also helps in developing mechanisms for combating negative publicity as well as measuring public sentiment to help inform public policy. It is a good platform for bidirectional engagement between the government and its citizens.

Recommendations for Further Research

This study was based on content analysis data using a small sample which cannot provide an overall insight into how the presidential press have utilized online conversations to communicate development messages in the county. Therefore, a longitudinal study is necessary which will use a large sample and hence it will bring out a picture on utilization online sites in the era to communicate key development issues. In addition, since there is no good panel data set on presidential press use of online platforms to mobilize and communicate development issues, such a study would greatly contribute to this by capturing citizen journalism dynamics and may be useful information in managing the image and perception of government operations as a whole. There is also need for research to study the implications of negative citizen journalism on the country's development as a whole. There is need to assess and analyse separately how the ministries are using their online platforms to inform stakeholders and also the extent to which online platforms have been used.

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