THE INFLUENCE OF USE OF SOCIAL MEDIA ON CONFLICT MANAGEMENT; THE CASE OF KIBERA SLUM, IN NAIROBI COUNTY, IN KENYA.

WAMUKIRA BERNARD CHOMBA

A Research Project Report Submitted in Partial Fulfillment of the Requirement for the Award of Master of Arts Degree in Project Planning and Management of the University of Nairobi

2017

DECLARATION

This research project is my own work, and it has not been presented for examination in any other institution.

Sign: ……. Date ……..

Bernard Chomba Wamukira

L50/60234/2013

This research project has been forwarded for examination with my approval as university supervisor.

Sign: …… Date……..

Prof. Christopher M. Gakuu

Director,

ODEL

University of Nairobi.

DEDICATION

I dedicate this research project to my family for the encouragement and support I always received to further my education. In a very special way, I dedicate it to my parents, Mr Benedict Wamukira and Mrs Janesophy Wamukira and to all my siblings. Most importantly, I dedicate this work to my beloved wife, Sylvia Adhiambo who has been there for me.

ACKNOWLEDGEMENT

This work would not have been completed without the immense support and encouragement from Professor Christopher Gakuu, my supervisor, to whom I am highly indebted for his time and knowledge whenever I needed it. I also thank the staffs of University of Nairobi who have assisted me in this journey.

I am also grateful to Dr Elizabeth Lwanga, Teacher at Lang'ata Boys High School, who has been there for me whenever I needed her advice.

I wish to sincerely express my gratitude to my parents, Mr Benedict Wamukira and Mrs Janesophy Wamukira, for the far they have brought me. To my beloved mum and dad, I love you and may God bless you in all your endeavors. I also thank all my siblings for the support received in one way or another.

This work was as a result of encouragement, especially towards the end, of my beloved wife, Sylvia Adhiambo who kept encouraging me to finish this project. I am so grateful for the support accorded to me.

I would also like to thank all those friends who encouraged me to soldier on. God bless all of you.

TABLE OF CONTENT

DECLARATION ..... **i**

DEDICATION ..... **ii**

ACKNOWLEDGEMENT ..... **ii**

TABLE OF CONTENT ..... **iii**

ABBREVIATIONS AND ACRONYMS ..... **vi**

ABSTRACT ..... **vi**

CHAPTER ONE: INTRODUCTION **1**

1.1 Background of Study 1

1.2 Statement of the Problem 3

1.3 Purpose of the Study 3

1.4 Objectives of the Study 3

1.5 Research Questions 3

1.6 The Significance of the Study 3

1.7 Limitations of the Study 4

1.8 Delimitations of the Study 4

1.9 Basic Assumptions 4

1.10 Definitions of Significant Terms 4

1.11 Organization of the Study 5

CHAPTER TWO: LITERATURE REVIEW **5**

2.1 Introduction 5

2.2 Conflict Management in Kibera Slum Using Social Media 6

2.3 The Use of Social Media in Conflict Management 7

2.4 The Frequency of Use of Social Media in Conflict Management 10

2.5 The Quality of the Language Used in Social Media in Conflict Management 11

2.6 The Immediacy Factor of Social Media in Conflict Management 12

2.7 The Usability of Social Media in Conflict Management 13

2.8 Theoretical Framework 16
2.8.1 Conflict Theory 16
2.8.2 Social Impact Theory 18
Adapted from Latané 1981 20
2.8.3.Dynamic Social Impact Theory 20
2.9 Conceptual Framework 21
CHAPTER THREE: RESEARCH METHODOLOGY 23
3.1 Introduction 23
3.2 Research Design 23
3.3 Target Population 23
3.4 Sampling Procedures 23
3.5 Methods of Data Collection 24
3.6 Validity 24
3.7 Reliability **25**
3.8 Data Collection Procedure 25
3.9 Data Analysis 25
3.10 Operational definition of variables 25
3.11 Ethical Considerations 26
CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND INTERPRETATION . 26
4.1 Introduction **26**
4.2 Response Rate and by Age **26**
4.3 Distribution of Respondents by Village **27**
4.4 Distribution of Respondents by Level of Education **28**
4.5 How Use of Social Media Influences Conflict Management **28**
4.6 How the Quality of the Language Used in Social Media Influence Conflict Management . **30**
4.7 Immediacy Factors of Use of Social Media in Conflict Management **30**
4.8 How Usability of Social Media Influences Conflict Management **31**

CHAPTER FIVE: SUMMARY, DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS **33**
5.1 Introduction **33**
5.2 Summary of Key Findings **34**
5.2.1 Respondents who Use Social Media **34**
5.2.2 To what extent does frequency of use of social media influence conflict management in Kibera slums? **34**
5.2.3 How does the quality of the language used in social media influence conflict management in Kibera slums? **34**
5.2.4 How do immediacy factors of social media influence conflict management in Kibera slums? **34**
5.2.5 How does usability of social media influence conflict management in Kibera slums? **35**
5.3 Conclusions **35**
5.4 Recommendations **35**
5.5 Areas for Further Study **35**
REFERENCES **35**
APPENDIX 1: LETTER OF TRANSMITTAL **40**
APPENDIX 2: QUESTIONNAIRE **40**
APPENDIX 3: TIME FRAME **43**
APPENDIX 4: BUDGET **43**
APPENDIX 5: RESEARCH PERMIT **43**

LIST OF FIGURES

LIST OF TABLES

Table 1 : Internet Users and 2017 Population Statistics for Africa. 8
Table 2: Internet Users in Africa and in Kenya. 8
Table 3: Overview of Social Influence Theories 18
Table 4 : Three Social Forces Comprising Social Impact Theory..... 19

Table 5: Target Population of Youths in Kibera Slum 24
Table 6: Operationalization of variables 25
Table 7: Response Rate and Age of Respondents 27
Table 8: Distribution of Respondents by Village 27
Table 9: Distribution of Respondents by Level of Education 28
Table 10: Distribution of Respondents by Social Media Accounts 28
Table 11: Distribution of Respondents by Different Social Media 29
Table 12: Distribution of Respondents by the Frequency of Accessing Social Media Accounts 29
Table 13: Distribution of Respondents by Daily Access of Social Media 30
Table 14: Distribution of Respondents by the Quality of Language Used in Social Media 30
Table 15: Distribution of Respondents by Immediacy Factors of Use of Social Media 30
Table 16: Distribution of Respondents by Usability of Social Media in Conflict Management .. 31
Table 17 : Distribution of Respondents by being Involved in Conflicts 31
Table 18: Distribution of Respondents by Acquisition of Information on Conflicts through Social Media 31
Table 19: Distribution of Respondents by Use of Social Media by CBOs and NGOs in Conflict Management 32
Table 20: Distribution of Respondents by Use of Social Media by the Government in Conflict Management 32
Table 21: Distribution of Respondents by Recommendations 33
Table 22: Recommended Social Media 33

ABBREVIATIONS AND ACRONYMS

CBO	Community Based Organization
CEWARN	Conflict Early Warning and Response Mechanism
CEWERU	Conflict Early Warning and Response Unit served by the

CS	Cabinet Secretary
EDSA	Epifanio Delos Santos Avenue
FARC	Fuerzas Armados Revolucionarias de Colombia (Revolutionary Armed Forces of Colombia)
FGD	Focus Group Discussion
IJASS	International Journal of Asian Social Science
KCPE	Kenya Certificate of Primary Education
KCSE	Kenya Certificate of Secondary Education
KNBS	Kenya National Bureau of Statistics
MDG	Millennium Development Goals
NGO	Non-Governmental Organization
NSC	National Steering Committee
NYS	National Youth Service
OAU	Organization of African Union
SIT	Social Impact Theory
UN	United Nations
UN-HABITAT	United Nations Human Settlements Programme
UNHCR	United Nations Higher Commission For Refugees
USIP	United States Institute of Peace

ABSTRACT

This study was to establish the various factors that influence use of social media in conflict management in Kibera slums, in Nairobi County, in Kenya. It examined how these various factors influenced either positively or negatively the timely intervention during conflicts among the residents. The researcher was guided by the following objectives; to establish the extent to which frequency of use of social media influences conflict management, to assess how the

quality of the language used in social media influences conflict management, to establish how immediacy factor of social media influences conflict management, to determine how usability of social media influences conflict management in Kibera slums. This study used descriptive research design under which survey method was used. The sample size of this research was made up of 321 participants. Of this, there were 98 youths between the age of 15 and 19 years, 89 youths between the age of 20 and 24 years, 75 youths between the age of 25 and 29 years and 59 youths between the age of 30 and 34 years. These participants were sampled using purposive sampling and then snowball sampling. This study took place in Kibera slums in the month of October and November the year 2017. The data collection method which was used was questionnaire. The data collected was analyzed using statistical package of social sciences (SPSS) to generate frequency distributions and percentages to assist the researcher in answering the research questions. The findings were that majority of the youths were using social media and have been involved in conflicts. Most of them access their social media accounts on daily basis and at an interval of an hour. The research found out that when quality language is used in social media, the desired result of a successful conflict management will be eminent. The research further found out that CBOs, NGOs and even the government are somewhat making use of social media in conflict management but there is a lot to be done by these organizations to tap the opportunity social media presents when it comes to conflict management. Thus, this study recommends the above organizations to train their staff members on how to efficiently and effectively use social media to manage conflict. On areas of further study, more similar research should be conducted to add to the body of knowledge on the use of social media in conflict management.

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Kibera slum is the largest slum in Africa and one of the largest in the whole world with a population of approximately one million people (Umande Trust, 2010). It sits on approximately 2.5 square Kilometers and it is roughly five Kilometers from the Nairobi City Center. In 1912, Kibera Informal Settlement was a habitat in a forest outside Nairobi. As a result of World War 1, it became a settlement for Nubians soldiers returning from service. The colonial government allowed the settlement to grow by opening gates to other tribes from other parts of the country. Currently, the Nubians constitute 15% of inhabitants and shack owners while the rest are majorly Kikuyu who are the majority in Nairobi. The Kikuyu mostly don't live in Kibera but are absentee landlords. Most of the tenants are Luo, Luhya and Kamba.

In 1963, the first government of the Republic of Kenya declared Kibera settlement illegal. But the slum continued to grow from an average population of 6,000 in 1965 to around 1 million in 2014. Lack of reliable data on population and growth parameter on Kibera slums has led to disagreements on the size of the slum as one of the largest in the continent. UN-Habitat puts the total population at between 350,000 to 1 million. International Housing Coalition estimates the population to more than half a million people, while experts on urban slums give an estimate of more than 800,000 people. Government statistics estimates the total population to around 200,000 people (KNBS, 2010). This dispute about the population in Kibera can be attributed to the fact that certain Politicians, NGOs and Kibera residents have inflated the numbers because of prestige, attention and hopefully funding (News from Africa, 2014).

The Kenyan Government owns all the land upon which Kibera stands, though it has continued to not officially acknowledge the settlement, not many basic services; schools, health facilities, energy, water, lavatories among other social amenities, are publicly provided and the services that have existed for quite a long time are privately owned.

Many residents come from rural areas with chronic underdevelopment and overpopulation issues. The multi-ethnic nature of Kibera's population combined with tribalism that pervades Kenyan politics has led Kibera to host a number of small ethnic conflicts throughout its century-long history. There have been particularly tribal tensions between Luos and Kikuyus, these two tribes being the largest in the Kenyan population, but also between landlord and tenants and

those with and without jobs (Jacobs A., 2011). Conflicts originate from the fact that scarce resources have to be shared and also from poor social and environmental conditions, high levels of unemployment and low income. Conflicts in informal settlement can also be fueled by forced evictions by the government (Beatley, 2000; Smith & Hanson, 2003; Pamoja Trust, 2009).

As indicated by Nardi et al, 2011, social media has served as a catalyst which has helped mobilize disenfranchised populations to express their frustrations about the economic and political status quo and ultimately lead to populist dissent.

For groups that have felt powerless against repressive regimes, social media's technological leveling of the political playing field provides one of the most important components of any successful revolution. (Safranek, 2012).

In an article by Steve Banner entitled *Is Storm Gathering Over Kibera,* it has clearly demonstrated how social media is being used. He notes that ethnic intolerance is gradually strengthening its roots in Kenya, and more so after the 2007-2008 post election violence that rocked the country, a recent debate on a facebook group over slum evictions shows. There were three major evictions planned to take place in the year 2013. These included evictions along the sewer line, the river which passes through Kibera and along the Rift Valley Railway. Although many will agree that tension had always been there ever before the 2007 general elections, and whatever happened at that time only brought out the anger and bitterness that most Kenyans have all along held against each other or one community against another in this case. Kibera has not spared the ethnic-related violence of 2007. In fact, it was one of the worst hit regions. Even though another ethnic-related conflict had much earlier threatened to tear Kibera apart, way back in 2002 (Voice of Kibera, 2015)

As mentioned already, the major type of conflict which exists in Kibera is tribal conflict though there exists others like conflicts brought about by the sharing of resources such as water, housing, security, electricity and even schools.

In an article posted on 19th November 2015 by Steve Banner entitled, "*Stolen Art for Charity: What Kibera Residents say*" and a corresponding youtube video by the name, " *Art Heist for Good*", it is clear how a US based non-profit entity held a controversial campaign, *Water is life*. The entity stole public art from Kibera by World famous artist JR. They intended to raise money to be used to provide 5000 gallon per day water filter and a community hand washing

station. It is strange how the residents of Kisumu Ndogo village in Kibera blamed the missing rooftops to wind while others said the missing pieces were removed due to the rotting iron roofs, to pave way for replacement, no one knew anything about 'Water is Life' and any of the art being stolen.

On November 16, 2015, Kibra's MP, Ken Okoth, on facebook had stronger words and shares his frustrations. He asks, "Is Kibera the most dangerous place in the world?" He doesn't think so. To him, parts of Chicago, Los Angeles, Baltimore, are more dangerous than Kibera. 'Water is Life' looted priceless artworks from Kibera, auctioned it for only $10,000 and have no evidence that even the money they raised from their heist will reach anybody in Kibera (Voice of Kibera, 2015)

During a research carried out by Alfred Omenya and Grace Lubaale, 2012 on *Understanding the Tipping Points of Urban Conflict; the Case of Nairobi Kenya*, it is clear that whenever a message of ethnic clashes in different parts of the city and even different parts of the Country were received by youths, they invariably mobilized and executed revenge attacks on members of ethnic groups in the study communities who were perceived to be aggressors of ethnic clashes. These messages of ethnic attacks would be transmitted via television, radio and mobile phones. Discussions in different study communities shows trends of conflict tipping into violence whenever messages of attacks were received from the onset of multi-party politics in 1991 increasing to a crescendo in 2007-2008 with the post-election violence (Omenya et Lubaale, 2012).

1.2 Statement of the Problem

This study was geared towards assessing the factors influencing the use of social media in the process of conflict management in Kibera slums. It was important to acknowledge the existence of conflicts especially ethno-political conflicts in Kibera slums which was claimed to be one of the largest in the whole world and the biggest in Africa with a population of 1 Million residents.

These factors that seem to impact the successful use of social media in conflict management included the users' demographic size, ethnic diversity and education levels, the quality of the language used, frequency, immediacy and usability of social media. It was also of paramount importance to know how Kibera residents accessed social media in addition to the source of the content being exchanged through the social media.

On the other hand, other factors that influenced the use of social media was the existence of the modern telecommunications infrastructure and the amount of censorship by the existing regimes, these being the Government and the service providers themselves as well as the influence of NGO in the use of social media (Safranek, 2012).

1.3 Purpose of the Study

The purpose of this study was to establish the influence of use of social media on conflict management in Kibera slum, in Nairobi County, in Kenya.

1.4 Objectives of the Study

The specific objectives were:

1. To establish the extent to which frequency of use of social media influences conflict management in Kibera slums.
2. To assess how the quality of the language used in social media influences conflict management in Kibera slums.
3. To establish how immediacy factor of social media influences conflict management in Kibera slums.
4. To determine how usability of social media influences conflict management in Kibera slums.

1.5 Research Questions

To achieve the above stated objectives, the research was guided by the following research questions:

1. To what extent does frequency of use of social media influence conflict management in Kibera slums?
2. How does the quality of the language used in social media influence conflict management in Kibera slums?
3. How do immediacy factors of social media influence conflict management in Kibera slums?
4. How does usability of social media influence conflict management in Kibera slums?

1.6 The Significance of the Study

The empirical data which was obtained from this study will be available to be used by various Non-governmental and Governmental Organizations as well as institutions which are involved

in conflict management and peace building in the country. These may include CBOs, NGOs, UN, UNHCR, UN-HABITAT and Institutions training people on peace and conflict management just to mention a few.

The above mentioned organizations may use the information which was obtained from this research to employ the best strategy while managing conflicts in Kibera slums and in any other slum in the country and the world at large. For the institutions which are training people on peace and conflict management, the findings of this research will come in handy as reference material for their course work.

1.7 Limitations of the Study

This study was anthropological in nature and was being conducted to try and establish the factors that influence the use of social media by residents in Kibera slums during the process of conflict management.

The study was also subjective due to the fact that it highlighted the daily activities on social media by residents and leaders in Kibera slums as a way of intervening during the period of conflicts. Majority of the respondents were slum-dwellers and their leaders especially the one who worked besides the residents on daily basis. Some of the foreseen challenges were insecurity in some areas of Kibera slums and insincerity by some residents who demanded for incentives. However, the findings which were gotten from this research were used to generalize on the use of social media in conflict management in Kibera slums.

1.8 Delimitations of the Study

This research was done in the months of October and November, 2017 in Kibera slums. References on the use of social media in conflict management were drawn from other slums in Nairobi and Kenya as a whole and from the rest of the world though with a lot of caution because of the environmental and demographical differences.

This research looked into the frequency, the language, the immediacy and the usability of social media. Other variables which were considered were the accessibility and the source of the content being channeled through the social media. Also, the governing policies from the legislation and from the service providers were considered in this study.

1.9 Basic Assumptions

The study assumed that the samples which were used represented the total population of Kibera slums. Therefore the views which were collected were used as general feelings of the whole

population. It was also assumed that respondents answered the questionnaires in an honest and truthful manner.

1.10 Definitions of Significant Terms

Conflict management-Conflict management is the practice of recognizing and dealing with disagreements and disputes in a rational, balanced and effective way.

Frequency of use of social media-It refers to the number of occurrences of a particular message within a specific period of time.

Immediacy factor-Immediacy refers to the quality of bringing one into direct and instant involvement with something, giving rise to a sense of urgency and excitement.

Language used in social media-This is the method of human communication either spoken or written consisting of the use of words in a structured and conventional way.

Use of Social media-Social media is a collective of online communication channels dedicated to community-based input, interaction content-sharing and collaboration websites and applications dedicated to forums, micro-blogging, social networking, social bookmarking, social curation and wikis are among the different types of social media.

Usability of social media-This refers to the quality attribute that assesses how easy user interfaces are to use. The five major components of usability are learnability, efficiency, memorability, errors and satisfaction.

1.11 Organization of the Study

In this study, the researcher interrogated use of social media in conflict management in Kibera slums, in Nairobi County, in Kenya. The first chapter set the study background looking at the factors influencing use of social media, its objectives and goals. This led to definition of research problem, accompanying the objectives and questions that guided the enquiry. The chapter proceeded to draw the scope and the value derived by various stakeholders when the results were applied. Delimitations and basic assumptions were also considered. The chapter concluded by operationalizing terms used in the study. The second chapter reviewed the literature related to the influence of use of social media in conflict management. The third chapter highlighted the research methodology that was used in this research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

As already defined, media refers to every broadcasting and narrowcasting medium such as newspapers, magazines, television, radio, billboards, direct mails, telephone, fax and internet. The World's media has a long history. The media and the media practioners have suffered deprivation in the hands of both military and civilian regimes especially in the developing countries. However, this has not in any way diminished the growth of the media in all its ramifications.

For instance there have been tremendous evolutions of telephone as a medium of communication. On April 3, 1973, Martin Cooper, the General Manager of Motorolla, made the first cell phone call in history. By 2013, the mobile phone subscriptions have gone to 6 billion which is equivalent to 86% global penetration. In 2011, the developing countries constituted 75% of the worldwide subscriptions up from 59% in 2006. Cell phone penetration in the sub-Saharan Africa now exceeds 50%. In 2011, there were 105 countries with more cell phone subscriptions than inhabitants including African countries such as Botswana, Gabon, Namibia, the Seychelles and South Africa (Internet World Stats. 2017)

Any media is a powerful tool of communication in peace and conflict situations. It can be used positively and timely to promote peace and resolve conflicts. Conversely, it can also be used negatively to initiate, escalate and sustain conflict covertly or overtly. As a matter of fact, the information superhighway or internet and related technologies have further enhanced the capacity of the media to either "destroy" or "build" humanity. It is against this backdrop that the researcher critically examined the role of the social media in conflict management in Kibera slums. In this section, we looked into the history of social media like WhatsApp, facebook, instagram, twitter among others. This research also studied slum life in general and how Kibera as a slum became a centre of conflict. In this study, it was acknowledged that youths are at the centre of social media and majorly they were the ones who were involved in conflicts. Lastly, it was very important to look into the conflict management in Kibera slums using social media.

2.2 Conflict Management in Kibera Slum Using Social Media

Conflict management entails conflict prevention, conflict transformation, conflict resolution and in modern conflict mechanisms like arbitration, negotiation and mediation. The charter of the

United Nations specifies the methods of the peaceful settlement of disputes in article 33(1). These are negotiation, enquiry, mediation, conciliation, arbitration, judicial settlement, resort to regional agencies or arrangements, or any other peaceful means of their own choice (UN, 1992; Merrills, J.G., 1993). Also, the Charter of the Organization of African Unity (OAU) specifies the methods in article 3(4). These are negotiation, mediation, conciliation and arbitration.

Michael Lund defines conflict prevention as "any structural or intercessory means to keep intrastate or interstate tension and disputes from escalation into significant violence and use of armed forces, to strengthen the capabilities of potential parties to violent conflicts for resolving such disputes peacefully, and to progressively reduce the underlying problems that produce these issues and disputes. Conflict prevention refers to a variety of activities including and not limited to early warning, crisis management, conflict resolution, peacemaking, peacekeeping, and peace building activity and all activities and expenditures aimed at strengthening international and regional systems and capacities in these fields. Structural prevention addresses structural drivers of conflict, that is, poverty, horizontal inequality elite capture of the state of economy at the expense of the people (Michael Lund, 2002). Indeed, there are strong correlations between Internet access and wider patterns of poverty, inequality, socio-economic class and urbanization.

While some progress has been made over the past decade on preventing violent conflicts, the International community has done more to improve its collective ability to bring violence to an end than it has to prevent its outbreak. In reality, political decision-making processes are still rarely influenced by existing conflict-prevention and early-warning systems-generation, the so-called "Warning-response gap". Statistics have contributed to a widespread belief that there is both moral and fiscal value in prevention (Letouzé Emmanuel, 2013)

Countries like Argentina, Brazil, Chile, El Salvador, Honduras, Panama and Uruguay have one cell phone per inhabitant with smartphone ownership increasing rapidly. It is predicted that by end of 2016, the smartphones capable of accessing high-speed Internet will account for over 50% of all cell phones sales in the region.

Conflict prevention activities can incorporate a variety of elements, according to UN Secretary-General including early economic, social and development engagement in the relevant country. Today the UN and regional multilateral organizations are demonstrating that preventive action can accommodate a range of interventions that go beyond traditional preventive diplomacy.

Conflict prevention does not come without challenges. One of the major challenges is the overarching private issues defined by the International Telecommunication Union as the "right of individuals to control or influence what information related to them may be collected and disclosed (International Telecommunications, 2015).

In arbitration as a mechanism of conflict management, the parties choose their own judges. These are called arbitrators. The parties and the arbitrators agree on the rules of the game, and in this way can avoid some of the technicalities of litigation in the courts, especially slow, expensive, and time consuming procedures. The arbitrator listens to both sides and then gives an arbitral award. On the other hand, negotiation is a process by which the parties in a conflict sit down by themselves and talk it out. It is a non-coercive method of conflict management because the parties decide to manage their conflict jointly. Mediation has been defined as the continuation of negotiation by other means. The need for mediation arises when the parties to a conflict have attempted negotiation, but have reached a deadlock. In such circumstances, they may agree to use a third party to help them negotiate the conflict, and to break the deadlock. In this situation, they agree on a third party to be the mediator. In this sense, mediation is a voluntary process, because the parties have to agree both to mediation and on the mediator (Mwagiru Makumi, 2006).

2.3 The Use of Social Media in Conflict Management

The fourth estate genre like newspapers, radios, televisions, journals and magazines has received much recognition and seminal attention but social media such as telephone, twitter, facebook, instagram, youtube, skype, blogs, google, linkedin, friendster, spoke, tribe networks and other internet based media are becoming more popular media of information dissemination especially in conflict situations across any country (Felix, U.A. et al, 2013).

The global number of Internet users also continues to grow rapidly. By the end of 2011 more than a third of the world's population was online with 63% in the developing countries. While internet penetration levels in the developing regions rose to 26% by end of 2011 and further rose to 28.3% by end of 2015, they remained below 15% in the Sub-Saharan Africa. Kenya in particular has demonstrated a vast growth with 69.6% internet penetration by end of 2015 (Internet World stats, 2017).

According to Internet World Statistics (2017), Kenya had an approximated population of 48,466,928 by 2017. On 31st December 2010, there were only 200,000 internet users compared

to the current 39,664,377 internet users by 31st March 2017. Therefore, Internet has penetrated the Kenyan population by 81.9%.

Table 1 : Internet Users and 2017 Population Statistics for Africa.

Internet Users and 2017 Population Statistics for Africa						
Africa Region	Population (2017 Est.)	Population % of World	Internet Users, 31-Mar-2017	Penetration (% Population)	Internet % Users	Facebook 30-Jun-2016
Total for Africa	1,246,504,865	16.6	353,121,578	28.3	9.4	146,637,000
Rest of World	6,272,524,105	83.4	3,386,576,922	54.0	90.6	1,532,796,530
World Total	7,519,028,970	100.0	3,739,698,500	49.7	100.0	1,679,433,530

Source: Adopted from Internet World Statistics, (2017)

Table 2: Internet Users in Africa and in Kenya.

Name	**Population Estimate 2017**	**Int. Users 31-12-2000**	**Int. Users 31-03-2017**	**Penetration % to Population**	**Facebook Users**
Africa	1,246,504,865	4,514,400	353,121,578	28.3	146,637,000
Kenya	48,466,928	200,000	39,664,377	81.9	5.5M

Source: Adopted from Internet World Statistics, (2017)

Facebook is just one of the many social media being used all over the world. Facebook was started by a Harvard student, Mark Zuckerberg in 2004 and had 845 Million active users by 2012 and this number has increased to 1.7 Billion users in the whole world. In Kenya, according to Internet World Statistics (2017), there are over 5,500,000 facebook users. If facebook were a country, it would be the third largest from China and India.

In 2006, twitter was launched and had over 300 Million users by 2011 according to account tracker Twopcharts. In 2014, this number of twitter account owners had gone up to 982 Million

accounts (Edwards, 2014). It is an online social networking and microblogging service that allows users to exchange photos, videos and messages of 140 or less characters.

Youtube was founded in 2005 by Steve Chen and Chad Hurley. It provides a forum for the distribution of video content ranging from cute kittens sleeping to first-run television programs to eyewitness video of political protests (Safranek, 2012).

Slum has been defined as an impoverished neglected or otherwise disadvantaged residential area of a city, usually troubled by disproportionately large amount of crimes. Some of the crimes witnessed in such residential areas are rape, defamations, impersonations, hate speech, corruption, land grabbing, incitements against rent paying, forced evictions, tribal segregation, and assault among others. These crimes may be categorized in very general terms as criminal violence, election related violence, armed conflicts and short-term crisis (Letouzé Emmanuel, 2013).

In the world today, youths are regarded as the backbone of any nation, and any decision making that excludes the youth is regarded as shun and not all inclusive. At UN-HABITAT 24th Governing Council, the youth centered at almost every topic of discussion from how the government funds can be distributed, how jobs can be created and even supporting youth initiated projects. The slum areas were identified as some of the places where the government will work to improve lives (Voice of Kibera, 2013). Youths cannot also be ignored when talking about social media. Most of the youths use their mobile phones to access social media. Generally, majority of the fanatics of social media are the youths between 18 and 44 years of age. Mobile phones have transformed the world's access to information over the past decade. Even in the poorest, most disrupted countries, the majority of the population now has access to a handset to call, text or sms (short message service) and chat with friends and family (Candan et Reeve, 2012)

In June 2015 during the demonstrations which went on revolving around the corruption at NYS, Kenyans took to social media under the hashtags # Kibera and # NYSTransformation to condemn residents of Kibera for the uncouth and uncivilized behavior that they demonstrated after a group of marauding youths set ablaze projects initiated by Former Devolution Cabinet Secretary (CS), Ann Waiguru, through the NYS. The youths who were demonstrating against Waiguru, torched clinics, toilets and vandalized water tanks and blocked major roads leading to the slums. The vandalism came a day after a group of other youths took to the streets in a

peaceful demonstration in support of Waiguru, after she had been put on the spotlight over corruption allegations at NYS. Some of the tweets by Kenyans over the saga were:

> Sangbusienei: #NYSTransformation two demos were unnecessary. Why demonstrate when a leader is asked to be probed and why destroy useful facilities in retaliation?
>
> Boniface Mwangi: Advice to #Kibera, protestors burn what you bring to a protest. We burn stuff that we bring.
>
> Mtendawema: Remember when #Jokisumo looted and burnt supermarkets only to wake up jobless? #Kibera just did that…no clinic…no toilet.
>
> Tim Njiru: We're back to flying toilets and NGO's purifying their money in # Kibera (Kenya Forum, 2015)

Shirky, in his publication, *The Political Power of Social Media* analyses the impact of social media with reference to the use of text messaging and online social networks by political activists in the Philippines, Moldova and Iran and argues the benefits of social media in advancing civic engagement. His first example shows how a simple forwarded text message ("Go 2 EDSA. Wear blk") galvanised over a million Philippians to join a protest march during the 2001 impeachment trial of their president, Joseph Estrada. Shirky notes that the event "marked the first time that social media had helped force out a national leader" (Shirky, C. 2010). He gives further examples of the citizen use of social media tools to force political change. Successful ones as in Spain in 2004 and Moldova in 2009 and unsuccessful ones in Belarus 2006, in Iran 2009 and in Thailand 2010, when civic action was followed by government and rarity of relevant events has made it difficult to answer the question "do digital tools enhance democracy?" Shirky argues that communication tools aid the transfer of power, they do not cause it. They provide a space for discussion which may lead to action among already politically engaged citizens. He referenced Katz/Lazarsfeld's "two-step process" of making political decisions in framing his argument that social media "allows people to privately and publicly articulate and debate a welter of conflicting views" and thus to forming political opinions. Access to information is far less important, politically, than access to conversation.

Social media plays a particular role in increasing "shared awareness" in coordination action "by propagating messages through social networks." Tools specifically designed for dissident use are politically easy for the state to shutdown, whereas tools in broad use become harder to censor without risking politicizing the larger group of otherwise apolitical actors. Shirky goes on to look at the arguments against social media as a tool for change in national politics starting

with the “slactivism” of low-commitment, low-cost “bumper sticker” actions but counters the fact that barely committed actors cannot click their way to a better world does not mean that committed actors cannot use social media effectively. In Kenya, in the 2013 Presidential elections, twitter was used precisely for purposeful sharing and real time information in crisis contexts. An analysis of tweets or blog entries of hate speech was conducted to detect rising tensions, frustration or even calls to violence (Drazen Jogic, 2013).

2.4 The Frequency of Use of Social Media in Conflict Management

Online crimes are evident with “old” crimes migrating online with a combination of macro-cartels and drug-dealers, gang members, human traffickers, and others seeking recruitment and also selling wares using google, facebook, twitter and youtube services (Nachan Cattan, 2012) and (Sarah et Robert, 2010). Latin America has seen a rise in the use of social media for the open selling of illicit drugs through Facebook and Orkut, as well as in the so-called “deep web” but also for money laundering, extortion, and other organized criminal activities. In most extreme cases, as with cartels in Mexico, social media is effectively being “hijacked” to send messages of intimidation and harassment to public officials, political and economic elites, journalists, activists and others. There are widely publicized accounts of prominent social media users being targeted and killed in Latin America and likely many more cases that go unreported. The overwhelming majority of those perpetrating and being victimized by violence in Latin America are 15-29 years old males (Gustavo et Robert, 2012).

There are many instances where social media has stirred conflicts rather than prevented them. What happened in Burma is a clear example of this where a Burmese Monk who self-entitled himself the “Burmese Bin Laden” has fuelled racism and hatred on social media forums such as Youtube and Facebook. He spread anti-muslim sentiments and blamed Middle Eastern Forces for providing local Muslims with financial resources, claiming they give Muslims the military and technical ability to savagely attack Buddhists (Peace Direct, 2013)

Kofi Annan had this to say in regard to the uploads by Syrian Citizen, “If the uploads by citizen of pictures of violence purporting to be violence by the government of Syria against our village or our town or alternatively purporting to be violence by the other side against us the citizens of Syria and the supporters of the Government, could only have been evaluated and demonstrated to be true, it may have helped me to prevent war and genocide worsening” (Letouzé Emmanuel, 2013).

Kofi Annan poses one of the greatest challenges of use of social media in preventing the spread of conflict. And that is the issue of verifying, evaluating and demonstrating the reality of the pictures being posted in the social media, the tweets, blogs, text messages, chats among others being circulated.

2.5 The Quality of the Language Used in Social Media in Conflict Management

Language is the vehicle for much of what occurs across a conflict. Language analysis is a prominent tool in major approaches of conflict management. The basis of much of the social psychological research on language and conflict is a distinction between competitive and cooperative communication.

Competitive language is characterized by behaviors such as justifications, irrelevant arguments, personal attacks, and excessive demands and threats. (Giebels & Noelanders, 2004; Olekalns & Smith, 2003). By contrast, cooperative language is associated with behaviors such as proposals and counterproposals, agreements, expressions of confidence in the other's ability and humor. (Donohue & Roberto, 1996; Putnam & Jones, 1982)

As one might expect, the use of competitive and cooperative language impacts the outcome of conflict. Cooperative language tends to promote conflict management and increases efforts to identify solutions that benefit both parties (Taylor, 2002a). By contrast, competitive language is associated with conflict spiraling and a failure to identify areas of common ground and win-win solutions (Weingart, Prietula, Hyder, & Genovesse, 1999).

In Kenya, during the 2007-2008 Post Election Violence, we saw so many peace initiatives come up after that with the aim, goal or mission of bringing Kibera residents together. There have been so many of these peace initiatives linked to Kibera that every time the word 'peace' is mentioned, people expect to see an image of Kibera somewhere along the lines. It only takes a statement, opinion, concern argument in form of facebook, twitter or any other social media post to ignite the hatred that most of the Kibera residents hold in their hearts, the ethnic-related anger or bitterness that came as a result of whatever injustices happened in the past and were never addressed.

A post was shared on facebook, by a youth of course, in relation to the then ongoing sewer-line evictions in Kibera and some of the comments that came afterwards. This was the post;

"Honest opinion, was these National Youth Service (NYS) projects, or whatever you call them, meant to render more Kibera residents homeless? How can they give three days notice and expect residents to find new homes? Then they bring down the houses leaving many children and women to sleep in the cold? They may not respect the structures they see but they are houses to us, it's where we call home…evict us after giving us somewhere to go…"

Some of the comments made in line with the above post had mixed connotations. For example, "You don't want to move from the sewer line? That is why White people come to Kibera to laugh at you". Another similar response reads, "This place is full of hate speech" and yet another reads, "This is a healthy debate and there is no hate speech…it is called expressions" (Voice of Kibera 2015).

The language used should be censored by the sender or the one sharing to achieve the set objective. There are times unprocessed message is sent and end up igniting violence and fueling a state of conflict. Other times, vague and ambiguous language is used which causes conflict because ambiguous language creates agreements based on misunderstandings. There is verbal agreement but different interpretations.

2.6 The Immediacy Factor of Social Media in Conflict Management

New and emerging media are increasingly influencing how people in all countries access information, often at lower cost and with far wider reach than conventional media. Mobile phones are already ubiquitous and mobile internet is spreading rapidly. These are intrinsically two-way technologies which allow people to contribute information as readily as they consume it (Candan et Reeve, 2012). The social media presents obvious opportunities to the youth to connect and socialise with the rest of the world in a quick, seamless, boundless and borderless way (Waihenya, 2017).

In 1997, the Carnegie Commission estimated that preventing the Rwandan genocide would not only have saved thousands of lives, it would have costed just a third of the $2 billion spent on International relief and reconstruction (Carnegie Commission, 1997). The hope that technology will reduce the violence of war is a venerable one. Richard Gatling hoped his new fast-firing gun would serve to reduce the bloodshed of war, while Alfred Nobel believed the explosives he invented would make war unthinkable (Peter W. Singer, 2009). The present data revolution especially that which is adapted to conflict prevention, can provide a real time 360-degree view of complex, risky and traditionally data's poor settings therefore saving lives and resources

(Casey Barrs, 2006). A recent study of social media from Syria reveals that the locations of ceasefire violations or regime deployments could be identified within 15 minutes of their occurrence (Petteri Nurmi, 2012).

In terms of conflict, the media, and now the social media, immediately internationalizes an internal conflict. The conflicts in Burundi and Rwanda become known as they unfold, as does a famine in Sudan or elsewhere. Because of the ubiquity of the modern electronic media, the effects and cause of conflict are known instantaneously in different parts of the world. This has important effects because it prompts the demand for action, including intervention (Mwagiru Makumi, 2006)

Immediacy in communication is the way one signals closeness, willingness to communicate and positive feelings to another person. According to Peter Andersen, in his article in the Encyclopedia of communication Theory, immediacy behaviors are actions that simultaneously communicate warmth, involvement, psychological closeness, availability for communication and positive effect. Immediacy behaviors can be Non-verbal or verbal. Verbal immediacy behaviors include use of pronouns like ‘us’ and ‘we’ rather than I and you, manner of address whether formal or informal, openness and compliments. On the other hand, non-verbal immediacy behaviors include touch, eye contact, closer distances, smiling and verbal tones. (Littlejohn & Foss, 2009)

2.7 The Usability of Social Media in Conflict Management

Part of the attraction of these social media services and independent blogging is that the average person, with little or no advanced computer skills, can have good success using them. Content can be created and accessed with as little as a smartphone and it can be easily intertwined. Links to video posted on Youtube can be embedded in blogs, facebook, WhatsApp, instagram or twitter. A twitter post can appear on a facebook page. Social media is becoming an ubiquitous tool. In other words, large numbers of people can be easily and inexpensively contacted via a variety of services.

Social media also lowers traditional socio-economic barriers to commanding the spotlight. One don’t have to be ‘somebody’ on social media. The internet, youtube, twitter, facebook, WhatsApp and instagram have reconstituted, especially among young people, how social relationships are constructed and how communication is produced, mediated and received. The internet users have doubled in the last five years. There are 12 million text messaging data being

produced every minute and there are 2 billion youtube views per day (Letouzé Emmanuel, 2013).

Social media is being used at a communication level to try and mitigate causes of violence. The extent to which this is at work in the field every day wherever cell phones are found cannot be overstated. It is an invaluable tool in bridging and enabling successful bottom up-top down violence prevention campaigns. Some of the major trends in this field include fostering inter-ethnic dialogue, managing elections of different countries, preventing gang violence, preventing resource disputes, constitution building and protesting violence among others.

Social media is affecting not only private enterprises but also government and policy decision makers, creating a stir that has an impact on the global political arena. People who didn't use to have access to internet, including those who can't afford computers and laptops, nowadays are able to connect through devices such as cell phones. According to World Bank, Sub-saharan Africa now has approximately 650M mobile phone subscribers, a number that exceeds the US and European Union, and this signifies an outstanding boom in the growth, use and popularity of new communication technologies in the developing countries (Peace Direct, 2013)

Social media is being used, especially by the youth, to foster inter-ethnic dialogue through bridging divides between adversaries. This is aimed at getting ahead of cycles of conflict. In Kenya for example, voting is actively being monitored for everything from violence to fraud using a range of social media platforms. On the other hand, social media like twitter has been used successfully to prevent gang violence in a country like Brazil. Communities in Brazilian shantytowns say it has been a game-changer in helping bring down both gang and police violence. In Sub-Saharan Africa, there have been early warning networks like CEWARN (Conflict Early Warning and Response Mechanism) being set up to leverage social media along with other forms of satellite information and traditional media reports to prevent conflict over land, water and other resources. Social media is also being used in transitional nations like Egypt to help build constitutions with public input. A young Columbian Engineer, Oscar Morales, who used facebook to rally people all across Colombia and the world, against the violent tactics of the guerilla group commonly known as the FARC in 2008 clearly demonstrated how the use of social networks can bring people together to protest against violence (USIP,2012)

Latin America is the developing World's most digitally connected region, but also it is most violent. Indeed, Latin America is witnessing a digital revolution: almost half of its population is online, and the continent is fast becoming the planet's largest producer and consumer of social media. Yet, it also features the world's highest rates of organized and interpersonal violence, with most perpetrators and victims under the age of thirty which constitutes roughly, two-thirds of the total population. Government and civil society are evolving new and dynamic approaches to mobilizing information and communication technologies to strengthen the voice and capabilities of citizens to prevent and reduce violence (Gustavo et Robert, 2012).

In the recent peaceful protests, by those working with NYS, in slum upgrading projects, there was demand to extend the project which was supposedly to end in June 2015. There erupted a follow-up protest by youths from Kibera who felt that the NYS workers had wrongly accused the former Prime Minister of meddling in their affairs, and even went ahead to burn a toilet built by the NYS (Voice of Kibera, 2015)

So much has been said and done, almost in each and every slum in Nairobi, with the sole purpose of preventing any violence that might occur, or re-occur in this context. The civil society has come up with many different initiatives, over the years since the 2007-2008 post-election violence, to help promote peace and togetherness within the ethnic communities that live in the informal settlements in Nairobi, Kenya. To some extent, this has worked and we cannot deny that. However, every small trigger of violence or protest always reminds us that there's a little more homework to be done.

This research was drawn from there. Are protests and more so violent protests that include burning of property, the effective way to put issues across especially in informal settlements? If not, what are other channels that can be explored and how well can they be explored?

Emmanuel Letouzé proposes several ways in strengthening prevention efforts that involve new technologies. These include:

1. Use of new technology which has made huge contributions of preventing conflict and violence. This also allows horizontal and not vertical flow of information.
2. To consider the socio-economic, cultural and demographic factors which influence the use of technology

3. Knock-on effects perpetuated by spoilers, who also leverage new technologies to incite violence, promote conflict and perpetrate crimes.
4. Another strategy is to integrate the local input by the community who need to buy the conflict prevention projects and also financing them as a way of ensuring sustainability and credibility of the data (Letouzé Emmanuel, 2013).

Again, social media data for conflict prevention be structured around descriptive, predictive and diagnostic functions. Descriptive function in that it documents and conveys what is happening while predictive function gives a sense of what is likely to happen. Diagnostic function sheds light on why things may happen, the causes and nature of violent conflict. (Petteri Nurmi, 2012).

In the office of the President in Kenya, there exists a Conflict Early Warning and Response Unit (CEWERU) served by the NSC(National Steering Committee). This is for implementation of Conflict Early Warning and Response Mechanism (CEWARN) which takes care of Djibouti, Eritrea, Ethiopia, Kenya, Somalia, Sudan and Uganda (Mancini F., 2013)

It is imperative to realize the hidden power of social media and how it can be used to transform societies, individuals and even governments. Social media can help spread peace, encourage dialogue among people from different ethnic backgrounds and nationalities. It can affect perceptions on ethnicity, change attitudes and promote tolerance and mutual understanding. Thus it can bridge the divide between ethnic groups that wouldn't otherwise communicate with one another (Peace Direct, 2013).

One organization working within this framework is the MDG(Millennium Development Goals) Achievement Fund. It helps young people run peace programs and intercultural activities such as organizing multiethnic youth festivals, using social media to promote peace and tolerance and monitoring and discouraging hate speech in social media (UN, 2013).

Social media can also prevent political violence, as in the case of the March 2013 Kenyan elections. Through the social media monitoring technology, developed by iHub in 2013, the Kenyan Government was able to foster civic participation, transparency and accountability during the elections. Non-Governmental initiatives bolstered the reporting process, while citizens were involved in proactively disseminating information and messages of peace using sms, twitter and the internet (Peace Direct, 2013)

The researcher proposes the use of social media as a remedy to violent conflicts. Candan et Reeve in their report "*Working with Media to Prevent Conflict*" proposes that it is possible to harness these networks to disseminate peace reinforcing messages, to rebut destabilizing rumours and to connect citizens to the state and security service providers, including as a means for early warning and response (Candan et Reeve, 2012). Social media has a capacity to have a positive impact in conflict areas. For this reason it is fundamental to invest in those people and organizations who are most affected by conflicts, empowering communities through the use of social media and enabling them to bring positive change. It is the ordinary citizens, the change makers at grassroots level, that are key to effective action. Engaging them and making them aware of the power of social media is a crucial step in transforming communities and preventing violent conflicts (Peace Direct, 2013)

2.8 Theoretical Framework

In a social investigation, a sociological theory will play a key role in forming a background in which such a study would be based and thereby guiding the researcher.

A theory is a set of interrelated constructs, definitions and propositions that help to explain and predict the phenomenon being investigated (Miller, 1986). It is developed through the use of contemplative and rational forms of abstract and generalized thinking and is often based on general principles that are independent of the thing being explained.

Among the sociological theories, conflict issues can be best explained using the conflict theory.

2.8.1 Conflict Theory

This theory was propounded by three sociologists namely: Karl Marx, Simmel and Coser. It was developed as an alternative to Structural Functionalism Theory (Ritzer, 1996). Conflict theory is a perspective in sociology that emphasize the social, political, or material inequality of a social group, that critique the broad socio-political system, or that otherwise detract from structural functionalism and ideological conservatism. Conflict usually occurs primarily as a result of a clash of interests in the relationship between parties, groups or states, either because they pursue opposing or incompatible goals. According to this theory, the society is full of conflicts and this has to change if peace and harmony is to be realized.

C. Wright Mills is known as the father of modern conflict theory. According to Mills, social structures are created through conflict between people with different views, opinions, interests and resources. Individuals and resources, in turn, are influenced by these structures and by the unequal distribution of power and resources in the society. According to Karl Marx, conflict is a product of an unjust social system where resources are unequally distributed (Farey, 1992). According to Marx, conflict not only leads to ever changing relations within the existing social structure but the total social system undergoes transformation through conflict. Each social system contains elements of strain and of potential conflict. If in the analysis of the social structure of a system, these elements are ignored; if the adjustments of patterned relations are the only focus of attention, then it is not possible to anticipate basic social change (Coser, Sept 1957).

In the context of conflict theory, consensus is an euphemism for ideology. Genuine consensus is never achieved as the society is constantly in conflict but rather the more powerful in societies are able to impose their conceptions on others and have them accept their discourse. Consensus does not preserve social order, it entrenches stratification.

There are two types of conflicts: endogenous and exogenous conflict. Endogenous conflict denotes the cause of self-directing social change that occurs within a social system. Some of the contributing factors are conflict of values, views, opinions and conflict between groups in the society. Exogenous conflict is attributed to conflict outside the social relationship such as conflicts and war between nations.Other perspectives of conflict theory include: Critical theory, Feminist theory, Postmodern theory, Post-structural theory, Postcolonial theory, Queer theory, World systems theory and the Race-Conflict Approach. When addressed, conflict has a number of benefits such as defining and clarifying group boundaries within the social system. It may also help to establish unity or to re-establish unity and cohesion where it has been threatened by hostile and antagonistic feelings among the members. Internal conflicts that concern goals, values or interests tend to make possible the readjustment of norms and power relations within groups in accordance with the felt needs of its individual members or subgroups. Conflict also produces integrative consequences where all social elements are integrated into the new system (Farey, 1992).

2.8.2 Social Impact Theory

Social Impact Theory was developed in 1981 by Bibb Latané, a psychologist. This theory uses mathematical equations to predict the level of social impact created by specific social situations. Latané described social impact as a phenomenon in which people affect one another in social situations. Through daily experiences such as embarassment, persuasion, humor, and a plethora of other experiences, one can see the number of situations that are governed by the presence and actions of others. The impact can not only be observed visually, it also alters forces within the target such as thoughts, attitudes, incentives and physiological state. (Bibb Latané and Todd L'Herrou, June 1996)

Social Impact Theory (SIT) seeks to explain how social influence causes changes in behaviour, attitudes and beliefs of individuals as a result of their interaction with others (Latané, 1981). Social influence is defined as the direct and indirect influence processes that can operate at the interpersonal, group or socio-cultural level, and that involves effects that may be subconscious or conscious, and can impact on thoughts, judgements and observable behaviours (Turner, 1991). Social influence can be divided into three sub-types; norms, compliance and conformity (Cialdini and Goldstein, 2004). Table 3 presents an overview of how theory within social psychology address each sub-type, this shows that Social Impact Theory addresses the influence of conformity.

Table 3: Overview of Social Influence Theories

Sub-Type of Influence	Description	Theory
Social Norms	Habitual custom or "the way we do things"	Theory of planned behaviour (Ajzen, 1991)
Compliance	The action to consent to a certain request, and all the motivations surrounding this behaviour	Affect-infusion model (Forgas, 1995)
Conformity	The act of changing one's behaviour to match the responses of others	The objective consensus approach (Mackie, 1987) Conversion theory (Moscovici, 1980)

		Social influence model (Penrod and Hastie, 1979) Self-categorization theory (Turner, 1985) Social impact theory (Latané, 1981)

Adapted from : Cialdini and Goldstein 2004.

Conformity behaviour involves forming an opinion as a result of external pressure by others. The pressure can be either real or perceived and can be either direct or indirect. Conformity can mean moving from one opinion to a contradictory view but it does not necessarily mean changing to an opposite perspective, it can also involve remaining in the same position as a result of peer pressure, a term known as conformity by omission (Sorrels and Kelley, 1984). Conformity can be considered as a response to the strength of social norms (Cialdini and Trost, 1998; Goldberg, 1954). Conformity exerts social influence as a way of satisfying basic psychological needs (Deutsch and Gerard, 1955). These needs can be summarised as the need to correctly assess the way our external environment works (informational social influence) and the need to be liked by the people that are around us (normative social influence). These needs influence individuals to conform to the views, thoughts and behaviours of others. SIT proposes that conformity is gained if the source of external pressure has three key: source strength, source immediacy and source numbers (Table 4).

Table 4 : Three Social Forces Comprising Social Impact Theory

Social Force	Explanation	Illustration
Strength	Salience, importance or intensity of the influencing source. Can be related to the source itself (Transituational strength) or related to the context specific roles that the influence and the influenced occupy (Situational strength)	Transituational Strength: age, gender, physical characteristics, and perceived intelligence, physical appearance. Situation-Specific Strength: Actor and audience, teacher and class, peer pressure and alcohol consumption.
Immediacy	Proximity of influencing source and the individual who is the target of the influence.	Physical Immediacy: Geographic location, seat spacing, crowding.

	Can be physical, temporal or social	Temporal Immediacy: time between announcements, duration of announcement Social Immediacy: perceptions that others are "like us"
Number of Sources	The number of influencing sources directed towards the individual	Numbers in a crowd, numbers in a class, numbers in an online community.

Source: Latané, (1981)

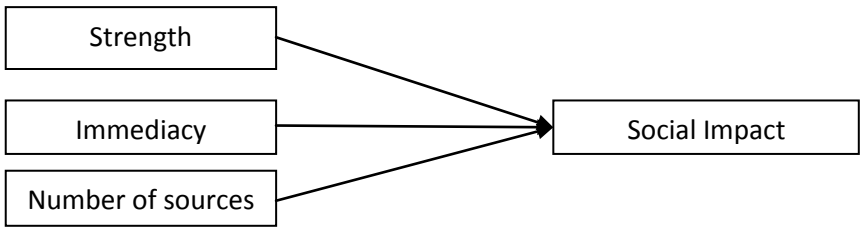
Source strength is the salience, importance or intensity of the influencing source. SIT proposes that strength is either trans-situational or situation specific (Latané, 1981) and that as strength increases so does the degree of social impact. Trans-situational strength is relatively stable across different contexts and time. Empirically, the concept of strength as a trans-situational has been tested in a wide range of forms. For instance, the influence of personality traits on nomination behaviour (Miller and Brunner, 2008), the influence of source status on paranormal belief (Markovsky and Thye, 2001), the influence of witness status on juror verdicts (Wolf and Bugaj, 1990) and the influence of clothes worn by source on donation behaviour (Williams and Williams, 1989). Situation-Specific strength changes according to the context within which social influence is exerted. Situation-specific strength is related to the roles that the influencer and the individual being influenced occupy. Empirical studies have included the influence of the presence of an audience in inducing stage fright (Seta, Crisson, Seta and Wang, 1989), the influence of peers upon alcohol consumption (Pedersen, LaBrie and Lac, 2008) and the presence of a care giver upon time to call for assistance (Williams and Williams, 1989).

Source immediacy is closeness in space or time, communication clarity and richness as well as the absence of intervening communication barriers or filters (Latané, 1981). As immediacy increases so does the degree of social impact. There are three main types of immediacy: physical, temporal and social. Immediacy is also studied in the form of psychological distance, that is defined as the subjective experience that something is close or far away from the self (Trope and Liberman, 2010) and acknowledges the subjectivity of immediacy of objects, people and events. Empirical work has focussed on the effect of physical immediacy on behaviours and cognitions. For instance Pedersen *et al*. (2008) found that physical proximity of college students affected the levels of alcohol consumption at university. Bourgeois and Bowen (2001)

found that groups of friends that were physically close shared similar beliefs to those that were physically more distant in other courses. Research into temporal immediacy has found that as time between interactions increases so social impact decreases (Sedikides and Jackson, 1990).

Source number is the numerical value of sources of influences and that as this numerical value increases so does the degree of social impact (Latané, 1981). There is some debate about whether continuing to increase numbers results in similar increases in social impact through a need for conformity. For example, Asch (1951) found that three sources increased conformity but after that number was reached no further gains in social impact were made. Elsewhere researchers have suggested that, dependent upon context, there is an "ideal" number of sources after which adding more influencers will diminish the amount of social impact gained or in other words in some situations "less is more" (Latané and Wolf, 1981). Finally, SIT proposes that the multiplication (interaction) of source strength, source immediacy and number of sources produces social impact. The relationships suggested by SIT (Latané, 1981) are graphically represented in Figure 1.

Figure 1 : Social Impact Theory



Adapted from Latané 1981

2.8.3.Dynamic Social Impact Theory

Dynamic social impact theory was developed by Latané and his colleagues in 1996 as a subsequent development of social impact theory as it uses its basic principles mainly that social influence is determined by the strength, immediacy and the number of sources present to describe how majority and minority group members influence one another.

This theory suggests that groups are complex systems that are constantly changing and are never static. Groups that are spatially distributed and interact repeatedly organize and reorganize themselves in four basic patterns: consolidation, clustering, correlation and continuing diversity. Consolidation is where by an individual interact with each other, over time, their actions,

attitudes, and opinions become uniform. In this manner opinions held by the majority of the group spread to the minority. Clustering, on the other hand, involves individuals who tend to interact with clustered of group members with similar opinions. Clusters are common when group members communicate more frequently with members in close proximity and less frequently with members who are more distant. Minority group members are often shielded from majority influence due to clustering. Therefore, subgroups can emerge which may possess similar ideas to one another, but hold different beliefs than the majority population. Correlation is whereby overtime, individual group members' opinion on a variety of issues converge and correlate with each other. This is true even of issues that are not discussed by the group. A degree of diversity can exist within a group if minority members cluster together or minority members who communicate with majority members resist majority influence. However, if the majority is large or minority are physically isolated from one another, this diversity drops. (Forsyth, 2009)

Dynamic Social Impact Theory has been suggested as also relevant in the context of social media(Perez-Vega, R., Waite, K., and O'Gorman, K., 2016). Empirical research on this context has found support for the effects of numbers of sources (i.e. likes) in performance outcomes such as box office sales (Ding, 2017). Furthemore, operationalized strength, immediacy and the number suing social network analysis centrality measures. These are betweeness, closeness and degree centralities to test two of the rules stipulated in Social Impact Theory (Babajide Osatuyi and Katia Passerini, 2016).

2.9 Conceptual Framework

According to (Mathooko J.M & P.M, 2007) a conceptual framework is a logically developed, described and elaborated network of interrelationships among the variables deemed to be integral to the dynamics being investigated. It explains the theory underlying these relations and describes the nature and direction of the relationship. Mugenda & Mugenda (2003) defines conceptual framework as a situation where a researcher conceptualizes the relationship between variables in the study and shows the relationship graphically or diagrammatically. Yet, (Keith F. Punch, 2005) says a conceptual framework is a representation, either graphically or in a narrative form, of the main concepts or variables, and their presumed relationship with each other. It is usually best shown as a diagram.

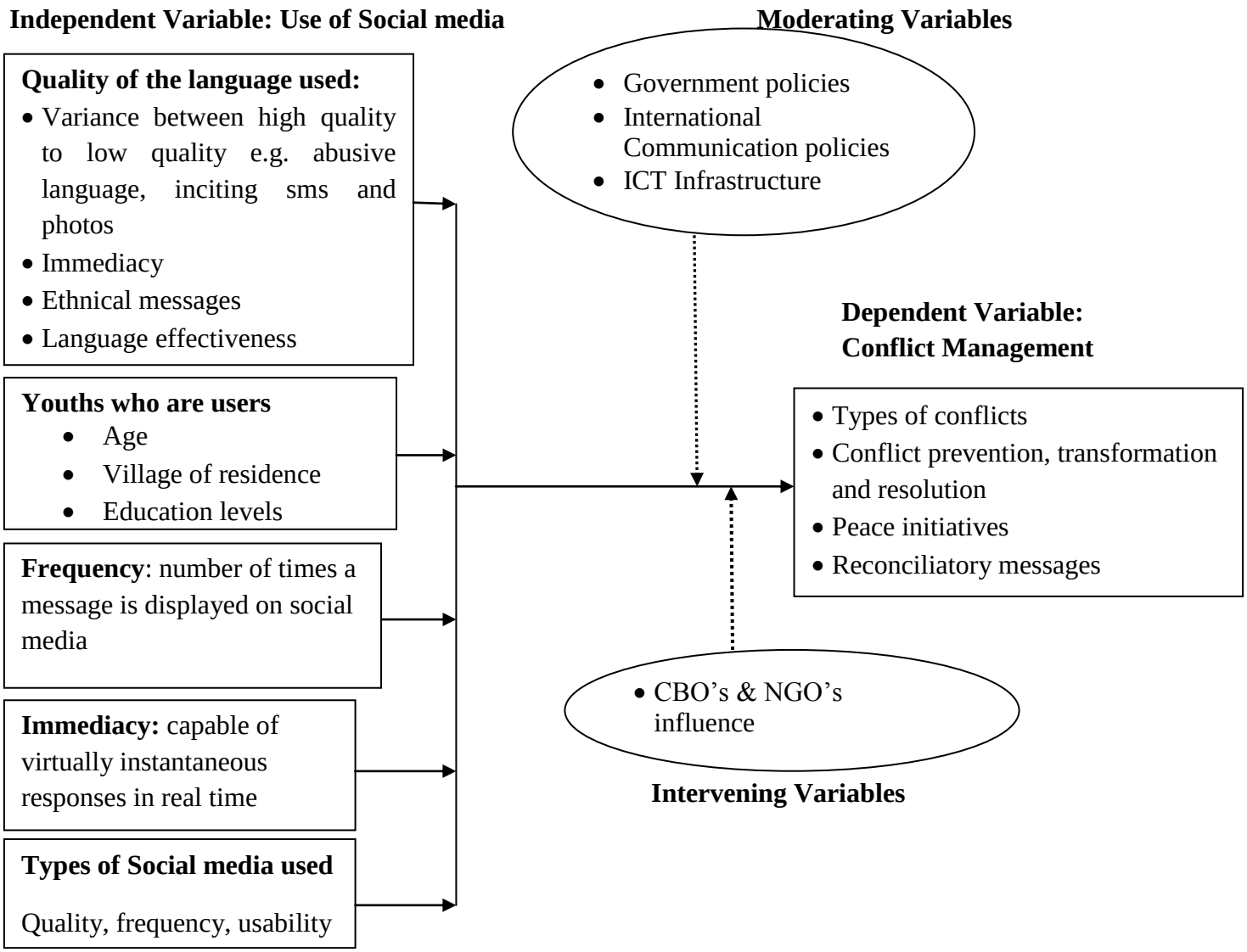


Figure 2: Conceptual Framework

In this study, the use of social media was the independent variable while conflict management was the dependent variable. The use of social media integrated the quality of the language used and this ranged from high quality to low quality comprising of abusive language, inciting messages and unethical photos. Also, it all depended with the frequency messages appeared in the social media. The more frequent these messages were, the higher the probability of having either a positive or a negative impact. This impact resulted from the virtually instantaneous responses from the users of social media who have access to it. They reinterpreted the messages using pre-existing knowledge and skills and imposed their own attitudes and values.

The independent variables definitely affected the dependent variables. In this study, conflict management was the dependent variable which included conflict prevention like early warning,

conflict transformation, conflict resolution like peacemaking, peacekeeping and peace building activity and all activities and expenditures aimed at strengthening international and regional systems and capacities in these fields.

Other variables included the intervening and moderating variables which changed and modified respectively the course of the messages being passed across the social media. A good example of a moderating variable was the way the government of Kenya has in place policies governing the use of social media and prohibits publication and broadcast contrary to section 66A (1) of the penal code (National Council for Law, 2014). Section 66 A(1) states that:

> A person who publishes, broadcasts or causes to be published or distributed, through print, digital or electronic means, insulting, threatening, or inciting material or images or dead or injured persons which are likely to cause fear and alarm to the general public or disturb public peace commits an offence and is liable, upon conviction, to a fine not exceeding five million shillings or imprisonment for a term not exceeding three years or both.

Again, different stakeholders who include the CBOs, NGOs and Government should intercept information which may be intended to have a negative outcome. In case the information is false, then these organizations pass across the correct information and try to sensitize the community against spreading falsified information which may cause conflict.

2.10 Summary

There was very little study that had been done on the influence of use of social media in conflict management in the whole world. This was explained by the fact that social media came into play from the year 2004, when facebook was first launched. The other types of social media later followed with youtube being developed in 2005 and later came twitter in 2006. Then, social media was the most famous means of communication especially among the youth from the age of 18 to 35 years. Social media had already proved to be usable in countries like Syria, Egypt, Israel and even in Kenya, there have been instances when social media had been used in conflict prone zones. This study was aimed at researching on the influence of the use of social media in conflict management, in Kibera, Nairobi, Kenya.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the research design and methodology that were used to conduct this study in order to generate answers to the research questions. It provides an explanation of the research design, research location, target population, sample and sampling procedures, data collection instruments, validity, piloting and reliability of the research instruments, data collection procedures, data analysis procedures and ethical considerations.

3.2 Research Design

This study used descriptive design where both quantitative and qualitative research designs were integrated and used concurrently. Descriptive research according to Best (1970) often analyses the existing relationships; prevailing practices; beliefs, views or attitudes, on-going processes; or developing trends. According to (Hale, 2015) and (Jackson, 2009) descriptive research methods fundamentally describe situations.

The process of descriptive research design is an attempt to obtain facts about the current state of things, which involves elements of cross-comparisons and relationships. Descriptive research is geared towards assigning meaning to, and providing useful data for further research (Ololube, December 2006). Under the descriptive design, survey method will be used to ascertain normal or typical condition or practice or to compare local test result with a state or national norm (Jackson, 2009).

3.3 Target Population

A population is a set of individuals, objects or cases with some common observable characteristics. A target population is a population to which the researcher intends to generalize the results of the study.

The target population to which this study sought to generalize the findings (Gall *et al*. 2007; Mugenda & Mugenda, 2003) in Kibera slum was composed of 53,185 youths between the age of 15 and 34 years as shown in Table 5 below.

3.4 Sampling Procedures

The sample size should be large enough to represent the salient characteristics of the target population. According to Mugenda and Mugenda (2003), sample size depends on the number of

variables in the study, the type of research design, the method of data analysis and the size of the target population.

A sample size was selected from the target population. Out of the 53,185 target population the following formulae was used to derive the sample size.

$$n_0=\frac{Z^2 pq}{e^2}$$

Where: n was the desired sample size

z was the standard normal deviation at the required confidence level

p was the proportion in the target population estimated to have the required characteristics

q was equal to 1-p

e was the level of statistical significance

In this study, the standard normal deviation at required confidence level was 1.96 while the level of statistical significance was 5%. The proportion(p) of target population was:

$$p=\frac{53185}{178284}=0.298$$

$$q=(1-p)=(1-0.298)=0.702$$

Thus, n was: $n=\frac{(1.96)(1.96)(0.298)(0.702)}{(0.05)(0.05)}=321$

Table 5: Target Population of Youths in Kibera Slum

Age Groups	Population (N)	Sample Size (n)
15-19	16,238	98
20-24	14,694	89
25-29	12,458	75
30-34	9,795	59
Total	53,185	321

Computed by the researcher from Statistical Abstract, 2009 and Census, 2010

These participants were sampled using purposive sampling and then stratified random sampling. Purposive sampling allows a researcher to use cases that have the required information with respect to the objectives of his or her study. Cases of subjects are therefore handpicked because they are informative or they possess the required characteristics (Mugenda and Mugenda, 2003). Further, the sample population was subjected to snowball sampling with a few people and then gradually increased the sample size as new contacts were mentioned by the people the researcher started with.

3.5 Methods of Data Collection

In this study, questionnaires were used as the main instrument of data collection. This tool was chosen because it was easy to use and fast in data collection, less time consuming while the questionnaires were dropped and picked from the respondent later at an agreed time. The questionnaire was developed to address the research objectives and research questions of this study (Mugenda and Mugenda, 2003). Questionnaires are commonly used to obtain important information about the population. At least two respondents per age group were identified and used to pretest the questionnaires.

3.6 Validity

Validity is the measure of how accurate a test measure what it is supposed to measure and that the results obtained, therefore, actually represents the phenomenon under study (Kombo and Tromp, 2011). According to McMillan and Schumacher (2006), validity in qualitative research is the degree of congruence between the explanations of the phenomenon and the realities of the world.

3.7 Reliability

Reliability requires dependable measurement. Nunnally (1978), says that measurements are reliable to the extent that they are repeatable and that any random influence which tends to make measurements different from occasion to occasion or circumstance to circumstance is a source of measurement error. Mugenda and Mugenda (2003), say that reliability is a measure of the degree to which a research instrument yields consistent results or data after repeated trials.

3.8 Data Collection Procedure

The researcher required a research permit before embarking on the study. The researcher then administered questionnaires to the respondents. The researcher further coded the findings and

stored them in a spreadsheet for purposes of performing statistical calculations. These calculations included frequencies and percentages.

3.9 Data Analysis

The data collected which were both qualitative and quantitative was analyzed using qualitative and quantitative techniques. The qualitative data was summarized and organized according to common themes and presented using statistical package for social science (SPSS) to generate frequency distributions and percentages to assist the researcher in answering the research questions on the influence of use of social media in conflict management in Kibera slum, in Nairobi County, in Kenya.

3.10 Operational definition of variables

Table 6: Operationalization of variables

Variables	Instruments used	Indicators	Tools of Analysis	Scale
Independent Variable				
▪ Language	▪ Questionnaire	▪ Quality • Ethnical messages • Language effectiveness ▪ Immediacy	▪ Tables and percentages	Ordinal Ordinal Ordinal Ordinal
▪ Type of social media	▪ Questionnaire	▪ Diversity ▪ Skills of the users		Nominal Ordinal
▪ Youths	▪ Questionnaire	▪ Age ▪ Village of residence ▪ Level of education of the users		Nominal Nominal Ordinal
Dependent Variable				
▪ Conflict management	▪ Questionnaire	▪ Conflict management ▪ Peace initiatives	▪ Tables and percentages	Ordinal Ordinal

		▪ Reconciliatory messages		Ordinal
Moderating Variable ▪ Government policies ▪ ICT infrastructure ▪ International communication Policies	▪ Questionnaire ▪ Questionnaire ▪ Questionnaire	▪ Policy documents ▪ ICT mapping	▪ Tables and percentages	Nominal Ordinal Nominal
Intervening Variables ▪ CBOs & NGOs ▪ Government	▪ Questionnaire	▪ Comparative data about youths, CBOs, NGOs ▪ Government addressing conflict issues	▪ Tables and percentages	Ordinal Ordinal

Source: Study, (2017)

3.11 Ethical Considerations

Ethical considerations and guidelines, according to Glesne (2006), emerged from the medical and other types of intrusive research. This was after authorities discovered that researchers were less concerned about the rights and safety of research participants. As a consequence, authorities were formed which ensure that researchers must seek informed consent, avoid harm and adhere to confidentiality while interacting with their participants. Ethics displays a responsible writer who is considerate of both intended and unintended negative consequences of the study in actions and words.

The researcher was also fully aware of unethical behavior in research such as plagiarism and fraud. Plagiarism refers to situations where a researcher refers to another person's work as theirs without acknowledging the author while fraud refers to the situation where a researcher fakes data that has not actually been collected (Mugenda and Mugenda, 2003). And these crimes are punishable by law.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

This chapter presents the outcome of the analysis of the data and the interpretation made in relation to the research questions and objectives which the study set out to achieve. The main objective of this research was to find out the influence of use of social media in conflict management in Kibera slum, in Nairobi County, in Kenya.

4.2 Response Rate and by Age

The target population was 321 youths from Kibera Slums out of which 308 youths completed and submitted their questionnaires for analysis. This represented 95.95% response rate which the researcher considered adequate for the study. However, 13 questionnaires were not returned representing 4.05 % which was considered negligible by the researcher.

The research aimed at administering questionnaires to youths between the 15 and 34 years of age as shown in the table below. Between 15 and 19 years, the researcher targeted 98 respondents but managed to receive back 88 questionnaires whereas between 20 and 24 years, the target was 89 and it was achieved. The next age group was of 25 and 29 years of age and the target was 75 respondents. Only 72 respondents managed to return their questionnaires for analysis. The last group was between 30 and 34 years of age and out of the 59 questionnaires which were issued out, only 46 questionnaires were surrendered for study. There were 13 questionnaires which were received and the respondents were not comfortable to indicate their age.

Table 7: Response Rate and Age of Respondents

Age Groups	Sample Size (n)	Sample Size (%)	Response Rate (n)	Response Rate (%)
15-19	98	30.53	88	28.6
20-24	89	27.73	89	28.9
25-29	75	23.36	72	23.4
30-34	59	18.38	46	14.9
Blank	0	0	13	4.2
Total	**321**	**100**	**308**	**100**

Source: Field Study, (2017).

4.3 Distribution of Respondents by Village

Kibera slum is made up of 17 villages Ayany, Kianda, Soweto, Raila, Gatwekera, Kisumu Ndogo, Makina, Kambi Muru, Mashimoni, Lindi, Silanga, Kichinjio, Laini Saba, Darajani, Bombolulu, Karanja and Highrise.

Table 8 below shows the respondents who were interviewed from the larger Kibera slum regardless of their location. There were some youths who were interviewed from Kibera slum but were not comfortable to indicate their exact villages of residence for their personal reasons.

Table 8: Distribution of Respondents by Village

	Frequency	**Percent**	**Cumulative Percent**
Blank/None	50	16.2	16.2
Ayany	15	4.9	21.1
Kianda	33	10.7	31.8
Soweto	31	10.1	41.9
Raila	20	6.5	48.4
Gatwekera	49	15.9	64.3
Kisumu Ndogo	11	3.6	67.9
Makina	28	9.1	76.9
Kambi Muru	3	1.0	77.9
Mashimoni	5	1.6	79.5
Lindi	14	4.5	84.1
Silanga	2	0.6	84.7
Kichinjio	4	1.3	86.0
Laini Saba	7	2.3	88.3
Darajani	2	0.6	89.0
Olympic	15	4.9	93.8
Bombolulu	7	2.3	96.1
Karanja	8	2.6	98.7
Highrise	4	1.3	100.0
Total	**308**	**100.0**	

Source: Field Study, (2017).

4.4 Distribution of Respondents by Level of Education

This inquiry aimed at finding out the level of education of the youths who live in Kibera slum because education is an important variable while handling social media. The study found out that 54 out of 308 respondents had only KCPE qualifications, 67 had KCSE qualification, 64 had Certificate qualification, 58 had Diploma, 59 of the respondents were Degree holders and only 2 had Masters Degrees. Also, there were 4 respondents who did not indicate their level of education.

Table 9: Distribution of Respondents by Level of Education.

	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
N/A	4	1.3	1.3	1.3
KCPE	54	17.5	17.5	18.8
KCSE	67	21.8	21.8	40.6
Certificate	64	20.8	20.8	61.4
Diploma	58	18.8	18.8	80.2
Degree	59	19.2	19.2	99.4
Masters	2	0.6	0.6	100.0
Total	**308**	**100.0**	**100.0**	

Source: Field Study, (2017).

4.5 How Use of Social Media Influences Conflict Management

The study aimed at finding out whether youths from Kibera slum use social media in their day-to-day lives. Out of 308 respondents, there were only 2 who didn't feel comfortable disclosing whether they had social media account or not citing security threats through these accounts. Only 15 respondents did not have social media account for some had closed them down for personal reasons and others have never been interested having social media accounts. Those who had their social media accounts were 291 representing 94.5% of the total number of respondents. The researcher considered this an adequate percentage to continue with the study.

Table 10: Distribution of Respondents by Social Media Accounts

	Frequency	Percent	Valid Percent	Cumulative Percent
N/A	2	0.6	0.6	0.6
No	15	4.9	4.9	5.5
Yes	291	94.5	94.5	100.0
Total	**308**	**100.0**	**100.0**	

Source: Field Study, (2017).

The study further sought to find out the distribution of respondents across various types of social media. These types of social media included WhatsApp, Facebook, Twitter, LinkedIn, Youtube and Blogs. Respondents were expected to tick all types of social media they use in the communication activities.

Table 11: Distribution of Respondents by Different Social Media

	Frequency	%	Cum. %
NA	11	3.6	3.6
WhatsApp	9	2.9	6.5
Facebook	32	10.4	16.9
Twitter	2	0.6	17.5
LinkedIn	1	0.3	17.9
WhatsApp and Facebook	100	32.5	50.3
WhatsApp, Facebook and Twitter	49	15.9	66.2
WhatsApp, Facebook, Twitter and LinkedIn	12	3.9	70.1
WhatsApp, Facebook, Twitter, LinkedIn and Youtube	24	7.8	77.9
WhatsApp, Facebook, Twitter, LinkedIn, Youtube and Blog	5	1.6	79.5
WhatsApp, Facebook, Twitter and Youtube	50	16.2	95.8
WhatsApp, Facebook, Twitter, Youtube and Blog	4	1.3	97.1
Facebook, Twitter, Youtube	7	2.3	99.4
Twitter and Youtube	2	0.6	100.0

Total	**308**	**100**	

Source: Field Study, (2017).

What was even clear from the above statistics was that majority of the users of social media were using multiple of them. There were only 14.2% who were using single type of social media compared to 82.1% who were using multiple types of social media. On the frequency of access of social media, the study sought to find out the distribution of respondents who accessed their social media accounts daily, weekly and monthly. The study found out that 12 respondents, corresponding to 3.9%, did not indicate how frequently they access their social media accounts. Those who accessed their social media accounts on daily basis were 190 representing 61.7% whereas those who accessed they accounts weekly were 81 corresponding to 26.3%. Only 25 respondents accessed their accounts on monthly basis which was 8.1% of the total number of respondents.

Table 12: Distribution of Respondents by the Frequency of Accessing Social Media Accounts

	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
N/A	12	3.9	3.9	3.9
Daily	190	61.7	61.7	65.6
Weekly	81	26.3	26.3	91.9
Monthly	25	8.1	8.1	100.0
Total	**308**	**100.0**	**100.0**	

Source: Field Study, (2017).

For those who accessed their social media daily were 190. Out of these, 40.5% accessed their accounts every hour whereas 20% accessed their accounts after every three hours. 26.8% and 9.5% accessed their accounts after six hours and in the evening respectively.

Table 13: Distribution of Respondents by Daily Access of Social Media

	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Every hour	77	40.5	40.5	40.5
Every three hours	38	20	20	60.5
Every six hours	51	26.8	26.8	87.3
Evenings	18	9.5	9.5	96.8

N/A	6	3.2	3.2	100.0
Total	**190**	**100.0**	**100.0**	

Source: Field Study, (2017).

4.6 How the Quality of the Language Used in Social Media Influence Conflict Management

The study sought to find out the quality of the language used in social media and how that affects the process of conflict management. Out of the 308 respondents that responded to the questionnaires, 276 believed that the quality of the language used in social media affects the outcome of conflict management. This represented 89.6% of all respondents while 11.4% either didn't respond to this question or they believed that the quality of the language used does not have any effect on conflict management.

Table 14: Distribution of Respondents by the Quality of Language Used in Social Media

	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
N/A	8	2.6	2.6	2.6
Never	24	7.8	7.8	10.4
Sometimes	140	45.5	45.5	55.8
Often	53	17.2	17.2	73.1
Very Frequently	50	16.2	16.2	89.3
Always	33	10.7	10.7	100.0
Total	**308**	**100.0**	**100.0**	

Source: Field Study, (2017).

4.7 Immediacy Factors of Use of Social Media in Conflict Management

The researcher sought to find out how immediacy factors of use of social media influence conflict management. The argument was that, information is able to be circulated through the social media as fast as possible and in real time. Out of 308 respondents, only 2 respondents did not answer this question. 81 respondents, equal to 26.3% strongly agreed, while 118 respondents, corresponding to 38.3% just agreed that information is shared in real time. Only 7.1% disagreed that information is shared in real time and those who neither agreed nor disagreed constituted 10.4%.

Table 15: Distribution of Respondents by Immediacy Factors of Use of Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
N/A	2	0.6	0.6	0.6
Strongly Agree	81	26.3	26.3	26.9
Agree	118	38.3	38.3	65.3
Disagree	53	17.2	17.2	82.5
Strongly Disagree	22	7.1	7.1	89.6
Neither Agree nor Disagree	32	10.4	10.4	100.0
Total	**308**	**100.0**	**100.0**	

Source: Field Study, (2017).

4.8 How Usability of Social Media Influences Conflict Management

This study sought to find out whether social media was being used in the process of Conflict Management. Out of the 308 respondents 21 did not answer this question while 58 indicated that social media was not being used in conflict management. However, a total of 229 respondents indicated that social media was being used in conflict management. This corresponded to 74.35% distributed among four levels of how the social media is being used.

Table 16: Distribution of Respondents by Usability of Social Media in Conflict Management

	Frequency	Percent	Valid Percent	Cumulative Percent
N/A	21	6.8	6.8	6.8
Never	58	18.8	18.8	25.6
Sometimes	128	41.6	41.6	67.2
Often	42	13.6	13.6	80.8
Very Frequently	35	11.4	11.4	92.2
Always	24	7.8	7.8	100.0
Total	**308**	**100.0**	**100.0**	

Source: Field Study, (2017).

Also, this study also sought to find out whether youths were getting involved in conflicts. 2.6% didn't indicate whether they get involved in conflicts or not whereas 42.2% indicated they have never been involved in conflicts. A total of 55.1% indicated to have been involved in conflicts.

Table 17 : Distribution of Respondents by being Involved in Conflicts

	Frequency	Percent	Valid Percent	Cumulative Percent
N/A	8	2.6	2.6	2.6
Never	130	42.2	42.2	44.8
Sometimes	147	47.7	47.7	92.5
Often	14	4.5	4.5	97.1
Very Frequently	3	1.0	1.0	98.1
Always	6	1.9	1.9	100.0
Total	**308**	**100.0**	**100.0**	

Source: Field Study, (2017)

Further to the above findings, the study sought to find out whether incase of conflicts anywhere, youths would get to know of them through the social media. 1.6% of the respondents didn't answer this question while 5.8% indicated that they would not get to know of the conflict through social media. A total of 92.5% indicated that they would definitely get to know of the conflicts elsewhere through the social media.

Table 18: Distribution of Respondents by Acquisition of Information on Conflicts through Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
N/A	5	1.6	1.6	1.6
Never	18	5.8	5.8	7.5
Sometimes	98	31.8	31.8	39.3
Often	48	15.6	15.6	54.9
Very Frequently	44	14.3	14.3	69.2
Always	95	30.8	30.8	100.0
Total	**308**	**100.0**	**100.0**	

Source: Field Study, (2017).

Yet on another finding on whether the NGOs and CBOs were using social media in conflict management, 1.9% left this question unanswered while 10.1% indicated that these organizations

never use social media in conflict management. An overall of 88.1% were in agreement that NGOs and CBOs are using social media in conflict management.

Table 19: Distribution of Respondents by Use of Social Media by CBOs and NGOs in Conflict Management

	Frequency	Percent	Valid Percent	Cumulative Percent
N/A	6	1.9	1.9	1.9
Never	31	10.1	10.1	12.0
Sometimes	112	36.4	36.4	48.4
Often	53	17.2	17.2	65.6
Very Frequently	51	16.6	16.6	82.1
Always	55	17.9	17.9	100.0
Total	**308**	**100.0**	**100.0**	

Source: Field Study, (2017).

We could not talk about the role of CBOs and NGOs in conflict management without finding out what the Government was doing to manage conflicts. Thus, this study sought to find out whether the government, through its representatives on the ground namely the chiefs, the sub-chiefs, the police and local authority in general were engaging residents through the social media in trial to manage conflicts. The study found out that only 1% of the respondents didn't answer this question while 26.6% of respondents felt that the government had a lot to do as it was not engaging its citizen through the social media while managing conflicts. However, a total of 223 respondents, corresponding to 72.4% indicated that the government was using social media in conflict management. Worthy to note also was that, out of the 223 respondents who responded that the government was using social media in conflict management, 124 respondents, representing 40.3 percent indicated that the government sometimes, not oftenly, nor frequently, nor always, but sometimes uses social media in conflict management.

Table 20: Distribution of Respondents by Use of Social Media by the Government in Conflict Management

	Frequency	Percent	Valid Percent	Cumulative Percent
N/A	3	1.0	1.0	1.0
Never	82	26.6	26.6	27.6
Sometimes	124	40.3	40.3	67.9
Often	41	13.3	13.3	81.2
Very Frequently	22	7.1	7.1	88.3
Always	36	11.7	11.7	100.0
Total	**308**	**100.0**	**100.0**	

Source: Field Study, (2017).

Generally, the study also requested the respondent whether they would recommend to the NGOs and government bodies to use of social media in conflict management. Only 1.9% of the respondents did not recommend any means the NGOs and governmental organizations can use to manage conflicts. An overwhelming 72.7% recommended the use of social media while 25.3% recommended the use of physical meetings like barazas.

Table 21: Distribution of Respondents by Recommendations

	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
N/A	6	1.9	1.9	1.9
Social media	224	72.7	72.7	74.7
Physical meetings like barazas	78	25.3	25.3	100.0
Total	**308**	**100.0**	**100.0**	

Source: Field Study, (2017).

Of the 72.7% who recommended the use of social media, 64.5% recommended the use of facebook while 17.2% recommended the use of whatsapp.

Table 22: Recommended Social Media

	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
WhatsApp	47	17.2	17.2	17.2
Facebook	176	64.5	64.5	81.7
Twitter	8	2.9	2.9	84.6
Youtube	3	1.1	1.1	85.7
Others	5	1.8	1.8	87.5
Facebook &WhatsApp	34	12.5	12.5	100.0
Total	**273**	**100.0**	**100.0**	

Source: Field Study, (2017)

CHAPTER FIVE

SUMMARY, DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This Chapter covered summary of key findings, conclusions, recommendations as well as areas for further study whose aim was to find out the influence of use of social media in conflict management in Kibera slum, Nairobi County, Kenya. The summary of the findings, conclusions and recommendation were organized around the study objectives.

5.2 Summary of Key Findings

5.2.1 Respondents who Use Social Media

In the Literature review, according to the Internet World Statistics, (2017), Kenya has demonstrated a vast growth of internet users at 81.9% by March 2017. But this research was able to uncover yet another increase to 94.5% respondents who indicated that they are using social media as a mode of communication with friends and family. In particular, Internet World Statistics, (2017) indicated the facebook users in Kenya were 5.5 Million, representing 11% of the Kenyan population by March 2017. This study found that 11.34% of the respondents were active on facebook. So to some extent, there is an agreement of the two statistics with a slight increase between March and October when this study was carried out.

5.2.2 To what extent does frequency of use of social media influence conflict management in Kibera slums?

This study sought to find out the frequency of use of social media among the youths in Kibera slum. The study found out that 61.7% of youths use their social media every day while 26.3% use their social media weekly. Only 8.1% were accessing their social media monthly. Further, the respondents who were using their social media accounts daily, they would access their account either hourly or after three hours or after six hours or even in the evening. Those who accessed hourly constituted 40.5% while those who accessed their accounts after three hours represented 20%. Further, those who would access their accounts after six hours were 26.8%. There were those who would only access their social media only in the evenings due to work and study related issues and these were 3.2%.

Letouzé Emmanuel, (2013), indicated that there are 12 Million text messaging data being produced every minute and there are 2 Million youtube views per day. These statistics were

worldwide and would correspond to the statistics of this study which indicated that 40.5 % accessed their social media accounts every hour.

5.2.3 How does the quality of the language used in social media influence conflict management in Kibera slums?

The research had a premise that the quality of the language used in social media would influence the process of conflict management either positively or negatively. Giebels & Noelanders, 2004 and Olekalns & Smith 2003 indicated that competitive language cause conflict spiraling and a failure to identify areas of common ground and win-win situations. (Weingart et al, 1999). However, cooperative language promotes conflict management and increases efforts to identify solutions that benefit both conflicting parties. In this study, 89.6% indicated that the quality of the language used in the social media was of paramount importance and would interfere with the outcome of conflict management thus agreeing with the literature reviewed.

5.2.4 How do immediacy factors of social media influence conflict management in Kibera slums?

This study was out to find out whether the immediacy factors of social media influence conflict management. 26.3% of the respondents strongly agreed that immediacy factors of social media would influence conflict management. Also, 38.3% of the respondents just agreed to this proposition. Those that disagreed were only 7.1% while those who neither agreed nor disagreed were 10.4%. In summary, a total of 64.6% agreed with Waihenya, (2017), who indicated that social media presents obvious opportunities to the youth to connect and socialize with the rest of the world in a quick, seamless, boundless and borderless way.

5.2.5 How does usability of social media influence conflict management in Kibera slums?

One doesn't need to be 'somebody' on social media because social relationships and communication have been reconstructed. (Letouzé Emmanuel, 2013). This study sought to find out whether social media was usable in conflict management. The study found out that 72.7% of the respondents were in favor of use of social media in conflict management while 25.3% recommended the use of physical meeting rather that use of social media in conflict management. The researcher considered the 72.7% adequate to validate the study on the influence of use of social media in conflict management. This is further supported by Felix, U. A. et al, (2013) who indicated that social media has become a popular media of information dissemination especially in conflict situations across any country. In this study, there were

94.5% of respondents who were using social media for communication against 5.5% who indicated they were not active in social media.

5.3 Conclusions

The enquiry concluded that the frequency of the use of social media greatly influences conflict management in Kibera slum, in Nairobi County, in Kenya. Other social media factors that influence conflict management are the quality of the language used, the immediacy factors and the usability of social media. When all these considerations are put into place, then social media becomes an asset in conflict management.

5.4 Recommendations

In line with the findings and conclusions of this study, the researcher recommended the following:

i. That the CBOs, NGOs and even the Government should gradually embrace the use of social media in conflict management.
ii. Different stakeholders from the above organizations should be trained on how to efficiently and effectively use social media in conflict management.
iii. Now that social media was very popular among the youths, there should be campaigns to encourage the youths to make good use of this platform to manage conflicts.

5.5 Areas for Further Study

The researcher recommended that future researchers should carry out further study on the influence of social media in conflict management. The study further recommended a similar study be carried out in a different political block for comparative purposes.

REFERENCES

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.

Alemanno, A. (2012) Managing Crisis. Paris: HEC. Available from http://www.slideshare.net/albertoalemanno/crisis-management-ppt-en?qid=1e97c8f1-b39a-472b-aeff-41a0bbc547a7&v=default&b=&from_search=18

Asch, S. E. (1951). Effects of group pressure upon the modification and distortion of judgments. *Groups, leadership, and men*, 222-236.

Barrs, C. (2006, February). Conflict Early Warning: For who? *The Journal of Humanitarian Assistance.*

Best, J. W. (1970). *Research in Education.* New Jersey: Prentice-Hall and Englewood Cliff

Bourgeois, M. J., & Bowen, A. (2001). Self-organization of alcohol-related attitudes and beliefs in a campus housing complex: an initial investigation. *Health Psychology*, 20(6), 434.

Carnegie Commission. (1997). *Preventing Deadly conflict: Final report*. New York: Carnegie Commission of New York.

Cattan, N. (2012, Nov 5). How Mexican Drug Gangs Use Youtube Against Rival Group. *Christian Science Monitor.* Available at www.csmonitor.com/World/Americas/2010/1105/How-Mexican-drup-gangs-use-YouTube-against-rival-groups.

Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. *Annual Review of Psychology*, 55, 591-621.

Cialdini, R. B., & Trost, M. R. (1998). Social influence: Social norms, conformity and compliance. (D. T. Gilbert, S. T. Fiske, G. Lindzey, Eds). *The handbook of social psychology*, 1 and 2 (4), 151-192.

Coser, L. A. (1957, Sept). Social Conflict and the Theory of Social Change. *The British Journal of Sociology*, 197-207.

David, J.F. (2004). *Dangers of Co-deployment:UN Co-operative Peacekeeping in Africa.* Aldershort:Ash-gate.

Deutsch, M., & Gerard, H. B. (1955). A study of normative and informational social influences upon individual judgment. *The journal of abnormal and social psychology*, 51(3), 629.

Ding, C., Cheng, H. K., Duan, Y., and Jin, Y. (2017). The power of the "like" button: The impact of social media on box office. *Decision Support Systems*, 94,77-84.

Diniz, G. and R. Muggah. (2012, June). A Fine Balance: Mapping Cyber (In)Security in Latin America. *Strategic Paper 2*. Brasil:Igarapé Institute. Available at http://pt.igarape.org.br/a-fine-balance-mapping-cyber-insecurity-in-latin-america/

Donohue, W. A., and Roberto, A. J. (1996). An Empirical Examination of Three Models of Integrative and Distributive Bargaining. *International Journal of Conflict Management*,7,209-229.

Drazen, J. (2013, Feb 5). Kenya Tracks Facebook, Twitter for Election "Hate Speech". *Reuters.* Available at www.reuters.com/article/2013/02/05/net-us-kenya-elections-socialmedia-idUSBRE9140IS20130205

Edwards, J. (2014, April 11). *Most People on Twitter Don't Actually Tweet*. Retrieved August 2, 2017, from http://www.businessinsider.com/twitter-user-statistics-2014-4?IR=T.

Farey, J. E. (1992). *Sociology* (2nd ed.). New Jersey: Prentice Hall.

Felix, U. A., S. O. Ering and A. O. Adeoye. (2013). The Media and Conflicts in Nigeria. *International Journal of Asian Social Sciences,* 3(11), 2279-2287.

Forgas, J. P. (1995). Mood and judgment: the affect infusion model (AIM). *Psychological bulletin*, 117(1), 39.

Forsyth, D. R. (2009). Group dynamics. New York: Wadsworth.

Gall, M., W. Borg and J. Gall. (2007). *Educational Research: An Introduction*. New York: Longman.

Gay, L.R., Geoffry, E.M. and Peter, A. (2009). *Educational Research: Competencies for Analysis and Application*. London: Pearson.

Giebels, E., & Noelanders, S. (2004). *Crisis Negotiations: A Multiparty Perspective*. Veenendaal, The Netherlands: Universal Press.

Glesne, C. (2006). *Becoming Qualitative Researchers* (3rd Ed.), New York: Allyn & Becon.

Goldberg, S. C. (1954). Three situational determinants of conformity to social norms. *The Journal of Abnormal and Social Psychology*, 49(3), 325.

Hale, J. (2015). The 3 Basic Types of Descriptive Research Methods. *IOSR Journal of Research & Method in Education, Volume 5*(Issue 6 ver. 1), 52-57.

Internet World Statistics. (2017, March 31). *World Internet Usage and Population Statistics.* Retrieved July 19, 2017, from Internet World Statistics: http://www.internetworldstats.com/

International Telecommunication Union. (2015). *Security in Telecommunications and Information Technology: An overview of issues and the deployment of existing ITU-T Recommendations for secure telecommunications.* Geneva: ITU

Jackson, S. (2009). *Research Methods and Statistics: A Critical Thinking Approach* (3rd ed.). Belmont, CA: Wadsworth.

Keith F. P. (2005). *Introduction to Social Research-Quantitative and Qualitative Approaches*. London: Sage.

Kenya National Bureau of Statistics. (2009). *Statistical Abstract 2009*. Nairobi: The Government of Kenya.

Kenya National Bureau of Statistics. (2010). *Kenya 2009 Population and Housing*. Nairobi: The Government of Kenya.

Kombo, D.K. & Tromp, D.L.A. (2011). *Proposal and Thesis Writing*. Nairobi: Paulines Publications.

Latané, B. (1981). The Psychology of Social Impact. *American psychologist*,36(4), 343.

Latané, B. and L'Herrou, T. (June 1996). Spatial clustering in the conformity game: Dynamic social impact in electronic groups. *Journal of personality and social psychology*, 70(6), 1212-1230.

Latané, B., & Wolf, S. (1981). The social impact of majorities and minorities. *Psychological Review*, 88(5), 438.

Littlejohn, S. W., & Foss, K. A. (Eds.). (2009). Encyclopedia of Communication Theory. Los Angeles: Sage Publications.

Mackie, D. M. (1987). Systematic and nonsystematic processing of majority and minority persuasive communications. *Journal of Personality and Social Psychology*, 53(1), 41.

Mancini, F. (2013). *New Technology and the Prevention of Violence and Conflict*. New York: International Peace Institute.

Markovsky, B., & Thye, S. R. (2001). Social influence on paranormal beliefs. *Sociological Perspectives*, 44(1), 21-44.

Mathooko,J.M, Mathooko,F.M, Mathooko,P.M. (2007). *Academic Proposal Writing: A Guide to Preparing Proposals for Academic Research.* Nakuru: Amu Press.

McMillan, J.H. and Schumachers, S. (2006). *Research in Educations Evidence-Based Inquiry* (6th Ed.). Boston: Pearson Education.

Merrills, J. G. (1993). *International Dispute Settlement*. Cambridge: Cambridge University Press.

Michael, L., P.V. Tongeren, and H.Veen. (2002). *Preventing Violent Interstate Conflicts: Learning lessons from Experience; in searching for Peace in Europe and Eurasia: An Overview of Conflict Prevention and Peacebuilding Activities*. Boulder, Co: Lynne Rienner.

Miller, M. D., & Cryss Brunner, C. (2008). Social impact in technologically-mediated communication: An examination of online influence. *Computers in Human Behavior*, 24(6), 2972-2991.

Moscovici, S. (1980). Toward a theory of conversion behavior. *Advances in experimental social psychology*, 13, 209-239.

Mugenda, O., and Mugenda, G. (2003). *Research Methods: Quantative and Qualitative approaches.* Nairobi: ACTS.

Mvumbi, F.N. & E. K Ngumbi. (2005). *Companion to Research Methodology: Focus on Humanities, Education and Social Sciences*. Nairobi: CUEA Press.

Mwagiru, M. (2006). *Conflict in Africa: Theory, Processes and Institutions of Management.* Nairobi:CCR Publications.

National Council for Law. (2014). *Laws of Kenya; Penal Code Chapter 63*. Nairobi: National Council for Law.

Nations, United. (1992). *Handbook on the Peaceful Settlement of Disputes between States*. United Nations, New York.

Nunnaly, J.C. (1978). *Psychometric Theory* (2nd Ed.). New York: McGraw Hill.

Nurmi, P. (2012, Sept 2). Data Analysis from Mobile Networks. *Powerpoint lecture at University of Helsinki*. Available at https://www.cs.helsinki.fi/u/ptnurmi/teaching/LA12/Location_Awareness_LECTURE_VIII.pdf

Ogula, P. (2005). *Research Methods*. Nairobi: CUEA Publications.

Olekalns, M., & Smith, P. L. (2003). Simple Frequency Effects: Motivational Orientation, Strategy Selection and Sequencing, and Outcome Optimality in Negotiations. *Journal of Experimental Social Psychology*, 39, 101-117.

Ololube, N. (December 2006). *Teacher Education, School Effectiveness and Improvement: A Study of Academic and Professional Qualification on Teachers' Job Effectiveness in Nigerian Secondary Schools*. University of Helsinki, Department of Applied Sciences of Education. Helsinki: University of Helsinki Press.

Orodho,J. (2003). *Essentials of Educational and Social Sciences Research Method*. Nairobi: Masola Publishers.

Osatuyi, B. and Passerini, K. (2016). Twittermania: Understanding how social media technologies impact engagement and academic performance of a new generation of learners. *Communications of the Association for Information Systems*, 39(23).

Pedersen, E. R., LaBrie, J. W., & Lac, A. (2008). Assessment of perceived and actual alcohol norms in varying contexts: Exploring Social Impact Theory among college students. *Addictive behaviors*, 33(4), 552-564.

Penrod, S., & Hastie, R. (1979). Models of jury decision making: A critical review. *Psychological Bulletin*, 86(3), 462.

Perez-Vega, R., Waite, K., and O'Gorman, K. (2016). Social impact theory: An examination of how immediacy operates as an influence upon social media interaction in facebook fan pages. *The Marketing Review*, 16(3), 299-321.

Putnam, L. L., & Jones, T. S. (1982). Reciprocity in negotiations: An analysis of bargaining interaction. *Communication Monographs*, 49, 171-191.

Ritzer, G. (1996). *Sociological Theory*. New York: McGrawHil.

Sedikides, C., & Jackson, J. M. (1990). Social impact theory: A field test of source strength, source immediacy and number of targets. *Basic and applied social psychology*, 11(3), 273-281.

Seta, J. J., Crisson, J. E., Seta, C. E., & Wang, M. A. (1989). Task performance and perceptions of anxiety: Averaging and summation in an evaluative setting. *Journal of Personality and Social psychology*, 56(3), 387.

Shirky, C. (2011). The Political Power of Social Media. *Foreign Affairs*, 90(1), 28-41. Available from http://www.foreignaffairs.com/articles/67038/clay-shirky/the-political-power-of-social-media

Singer, P.W. (2009). Military Robots and the Laws of War. *The New Atlantis*, 25(40). Available at www.thenewatlantis.com/publications/military-robots-and-the-laws-of-war

Sorrels, J. P., & Kelley, J. (1984). Conformity by omission. *Personality and Social Psychology Bulletin*, 10(2), 302-305.

Taylor, P. J. (2002a). A Partial Order Scalogram Analysis of Communication Behavior in Crisis Negotiation with the Prediction of Outcome. *International Journal of Conflict Management*, 13, 4-37.

Trope, Y., & Liberman, N. (2010). Construal-level theory of psychological distance. *Psychological review*, 117(2), 440-463.

Turner, J. C. (1985). Social Categorization and the Self-concept: A Social Cognitive Theory of Group Behavior. *Advances in Group Processes*, 2, 77-122

Turner, J. C. (1991). *Social influence*. Thomson Brooks: Cole Publishing Co.

United Nations. (1992, June 19). *Agenda for Peace: Preventive Diplomacy, Peacemaking and Peacekeeping.* United Nations, Secretary General. United Nations.

Waihenya, K. (2017, July 22). Addiction to Phones Hurts Creativity in Young People. *Saturday Nation*, 12. Nairobi, Kenya: Nation Media.

Weingart, L. R., Prietula, M. J., Hyder, E. B., & Genovese, C. R. (1999). Knowledge and the sequential processes of negotiation: A Markov Chain Analysis of Response-in-kind. *Journal of Experimental Social Psychology*, 35, 366–393.

Williams, K. D., & Williams, K. B. (1989). Impact of source strength on two compliance techniques. *Basic and Applied Social Psychology*, 10(2), 149-159.

Wolf, S., & Bugaj, A. M. (1990). The social impact of courtroom witnesses. *Social Behaviour*, 5(1), 1-13.

Womer, S. and R. Bunker. (2010, March). Sureños Gangs and Mexican Cartel Use of Social Networking Sites. *Small Wars and Insurgencies, 21*, pp. 81-94.

APPENDIX 1: LETTER OF TRANSMITTAL

Dear respondent,

I am a post graduate student in University of Nairobi. I have completed my course work for award of Masters of Arts in Project Planning and Management. I am undertaking a research project on the Influence of the Use of Social Media on Conflict Management in Kibera slum, in Nairobi County, in Kenya.

This being a requirement for the fulfillment for the award of a degree in Project Planning and Management, I would be grateful if you kindly assisted me in filling this questionnaire to facilitate my research. By giving honest answers, this study is expected to bring out the key factors that influence the use of social media in conflict management in Kibera.

Upon request, the results of this study will be made available to you. The information you provide will be treated with utmost confidentiality and will be used solely for academic purposes.

For any questions or clarifications, please contact me through my email bchomba3@gmail.com or my personal number 0725 829 927.

Thank you for your participation.

Bernard Chomba Wamukira

MAPPM Student @ University of Nairobi.

Nairobi, Kenya.

APPENDIX 2: QUESTIONNAIRE

THE INFLUENCE OF USE OF SOCIAL MEDIA IN CONFLICT MANAGEMENT IN KIBERA SLUM, IN NAIROBI COUNTY, IN KENYA.

1. Which village in Kibera do you stay? _____

2. Age: ☐ 15-19 ☐ 20-24 ☐ 25-29 ☐ 0-34

3. Highest educational qualification

☐ Certificate ☐ Diploma ☐ Degree ☐ Masters

4. Do you have a mobile phone (access to one) with internet connectivity?

Yes ☐ No ☐

5. Do you have a computer or access to one? ☐ Yes ☐ No

6. Do you have a social media account? ☐ Yes ☐ No

7. If you answered YES in the above question, which account(s) do you have?

☐ WhatsApp ☐ Facebook ☐ Twitter ☐ LinkedIn

☐ Youtube ☐ Blog Any other(Specify) _____

8. How many friends/followers do you have in the following social media platforms?

WhatsApp _____ Facebook _____ Twitter _____

LinkedIn _____ Blog _____ Youtube_____

9. How many groups do you belong to in the following social media?

WhatsApp _____ Facebook _____

10. How frequently do you access your social media account?

☐ Daily ☐ Weekly ☐ Monthly

11. If you access social media account daily, how frequently do you access it?

☐ Every hour ☐ Every three hours ☐ Every six hours _____(Specify others)

12.Total number of friends in all your social media groups _____

Please read each statement and mark the number that most applies to you using the following scale:

1 Never **2** Sometimes **3** Often **4** Very Frequently **5** Always

		1	2	3	4	5
13a	I get involved in conflicts?					
14	I receive ethnic/tribal messages and share them with my friends or followers					
15	There are times my friends or followers use inappropriate language while communicating through social media					
16	In case of conflicts anywhere, I will know about it through the social media					
17	I solve conflicts with friends face-to-face					
18	Social media is being used to manage conflicts					
19	I chat on social media with someone I have a conflict with to try and resolve it					
20	I terminate any form of communication with someone I am in conflict with					
21	I am careful about the messages I share with my friends or followers within social media					
22	CBOs and NGOs use social media to manage conflicts					
23	Sub-chiefs, Chiefs, Police and other government officers use social media to manage conflict					

*13b. Kindly specify the kind of conflict you have ever been involved in _____

_

Please read each statement and mark the number that most applies to you using the following scale:

1. Strongly Agree 2. Agree 3. Disagree 4. Strongly Disagree 5. Neither Agree nor Disagree

		1	2	3	4	5
24	Social media can be used to effectively manage conflicts					
25	A lot of people access information through the social media					
26	Information shared in social media is done in real time					
27	Information shared in social media is likely to be seen by so many people					
28	Most of my friends or followers in social media are from my ethnic					

	group					
29	There are enough initiatives by different organizations to call for peace whenever a conflict arise					
30	Within the social media I access, we share reconciliatory messages and not messages which will divide people					
31	The Government and other organizations can reach so many citizens through social media in the modern day					

32. When dealing with the youths, which means of communication aimed at preventing and resolving conflicts would be more effective in your own opinion? (Tick the most appropriate)

☐ Social media ☐ Physical meetings like barazas

33. Which social media would you recommend to be used by Chiefs, Police, CBOs, NGOs and Government in reaching the youths?

_____

Why?

_____

34. Kindly give any suggestion to the researcher on how social media can be used in conflict management. _____

_____

_____

35. What are the limitations of the use of social media in conflict management?

_____

_____

_____

_____

36. Any other comment _____

_____

_____

THANK YOU FOR YOUR PARTICIPATION

APPENDIX 3: TIME FRAME

Research Activity	**Jan-Feb 2017**	**Mar-May 2017**	**June-July 2017**	**Aug-Sept 2017**	**Oct 2017**	**Nov 2017**
Introduction						
Literature Review						
Methodology						
Proposal Defense						
Data Collection						
Data Analysis & Report Writing						

APPENDIX 4: BUDGET

ITEM	**UNITS**	**PRICE PER UNIT**	**TOTAL**
1. Transport	50	200	10000
2. Communication	10	1000	10000
3. Printing	200	10	2000
4. Photocopying	1000	3	3000
5. Binding	5(Spiral)	100	500
	5(Spiral)	100	500
	5(Tape)	300	1500
		TOTAL	**27,500**

APPENDIX 5: RESEARCH PERMIT

CONDITIONS

1. The License is valid for the proposed research, research site specified period.
2. Both the Licence and any rights thereunder are non-transferable.
3. Upon request of the Commission, the Licensee shall submit a progress report.
4. The Licensee shall report to the County Director of Education and County Governor in the area of research before commencement of the research.
5. Excavation, filming and collection of specimens are subject to further permissions from relevant Government agencies.
6. This Licence does not give authority to transfer research materials.
7. The Licensee shall submit two (2) hard copies and upload a soft copy of their final report.
8. The Commission reserves the right to modify the conditions of this Licence including its cancellation without prior notice.

REPUBLIC OF KENYA

National Commission for Science, Technology and Innovation

RESEARCH CLEARANCE PERMIT

Serial No.A 16294

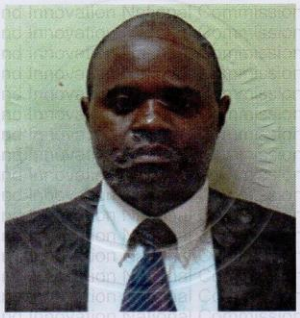
CONDITIONS: see back page

THIS IS TO CERTIFY THAT:
MR. BERNARD CHOMBA WAMUKIRA
of UNIVERSITY OF NAIROBI, 647-517 Nairobi,has been permitted to conduct research in *Nairobi County*

on the topic: *THE INFLUENCE OF USE OF SOCIAL MEDIA ON CONFLICT MANAGEMENT IN KIBERA SLUM NAIROBI COUNTY KENYA*

for the period ending:
30th October,2018

Permit No : NACOSTI/P/17/20098/19725
Date Of Issue : 31st October,2017
Fee Recieved :Ksh 1000



.....
Applicant's Signature

.....
Director General
National Commission for Science, Technology & Innovation