

**AN INVESTIGATION ON THE USE OF DIGITAL ADVOCACY BY  
NON-GOVERNMENTAL ORGANIZATIONS SERVING REFUGEES  
IN DADAAB**

**ABDIRAHMAN ABDULLAHI OMAR**

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**DECLARATION**

This research project is my original work and has not been presented for an award of a degree in any other University whatsoever.

**CANDIDATE**

Signed.....

Date .....

ABDIRAHMAN ABDULLAHI OMAR

K50/74823/2014

**SUPERVISOR**

This research project has been submitted for examination with my approval as the University Supervisor:

Signed.....

Date .....

**DR. JULIUS BOSIRE**

**SCHOOL OF JOURNALISM & MASS COMUNICATION**

**UNIVERSITY OF NAIROBI**

## **DEDICATION**

This project is dedicated to all my family members and to the students who lost their lives in the April 2015 Garissa University terrorist attack in Kenya and to all the team members who have helped me during data gathering process in Dadaab refugee camp.

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## **ABBREVIATIONS AND ACRONYMS**

<b>ECOSOC</b>	Economic and Social Council
<b>IOM</b>	International Organization for Migration
<b>KRCS</b>	Kenya Red Cross Society
<b>NGOs</b>	Nongovernmental Organizations
<b>OCHA</b>	Office for the Coordination of Humanitarian Affairs
<b>UN</b>	United Nations
<b>UNAIDS</b>	The Joint United Nations Programme on HIV/AIDS
<b>UNDP</b>	United Nations Development Programme
<b>UNDSS</b>	United Nations Department for Safety and Security
<b>UNFPA</b>	United Nations Population Fund
<b>UNICEF</b>	United Nations Children's Emergency Fund
<b>WFP</b>	World Food Programme
<b>UNHCR</b>	United Nations High Commissioner for Refugees
<b>NGO'S</b>	Non Governmental Organizations

## **ABSTRACT**

This study sought to investigate the impact of digital advocacy by nonprofit organizations serving refugees in Dadaab. The study was guided by the following specific objectives: to establish the extent to which NGOs in Northern Kenya employ digital advocacy; investigate the effects of digital advocacy as used by NGOs in highlighting the plight of refugees in Dadaab Refugee Camp, and to determine the influence of digital advocacy on NGOs funding. The study will also be helpful to researchers and scholars as it will add value to the body of knowledge and also act as the future source of reference for other scholars. The study considers theoretical grounds from the Diffusion of Innovation Theory and Dragon Fly Model to understand the impact of digital advocacy as new tool used by NGOs in their day-to-day activities. The study used Descriptive survey research designs to gather information, summarize, present and interpret for the purpose of clarification. The target population was employees of two NGOs based at Dadaab Refugee Camp, that is, CARE International and Danish Refugee Council, with a total population of 121. The study employed the use of census sampling technique. Descriptive statistics were used to analyze the data that was aided by the analytical tool SPSS Version 23.0. The study revealed that a majority of the respondents (86%) strongly agreed that digital advocacy enhances NGOs credibility and legitimacy as an advocate by promoting its public image and visibility. The study findings established that majority (35.5 %) of the respondents agreed that the use of digital advocacy influenced the funding of the NGOs. The study recommends that future studies should focus on analyzing the role of digital advocacy on donor refugee funding.

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.0 Overview**

This chapter discusses the background of the study, role of non-governmental organizations, humanitarian relief organizations in Dadaab Refugee camp, problem statement, research objectives, study questions, significance of the research, justification, scope of the research, limitations and definition of terms used.

### **1.1 Background of the Study**

Non-governmental organizations are non-profit making organizations that exist to fulfill specific missions especially in advocacy and provision of services. They consist of large and small organizations across the world meant to serve specific purposes such as poverty eradication, community development, and water resources management, supporting education in poor countries among other services. This term has been derived from the United Nations terminologies to differentiate between government entities and private organizations, which operate without making profits.

There are several such organizations in world that operate internationally with some such as International Committee of the Red Cross and Anti-Slavery International dating over a hundred years since establishment. Such organizations have a lot of impact in our societies ranging from promoting/improving health, environmental care, fighting poverty, creating employment opportunities, improving human population welfare as well as promoting peaceful coexistence.

For instance in South Africa, NGOs led to the collapse of apartheid, the fall of tyranny in Chile, political milestones in the Philippines, ousting of communists government in Central Europe, institution of international treaty outlawing landmines and the creation of the international criminal court. A lot of the time, they work with national governments and international bodies as a go between to promote generic knowledge of the populations on their rule of law, their roles and rights and the role of such governments in ensuring that the societal welfare is observed, (Ariyo, 2007).

The world has changed a lot in the last decade and the way people interact with each has been greatly transformed through the Internet and more specifically the social media. These platforms have enabled people across the world to promote advocacy, mobilize supporters for the politicians, brought various groups of people together where they can discuss issues of interest, has shortened the communication divide between people through provision of real time exchange of information and communication.

Further, the media has been used in the business world to promote businesses, advertise, create business opportunities and jobs, reach a wide range of customers due to its mass audience, and promote a wide supplier base as well as promoting the process of legalizing businesses. However the media is not all just about the good, it has provided some of the networks for extortion, kidnapping, formation of criminal gangs, radicalization of people into cults/terrorism activities, can lead to negative publicity and spreads very fast, (Claus, 2012).

According to Claus (2012) in order to use the media effectively, it is important to have proper background check on the form media, plan properly for its adoption, and ensure you have the right and adequate skills. The background information should provide one with facts such as location of the media, its audience, the way they do press release, how they place notes especially the print media, and how they conduct surveys/interviews, provision of visual images and organization of their news as well as events.

This strategy will help those involved in advocacy to take the correct decisions based on their tools, how they lay emphasis on messaging, creation of content and building of relationships. Therefore they are able to make the right choice between platforms such as Facebook, Twitter, Emails, Instagram, website and creating blogs depending on the audiences. The choice of their audiences enables the advocates to establish if the media will be used for public mobilization, advertising, awareness creation, resource mobilization, seeking for funds, finding new partners in businesses or advancing campaigns, party policies and social issues, (Claus, 2012).

Unlike developing countries, in the developed nations, digital advocacy has been in use for a longer period of time to put across some issues, which includes campaigns, dialogues and much more. This has been used in all sectors; for instance, President Obama's 2012 campaign and the smaller grassroots organizations. The citizens in the developed world are used to a combination of technical aspects such as searching the web, maximizing on email services through services like Google AdWords and posting in Facebook, Instagram, Twitter, messenger etc.

This is because most of them take advantage of the real time exchange of information knowing that there is very little to extract from these platforms without the knowledge of the larger community. Therefore the Internet provides a flattened sphere where people are considered equal and transfers their interactions without discrimination and hiding of put in the public feature.

Advocacy is the process of promoting human rights in the sense of respect, creating awareness and fighting for enforcement of the rights by governments. According to Edgett (2002), advocacy can be thought of as the process of representing someone, an entity or idea publicly with the objective of convincing others to embrace their opinion.

Similarly advocacy acts as a tool used by NGOs to call on public participation in supporting their course as well as creating awareness on their areas of interest. This forms the springboard for the NGO's operations by promoting their activities and providing a point of justification for their existence and continued operations. Advocacy has various levels where organization employ to derive a desired change at the same time different advocates might use their own platforms to pass their information to the desired audience to attract attention and seek support for their courses. In our research, we are going to study the use of digital advocacy as a level of advocacy as well as a platform and how it is effective for non-governmental organization serving refugees in Dadaab camp. More so, the research will focus on the use of and impact of digital advocacy by Non-profit organizations with a central focus on those serving Dadaab Refugee Camp.

Africa has been lagging behind in the recent years, but it is slowly embracing the use of digital media. The benefits have so far been felt in the NGO community. The NGO's have been highlighting their concerns in the media, but it had not been receiving much response like the way it does at the moment. A classic example is what happened in Zimbabwe when a lion was killed. Many people expressed their displeasure. Another example is the 2013 drought and extreme famine that affected Somalia. Digital advocacy attracted the international community to intervene. It had also advocated good governance by highlighting the plight of people in areas where there is no democracy. The nonprofit organizations, for example, have been appealing to people via digital platforms notably the social media to offer assistance to people in war-torn areas (Bernard, 2006).

In Kenya, NGOs have been using digital media to push their agendas. The activists, bloggers, and other organizations have been keeping people informed and in some cases rallied them for a cause. The digital media especially Facebook and Twitter have been used many times. The recent appeal to the people to raise money for Jadudi who had a cancerous brain tumor is a classic example of how digital media can be used for advocacy. The 'one million for Jadudi' campaign which trended for two days in both platforms brought overwhelming support as people raised a lot of money in two days. It is a clear indication that if the nonprofit making organizations fully embrace this platform, they will be able to persuade people and even governments to adopt their issues (Bernard, 2006). With these foregoing, this study seeks to investigate the impact of

digital advocacy in NGOs serving refugees in North Eastern Kenya. Specifically, the study targets those serving refugees at the Dadaab Refugee Camp.

### **1.1.1 The Role of Non-Governmental Organizations**

NGO as a term was conceived through the United Nations governance Article 71 of its Charter in 1945. In the article, the Economic and Social Council (ECOSOC) gives the UN the mandate to organize for governments to consult with NGOs depending on their areas of need and operation to support and provide the needs to their populations. Research has shown that NGOs operating globally have pushed and fought for human rights through developing policies, standards, recording detailed cases of abuse and violations of human rights and freedoms and enforcing them in places where such abuses have been witnessed. These policies and standards are set by the NGO at the international arena and have been used to bench mark the conducts of governments and citizens in relation to promotion of human rights. They have also been the watchdog on the governments and ensure that all the rights are signed into law and ratified to provide a legal framework for enforcement in the judicial systems.

The NGO also ensure that any form of human rights violation is brought on board to the concerned parties, agencies, institutions and the large public with a legal action taken thereafter (Chakawarika, 2011). The NGOs have also created and supported the UN in enforcing the human rights by providing evidences of human rights violation and abuses through their investigative documentaries. This then makes the work of UN very easy, fast and productive during enforcement. Further the UN has been able to develop various



mechanisms such the thematic and country mandate in the High Commissioner for Human Rights Office and establishment of the UN High Commissioner for Human Rights for protection of human rights due to the lobbying by the NGOs at the grass root level, (Korey, 1998).

### **1.1.2 Humanitarian Relief Organizations in Dadaab Refugee Camp**

According to the UNHCR report (2014), 35 organizations have been mandated to provide relief services to the people living in Dadaab Refugee Camp. These are Government agencies such as Department of Refugee Affairs, Ministry of Health, Ministry of Interior and Coordination of National Government.

The NGOs are; CARE International, Danish Refugee Council, Kenya, Fafi Integrated Development Association, Film Aid International, International Rescue Committee, Islamic Relief Kenya, Lutheran World Federation, National Council of Churches of Kenya, Norwegian Refugee Council, Peace Winds Japan, Refugee Consortium of Kenya, Relief Reconstruction and Development Organization, Save the Children, Windle Trust UK in Kenya, Action Against Hunger, Catholic Relief Services, Centre for Torture Victims - Kenya, Cooperazione, Handicap International, International Life Line Fund, Internews, Star FM, Médecins sans Frontières - Suisse, Terres des Hommes, Women and Health Alliance and World Vision International, among others.

Those working directly under United nations (UN) agencies include International Organization for migration (IOM), Office for the Coordination of the Humanitarian

Affairs (OCHA), United Nations Program on HIV/ AIDS (UNAIDS), United Nations Development Program (UNDP), United Nations Department of Safety and Security (UNDSS), United Nations Population Fund (UNFPA), United Nations Children Fund (UNICEF), World Food Program (WFP).

They provide a wide range of humanitarian aid ranging from water and sanitation, health, shelter, food provision, security, camp management, education, livelihoods among other activities. The refugee operations are mainly coordinated by UNHCR the UN body mandated to coordinate refugee matters and works closely with other partners including the Government of Kenya and other local and international NGOs, (UNHCR, 2014).

The Dadaab camp is a complex consisting of three other main camps; Ifo, Hagadera, and Dagahaley. The camp was established in the early 1990s, due to the current influx of the newly arrived refugees being hosted in the outskirts of the old camps as well as in three new sites. Refugees from Somalia account for 95.8% while those from other countries like Ethiopia, Sudan, Congo, Uganda, Burundi and Eritrea make 4.2% with the cumulative population being 338,895. The Somali refugees being dominant, makes Islam the common religion while there are a few Christians, (UNHCR, 2014).

In the past few decades, the East African region has been a hotbed of civil strife, war, and conflict. This has resulted in high numbers of refugees. Apparently, most of the people uprooted from their homes as a result of this unrest have sought refuge in Kenya (Porter, 2013). Currently, Kenya hosts the second highest number of refugees after Ethiopia. Noteworthy, Dadaab Refugee Camp is largest in the world, (UNHCR, 2015). The camp

came into existence in 1991 and is located 80 kilometers from the border between Somalia and Kenya, 500 km from Nairobi and measures 50 square kilometers with a radius of 18km, (KRCS and WFP, 2015). This means that much of the Dadaab town is mainly covered under the camp.

## **1.2 Problem Statement**

Digital advocacy is often used to denote large social media campaigns, such as fundraisers or to mobilize around a political or social issue. However, it's much more than that. Digital advocacy is becoming an important facet of day-to-day support for nonprofit organizations. Many people do not have the socioeconomic freedom to give, donate, or volunteer regularly. Online, or digital, advocacy is one way for individuals to offer support. NGOs still remain as the active agents of advocacy working for public interest. Advocacy acts as a tool used by NGOs to call on public participation in supporting their course as well as creating awareness on their areas of interest. This forms the springboard for the NGO's operations by promoting their activities and providing a point of justification for their existence and continued operations.

Despite the fact the digital advocacy has done a credible job in highlighting the plight of the communities suffering especially the refugees, a lot needs to be done. In Kenya, for example, the usage of the digital media is still low as compared to the developed world. The championing of the rights of the refugees has not been widely received. It is thus evident that the digital media has not been fully utilized. In Northern Kenya, refugees have been undergoing a myriad problems and sufferings and yet, their outcry is not heard. From this, it is clear that the digital advocacy is not being given the attention that it deserves. In other

countries, digital advocacy has yielded overwhelming results, for example, the Barack Obama campaign. It rallied the people to the cause, which was his election.

It can then be deduced that digital advocacy is a very powerful tool which when employed can yield enormous results. Concerning funding, the NGOs in the northern part of Kenya have not been receiving enough funding from donors; this is because the organizations have not been championing their cause passionately via the social media. This study, therefore, sought to investigate the use of and impact of digital advocacy by Non-profit organizations with a central focus on those serving Dadaab Refugee Camp.

### **1.3 Objectives of the study**

The study addressed the following objectives:

#### **1.3.1 Overall Objective**

To investigate the use of digital advocacy among NGO's serving refugees in Dadaab camp

#### **1.3.2 Specific Objectives**

The specific objectives of the study were:

1. To find out the extent to which NGOs in Northern Kenya employ digital advocacy in serving refugees.
2. To investigate the effect of digital advocacy as used by NGOs in highlighting the plight of refugees in Dadaab Refugee Camp.
3. To determine the influence of digital advocacy on NGOs funding in Dadaab Refugee Camp.

#### **1.4 Research Questions**

The study sought to answer the following specific questions:

1. To what extent do NGOs in Northern Kenya employ digital advocacy in raising funds for refugees?
2. What are the effects of digital advocacy by NGOs in highlighting the plight of refugees in Dadaab Refugee Camp?
3. How does digital advocacy influence the funding of NGOs in Dadaab Refugee Camp?

#### **1.5 Significance of the Study**

The proliferation of non-state actors advocating for social change has inspired a considerable amount of literature in a number of academic fields, particularly political science and sociology. A lot of studies have been done on NGOs and therefore there exists a wide range of information in this area from the global, infrastructural developmental, governance and democracy perspectives for references. In addition to addressing the research questions, it is hoped that this study will contribute to our understandings of how digital advocacy by NGOs intersect at conceptual and empirical levels. It is also anticipated that the study will carry some practical implications or recommendations for those involved in such advocacy and policy making especially the NGOs and other humanitarian organizations. The study is also likely to act as future source of reference for other scholars.

## **1.6 Justification for the Study**

Refugees are faced with a myriad of challenges. A scrutiny of Kenya's refugee camps reveals that they are located in some of the most inhospitable arid areas of the country. They are notorious for their extreme heat, lack of vegetation, scorpion infestation, and close proximity to porous borders. Recently, the rations at Kakuma and Dadaab had fallen below UNCHR's and the World Food Programme's (WFP) recommendations. Suffice to say, this situation is exacerbated by shortage of funding for refugee services.

It is evident that Kenya cannot manage the enormous task of hosting refugees without the support of outsiders. Nevertheless, many donors channel their support through UNHCR, International NGOs, and local NGOs. Therefore, understanding the issues surrounding the advocacy of NGOs is of importance as small victories are usually very influential in building public confidence and encouraging participations towards the plight of refugees. Not to forget, advocacy efforts sometimes help prevent a situation from deteriorating by, for example, raising awareness on human rights and gender-based abuses; a characteristic of our refugee camps.

## **1.7 Scope of the Study**

The study aimed at establishing the extent to which NGOs in Northern Kenya are employing digital advocacy in serving refugees. The target population of the study was the employees of the two largest NGO's operating in Dadaab camp namely CARE and Danish Refugee Council.

## **1.8 Limitations of the Study**

The study will be limited to the two largest NGOs operating in Dadaab camp- for more conclusive results; all NGOs there should have been studied. However this is not possible due to time restrictions and financial constraints. The two NGOs are only the largest among others operating in various refugee camps in Kenya and hence cannot be a representative sample for the rest of refugee camps in Kenya.

## **1.9 Operational Terms**

**Advocacy:** This is the process of promoting human rights in the sense of respect, creating awareness and fighting for enforcement of the rights by governments. Edgett (2002:1) defines it as the act of openly representing an enterprise or a person with the goal of changing the perception or stance of the targeted audiences to consider the opinion held by an individual or the organization

**Assistance:** This is a form of help/aid given to refugees to enhance their welfare

**Asylum-Seeker:** This is a person who has gone to seek for international protection in a foreign country because his country of origin is unsafe for his survival

**Civil Society:** These are human rights activists' organization operating independently such as entities and human rights groups, activists and legal organizations.

**Digital Advocacy:** Is an organized approach aimed at engaging the audience in creating champions for a cause through digital /online available and suitable platforms.

**Refugee:** A person that has flown out from their country into another foreign country or power so as to escape danger or persecution.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Overview**

This chapter discusses a review of various works of literature in line with the research objectives. This review is structured around four main themes; advocacy, digital advocacy, non-governmental organizations, and refugees or humanitarian missions. A review of literature based on these four themes provides a foundation for the theoretical and conceptual framework of the study. All is be contextualized in line with the research objectives outlined in section 1.3.

#### **2.2 Introduction and Definitions**

##### **2.2.1 Advocacy**

Andrew and Edwards (2004) reveal that the body of literature on advocacy is multidisciplinary and one that is growing with the multidisciplinary of non-profit analysis. As such, definitions of the term may vary depending on the discipline. Several definitions of advocacy are highlighted in this section.

Edgett (2002) defines it as the act of openly representing an enterprise or a person with the goal of changing the perception or stance of the targeted audiences to consider the opinion held by an individual or the organization. ACT2015 (2014), define advocacy as those works that seek to bring about transformations and practices in manners capable to result to positive effects on others' lives or wellbeing. Advocacy entails advancing the



demands of the less fortunate individuals in the society. There exist various forms of advocacy: systems, individual, citizen, parent and self-advocacy.

According to the World Health Organization (WHO) (2006), advocacy is the process of influencing the behavior of people to create a positive change. It helps set records straight and spurs actions at all levels of the society. Advocacy is usually most successful when various interest groups join hands to circulate common messages while calling for a unified action. This way, interest groups are able to deliver powerful messages. The lifeline of advocacy is good strategic communication that is able to educate people around a need and mobilizing them to meet it. Successful advocacy entails establishing clear long-term goals that are specific, measurable, achievable, and realistic (SMART) (WHO, 2006).

### **2.2.2 Digital Advocacy**

Digital advocacy emerged towards the end of the 1990s, with the mention of terms such as electronic advocacy, online advocacy and cyber advocacy (Bennet and Fielding, 1999). It can be defined as the application of digital technology to pass information, for mobilization of groups/ people and make contacts for interaction on shared issues. It helps to gather people with common believe and stand on a given issue in order to make decisions and deliberations for change. The tools such as website, blogs, social media and texts have become a very important element of nearly all movements. In the world today, these platforms are used depending on one's interests and level of mobilization by the movements, (Community Toolbox, 2008).

According to Ozdemir (2012), social media has created a new communication environment and expanded the arena of advocacy. The new domain enables a bonafide bi-lateral and mutual communication between enterprises and the public and creates chances for entities to foster relationships. The success of digital advocacy campaigns depends on how well the target audience is spurred to act towards the cause being advocated for. To achieve this, digital advocacy needs to be done by keeping in mind four vital capabilities: focusing, grabbing attention, engaging and taking action (Aaker and Smith, 2010).

### **2.3 Non-Governmental Organizations and Digital Advocacy**

The advocacy activity of NGOs has been greatly reshaped by the ever-changing digital environment. Even though they are non-profit making in nature, NGOs try to operate in a dynamic environment as pointed out by Brainard and Siplon (2004). As highlighted by Porter (2013), despite there being various setbacks that hinder the efficiency of the international community currently, those of in search of humanitarian responses to refugee issues remain the most pressing. Governments have been overwhelmed and gaps in meeting the challenges presented with rising number of displacements are emerging. Concomitantly, there has been a proliferation of NGOs stepping in to provide solutions to some of these challenges. Never mind that some organizations have been set up for other selfish gains. Notably, refugee camps are filled with many problems ranging from those of flight, violence to sexual abuse that humanitarian organizations must address (UNCHR, 2015). A 2001 U.S. Department of State, Country Reports on Human Rights Practices, reveal that Refugee camps in Kenya are characterized by serious law and order

problems, with incidences of violence becoming the order of the day. This goes to show the enormous challenges humanitarian organizations have to cope with. The advent of the digital era has greatly empowered advocacy campaigns and increased the potential of establishing networks amongst different stakeholders. The issues addressed by NGOs in their advocacy campaigns are many and range from the general rules and regulations of promoting inclusivity and equal participation by all/ marginalized groups in making decisions that affect them/their welfare. Further the issues cover areas of education, health and reproductive health, credit collection, children and labour, food security and biotechnology. All these are covered by reform bodies such as WTO, human rights organizations, corporate responsibility and multinational corporations regulatory among others, (Hudson, 2002)

In the recent past, there have been a number of advocacy campaigns initiated to address the plight of asylums seekers, internally displaced persons (IDPs) and refugees. In 2007, Twenty Nordic non-governmental organizations joined hands and launched the "KEEP THEM SAFE" campaign that called on Nordic states to assess their policies or stance on refugees fleeing their nations as a result of increased violence. The campaign used digital advocacy mainly through the internet to perpetuate the campaign and was able to draw in the support of the UNHCR, national Red Cross societies, Amnesty International, the Danish Refugee Council and the Norwegian Refugee Council (Leer, 2007)

In 2015, over 130 NGOs launched the #With Syria Campaign that has been able to attract a staggering 115,000 tweets from at least 111 nations and attained more than 235 million

people. Besides, other than trending in the United States and a large part of Western Europe, Syria has well trended in parts of Asia and Africa such as South Korea, Japan, South Africa and Kenya. The move has been to attract or draw the attention of public figures and icons such as Melinda Gates, Cristiano Ronaldo, Desmond Tutu, Ban Ki-Moon, David Cameron, Susan Rice, Hugh Grant, among a host of many others (Oxfam International, 2016). This two are just a few examples of the uses of digital advocacy by NGOs.

#### **2.4 Digital Advocacy among Humanitarian Organizations**

Across the world, NGOs have been instrumental in helping marginalized communities achieve their potential, and have been at the forefront of highlighting the sufferings of communities. They have also been a strong pillar in facilitating good governance and social-economic developments in many countries. Nevertheless, the relationship between NGOs and governments has not been all that rosy. Many a time, the relationship has been characterized by suspicion and mistrust. In many cases, NGOs have not been able to deliver well on their mandate because sometimes they lack the platform to rally people for support. Whereas NGOs in the developed countries have been quick to adopt digital advocacy in seeking public support, their counterparts in Sub-Saharan Africa have been slow in embracing digital advocacy (Maputseni, 2006).

There are many opportunities that digital advocacy can present to NGOs. The internet is a significant channel of collecting resources and disseminating to the intended audience.. The importance of the digital environment to NGOs is one that cannot be underestimated,

especially when the needs of NGOs are taken into consideration. There are many achievements gained by NGOs through digital advocacy among them online advocacy campaigns that have been able to draw in public support and also in the policy making process. As shown in the previous section, where NGOs have had campaigns coordinated across different online platforms, they have been able to create a multiplier effect while at the same time achieving their goals more effectively. According to Ozdemir (2012), NGOs capable of advancing their goals via the social media and that can utilize it effectively can broaden their fan base and be encouraged or drum up additional supporters to take the necessary step, thus, preserving active engagement in the process of making policies. A good example of this is Oxfam International that has been able to raise awareness of its global work through digital platforms, giving it a global reach. Oxfam is able to influence policies and programs of governments (Oxfam International, 2016). In South Africa for example, Oxfam has been able to run a number of online policy campaigns geared towards influencing the national agenda and rallying people to demand change such as the 'Even it Up' campaign on inequality, the 'GROW' food campaign and 'Climate Justice Campaign. These campaigns have been able to receive widespread support and have been able to attain their intended objectives (Oxfam International, 2016).

In 2006, several NGOs and international human rights and refugee advocacy organizations in the Middle East were able to lead in efforts to reinvigorate debate on the growing number of Iraqi refugees, IDPs. They funded and supported digital campaigns on the dire conditions of Iraqi IDPs and refugees and without the effort of the NGOs little

attention would have been paid to the issue. The NGOs were critical in demanding for accountability and setting up of a more just policy for Iraqi refugees and IDPs, notwithstanding the constraints of the politics of humanitarian assistance in the Middle East (Libal and Harding, 2007).

## **2.5 Digital Advocacy and Funding**

Non-governmental organizations rely on sponsorship or financial help from donors. Therefore, they need to influence donor funding and build strong networks for local and international assistance. Libal and Harding (2007) interviewed several NGOs representatives who argued that it is only through raising consciousness at the grassroots that more refugee policies, resettlement programs and broad and substantial funding for humanitarian assistances can be achieved by NGOs, emphasizing the important role of digital advocacy in attracting funds for NGOs.

Gunhild, (2009) in a study on the role of NGOs in humanitarian assistance in Palestine notes that entry of NGOs into development cooperation and overreliance on external funding calls on them to adopt more innovative channels of raising funds. The study by Gunhild reveals NGOs need to strengthen their capacity especially on how they relate to the public so as not to become detached from the grass root. This can best be addressed through interventions of technical procedures that seek to raise public support beyond the involvement of the beneficiaries. The study findings argue that NGOs need to adapt to every changing local circumstance, especially adoption of the digital platform, for innovative funding mechanisms.

## **2.6 Theoretical Framework**

### **2.6.1 Adoption of innovation theory**

The theory was formulated by Rogers E.M back in 1962. It was used to describe how with time, a concept acquired momentum and relayed via a certain social set up or population. The outcome of this dissemination via a particular population or social set up was the adoption of new ideas, products or behaviors. Adoption entails that an individual operates in a unique way or diverse way than before, in other words, acquire or utilize a new product and embrace a new trait or trend. The way to adoption involves the conception of an idea, product or behaviour by a person. Thus, diffusion can only be possible through this process.

Embracing a new trend, idea or commodity is not simultaneous in a social set up, instead, a process where various individuals are keener to embrace an innovation than others. Studies have discovered that early innovators have distinct attributes than those who do it later. In the event of promoting a particular target group, it is imperative to comprehend the attributes of the target audience that may aid or bar the adoption of an innovation.

The theory was relevant to the study. The advocacy targeted various people in the social media. Through this, they are able to give out their support. People have been able to learn about the challenges, which the refugees have endured for a very long time. Various advocacy campaigns have been made possible by the use of the social media platforms. The technology used today has made the world a global village. The twitter trends for example are enough to draw the attention of the entire world. The reactions help a lot since the people who had intention of mistreating the refugees would have to think twice. It is for this reason thus the social media has be credited for its work.

### **2.6.2 Dragonfly effect model**

The study is also anchored on the Dragonfly effect model by Jennifer Aaker and Andy Smith (2010). This model was used to show the level at which coordinated ideas are applied in making quick transfers on the social media platforms. The author argues that advocacy movements aim to generate quick movements in their supporters, which in most cases influences the way they think, behave and act towards the owners of the movement and its rivals. This will eventually result in increased / decreased support for the principals of the movements. This model is anchored on four basic skills according to Aaker and Smith (2010). These are, focus where the advocates address the need to put focus in one specific aim and pursue it to the end using the social media for transmission. This will definitely create change in the minds of the followers who will come across it. Grabbing attention – the obvious and unforgettable information that may be differentiated by the target audience from their social media platforms. The third skill is to engage – which means establishing an intimate interaction and being able to access higher emotions like compassion, empathy and being happy via the social media networks. The last skill involves taking action by providing advice and empowering others through the social media.

Involving the target audience is the number three wing of the model. It is associated with the mixture of the appropriate social media instruments and narrating a personal experience. Boyd and Ellison described social media sites as the current online communication instrument which makes it easier for the users to come up with a profile and view others on the site as well (Subrahmanyam et al., 2008).

Care International described Twitter and Facebook as the most prominent sites for networking and at the same time the primary modes of advocacy. Facebook, founded with an

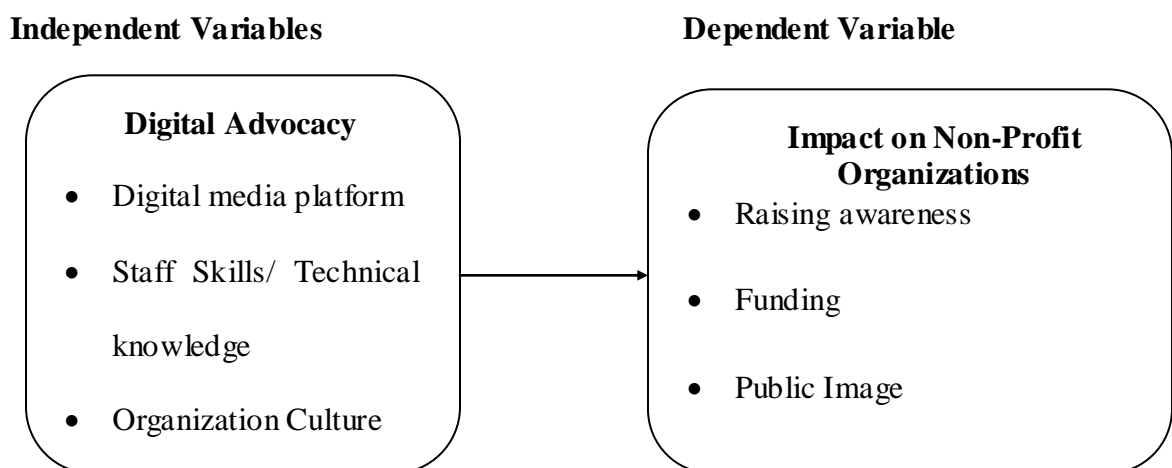


aim of rendering the society as open and properly connected, had around 901 million active users as of March 2012 according to reports released by the site (Facebook, 2012). Unlike other social media sites such as Twitter and Pinterest, Facebook stands as having the largest number of loyal users. The effectiveness of using social media sites for advocacy is based on the stimulating the intended recipients to react or respond to the message being passed across. Therefore, the campaign needs to inform the target audience what to contribute. The organization should encourage its supporters to post comments on organization's' Facebook and Twitter.

## 2.7 Conceptual Framework

The purpose of a conceptual framework is to present the relationship between the constructs in this case the variables in the study in a diagrammatical format. It shows the variables of study, their relationship and direction of the relationship (Miles & Huberman, 1994). In some cases it also presents the intervening and moderating variables. In this study the independent variable of the study is digital advocacy while the dependent variable impacts on Non-Profit Organizations. Their relationship has been presented as given in figure 2.1.

**Figure 2.1: Conceptual Framework**



## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Overview**

This chapter presents the research methodology, actions and methods that were used to carry out the study. It presents the research design, target population, sample size, data collection tools, and analysis of data, ethical considerations and operationalization of the research variables.

#### **3.2 Research Design**

The research design is the blue print that directs the research process, and subsequent analysis of the acquired data (Bryman and Bell, 2007). This research used a descriptive survey to investigate on the use of digital advocacy by non- governmental organizations in serving refugees in Dadaab Camp. This as observed by Creswell 2002, is used where collected data is for describing persons or organizations. The design was selected because it would enable the researcher to collect a body of both qualitative and quantitative data (Bryman, 2012). Most preliminary and exploratory research employ descriptive design since it is well placed to collect data, synthesize, display and interpret for clarification purposes. In addition, it was effective for this study since the researcher aimed at collecting and presenting data in a manner devoid of variables being manipulated.

#### **3.3 Target Population**

Pole and Lampard (2002) define target population as all the members related to a given investigation during research work. It differs from accessible population in that accessible population is the accessible elements in a target population. From this definition, the target population for this study was employees of two NGOs working in Dadaab Camp

with the population of 121 staff. These are CARE International and Danish Refugee Council. The two NGOs were chosen because they are the largest in the area and hence the researcher would be in a position to collect data employees with wide representation, far reach and operating in diverse sectors in the camps. The respondents drawn from the two NGOs where CARE had 60 staff and Danish Refugee Council had 61. This brought the total target population to 121 respondents.

### 3.4 Sampling Frame and Technique

A sample is described by as Kombo and Tromp (2009) as a group of components selected from the world to represent it. The sample size for the study was selected using census technique where all the target population was taken as a sample size, Kothari's (2004). The study employed the use of census sampling technique. This refers to taking into account all the respondents in the study. The technique is mostly used when; the subject being studied is not vast, there is sufficient time to collect data, high accuracy is required and availability of sufficient funds. It is conceptualized to be more advantageous as compared to the others since it enables an intensive study about a problem. The sample was presented as shown in table 3.1.

**Table 3.1: Sampling Frame**

<b>Organization</b>	<b>Population</b>	<b>Percent</b>
Care Kenya	60	49.6
Danish Refugee Council	61	50.4
<b>Total</b>	<b>121</b>	<b>100</b>

### **3.5 Research Instruments**

The study used primary and secondary data collected using questionnaires and document analysis in terms of communication and advocacy strategies. The questionnaires were used because the reactions or opinions were collected in standard format from a big group. Further, it would enable reaching a representative number of respondents with ease (Owens, 2002). According to Bachman (2002), a questionnaire has the advantage that it can be used to collect information from a large sample and diverse regions within a short time.

### **3.6: Piloting of the Research Instruments**

Before the main study, the researcher piloted the constructed questionnaire with a small representative sample similar but not including the group in the survey. 20 staff members working under a different NGO were given questionnaires to fill and return. The main reason for piloting was to test for reliability and validity of the questionnaires. The outcome was used to improve the questionnaires and make them better for collecting the final data.

Validity tests the accuracy and how meaningful (face and content) the questions are for eliciting relevant data during fieldwork, (Golafshani, 2003). Gillham, (2008:57) stated, “the information and abilities included by the test elements must resemble the bigger portion of skills and knowledge”. Conversely, it reflects the degree to which research tools grants similar outcomes in case of repetition.

### **3.7 The Data Collection Process**

After approval, the researcher prepared an introduction letter that was presented to the public relations manager in each of the NGOs. The researcher also shared authorization letter from the university (Appendix III). Thereafter the researcher booked an appointment with the management and requested the information be passed to the other carder of staff. The researcher then left the questionnaires (Appendix II) to be filled up and collected them later through drop and pick. The drop and pick technique was preferable for administering and distributing the questionnaires to allow time for the participants to provide sufficient and valid information regarding the issue under investigation.

### **3.8 Data Analysis and Presentation**

Data analysis involved collection of the research instruments and checking through to ensure that only those filled up to a half were considered for analysis. Data collected was organized, coded and entered directly into SPSS version 23.0. After that, questionnaires were coded and the data entered and analysed using computer through SPSS software. The analysis was then carried out using descriptive statistics. Thereafter, the output was presented in form of tables using frequencies, means and standard deviations. Then interpretation was done and presented based on the research objectives as Zina's (2010) recommends on the analysis of qualitative data. He advises that collected data be organized, sorted out, coded and thematically analyzed, searching for meaning, interpreting and drawing of conclusions on the basis of the research concepts, (Zina's, 2010). The analysis employed the use of both qualitative and quantitative techniques. Qualitative

strategies (thematic analysis) were utilized whereby the opinions from the questionnaires were deliberated upon in a thematic manner in relation to the study objectives.

### **3.9 Ethical considerations**

In conducting this study, ethical considerations were prioritized in all instances. The researcher ensured that the respondents who provided the information and materials for the study were adequately informed about the objectives of the study. Upon successful presentation of the project proposal a Field Work Certificate (Appendix III) was issued to the researcher from the School of Journalism and Mass Communication, University of Nairobi. An introductory letter was presented to the respondents who provided responses for the study in the form of a Questionnaire (Appendix II). A Certificate of Corrections (Appendix IV) was issued to the researcher from the School of Journalism and Mass Communication, University of Nairobi upon effecting suggestions proposed by the university's Board of Examiners following the study defense. After corrections an anti-plagiarism test was subjected to the research to confirm the authenticity and uniqueness of the study and indicate that the researcher duly acknowledged source materials used in the study (Appendix V)

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.1 Overview

This chapter gives details on the demographic information, data analysis, presentation and interpretation following the findings made by the study.

##### 4.1.1 Response rate

The study had 121 questionnaires out of which 110 questionnaires were filled. This meant that the study had a 91% response rate.

#### 4.2 Demographic Characteristics of the Respondents

The research reviewed the background data of the participants in a bid to guarantee that the sampling was done in a proper manner. The responses were as presented in table 4.1

##### 4.2.1 Gender of the respondents

The researcher aimed to establish the gender of the participants so as to establish whether there was gender bias among the respondents. The findings are presented in table 4.1

**Table 4.1 Gender of the Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Male</b>	66	60
<b>Female</b>	44	40
<b>Total</b>	110	100

Source: Researcher, 2017

Table 4.1 indicates that a majority (60 %) of the respondents were male, while 40 % were female. This could be interpreted to mean that there was no bias based on the gender of the respondents.

#### 4.2.2 Ages of the Respondents

The researcher aimed to find out the ages of the participants to determine if they met the right age threshold. The findings are presented in table 4.2

**Table 4.2 Ages of the Respondents**

Age	Frequency	Percentage
<b>21-30 years</b>	11	10
<b>31 – 40 years</b>	48	43.6
<b>41- 50 years</b>	38	34.5
<b>51 and above</b>	13	11.8
<b>Total</b>	110	100.0

Source: Researcher, 2017

Table 4.2 reveals that majority (48 %) of the respondents were aged between 31-40 years, 38 % of the respondents were aged between 41-50years, 13 % of the respondents were aged 51 and above and 11 % of the respondents were aged 21-30 years. This was interpreted to mean that there was no biasness when sampling was being done since the members of all the age groups were represented.



### 4.2.3 Number of Years the Respondents Have Worked in the Organization

The researcher aimed to find out establish the time the participants have worked in the organization. The findings were as presented in table 4.3

**Table 4.3 Number of Years the Respondents Have Worked in the Organization**

Age	Frequency	Percentage
Less than 2 years	29	26.4
3 – 5 years	43	39.1
6- 10 years	26	23.6
Over 10 years	12	10.9
<b>Total</b>	110	100

Source: Researcher, 2017

Table 4.3 reveals that majority (39.1 %) of the respondents have worked in the organization for 3-5 years, 26.4 % of the respondents had worked in the organization for less than 2 years, 23.6 % of the respondents had worked in the organization for 6-10 years and 10.9 % of the respondents had worked in the organization for over 10 years. This was interpreted to mean the researcher collected the information from the staff members without discriminating on the basis of experience.

### 4.3 Extent to Which NGO's Employ Digital Advocacy

The researcher aimed to explore if the organizations have an advocacy mechanism in place and the results are presented on the preceding table.

**Table 4.4 Advocacy strategy**

<b>Advocacy Strategy</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Yes</b>	107	97.3
<b>No</b>	3	2.7
<b>Total</b>	110	100

Source: Researcher, 2017

The study findings as shown in the table 4.4 revealed that majority (97.3%) of the respondents opined that their organizations have an advocacy strategy while the rest 2.7 % of the respondents had a contrary opinion. It can thus be concluded that advocacy is a very vital thing in an organization in this era to be visible. It is actually what makes most NGOs to realize their core mandates, publicize their work, reach out to donors as well as inform the world on the blight of refugees in Dadaab.

**Table 4.5 Expertise Involved in Developing Advocacy Strategy**

<b>Advocacy Strategy</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Internal expertise</b>	54	49.1
<b>External expertise</b>	29	26.4
<b>Both</b>	27	24.5
<b>Total</b>	110	100

Source: Researcher, 2017

As indicated in table 4.5, the study findings showed that majority of the respondents (49.1 %) said that internal expertise was employed to develop the advocacy while the

remaining 26.4 % and 24.5 % of the respondents opined that their organizations employed external expertise to develop the strategy. It can be interpreted to mean most organizations prefer the internal expertise because it is cheaper and personal have personal touch with the organization, the refugees as well as the outside world. The external expertise should not be ignored too because it brings valuable insights, strategies and an extra eye that can sometimes attract the outside world attention to the work of the organization therefore, for the realization of a good strategy both external and internal approaches should be employed.

**Table 4.6 Social Media Sites Which the Organization Mainly Rely on**

<b>Social media site</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Facebook</b>	28	25.5
<b>MySpace</b>	22	20
<b>Linkedin</b>	21	19.1
<b>Twitter</b>	10	9.1
<b>Google+</b>	7	6.4
<b>Youtube</b>	7	6.4
<b>Whatsapp</b>	8	7.3
<b>Instragram</b>	3	2.7
<b>Telegram</b>	4	3.6
<b>Total</b>	110	100.0

Source: Researcher, 2017

As indicated in table 4.6, a majority (25.5 %) of the respondents pointed out that they rely on Facebook, 20 % rely on MySpace, 19.1 rely on LinkedIn, 9.1 rely on twitter, 7.3 rely on WhatsApp, 6.4% rely on YouTube, 6.4 % rely on Google+, 3.6 % rely on telegram and 2.7 % rely on Instagram. This was interpreted to mean that all the organizations utilized some kind the social media platform for advocacy.

The organizations ensure that they are in all the social media sites. On ensuring its effectiveness, qualified personnel are employed. The employees are trained on digital advocacy as well as on graphics. They tell stories about the refugees in a captivating manner. Stories that are meant to capture and appeal to the well wishers and by extension anyone interested in the issues affecting the refugees. The photos are captured and posted on the social media sites. This attracts attention. In most cases, the degrading conditions and the sufferings of the refugees are aptly captured and narrated by the person authorized to manage the sites. The sites are updated regularly. The respondents' opinion was that the continuous updating and managing of the sites are very crucial.

Facebook and Twitter were said to be the most the most effective digital media platform for advocacy for NGOs. This is because the information reaches the highest number of people within a very short time and many people use these platforms to get information. In Facebook for example, the message is shared several times to attract attention, shared widely in the platform to seek attention. On Twitter, on the other hand, there is tweeting, which is posting of text, photographs and links to websites which should not exceed 160 characters. The information can trend for a short while but the number of people getting

the message is enormous. The most recent example is the humanitarian crisis which was in the recent past witnessed in the Far East countries which prompted the Germany's vice chancellor to appeal to the European countries to host refugees from the war torn countries. The whole world felt the need to assist the refugees. The pictures were horrifying. Innocent kids who had lost their parents were crying. In their views, it is evident that Facebook and Twitter convey the appeal more to the public.

**Table 4.7 The Use of Digital Advocacy, Result in a Real Improvement in Addressing the Plight of Refugees**

Use	Frequency	Percentage
Yes	102	92.7
No	8	7.3
<b>Total</b>	<b>110</b>	<b>100</b>

Source: Researcher, 2017

As indicated in table 4.7, majority (97.2 %) of the respondents opined that the digital advocacy result in a real improvement in addressing the plight of refugees. This was interpreted to mean that the use of digital advocacy appeals to many people. The organizations are able tell the whole world about the dire needs and the sufferings of the refugees.

The major difference between the between traditional and digital media methods of communication is the speed to which the information is disseminated. The use of twitter, Facebook, MySpace and LinkedIn among others has enabled to receive the information immediately something happens. A person can for example record the video of an act and

post it immediately on the social media. The occurrence can also be tweeted or posted on the Facebook page. Another difference is on the number of people who will get the information. The digital media methods allow a large number of people to get what is happening unlike the traditional methods whereby fewer people would have got the information.

All the respondents opined that the offices have staff with strong core advocacy skills for analysis, research and communication. The respondents further said that the members were well equipped to create an advocacy strategy and implement it. This was interpreted that the organizations not only hired qualified individuals, but also trained them on what is expected of them.

The study findings revealed that the NGO' employ the use of the digital advocacy to champion their cause and thus they have come with several strategies so as to fully actualize their potential. The study findings are in agreement with Leer (2007) who found out that in the recent past, there have been a number of advocacy campaigns initiated to address the plight of asylums seekers, internally displaced persons (IDPs) and refugees. In 2007, Twenty Nordic non-governmental organizations joined hands and launched the "KEEP THEM SAFE" campaign that called on Nordic states to reassess their stance towards refugees.

The campaign used digital advocacy mainly through the internet to persuade the campaign and were able to draw in the support of the UNHCR, national Red Cross societies, Amnesty International, the Danish Refugee Council and the Norwegian Refugee Council. The use of digital advocacy has led to the improvement of the way the

refugees are handled since in case of an outcry the whole world will get the information within the shortest time possible. The study findings are also in cognizance with (Bernard, 2006) who opined that the nonprofit organizations for example have been appealing to people via digital platforms notably the social media to offer assistance to people in war-torn areas (Bernard, 2006).

#### **4.4 Effects of Digital Advocacy in Addressing Plight of Refugees**

The researcher aimed to find out the impacts of digital advocacy in dealing with the problem of refugees and the results were as follows.

The digital media platform addresses varied issues affecting the refugees. It elaborates the living conditions of the refugees in the host countries. In most cases, they are stuffed in tents with inadequate beddings. The basic necessities are not enough. The digital media therefore highlights such issues with the aim of capturing the attention of the donors and other well-wishers. It also documents the kind of reaction that they received from the host countries. In some countries they are mistreated. In essence the digital advocacy aims at bettering the lives of the refugees. Besides, the plight, it also tells the success stories about refugees. It highlights the milestones such as education, the schools built and their enrolment, and all the positive aspects.

**Table 4.8 Areas That Can Help Strengthen an Organization Capacity for Advocacy**

Key: NA- Not at all, VS-Very small, S-Small G-Great , VG-very great

<i>Statements</i>		NA	VS	S	G	VG	M
<b>Monitoring and evaluating advocacy</b>	<i>F</i>	5	8	7	40	50	4.1
	<i>%</i>	4.5	7.3	6.4	36.4	45.5	82
<b>Managing knowledge in advocacy</b>	<i>F</i>	4	21	10	48	27	3.7
	<i>%</i>	3.6	19.1	9.1	43.6	24.5	74
<b>Managing risks in advocacy</b>	<i>F</i>		2	20	40	48	4.2
	<i>%</i>		1.8	18.2	36.4	43.6	84
<b>Building relationships and securing partnerships for advocacy</b>	<i>F</i>		7	8	41	54	4.3
	<i>%</i>		6.4	7.3	37.3	49.1	86
<b>Working with vulnerable groups in advocacy</b>	<i>F</i>	4	11	5	43	47	4.1
	<i>%</i>	3.6	10	4.5	39.1	42.7	82
<b>Conducting advocacy in humanitarian situations</b>	<i>F</i>	5	14	5	34	52	4.0
	<i>%</i>	4.5	12.7	4.5	30.9	47.3	80

Source: Researcher, 2017

A majority of the respondents (86%) opined that their organization build relationships and securing partnerships for advocacy to a very large extent, 84% pointed out their organizations Manage risks in advocacy to a very large extent, 82 % said that their organizations work with vulnerable groups in advocacy to a very large extent, 82 % revealed that monitoring and evaluating advocacy strengthen an organization to a very large extent, 80 % of the respondents showed that the organization conduct advocacy in humanitarian situations to a very large extent and 74% of the respondents revealed that the organization manage knowledge in advocacy to a very large extent.

A majority of the respondents, 86%, pointed out that digital advocacy helps in building relationships and securing partnerships for advocacy. It can be interpreted to mean that digital advocacy plays the role of linking up the organizations that are instrumental in championing the cause. The study findings are in agreement with Claus (2012) who asserted that a good



digital strategy helps advocates make the right decisions about digital tools to emphasize, messages to promote, content to create and relationships to build.

The use of digital advocacy has resulted in demonstrable, positive and sustainable outcomes for refugees. In Kenya for example, the use of digital advocacy has resulted in the betterment of the lives of the refugees. The refugees are able to get basic needs such as adequate food shelter and education. The attempted closure of Dadaab refugee camp by the Kenya government on the grounds that it is a breeding ground for terrorists made many civil societies and nations to voice their concern. The world was concerned about the lives of the innocent children who do not take part in the terrorist activities. They argued that even if it is closed, the terrorists can get into the country anyway. The final decision though has not been reached. The digital media was instrumental in voicing out the issue.

According to the respondents, their organizations have been highlighting the plight of the refugees in all the media platforms. Additionally, the organizations report how they have been able to help the refugees. They talk about the structures they have put in place and the services they have offered. Through this the donors are touched in a way since they are convinced, their money will not land in some people's pockets without accomplishing what it was supposed to the downside of the social media is that at times, it is not accorded the seriousness that it deserves.

**Table 4.9 The Importance of Digital Advocacy to NGOs**

<b>Importance of Digital Advocacy</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
<b>Essential element for raising awareness</b>	F	3	12	10	31	54	4.1
	%	2.7	10.9	9.1	28.2	49.1	82
<b>Helps in communication for behavior change</b>	F	6	16	12	50	26	3.7
	%	5.5	14.5	10.9	45.5	23.6	74
<b>Is important in developing partnerships/ coalitions/alliances</b>	F	3	4	12	28	63	4.3
	%	2.7	3.6	10.9	25.5	57.3	86
<b>Enhances an NGOs credibility and legitimacy as an advocate by promoting its public image and visibility</b>	F	2	6	10	36	56	4.3
	%	1.8	5.5	9.1	32.7	50.9	86
<b>Delivers persuasive, evidence-based and solution-oriented messages to the public, decision-makers, stakeholders</b>	F	16	37	13	26	18	2.9
	%	14.5	33.6	11.8	23.6	16.4	58
<b>Creates an enabling environment for effective implementation of policy changes</b>	F	4	5	14	26	61	4.2
	%	3.6	4.5	12.7	23.6	55.5	84
<b>Helps protect the rights of refugees, as well as allowing their voices to be heard at the highest level</b>	F	3	9	9	36	53	4.2
	%	2.7	8.2	8.2	32.7	48.2	84
<b>Generates organizational support and momentum behind issues</b>	F	2	15	22	48	23	3.7
	%	1.8	13.6	20	43.6	20.9	74
<b>A tool for mobilizing the people on an advocacy problem, change the opinions, and gathering support to impact decision-makers and stakeholders</b>	F	4	17	11	2	36	2.4
	%	3.6	15.5	10	1.8	32.7	48
<b>Engages multiple levels of society thus creating allies and partners in overcoming barriers to implementation of humanitarian programmes</b>	F	7	18	14	40	31	3.6
	%	6.4	16.4	12.7	36.4	28.2	72
<b>Strong communications platforms at the global, regional, country and national committee levels</b>	F	1	12	18	41	38	3.9
	%	0.9	10.9	16.4	37.3	34.5	78

Source: Researcher, 2017

A majority of the respondents (86%) strongly agreed that digital advocacy enhances an NGOs credibility and legitimacy as an advocate by promoting its public image and visibility, 86% strongly agreed that it is important in developing partnerships/

coalitions/alliances, 84% strongly agreed that it helps protect the rights of refugees, as well as allowing their voices to be heard at the highest level, 84% strongly agreed that it creates an enabling environment for effective implementation of policy changes, 82% strongly agreed it is an essential element for raising awareness, 78% strongly agreed that it is a strong communications platforms at the global, regional, country and national committee levels 74% strongly agreed that it helps in communication for behavior change, 74% strongly agreed that it generates organizational support and momentum behind issues, 72% of the respondents strongly agreed that it engages multiple levels of society thus creating allies and partners in overcoming barriers to implementation of humanitarian programmes, 58% of the respondents strongly agreed that it delivers persuasive, evidence-based and solution-oriented messages to the public, decision-makers, stakeholders and 48% of the respondents strongly agreed that it is a tool for mobilizing the public around an advocacy issue, change perceptions, and building support to influence decision-makers and stakeholders.

The findings revealed that the digital advocacy plays a critical role in the NGOs. The study findings are in agreement with Maputseni (2006) who pointed out across the world, NGOs have been instrumental in helping marginalized communities achieve their potential, and have been at the forefront of highlighting the sufferings of communities. They have also been a strong pillar in facilitating good governance and social economic developments in many countries. The use of digital advocacy has resulted in demonstrable, positive and sustainable outcomes for refugees for example the Kenya government in the recent past has contemplated on closing the refugee camps citing

security concerns. The information after being reported attracted a lot of reactions from all over the world. Some countries and even the UN protested the move and as a result the same has not been affected. The organizations have come up with innovative ways of using digital platforms to address the plight of refugees. The organizations document the stories of the refugee and post them on the social media. The videos and pictures of the refugees are documented and posted for reviews by all.

#### 4.5 Influence of Digital Advocacy on Funding

The researcher wanted to explore the impact of digital advocacy on funding

**Table 4.10 Extent to Which The Use of Digital Advocacy Influence the Funding Of NGOs**

<b>Extent does the use of digital advocacy influence the funding of NGOs</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Not at all</b>	3	2.7
<b>Very Small Extent</b>	13	11.8
<b>Small Extent</b>	16	14.5
<b>Great Extent</b>	39	35.5
<b>Very Great Extent</b>	39	35.5
<b>Total</b>	<b>110</b>	<b>100.0</b>

Source: Researcher, 2017

A majority (35.5 %) of the respondents agreed that the use of digital advocacy influence the funding of the NGOs 35.5% said it influences to a great extent, 14.5% said that it influences to a small extent, 11.8% said that it influences to a very small extent and 2.7%

of the respondents said that it does influence the funding of the NGOs at all. This was interpreted to mean that the organizations utilize the digital advocacy so as to raise funds. The findings revealed that the use of digital advocacy influence the funding Of NGOs to a large extent. The study findings are in cognizant Libal and Harding (2007) who asserted that non-governmental organizations depend on donors and sponsors for financial support. Therefore, they need to influence donor funding and build strong networks for local and international assistance. Several NGOs representatives argued that it is only through raising consciousness at the grass roots that more refugee policies, resettlement programs and broad and substantial funding for humanitarian assistances can be achieved by NGOs, emphasizing on the important role of digital advocacy in attracting funds for NGOs.

All the respondents said that organizations have been able to use digital platforms to strengthen partnerships that have provided funding from international financial institutions, donors and other funding agencies. The most effective way, among the respondents, of increasing funding through the use of digital advocacy is by enhancing transparency and accountability. The organizations ought to account for every shilling donated to them.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Overview**

This chapter summarizes the findings on the impact of digital advocacy on the basis of the study objectives.

#### **5.2 Summary of the Findings**

##### **5.2.1 Extent to which NGO's employ Digital Advocacy**

The study findings as shown in the table above revealed that the majority (97.3%) of the respondents opined that their organizations have the advocacy strategy. While the rest 2.7 % of the respondents were of the contrary opinion. A majority (25.5 %) of the respondents pointed out that they rely on Facebook, 20% rely on MySpace, 19.1% rely on LinkedIn, 9.1% rely on twitter, 7.3% rely on Whatsapp, 6.4% rely on Youtube, 6.4 % rely on Google+, 3.6 % rely on telegram and 2.7 % rely on telegram. This was interpreted to mean that all the organizations utilized the social media.

The respondents allude that they use the digital advocacy a lot in the two organizations. Much is not achieved without the use of digital advocacy.

##### **5.2.2 Effects of Digital Advocacy in addressing the plight of Refugees**

The study revealed that a majority of the respondents (86%) strongly agreed that digital advocacy enhances an NGOs credibility and legitimacy as an advocate by promoting its public image and visibility, 86% strongly agreed that it is important in developing partnerships/ coalitions/alliances, 84% strongly agreed that it helps protect the rights of

refugees, as well as allowing their voices to be heard at the highest level, 84% strongly agreed that it creates an enabling environment for effective implementation of policy changes, 82% strongly agreed it is an essential element for raising awareness, 78% strongly agreed that it is a strong communications platforms at the global, regional, country and national committee levels 74% strongly agreed that it helps in communication for behavior change, 74% strongly agreed that it generates organizational support and momentum behind issues, 72% of the respondents strongly agreed that it engages multiple levels of society thus creating allies and partners in overcoming barriers to implementation of humanitarian programmes, 58% of the respondents strongly agreed that it delivers persuasive, evidence-based and solution-oriented messages to the public, decision-makers, stakeholders and 48% of the respondents strongly agreed that it is a tool for mobilizing the public around an advocacy issue, change perceptions, and building support to influence decision-makers and stakeholders.

### **5.2.3 Influence of Digital Advocacy on Funding**

The study findings established that majority (35.5%) of the respondents agreed that the use of digital advocacy influence the funding of the NGOs. A substantial 35.5% said it influences to a great extent, 14.5% opined that it influences to a small extent, 11.8% said that it influences to a very small extent and 2.7% of the respondents said that it does influence the funding of the NGOs at all. This was interpreted to mean that the organizations utilize the digital advocacy so as to raise funds.

### **5.3 Conclusion**

The study concluded that the CARE international and Danish Refugee council alluded that they employ digital advocacy in their activities. They further said that they use the various social media sites to champion their cause. Digital advocacy is the core thing in their undertakings. While using the digital advocacy, they employ both the use of internal and external expertise.

The findings concluded that the digital advocacy has immense benefits as it helps in developing partnerships/ coalitions/alliances, delivers persuasive, evidence-based and solution-oriented messages to the public, decision-makers, stakeholders, helps protect the rights of refugees, as well as allowing their voices to be heard at the highest level, engages multiple levels of society thus creating allies and partners in overcoming barriers to implementation of humanitarian programs, strong communications platforms at the global, regional, country and national committee levels.

The results concluded that a majority (35.5 %) of the respondents agreed that the use of digital advocacy influence the funding of the NGOs 35.5% said it influences to a great extent, 14.5 % opined that it influences to a small extent, 11.8% said that it influences to a very small extent and 2.7% of the respondents said that it does influence the funding of the NGOs at all. This was interpreted to mean that the organizations utilize the digital advocacy so as to raise funds. It is thus critical to employ the use of digital advocacy in raising funds



#### **5.4 Recommendations for future Research**

The findings of this study focus on the use and impact of digital advocacy in serving refugees by Non-profit organizations in Dadaab Refugee Camp, its benefits in helping develop partnerships/ coalitions/alliances, delivers persuasive, evidence-based and solution-oriented messages to the public, decision-makers, stakeholders, helps protect the rights of refugees, as well as allowing their voices to be heard at the highest level, engages multiple levels of society thus creating allies and partners in overcoming barriers to implementation of humanitarian programs, strong communications platforms at the global, regional, country and national committee levels. Future studies should focus on analyzing the role of digital advocacy on donor refugee funding and as well as evaluate the role of digital advocacy on humanitarian assistance in large scale.

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## **APPENDICES**

### **APPENDIX I: INTRODUCTORY LETTER**



**UNIVERSITY OF NAIROBI**  
**SCHOOL OF JOURNALISM AND MASS COMMUNICATION**  
P.O BOX 35616-00100  
NAIROBI

**Respondent,**

Dear Sir/Madam,

#### **RESEARCH QUESTIONNAIRE**

I am a postgraduate student at Nairobi University pursuing Master of Arts in Communication Studies (Dev. Communication). I am conducting a research on Impact of Digital Advocacy by Non-Governmental Organizations Serving Refugees in Dadaab. The findings of this study will provide insights on the impact of digital advocacy on sourcing for funding, creating more awareness in the refugee camps as well as executing programs. The information will be important for these organizations in making decisions on the best strategies to use to source more funds and implement programmes with ease and wide reach.

The information provided will be held in confidence and for academic purpose only. The questionnaire takes approximately 20 minutes to complete.

Yours faithfully,

**Abdirahman A. Omar**

## APPENDIX II: QUESTIONNAIRE

### Section A: General Information

- 1) Organization Name.....
- 2) Gender
  - a) Male  b) Female
- 3) Age
  - a) Below 20 years
  - b) 21 – 30 yrs
  - c) 31- 40 yrs
  - d) 41 – 50 yrs
  - e) 51 – 60 yrs
  - f) Above 60 yrs
- 4) Position in the organization.....
- 5) For how long have you been working with this organization?
- 6) What is the organizations main area of concern? .....
- .....

### Section B: Extent to which NGOs employ digital advocacy

- 7) Does your organization have an advocacy strategy?
  - a) Yes  b) No
  - ii) If yes, what expertise has been involved in developing it?
    - a) Internal expertise
    - b) External expertise
    - c) Both

8) What digital media platforms has your organization been using for advocacy?

.....

9) Which of these social media sites does your organization mainly rely on? (tick all that apply)

a) Facebook

b) MySpace

c) LinkedIn

d) Twitter

e) Google+

f) YouTube

g) Whatsapp

h) Instagram

i) Telegram

j) Others, please specify

10) How does your organization enhance the effectiveness of digital advocacy?

.....

11) According to your own experiences, which is the most effective digital media platform for advocacy for NGOs?

.....

12) Does the use of digital advocacy, result in a real improvement in your addressing the plight of refugees?

a) Yes  b) No



13) In your own opinion, what do you see as the differences between traditional and digital media methods of communication?

.....

14) Does the office have staff with strong core advocacy skills for analysis, research and communication?

a) Yes          b) No     

ii) If No, is it able to draw on such people from partners or other organizations?

a) Yes          b) No     

15) Do staff members have adequate technical knowledge to develop an advocacy strategy and implement it?

a) Yes          b) No     

**Section C: Effects of Digital Advocacy in Addressing Plight of Refugees**

16) What kind of issues do you address through the various digital platforms?

.....

17) The table below provides a number of areas that can help strengthen an organization capacity for advocacy, to what extent does your organization lay emphasis on these areas?

<b>Area</b>	<b>Very Great Extent</b>	<b>Great Extent</b>	<b>Small Extent</b>	<b>Very Small Extent</b>	<b>Not at all</b>
Monitoring and evaluating advocacy					
Managing knowledge in advocacy					
Managing risks in advocacy					
Building relationships and securing partnerships for advocacy					
Working with vulnerable groups in advocacy					
Conducting advocacy in humanitarian situations					

18) The table below presents a numbers of statements on the importance of digital advocacy to NGOs. On a scale of; 1 – strongly Agree, 2 – Agree, 3 – Neither Agree nor Disagree, 4 Disagree and 5 – Strongly Disagree; please tick the one that applies in your case.

19)

<b>Importance of Digital Advocacy</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Essential element for raising awareness					
Helps in communication for behavior change					
Is important in developing partnerships/ coalitions/alliances					
Enhances an NGOs credibility and legitimacy as an advocate by promoting its public image and visibility					
delivers persuasive, evidence-based and solution-oriented messages to the public, decision-makers, stakeholders					
creates an enabling environment for effective implementation of policy changes					
Helps protect the rights of refugees, as well as allowing their voices to be heard at the highest level					
generates organizational support and momentum behind issues					
A tool for mobilizing the public around an advocacy issue, change perceptions, and building support to influence decision-makers and stakeholders					
Engages multiple levels of society thus creating allies and partners in overcoming barriers to implementation of humanitarian programmes					
Strong communications platforms at the global, regional, country and national committee levels					

20) Are there cases where use of digital advocacy has resulted in demonstrable, positive and sustainable outcomes for refugees? Please, briefly state these cases?

.....

21) What innovative ways has your organization been able to use digital platforms to address the plight of refugees? What have been the successes?

.....

22) What do you see as some of the pitfalls and downside of social media?

.....

**Section D: Influence of Digital Advocacy on Funding**

23) To what extent does the use of digital advocacy influence the funding of NGOs?

- a) Very Great Extent
- b) Great Extent
- c) Small Extent
- d) Very Small Extent
- e) Not at All

24) Has your organization been able to use digital platforms to strengthen partnerships that have provided funding from international financial institutions, donors and other funding agencies?

- a) Yes
- b) No

ii) If yes, briefly expound .....

.....

.....

In your own opinion, what is the most effective way of increasing funding through the use of digital advocacy? What factors must be taken into consideration?

.....

.....

**APPENDIX III: CERTIFICATE OF FIELD WORK**



**UNIVERSITY OF NAIROBI  
COLLEGE OF HUMANITIES & SOCIAL SCIENCES  
SCHOOL OF JOURNALISM & MASS COMMUNICATION**

Telegram: Journalism Varsity Nairobi  
Telephone: 254-02-3318262, Ext. 28080, 28061  
Director's Office: 254-02-2314201 (Direct Line)  
Telex: 22095 Fax: 254-02-245566  
Email: [director-soj@uonbi.ac.ke](mailto:director-soj@uonbi.ac.ke)

P.O. Box 30197-00100  
Nairobi, GPO  
Kenya

**REF: CERTIFICATE OF FIELD WORK**

This is to certify that all corrections proposed at the Board of Examiners' meeting held on Sep. 30, 2016 in respect of M.A./Ph.D final Project/Thesis defence have been effected to my/our satisfaction and the student can be allowed to proceed for field work.

Reg. No: 1K50/74823/2014

Name: ABDIRAHMAN ABULLATHI OMAR

Title: IMPACT OF DIGITAL ADVOCACY BY NON-GOVERNMENTAL ORGANIZATIONS SERVING REFUGEES IN DADAAB

DR JULIUS BOSIRE  
SUPERVISOR

[Signature]  
SIGNATURE

Sep. 30, 2016  
DATE

Dr Samuel Siringi  
ASSOCIATE DIRECTOR

[Signature]  
SIGNATURE

Oct. 5, 2016  
DATE

Dr. Ndletti Ndletti  
DIRECTOR

[Signature]  
SIGNATURE/STAMP

5.10.2016  
DATE

**APPENDIX IV: CERTIFICATE OF CORRECTION**



**UNIVERSITY OF NAIROBI  
COLLEGE OF HUMANITIES & SOCIAL SCIENCES  
SCHOOL OF JOURNALISM & MASS COMMUNICATION**

Telegram: Journalism Varsity Nairobi  
Telephone: 254-02-3318262, Ext. 28080, 28061  
Director's Office: +254-204913208 (Direct Line)  
Telex: 22095 Fax: 254-02-245566  
Email: [director-soj@uonbi.ac.ke](mailto:director-soj@uonbi.ac.ke)

P.O. Box 30197-00100  
Nairobi, GPO  
Kenya

**REF: CERTIFICATE OF CORRECTIONS**

This is to certify that all corrections proposed at the Board of Examiners meeting held on 21-09-2017 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: K50/74823/2014

Name: ABDIRAHMAN ABDULLAHI DMAR

Title: An Investigation on Use of Digital advocacy By Non-Governmental Organisation in serving Refugees in Dadaab.

DR JULIUS BOSIRE  
SUPERVISOR

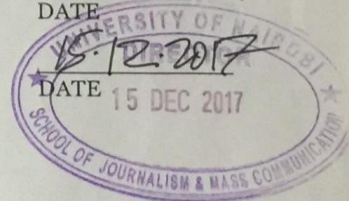
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01/11/2017  
DATE

Dr Samuel Siringi  
ASSOCIATE DIRECTOR  
Dr. Ndeth Ndeth  
DIRECTOR

[Signature]  
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15/12/2017  
DATE  
15.12.2017  
DATE 15 DEC 2017





## APPENDIX V: ORIGINALITY CERTIFICATE

### Turnitin Originality Report

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#### AN INVESTIGATION ON THE USE OF DIGITAL ADVOCA...

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