



**UNIVERSITY OF NAIROBI  
INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES**

**THE ROLE OF TECHNOLOGY IN THE CONDUCT OF DIPLOMACY IN KENYA**

**BY**

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**2019**

## **DECLARATION**

I declare that this project is my original work and has not been submitted for any award to any other college, institution or university other than the University of Nairobi.

**Signed .....**

**Date.....**

## **SUPERVISORS APPROVAL**

The project has been submitted for examination with our approval as the university supervisors.

**Signed .....**

**Date.....**

## **DEDICATION**

Dedicated to my family for the great support they have accorded me, especially my grand ma, Rukia Osman. My success is also anchored in my lecturer who has been supportive in my studies.

## ACRONYMS

<b>IT</b>	–	Information Technology
<b>IS</b>	–	Information Systems
<b>MFA</b>	–	Ministry of Foreign Affairs
<b>DDS</b>	–	Digital Diplomatic System
<b>ICT</b>	–	Information Communication Technology
<b>ITES</b>	–	Information Technology Enabled Services
<b>NIMES</b>	–	National Integrated Monitoring and Evaluation System
<b>GES</b>	–	Global Entrepreneurship Summit
<b>GSM</b>	–	Global System for Mobile Communications
<b>SMS</b>	–	Short Message Service
<b>WWW</b>	–	World Wide Web

## TABLE OF CONTENTS

DECLARATION.....	ii
DEDICATION.....	iii
ACRONYMS.....	iv
TABLE OF CONTENTS .....	v
CHAPTER ONE .....	1
THE ROLE OF TECHNOLOGY IN THE CONDUCT OF DIPLOMACY IN KENYA .....	1
Introduction to the study.....	1
1.1 Background .....	1
1.2 Statement of the Research Problem .....	4
1.3 Objectives of the Study .....	6
1.4.0 Literature Review .....	6
1.4.1 Gap in the literature .....	9
1.5 Justification of the Study.....	9
1.6 Conceptual Framework.....	10
1.7 Hypotheses.....	12
1.8 Methodology .....	12
1.8.1 Data Collection.....	12
1.8.2 Data Analysis.....	14
1.9 Chapter Outline .....	14
CHAPTER TWO .....	16
THE ROLE OF TECHNOLOGY IN THE CONDUCT OF DIPLOMACY IN THE 21ST CENTURY.....	16
2.1 Introduction.....	16
2.2 An overview of technological evolution in diplomacy.....	17
2.3 The Scope of Technology in Diplomacy in the 21st Century .....	19
2.4 Technological Tools Adopted in Diplomacy in the 21st Century.....	21
2.5 Technology and Kenya’s Conduct of Diplomacy .....	23
2.6 The Scope of technology .....	26
2.7 The Transformation of Diplomacy through ICT .....	28
2.8 New media and Diplomacy.....	32
2.9 Digital Diplomatic System and Diplomacy .....	35
2.10 Impact of ICT on Diplomacy .....	36

<b>CHAPTER THREE</b> .....	40
<b>DIGITAL DIPLOMACY IN KENYA</b> .....	40
<b>3.1 Introduction</b> .....	40
<b>3.2 Technology and Foreign Policy in Kenya</b> .....	41
<b>3.2.3 Nation Branding</b> .....	45
<b>3.3 Kenya’s e-Government</b> .....	48
<b>3.4 ICT as a Tool of Sourcing and Disseminating Information</b> .....	49
<b>3.5The Increased Costs of ICT Implementation</b> .....	52
<b>CHAPTER FOUR</b> .....	54
<b>PROSPECTS AND CHALLENGES OF TECHNOLOGY IN THE CONDUCT OF DIPLOMACY IN KENYA</b> .....	54
<b>4.1 Introduction</b> .....	54
<b>4.2. Challenges of using technology in conducting diplomacy in Kenya</b> .....	55
<b>4.3. Challenges related to resources</b> .....	57
<b>4.4 Technology and foreign policy implementation challenge</b> .....	58
<b>4.5 Contemporary challenges of integrating technology and diplomacy</b> .....	59
<b>4.6 Conclusion</b> .....	61
<b>CHAPTER FIVE</b> .....	64
<b>SUMMARY AND CONCLUSIONS</b> .....	64
<b>5.1 Introduction</b> .....	64
<b>5.1 Conclusions</b> .....	64
<b>5.2 Recommendations</b> .....	67
<b>BIBLIOGRAPHY</b> .....	69
<b>APPENDECES</b> .....	72
Appendix I: Letter of Data Collection Instruments.....	72
Appendix II: Questionnaire.....	73

## CHAPTER ONE

### THE ROLE OF TECHNOLOGY IN THE CONDUCT OF DIPLOMACY IN KENYA

#### **Introduction to the study**

In this chapter the research discussed the background of the study which was followed by the statement of the research problem. Sequentially, objectives of the study were expounded, literature review which showed the gap forming the basis of the research and justification of the study. To wrap up chapter one, the conceptual framework was expounded then the conceptual framework, hypotheses, methodology and lastly the chapter outline.

#### **1.1 Background**

Advancement in technology together with other factors such as globalization has opened up markets and economies making communication easy and interaction efficient. This has meant that local aspects continue to shrink as the need for an interconnected world increases. Today, it can be difficult for a country to shun engaging with the global world as needs push for an interrelated world that is able to unite with common purposes that revolve round aspects such as transportation, environment, markets, science and technology among other common issues. International relations have enhanced the need for diplomacy as countries engage on the basis of interests.

National interests and foreign policies continue to define international relations and diplomacy.<sup>1</sup> This means that countries have embassies and consulates that facilitate international diplomacy. These channels act as avenues within which states can be able to take part in global matters while ensuring they benefit and have a voice from the interconnected global world.

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<sup>1</sup>Rana K.S. (2011) *Bilateral Diplomacy*, Geneva, Diplo-handbooks Publications. pp 125-130

Countries especially in the 21<sup>st</sup> century strive to make peace with neighboring and global powers in pursuit of regional stability which is a key impetus to trade and economies.<sup>2</sup>

Diplomacy depicts the practice and art of engaging in negotiations between representatives of countries.<sup>3</sup> Diplomacy drives international relations as professional diplomats engage in an array of topical issues. Diplomats negotiate international treaties prior to endorsement by politicians in the sending and receiving state. National interests take center stage as diplomats base their negotiations on the needs of their states. There are general principles and protocols defined by a sending state which diplomats are expected to adhere to.

Engagements are defined within international conferences where global organizations such as the United Nations (UN) facilitate interactions among countries.<sup>4</sup> States may convene negotiation processes that aim at advancing national interests or resolving issues of concern. The key components of diplomacy have existed over the years and have revolved round the elements of representation, negotiations and intelligence gathering.<sup>5</sup>

Diplomatic practices continue to evolve especially with advancement in technologies. The modern approach to diplomacy emphasizes on the need for timely and effective information which is made possible by use of technologies.<sup>6</sup> In addition, the context of costs of setting up an embassy or a consulate in all countries across the globe is expensive and therefore countries are considering the use of technology in diplomatic affairs.<sup>7</sup> Access to information has been

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<sup>2</sup>Rana K.S. (2010) *Inside Diplomacy*, New Delhi, Manas Publications. pp 78-90

<sup>3</sup>Lindstrom, G., (2012) *Diplomats and Diplomacy for the 21<sup>st</sup> Century* Santa Monica, CA: Rand.

<sup>4</sup>Rana K.S. (2011) *Bilateral Diplomacy*, Geneva, Diplo-handbooks.

<sup>5</sup>Workneh, A., (2012) African Commercial Diplomacy and its Challenges in the Context of Globalization. *International Journal of Diplomacy and Economy*, Vol.1, No2.

<sup>6</sup>Rana K.S. (2010) *Inside Diplomacy*, New Delhi, Manas Publications.

<sup>7</sup>Lindstrom, G., (2012) *Diplomats and Diplomacy for the 21<sup>st</sup> Century* Santa Monica, CA: Rand.



enhanced by technologies as people are able to get updated content when needed especially in diplomatic decision making.

However, diplomacy continues to change with advent of technology. In addition, increased engagement of businesses, philanthropy, individuals and non-governmental organizations with states continues to redefine diplomacy and set new agendas of technology on the foreign stage. Technological innovations such as teleconferencing and use of virtual networks and teams have meant that diplomats are able to engage without having to travel physically to host nations. Technologies have lessened engagement and enhanced information sharing in the global platform. The flow of information has evolved the channels for negotiations among diplomats.<sup>8</sup>

Kenya hosts a number of diplomatic missions from different countries throughout the world which is reciprocated from other countries. These diplomatic missions are important as they define the country's foreign policy elements.<sup>9</sup>In addition, the headquarters of United Nations Environmental Program (UNEP) are in Kenya. The country is also regarded as the backbone of East Africa as it is the powerhouse of engagement especially in trade and diplomacy across the East and Central Africa.<sup>10</sup>The country has invested in information technologies and provided a platform for the private and public sector to adopt technologies beneficial to the country. Assessing the role of technologies in diplomacy in Kenya will create an understanding on how the country has positioned itself strategically to adapt its conduct of international relations to the global sphere.

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<sup>8</sup>Rana K.S. (2011) *Bilateral Diplomacy*, Geneva, Diplo-handbooks.

<sup>9</sup>Wanyama, L, (2013). The Economic Diplomacy of Kenya's Regional Interests *Occasional paper no. 137*, South African Institute of International Affairs; retrieved from [www.saiia.org.za](http://www.saiia.org.za)

<sup>10</sup>Workneh, A., (2012) African Commercial Diplomacy and its Challenges in the Context of Globalization. *International Journal of Diplomacy and Economy*, Vol.1, No.2pp.177-192

## 1.2 Statement of the Research Problem

Diplomats had the exclusive responsibility of collecting information in the past.<sup>11</sup> Their governments posted them in distant lands with the main responsibility of gathering information on different issues of interest and then communicate effectively back home. Information was eagerly awaited back home as diplomats became essential intelligence gatherers. They reported on the market and economic status, the state alliances, political landscape, the court systems, and military setting among other issues of interest.<sup>12</sup>

Today, technological developments have opened access to information. Finding news has been made faster and easier as media outlets around the globe have become more responsive to transforming landscapes. The extensiveness of the media and impactful innovations have amplified access to volumes of information by diplomats as they strategically align themselves to seize, analyze and act upon them.<sup>13</sup> In addition to media innovation, the rise of social media platforms has also opened up access and flow of communication and information. These developments have impacted on the work and mandate of diplomats across the world extensively.

Communication innovations have provided a decisive platform for access of vital information as the work of diplomats continues to shift gradually.<sup>14</sup> Diplomats across the world have adapted to the changing tides and make use of these advanced technological tools in shaping their narratives. This can be done through posting opinion pieces, open and adopt social

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<sup>11</sup> Lindstrom, G., (2012) *Diplomats and Diplomacy for the 21<sup>st</sup> Century* Santa Monica, CA: Rand.

<sup>12</sup>Rana K.S. (2010) *Inside Diplomacy* New Delhi, Manas Publications.

<sup>13</sup>Afman, E. R. and M. Maurel.(2010). *Diplomatic relations and trade reorientation in transition countries*. In van Bergeijk, P. A. and S. Brakman (eds). *The Gravity model in international trade: Advances and applications* Cambridge: Cambridge University Press.

<sup>14</sup>Barston, R.P., (2015). *Modern Diplomacy*. Second Edition. Longman, London and New York.

media lines to communicate, appear on media debates and discussions, and make use of communication technologies to receive and mold information from a wider audience.<sup>15</sup>

Digital media proves to be an integral mode on how diplomats are engaging and conducting relations across the globe. The context is creating virtual platforms online and offline. Virtual communication platforms are essential in connecting people, saves on time and distance diplomats have to encounter in their line of duty. In the present day, timely access to information and flow of communication has shifted the work of diplomats and taken an integrative approach.<sup>16</sup>

Essentially, the transition of information and communication platforms has meant that news is relayed quickly thereby paving way for precise analysis and evaluation. Technologies have influenced the skills and knowledge required for diplomats today. The efforts have shifted to focusing on particular concerns and communicating with a wider audience. Technologies have also changed the decision making structure in embassies where a decentralized approach has been adopted. This means that a lower level diplomat has the impetus and leverage to act on issues of concern before such issues become complicated to handle (Rana, 2011).

This then explains the need for studies on how technologies have affected diplomacy across the world using Kenya as the case study. As technologies have greatly impacted on the conduct of diplomacy, this study examines the role of technology in the conduct of diplomacy in Kenya in the 21<sup>st</sup> century.

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<sup>15</sup> Lindstrom, G., (2012) *Diplomats and Diplomacy for the 21<sup>st</sup> Century* Santa Monica, CA: Rand.

<sup>16</sup>Rana K.S. (2011) *Bilateral Diplomacy*, Geneva, Diplo-handbooks.

### **1.3 Objectives of the Study**

The following are the study's objectives:

1. To examine the role of technology in the conduct of diplomacy in the 21st century.
2. To examine the use of technology in the conduct of diplomacy in Kenya.
3. To examine prospects and challenges of technology in conduct of diplomacy in Kenya.

### **1.4.0 Literature Review**

The literature review was divided into the following sub-sections and the content analysis research design was used where a number of previous studies were summarized and the gap in literature.

Amitav Mallik in his book 'the role of technology in International Affairs' argues that the link between technology and diplomacy and foreign policy is as old since time where he reiterated that the link became visible and more critical due to globalization, multi-polar world. He says that most of the 21<sup>st</sup> century challenges ranging from security to climate change concerns have some technological aspect tagged on it thus no one country can solve them in isolation. In his arguments therefore he asserted that the tools, techniques, strategies and tact of foreign policy of nations need acclimatization process to the ever changing world so as to accommodate increasing scientific and technological complexities. He postulates that foreign policy and diplomacy have and will always be key antecedents of statecraft though in his view the reality of information society demands that statecraft should leverage new sensitivities around advances in technology so as to facilitate instant communication and revolution.<sup>17</sup>

Keith Hamilton and Richard Langhorne in their book the Practice of Diplomacy: its Evolution, Theory, and Administration argues that the development of diplomacy has been

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<sup>17</sup> Mallik, A. (2006). *Role of Technology in International Affairs*. New Delhi: Pentagon Press: Institute of Defense Studies and analyses

closely intertwined with that of information, communication and technology since time. They posited that ‘our predecessors realized that it was better to hear the message than to eat the message.’<sup>18</sup>

Peter Drucker contends that knowledge has become the minimum antecedent of development and developing economies, to this extent he observes that control of the phenomenal technology in effect meant controlling the society. According to him knowledge is at the cornerstone of technology revolution of today. He argues that technology has introduced a massive range of new actors in the conduct of diplomacy who have profound and influential ideas impacting the global politics and way of life.<sup>19</sup> For instance renowned hackers are multi-national corporations. The influence such actors have is colossal and it touches on the content and technical related knowledge.

Carl Builder while reflecting on the impact of technology on diplomacy and foreign policy opined that one of the major contradictions that the 21<sup>st</sup> Century diplomats have to deal with is that of guarding state’s sovereignty at the same time trying to encourage and promote their respective nations participation in the motions of both global and regional integrations. He argues that competitiveness of a country in matters of diplomacy hugely depend on the ability of the country allowing its citizens access information more so through technology.<sup>20</sup> This opened opportunities both in social, economic and political contributing towards implementation of a country’s foreign policies.

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<sup>18</sup> Hamilton, K. A., and Langhorne, R., (1995). *The Practice of Diplomacy: Its Evolution, Theory, and Administration*. London: Routledge.

<sup>19</sup> Drucker, P. F., (1989). *The New Realities: In Government and Politics, in Economics and Business, in Society and World View*. New York: Harper and Row

<sup>20</sup> Builder, C. H., (1993). *Is it a Transition or a revolution?* Futures. 25(2). Pp 155-168

Joseph Nye on his thesis on the role of technology in promoting interdependence and soft-ware observed that technology has enhanced the capacity of various actors in global political economy leveraging on physical and social technologies. He further argues that the global interdependence has blurred the traditional distinct between national and international space leading to internal issues of a country impacting the international policies. On the same Thomas Friedman argued that technology has really played a very crucial role in leveling the platform of conducting issues across the globe by enabling anyone, anywhere have access to the same information, have a say in that information received, connect to the outside world as one does businesses directly with each other without meeting physically thus affecting positively a country's projected foreign policies through foreign audiences.<sup>21</sup>

Ilan M. and Elad S. in their arguments posits that digital diplomacy in its application refers to the way social media platforms have been embraced by a country in order to achieve her foreign policy goals and manage both her reputation and image.<sup>22</sup> In their discussions it emerged that scientific exchange and technological co-operations also contributed significantly to cohesive blocks and conflict resolution resulting to fostering international peace.

Nicholas W. the former chief information officer foreign and commonwealth office – London argued that technology however has been embraced and used frequently in today's world, it has weakened the traditional nation-state by allowing different communities act across national boundaries. In his study he proved that technological knowledge in the contemporary has become an important component for retaining diplomatic effectiveness and for meeting diplomatic challenges in the global arena. He interrogated the effect of technology and the

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<sup>21</sup> Nye, J. S. Jr. (2011). *The future of Power*. New York: Public Affairs

<sup>22</sup> Ibid

structures it operates within diplomacy and the rapid change happening in the current world affairs.<sup>23</sup>

#### **1.4.1 Gap in the literature**

This study recognizes that every country throughout the world has in one way or the other emulated the adoption of technology in conducting diplomacy. However, a number of challenges do come in handy especially in developing countries make it impossible for its full implementation.

#### **1.5 Justification of the Study**

The scope of diplomacy and the dynamics of technologies provide a unique dimension in terms of the relations between countries both regionally and internationally. Diplomacy defines the basic structures that countries can engage on the basis of national interests. This study will therefore prove essential in enhancing the knowledge of international relations especially on how countries can leverage access and relay of information.

The study findings proved essential to policy makers in defining the changing platforms of engagements and relations. It guided policymakers in the Ministry of Foreign Affairs – Kenya on how they can position themselves and enact policies geared towards reaping the full benefits of diplomacy through technology. It informs the Kenya government and other like organizations on the areas of concern and investment in diplomacy and international relations.

The study findings also proved useful to international relations scholars as it adds essential knowledge in the areas of diplomacy and technology. Currently, the focus of research studies has been on how developed countries have adopted e-diplomacy in their operations.

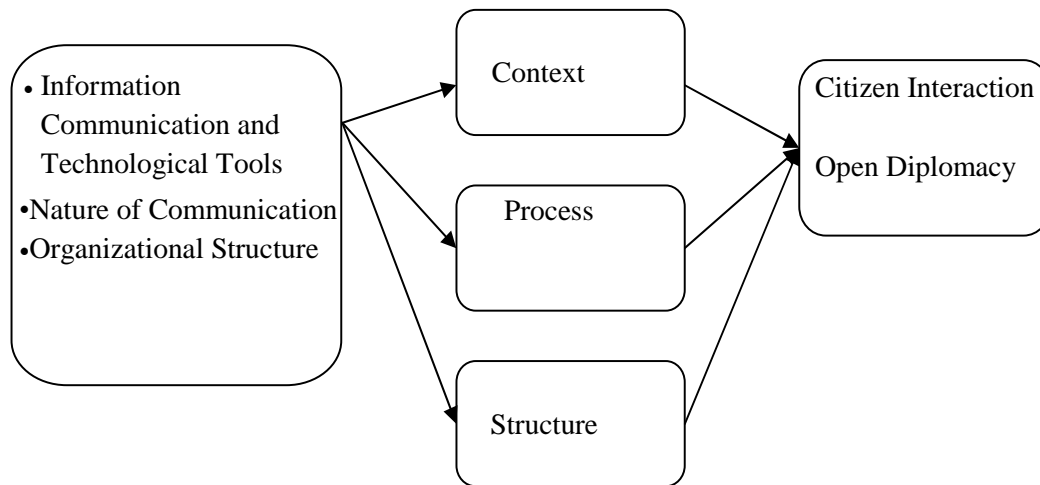
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<sup>23</sup> Westcott, N. (2008). Digital Diplomacy: The impact of internet on International Relations, Oxford Internet Institute, *research Report*

Studies on how less developed countries like Kenya have adapted to technology are yet to be done.

### 1.6 Conceptual Framework

Advancement in technologies has resulted to transformation in international relations. This framework examines incorporation of ICT through e-diplomacy, its role and impact especially on reflecting a country`s foreign policy abroad. Technological advancement has resulted to an evolutionary process. The following figure shows the conceptual framework proposed by the researcher:



*Figure 1: Conceptual Framework for e-diplomacy*

The interests of MFAs in digital diplomacy lie in the capacity of information and communication tools to influence and develop dynamic networks of engagement across an array of constituencies.<sup>24</sup> This means that the technological tools are customized to ensure the nature

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<sup>24</sup>Amir D. (2005).*The Information Age and Diplomacy: An Emerging Strategic Vision in World Affairs*. Florida: Boca Raton Publishers.



of communication results to development of multiple networks that facilitate policy advancement abroad. MFA develop organizational structures that support communication platforms where sourcing, processing and disseminating of information is realized. The organizational structures are redeveloped meaning that the once exclusive and secretive domain of diplomats has gone public. Diplomats are now required through technological platforms to look outside and also allow the general public to look in.

The opportunity for MFA in redefining themselves within the digital age is based on the ability to reach out to many people and influencing policy outcomes. The world is controlled by hybrid entities of social and technical elements.<sup>25</sup> The technical element in the case of diplomacy is defined by information communication technologies while the social aspect is the art of negotiations and engagements as directed by interests and policies. The outcome of adoption of information communication technologies and organizational structure is open diplomacy and advanced citizen interaction.

The context of digital diplomacy defines the scope of technological innovations which is dependent on the effectiveness of extensive ecosystem that supports them. This calls on the need to examine the technological context in which MFA operate in to understand the effectiveness of technology on citizen interaction and open diplomacy. The process depicts the role of MFA in staying ahead of technological curve. MFA ought to emphasize on leveraging the power of technological tools for optimizing their role and mandate in public diplomacy. Technology and society is an interrelated concept defined as socio-technical system.<sup>26</sup>The structure of digital

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<sup>25</sup>Couldry, N. (2008). Actor Network Theory and Media: Do They Connect and on What Terms? In A. Hepp, F. Krotz, S. Moores, & C. Winter *Connectivity, networks and flows: conceptualizing contemporary communications* (pp. 93-110). Cresskill: Hamton Press.

<sup>26</sup> Berry, A. (2013). The Translation Zone: Between Actor-Network Theory and International Relations. *Millennium - Journal of International Studies*, 1-17.

diplomacy moves from a centralized framework to networks of networks. Creativity and experimentation is regarded over procedures and hierarchy.

Development of technology influences the social aspects as technology is impacted by its use. The impact of technology has enhanced interrelations among people irrespective of geographical boundaries. The context of globalization has meant that people are able to relate on a higher level with use of technological platforms. E-diplomacy is depicted as a social phenomenon rather than just a technological tool. The conceptual framework will therefore prove vital in understanding the scope of technology in the conduct of diplomacy within the international realms and then reflecting on a case study of Kenya.

### **1.7 Hypotheses**

H<sup>1</sup> – Technology has had no impact on the conduct of diplomacy in Kenya

H<sup>2</sup> – There is low level of penetration of technology in diplomacy and foreign relations in Kenya

H<sup>3</sup> – There are no challenges of use of technology in the conduct of diplomacy in Kenya

### **1.8 Methodology**

#### **1.8.1 Data Collection**

This study used both primary and secondary sources of data. For primary data, the study interviewed personnel from the Ministry of Foreign Affairs and the Ministry of Information, Communication and Technology in Nairobi. The choice of selection for study area was informed by the assertion that the institutions are information hubs especially in the area of technology and diplomacy.

A self-administered questionnaire was used to collect primary data. The data collection tools also incorporated structured and unstructured questionnaires which were prepared to facilitate the process. A questionnaire as provided in the appendices section was used to collect

data with regards to technology and the conduct of diplomacy in Kenya. The questionnaires were divided into two parts: first part was introductory section and the second part focused on understanding the extent in adoption of ICT within the department or ministry.

Semi-structured interviews also formed part of this study since it assisted in the collection of data that involved an interviewer gathering detailed information from an interviewee.<sup>27</sup> The researcher also sought for a formal appointment with both ministries which was aimed at engaging on a short interview with the focus being on exploring the identified area of interest.

For the purpose of obtaining credible data, all the personnel who were interviewed and filled the questionnaire had knowledge of e-diplomacy in Kenya. The sample structure consisted both senior and junior staff. The sampling adopted the simple and stratified sampling technique in selecting the respondents for the study. The use of stratified sampling was informed by the fact that it ensures representation of all entities in the sample and provides an accurate frame. A simple random sample was also adopted to ensure that the population had an equal chance of being selected for the study and that the respondents were interviewed separately.

The study also adopted the use of email to direct the questionnaires where physical access to the selected respondents proved difficult. In other cases, personal visits were important especially for interviews. The use of phone calls was essential in areas where there was limited access to respondents. The target respondents for the study were 15 – 20 respondents from each unit. The focus was on understanding on the existing technological structures and systems that govern diplomatic engagements.

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<sup>27</sup> Silverman, D. (2005). *Doing Qualitative Research: A Practical Handbook* (2<sup>nd</sup> Ed.). London: Sage Publication Ltd.

Secondary data was gathered from academic books and journals that enhanced the credibility of information provided. Other sources of secondary data collection included government websites

### **1.8.2 Data Analysis**

Information collected from the fieldwork was assessed, processed and analyzed. Data collected from secondary sources including reports and documents was used to support in defining the research objectives – the scope of technology in conduct of diplomacy in Kenya. Content analysis was the technique which was adopted in this study for data analysis. Content analysis technique reflected on the research design adopted as frequency tables and graphs was adopted to represent the key findings.

Themes were collected and examined based on the study objectives. Information was sourced from primary and secondary sources in order to define patterns and trends. Content analysis formed the basis of analyzing information from the fieldwork. Results obtained from content analysis based on study objectives was organized and presented in form of discussions and citations. The model of content analysis means that several data sources were incorporated and interpreted in order to draw meaning based on the research study objectives.<sup>28</sup>

### **1.9 Chapter Outline**

This study incorporated five chapters where chapter one provided the introduction of the study with key emphasis on background, the statement of research problem, the objectives of the study, the literature review, the justification of the study, the theoretical framework, hypotheses and methodology. Chapter two is an overview of technology and diplomacy across the globe. This chapter covers the new realities of diplomacy as defined by technology and its use within the Ministry of Foreign Affairs.

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<sup>28</sup>Yin RK (2004). *Case Study Research: Design and Methods*, (2nd Edition). Newbury Park: Sage.

Chapter three examines the scope of technology and conduct of diplomacy in Kenya. This chapter presents the true picture of adoption of technology in diplomacy by the Kenya Government.

Chapter four examines the prospects and challenges of use of diplomacy in the conduct of diplomacy in Kenya. It covers the analysis of research findings and present provides critical evaluation of information sourced.

Chapter five presents the conclusions and recommendations of the study.

## CHAPTER TWO

### THE ROLE OF TECHNOLOGY IN THE CONDUCT OF DIPLOMACY IN THE 21ST CENTURY

#### 2.1 Introduction

The advent of technology has significantly impacted on human society, its political and economic relations, cultural and social values and relations. Advancement of information and communication technologies has transformed and continues to change the face of mankind. From the invention of telegraph in the 1800s, the era of information technology has introduced strategic changes in global telecommunications. Diplomatic practice has been affected by advent of technologies where the direct-dial context soon emerged to facilitate highest diplomats and officials to directly communicate with each other while negating the need for intermediaries. The emergence of internet brought a new meaning of ICT.<sup>29</sup>

The internet has facilitated communication and access to information thereby allowing people to collaborate across the globe, create communities and have virtual lives. ICT has empowered citizenry to take active roles in local and global policy-shaping processes and thereby impact greatly on international relations and conduct of diplomacy. However, the effectiveness of ICT in international relations and conduct of diplomacy is pegged on meaningful and planned utilization. The internet continues to provide enormous opportunities as well as challenges for governments and international organizations in their push to developing policy spaces around technologies.<sup>30</sup>

Digital diplomacy for governments and international organizations demands new models of skills, organizational transformation and innovative channels of approaching diplomacy and

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<sup>29</sup> Evan H. Potter (2002). *Cyber-Diplomacy: Managing Foreign Policy in the Twenty-First Century*. Canada: McGill-Queen's University Press.

<sup>30</sup> Andreas Wenger (2001). *The Internet and the Changing Face of International Relations and Security in Information Security: An International Journal*, Sofia: ProCon Ltd., pp. 5-11.

global policy models.<sup>31</sup> States are positioning themselves to reap from the benefits of technologies on diplomacy as internet provides new tools and avenues of diplomacy. This chapter looks into the interaction of technology on diplomacy, tools of digital diplomacy and impact of technology on the conduct of diplomacy.

## **2.2 An overview of technological evolution in diplomacy**

In 1860s Lord Palmerston, British Foreign Secretary received the first telegraph message and he exclaimed, “My God, this is the end of diplomacy.” Interestingly, it was the start of diplomacy as it has survived the telegraph and other technological innovations (the radio, telephone, television, and faxes). Harold Nicolson – an astute analyst of diplomatic practice lamented the impact of the telephone as “a dangerous little instrument through which to convey information or to transmit instructions can cause danger to foreign relations”.<sup>32</sup> Later in the 19<sup>th</sup> century, telegraph and the telephone were embraced as they improved communication between countries and diplomatic envoys.<sup>33</sup> In 1980 the fax system (also called telecopying or telefax) followed which had a telephonic transmission of scanned printed materials (both text and images). The revolution itself helped greatly to strengthen communication in the diplomatic world before the internet arrived.

During this time it became possible for a French Ambassador in Tokyo to sign a Treaty with the Japanese authorities and for the French Foreign Minister to receive a copy of it by telefax in Paris less than ten minutes later. Originals of diplomatic documents (briefs, minutes of meetings, legislation, speeches, official notes, treaties, protocols, verbal notes, press releases, cabinet memos, letters, and reports of all sorts) started to circulate by fax everywhere in

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<sup>31</sup> Potter, E. H. (2012) *Cyber-diplomacy: Managing Foreign Policy in the 21<sup>st</sup> Century* Montreal: McGill Queen’s University Press.

<sup>32</sup>Hocking, B., &Melissen, J. (2015).*Diplomacy in the digital age*. Clingendael: Netherlands Institute of International Relations.

<sup>33</sup>Ritto, L. (2014). *Diplomacy and its practice vs digital diplomacy*. Retrieved from <http://www.diplomatmagazine.nl/2019/11/18/diplomacy-practice-vs-digital-diplomacy-2/>

diplomatic missions. Foreign Ministries in capitals used the fax making sure that their embassies all over the world received regularly (daily in many cases) updated information about the activities of the Ministries and the main decisions of the government. Ambassadors were informed promptly about any issue of importance for their work and to know the point of view of their governments on all issues of importance for their countries. Consular services also availed themselves of the fax system to receive copies of important documents from their capitals (birth and marriage certificates, passports and visas), thus allowing those diplomatic missions to provide a faster and more reliable service to their citizens abroad.

A decade later the internet came into play which has been so instrumental in leveling the playing field across the world. It has made it possible for everybody connected to it have access to the same information, connect to and do business direct with each other.<sup>34</sup>Through the internet there has been gradual shift from telegrams to mobile phones and more recently to Skype, postal letters to e-mails, short messages (SMS) to twitter posts, hard-copy invitations to Facebook events, TV announcements to You-tube channels, costly meetings to web-conferences and even from physical embassies to net-based virtual missions”.<sup>35</sup>Also the internet has brought on board file sharing, social networking, interactivity, and downloadable audio and visual “podcasts,” in contrast to the simple presentation of information, promise to accelerate this trend to warp speed.

Directly, in the field of conducting diplomacy and foreign policy technology now controls the way in which information flows around the globe. This has enabled the “news”,

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<sup>34</sup>Friedman, T. (2005). *The world is flat: A brief history of the twenty-first century*. New York, NY: Farrar, Straus and Giroux

<sup>35</sup>Abbasov, A. (2007). *Digital diplomacy: Embedding information and communication technologies in the department of foreign affairs and trade*. Retrieved from [http://www.academia.edu/Digital\\_Diplomacy\\_Embedding\\_Information\\_and\\_Communication\\_Technologies\\_in\\_the\\_Department\\_of\\_Foreign\\_Affairs\\_and\\_Trade](http://www.academia.edu/Digital_Diplomacy_Embedding_Information_and_Communication_Technologies_in_the_Department_of_Foreign_Affairs_and_Trade)



which is the base material of foreign policy and the way governments interact with each other, to become faster, more readily available, and able to reach almost every part of the world.<sup>36</sup>

Thus, diplomacy has always been adaptive to changing environments resulting to conventional forms of diplomacy which now dominates both the domestic and foreign policy landscape as majority of governments are utilizing technology as a new tool for communication, information gathering, and the promotion of values both at home and abroad.<sup>37</sup>

### **2.3 The Scope of Technology in Diplomacy in the 21st Century**

Information communication system is essential in the acquisition, control, analysis, and dissemination of information.<sup>38</sup> Information management is at the center of the work of diplomats where they are expected to provide information that guides in decision making. Foreign policy guides diplomats in their work and are therefore expected to have a framework of home foreign policy as well as incorporate the host foreign policy in the management of information.

The traditional set-up of diplomatic service emphasized on strict internal protocols in delivering confidential messages, reports and instructions. Management of crucial information and communication reflects on the structure of foreign affairs through setting access privileges to crucial documents and communication channels. Articulation of roles in a complex structure allows efficient and effective delivery of services and impacts on the evaluation of information management and public assessment.<sup>39</sup>

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<sup>36</sup> Grant, R. (2004). *The democratization of diplomacy: Negotiating with the internet* (OII Research Report No. 5). Oxford: Oxford Internet Institute.

<sup>37</sup> Bradshaw, S. (2015). *Digital diplomacy - #notdiplomacy*. Retrieved from <https://www.cigionline.org/articles/digital-diplomacy>

<sup>38</sup> Potter, E. H. (2012) *Cyber-diplomacy: Managing Foreign Policy in the 21<sup>st</sup> Century* Montreal: McGill Queen's University Press.

<sup>39</sup> Beynon-Davies, P. (2014). *Database Systems*, 3rd Edition. Palgrave, Houndmills, Basingstoke.

Data is kept in an orderly manner in order to assure accuracy and efficiency. This means that information can be easily retrieved when needed and used appropriately. Foreign Affairs through Embassies and Consulates ought to come up with effective online platform that is updated regularly in order to provide information to relevant stakeholders.<sup>40</sup> This information should be up to date, accurate and credible. It should coincide with the changing environments and report on the current state of affairs between countries.

Information delivery is another key area of information management that enables analysis and evaluation of historical and real time information.<sup>41</sup> Information flows between personnel and departments and finally to relevant stakeholders including citizens. Information delivery factor is a key role of diplomats. The central part of information management is having a centralized database for storing and sharing documents and reports and internal communication notes.<sup>42</sup>

The key challenge in information management lies in the confidentiality and security of information. The internal networks that connect to missions and headquarter departments has systems and servers that are managed centrally. Communications relayed through the technological platforms can be protected by strong encryption techniques. The security option includes those missions that are carried out through virtual networks and relay data packages securely within the public internet.<sup>43</sup>

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<sup>40</sup>Afman, E. R. and M. Maurel.(2010). *Diplomatic relations and trade reorientation in transition countries*. In van Bergeijk, P. A. and S. Brakman (eds). *The Gravity model in international trade: Advances and applications* Cambridge: Cambridge University Press.

<sup>41</sup> Potter, E. H. (2012) *Cyber-diplomacy: Managing Foreign Policy in the 21<sup>st</sup> Century* Montreal: McGill Queen`s University Press.

<sup>42</sup>Alessandro G. and Santana.A. (2014) *Data Center Virtualization Fundamentals* Indianapolis.Ind: Cisco Press.

<sup>43</sup>Barston, R.P., (2015). *Modern Diplomacy*.Second Edition.Longman, London and New York.

## 2.4 Technological Tools Adopted in Diplomacy in the 21st Century

ICT-driven tools have the capacity to deliver more functions to diplomats. It is important for diplomats to adopt the best practices of information sharing, collaboration, communications and community building that has been harnessed by non-state actors. For instance, the U.S Whitehouse has adopted integrated tools in their website to manage a virtual diplomacy institute. Lithuania has managed to modernize its consular services on the basis of ICT; Germany has also managed to update its internal communication procedures within its service and introduced local area network.<sup>44</sup> Canada has an integrated system that incorporates an interactive web for its foreign policy. The adoption of technologies in diplomacy has helped these countries strengthen their relations abroad and at the same time provide crucial information to different actors.

Africa is a key economic hub that has the potential to define and take part in solving the issues that have engulfed the world. Interconnection proves to be a decisive step for Africa to be a key player in world matters. Developing countries can stand to benefit from technologies by creating platforms of interactions and engagements with other countries.<sup>45</sup> The huge financial burdens of setting up embassies and consular abroad can be managed by having a dynamic ICT platform that allows engagement at higher levels.

The opportunities posed by technology enable high engagement and help to portray a country to the outside world.<sup>46</sup> Diplomatic representatives cultivate and build a stable and robust network of contacts in diverse areas of the society. An updated relation with the political elite and stakeholders within the host country requires frequent contacts. Information technologies

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<sup>44</sup>Rimkunas, A. (2007) Themordenization of the Lithuania Consular service in response to global changes. In: K. Rana and J. Kurbalija. *Foreign Ministries: managing diplomatic networks and optimizing value*Msida: Diplo Foundation.

<sup>45</sup> Lindstrom, G., (2012) *Diplomats and Diplomacy for the 21<sup>st</sup> Century* Santa Monica, CA: Rand.

<sup>46</sup>Iver B. Neumann. (2012) *At Home with the Diplomats: Inside a European Foreign Ministry* London: Cornell University Press.

have leveraged access to information. Diplomats are able to have contacts and get access to information in real time.<sup>47</sup>

Maintaining direct contacts with key actors through weekly or daily emails and online social networking platforms (SNP) proves essential in maintaining the relationship and reaching out to information.<sup>48</sup> SNP proves to be a great asset to ambassadors and mission staff in networking and maintains the relations. SNP provides a platform of initiating talks and discussions on the basis of online updates that is useful for corridor talks and informal; meetings. Outreach beyond the political realms and emphasis on major population in host country is also important. This provides a platform of putting across key messages with regards to a country's foreign policy and define its value to local citizens. The use of technologies in outreach helps to get messages out, to respond to issues rapidly, and help to promote human rights and democracy.<sup>49</sup>

The internet provides a platform for communicating messages to the general public in host country. Adoption of a web page is essential in networking as missions are expected to manage attractive and constantly updates homepages. The platforms should provide space for interactions and provide comments and feedbacks, raise concerns, and contribute with initiatives or questions. Interaction demands a two way communication network that supports the engagement. Web2.0 space features end-user contribution and provides public discussion forums where mission staff is able to listen to discussions and get involved especially on issues of

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<sup>47</sup> Lindstrom, G., (2012) *Diplomats and Diplomacy for the 21<sup>st</sup> Century* Santa Monica, CA: Rand.

<sup>48</sup> Alessandro G. and Santana. A. (2014) *Data Center Virtualization Fundamentals* Indianapolis. Ind: Cisco Press.

<sup>49</sup> Rana K.S. (2010) *Inside Diplomacy* New Delhi, Manas Publications.

foreign policy and current global trends.<sup>50</sup> Diplomats are able to envision informality of communications and learn how to filter information and ensure useful content is considered.

## **2.5 Technology and Kenya's Conduct of Diplomacy**

Kenya has been vocal in adoption of ICT tools in enforcing its foreign policy agendas that are shaped by national interests. Its interests are directed into three main areas: security and political; geopolitical elements; and regional integration. Kenya has continued to actively participate in regional integration through initiatives such as Intergovernmental Authority on Development (IGAD) and Common Market for Eastern and Southern Africa (COMESA), among others.<sup>51</sup>

In enforcing its foreign policy agendas, there has been need for Kenya to develop strategic communication and public diplomacy that ensures it addresses both specific target and mass audiences. The use of mainstream media such as television, internet, press and public affairs initiatives facilitate reach on a broader platform. However, diplomacy efforts are focused in most cases on a narrower and discrete unit. This is based on the fact that diplomacy necessitates the need for expertise and leadership roles to influence opinions and decisions. The role of diplomats in collecting and sending paperwork has gradually become less necessary as the capacity to identify real items of interest in mass of information becomes more important.<sup>52</sup>

Access to information proves to be a powerful tool for public diplomacy in Kenya as it facilitates effective decision making. Kenya has been able to make strides in adopting ICT tools

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<sup>50</sup> Potter, E. H. (2012) *Cyber-diplomacy: Managing Foreign Policy in the 21<sup>st</sup> Century* Montreal: McGill Queen's University Press.

<sup>51</sup> Afman, E. R. and M. Maurel.(2010). *Diplomatic relations and trade reorientation in transition countries*. In van Bergeijk, P. A. and S. Brakman (eds). *The Gravity model in international trade: Advances and applications* Cambridge: Cambridge University Press.

<sup>52</sup> Lindstrom, G., (2012) *Diplomats and Diplomacy for the 21<sup>st</sup> Century* Santa Monica, CA: Rand.

that help to source for information and advance their national interests.<sup>53</sup> Diplomacy entails a country to tailor its communication programs targeting specific audiences and using the effective and appropriate media. Digitization of reporting means that diplomatic documents can be easily tracked and a course of action taken depending on the level of response needed.<sup>54</sup>

The margins for information flows have become porous as more players are involved in global affairs and politics. The modern diplomacy has changed the scope of engagement as interest group lobbies and public debate influence diplomacy. This means that countries must find new channels of communicating their foreign policy to global players and assess the impact of communication efforts. The modern scope of public diplomacy in Kenya incorporates elements of dialogue, collaboration and inclusivity. It makes use of social media in establishing the engagement on different issues with the general public.

Kenya has become more responsive to new elements of mass media as well as formal media. This means that public opinion shapes the formal communication system as policies are shaped by the demands of the public. Advanced models of communication through technologies have created a platform for attentive public on policy issues. This means that public groups and the media are at the center of development and execution of public policy. The development of the Ministry of Information Communication and Technology plays a key role in developing technologies that enhance communication within the country and externally when engaging in diplomatic circles.<sup>55</sup>

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<sup>53</sup> Ministry of Foreign Affairs Kenya (2013) Available from:  
[http://www.mfa.go.ke/index.php?option=com\\_content&view=article&id=55&Itemid=57](http://www.mfa.go.ke/index.php?option=com_content&view=article&id=55&Itemid=57)

<sup>54</sup>Afman, E. R. and M. Maurel.(2010). *Diplomatic relations and trade reorientation in transition countries*. In van Bergeijk, P. A. and S. Brakman (eds). *The Gravity model in international trade: Advances and applications* Cambridge: Cambridge University Press.

<sup>55</sup>Berridge, GeoffR. (2005) *Diplomacy: Theory and Practice*. New York: Palgrave Macmillan.

Kenya has initiated different technological programs aimed at enhancing communication both internally and externally on government policies and initiatives. The e-government structure has been one of the main technological programs that has focused on realization of development goals and objectives. The operation of e-government has focused on facilitating delivery of services and information to the citizens and this has ensured enhanced productivity on civil servants as well as active participation of citizens on national agendas and policies.<sup>56</sup>

Kenya's objective in adopting e-citizen has been on enhancing accountability, governance and transparency. This has ensured the government is result oriented, effective and citizen centered. The technological and communication platforms have ensured that citizens have been able to access government information and services. This has enhanced delivery of national goals to citizens and at the same time defined the scope of diplomacy as global players are able to access information on the government agendas to its citizens. For instance, information on population of a country, demographics, economy, global rankings, political updates and events are accessible through internet platforms including the CIA World Fact-book.<sup>57</sup>

The impact of adoption of information communication systems by the government has streamlined operations for diplomats in accessing and disseminating information. This has ensured enhanced collaboration between state agencies as duplication of tasks has been reduced and efficiency and effective use of resources enhanced. Kenya's competitiveness within the global sphere has improved through provision of timely information and enhanced delivery of

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<sup>56</sup>Kenyalaw <http://www.kenyalaw.org/Forum/?p=207>

<sup>57</sup>Rimkunas, A. (2007) The modernization of the Lithuania Consular service in response to global changes. In: K. Rana and J. Kurbalija. *Foreign Ministries: managing diplomatic networks and optimizing value* Msida: Diplo Foundation.

government services. The communication platforms have ensured citizen's participation in government initiatives through surveys, opinion polls and state policy direction.<sup>58</sup>

The impact of technology has also streamlined operations through adoption of systems such as the Integrated Personnel and Payroll Database (IPPD) systems and the Integrated Financial Management System (IFMIS). Diplomacy has been enhanced through adoption of such systems that ensure the government is able to realize its objectives of enhanced service delivery to citizens. The government has also harmonized websites of all ministries through ensuring they are updated and provide factual information and government policies.<sup>59</sup> This has helped to define the country to the outside world for diplomats both within the public and private sector.

Access to accurate and relevant information is crucial in the area of diplomacy as it helps to serve the interests of a country. Technologies provide a decisive platform within which essential information can be sourced in a timely manner and prove useful in the long-run.<sup>60</sup> Access and analysis of information through communication technologies helps to update versions on information on documents for diplomats that are relevant as at that particular time.<sup>61</sup>

## **2.6 The Scope of technology**

Technology when incorporated in the conduct of diplomacy focuses on the aspects of processing and managing information either locally and internationally. It is the use of technological components to store, process, transmit, secure and retrieve information.<sup>62</sup> Telecommunication has evolved from printed messages of telegraphs and voice communications

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<sup>58</sup>Kenyalaw <http://www.kenyalaw.org/Forum/?p=207>

<sup>59</sup> Ministry of Foreign Affairs Kenya (2013) Available from:

[http://www.mfa.go.ke/index.php?option=com\\_content&view=article&id=55&Itemid=57](http://www.mfa.go.ke/index.php?option=com_content&view=article&id=55&Itemid=57)

<sup>60</sup>Barston, R.P., (2015). *Modern Diplomacy*. Second Edition. Longman, London and New York.

<sup>61</sup>Beynon-Davies, P. (2014). *Database Systems* 3rd Edition. Palgrave, Houndmills, Basingstoke.

<sup>62</sup> Robert A. Cropp, William S. (2011). Information Communication Technologies and the Virtual Public Sphere Impacts of Network Structures on civil Society *IGI Global* p. 233.7.



of telephone to the use of video conferencing where participants engage in an interactive session while being far apart geographically.<sup>63</sup>

The modern era has developed the use of internet for transmission of information. The concept of telecommunication covers the core of information communication technology. The developed ICT environment is a system that incorporates a web of communication devices, computers, telephones and portable digital assistants among others, all linked together to form a single integrated grid of digital electronic communications.<sup>64</sup>

The network has been enhanced to operate at higher speeds with transmission media such as orbiting satellites and fiber optic cables. Increasingly, it has continued to penetrate in every area of life as laptop computers and cellular phones provide enhanced telecommunications.<sup>65</sup>

The web has proved to be an essential platform of communication flows as its inherently interactive environment has enabled communication flows from two directions and provided instantaneous communication between people who are connected. Such developments have greatly impacted on the world system specifically the conduct of diplomacy which is a key tenet of that system.<sup>66</sup>

Advancement in information technologies continue to revolutionize the international space and create new communication environment. The emergence of internet triggered the context of instant messaging which is now considered as the norm. The Global System for Mobile Communications (GSM) linked with other technologies have transformed telecommunication and a new dimension of effective communication. Increased use of email for

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<sup>63</sup>Dizard, P. (2001). *Digital Diplomacy: U.S. Foreign Policy in the Information Age*. USA: Praeger Publishers.

<sup>64</sup>E. Huff (2001). *Globalization and the Internet: Comparing the Middle Eastern and Malaysian Experiences*. Washington: Middle East Institute.

<sup>65</sup>Glenn P. Hastedt (2004). *Encyclopedia of American Foreign Policy*. USA: VB Hermitage Press.

<sup>66</sup>F. de Callières. (1994). *The Art of Diplomacy*. New York: University Press of America.

instant messaging and voice and video calls through the internet incorporated in Skype has resulted to low-cost options and real-time communication.<sup>67</sup>

Mobile devices with access to Internet allow video, voice and short messages communications have made the world fully connected and related. The World Wide Web (WWW) is an essential internet service that incorporates a network of interlinked information. Social network is also becoming increasingly influential such as Twitter, Facebook, and Skype among others.<sup>68</sup> Social media networks allow simpler and vibrant relations.<sup>69</sup> Users focus on broadcasting instant thoughts and reflections on what is happening around them.

Twitter is a common platform used to share information. For instance during the post-election demonstrations in Iran in 2009, Twitter was highly used to share information to the outside world especially in engaging Iranian Diaspora and people against the regime to unite. The concept of communication platforms continue to play an essential communication role in the society today. The developments in ICT continue to impact greatly on the world systems and explicitly on the practice and conduct of diplomacy as well as diplomatic services.

## **2.7 The Transformation of Diplomacy through ICT**

Diplomacy continues to be affected by radical changes that have been evident in the 21<sup>st</sup> century. Shocks and changes in the international order, the evolution of internet-based communication, and problems of legitimacy of liberal governments continue to redefine foreign policy tools. Otto von Bismarck as the first chancellor of Germany depicted diplomacy as the art

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<sup>67</sup>Ipu, C. J. (2013). E-diplomacy in East Africa: Case study of Kenya. University of Nairobi: Doctoral dissertation.

<sup>68</sup>Alessandro G. and Santana. A. (2014) *Data Center Virtualization Fundamentals* Indianapolis, Ind: Cisco Press.

<sup>69</sup> Robert A. Cropp, William S. (2011). Information Communication Technologies and the Virtual Public Sphere Impacts of Network Structures on civil Society *IGI Global* p. 233.7.

of continuous negotiation of common concessions between nations.<sup>70</sup> The modern outlook means that the negotiations have become more intense and dynamic as the platform of engagement has been enhanced by communication technologies thereby redefining international relations.<sup>71</sup>

There have been fundamental changes in terms of technical development that continue to impact the scope of diplomacy. Digitization has resulted to increase in access to information and subsequently resulted to new sensitivities of the general public to foreign policies.<sup>72</sup> The pluralism and heterogeneity of thinking influences the platforms used by diplomats. For instance, the model in which a diplomat makes use of social media depicts the message from the diplomat to the external world in addition to what a government intends to officially communicate. The change in communication platform such as evolution of social media as communication tools play a key role in the orientation of diplomacy and is taken into account during recruitment and training of diplomats in the modern world.

Governments are adopting new technical instruments to help streamline operations and processes. The models of digitization intervene in functioning of administrative tasks. The intervention can either accelerate or hinder diplomacy especially in the collection, processing, and dissemination of diplomacy.<sup>73</sup>

In addition, digitization impacted by social media defines the gain, loss and preservation of public trust both in a country as well as its international partners. The changing model of

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<sup>70</sup>Iver B. Neumann. (2012) *At Home with the Diplomats: Inside a European Foreign Ministry* London: Cornell University Press.

<sup>71</sup>Amir D. (2005).*The Information Age and Diplomacy: An Emerging Strategic Vision in World Affairs*. Florida: Boca Raton Publishers.

<sup>72</sup>Barston, R.P., (2015). *Modern Diplomacy*. Second Edition. Longman, London and New York.

<sup>73</sup>Workneh, A., (2012) African Commercial Diplomacy and its Challenges in the Context of Globalization. *International Journal of Diplomacy and Economy*, Vol.1, No.2pp.177-192.

modern diplomacy means that there are new actors involved in the diplomatic processes.<sup>74</sup> These actors include national institutions at public level as well as the private sector. The scope of modern diplomacy as influenced by digitization continues to extend beyond national boundaries to foreign diplomacy.

Transformations in the structure and scope of international community continue to make continual adaptations and shifts in diplomatic tactics essential. For instance, in the 15<sup>th</sup> century there was a shift from posting diplomatic representatives on temporary basis by the state to development of permanent residing ambassadors. The shift resulted to intense establishments of embassies and consulates that have provided a platform for engagement among countries.<sup>75</sup>

Similarly, modern diplomacy has resulted to new adaptations required today triggered by greater public interest in participation of diplomatic activities; a role that was traditionally inclined to governing bodies and diplomats. In addition, the new wave of communication devices and increasing number of state and non-state actors continue to influence foreign policy.<sup>76</sup>

The revolution of ICT has changed the practice of conventional diplomacy. ICT has contributed to two essential aspects in conduct of diplomacy: time and space. Digital diplomacy depicts new modes and methods of conducting diplomacy by use of the internet and information technologies and defines their impact on modern diplomatic practices. Internet has a profound impact on the primary elements of diplomacy – communication and information.<sup>77</sup>

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<sup>74</sup> Andreas Wenger (2001). *The Internet and the Changing Face of International Relations and Security in Information Security: An International Journal*, Sofia: ProCon Ltd., pp. 5-11.

<sup>75</sup>Fulton, B. (2002). *Leveraging Technology in the Service of Diplomacy: Innovation in the Department of State*. Price water house Cooper.

<sup>76</sup>Fletcher, P. (2002). "Electronic government: New models of service delivery". *Journal of Global Information Management*.

<sup>77</sup> Andreas Wenger (2001). *The Internet and the Changing Face of International Relations and Security in Information Security: An International Journal*, Sofia: ProCon Ltd., pp. 5-11.

Digital diplomacy is based on three aspects of linkage between diplomacy and internet. Internet has resulted to changes across the environment and scope where diplomacy is conducted. The internet-driven changes have a direct impact on diplomatic environment which include geo-politics, sovereignty, geo-economics, and interdependence.<sup>78</sup>

Digital diplomacy has led to emergence of new subjects on diplomatic agendas. Internet governance, privacy and cyberspace security are some of the key topics that have revolved in the interplay between technology and diplomacy. Diplomacy continues to be shaped by technologies as new e-tools emerge and the need for management of the new wave. Emergence of new technological tools in the conduct of diplomacy continues to shape the role of diplomats. Diplomats in the modern society have to be conversant with the use of internet tools in their role of diplomacy. Social media and big data are key areas of management in the emergence of internet tools.<sup>79</sup>

The taxonomy of diplomacy and technology goes beyond the narrow emphasis on social media and diplomacy within the contemporary literature and covers the wider scope of internet and diplomacy. Digital diplomacy as a new tool in the conduct of diplomacy enhances the scope of interaction with foreign publics and creates a platform for active engagement enabling a transition from monologue platform to dialogue.<sup>80</sup> Generally, digital diplomacy can be defined as the developing use of ICTs by a state with the focus being on realizing its foreign policy goals and advancing its diplomatic initiatives.

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<sup>78</sup> Potter, E. H. (2012) *Cyber-diplomacy: Managing Foreign Policy in the 21<sup>st</sup> Century* Montreal: McGill Queen's University Press.

<sup>79</sup>Hanson, F. (2010). *A digital DFAT: Joining the 21st century*. Sydney: Lowy Institute for International Policy.

<sup>80</sup>Kishan S. (2011). *21st Century Diplomacy: A Practitioner's Guide* The Continuum International Publishing Group.

## 2.8 New media and Diplomacy

Diplomatic service focuses on pushing for a country's foreign policy and providing significant influence and power. In the changing environment of global politics, diplomatic service is enhanced through harnessing modern information technologies and exploring flow of communication. The link between technology and diplomacy results to establishment of virtual diplomacy.<sup>81</sup> This kind of diplomacy linked to development of a networked globe as it joins the decision making, communication, coordination, and conduct of international relations by use of information and communication technologies. ICT trends provide a platform of a networked world and have resulted to significant improvements in service delivery. The potentials of ICT in diplomacy trigger states to allocate more resources in ensuring enough tools and capacity for interaction.<sup>82</sup>

Social networking incorporates technological tools used in diplomacy. Social networking expands reach and connections among individuals and agencies. Social media sites have proved effective in enhancing engagement and creating a platform for negotiation. Social media sites have provided a network that establishes interconnection within online communities thereby making contact possible.<sup>83</sup> The potential of internet to facilitate connections based on the role of diplomats have resulted to exponential expansion of diplomatic activities. Social media tools have created platforms, capacity for collaboration and interaction within the scope of diplomacy.

Facebook and Twitter are currently the most used e-tools by foreign ministries across the world. These tools provide channels of integrated platforms as they drive traffic from one base to

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<sup>81</sup>Bradshaw, S. (2015). *Digital diplomacy - #notdiplomacy*. Retrieved from <https://www.cigionline.org/articles/digital-diplomacy-notdiplomacy>

<sup>82</sup>Amir D. (2005). *The Information Age and Diplomacy: An Emerging Strategic Vision in World Affairs*. Florida: Boca Raton Publishers.

<sup>83</sup> Andreas Wenger (2001). *The Internet and the Changing Face of International Relations and Security in Information Security: An International Journal*, Sofia: ProCon Ltd., pp. 5-11.

the other.<sup>84</sup> Social media platforms enable users to air their opinions on various issues affecting the society. They provide a platform for engaging in discussions and help to identify readings and articles on particular topics. Diplomats can be able to access information and understand public opinions regarding certain foreign policy issues and therefore make well informed decisions based on the political economic and social trends as depicted in the social media platforms.<sup>85</sup>

Diplomats are engaging social media sites based on professional outreach. Through creating institutional profiles, interest groups and personal profiles, diplomats are able to source for information and influence conversations, curate content, and involve the community and general public effectively. Diplomats can be able to engage in conversations in order to understand different views of the public and at the same time carry out surveys and opinions on certain issues of concern. Blogs and wikis are also essential e-tools especially for knowledge management and sharing information on topical issues.<sup>86</sup>

Teleconferencing has become a key ICT tool in diplomacy.<sup>87</sup> Teleconferencing continues to replace traditional meetings and it has become normal to have keynote address and communications delivered via video. Teleconferencing provides a platform for meeting and engagement through a telecommunication medium. It links people across locations through digital means. Generally, teleconferencing is interactive and provides two-way communications; is dynamic and requires active participation of users; and links users at multiple locations.

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<sup>84</sup> Robert A. Cropf, William S. (2011). Information Communication Technologies and the Virtual Public Sphere Impacts of Network Structures on civil Society *IGI Global* .pp. 233

<sup>85</sup> Potter, E. H. (2012) *Cyber-diplomacy: Managing Foreign Policy in the 21<sup>st</sup> Century* Montreal: McGill Queen's University Press.

<sup>86</sup> Ibid

<sup>87</sup> Andreas Wenger (2001). *The Internet and the Changing Face of International Relations and Security in Information Security: An International Journal*, Sofia: ProCon Ltd., pp. 5-11.

The teleconferencing technologies allow interactivity with the capability of the user to talk back. It provides a combination of video and audio to ensure video images and voice communications. The social presence created by teleconference platform enhances interaction thereby enabling engagement and dialogue. Diplomats are increasingly making use of teleconferencing for internal and external coordination and meetings.<sup>88</sup>

Website is a tool used globally that allows people to access multiple resources on foreign policies and learn about a country's interests. Websites are essential communication tools for diplomats where they are able to share their diplomatic engagements, views on issues and provide information on different areas of engagement. Making a connection with people is a key role of diplomats and through websites, they reach millions of people. As websites are accessible all the time, people can be able to get the information or direction they need through an updated website.<sup>89</sup> Accessibility is important for diplomats and a website provides a platform of engaging with stakeholders. Having presence over the internet updates and reinforces the foreign policy and interests of a country within diplomatic engagements.

The use of email as a communication tool within diplomatic engagements has increased.<sup>90</sup> Email is now fast, accessible and efficient to use in communication. Using email can greatly benefit diplomatic engagements as it provides effective and efficient ways to transmit real time data and information electronically. Email is cheap as the email costs are the same regardless of the number of people or distance covered; fast as it reaches recipients within

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<sup>88</sup>Mario Ziemkendorf. (2007). *Actor Network Theory*. Norderstedt: Druck und Bindung Press.

<sup>89</sup>Amir D. (2005).*The Information Age and Diplomacy: An Emerging Strategic Vision in World Affairs*. Florida: Boca Raton Publishers.

<sup>90</sup> Andreas Wenger (2001). *The Internet and the Changing Face of International Relations and Security in Information Security: An International Journal*, Sofia: ProCon Ltd., pp. 5-11.



minutes; convenient as messages are stored and read at any time; and enables sending of large amounts of data sheets.

## **2.9 Digital Diplomatic System and Diplomacy**

A solid digital environment that integrates high level of technological innovation facilitates creativity and experimentation over procedures and hierarchy. MFA's should therefore focus on relaxing the constraints of organizational centralization in order to manage technological challenges. Missions ought to encourage diverse modes and forms of digital interaction that is customized to specific profile based on the constitutive diplomatic networks.<sup>91</sup>

The context of national diplomatic environment is gradually changing from the setting that places the role of MFAs based on a narrow approach to one that defines it from a broader perspective. The transformation means that MFAs adopts the national diplomatic system that integrates complex networks of both government and non-government agencies that define and drive a state's international policy objectives.<sup>92</sup>

Based on this insight, MFAs digital infrastructure has been defined based on the context of Digital Diplomatic System (DDS). DDS depicts a of networks of missions, think tanks, civil society groups, international organizations and private companies that define and drive the digital diplomatic profile of a state with three layers: that driven by demand and connects organizational actors and stakeholders who benefit directly from digital diplomatic agendas who include diaspora groups; that which incorporates functional and is task-oriented – international organizations, diplomatic mission, and missions at conflict based areas; lastly those that are

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<sup>91</sup>Holmes, M. (2013). What is e-Diplomacy? 7th European Consortium for Political Research General Conference, Bordeaux. Hughes, D. L., Dwivedi, Y. K., Rana,

<sup>92</sup> Andreas Wenger (2001). *The Internet and the Changing Face of International Relations and Security in Information Security: An International Journal*, Sofia: ProCon Ltd., pp. 5-11.

practice-oriented and tech-oriented - focuses on advancing digital innovation as well as dissemination of effective practices within digital diplomacy, data analytics working within missions, private and public sector.<sup>93</sup>

## **2.10 Impact of ICT on Diplomacy**

The role of digital diplomacy is to expeditiously inform and serve national interests and foreign policy objectives. The nature of technological infrastructure where they disrupt processes and operations may result to decoupling of foreign policy from digital diplomacy. Rapid adoption of digital diplomacy tools without an updated strategy on support for specific foreign policy objectives could create problems especially on policy coordination, processing and implementation.<sup>94</sup> This means that digital personnel could focus more on innovation and experimentation in public diplomacy with diverse degrees of success. The effectiveness of digital diplomacy within MFAs and missions is pegged on the ability of technologies to facilitate realization of foreign policy objectives.<sup>95</sup>

The need for digital diplomacy that is impactful means that MFAs facing bureaucratic and budgetary pressure have to demonstrate value of digitization through slowing down digital adoption in order to align it with policy making. Diplomats face the risk of imbalance in digital adoption and policy process especially when there is no clear strategic compass that embraces dynamic diplomatic models for designing and effecting digital activities.<sup>96</sup>

The imbalance between technological adoption and diplomacy can be mitigated through defining the distinction between input and output based on foreign policy outcomes. Public

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<sup>93</sup>Barston, R.P., (2015). *Modern Diplomacy*. Second Edition. Longman, London and New York.

<sup>94</sup>Workneh, A., (2012) African Commercial Diplomacy and its Challenges in the Context of Globalization. *International Journal of Diplomacy and Economy*, Vol.1, No.2pp.177-192.

<sup>95</sup> Andreas Wenger (2001). *The Internet and the Changing Face of International Relations and Security in Information Security: An International Journal*, Sofia: ProCon Ltd., pp. 5-11.

<sup>96</sup>Barston, R.P., (2015). *Modern Diplomacy*. Second Edition. Longman, London and New York.

policy analysis prepares a distinction between the role of digital diplomacy and the results expected from digital diplomacy.<sup>97</sup>

The outputs emphasize on the significance of digital activities while the outcomes focus on broader influences of digital outputs based on policy objectives. This calls for a balance between the role of digital outputs and the expense pegged on policy outcomes. This is viewed from a perspective where there are complex operations, lengthy timelines of implementation and large audiences as defined in digital diplomacy. Digital engagements are effective in informing outcome-based approaches that involve conventional operations.<sup>98</sup> When strong outputs such as content, engagement and reach are generated, then positive policy outcomes are realized.

Availability of information has meant that governmental activities are closely scrutinized by the public. Advancement in social media has resulted to pursuit of conversations within the public sphere meaning that social media are today depicted as instruments of diplomatic initiatives.<sup>99</sup> These actions are not constrained as public relations network as it was the case traditionally for diplomats. Social media platforms in diplomacy promote dialogue within domestic and global publics.<sup>100</sup>

Modern diplomats are always under pressure to make use of social media platforms. They have become approachable and open to public scrutiny through digital media. Exchanges through social media with official negotiation actors and interested public agencies and groups

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<sup>97</sup>Amir D. (2005).*The Information Age and Diplomacy: An Emerging Strategic Vision in World Affairs*. Florida: Boca Raton Publishers.

<sup>98</sup>Workneh, A., (2012) African Commercial Diplomacy and its Challenges in the Context of Globalization. *International Journal of Diplomacy and Economy*, Vol.1, No.2pp.177-192.

<sup>99</sup>Amir D. (2005).*The Information Age and Diplomacy: An Emerging Strategic Vision in World Affairs*. Florida: Boca Raton Publishers.

<sup>100</sup>Callon, M. (1993). Society in the Making: The Study of Technology as a Tool for Sociological Analysis. In W. E. Bijker, T. P. Hughes, & T. J. Pinch, *The Social Construction of Technological Systems: New Directions in the Sociology and History of Technology* (pp. 83-106). London: MIT Press.

create a dynamic network of connections with known and unknown, powerless and influential actors, participants and observers.<sup>101</sup> The nature of exchanges has to integrate the formal and linguistic character of new media.

Communication tools continue to impact on all actors of diplomacy revolving round foreign policy activities. Digital media platforms have a significant influence on publics which is accelerated through commercialization or sensationalism, or distorted reporting. Digital media has the strength to develop pseudo-crises which may waste significant resources. There is a deeper risk in in-depth use of social media as diplomats face the risk of disorienting themselves towards public opinion on foreign policy matters.<sup>102</sup> Today, politics must be comprehensible and presentable for many publics.

There is increased need to provide information effectively and quickly with different publics and these results to oversimplified clarifications and accounts that in some instances do not reflect on the factual complexities of the issues at hand. The choice of communication tools used in foreign policy conception, formulation and diplomacy by decision makers in MFAs has a great impact on the public trust.

Where emphasis on digital tools conflicts with realization of foreign policy objectives, there is need to balance communication integration and objectives to be attained. This results intangible policy goals and adopts an approach that ensures countries are provided with accurate and timely information (output) on different areas of socioeconomic, political and security matters. In conclusion, the impact of digital diplomacy is defined by a clear understanding on prioritizing and balancing digital outputs with policy outcomes. The future of digital diplomacy

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<sup>101</sup> Lindstrom, G., (2012) *Diplomats and Diplomacy for the 21<sup>st</sup> Century* Santa Monica, CA: Rand.

<sup>102</sup>Workneh, A., (2012) African Commercial Diplomacy and its Challenges in the Context of Globalization. *International Journal of Diplomacy and Economy*, Vol.1, No.2pp.177-192.

is pegged on the capacity of MFAs to assess the opportunities triggered by technological disruption while managing the imbalances and pitfalls that may arise. Technological acceleration depicts an opportunity for proactive, ecosystem and network-oriented adaptation. It therefore penetrates through the diplomatic DNA as the need for MFAs and missions to integrate digital technologies in their role increases.

## CHAPTER THREE

### DIGITAL DIPLOMACY IN KENYA

#### 3.1 Introduction

Many countries around the world are seizing the moment and actively pursuing their foreign policy objectives and possibilities for positive outlook through technology (the creation of websites, blogs and the use of social media platforms – Facebook, Twitter, Instagram, YouTube, Weibo, Flickr, Google+ and so on. A person like Schwarzenbach noted that Twitter has brought a significant change to the conduct of foreign policy. It is accessed in real-time with a lot of people around the world with unfiltered information causing damages worldwide where people engage regardless of nationality or political status. Additionally, the increasing number of cellphone users in the developing world such as Kenya further democratizes information-sharing. As a result, citizens and civil society are becoming increasingly able to hold governments accountable for policies and for statements made by politicians.<sup>103</sup>

Advancement in technologies has seen growing interest of MFAs to digital diplomacy as it has moved from being a national or regional element to a global phenomenon. Foreign missions across the world are transforming and adapting their practices and initiatives to online sphere. Digital diplomacy initially focused on activities of Western and American MFAs but now African countries and especially Kenya has been at the forefront of scooping the benefits of digital diplomacy.

The geographical region of Africa has witnessed a revolution in digital platforms and the foreign missions of African countries have been gradually adopting digital platforms in spearheading their initiatives. Kenya has been active online as the digital divide continues to

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<sup>103</sup>Schwarzenbach, B. (2015). *Twitter and diplomacy: How social media revolutionizes interaction with foreign policy*. Retrieved from <http://thediplomaticenvoy.com/2019/11/12/twitter-and-diplomacy-how-social-media-revolutionizesour-interaction-with-foreign-policy/>

widen. This chapter examines the transformation of Kenya in adopting digital diplomacy in spearheading government policies both internally and externally. It presents a critical evaluation on how the Kenya Government has set itself towards supporting digital diplomacy.

### **3.2 Technology and Foreign Policy in Kenya**

The Ministry of Foreign Affairs facilitates the push for government policies and helps to ensure that the citizens as well as international stakeholders understand what the government stands for. The mission and vision statements as defined by MFA projects, protect and promote Kenya's image and interests internationally through the use of innovative diplomacy. The objective is to enhance and support the country's engagement and diplomatic representation across the globe. This objective focuses on strengthening Kenya's global diplomatic representation and engagement through coordinated participatory approach and high level exchanges. This is enhanced through sourcing for effective and timely information and influencing decisions aimed at securing and safeguarding Kenya's global interests within the social, economic and political spheres.<sup>104</sup>

The other key objective of MFA is facilitating Diaspora engagement which harnesses skills and expertise of Kenyans in Diaspora to take part in national development. MFA seeks to enhance the framework of engagement with Diaspora in order to ensure they effectively participate in democratic processes, investment and remittances, and national development.<sup>105</sup> Digitization proves effective in this phase where Kenyans living abroad are registered and a database maintained. Digitization ensures access to updated information which forms the basis of decision making in various spheres of diplomacy.

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<sup>104</sup>Cassidy, J., & Manor, I. (2016). Crafting strategic MFA communication policies during times of political crisis: A note to MFA policy makers. *Global Affairs*, 2(3), 331–343.

<sup>105</sup> Ministry of Foreign Affairs Kenya  
<http://www.mfa.go.ke/wp-content/uploads/2016/09/Kenya-Diaspora-Policy.pdf>

One of the key objectives of MFA is to strengthen its ICT capacity which is a key platform of building and creating influence across foreign policy elements. According to Ambassador Samuel Gitonga at MFA, in 2003, MFA established an ICT platform that could help support the structure and mandate of the ministry.<sup>106</sup> The government through the ministry embarked on developing the ICT infrastructure that its result would trigger efficiency and effectiveness at the ministry. The ICT framework as identified by the Ministry seeks to enhance engagement and partnership and institutions capacity. The incorporation of digital diplomacy by the Ministry brings additional value to Kenya in three core areas: networked diplomacy, Diaspora diplomacy, and nation building.<sup>107</sup>

The Kenyan government in June 2014 introduced the Kenya Diaspora Policy that aims at strengthening diaspora engagement within the government. The Diaspora Policy focuses on enhancing efficiency and effectiveness in engagement with Kenyans abroad. The government of Kenya has developed and operationalized an interactive web portal that provides online consular services at diplomatic missions abroad and Ministry headquarters.<sup>108</sup>

The government also developed Information Technology Enabled Services (ITES) for managing diaspora data and activities. The integrated database is meant at improving access to quality and timely information on Kenyans living abroad thereby enhancing their engagement. Kenya's diplomatic missions have been sensitizing Kenyans abroad to register within the system

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<sup>106</sup> Ambassador Samuel Gitonga. *Interview* Diplomatic Privileges & Host Country Liaison. Ministry of Foreign Affairs.

<sup>107</sup> Mbũgwa wa Mũngai, G. M. Gona (2010). *Remembering Kenya. Identity, Culture and Freedom*, Nairobi: Twaweza Communications Ltd.

<sup>108</sup> Ibid



in order to strengthen documentation and information as it relates to the diaspora. ICT enabled services has been meant to enhance digital diplomacy in Kenya.<sup>109</sup>

An efficient monitoring and evaluation system is essential for successful implementation of Kenya Diaspora Policy. The National Integrated Monitoring and Evaluation System (NIMES) have proved critical in monitoring and evaluating the diaspora policy.<sup>110</sup> Incorporating technologies in diplomacy has facilitated Diasporas to be instrumental in enhancing trade ties and promoting tourism, cultural ties and academic exchanges. Social media has helped Kenya maintain close ties with citizens abroad. The missions adopt the use of Twitter and Facebook to develop vibrant social networks where information is shared on different spheres of the economy, social and political.<sup>111</sup> Digital diplomacy has proven to be a key platform of cementing virtual ties with Diasporas.

According to Amb.Samuel Gitonga, the uptake and development of ITES by MFA has been low resulting to underutilization of digital online services especially by Kenyans in diaspora.<sup>112</sup> This has inhibited effective and efficient provision of services. The government has also faced the challenge of sourcing and managing data of Kenyans abroad for a long time. There exists an uncoordinated and fragmented database from multiple government ministries, agencies and departments. Effective planning, support and engagement for Kenyans abroad is the key feature to be give priority.<sup>113</sup>

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<sup>109</sup>Sheryl J., Margarita S. (2001), *Virtual Diplomacy: Rethinking Foreign Policy Practice in the Information Age*, Sofia: ProCon, Ltd.

<sup>110</sup> Ministry of Foreign Affairs Kenya

<http://www.mfa.go.ke/wp-content/uploads/2016/09/Kenya-Diaspora-Policy.pdf>

<sup>111</sup> Kenya High Commission

<http://kenyahighcom.org.uk/digital-diplomacy-workshop/>

<sup>112</sup> Ambassador Samuel Gitonga. (2019) *Interview* Diplomatic Privileges & Host Country Liaison. Ministry of Foreign Affairs.

<sup>113</sup> Ibid

Digital diplomacy has the potential of enhancing engagement and coordination of Kenyans abroad in diverse areas.<sup>114</sup> For instance, the Constitution of Kenya provides a platform for Kenyans to have dual citizenship and participate in democratic processes within and outside Kenya. Inadequate database has made it difficult to provide essential services to Kenyans abroad and therefore hampered effective engagement. High levels of activities within the online platforms of MFA are needed in order to realize the potential of digitization as a tool for diaspora diplomacy in Kenya. Enhancing the diaspora portal will prove essential in improving engagement with Kenyans abroad.

Social media has proved essential for Kenya in leveraging its position in the global diplomatic sphere. This means that the country can be able to disseminate information easily to diplomatic circles and be able to voice its stance on global issues. African missions to multilateral organizations are essential information hubs where through the online means they are able to influence decisions and engage actively in forums. Developing countries such as Kenya are able to leverage their stance through online activities developed by social media mobility.<sup>115</sup>

Kenya's MFA has been able to make use of online platforms to define such mobility. For instance, Kenya's foreign minister Ambassador Monica Juma serves as an essential information hub as she connects different ministries and agencies that link up with foreign policy elements.<sup>116</sup> Ambassador Monica provides an information junction for the government network thus attracting attention across the globe. Information to the outside world is facilitated by MFA

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<sup>114</sup> Ministry of Foreign Affairs <http://diasporaportal.go.ke/>

<sup>115</sup> Ibid

<sup>116</sup> Ministry of Foreign Affairs [www.mfa.go.ke](http://www.mfa.go.ke)

meaning that the ministry has to integrate all units in order to ensure access and provision of updated and adequate information based on foreign policy elements.<sup>117</sup>

Social media proved to be a key campaign platform for the elections of African Union Commission chairperson. There was a special website to facilitate the campaign as social media platforms were widely used to strengthen support for Kenya. In addition, Kenya adopted the use of technologies in the campaign for the special UN Security Council seat to drive its ten points agenda. ICT has been used extensively by Kenya as a platform for delivery of its agendas on the UN Security Council. According to a respondent from MFA, ICT has proved essential in the ministry through making processes more efficient and improved international communication and exchange of ideas.<sup>118</sup> The campaign network adopted by Kenya echoed the importance of ICT in making communication and contact easier.

### **3.2.3 Nation Branding**

Digital diplomacy provides a platform for developing countries especially African nations to increase their global image, enhance their media visibility, amass soft power assets, and attract Foreign Direct Investments (FDI). The stereotypical view of African countries as anti-development and hubs of corruption are gradually replaced by a hub of investment with immense resources. For instance, President Barack Obama's visit to Kenya in July 2015 came with high online publicity and enhanced the image of Kenya globally. In the same year, the visit of the Pope to Kenya was also highly publicized across the world in online platforms.<sup>119</sup> Such media coverage proves decisive in enhancing a country's global image.

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<sup>117</sup> Respondent 4. (2019) *Questionnaire* Ministry of Foreign Affairs

<sup>118</sup> Respondent 1. (2019) *Questionnaire* Ministry of Foreign Affairs

<sup>119</sup> The guardian <https://www.theguardian.com/world/2015/nov/25/pope-francis-kenya-african-tour>

Nation branding is a key area enhanced by digital diplomacy. Nation branding depicts the process in which a country's image is developed, monitored and analyzed through proactive means with the focus being enhancing and improving a nation's reputation across the target international audience.<sup>120</sup> Successful presentation of a state as a brand gives it unique image within the global sphere and provides significant leverage for a country's brand

In 2017, Brand Africa named Kenya as a key nation brand that is most admired in East and Central Africa.<sup>121</sup> The Brand Africa is a global initiative that focuses on inspiring and unlocking sustainable growth, competition and reputation for Africa. The ratings released by the initiative measured and ranked brands admired by consumers in relation to their corresponding value. The image of Kenya is reflected across the globe through the use of online platforms to portray the country on a positive note. Brand Kenya has also been a key platform for enhancing the country's international image.

Leveraging the opportunities posed by nation branding provides an essential strategy for improving country's brands through digital diplomacy.<sup>122</sup> The implication is huge as the competence and reputation of a country is at stake. Brand Kenya has therefore been geared towards providing information to the outside world in diverse areas and thereby helping to market the country. It has been a key diplomacy platform for engaging the outside world and defining opportunities for direct investments, export economies and tourism.

Branding as part of digital diplomacy provides opportunities for Kenya. For instance, Kenya hosted Global Entrepreneurship Summit (GES), the first Summit held in sub-Saharan

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<sup>120</sup> Robert A. Cropp, William S. (2011). Information Communication Technologies and the Virtual Public Sphere Impacts of Network Structures on civil Society *IGI Global* p. 233.7.

<sup>121</sup><http://www.brandafrica.net/Home.aspx>

<sup>122</sup> Amir D. (2005). *The Information Age and Diplomacy: An Emerging Strategic Vision in World Affairs*. Florida: Boca Raton Publishers.

Africa.<sup>123</sup> The summit was the sixth attended by entrepreneurs, government officials, investors, and leading business personalities. The U.S president Barrack Obama graced the summit and held bilateral engagements and participated in the GES. The summit was highly publicized through the digital platforms and proved decisive in marketing Kenya especially in terms of tourism and trade. Obama's visit was a key note across the world with such an opportunity enhancing the image of Kenya globally.<sup>124</sup>

The summit paved way for development of the international communication summit where in 2018, the African Telecommunications Union (ATU) met in Kenya to discuss on the potential of ICT in unlocking development in Africa.<sup>125</sup> The events provided Kenya with an opportunity to shape its agenda in terms of foreign policy. Public Relations has been enhanced by use of digital media and has helped set Kenya's image positively within the global fronts. This is part of diplomacy that emphasizes on engaging Kenya positively with the outside world and ensuring its foreign policy elements are implemented.

The high profile visit by President Obama in Nairobi during the GES generated increased interest globally for the country. Kenya adopted the use of social media to brand itself and spearhead its interests across the globe. The online platform included the adoption of Obama hashtag together with the designated hashtag #chooseKenya. In addition, there were increased Twitter activities within the main channels of communication including the President's official Twitter platform, the Kenyan MFA, the Kenyan Foreign Minister, and the personal platform of

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<sup>123</sup><https://www.un.int/kenya/news/2015-global-entrepreneurship-summit-ges-nairobi-kenya-25-26-july-2015>

<sup>124</sup>Nweke, R. (2006). ICT and Modern Diplomacy. Diplomatic services.

<sup>125</sup><https://ca.go.ke/african-states-gather-in-nairobi-to-discuss-future-of-icts/>

President of Kenya. These platforms proved decisive in enhancing the image of the country to the global audience.<sup>126</sup>

The sporadic multiplication of social media networks presents a new public sphere that depict dialogic, non-hierarchical interface that links up state and non-state players.<sup>127</sup> In this case, the online platform provided a platform for collaboration, dialogue, and building relationships. MFA employed social media as part of nation branding activities of the ministry and presented a shift in practice, conceptualization and assessment of diplomacy.<sup>128</sup>

### **3.3 Kenya's e-Government**

Kenya developed and has been enhancing its e-Government framework as its key platform for the realization of its development goals for employment and wealth creation and service delivery. An operational and efficient e-Government structure is meant to facilitate effective and better delivery of services and information to citizens. This assures improved productivity within public service, improves participation of general public in Government and assures empowerment of Kenyans. In June 2004, the government embarked on establishing e-Government as part of its diplomacy structure.<sup>129</sup>

The e-Government strategic objectives focus on improving transparency, governance and accountability. It makes the state result oriented, citizen centered, efficient and enable citizens to access government information and services as effectively as possible based on channels of communication and the internet. Effective realization of the objectives of e-Government has

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<sup>126</sup>ICTQ (2011). Information and communications technology (ICT) strategic plan, 2011–2016. Qatar: Ministry of Foreign Affairs.

<sup>127</sup>Grech, O. M. (2006). *Virtual Diplomacy: Diplomacy of the Digital Age*. University of Malta, The Faculty of Arts. Valetta: University of Malta. Retrieved from [https://www.diplomacy.edu/sites/default/files/Grech%20\(Library\).pdf](https://www.diplomacy.edu/sites/default/files/Grech%20(Library).pdf)

<sup>128</sup>YarMorozov E. (2009). *Facebook diplomacy*. Newsweek. [www.newsweek.com](http://www.newsweek.com)

<sup>129</sup>Ministry of Foreign Affairs Kenya (2013). Retrieved March 18, 2013, from [http://www.mfa.go.ke/index.php?option=com\\_content&view=article&id=55&Itemid=57](http://www.mfa.go.ke/index.php?option=com_content&view=article&id=55&Itemid=57)

been dependent on availability of skills and investment in information technological tools. The government personnel were equipped adequately at all levels through training and equipment's in order to manage the initiative. There was a massive change in the way the state carries out its operations with the introduction of different tech platforms such as e-citizen. The training programs emphasized on equipping the personnel across state departments with IT knowledge.<sup>130</sup>

The objectives of Kenya's e-government include enhancing collaboration between government departments and units enhancing Kenya's competitiveness through provision of timely information and streamlined delivery of state services; managing transaction costs incurred by the state; citizens and private sector through providing services electronically; establishing a platform for citizens to participate in government activities through such as surveys and polls on government policy framework among other elements; enhancing efficiency in internal operations through implementing fully the Integrated Personnel and Payroll Database (IPPD) systems and the Integrated Financial Management System (IFMIS) which are already operational; harmonizing the initiatives of ministries and their websites; initiating capacity building through training the main implementation team on skills in computer and web-based applications and the use of internet.<sup>131</sup>

### **3.4 ICT as a Tool of Sourcing and Disseminating Information**

Kenyans have been able to comment on topical economic, political and social issues through Facebook, emails, blogs, and Twitter. The adoption of ICT has been immense. For instance during the 2013 and 2017 general elections, the results were streamed as Kenyans got the results through IT devices such as phones and not through the conventional media. The

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<sup>130</sup> Robert A. Cropf, William S. (2011). Information Communication Technologies and the Virtual Public Sphere Impacts of Network Structures on civil Society *IGI Global* p. 233.7

<sup>131</sup> Kishan S. (2011). *21st Century Diplomacy A Practitioner's Guide*. The Continuum International Publishing Group.

internet has enabled Kenyans to access information and comment of issues especially those that conventional media platforms ignore.<sup>132</sup>

Foreign ministries adopt the use of social networks and Web 2.0 platform to enhance their outreach.<sup>133</sup> Diplomacy incorporates accountability to citizens which is implemented by effective use of ICT platforms. Emerging issues in the area of diplomacy demand constant updates and reviews by MFA on diplomacy initiatives and foreign policy. Kenya's strategic geographic position and its relative secure interests with other countries present immense potential for trade, tourism and mediation among states and institutions across the world. The Kenyan government strengthens its ICT infrastructure in diplomacy in order to boost its image on the global sphere at regional, African continent and global circles.<sup>134</sup>

ICT facilitates communication both internally and externally. One of the key communication tools used by Kenya is emails. According to Nyagaka Onkaba, emails have been extensively used across ministries and engagement with embassies and consular.<sup>135</sup> In addition, teleconferencing has been adopted to facilitate communication especially in summits.

Kenya's foreign policy focuses on meeting the needs of Kenyans in a multidimensional way. An integration of multilateralism and bilateralism in Kenyan diplomacy serves the country more effectively. Special relations continue to be pursued from countries of interest such as

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<sup>132</sup> Ibid

<sup>133</sup> Robert A. Croft, William S. (2011). Information Communication Technologies and the Virtual Public Sphere Impacts of Network Structures on civil Society *IGI Global* p. 233.7.

<sup>134</sup> Nanjira D. (2010). *African Foreign Policy and Diplomacy from Antiquity to the 21st Century* Greenwood Publishers.

<sup>135</sup> Nyagaka Onkaba. (2019) *Interview* Ministry of Foreign Affairs Foreign Service Academy.



Great Britain, the United States, Canada, France, Germany, China and Japan in addition to the UN, EU and other international organizations.<sup>136</sup>

The development of global information networks that produce instant transmission of information and news directed towards world audiences make it difficult to manage information.<sup>137</sup> It becomes difficult to customize information for one audience due to the threat of spilling to other audiences. Political leaders with media skills have an advantage of engaging the media and delivering news in the context they want the audience to receive it.<sup>138</sup>

According to Amb. Lemushira Moi from MFA, ICT is a key tool that has the potential to influence public opinion. This as evidenced by Kenya's Campaign for UNSC seat where a platform was created for that specific purpose and social media was used to spur up the campaigns. Global opinion is shaped by ICT tools and the routine of e-diplomacy triggers efficiency, effectiveness and swiftness.<sup>139</sup> Furthermore the end product of e-diplomacy is influencing.

However, the consequence of increasing importance of internal publics is that MFA spokesmen emphasize on home response to foreign affairs issues in that they reduce their attention to reflecting home policy to foreign media. Even in overseas visits, the focus is more on the reaction of home media more than reaching to foreign publics through the media. The diaspora proves to be a key multiplier where they spread messages on the country of their origin

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<sup>136</sup>Huxley, A. (2014). *Discovering digital diplomacy, the case of mediatization in the ministry of foreign affairs of Finland*. Finland: Uppsala university.

<sup>137</sup>Amir D. (2005). *The Information Age and Diplomacy: An Emerging Strategic Vision in World Affairs*. Florida: Boca Raton Publishers.

<sup>138</sup> Ibid

<sup>139</sup>Amb. Lomushira Moi. (2019) *Interview* Cabinet de` Affairs Ministry of Foreign Affairs.

and facilitate projection of positive image. Diaspora nations play a key role in public diplomacy where they influence media space abroad.<sup>140</sup>

According to Kochwa, there are three levels in which ICT impacts on diplomacy: efficiency which in instant accessibility; availability of information such as in summits; and influencing opinions.<sup>141</sup> These three levels are the cornerstone of ICT in diplomacy. The use of tools such as teleconferencing ensures that personnel are able to follow proceedings in summits and get instant information on the proceedings.

### **3.5 The Increased Costs of ICT Implementation**

Most developing countries such as Kenya face the opportunity cost when it comes to pursuing initiatives that are directly linked to the public. Strategizing and implementation of ICT within the government is expensive in terms of economic and technical costs and this may be beyond what most developing countries can afford.

The key challenge with implementation of ICT fully lies in unreliable ICT infrastructures.<sup>142</sup> According to a Respondent from MFA, most of the ICT materials such as computers are outdated while most staff has not yet been adequately trained to manage the ICT infrastructure and its benefits.<sup>143</sup> ICT has not yet been adequately catered for in Kenya and more needs to be done in order to fully enjoy the benefits of ICT.

Resource allocation is a key step towards filling the gap of human capacity and effective technology. Availability of equipment, training and connectivity will be required as an ongoing

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<sup>140</sup> Ibid

<sup>141</sup> Dr. Belinda Kochwa. (2019) *Interview* Assistant Director, Youth Development. Ministry of Foreign Affairs – Foreign Service Academy.

<sup>142</sup> Robert A. Croft, William S. (2011). *Information Communication Technologies and the Virtual Public Sphere Impacts of Network Structures on civil Society*, Published by IGI Global p. 233.

<sup>143</sup> Respondent II. (2019) *Questionnaire* Ministry of Foreign Affairs.

process in order to equip the country with full ICT infrastructure. For instance, Amb. Samuel Gitonga from MFA affirms that the U.S has been able to experience the benefits of ICT through supporting ICT through CIA which has provided an effective platform for filling government vacancies and managing human resource.<sup>144</sup> There is need for Kenya to support ICT infrastructure in the use of email, internet, and e-Government applications. According to a Respondent from MFA, there is also need for policy enhancement in order to provide the necessary legal and regulatory platform in management of electronic records and information to assure of integrity and security of information.<sup>145</sup>

In summary, digital diplomacy has the potential of increasing the effectiveness of diplomacy in Kenya in diverse spheres. Kenya has continued to integrate ICT in the practice of diplomacy both in domestic circles and abroad. MFAs continue to realize the benefits of digital diplomacy as it continues to make strides in migrating online. The implementation of e-government platform by Kenya has proven essential in enhancing delivery of information and services by the government and subsequently resulted to improved diplomacy both domestically and in foreign spheres. Transparency, accountability, public participation and improve brand have been key advantages in adoption of ICT by the Kenyan government. The challenges have been on managing news and information confidentially and accurately while mitigating bias. The cost of implementation of ICT in all spheres of diplomacy by the Kenyan government has also been a challenge. African digital diplomacy is a key research agenda for international relations, communication and diplomacy scholars.

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<sup>144</sup> Ambassador Samuel Gitonga. (2019) *Interview* Diplomatic Privileges & Host Country Liaison. Ministry of Foreign Affairs.

<sup>145</sup> Respondent IV. (2019) *Questionnaire* Ministry of Foreign Affairs.

## CHAPTER FOUR

### PROSPECTS AND CHALLENGES OF TECHNOLOGY IN THE CONDUCT OF DIPLOMACY IN KENYA

#### 4.1 Introduction

This chapter examines the prospects and challenges of technology in the conduct of diplomacy in Kenya. Since the introduction of technology in conducting diplomacy, two contending schools of thought have emerged. This has triggered the debate on thinking of application of technology as not a copy and paste affair but something which needs in-depth and thorough scrutiny. This is due to the proneness and fragility technology is exposed to: hacking, espionage, phishing scams, cyber stalking, and invasion of privacy among other cybercrimes. In the speedy and ever changing diplomatic sphere, some scholars argue that diplomats should move with the changes hence thinking that technology and diplomacy can be incorporated so easily thus applied uniformly. Another group of scholars believe that technology should be adopted and embraced in accordance with the diplomatic needs. Thus, adoption of technology in conducting diplomacy to be on need basis as thorough measures, scrutiny, adherence and conformity are put in place.

Although technology is embraced throughout the world, it is prone to misuse more so when dealing with a country's foreign policy and matters pertaining to diplomacy. The internet, blogs, and wikis have made it easy for fresh diplomats grow in their career for they easily understand the application of technology in line with diplomatic knowledge and skills. The work of diplomats has been made so easy and effective through embracing technology thus, a diplomat or an ambassador in a country can communicate instantly with his or her head of state where in the past was rather impossible as signing of treaties, memoranda, writing of exchange letters, notes (verbal and personal), official letters and *aide-memoire*. Many actors and non-state actors

have also been brought on board by the use of technology in the conduct of diplomacy. Due to the connectedness technology comes with, individuals and small groups do exchange ideas hence command a junk of followers who believe in the ideologies communicated.

Social media platforms (Webchat, Facebook, Twitter, WhatsApp, Instagram, and many more) which have taken advantage of technology have widened the diplomatic scope through freedom of expression and human rights which are inviolable. This normally poses a challenge to a country plunging into war if not well monitored and controlled through legislations and personal responsibility.

As all departments and individual embrace technology so does the foreign affairs ministry which all over the world governments have entrusted them with matters of conducting foreign relations and policies. In this spirit, ministers for foreign affairs advance the country's national interest to the visiting country and the international sphere.

#### **4.2. Challenges of using technology in conducting diplomacy in Kenya**

In today's world diplomacy has changed significantly where technology has played a significant role by incorporating international and non-state actors through social media and information, communication and technology. Technology has made the world a global village where access to information is just a click of a button. In the 21<sup>st</sup> Century technology has substantially increased interconnectivity among the global players in the international geopolitics and the necessity of diplomacy as a method of conflict resolution through negotiations, mediations, arbitrations, conciliations and early neutral evaluations.<sup>146</sup>Therefore, the development of technology has completely altered the face and ways on how diplomacy is conducted, organized and executed. Majority of the non-state actors who come into play in

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<sup>146</sup> United Nations Charter, 1945

diplomacy leverage on technology, for example, multi-national companies such as Microsoft, IBM and many other who are related with ICT. Thus, management of information cannot be securely pronounced as there may be instances where information espionage, cyber hacking resulting to some sort of manipulation.

The embracing, use and incorporation of technology in the conduct of diplomacy has been globally accepted due to its usefulness and advantages however, it has some challenges especially on information security aspect and the conduct of the function. When challenges are experienced in an idea or organizational arrangements, after thought, they can be turned into opportunities. The research identified two schools of thought in regard to imparting technology in conducting diplomacy during the interviews on the employees working in the Kenyan Foreign Affairs Ministry: positivism and cynicism.

For positivists they agree that technology should be incorporated into diplomacy because it reduced paper work, travelling expenses, wastage of time, and possibility of distorting original information. Positivists assert that technological advancements have improved diplomatic communication, raised awareness in disseminating diplomatic ideals throughout the world and endowed citizens across the globe. The critics of these ideas (cynicisms)<sup>147</sup> allude that technology has influenced digital security negatively, increased information vulnerability, and inequality.

Following the discussions going round on incorporating technology in conducting diplomacy, there are a number of challenges tied alongside technological advancement. They include: cyber insecurity and terrorism, ineffective implementation of legislations, difficulty in

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<sup>147</sup> Snow, N. (2009). "Rethinking Public Diplomacy," in Nancy Snow and Philip M. Taylor (eds.), *Routledge Handbook of Public Diplomacy*, Routledge International.

incorporating technology in foreign policy and diplomacy, ineffective and inefficient platforms to make critical decisions, invading diplomat's privacy, tedious processes of establishing regulations and rules governing technological integration to diplomacy, cyber espionage, and laxity of governments to give it all to incorporating technology and diplomacy. Thus, the technological diversification of communication between the public and the diplomat has become fragile as it has created division between diplomats from the face to face contact with their audiences as social media has taken over.

### **4.3. Challenges related to resources**

Majority of embassies and consulates are so positive about integrating technology into the practice of diplomacy and foreign policy. When interrogating pros and cons in integrating technology and diplomacy, pros outdo the cons but serious challenges emerge when resources are involved. Most of the foreign affairs ministries especially those from developing countries (for example, Kenya) are hugely underfunded leading to incapacitation and poor quality service delivery. This has forced the ministries from developing countries to thin down the projects that they engage in prioritizing on other projects they consider influential other than technological integration to diplomacy which in most cases is considered inconsequential.

Amongst the developing countries sometimes they can hardly afford a single mission or consulate service in a region. This definitely will hinder such countries to prioritize technology in carrying out diplomacy and foreign policy engagements. In Sub-Saharan countries such as Kenya and Ethiopia which have relatively fair economies but still when it comes to integrating technology with diplomacy, they do not have the capacity to procure, install and maintain the state of the art technology due to the huge amounts of money involved in the whole exercise of having one fully operational (secure and encrypted) technology. Foreign ministries of developing

countries do receive meager amounts allocated to technology resulting to the country exposing itself to cyber-attacks leading to ineffectively and inefficiently pursue and execute their foreign policy objectives.

Other resources which are limited or do not exist in developing countries for the operationalization and full integration of technology to diplomacy and foreign policy include unskilled labor (an important resource), lack of proficiency which forces a country to source for skilled labor elsewhere threatening the privacy of the diplomat or the state all together results to train diplomats on use of technology where the process is cumbersome, tedious and demanding.

#### **4.4 Technology and foreign policy implementation challenge**

There are serious challenges when it comes to implementing technological ideas to be in line with diplomatic dispensation. However technological advancement is good but politicians, policy makers and pessimist diplomats do oppose as others propose effective implementation of policies bearing in mind the pressure which can be felt from the citizens. This since time immemorial has been the biggest challenge in the implementation of both domestic and foreign policies. Since domestic politics play a bigger role in the shaping of foreign policies which in most cases is determined by the public, the unpredictability of implementing technology and foreign policies come into play. A scenario where the public has a say is therefore always factored in by policy makers and diplomats in the process of making and implementing policies. Because in the contemporary digital platforms come in handy, in most cases they are synonymous for testing policies in carrying out survey before implementation. The biggest hurdle during the testing before implementation emerges when citizens of the digital platforms are elitists as opinions of information communication technology amateurs and illiterate citizens are not included.



#### 4.5 Contemporary challenges of integrating technology and diplomacy

In the contemporary diplomacy faces number of new challenges directly or indirectly which in most cases are influenced by technology: new state actors and non-state actors involved, new thematic area of coverage, and changed relations with partners. Other challenges emerge as a result of other causes, such as the need for extended outreach and advanced skills yet with ever decreasing resources. Factors influencing changes in diplomatic conduct include the involvement of more players such as domestic public in foreign affairs or government departments, heterogeneity of thematic areas, extended roles, outreach and responsibility for coordinating networking efforts and ensuring coherency of diplomatic service, high public expectations.<sup>148</sup>

Integration of technology in the conduct of diplomacy has other challenges which include: information leakage, hacking, and anonymity of Internet users. A good example of information leakage is the Wikileaks episode. According to Manor “on the 28th of November 2010, pandemonium spread among foreign ministries throughout the world as WikiLeaks began publishing some 250,000 diplomatic cables sent between US missions around the world and the State Department in Washington. These cables included frank assessments by US diplomats of world leaders, governments and their host countries.”<sup>149</sup>

Hacking is another challenge which has existed since the advent of the Internet. The most recent example was the case of a hacking attack on the personal website of Yuli Edelstein, Israeli Minister for Public Diplomacy and Diaspora Affairs. Commenting on this, the Minister said that

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<sup>148</sup>Rana, K. (2006). Foreign ministries: change and reform. *Working paper presented at the 2005 International Conference “Challenges for Foreign Ministries: Managing Diplomatic Networks and Optimising Value” held in Geneva* [online]. <http://www.diplomacy.edu/conferences/MFA>[Accessed 10 November 2019].

<sup>149</sup>Manor, I. (2015a). *WikiLeaks revisited*. Retrieved from <http://digdipblog.com/2019/11/12/wikileaks-revisited/>

nothing could stop him from performing public diplomacy on behalf of the State of Israel. He intends to continue to defend the interests of the state on all fronts, including in the Internet<sup>150</sup>. Additionally, diplomatic rivals, including both state and non-state actors (such as terrorist organizations), may try to hack into government systems and extract information of use to themselves.<sup>151</sup>

Another challenge of incorporating technology in the conduct of diplomacy is the internet's "culture of anonymity" thus; anyone can adopt any persona, address or even attack anyone.<sup>152</sup> Anyone can mimic and pretend to be someone else, or actively seek to cause mischief. Interestingly also, sometimes, even digital diplomacy advocates and practitioners also commit blunders in their uses. For example, according to Permyakova on the eve of the 2012 World Economic Forum in Davos, the Swedish foreign minister, Carl Bildt, posted a very politically incorrect tweet, which caused a lot of criticism from its microblog subscribers: He tweeted "Leaving Stockholm and heading for Davos. Looking forward to World Food Program dinner tonight. Global hunger is an urgent issue! #davos". Tweeter users immediately condemned the minister and called his tweet a #fail. You would agree that hunger and a sumptuous dinner do not sit happily side by side.<sup>153</sup>

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<sup>150</sup>Permyakova, L. (2012). *Digital diplomacy: Areas of work, risks and tools*. Retrieved from <http://russiancouncil.ru/en/inner/19/11/10>

<sup>151</sup> Westcott, N. (2008, July). *Digital diplomacy: The impact of the internet on international relations*.

<sup>152</sup>Yakovenko, A. (2012). *Russian digital diplomacy: Clicking through*. Retrieved from [http://rbth.com/articles/2019/11/10/russian\\_digital\\_diplomacy\\_clicking\\_through\\_18005.html](http://rbth.com/articles/2019/11/10/russian_digital_diplomacy_clicking_through_18005.html)

<sup>153</sup>Permyakova, L. (2012). *Digital diplomacy: Areas of work, risks and tools*. Retrieved from [http://russiancouncil.ru/en/inner/?id\\_4=864#top-content/2019/11/09](http://russiancouncil.ru/en/inner/?id_4=864#top-content/2019/11/09)

## 4.6 Conclusion

Technology with no doubt has transformed the international community today. It has become not only an unquestionable channel for diplomatic communication but also has altered the practice of diplomacy amongst other areas (environment, food production, health, and many more). Ross<sup>154</sup> describes twenty-first Century Statecraft or digital diplomacy as an “agenda” that “complements traditional foreign policy tools with newly innovated and adapted instruments that fully leverage the networks, technologies, and demographics of our networked world”. In today’s transactions, foreign ministries (MFAs) and embassies are part of a myriad of online social networks in which information is disseminated, gathered and analyzed.<sup>155</sup> The use of mobile networks and social media by diplomatic missions has opened communication between policymakers and citizens. Thus, social media platforms such as Facebook and Twitter, have provided diplomatic missions with direct access to citizens, both inside and outside of their countries. This communication channels although informal have often bypassed the state and media filters, potentially enabling countries to more effectively influence foreign audiences and achieve diplomatic purposes.

Fundamentally, technology has brought about a transformation of the conduct of traditional diplomacy. It defines changes both in structures and processes of ministries of foreign affairs (MFAs). Technological revolution has resulted into the control of the way information flows everywhere, making the dissemination of information fast and wide, enabling people to make their own judgments express their concerns and feelings, and even influence policymakers.

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<sup>154</sup> Ross, A. (2011). Digital diplomacy and US foreign policy. *The Hague Journal of Diplomacy*, 6, 451–455.

<sup>155</sup> Manor, I. (2015b). *The social network of G20 leaders*. Retrieved from <http://g20live.com/the-social-network-of-g20-leaders.php>

Consequently, the way governments interact is faster and reaches more in almost every part of the world as occurrences are reported by a click of a button.

Thus, incorporating technology in the conduct of diplomacy has brought on board both opportunities and challenges. Mostly on the use of the social media, especially, is providing countries with more information to solve socio-economic and political problems which can be generated internally or externally. Use of social media platforms in the conduct of diplomacy, more so use of Facebook and Twitter have dominated the sphere making the information disseminated unfiltered and reaching unintended target group. For instance, during electioneering periods throughout the world people in respective countries monitor the events how they unfold through use social media to garner support, organize protests, communicate, and inform the world of events in their countries especially where their media is often subjected to blackouts and censorship. For example, during the 2007/08 general elections held in Kenya, amid a closing of the gap between the two main contenders and claims of rigging, opposition leader Raila Odinga announced his victory in a public briefing and the European Union observer team had openly expressed their dissatisfaction with the election results. The minister for internal Security announced a ban on live broadcasts, Kenyans turned to other means of getting and relaying information, such as short message services (SMS) from mobile phones. Mobile phones were used to communicate locally and internationally and share news and feelings. The ministry of internal security warned about circulating SMS that might cause public unrest and phone cards were also in short supply suggesting that the ban led to a high demand for mobile phone communication.<sup>156</sup> This in turn provides crucial information to other countries to issue travel advisories to its citizens who reside in those countries or those who wish to travel.

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<sup>156</sup> Mbugua wa Mungai, G. M. Gona (2010). Remembering Kenya. Identity, Culture and Freedom, published by Twaweza Communications Ltd. Westlands Nairobi Kenya p.191

On the other hand, however, a number of risks are associated with the use and reliance on the social media as a tool of diplomacy. Social media can be used as a propaganda tool which can cause serious damages before it is verified or an individual opening a fake account to spread own ideologies. Nonetheless, the opportunities appear to overshadow the challenges. Thus, countries, especially African countries, are slow in embracing technology in the conduct of diplomacy though they cannot afford to be left behind in this tide of digital diplomacy as they can greatly benefit from these emerging diplomatic trends. Digital diplomacy and Internet activities as a whole can greatly assist in projecting a state's foreign policy positions to domestic and foreign audiences.

As majority of developing countries including Kenya try the best in incorporating technology in conducting their diplomacy, they normally find themselves facing the opportunity cost of pursuing more citizen-centric initiatives. Technological incorporation strategies and implementation processes often come with huge social technical and economic costs that are beyond most of the developing countries capabilities. One major challenge to nurturing the benefits of modern technology (ICT) usage in Africa has been its unreliable ICT infrastructures which are unsecure, expensive to procure, maintain, protect and ethos.

## CHAPTER FIVE

### SUMMARY AND CONCLUSIONS

#### 5.1 Introduction

From the discussions in the entire research, this chapter concludes this study and proffers various recommendations which can go a long way in adding value to incorporating technology in conducting diplomacy.

#### 5.1 Conclusions

This research has exhaustively discussed the role of technology in the conduct of diplomacy within foreign ministries and embassies. The study presented a model of digital diplomacy that captured technology and showed the relationships between several variables identified during the interviews conducted in the Kenya's ministry of foreign affairs staff.

During the research, several significant contributions were made to the field of diplomacy in general and area specific of technology as it has been successfully integrated changing the whole idea on how diplomacy requires to be conducted. The conceptual framework linked different variables which are so important in deducing the status of techno-diplomacy by assessing the maturity in developing countries compared to developed countries. It was pointed out that implementation process should require a significant amount of resources and expertise. Among other gaps which were identified in the literature review was one the need for more theoretical development of integrating technology in conducting diplomacy currently referred as e-diplomacy.

As is the case from the research, it showed an important input as the model developed here can now be used to explore if a particular factor needs further study. Such developments will also assist foreign ministries identify the extent to which they should seek to exploit developments in technology to carry out diplomatic tasks seamlessly. The development of

relationships among the variables as identified in this research can be considered as a significant contribution in this area.

Another significant contribution within this study is the identification of links between the factors affecting the integration of technology in the conduct of diplomacy, the implementation of e-diplomacy and how these links are represented in context of their dependence and driving power. This has been expressed in form of challenges which are inevitable but governments require legislations which should be adhered to strictly. They include: cyber insecurity and terrorism, ineffective implementation of legislations, difficulty in incorporating technology in foreign policy and diplomacy, ineffective and inefficient platforms to make critical decisions, invading diplomat's privacy, tedious processes of establishing regulations and rules governing technological integration to diplomacy, cyber espionage, and laxity of governments to give it all to incorporating technology and diplomacy.

From a practical point of view, this study is of significant relevance to the foreign affairs ministry sector, international study researchers, policy makers, diplomats, ICT managers, and practitioners as it provides them with a greater understanding of knowledge stages on how successfully they can integrate technology in the conduct of diplomacy. In understanding the role of technology in conducting diplomacy it will support bureaucrats, policy makers and management in the foreign affairs sector to make decisive directions regarding the implementation of e-diplomacy for both internal work purposes, such as service delivery, and external work, such as interacting with citizens and information sharing. For instance, one among the key functions of a country's foreign ministry's tasks happens to be the communication with citizens, sharing of information with different ministries and people via online communities, as well as taking care of the interests of citizens in the foreign land they are located in.

Also, from the results which were obtained from data analyzed, the study discovered that integrating technology in conducting diplomacy was an emerging tool in conducting diplomacy which has been embraced by developing countries such as Kenya. It was observed that there are a number of tools through which technology has been infiltrated into diplomacy notably – Websites, Twitter, YouTube, WeChat, WhatsApp, and Facebook. All these were prevalent in use by the Kenya Government as citizens do participate freely and easily especially with the emergence of fibre cable which promise faster internet speeds through higher bandwidth and most importantly at cheaper and affordable rates, giving low and middle income level earners an opportunity to effectively participate in public opinion and easy subscription to data bundles.

Departments within the government of Kenya have focused mainly on incorporating technology in their daily activities towards service delivery. The foreign affairs department has not been left behind in conducting diplomacy through technology. However such in roads are made, finding ways of preventing attacks through cybercrime that may hinder effectiveness and reliability has not been resolved. As observed, currently spamming and hacking are at the forefront as common forms of cybercrime employed by cyber criminals throughout the world. . ISP's are purchasing expensive antivirus applications and firewalls to remove virus infections while ignoring preventive solutions such as, blacklisting specific IP's that are related to crime. In some developed countries, torrent sites that proliferate the piracy of copyrighted material are blacklisted as a government directive, through tough legislations. First world governments have also learnt to invest heavily on training and security precautions rather than just implementations and maintenance.

For Kenya government to integrate technology fully in conducting diplomacy there is need to train personnel to be well conversant with proper use of ICT tools. Training means



equipping personnel with necessary knowledge and skills to tap into the expansive benefits of ICT in diplomacy which of course should be commensurate with resources allocated. When following keenly on the use of E-diplomacy tools, in most cases they have been sabotaged making it hard for the government to convict cyber criminals because of two major reasons: few countries have enacted e-laws and the existing ones are not sufficient in convicting culprits because of jurisdiction anomalies especially when the investigation transcends international borders; and obtaining evidence of computer crime that would stand in courts of law is lacking in many countries since the field of computer forensics is still relatively new and lacks sufficient literature and expertise.

From the above discussions it is evident that governments including Kenya should put in place proper strategies to adopt E-diplomacy tools.

## **5.2 Recommendations**

Through the Ministry of ICT, the government could launch a program that will educate personnel across the government ministries and especially MFA on effective use of ICT tools. They can be trained on efficient use of ICT tools as medium of defining and spearheading foreign policy.

With the emergence of ICT there is a growing concern of users falling prey to fake websites that may still provide important information that could ultimately hinder effective E-diplomacy. Personnel within the government need a lot of sensitization and training on what computer crimes are, in which forms they can manifest, how to detect them, what to do after detection and how to prevent and minimize them. This is based on the fact that the government has embarked on using websites as ICT tools to spearhead national interests.

The government and ministry personnel can participate in forums that would allow brainstorming sessions on how to effectively integrate ICT technologies in order to not only reach to citizens of one's own country but also international citizens effectively. The forum would require developing strategies and measures that will be able to operate effectively despite challenges that could arise from the varying internet infrastructure in different countries and also the dangers of cybercrime and cyber-espionage.

Enacting global cyber laws that deal with harmonization and standardization of computer crime would bring us closer to attaining effective adoption and implementation of E-diplomacy structures. Although a number of countries have enacted cyber laws and have punished criminals within their jurisdiction, they are dominated by the developed countries. Most developing countries have not yet enacted e-laws. Harsh punishments should be given to defaulters so that people fear to commit these acts and victims motivated to report them. This would prevent escalation of cases and further loss of money, time, data and equipment. Developing countries like Kenya which already have laws related to cybercrime should have their legislations revised to keep up with the emerging cyberspace threats, as criminals are coming up with new tricks to evade the law and process of prosecution.

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**APPENDECES**

Appendix I: Letter of Data Collection Instruments  
RAMLA ISSAK DEROW

REG NO: R51/87220/2016

0722237826

Dear Respondent,

**RE: REQUEST FOR INFORMATION**

Greetings

I am a student at the University of Nairobi currently pursuing a Masters of Arts in Diplomacy, as part of my course; I am carrying out a field study as titled above, I am requesting that you be part of the respondents and assist me with accessing essential information that will help build on my research study, kindly allocate some few minutes and assist with information by filling out the questionnaire attached. The information you provide will be treated with highest confidentiality and for the purposes it is intended for.

Kindly be honest in answering the questionnaire and in case of any clarification I am available for guidance.

Kind Regards,

Thank you.

Yours Sincerely,

Ramla Issak Derow

Appendix II: Questionnaire

**PART A: PROFILE**

**(Please tick/fill as appropriate)**

Respondent Name (Optional)				
a) Gender	Male:		Female:	
b) Department	ICT:		Others:	
c) Level	Senior Management:		Others:	
d) Age Bracket	36-45	46-55	Over 55	
e) Level of Education	Diploma	Degree	Postgraduate	
f) Work experience	5-10 years	11-15 years	16-20 years	Over 20 years

**PART B: Adoption of ICT within your Department**

**(Please Tick/Fill as appropriate)**

a) Do you use ICT in conducting diplomacy? Yes.....No.....

If yes, what technological tools do you use.....  
 .....

b) Which level do you participate in conducting digital diplomacy?

System Analysis.....System Implementation.....System Maintenance.....

c) What is your organizations level of adoption of digital diplomacy?

Very Satisfactory.....Satisfactory.....Dissatisfactory.....Very Dissatisfied.....Don't.....

d) Are the resources available adequate for your organization to fully adopt digital diplomacy?.....

e) Rank the tools and strategies adopted in your organization in digital diplomacy

	<b>Very frequent</b>	<b>Frequent</b>	<b>Average</b>	<b>Rare</b>	<b>Never</b>
Twitter					
Facebook					
You tube					
Blogs					
Website/Portal					

Staff training					
Others(Specify)					

Other digital diplomacy tools and strategies (please add below).....

.....

.....

.....

f) Is there any more support required for enhanced implementation of digital diplomacy?

Yes.....No.....

If yes, kindly fill the table below

Project	Who should supervise

g) What is the level of your organization in adopting new ICT trends?.....

.....

.....

h) What is your overall level of satisfaction with implementation of digital diplomacy in your organization?

Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied

i) What is the impact of ICT in your organization?

.....

.....

.....

j) How has ICT changed the bilateral and multilateral scope of diplomacy?

.....

.....

.....

k) What has changed in the conduct of diplomacy with advent of ICT?



.....  
.....  
.....  
1) What policies are in place that provide for the basis of ICT structure in diplomacy?

.....  
.....  
.....  
m) What policies do you think should be adopted in order to support ICT establishment in diplomacy?

.....  
.....  
.....  
n) What are your views with regards to ICT and the conduct of diplomacy in Kenya?

.....  
**PART C: CHALLENGES IN IMPLEMENTATION OF ICT IN DIPLOMACY**

a) What strategies have been adopted by your organization in managing the challenges of digital diplomacy?

<b>Initiatives</b>	<b>Yes</b>	<b>No</b>	<b>Am not Conversant</b>
Antivirus			
Passwords			
Staff training on cyber threats			
Antispam blockers			
Data recovery measures			
Hardware firewall			
Research on emerging technologies			

Other initiatives of managing challenges of digital diplomacy? (please add below).....  
.....  
.....

b) To what degree do you approve the following elements in digital diplomacy implementation and safety in your organization?

(Please tick as appropriate)

	<b>Very Great Extent</b>	<b>Great Extent</b>	<b>Great</b>	<b>Least Extent</b>	<b>Don't Know</b>
Your organization has sufficient skilled personnel in security management of digital diplomacy.					
Adequate training and development is initiated within the organization to impart relevant skills in use of digital diplomacy tools					
The organization has no enough ICT resources and capacity to fully benefit from digital diplomacy					
The organization has engaged fully security management in maintaining safety of ICT resources					
The budget for ICT implementation in the organization is enough in terms of capacity needed.					

Are there any other issues in terms of implementation of ICT in diplomacy in your organization?

(Please specify).....

c) What challenges do you think are likely to emerge in future in terms of ICT security especially with the development of fiber?.....

d) Do you think the current laws and regulations of cyberspace and cybercrime in Kenya are sufficient? .....

.....  
.....  
e) What do you think the government can do more in order to prevent cyberspace crime and ensure the full benefits of ICT in diplomacy are realized?.....

.....  
.....  
f) In what ways do you think the challenges facing ICT implementation in diplomacy can be managed?

.....