



The Institute for Development Studies released preliminary research findings on interactive media in Kenya.

The study was conducted under the auspices of Politics and Interactive Media in Africa (PIMA), a research project looking at how select radio and TV stations in Kenya and Zambia reflect, gather, disseminate and influence public opinion. It is particularly interested in the implications of the spread of mobile phone technology and the growth of call-in and text-in radio and TV shows for governance, accountability and politics in general.

Prof Winnie Mitullah is a Co-Investigator while Dr Fred Mudhai, a University of Cambridge Research Associate, covers mainly Kenya but also took part in the Zambia research. Other project team members are University of Cambridge's Dr Sharath Srinivasan (Principal Investigator), Co-Investigator Dr Neo Simutanyi (Centre for Policy Dialogue, Lusaka), Dr Alastair Fraser and Ms Nalukui Milapo (University of Zambia).

Prof Mitullah released the Kenyan findings at a workshop held at the Nairobi Safari Club on 26th March 2014. Details of the preliminary research findings are provided in the link below:

Visit PIMA Website: http://mws.polis.cam.ac.uk/cghr/pima_about.html