

**SOCIAL MEDIA AND ITS IMPACTS ON THE POLITICS OF DEVELOPING
COUNTRIES WITH SPECIAL EMPHASIS IN KENYA**

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DECLARATION

This research Project is my original work and has not been presented for a Diploma in any other university or institution of Higher learning.

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

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DEDICATION

I dedicate this research project to my family and friends. I also wish to dedicate this work to all my colleagues and relatives.

ACKNOWLEDGMENT

I would like to acknowledge the Almighty God for his grace before and through the research work. I would also like to specially acknowledge my supervisor for his tireless and invaluable guidance through the research proposal.

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ABSTRACT

Social media such as, Twitter, Facebook and YouTube are often seen as political game changers and influencer. In this research, various models are introduced for studying the results of social media on various political communities. These models aim to investigate the relationship between Social Media Participation and Community Participation. With the changing times, and the increase with ICT resources, there seems to be a significant increase to social media users and many sharing political views as frequent as on a daily basis. The case study aims to see how much social media affects the views of people on the political aspects. This study recommends that political aspirants and those who wish to participate in politics in the near future should carefully view social media as a platform for launching campaigns, view, and analyze carefully what is required of them to prosper in the political venture

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CHAPTER ONE:

INTRODUCTION

1.0 Introduction

This chapter will lay the study's foundation through a detailed background of the topic, followed by the introduction of the concept of social media. The section finishes with the issue declaration and goals of studies.

1.1: Background of the Study

Social Platform has changed the way politics are done both on a local and national level. Politicians increasingly use social Platform such as Instagram, WhatsApp, Blogs, YouTube and Twitter. Recent political events showed that social Platforms influence the rules of political participation today.

In presidential elections, the cases of Barack Obama (US) and Ségolène Royal (France) shows that effective social networks campaigns can make a difference in politics. A US Congress Facebook message increased the voting outcome with 350,000 voters (Haenschen, 2016).

Moreover, further research should be carried out to understand how social media affect local politics. Local politicians perceive that integrating social media in their political work is very easy. Nonetheless, an effective social media strategy requires not just creating captivating profiles to have a presence on social platform. “Considering the novel culture of social platform and the shift in power relations, the internalization of social media expertise within an organization may prove to be a much harder task than expected” (Munar, 2012).

Political parties in the communities are not necessarily territorial bounded but are relationally for a professional cause, (McMillan & Chavis, 1986), members of political parties are engaged in their community politics because of shared beliefs, goals and interests.

The aim of this research is to investigate social media effects within politics of developing countries and to learn from the various practices. To achieve our goal, the study was based on the Social Media Participation Model.

Notably, one must ideally address how the nature of Internet has facilitated the forms of political engagement in the society, and how this condition has further developed with the emergence of Social Media.

By concentrating on the role that dissemination of information have increased political knowledge and therefore improved political participation, one can then address how Social Networks further improved this process increasing the influence of digital platforms on the political space. Ultimately, see the evidence for the influence of Social Media networks on politics, by looking at how circulation of information plays a pivotal role in the political sphere and space across the political practices, by paying attention to how Social Media networks is used for campaigning and for mobilizing social movements.

1.1:1 Global perspectives of Social media.

The 2008 United States Presidential campaign was historic not only because it saw the first African American candidate, but because it saw the first new media presidential campaign. The Internet was undoubtedly used very powerfully in running an election in the 21st century as it connected people, spread information, and reinforced beliefs. Obama's campaign strategy has been succinctly dubbed as "19th century politics using 21st century tools"(Von Drehle, 2008). ,,,The Internet served our campaign in unprecedented ways"" said President Barack Obama (Marx, Ko and Friedman, 2009).

1.1.2: Africa Perspectives of Social media.

Africa has seen steady change over the years from dictatorship to democratic rule, which in turn has led to a tremendous change from politically controlled to a more liberalized media scene. Africa and Kenya specifically, being dependent of media politics, it lives up to Castells notion of "what does not exist in the media does not exist in the public mind" (Grindstaff, 2011).

Several impactful campaigns have been conducted on social media in Africa and Kenya they include; the Kenyans for Kenya campaign driven by Safaricom (#kenyans4kenya) a campaign that rallied Kenyans to raise funds to help fellow Kenyans in case of famine or #KOTAMPBonus protest campaign led by blogger @RobertAlai platform like this can be used for the good of society or conversely Very little has been conducted on the effects of social media on political campaigns.

1.1 3: The Kenyan Perspectives of Social media.

In Kenya, social media played different roles for different parties, voters and media during the 2017 presidential elections. Some parties focused on the participatory aspects of the new media in reaching voters and monitoring of public opinion, whilst others focused on the possibility of a top - down circulation of information.

New media was identified as a means of how people communicate their thoughts as well as with their political candidates.

During elections, parties or political candidates stressed downward circulation of information through new media whilst others emphasized their interactive and targeting possibilities. The winning political coalition – “Jubilee” led by their candidate, was very vibrant and active in their use of social media, Jubilee’s nomination was dubbed the “digital team” was not necessarily created to reflect and portray an active social media presence, but rather their political blueprint to boost their campaign.

First time ever social media offered an opportunity by allowing Kenyans to critique candidates, encouraged individual citizens to take action resulting into the flourishing of hate speech leveraged using social media and crowd mobilization on the other hand social media (Elam *et al.*, 2014).

1.3: Impact of Social Media

Social media has been seen to go against the norm of communication in various areas giving the public sphere a choice of giving their social network pages anonymous alias or their known identity giving an individual freedom. It has also led to increase in diversity of content for one to choose from this is a huge stepping stone compared to the days of just watching television to get the know on politics and current affairs.

Social media enables individuals to receive real time news (as it happens) unlike in the other mass media channels where content has to be edited and go through other approvals before airing. It has also encouraged horizontal communication, when a politician in a campaign it may work against him as voters expect to interact with politicians uses two-step flow communication.

1.3.1 Political campaigns.

Over the years mass media channels have had great impact on Political campaigns however, social media steals the light of the day as it brings together masses on one platform. For example, the 2013 Kenya presidential elections took a new twist as political campaigns went digital for the first time in Kenya with the various political parties and their presidential candidates using social media to push their political agenda. This study will explore the role of Social Media and its impact to politics and how it altered the way politicians carry out campaigns.

Social media brought about the emergence of citizen journalists putting the work of professional journalists under threat as exclusive stories were no longer reserved for journalists as citizens post pictures and videos on social media in real time as the event occurs. Exclusive pictures and video, which were hard to get on time by professional journalists due to distance, were readily availed by citizen journalist on the social media. Political news producers have had to come up with creative news reporting angles or enhancements in order to fight for the audiences who are opting to go the new media way.

Social media has introduced the watchdog role through bloggers, ensuring that news reported by journalists is not partisan, does not promote propaganda or filter information keeping various media houses on their toes.

1.3.2: Consequences for Governments/ Politicians

Politicians and various government bodies have been forced to create social media pages, as this is where their audience has moved. The politicians are no longer the authority in this space as roles are reversed giving the public the authoritarian role as they are forced to adapt to an increasingly responsive mode rather than the proactive, agenda- setting role they would prefer to adopt. Bloggers (opinion leaders) on the social media have taken the watchdog role ensuring Politicians and government bodies are put to shame for any misconduct or corruption.

1.3.3: Consequences of Social Media for Voters

The use of social media platform during the elections mobilized the largest number of masses ever seen participating and interacting on a single mass media channel at no cost creating a different balance in society changing the voters role in society hence their expectations of a leader. In social media voter is king.

1.4: Statement of the Problem

Social media empowered individuals by encouraging citizen journalism and blogging providing real time information on the elections minute by minute through sharing of images, videos and updates forcing the different media to join the new media space and share live updates on the elections as well as receive tips informing their coverage.

Based against this background, do social media enhance the democratic space for expression during political campaigns constructively or destructively? In 2007/2008 elections, Kenya experienced post-election violence however in 2013 elections social media was used as a platform for hate speech, propaganda, defamation and ethnicity leading to polarization. Fragmentation along political affiliation lines was witnessed leading others to “unfriendly” or block friends who do not share their political views.

In this regard social media use in politics did very little to foster national integration, fight ethnicity, and encourage objectivity, whether this fundamental gap has enhanced democracy in the public sphere or not is a question whose answer will be derived from the findings of this study.

1.5: Objectives of the Study

The study was guided by one general objective and three Specific objectives:

1.5.1 General objectives

The general objective was to investigate the role of social media and its impact on politics of developing countries.

1.5.2 Specific objectives

The specific objective will be:

1. Analyze how social media has influenced politics over previous years.
2. Find out in what way did politicians used social media for their personal gain.

1.3 Significance of the Study

The significance of this study is explained in terms of the social media industry, the policy makers, academia and research in the following ways: -

First, the study is significant to the social media industry, the findings of this study will help Social Media in Kenya to adopt effective management and innovative strategies as well as understand and interrogate key industry success factors. This will also ensure they effectively carry out their noble mandate of undertaking quality, affordable and efficacious service to the population in the City of Nairobi.

Second, the study will be important to the policy makers in the social media industry. This study will enable proper social media planning to strengthen policy makers in the industry.

Third, the study will be vital to the body of knowledge in the industry. This will add knowledge in this area and will also open avenues for further research to inform social media industry locally, regionally and globally.

1.4: Scope of the Study

Social media practice in Kenya comprises planning, industry regulation, policy formulation and enforcement, research, and academia. The scope is social media practice and this is confined to the County of Nairobi.

1.5: Limitations of the Study

Although politicians use television, radio and newspapers this study focused on the uses and the role of social media. This research looked at the use of Facebook and Twitter. Because of geographical limitations, Kenya will be used as an example of a developing country with social media affecting politics. The study was limited to samples purely from Nairobi County, which consists of audience of various demographics.

1.6 Chapter Summary

This chapter provides an overview of the context of the study beginning with the introduction of the subject matter and description of the key study variables. The statement of the problem is presented and the attendant objectives of the study, followed by the scope, justifications, and limitations of the study.

CHAPTER TWO:

LITERATURE REVIEW

2.0. Introduction

This section focuses on the study's theoretical, empirical, and conceptual framework. Key theories related to the study variables are implemented in the theoretical framework. This study examines the current body of empirical research. The conceptual framework shows the relationships between the study variables (the independent moderating variable and dependent variables).

2.1. Theoretical Framework

To theorize is to develop a body of knowledge. According to Bendickson, Muldoon, Liguori, and Davis (2016). Dumez (2018) recognized that this approach proposes that a theory can have an effect on practices, effect which in turn, makes it true.

The study adopted the following theories. This research project is guided by several theories, which include; The Agenda Setting theory, Public sphere theory and Social Identity theory. The Agenda Setting theory by Mc Combs and Shaw is selected to emphasize that with the use of social media in political campaigns. This theory has shown the roles of society that what the media reported was seen as the only important issue as the media influenced what people need to think about. However, with the digital space Kenyans have access to a platform that enables them to share their views on various issues making them the agenda setters of society, as the media have had to monitor social media platform to determine what is important. However, the Agenda Setting theory has very little influence on interpersonal communication.

2.1.1 Agenda setting theory

This theory was formulated by Maxwell McCombs and Donald L. Shaw. Influence of media affects presentation of reports and issues made in the news that affects the public eye and mind. The news reports are designed in that when particular news reported is given priority. The priorities of which news comes first and then the next are set by the media according to people's perception and how much influence it will have among the audience. Agenda setting theory

occurs through a cognitive process known as “accessibility”. Media provides information which is the most relevant food for thought, portrays the major issues of the society and reflects people minds.

2.1.3: Criticisms of Agenda setting theory

There are several criticisms regarding this theory. First, the media users are not ideal, in the sense that people may not pay attention to details. Secondly, the effect is weakened for people who have made up their mind on a particular issue. Third, media cannot create problems rather provide insight solutions. They can only alter the level of awareness, priorities and importance.

The structural transformation of the public sphere theory by Habermas addresses the power of interpersonal communication as it explains an important influence of the social media that allows citizens to come together on one platform and share their opinions on various issues at interpersonal level freely. However as social media provides a platform where opinions on various issues can be expressed freely Habermas does not show that users of social media public sphere can have divided opinions on various issues and how this affects the conditions of the sphere.

The social identity theory is used in this study to fill the gap of possibilities of polarization that is left by the Structural Transformation theory of the public sphere.

2.2 Public Sphere Theory

The public sphere theory was first introduced by a German sociologist called Jurgen Habermas and the “most contemporary conceptualizations of the public sphere are based on the ideas expressed in Jürgen Habermas book *The Structural Transformation of the Public Sphere* “. Theories come from people, they do not arrive magically.

The public sphere is a theory developed by Jürgen Habermas in 1962 known as *The Structural Transformation of the Public Sphere*. The theory refers to Habermas ‘imagined’ public sphere as a metaphorical “18th-century coffee house”, where popular issues and ideas were debated.

The dominant approach to this theory is that it is characterized by idealism and normativism. It narrows down to civic-minded and civil discourse; it envisions unrealistically egalitarian and

widespread participation. It has difficulty in dealing with consequential public events and neglects the core of the public sphere.

2.2.1 The Importance of the Public Sphere

The public sphere can be an area in social life where individuals can come together to freely discuss and identify societal problems and through that discussion influence political action. A space in which individuals and groups can associate to freely discuss matters related to mutual interest and, where possible, to reach a common judgment. The public sphere can be seen as a theater in the modern society in which political participation is also enacted through the medium of talk and "a realm of social life in which public opinion can be formed.

A private sphere can be comprised of civil society in the narrow sense, that the realm of commodity exchange and social behavior. Where we can see a sphere in a different way such as public authority dealt with the state, or realm, and the ruling class, it can be "authentic to a 'public sphere'", in a political sense, which arose at that time from which is in the private realm, which has specific connection with literary activities. In this new public sphere spanned with public and the private realms, and "through the vehicle of public opinion, it put the state in touch with the society needs.

2.3.1 Positive self-distinctiveness strategies

Social Identity theory highlights certain strategies which appeal in order to obtain and maintain the described positive self-distinctiveness. The group status hierarchy and the permeability of the boundaries do play a major role in the choice of strategies to be implemented.

2.3.2 Social Creativity

In a group, where the status interactions are more stable and the boundaries are set such that the individuals are predicted to engage towards the achievement of social creativity behavior. The low status group members can still obtain their positive self-distinctiveness, this can be achieved by the analyzing the behavior of the individual with behavioral pattern of the group.

2.3.3. Social Competition

The individuals look out for positive self-distinctiveness by direct competition with the group. This strategy can be applied when the boundaries are permeable and the statuses of the group members comparatively are not stable. This strategy places emphasis on the process of identity management of the group members.

2.4 Empirical Review

This section reviews and discusses findings from studies touching on variables which are similar to the ones in this study. The subsections are derived from the research objectives of this study. The section concludes with the conceptual framework that is derived from the hypotheses of the study, knowledge gaps and a table with the operationalization of study findings.

2.4: 1: Effects of Social Media in Social Change

(Rogers 1983:6) defines social change as “the process by which alterations in the structure and function of a social system occur” producing both positive and negative effects. While social capital refers to all social networks put together and the inclinations that arise from these networks to do things for each other. Social capital is indeed a key component in building and maintaining democracy (Resnick, 2001). Web 2.0 has been referred to as a great force that is reshaping the way we work; authors have called it a “social e-revolution” (O’Reilly, 2006).

Social media has proved to not necessarily pull Kenyans from the offline world but complement their relations as social media keeps people connected despite the distance (Putnam, 2000).

The use of social media in elections in United States have shown the power of social media mobilization bringing together strangers for a common cause decreasing the cost of building large network. Social media has transformed social movements and grown online political behavior. A study by Pew research center on the 2008 United States election found that social media use as a political campaign tool increased political participation among young people. The relations of social change to media change have been seen to be complex as they have resulted in the following changes...

2.4.1.1 Modernization

This was brought about by increased social differentiation, specialization, diverse interests and identities; proliferating diverse lifestyles and moral stances; and fueling identity politics (Luhmann, 1981; Swanson and Mancini, 1996). This complicates tasks of political aggregation and communication.

2.4.1.3 Secularization

Political parties' authority has faced increased competition from media as public attention can only be gained through hard-lobbying interest and cause groups. Relations of elites to masses are transformed by the evaporation of deference and increased skepticism about the credentials, claims, and credibility of authority holders in many lifestyles.

2.4.1.4 Economic

Economic factors have increased influence on the political agenda.

2.4.1.5 Medialization

The media has in the recent past been seen to move to the center of the social process leading to a "media-constructed public sphere". However, social media has moved this notch higher leading to reversal of roles as the public be now at the center of social process.

2.5: Social Media and Politicians

Within a decade, the Social media has become a campaign channel that candidates and parties must engage with if they are serious about getting elected in the political offices. Across developed democracies, leading political candidates and organizations have embarked on vigorous efforts to lure supporters, secure funding, and attract votes through the social media platforms. (Chadwick and Howard, 2009).

The internet is not another medium it is the "master medium" as it integrates all the qualities of the other mass media channels enabling politicians to disseminate information in any form. Politicians also have a chance of influencing a huge number of masses given that the number of internet audience is on the increase.

Twitter use has shown that the speed of social media can damage a political campaign instantly as it now only takes 140 characters to gain supporters or lose them. Any off color remark can instantly be read and shared by millions of people (Lee & Shin, 2014).

With the rise of social media came the bloggers who scrutinize politicians and their campaigns. While it is important to note that bloggers now play a role in the social media landscape, if used correctly, social media can provide new strategies to combat these problems (Asur and Huberman, 2010).

2.6 Influence of social media on politics.

The three theories together selected highlight three key areas that social media influences politics;

2.6.1 Transparency and Credibility

Misconception can cloud a political message as it passes from candidate, to media, to public but something as simple as a tweet or Facebook update could easily break this chain. Being open about one's social policies by posting them online could go a long way in becoming a dependable campaigning tool and revolutionizing the process of legislation. Posting political agenda in real-time on Facebook engages the masses by allowing for comments from dozens of voters who would like to engage in rational discourse or simply show their support and appreciation.

2.6.2 Targeted and inexpensive campaigning

Just like in business, the social Media can be a cost-effective channel for targeted advertising. Whereas television and print are expensive ads they might blanket a bunch of voters with uncertain viewership characteristic and impact, social media engagement are less expensive, and can deliver highly targeted and measurable results if used well. Having a social media presence by micro-targeting potential voters by age and gender will certainly give the public something personal they can relate to and ultimately win over their support.

2.6.3 The people as a voice

Engaging one's network of supporters and letting them spread the message is definitely the way to go. Their reach and trust value far outweigh any other expensive marketing tool. Some tactics to be used could be request supporters to update their Facebook profile picture and Twitter to the

Party logo during the campaign period, posting and sharing campaign ads and messages on Facebook, WhatsApp, and tweet about the campaign.

2.7: Research Gap

According to Von Drehle, the best practices highlighted in social media are Obama's campaign. Social media should be used as integrated marketing communications tool during political campaigns. However, this was not the case in general elections in Kenya. Obama's campaigns in was issue oriented while the Kenya elections were believed to be tribal oriented.

The above literature shows foregoing arguments have offered a discussion of the role of social media in Political campaigns. Social media has changed how people communicate and shown great potential in democracy as it easily brings the masses together on one platform creating a public sphere increasing participation and reversing roles of society as the public become the authority in this space (Trey, 1991).

According to (Baudrillard & Maclean, 1985), social media has led to increasing polarization within society while at the same time fortify the benefits of exposure to a wide range of perspectives as essential support for a free and democratic society viewed such exposure as essential if one was to pursue truth and have confidence in one's opinions.

2.8: Conceptual Framework

A conceptual framework is a diagrammatic representation of the hypothesized relationship of independent and dependent variables of the study (Mugenda, 2011).

In this study, based on a thorough review of literature, the models and concepts employed was based on the four main constructs of this study below.

- ✓ Influence - The role of social media use in politics depends on the media's Influence, which is related to the level of awareness, and gathering that a certain profile can generate from other users.
- ✓ Adequacy - The level of closeness that given content has in relation to the desired characteristics and values
- ✓ Reach - Level of effective dissemination of certain content or to degree of potential spread that a single profile has in the network.

2.9: Operationalization of Variables

Operationalization of variables is a process of converting variables from abstract or theoretical form to concrete dimensions by defining the variables in the specific terms or indicators to be used by the researcher to manipulate or measure the variable (Marczyk, DeMatteo & Festinger, 2005).

2.9.1: Chapter Summary

In this chapter, theoretical and empirical reviews were done, resulting into the identification of research gaps and how the gaps will be addressed by this research. Anchor theory for the study and other relevant theories were identified and their relevance to the study explained. The theoretical framework, empirical review was stated and the conceptual framework of the study identified and explained. Finally, study variables were operationalized to facilitate their measurement.

CHAPTER THREE:

RESEARCH METHODOLOGY

3.0: Introduction

This chapter deals with the research philosophy, research design, identification of the population of study, sampling procedure, data collection and methods of data analysis.

3.1 Research Philosophy

Saunders (2017) defined research philosophy as a system of beliefs and assumptions about the development of knowledge. According to Saunders (2017), the positivist assumption is that objective facts offer the best scientific evidence and is likely to result majorly in the choice of quantitative research methods.

This research adopted positivism philosophy because this study involves the use of theories to develop hypotheses which were later tested and confirmed by the study findings. Additionally, positivism philosophy is adopted because the researcher maintained independence from research elements and the intended research findings are generalizable.

3.2 Research Design

Bryman and Bell (2015) observed that a research design is a strategy for data collection and analysis. This study adopted cross-sectional survey design. Setia (2016) described cross-sectional survey design as one used for population-based surveys and usually measure outcomes at one specific point in time. Cross-sectional survey designs are usually faster to conduct and are relatively inexpensive and additionally, allow the researcher to investigate multiple characteristics at once.

Mugenda and Mugenda (2009) observed that in cross-sectional surveys, the researcher uses literature, analysis of documents and structured questionnaires as the tool for gathering high quality data devoid of bias and inaccuracies. Cross-sectional survey design is appropriate for this study because it aided in describing the association of the study variables as well as necessitated collection of data from a large population in a relatively short period of time for prediction of research findings and generalization.

3.1: Research Site

This study was carried out in Nairobi County, which hosts majority of social media users in the country. The population in Nairobi represents Kenyans of different social classes, diverse ethnicity and political affiliation minimizing any chance of bias that would be associated with a mono-cultural setting. Nairobi is Kenya's largest county, which acts as the central business district hosting parliament and other administrative and commercial capital. Nairobi's estimated population is 3 million persons. Almost every Nairobi resident has access to internet through his or her mobile phone or PC.

3.2: Research data sources

The study made use of both qualitative and quantitative data. Using both primary and secondary data as seen below:

3.2.1: Primary Data

In this study, the primary data was collected using interviews. The interviews were carried out by me to ensure 100% response and to save time, this style of administering gave the respondents and researcher a chance to freely interact, hence making it possible to get more accurate information.

The study seeks to obtain information that describes existing phenomena by asking individuals about their perceptions, attitude, behavior or values. (Mugenda, 2003).

The questions were both closed and opened to enhance uniformity and open ended to ensure maximum data is obtained. The interviews were targeted to the most relevant respondents who are the youth and technology-savvy members of the society.

3.2.2: Secondary Data

Secondary data was obtained from books, internet and journals as indicated in the literature review. Secondary data was data collected for some purpose other than the problem at hand (Malhotra, 2007) Secondary data for this study was collected from the directories of published online articles in refereed journals. Secondary data was also obtained from bloggers on the new media and various candidate pages to provide theoretical content and ideologies along which this study.

3.2.3: Data Collection

Five locations were selected and from each data was collected from 3-7 respondents .The total sample used for analysis was 60 respondents. The sample size may have been limited but representative to the population to a certain degree being that the study was conducted against a background of financial constraints and scarcity of time.

3.4: Methods of Data Analysis

The data collected was analyzed both qualitatively and quantitatively. For qualitative data the computer Microsoft Office TM Excel Spreadsheets. The Spreadsheets was used for both inferential and description statistics.

3.4.1: Descriptive Statistics

These statistical tools enable one to give an account on numerical characteristics of the population as presented by the sample. Enables compilation and presentation of data in various forms which include; tables, charts and diagrams .It facilitates summary of raw data into easily readable forms enabling display of information from which conclusions and recommendations can be made. For the analysis of this project the below descriptive statistics are used;

3.4.1.1: Frequency Tabulation

This descriptive statistic enables one to show the number of times a particular response occurs. It is used to represent the number of responses in a particular area of the study and the number is in turn used to calculate percentage.

3.4.1.2: Percentage

Facilitates easy measurability of the proportion of responses over a whole sample times 100. Calculation of percentages was done using variables of the base facilitation comparison of one base to another. The study uses percentages, as they are easy to calculate and interpret.

3.4.2: Inferential Statistics

This statistical tool enables one to compare the direct relationship between two or more variables. It analyses how one variable influences another or other variables. For this study, simple correlation was used to analyze the relationship between various social and political factors and effects on society.

3.5: Presentation Techniques

The findings of the interviews were presented in tables, graphs and pie charts. The use of narration for purpose of authenticating was also used.

3.6 Ethical considerations

Madushani (2016) defined research ethics as a complex set of values, standards and institutional schemes that help constitute and regulate scientific activity. The Norwegian National Research Ethics Committee (2016), defined research ethics as a wide variety of values, norms, and institutional arrangements that help constitute and regulates scientific activities.

Dutton (2015), outlined the following ethical considerations in social sciences research, that is, research should be designed, reviewed and undertaken to ensure integrity, quality and transparency,

3.7 Chapter Summary

This chapter has highlighted the research philosophy on which the research design is anchored, the research design, population of study, sampling and sample size, data collection methods, data analysis methods and ethical considerations during research activity.

CHAPTER FOUR:

DATA ANALYSIS AND INTERPRETATION

4.1: Introduction

The research findings and discussion section will focus of the analysis of the results of data collected and further discusses the findings. The research sought to find out the role of social media as a politics in developing countries. In this case, we looked at the influence of social media and its effects on the 2013 presidential elections. This is because social media largely influenced campaigns and more or less the outcome of the said election.

The analysis and interpretation factored in the research questions and the objectives and findings mainly drawn from the focus group discussions and questionnaires using qualitative and quantitative data collection methods. The results are presented below. Tables and figures have been used to analyze and present the findings in the study. The respondents had different characteristics that are fundamental in determining how representative or biased the sample was.

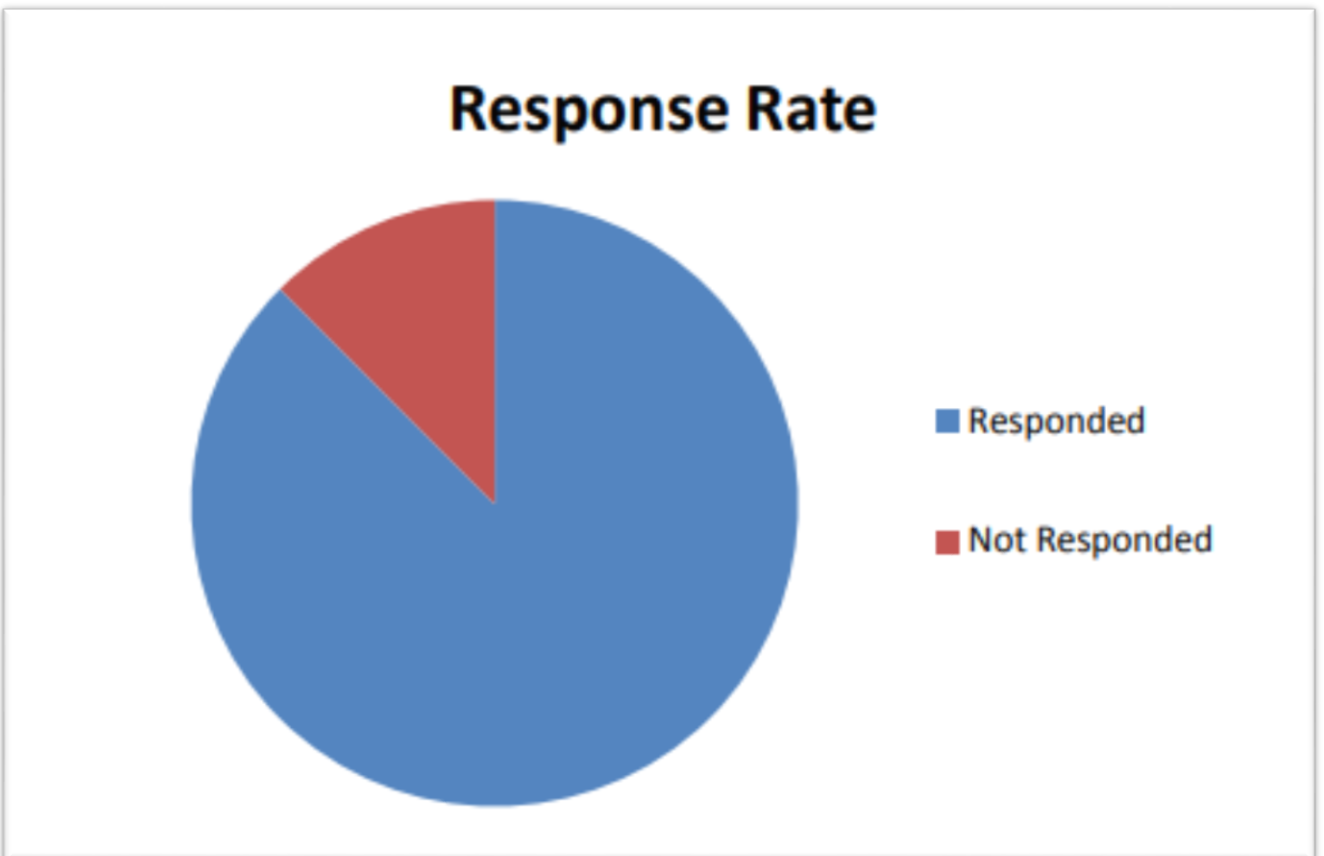


Figure 1: Response rate from Respondents.

The figure shows that 53 out of 60 sampled respondents filled in and returned the questionnaire contributing to 87.5% response rate. Thus, the research sample was adequate hence; the findings represented the population adequately.

4.2: Distribution by Age

The following tables illustrate the distribution of respondents based on various attributes:

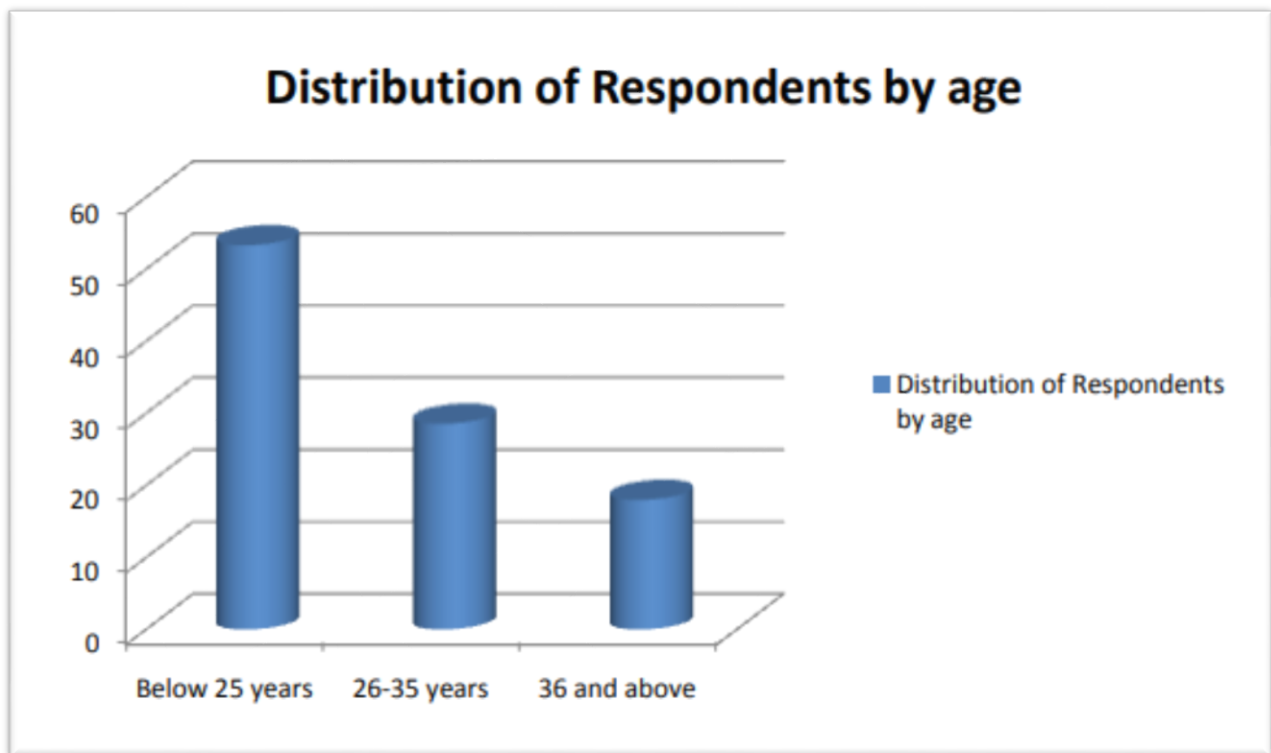


Figure 2: Distribution of Respondents Age.

Figure above demonstrates the age categories of respondents. All age groups were fairly represented. The various age groups could later be used to test the correlation between age and preferences. Hence, the different population age groups were well represented.

Table 1: Distribution of respondents by occupation

Background	Frequency	Percentage
Employed	19	36
Self-Employment	6	12
University	16	30
Not in School and Unemployed	12	22
Total	53	100

The above table represents the background distribution of the respondent's. Analysis of this enabled us to relate economic status impact on social media preference and show that majority of those using social media are the employed though data shows that through increased accessibility to mobile phone the unemployed also participate in social media politics.

Table 2: Distribution of respondents by political affiliation.

Political Affiliation	Frequency	Percentage
Jubilee Alliance	17	32
CORD	15	28
Amani	7	12
PK	5	10
Narc Kenya	5	10
Others	4	8
Total	53	100

The above table shows that distribution was segmented amongst the most popular political parties. The sample was representative of the various political opinions. The results could be used to highlight the correlation between political opinion and social media preference. Results also confirm that social media may have greatly contributed to Uhuru Kenyatta of Jubilee Alliance's triumphant win of the elections.

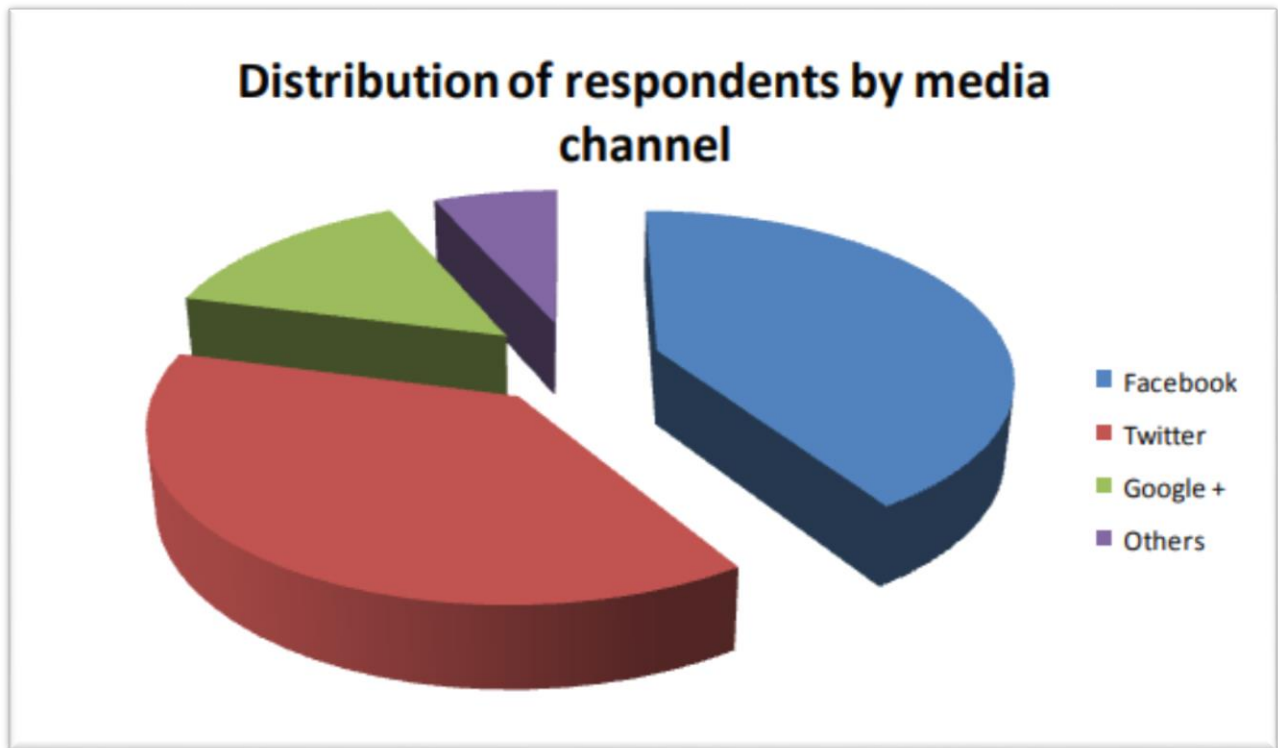


Figure 3: Distribution of Respondents by social media channels.

The findings in the above figure show that Facebook is the most preferred social media channel. This could be attributed to the fact that it was established a number of years before the emergence of the rest of the social media channels. This affords familiarity to Facebook for its users, something that the other mass media channels are still grappling with. Google + and other mass media channels have the lowest preference rates largely attributed to the fact that they are the latest entrants into the market. The fact that one can also share as much content and images on Facebook could be a reason for its preference.

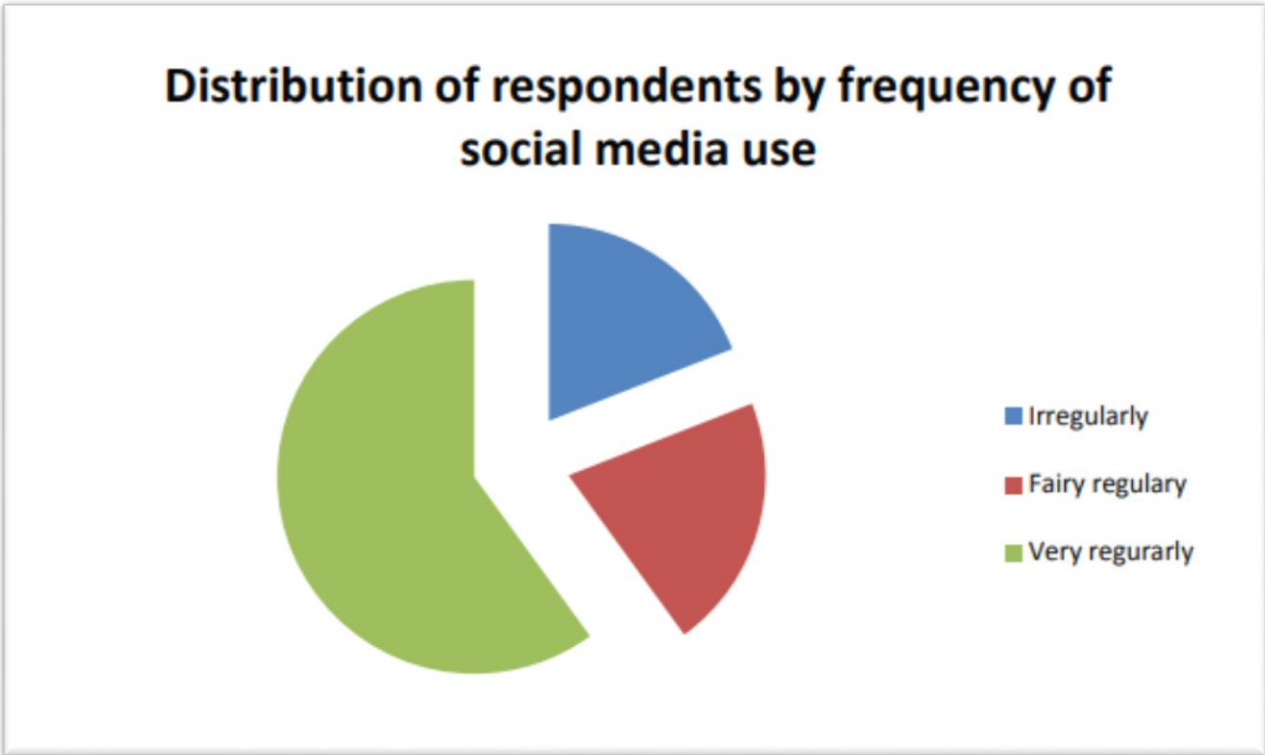


Figure 10: Distribution of Respondents by frequency of social media use

The above figure shows that social media use is popular and widely accessed in the Nairobi area. This goes a long way to demonstrate the tremendous growth of social media in the last couple of years. Showing that most Kenyans relied on social media for real time political updates and that they could access information at any preferred time.

Table 3: Distribution of respondents by most effective political party social media use

Political Affiliation	Frequency	Percentage
Jubilee Alliance	14	26
Cord	10	19
Amani	5	10
PK	15	29
Narc Kenya	1	2
Other	8	14
Total	53	100

Above results show that respondents felt that political parties used social media effectively. By giving real time information making it easier for Kenyans to keep up with their political campaign. Some also felt that social media was used effectively by political parties if they answered their supporters queries online and shared their manifestos online creating awareness.

Table 5: Distribution of respondents by various ways in which Kenyans used social media platform

USE	FREQUENCY	PERCENTAGE
Monitoring Results	7	14
Voice their Opinion	36	67
Interaction	10	19
TOTAL	53	100

The above table shows that during the 2013 general elections period Kenyans mostly used social media to voice their opinions on various political issues, however a few Kenyans used the platform to simply monitor polls. The results show that majority of Kenyans used social media to voice their opinions that is (66.67%) and the other (19%) and (14%) used the platform to monitor results and interact.

Table 6: Distribution of respondents by their recommendations for GOK in adoption of social media

Use	Frequency	Percentage
Regulation Framework	32	60
Interaction	16	30
Awareness	5	10
Total	53	100

Majority of the respondents that is 60% felt that there is need for the government to develop a regulation framework, at the same time not infringe on citizens' rights. 30% also felt that the government needs to use social media to interact with its people so to understand issues affecting them. 19.05 percentage also felt that the government ought to use social media to enhance awareness.

Table 8: Distribution of respondents by media use of social media in 2013 elections

Use	Frequency	Percentage
Inform	23	43
Peace Building	17	33
Interact	13	24
Total	53	100

The above table shows that 43% of the respondents felt that the media used social media as a platform to share real time updates on polls keeping Kenyans informed. This was done by the media houses to remain relevant to the audience who are online. Another 33% felt that the media used social media to preach peace. Majority of Kenyans have social media accounts hence one of the best ways to preach peace building is by posting messages online. The remaining 24% percent felt that the media also interacted with Kenyans online to keep up with their emerging needs.

1.6 Chapter Summary

This chapter provides an overview of the context of the study in relation to data analysis, interpretation and presentation.

CHAPTER FIVE:

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1: Introduction

This section contains the summary of the findings for the study recommendation and conclusions based on the objectives of the study. The study had sought to establish the role of social media in politics of developing countries. Kenya's presidential elections were an example of the impact of social media.

This case study was done with the aim of answering three research questions. The first research question sought to find out how Social Media influenced politics during the 2013 General Elections. It also looked at how politicians used social media and how it influenced the results of the election in general.

5.2: Summary of Findings

The study established the following results as outlined below;

That the social media platforms that were used by most Kenyans were Facebook and Twitter.

The most talked about political parties on the social media were Jubilee Alliance and CORD.

That social media use by politicians as a campaign tool increased political participation as it enabled politicians to tap into the youth who hardly followed politics on the traditional mass media. The older generation that is 35 years and over who were hardly known to use social media joined the bandwagon to get access to real time political updates.

Social medium proved to empower Kenyans, as they were able to share their opinions, interact, campaign for their candidate and access numerous sources of information without any form of censorship from the government or the media.

Findings show that the freedom citizens got from this platform led to the emergence of citizen journalists and bloggers who reported on various issues as they happened and shared photos and video on the same. The fact that the citizen journalists provided coverage real time threatened the journalism profession.

The study showed that social media was used to make awareness which as a result caused a significant increase in voter turnout. This is because social media as a platform reaches a large percentage of the youth that traditional media would not be able.

While this study may not be representative of how social media is used universally in the political process, it however provides an insight on perhaps what can be regarded as the shortcomings of new media as well as its capabilities in influencing the role of the populous in generating counter argument and in providing fairness and accuracy in reporting. It also shows that social media has an impact on not only developing countries, but also the developed countries as well.

5.3: Recommendations on the use of Social Media for Political benefit

Several factors can be obtained from the findings of this study for improvement of social media use as an interactive tool in the political sphere.

First, the findings show that social media is largely used by the middle and upper class in society. They are thus using this platform to set their agenda, therefore it is recommended that the various countries to take up social media use and in turn encourage their citizens to use this platform.

Upholding of professionalism by bloggers and citizens online is important. It is important that citizens express themselves responsibly to keep the countries united thus enhancing democracy.

Politicians ought to undergo social media use training to ensure that their communication to the masses is not top-down but horizontal thus enhancing their relationship with supporters and leveraging on this media. This may be beneficial to both parties.

Ideally, social media tools could increase transparency in politics and enhance citizens' participation through enabling people to follow decision-making processes and hold discussions about issues of common concern.

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Appendix

Section I: Bio Data

- 1) Name..... (Optional)
- 2) Gender
 - Male []
 - Female []
- 3) Age Bracket
 - Below 25 Years []
 - 26 – 44 Years []
 - Above 45 Years []
- 4) Are You?
 - Formal Employed []
 - Informal Employed []
 - Self Employed []
 - In University or College []
 - Not in school or employed []

Section II: Social Media

- 1) How often do you use Social Media
 - Often []
 - Occasionally []
 - Once in a while []
- 2) Which Social Media sites do you know?
- 3) Which Social Media site do you prefer most? In addition, Why?
- 4) In your own words, how did social media influence the elections?
- 5) What you think Politicians should do to improve the quality of their social media campaigns?

6) As a social media user in Kenya, what recommendations should the Government of Kenya take in adopting the use of Social Media?