EFFECTS OF SOCIAL MEDIA USE BY PUBLIC ADMINISTRATORS ON COMMUNITY MOBILIZATION AND SECURITY ENHANCEMENT IN NAKURU COUNTY, KENYA

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DECLARATION

This project is my original work and has not been presented for a degree in any other university.

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My project report is dedicated to my late dad Kipkorir Samwel Tagi, my beloved Mum Margaret Vugutsa Tagi, and my adorable nephew Taita Talai Tagi and niece Talia Tana Tagi.
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I would like to thank the following people for their role in making this study possible: Dr. Felix Kiruthu and Dr. Patrick Mbataru my project supervisors for providing me with valuable guidance and advice and the patience they have had with me throughout the process.

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My siblings Evelyne, Dr. Patricia, Davies and Laura for their love, encouragement and support throughout my life and academic journey.

I extend my deepest appreciation to you all and will forever be indebted.
ABSTRACT

Public administrators are increasingly using social media in their day-to-day activities and duties. Despite the increased use of social media by public officers, there have not been studies that have investigated how this is affecting their day-to-day work. The aim of the study, from this perspective, was to identify the use of social media within public administration domains and in the community in a bid to document the lessons learnt and to inform improved integration of social media among public officers such as the chiefs and ward administrators. The study first aimed to investigate why public administrators are adopting social media to mobilize communities and in the improvement of security. The study also sought to examine ways in which social media is used to mobilize and enhance security in communities and the impact on community and security movement in Umoja Ward, Lanet Sub County, Nakuru County. The study was based on the diffusion of innovation theory that explains how technology is adopted in organizations while the new public management theory advocates for application of private sector concepts such as use of social media for public administration. A descriptive research design was applied in this study. This helped to answer questions concerning the tools used in social media and their impact on community mobilization and security enhancement. The public and citizens in Lanet Sub County were the target population. The target population was the area chief, assistants, police officers, support personnel and 28,012 adult residents. The study’s sample size was 68 participants. Data collection was carried out using questionnaires for officials and for citizens. The study used descriptive and content analyses were undertaken according to the objectives of the study. Findings from the study established that the motivators for adoption and use of social media, in line with the dissemination of theory of innovation, was government policies, technological advances, pressure from other public administrations and community staff. The study found that Facebook, Twitter, Google+ and YouTube were the most commonly used social media sites. The study also found that social media has increased community involvement in public affairs, such as community policing; increased public administrative transparency; enhanced accessibility for public servants to the community; increased interactivity between public administration and community. Based on findings, the study recommended that ministries should put in place policies to encourage government officials to use social media to communicate with the public and avail requisite infrastructure and gadgets suitable the nature of the interactions. The study also recommends that government agencies such as communication Authority of Kenya should increase public awareness on the importance of using digital platforms for the exchange of information on security issues. The public is advised to embrace social media platforms for interaction with public administrators due to their responsiveness and lower costs.
### ABBREVIATIONS AND ACRONYMS

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
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<tbody>
<tr>
<td>GCC</td>
<td>Gulf Cooperation Council</td>
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<tr>
<td>IT</td>
<td>Information Technology</td>
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<td>KU</td>
<td>Kenyatta University</td>
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<td>NPM</td>
<td>New Public Management</td>
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<td>SME</td>
<td>Small and Medium Enterprises</td>
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<td>SNS</td>
<td>Social Networking Sites</td>
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<td>SRM</td>
<td>Social Relationship Management</td>
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OPERATIONAL DEFINITION OF KEY TERMS

Community Mobilization - Citizen participation in community policing and other public and community activities in the ward.

Open Government - Making public administration to be transparent and to have input for the citizens in the neighbourhood.

Public Administrators - Systems and state officers consisting of the chief, assistant chiefs, ward administrators, administration police officers and support staff.

Security Enhancement - Improvement of the safety of people and property in a community.

Sentiments - Views expressed by residents in social media sites managed by public servants in the ward.

Social Media - Electronic communication tools through which users can interact, generate, exchange and convey information, ideas, messages, photos and videos to various online communities.

Social Relationship Management - Multiple social media sites management, targeted listening and analysis of sentiments by citizens in social media sites.
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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Globally, effective political engagement requires candid communication between the government and its citizens (Sheedy, 2011). More so, citizens have the right to express how they need to be governed. On government’s part, the need to develop trust among the public should be paramount. Government should always inform citizens what it is continually doing (Mutanana, 2016). Furthermore, public domains ought to reflect integrity and transparency. Such is achievable through communication on many of its activities. In the recent past, government utilized traditional media to convey information to the public. Popular avenues used included television, newspapers and radio (Thomas & Streib, 2003; Zacka, 2017). However, with development of internet communication, paradigms have evolved. Notably, the government leverages on social media as channels to interact and communicate with public (Yildiz, 2007; Bannister & Connolly, 2015).

According to Hershey (2010), the social media, from Twitter to Facebook, is globalizing the 21st Century world in ways no one could have ever anticipated. In the US and UK, an important shift of emphasis came in the use of the new media platforms as social media was not only considered as the use of meticulous techniques or tools, but also involved advancing of digital experiences (Clark & Aufderheide, 2009; Lahav & Zimand-Sheiner, 2016). This shift in communication between citizen and government officials globally involves dialogue, which involves broadcasting and conversation. Social media enables both listening and responding (Yildiz, 2007). Governments, such as the Hawaiian one, also prefer social media since they offer platforms for peers to interact. The overall effect is the facilitation of communities and prompting action and awareness as well (Bertot, Jaeger & Grimes, 2010). Among other uses, social media tools are efficient in informing members of the public about current affairs. The platforms are also potential sources of crowd sourcing where agencies can monitor global government corruption (Bryer & Zavattaro, 2011).

Among all technological innovations, social media stands out as having revolutionized the various aspects of human life. Its impacts are evident in the shift of
engagements of human interactions. In modern society, adoption of social media is massive (Bertot, Jaeger & Hansen, 2012). Not only is the use of social media common only among communities but also across government agencies. Perhaps when coining the technological revolution, initiators and innovators did not perceive the extent to which social media would impact lives (Kaplan & Haenlein, 2010). The initial plan of use of social media was to bridge the communication gap for people who live in a particular geographic location. However, when tested and implemented, its results were tremendous. The success of social media within limited geographical location sparked expansion to a broader audience. Since development, social media has had a great significance for interactions, enhancing communication between governments and citizenry (Livingston, 2013).

According to Bertot & Jaeger (2010), the use of social media among government agencies provides a wide range of opportunities. One of the obvious benefits is the open nature of communication, eliminating barriers associated with the conventional connection. In addition, governments can leverage the platform to facilitate access to information. Owing to a large number of users, social media provide a ready audience. Furthermore, communication on social media is real time. As such, it is possible to convey a message and reach out to a wide audience (Smith, 2011).

The internet is used in some well-known mobilization of the citizens in the world. Cortright (2007) identifies the Iraqi anti-war movement as one where the social media played a critical role to change the situation. Activists used the internet to communicate, coordinate and create awareness among decentralized networks that resulted in global protests that brought 10 million activists together. In Egypt, Eltantawy and Weist (2011), Sheedy (2011) as well as Hershey (2010) state, that the social media played a role in the success of the anti-government protests that caused the country’s dictatorial leader to resign. What it shows is that social media can influence social, political or economic change.

In other African countries such as Malawi, the government can improve access to its information by utilizing the internet through enabled dynamic, interactive channels. The ability to interact on social media makes it possible for government to respond to societal comments promptly (Aubrey & Felix, 2013). The government can address the specific interests of the citizens as well as their concerns. In addition, the government
can use social media to reach populations that might otherwise not come across government information. In such contexts, it is possible to use social media as a channel of information and communication. Citizens can also utilize social media to pass critical information to government agencies. In Zimbabwe, Mutanana (2016) observes that the social media is becoming a reliable mode of communication. People of all ages can now communicate on issues affecting them in Zimbabwe.

In Kenya, agencies in government have also realized the numerous benefits of social networking. Majority of governmental agencies are operating social media accounts. Through social media account manager, a governmental agency can inform and gather feedback from citizens. Studies tend to credit the use to open government initiative aiming to provide increased transparency and encourage public participation (Wangui, 2014).

The Kajiado County Government urged its officials to use technology. The deputy county commissioner referred local heads to open social media accounts to address growing cases of insecurity, which allowed them to interact with their societies (Omanga, 2015). Calls from various officials of the government have influenced the use of social media among government officials and government officials. In Nyeri, leaders have been able to learn from social media via an organized education forum (Murule, 2013). The best-known case is that of Lanet Umoja Chief Francis Kariuki, who pioneered public administrator Twitter (Mutune, 2014).

1.2 Statement of the Problem

The majority of studies assess the use of social networks by private entities with little being known about public entities and officials and how they benefit from using social medial tools such as Twitter. Stromback and Kiosis (2011) argues that communications are an important part of government public relations. Despite increased communication about governance, little research was conducted on the ground. Research between government agencies on social media adoption is rare. Several scholars (such as Bonson et al. 2012; Purser, 2012; Snead, 2013) have paid a great deal of attention to public administration and communication. Empirical studies are also heavily dependent on previous government evaluations without public officials or the public making their views known in the research studies conducted in Western Europe (Tolbert & Mossberger 2006; Welch et al.
2005). Roumani (2013) investigated the implications of online technology for the policy framework and learning culture of the city campus at the universities in Kenya. The study identified better educational results such as faster student work and more materials for learning and did not cover public administration. Mwaniki’s survey in 2012 was carried out in Nakuru County to evaluate the impact of social media on business efficiency. The study has shown a positive impact on the use of social media at enterprise level. Yator evaluated the use of social networking sites to increase hotel service provision.

It is clear that studies have not been conducted in Kenya to focus on the use of social networking sites by government or public officials. Given the growing national coverage of the Internet and the emergence of government portals and the recent introduction of public services and social media, it is essential to evaluate how these tools benefit or hinder the work done by public officers in their duties. This study was conducted in the Lanet, Umoja, Nakuru region, to help understand the use of social media in enhancing security and community mobilization duties by the public officials such as the chief.

1.3 Objectives of the Study

The study aimed to:

1. Examine social media tools used by public administrators in Lanet Umoja Ward of Nakuru.
2. Evaluate how social media has been utilized for community mobilization the community in Lanet Umoja ward of Nakuru.
3. Analyse how social media is used to enhance security in Lanet Umoja ward of Nakuru.

1.4 Research Questions

The study was meant to answer these three research questions;

1. What are the social media tools used by public administrators in Lanet Umoja Ward in Nakuru County?
2. How has social media been applied in enhancing community mobilization in Lanet Umoja Ward in Nakuru County?
3. What is the influence of social media use in enhancing security in Lanet Umoja Ward in Nakuru County?

1.5 Research Assumptions

The study was based on three premises namely;

1. Public administrators in Lanet Umoja Ward use social media tools for community mobilization and security enhancement

2. Social media usage in Lanet Umoja Ward has influenced community mobilization in the area.

3. Usage of social media in Lanet Umoja Ward has influenced security enhancement in the area.

1.6 Justification and Significance of the Study

The Kenyan society faces a myriad of challenges in all spheres ranging from insecurity, unemployment, illiteracy, infectious diseases among others. The advent of technological advances has been touted, as one window of opportunity which if well exploited will form an integral component in finding solutions to these challenges stunting societal development. The Vision 2030 identifies the role of ICT in the achievement of the critical pillars of the national development roadmap. Social media platforms including Facebook, Whatsapp, Twitter, and Instagram are some of the most widely used in Kenyan society and are changing communication and another aspect of the individual, society, and nation. This study thus offers insight that can inform development issues at the national and county levels on the contribution of social media tools. Chief Kariuki was a pioneer public administrator to employ use of social networking sites and social media platforms in his work thus the focus on Lanet Umoja in Nakuru County where he has been working.

This study is of theoretical and practical value to varied stakeholders. Theoretically, the research will add to the body of knowledge on the utilization of social media in government communication. It will inform scholars and students alike on how social media has been applied in Lanet Umoja ward of Nakuru County. It will, therefore provide a deeper insight into the subject.
The practical implication of the study findings will be informing public administrators on how social media is applied in public administration and community involvement. This will inform public servants in the country of the uses of SNS and the benefits that can be achieved. This is expected to improve the usage of social media by public servants and thus to make public services to be accessible to the citizens. The findings can also unearth challenges and developments, which can be used to inform policy regarding public communication by the government through social media. The study findings are expected to be useful to citizens. This is because the study established the social media tools applied and their benefits. This will inform citizens of what is expected of them, which can inform their decisions and their involvement.

1.7 Scope of the Study

The study was conducted in Nakuru County. It is important to note that, Kenya is diversified in socioeconomic, cultural, and institutional environment, and with the study being ward specific in nature, its results could not be generalized to the zonal or regional level. However, the recommendations and policy implications of the study could be used for other areas of similar contexts and as a basis for further studies.

However, this study examined the use of social media in public administration. Specific interest was bestowed in the mobilization of community and security. The specific objectives investigated adoption and use of social media (Twitter, Facebook, Whatsapp, and Instagram) on i) community mobilization and ii) security enhancement in Nakuru County.

1.8 Study Limitations

The research was limited by the busy schedules of these public officers, which made them unavailable for answering the survey questions forcing the researcher to spend more time in the field during data collection. Further, efforts were made to ensure that the targeted respondents had time for the survey even if it was on the times that the target respondents were off duty. The key respondents were unwilling to respond to the questions related to some aspects of security issues, which probed specific cases in the community. To have their confidence, the researcher promised that the collected data would only be used for academic purposes only and no personal information was collected. The anonymity of responses was also observed.
CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This section looks at some of the subject's literature. This first section examines the relevant text on drivers of the adoption of social media by the public administration. Second section deals with the use of social media for better governance. The third section deals with the impact of the use of social media by the public administration. The chapter also looks at the theories used in the study and provides a conceptual framework.

2.2 Use of Social Media Tools by Public Administrators

There are numerous studies, which have evaluated what has motivated adoption of social media tools by government officials. Graham and Avery (2013) evaluated the use of social media for participatory, democratic and transparent public administration by local governments in the US. It emerged that local governments use social media slightly too little, with an overall usage rate of approximately 70% higher than the 90% target. The actual application of social networks was considered important. However, officials did not predict whether their citizens were expected to use the government's social media. Facebook as well as Twitter are the most commonly used tools. More than one third of the world has been using at least one social media research or conference tool (Graham and Avery, 2013).

Al-Badi (2014) noted that in encouraging public officials to embrace social media in the Gulf Cooperation Council (GCC), certain countries have taken deliberate steps. Some of them have clear policy guidelines in government departments for the implementation of social media. Many champions also started using social media to fulfil their ministry's responsibilities and to communicate with their people. Some government officials use social media to evaluate public opinion on a variety of administrative issues. Most efforts, however, are individual, well planned and considered, not national. Clarity in communication between public officials and the citizens is both a prudent call and practice in line with democratic principles. In a communication survey conducted by the New York Police Department, Viretti (1997)
also noted that communication across the different channels allowed the police department to build community confidence.

In addressing the need to engage in transparency amongst public organizations, Fairbanks, Plowman, and Rawlins (2007) established that the government is obliged to communicate its activities regularly to its citizens and to involve the public. Heise (1985) had argued that the most essential part of public entity communication is that public engagement openly, honestly and promptly with the public without having to manipulate shared information.

The current study first sought to examine the nature the social media usage by public administrators in Lanet Umoja. The need for transparency is another motivation for public official’s involvement in social media. In this era of increased public scrutiny and mistrust, transparency is essential for effective government relations (Bertot & Jaeger, 2010). Transparency according to Cottereel (1999) is the accessibility of public information, the capacity of citizens to participate in policy-making and public sector entities and officials’ accountability. The public can develop an accurate picture of what is happening in government through social media tools as per to Piotrowski (2007), a situation which allows the citizen to hold governments to account and evaluate the performance of public entities. Bryyer and Zavattaro (2011) sought to evaluate the use of social media in Barcelona among government institution where they demonstrated reluctance in use of social sites but the government utilized electronic portal (e-government) to provide information to its citizens. Applying social networks and social media was largely because they were easy to use, became communication and change instruments and would have a major impact in the near future on government communication.

Magro (2012) on the impact of social media on public sector e-government initiatives found that changes in government culture and resource management need to be defined to make it possible for the governments to succeed in using social media. However, the Magro review (2012) showed that many governmental agencies use a wider range of advantages, particularly the ability to interact directly with individuals, to encourage social media usage. Hand and Ching (2011) attempted to investigate populace of social media among local authorities in Phoenix metropolitan areas. Their study established that use of social media by the local government increased
engagement with the public and provided citizens with a common platform for commenting on them. A similar study by Bonson, Torres, Royo, and Flores (2012) deduced that governments leverage on benefits rendered by social media to increase their reach and improve communication efficiency. Other findings of the study confirm that governments at local level are harnessing the easy to use platforms in daily operations of informing, monitoring, and acquiring feedback from citizens.

### 2.3 Utilization of Social Media in Community Mobilization

Graham and Avery (2013) assessed the use of social media by public administrators in U.S. and found that Facebook is the main tool for communicating with the public through social media in local governments as indicated by 91 percent respondents. Several trends emerged in local government use of Facebook in this study. First, local officials said that internal organizational pressure was the main reason why Facebook was used. Such findings prompt questions of how well the government is investing in social media as alternative platform for communication. Second, local governments used Facebook daily posts more frequently (35%), and weekly posts (28%). Correa, Hinsley and Zuniga (2010) found that the use of social media that show that 35% of adults who use social media post daily and 25% every few days. In addition, the content of most posts was dedicated to special events and events as well as to videos and policy data.

Again, this shows that taking e-democracy expectations into account, social media can be more integrated into these governments' overall communication plans. Special event announcements (Facebook and Twitter's most common content) play a critical role in building a more informed citizenry, but not promoting dialogue and being transparent. Other media used by local US government included Twitter (59%), LinkedIn (28%), Blog (14%), Google+ (28%), Delicious (3%), Slideshare (4%), YouTube (50%), and Flickr (21%). Others were also used by local governments in the United States.

In the current study, public administrators in Lanet Umoja County will establish social media platforms. Aubrey and Felix (2013) found that the social networking sites (SNSs), 87 percent of the mass media organizations surveyed with SNS pages, were widely used by MMOs in Malawi. Facebook was the most commonly utilised
SNS, although it also used Twitter. Mass media organizations benefitted from the use of SNSs by increased listening or reading and feedback to enhance the service range. However, there have been few mass media organizations, which have recorded increased business activities using SNSs. The challenges of using SNSs in Malawi have been limited ICT penetration, work distraction and the concern that only a few people interact with SNSs.

Results from the Azyan 2012 study on African governments' use of social media show that local authorities somehow use social media to communicate with citizens and key audiences. Social networking tools are the most widely used by 70% of social networking users, but at least one third use networking or research tools. The commitment of social media to promote citizens' dialog and governmental transparency on functional issues is less obvious, as demonstrated by the main focus on events in Facebook posts and tweets. Governments provide information and a forum for citizens to obtain information and query the public officials.

In some ways, governmental undertakings and initiatives are more open and accessible through the use of social media. By the requirements in the Fairbanks, Plowman, and Rawlins (2007) model, local government reports, informs, educates, and communicates about public sector policies, activities and communal issues through social media. Ensuring transparency through Facebook and Twitter engagement increases confidence and encourages accountability (Bertot & Jaeger, 2010). In addition, local authorities appear to support the democratic and participatory engagement of citizens through their open communication and dialog between information and ideas on their social networking pages. Social networking accounts for 11% of all online time and is one of the most active web-based activities in Kenya with increased use of Smartphones, computers, and tablets (Media Research Centres, 2009).

The way governments communicate with their public and the implications of social media for government leaders can be transformed, and this study is an initial step in understanding their current use and trends (Linders, 2012). Little empirical research
with regards to application of social media at public administration level exists. Shortage of studies limits the amount of information available to understand the ramifications of social media use among public administrators. To this regard, Bertot et al. (2010) had argued that, since citizens often feel that it is critical to see whether and how this new technology is used at the local government level as a means of communication with the public.

The Government has appointed a blogger at the national level in Kenya, to the President's Office as Director of Digital Communications (Wangui, 2014). The Government of Kenya also encouraged its government arms, agencies and parastatals to use the Facebook and Twitter official pages. Official Facebook and Twitter pages are used by senior government officials to interact with the public. However, as found out by Sakali (2017), there has been little or no formal training on how government officials can use social media. Therefore, the use of social media by government officials and their impact on the government and the people is essential to determine. This study will, therefore, seek to learn how government officials use social media in Lanet Umoja and how this affects community mobilization and security enhancement as this subject was not covered by studies, which were available for review.

2.4 Use of Social Media in Security Enhancement

Social media as an independent platform characterized a trademark of a dynamic and transparent communication strategy. Social media is especially useful in public relations for public administration systems. Social media tools if well utilized can improve interactivity between governments and the public. Owing to large number of users, it is possible to reach a wide audience in a short time compared to traditional media channels (Bertot, Jaeger, Munson & Glaisyer, 2010). In addition, it allows the government officials to establish relations with the citizens they represent. The potential for building relationships in social media is especially valuable for public relations professionals since relationship building is at the heart of public relations (Ledingham 2003). Furthermore, social media can improve the ability of governments to interact with and engage citizens and meet their transparency expectations.
Many communication tools are used by PR practitioners. PR practitioners have better ways of involving the public in developing advanced instruments. In a US survey, two-thirds of adults use social media online (Smith, 2011). In addition, 40% of Internet users in developing countries are online for social media and government in Kenya, Uganda, Ghana and South Africa (Raine, 2011). Therefore, social media offers excellent opportunities for government agencies to interact and to feel citizens’ opinions. The open, dialogical nature of social media removes many of the barriers to communication that these governments have experienced in the past (Bertot & Jaeger 2010). Components can interact more often, openly and specifically. In the past, the government strongly relied on traditional mass media to disseminate public information (Dixon 2010).

Government officials directly communicate with their audiences without the intervention of editors and journalists who can act as gatekeepers or information censors (Smith, 2010). In addition, the quality of local news and information coverage may decrease as newspaper readership declines (Kingsley, 2011) and officials find new ways of reaching their audiences. Governments had to rely almost exclusively on traditional media in the past (Dixon, 2010) to inform citizens, particularly newspapers, television and radio. The governments have controlled only limitedly what was circulated to the public and when. The boom in the Internet has changed the landscape of communication, in particular in social media. Traditional media are not today the only source of information and speech from the public opinion. Traditional media also support a one-way communication model, but the power of one-way communication is largely outdated during the generation and dissemination of news (Shirky 2008).

The fundamental difference between social media and traditional mainstream media in the user-to-user format (Clark and Aufderheide 2009). Users can publish, share and republish information with social media quickly and easily. Social media is a domain that is strong and fast changing (Kaplan & Haenlein, 2010). The public sector’s use of social media has recently become a hot topic, with the public administration beginning to promote civic participation and involve the community in policy and public activity. Social media can change governments significantly (Bertot, Jaeger, Munson & Glaisyer, 2010). Social media enables public relations professionals in
government to report and seek public opinion input as user-generated media (Hand & Ching, 2011).

Although social media use offers enormous value in public relations, there is little evidence that social networking sites are used to inform and involve governmental public opinion agencies such as the public sector. Given the exceptional growth and popularity of social media in recent years, it is important to assess whether governments use this technology to communicate with their public and how officials include it in their communication plans. Social media transforms how companies communicate with their audiences and governments do not reduce social pressures. In an interview with public relations managers in Rome, Italy, a study of the impact of social media in their organizations revealed that the primary limitation of social media use was lack of control (DiStaso, McCorkindale & Wright, 2011).

Social media involvement makes organizations vulnerable to domestic and external crises. Internally, organizations should be concerned about online behavior that could harm the brand, such as management criticism, intellectual property leakage and embarrassing employee behaviour; externally, criticism, misinformation posts and rogue groups of activists can cause serious harm (DiStaso et al., 2011). Social media platforms can be used to disseminate information against divided hate and to insult the government and the community's participation. The many advantages of using social media have, of course, shown their longevity in communication plans for public relations. The many advantages are that the public participates, that public opinion is obtained and that problems are resolved quickly and easily. This study investigates the use of social media in the Lanet Umoja region of Nakuru.

The effect of social networking is illustrated. Mwaniki (2012) conducted a study in the municipal council of Nakuru on the impact of social media on the efficiency of small and medium-sized enterprises (SMEs) run by young people. Mwaniki undertook a descriptive study with descriptive and inferential statistics was developed in the study. A random sample of 97 small and medium-sized companies was selected from which data was collected via questionnaires. The study showed that knowledge of social media use, attitudes towards the same level and the considered use of social media at various levels, i.e. The efficiency of young SMEs ' business operations has been affected by 26.6%, 9.6% and 8.9% respectively. Social media played an
important role in the performance of young people’s small and medium-sized enterprises. The social media, which had a positive influence on business, promised to offer companies many exciting new opportunities to connect with their clients. The study in Mwaniki provides a conceptual and methodological basis. Njiri (2013) evaluated the implementation of the Community Police Program of Nakuru Police Division. The objective of this study was to assess the effectiveness of the Nakuru Police Division Community Police Program’s institutional arrangement. The study found that the Community Policing programs of the Nakuru Police Division were primarily funded by the national government. The study also found that the majority of security officials are aware of community policing activities. Since no specific police officers were assigned to the programme, however, the Community police programs did not have enough resources. The study therefore proposed increasing awareness of the program using innovative means and public barazas to teach members of the public how police work in the community and how to improve good relations with the police. The study also pointed out that additional funding and resources should be allocated to support the operation of Community pooling programmes.

Roumani (2013) examined the impact on Internet-based technology's political culture and learning framework. The study was a case of the Kenyatta University City Campus. The study found that favourable policies have led to the campus using online technology for interacting with students and faculty, including online repositories, social networks and e-mails. The results of the study showed, however, that the use and use of e-learning at the city campus of Kenyatta University was generally low. This was because of the negative attitudes of the teachers from KU. Moreover, the study found that Internet technology was used on the campus ' political level. In view of these results, key recommendations for organizing regular seminars and seminars on key aspects of e-learning to improve the adoption and use of e-learning have been put forward. Yator (2014) conducted an academic study of the use of social media sites in Nakuru City hotels. The study used questionnaires on data collection. The sample size has been used by 190 permanent staff. A large number of employees use social networks in the study. Social media have also been used more often than in their former counterparts in younger age groups. Facebook and Twitter were at the top
of the list of social networks in the hotel industry. Hotels used social networks to market, sell, serve, and provide information to their customers. The study gave valuable lessons in research tools development.

2.5 Theoretical Framework

This research was based on the dissemination in Rogers (1962) of the innovative theory and the theory of the new government (NPM). The spread of the theory of innovation explains the role of economic, social and political factors in preventing or preventing technology from spreading in a given society. The theory aims to explain how new technologies are quickly distributed in all cultures. The theory explains why and how new ideas and technologies are adopted in different cultures and societies. The theory of dissemination is defined by the transfer and acceptance in the social system of technology or new ideas. There are three types of decisions regarding the adoption in the social system of an idea or technology in the spread of the theory of innovation.

Firstly, a person's optional decision on innovation or not on technology. Secondly, everyone in the social system has taken a collective decision on innovation. The decision was made ultimately by the Innovation-Decision Authority (Tai & Ting 2011) by those with power or influence in the social system over the entire social system. This explains why managers and people in one area are using technology to ensure safety and police in their communities. This theory explains the social, political and economic aspects of the adoption decision. Technology Theory Dissemination explains that innovation decisions and collective decisions on innovation adopt new technologies by organizations or institutions (Shittu et al., 2011). This study makes a collective decision on innovation by public administration when using technology as a tool for enhancing the police and community safety.

Decisions, in that case, do not formalize the use by administrators and local citizens of social media technology for safety purposes. The authority's innovation takes place when local governments decide to adopt new technology at the site. That is, few people in a strong institution are involved in deciding whether to use or not to use certain technology and an upgrade of the technology (Rodgers 2005). This theory also explains why decisions are based on innovation’s advantages and costs. If social
media use benefits, people consent to the use of social media for security purposes. The new approach to public management is the other theoretical perspective on which this study is based. Gudelis and Guodis (2011) defined the new public management as a donation to the government. It requires quality dynamism, which usually is characterized by a lack of flexibility and focuses not on goals and results but processes and practices, as opposed to conventional models of the public administration. One of the main aims of NPM reforms is to reduce government costs and improve public service quality (Denhart, 2004).

Since the advent of New Public Administration (NPM), worldwide, significant changes have occurred in its different areas. The company has become a strong force with rapid, and sometimes unprecedented, changes to governance, including management, market-based government, and results, in both developed and developing countries in the public sector (Pollitt, 2003; Vigoda, 2003). Although no precise definition generally exists, the NPM means that public sector values and principles have been applied to improve efficiency, efficiency and overall performance (De Vries & Nemec, 2013). The NPM includes some changes that include both organizational and operational structures and public administration principles. These changes focus on results, cost reduction, efficiency, and managerial flexibility. The use of technology is results, cost savings, efficiencies and public administration flexibility (Luke, Kearins & Verreynne, 2011; Spacek & Maly, 2010).

Technology reflects the results or outcomes of users be it the public administrators and the citizens. Both theoretical perspectives were appropriate for the study and contributed to insight in government and security use and adoption of technology in Kenya. Social media dissemination forms the basis for understanding and utilizing social media in Lanet Umoja. NPM theory has helped to understand the use and benefits in most private sector studies in Kenya from the use of social media by public administration.
2.6 Conceptual Framework

Conceptual Framework for Social Media Usage by Public Administrators

![Conceptual Framework Diagram]

Independent variables
- Social Media Tools
  - Facebook
  - Twitter
  - SMS
- Social Media to Mobilization
  - Notification on barazas/meetings
  - Reminders notifications
- Social Media to Enhance Security
  - Reports on criminal incidents
  - Alerts on security matters

Moderating variables
- Government Policy
- Social media awareness

Dependent variable
- Community mobilization and Security Enhancement
  - Faster communication
  - Responsiveness
  - Increased interactivity
  - Improved community involvement in public issues and projects
  - More public and property safety

Figure 2.1: Conceptual Framework
Source: Author (2019) based on literature.

The study was based on the concept that there are motivations for the use of social media by public administrators and public officials. These motivations lead public administrators to engage and interact with the public using different social media tools, such as Facebook and Twitter. These social media applications are expected to benefit both the government and the public. These benefits include transparency, accessibility, reactivity, interactivity, improved community involvement, government efficiency, and greater government confidence. The framework was based on Rodgers’ dissemination of the theory of innovations (Rodgers, 2005). The theory informs the study that for any innovation to be acceptable to society, it must bring benefits and adhere to the community's culture and standards. The designed framework is illustrated in Figure 2.1.
CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Design

A descriptive research design was applied in this study. Creswell (2009) points out that a descriptive study collects information without changing the environment and does not manipulate anything. A descriptive study provided information on the use of social media by public officials in Lanet Umoja, Nakuru County. Descriptive studies may involve a one-time interaction with groups of people (cross-sectional study) or a long-term study (longitudinal study) with individuals. The descriptive design was cross-sectional in the study, as it sought information from all public servants attached to the Lanet Umoja site offices and sub-county offices. The descriptive design of the study was chosen because descriptive studies are usually the best way to collect information that demonstrates relationships and describes the world, as it exists. Coolican (2004) suggests that descriptive studies can answer questions like 'what is,' 'what was,' 'why,' or 'how.' In the study, the design helped to answer questions about the social media tools used, the motivations behind social media adoption and the impact of the use of social media in public communications.

3.2 Site of the Study

The study was conducted in Lanet Umoja Ward, a semi-urban area in Nakuru County, Rift Valley Region. This ward was selected as a result of global acclaim in the news outlets about the ability of Chief Kariuki to harness social media platforms to mobilize communities through Twitter and use the platform to enhance security. In May 2011, local IT expert, Njoha Gathua, created a Twitter account for him. It was an innovative idea because to date, Lanet Umoja is the only semi-urban area in this East African country that uses this social media site to fight crime and involve communities in public activities. The chief and his assistants use Twitter to pass messages to their people and alert the public to crimes and ward activities (Sitole, 2012).

3.3 Target Population

The target population for the study was the public administrators and citizens in Lanet Umoja Ward. This target population consisted of the chief, his four assistant chiefs,
five administration police officers, two support staff and 28,000 adult residents of the ward (Kenya National Bureau of Statistics, 2009). The residents targeted were those who reside in the ward and those who operate small businesses in the area. This formed a total population of 28,012. This target population was expected to provide relevant information that would assist the study in fulfilling its objectives.

3.4 Sampling Techniques and Sample Size

The study applied multistage sampling to select the study participants. First sampling sub locations did this and then villages. Then from each selected village, respondents were systematically selected using systematic random sampling. The respondents were selected based on their sub wards and their occupations. Umoja Lanet has two sub-wards - Muronyo and Umoja 2. Five respondents were selected from six clusters – which were made up of teachers, civil society, church leaders, farmers, business people and unemployed youths from each village and thus made up 60 citizen participants. The study then, purposively selected the Chief, his four assistant chiefs, two administration police, and the one support staff. The study thus had 68 participants. These were well informed on the issues in the villages and thus gave credible information.

3.4.1 Sample Size Determination

The major criterion used when deciding on the sample size is the extent to which the sample size represents the population. The study used the Mugenda and Mugenda (2003) formula given below to come up with the sample:

\[ n = Z^2 \times p \times (1-p) / d^2 \]

Where:
- \( n \) = Sample size
- \( Z \) = Normal distribution Z value score, (1.645)
- \( p \) = Proportion of units in the sample size possessing the variables under study, where for this study it is set at 50% (0.5)
- \( d \) = Precision level desired or the significance level which is 0.1 for the study

The substituted values in determining the sample size for a large population were as follows;
Hence, the sample size for the study was 68 respondents.

**Table 3.1: Sample Size**

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers</td>
<td>10</td>
</tr>
<tr>
<td>Civil Society</td>
<td>10</td>
</tr>
<tr>
<td>Church Leaders</td>
<td>10</td>
</tr>
<tr>
<td>Farmers</td>
<td>10</td>
</tr>
<tr>
<td>Business People</td>
<td>10</td>
</tr>
<tr>
<td>Unemployed Youth</td>
<td>10</td>
</tr>
<tr>
<td>Chief Kariuki</td>
<td>1</td>
</tr>
<tr>
<td>Assistant Chiefs</td>
<td>4</td>
</tr>
<tr>
<td>Administrative Police</td>
<td>2</td>
</tr>
<tr>
<td>Support Staff</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>68</strong></td>
</tr>
</tbody>
</table>

**Figure 3.1: Sample Size**

Source: Author (2018)

### 3.5 Validity & Reliability

Robson (2002) states that validity shows whether a device measures the measured variable. In the research tool used, two validity types are important. These are the validity of content and face. The validity of the content assesses the level at which the test relates to the variables under study. It is a test to determine whether the questionnaires measured the use of social media and its impact on the public administration in this study. The supervisor and the panel members evaluated the questionnaires for this type of validity and made their comments, which were used to improve the questionnaires. The validity of the face according to Robson (2002) is a test to see if the questionnaire serves the purpose. The supervisors advised the questionnaires on face validity. The supervisor's recommendations were used to make the final research instruments used for the gathering the data. Coolican’s (2004)
reliability is the ability of a test to produce similar results from repeated administration. The questions and methods of administering questionnaires for academic studies have been standardized to achieve reliable results.

3.6 Data Collection Procedures

Questionnaires were utilized to collect primary data in the study to enhance the quality of data. Hurst and Bird (2019) observe that questionnaires allowing probing of issues which have not been widely investigated as is the case of social media usage in public administration in Kenya. The questionnaires were designed after a critical review of literature regarding the use of social media by government and public servants. There were two sets of questionnaires - one for public servants and the other for citizens. The designed questionnaires had questions regarding motivations that lead public servants to use social media, how public servants use social media, the social media platforms used and the impact of social media use. The study carried out some activities to ensure that the information gathered is accurate, consistently reliable and meets the standards of quality research. The researcher sought authority to collect data from Kenyatta University and The National Commission for Science, Technology, and Innovation (NACOSTI).

The researcher then personally administered the questionnaires to the selected citizen's representatives, the chief, assistant chiefs, administration police officers and support staff at LanetUmoja Office of the President’s offices. Participants who opted not to take part in the study were excluded. The researcher administered the questionnaires only to those who voluntarily wanted to participate. Secondary data was obtained from journal articles and newspaper articles which had information on social media usage in the public administration and how it is applied for community mobilization and security enhancement.

3.7 Data Analysis

All filled questionnaires forms from the respondents and field notes were checked for completeness before analysis. Both qualitative and quantitative analysis methods were applied. Quantitative data were analysed using descriptive statistics such as frequencies and percentages which were then presented in form of tables and figures.
Qualitative data analysis was done through thematic analysis where the open-ended questions were used to identify issues which were relevant for each specific objective.

### 3.8 Data Management and Ethical Considerations

In the course of the study, data collected through the questionnaires were safely stored and filed before entering the software for analysis. Care has been taken to ensure security and data accuracy. Several ethical issues were also considered. Consent, confidentiality, and consent were included. The approval means that the respondent has the permission to carry out the study on the respondents. To obtain their consent, the respondents received complete information on the purpose of the study and how the results are used.

An introductory letter was attached to each questionnaire providing information about the study. There was no bribery or coercion used to obtain consent. All respondents who have chosen not to participate have respected their wishes (Coolican, 2004). About confidentiality, information from the respondents was treated with the greatest confidence. It was also not disclosed that the respondents agreed to take part in the survey. The collected data was only used for academic purposes, and this was confirmed in the introductory letter. The researcher also ensured that all ethical guidelines for research established by the Kenyatta University (KU) were complied with. The study was only carried out after approval by the University.
CHAPTER FOUR: DATA ANALYSIS, PRESENTATION, AND DISCUSSIONS

4.1 Introduction

This chapter presents the results of the study. Sixty-eight questionnaires were administered in which a total of 62 questionnaires were satisfactorily filled and were considered appropriate for this study. This represented a successful overall response rate of 91%. This is in line with Babbie (2004), who said that return rates of 50% could be analysed and published, 60% is good, and 70% is very good. From these claims, the response rate of 91 percent is adequate for the study.

4.2 Social Media Tools Used in Lanet Umoja Ward

The study began by seeking to understand the social media tools used in Lanet Umoja. A number of questions were posed to help achieve this objective. First, the study sought to get views on what the administrators and the public understand as social media tools. The public administrators were asked to rate their understanding of social media. Results in figure 4.1 reveal that four key respondents rated quite well their understanding of social media, whereas only one key respondent-rated very well the knowledge of social media.

![Figure 4.1: Public Administrators’ Understanding of Social Media](source: Field Data (2018))

The citizens of Lanet Umoja were also asked to indicate how well they understood social media. Results in figure 4.4 reveal that 38.6% of the respondents rated very well their understanding of social media, 35.1% rated quite well, 14% rated somewhat
while 12.3% rated not very well their knowledge of social media. The results imply that majority of the citizens have some reasonable level of understanding of social media.

![Figure 4.2: Citizen’s Understanding Social Media](image)

Source: Field Data (2018)

4.2.1 Social Media Tools Used

The key respondents were presented with a list of types of social media. For each sample, they were asked to indicate the number of hours in a day that they use every kind of tool. Results presented in Table 4.1 reveal that the respondents spend an average of 2 hours on Facebook, 2 hours on Twitter, 24 minutes on Google+, 12-minute on MySpace, 12 minutes on LinkedIn, 45 minutes on YouTube, 12 minutes on Instagram and 24 minutes on blogs. The results imply that public administrators spend more time on Facebook and Twitter each day. This finding reinforces Graham and Avery (2013) observations among the US public administrators where it emerged that Facebook and Twitter were the commonly used social media platforms.
Table 4.1: Social Media Tools Used by Public Administrators

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Observations</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>5</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Twitter</td>
<td>5</td>
<td>0</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Google+</td>
<td>5</td>
<td>0</td>
<td>2</td>
<td>0.4</td>
</tr>
<tr>
<td>MySpace</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>0.2</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>0.2</td>
</tr>
<tr>
<td>YouTube</td>
<td>4</td>
<td>0</td>
<td>3</td>
<td>0.75</td>
</tr>
<tr>
<td>Instagram</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>0.2</td>
</tr>
<tr>
<td>Blogs</td>
<td>5</td>
<td>0</td>
<td>2</td>
<td>0.4</td>
</tr>
</tbody>
</table>

Source: Field Data (2018)

The citizens also received a list of social media types they use and were asked to indicate the number of hours in a day using each tool type. Table 4.5 shows that citizens spend an average of 3 hours on Facebook, 2 hours on Twitter, 2 hours on Google+, 4 minutes on MySpace, 20 minutes on LinkedIn, 2 hours on YouTube, 52 minutes on Instagram and 17 minutes on blogs. The results suggest that participants spend more time every day on Facebook, Twitter, Google+ and YouTube. These results are in line with Yator (2014) who found that Facebook and twitter were the most frequently used social media tools among Nakuru small business owners a trend, which this study shows, extends even to the residents of LanetUmoja ward.
<table>
<thead>
<tr>
<th>Social Media</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>57</td>
<td>0</td>
<td>24</td>
<td>3.47</td>
</tr>
<tr>
<td>Twitter</td>
<td>57</td>
<td>0</td>
<td>24</td>
<td>1.51</td>
</tr>
<tr>
<td>Google+</td>
<td>57</td>
<td>0</td>
<td>24</td>
<td>1.54</td>
</tr>
<tr>
<td>MySpace</td>
<td>57</td>
<td>0</td>
<td>3</td>
<td>0.06</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>57</td>
<td>0</td>
<td>5</td>
<td>0.34</td>
</tr>
<tr>
<td>YouTube</td>
<td>57</td>
<td>0</td>
<td>24</td>
<td>1.54</td>
</tr>
<tr>
<td>Instagram</td>
<td>57</td>
<td>0</td>
<td>12</td>
<td>0.87</td>
</tr>
<tr>
<td>Blogs</td>
<td>57</td>
<td>0</td>
<td>5</td>
<td>0.29</td>
</tr>
</tbody>
</table>

Source: Field Data (2018)

4.2.2 Policy Regarding Use of Social Media

The respondents were asked to comment on whether the government has or is considering a policy regarding use of social media concerning them making comments, which reflect on the public administration.

4.2.3 Initial Drive for the Use of Social Media

The key respondents were asked to state the initial drive for their official use of social media. Results in figure 4.3 reveal that the key respondents indicated their initial drive for social media as follows; other staff, the community, IT/Web staff, and their seniors.
Figure 4.3: Initial Drive for the use of Social Media

Source: Field Data (2018)

4.2.3 Nature of Social Media Usage

The public administrators were asked to state the statement that best describes the nature of their social media usage in dispensing their duties. Results in Table 4.2 reveal that three key respondents indicated that they have some experience with the social media. The other two respondents stated that they use social media extensively and they are leaders in the use of social media.

Table 4.3: Social Media Usage by Public Administrators

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are using social media extensively and are leaders in the sector in social media use</td>
<td>2</td>
<td>40</td>
</tr>
<tr>
<td>We have some experience with social media</td>
<td>3</td>
<td>60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Data (2018)

The public administrators were then asked to indicate the extent to which they and their team can officially use social media to communicate with the community. Results presented in Table 4.3 reveal that three key respondents noted that critical individuals throughout the public administration could communicate with the community via social media. On the other hand, two key respondents observed that all staff could interact with the community via social media.
Table 4.4: Extent of use of Social Media

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key people in the public administration can communicate with the community using social media</td>
<td>3</td>
<td>60</td>
</tr>
<tr>
<td>All employees can interact with the community through social media</td>
<td>2</td>
<td>40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Data (2018)

The citizens were asked to show the statement that best describes their current social media position. Results shown in Table 4.4 show that the majority of participants who were 61.4 percent indicated that they have some social media experience; on the other hand, 29.8 percent reported that they use social media extensively to connect with public administration, while 8.8 percent reported that they are just beginning to use social media and feel my way. The results imply that most citizens have some social media experience.

Table 4.5: Social Media Usage by Citizens

<table>
<thead>
<tr>
<th>Social Media Position</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I use social media extensively to liaise with public administration</td>
<td>17</td>
<td>29.8</td>
</tr>
<tr>
<td>I have some experience with social media</td>
<td>35</td>
<td>61.4</td>
</tr>
<tr>
<td>I am just starting to use social media and am feeling my way</td>
<td>5</td>
<td>8.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>57</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Data (2018)

4.2.4 Social Media Policy

The results presented in Table 4.6 indicate that 60% of the public administrators confirmed that the government is developing a policy. The other 40% of the administrators noted that the government is currently considering the issue. This finding is in line with Roumani (2013) who found that there were aggressive IT
related policy among government agencies and that a right policy framework enables proper use of IT for better results

Table 4.6: Social Media Policy

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes – the government is developing a policy</td>
<td>3</td>
<td>60</td>
</tr>
<tr>
<td>The government is currently considering the issue</td>
<td>2</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Data (2018)

4.2.4 Social Media Training

The public administrators were asked whether they provide social media training to their staff.

![Pie chart showing 1 (20%) Yes and 4 (80%) No]

Figure 4.4: Social Media Training

Source: Field Data (2018)

Results in Figure 4.4 reveal that four public administrators stated that they do not facilitate social media training for their staff, while only one respondent 002 who acknowledged that they offer social media training to the staff. On being probed on what type of training the public administrators are offered, he indicated that, “I usually go through tweets and show my colleagues and family members how to open Facebook and twitter accounts ...and how to read messages and type responses”. This implies the lack of proper training among the public administrators on usage of social media platforms. This finding is in line with Sakali (2017) who found that there was little or no formal training on how government officials use social media for their official duties.
4.3 Use of Social Media in Community Mobilization

The citizens were asked whether they use social media to interact with public administration in the ward (chief, assistant chief, administration police and support staff at ward offices).

![Pie chart showing interaction with public administration]

**Figure 4.5: Interaction with Public Administration**

Source: Field Data (2018)

Results in Table 4.5 reveal that majority of the participants who were 95% indicated that they interact with the local public administrators while 5% reported that they did not interact with the public administrators. This implies that majority of the residents of Lanet Umoja use social media to interact with public administration in line with propositions by Murule (2013), Mutune (2014) and Omanga (2015) who had indicated possibilities of citizens easily embracing the social media platforms to interact with public officials in Kenya.

To understand how the social media enables community mobilization the researcher sought to understand the information that is shared with the public administrators by the public. The public administrators’ responses reveal that all the key respondent's post information on law enforcement (crimes, incidences, robbery, accidents, surveillance). The public administrators indicated they post information on Social issues (Environment, diversity, community, cohesion, Nyumba Kumi), Communication (news, meetings, announcements) and Dialogue with the community (soliciting views and sentiments). However, none of the key respondents’ posts information on Transportation (Street, road accidents, traffic diversion, Economic development (Growth, sustainability, development), and Political (Government,
elections, agencies, department). This implies that the public administrators are selective on the type of information that they post on social media.

The public administrators were asked to indicate the impact that social media has brought to their ward. The respondents were to indicate their level of agreement in a scale of 1-5 on the impact use of social media has had. The results imply that social media has increased trust of public administration by citizens. Sixty percent of the public administrators agreed that social media has increased involvement of the community on public issues such as community policing while two key respondents were not sure about the statement. In addition, three key respondents agreed that social media has increased transparency of public administration while two were neutral.

Further, the public administrators agreed that social media has increased accessibility of public servants to the community while one was neutral. Three key respondents agreed that social media has increased interactivity between public administration and the community while two were neutral. Eighty percent of the public administrators agreed that social media has increased responsiveness of the public administration to community needs while one was neutral. Finally, 60% of the public administrators agreed that social media has increased efficiency in communicating to the public while 40% were neutral. The overall results implied that majority of the key respondents agreed use of social media has brought tremendous changes in LanetUmoja Ward. As noted by Njiri (2013), due to limited resources for community policing, security officers and community member had adopted innovative approached to pass information and mobilize and the finding by this study pinto use of social media.

4.4 Use of Social Media for Security Enhancement

The third objective sought how social media has led to security enhancement in Lanet Umoja Ward. Several issues were raised to the public administrators and the citizens to be able to analyse the security situation.

4.4.1 Information Received or Posted on Security Issues on Social Media

The citizens were asked to indicate the type of information they get or post on the social media sites that the public administration in the ward uses. Results presented in
Table 4.7 reveal that the residents of Lanet Umoja, receive security related information through social media sites used by the public administration on Robbery incidents, road accidents, Nyumba Kumi Meetings, Lost children and adults, Stolen animals, Stolen House goods and Burglary.

Table 4.7: Security Information on Social Media

<table>
<thead>
<tr>
<th>Security Information Obtained</th>
<th>Gets</th>
<th>Does not get</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>f</td>
<td>%</td>
</tr>
<tr>
<td>Robbery incidents</td>
<td>14</td>
<td>24.6</td>
</tr>
<tr>
<td>Street, road accidents</td>
<td>17</td>
<td>29.8</td>
</tr>
<tr>
<td>Nyumba Kumi Meetings</td>
<td>40</td>
<td>70.2</td>
</tr>
<tr>
<td>Lost children and adults</td>
<td>22</td>
<td>38.6</td>
</tr>
<tr>
<td>Stolen animals</td>
<td>31</td>
<td>54.4</td>
</tr>
<tr>
<td>Stolen House goods</td>
<td>34</td>
<td>59.6</td>
</tr>
<tr>
<td>Burglary</td>
<td>20</td>
<td>35.1</td>
</tr>
</tbody>
</table>

Source: Field Data (2018)

One of the citizens observed that there was also other information they got from the public administrators through Facebook and Twitter. The respondent 014 indicated that, “I also get information on lost and recovered items, lost and recovered livestock, vaccinations as well as bursary giving dates.” Another respondent 040 said that, “The twitter to SMS platform by the Chief is very important to me as I get to know about lost/found people in the neighbourhood, job vacancies and medical camps in our ward.”

4.4.2 Impact of Social Media on Security Enhancement

The participants were asked to indicate the impact that social media has brought to their ward. The participants were to indicate their level of agreement in a scale of 1-5 on the impact use of social media has had.

Results presented in table 4.8 reveal that 38.6% of the citizens agreed with the statement that social media led to increased arrests of criminals, 33.3% were neutral while 12.8% disagreed. 68.4% of the participants agreed that social media has increased recovery of stolen property, 24.6% were neutral while 7% disagreed with the statement. 38.1% of the participants agreed that social media increased Nyumba Kumi participation, 35.1% were neutral while 26.3% disagreed.
Further, 45.6% of the participants were neutral about the impact of social media on increasing reliable evidence obtained from residents, 43.9% agreed while 11.5% disagreed. 57.9% of the participants agreed that social media has made it faster finding of lost persons, 26.3% were neutral while 15.8% disagreed. 45.6% of the participants agreed that social media has increased responsiveness of the police, 40.40% were neutral while 14.1% disagreed. Lastly, 59.7% of the participants agreed that social media has ensured less deaths through criminal acts, 56.2% were neutral while 12.3% disagreed.

Table 4.8: Use of Social Media in Security Enhancement

<table>
<thead>
<tr>
<th>Impact</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased arrests</td>
<td>8.80%</td>
<td>19.30%</td>
<td>33.30%</td>
<td>21.10%</td>
<td>17.50%</td>
<td>1.20</td>
</tr>
<tr>
<td>Increased recovery of stolen property</td>
<td>3.50%</td>
<td>3.50%</td>
<td>24.60%</td>
<td>52.60%</td>
<td>15.80%</td>
<td>0.90</td>
</tr>
<tr>
<td>Increased Nyumba</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kumi participation</td>
<td>10.50%</td>
<td>15.80%</td>
<td>35.10%</td>
<td>22.80%</td>
<td>15.80%</td>
<td>1.20</td>
</tr>
<tr>
<td>Reliable evidence obtained from residents</td>
<td>3.50%</td>
<td>7.00%</td>
<td>45.60%</td>
<td>31.60%</td>
<td>12.30%</td>
<td>0.93</td>
</tr>
<tr>
<td>Faster finding of lost persons</td>
<td>1.80%</td>
<td>14.00%</td>
<td>26.30%</td>
<td>42.10%</td>
<td>15.80%</td>
<td>0.98</td>
</tr>
<tr>
<td>Faster response by police</td>
<td>1.80%</td>
<td>12.30%</td>
<td>40.40%</td>
<td>35.10%</td>
<td>10.50%</td>
<td>0.90</td>
</tr>
<tr>
<td>Less deaths through criminal acts</td>
<td>5.30%</td>
<td>7.00%</td>
<td>28.10%</td>
<td>28.10%</td>
<td>31.60%</td>
<td>1.14</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>5.30%</strong></td>
<td><strong>7.00%</strong></td>
<td><strong>28.10%</strong></td>
<td><strong>28.10%</strong></td>
<td><strong>31.60%</strong></td>
<td><strong>1.14</strong></td>
</tr>
</tbody>
</table>

Source: Field Data (2018)

It is evident from the findings that social media usage has really improved the security situation in Lanet Umoja in line with the New Public Management Theory which argues that the introduction of private sector tools such as social media will enhance the public administration areas such as security situation for the citizens as observed by Luke, et al 2011 as well as Spacek and Maly (2010). The study also confirms the conceptual by showing an impact of social media usage on community mobilization and security as indicated by the responses from both the public administrators and citizens in Lanet Umoja Ward.
CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

The general aim of this study was to examine the impact of the public administration's use of social media on community mobilization and security improvement in Nakuru County. The first objective was to examine the social media tools used for community mobilization and security enhancement. The study findings revealed that public administrators were motivated to adopt use of key social media tools by other staff, the community, IT/Web staff and their seniors in line with the innovation’s diffusion theory.

The second objective was to assess the application of social media in community mobilization. The study findings revealed that public administrators use the following channels of social media; Facebook, twitter, Google+, MySpace, LinkedIn, You tube, Instagram and blogs. However, the study revealed that the public administrators spend more time on Facebook and twitter. On the other hand, the study showed that residents of Lanet Umoja Ward spend more time on Facebook, twitter, Google+ and YouTube.

The results show that social media has increased involvement of the community on public issues. Social media has also increased transparency of public administration. Social media has increased accessibility of public servants to the community. Social media has increased interactivity between public administration and the community. In addition, they observed that social media has increased responsiveness of the public administration to community needs and has increased efficiency in communicating to the public.

The third objective sought the influence of social media use by public administrators on security enhancement. The results show less crime rates, more participation in Nyumba Kumi meetings, reliable evidence obtained from residents, faster finding of lost persons, and faster response by police. The results also show increased participation in community policing as a results of social media use.
5.2 Conclusion

The study concluded that Facebook and Twitter are the most commonly utilized social media platforms by public administrators and citizens in LanetUmoja Ward, which is in line with Graham and Avery (2013) as well as Yator (2014). This is a trend, which shows that these tools are easy to use and are convenient to the public administrators and the citizens even in a peri-urban setting of LanetUmoja. The study also holds that the existing government policy and citizens’ awareness on social media benefits has boosted the use of social media platforms by the public administrators.

The study concluded that the adoption of social media as a means of communication between the government officials and Lanet Umoja residents had an enormous impact on community mobilization for security matters and other issues. Social media platforms have enabled quick sharing of information on barazas. The social media platforms enable this community mobilization in a cost-efficient manner, which is critical as observed by Njiri (2013) due to inadequacy of financial and personnel resources.

It is also evident from the findings that social media usage has really improved the security situation in Lanet Umoja in line with the New Public Management Theory arguments by Luke, et al 2011 as well as Spacek and Maly (2010), that the introduction of private sector practices such as social media usage will enhance the public administration areas such as security situation for the citizens.

5.3 Recommendations

Based on the findings, the study made the following recommendations.

1. There is need for the policy makers at the Ministry of Interior and Coordination of National Government; Ministry of Public Service, Youth and Gender Affairs and the Ministry of Information Communication Technology, to design policies, which will encourage public officers to embrace the use of social media in communicating with the public. The policies will also focus on trainings for public administrators on how best to use social media and also by availing the required infrastructure and gadgets suitable for optimal communication interactions especially in areas where most of the citizens do not have smart phones.
2. The respective government agencies such as the Communication Authority of Kenya should create awareness among the public on the importance of using digital platforms to pass or receive information on security issues. This can be achieved by awareness campaigns through the traditional and the new media platforms. Initiating training programs focusing on equipping the public with necessary skills on how to use social media.

3. Further, the study advises public administrators to embrace social media platforms such as Facebook, Twitter and WhatsApp due to their responsiveness and lower costs in interacting with the public administrators and amongst themselves.

5.4 Suggestions for Further Studies

The study focused on Lanet Umoja ward in Nakuru County; hence, similar research could be undertaken in other counties. Further, a similar study could also be carried out but focusing on other public offices, like that of the County commissioner. Future research can also be conducted to document the number of security cases, which have been resolved directly due to use of social media.
REFERENCES


APPENDICES

A1: Questionnaire for public administrators

When people talk with regard to social media, they are referring to various platforms meant for communicating among users (e.g. Facebook and Twitter).

Kindly respond to the listed questions in an open and honest manner as possible based on your experience as a public administrator.

1. On a scale of 1 to 5 how well, are you conversant with social media?

<table>
<thead>
<tr>
<th>Not at all</th>
<th>Not very</th>
<th>Somewhat</th>
<th>Quite Well</th>
<th>Very well</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

2. Indicate where the source of the initial drive to use social media as a public administrator? Pick the MAIN driver and select one only.

The citizens [ ]
Elected public officials [ ]
Communications staff [ ]
IT employees [ ]
Other employees [ ]
The Seniors [ ]
Others: ____________________

3. Which of these statements best describes your office’s current usage on social media? Pick one only.

[ ] There is extensive use of social media
[ ] The office has some experience with using social media
[ ] We are starting using social media and are familiarizing with the tools
[ ] We are planning to start using social media
[ ] We have made considerations on use of social media and are against it for now

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4. To what extent are you and your team able to officially use social media in communicating with the members of the community?

We communicate through social media with only one or two community members [  ]
Key public administrators communicate via social media with the community [  ]
All employees in the office communicate via social media with the community [  ]
Others: ____________________________________________________________

5. Do you believe that the government has a policy concerning use of social media?

Yes – The office has developed a social media use policy [  ]
Yes – the government is developing a social media use policy for us [  ]
The government is considering social media use policy for us [  ]
The government has not considered social media use policy for us [  ]
The government has considered and decided against the policy [  ]
Do not know [  ]

6. a) In your place of work, does the organization provide social media training for staff?

Yes [  ]
No [  ]

b) If ‘yes’, what form of training does it offer

____________________________________________________________________
____________________________________________________________________

7. Consider the following social networking sites, indicate the number of hours you spend on each

<table>
<thead>
<tr>
<th>Social media</th>
<th>Approximate Number of hours in a day (if never used indicate zero hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
</tr>
</tbody>
</table>
10. What type of information do you usually post on the social media sites that you use? Tick all that apply.

<table>
<thead>
<tr>
<th>Social Media Site</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td></td>
</tr>
<tr>
<td>Google+</td>
<td></td>
</tr>
<tr>
<td>MySpace</td>
<td></td>
</tr>
<tr>
<td>Linked In</td>
<td></td>
</tr>
<tr>
<td>You Tube</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
</tr>
<tr>
<td>Blogs</td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
</tr>
</tbody>
</table>

11. What impact do you think the use of social media community mobilization has brought to the Lanet Ward? Indicate your level of agreement in a scale of 1-5 on the impact use of social media has had. Use the following ratings and tick or cross where appropriate

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
<table>
<thead>
<tr>
<th>Impact</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased trust of public administration by citizens</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased involvement of the community on public issues such as community policing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased transparency of public administration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased accessibility of public servants to the community</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased interactivity between public administration and the community</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased responsiveness of the public administration to community needs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased efficiency in communicating to the public</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12. What are the recommendations you can put forward to enhance use of social media by government officials?

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
A2: Questionnaire for Citizens

When people talk with regard to social media, they are referring to various platforms meant for communicating among users (e.g. Facebook, Twitter, WhatsApp and Instagram).

Please answer the following questions as openly and honestly as possible.

1. How well do you feel you personally understand social media?
2. Do you use social media to interact with public administration in the ward (chief, assistant chief, administration police and support staff at ward offices)?

If the answer is ‘no’, do not continue, thank the participant for input.

3. Social Media Tools Usage

Which of these statements best describes your current position on social media? Pick one only.

[  ] I use social media extensively to liaise with public administration
[  ] I have some experience with social media
[  ] I am just starting to use social media and am feeling my way

4. To what extent are you able to use social media to communicate with public servants? (This means receiving or sending communication)

[  ] Communication through social media to public servants is limited
[  ] I occasionally use social media to communicate with public servants
[  ] I regularly communicate with the public servants via social media
[  ] Other ____________________

5. Please look at the following list of types of social media. For each one please tell us the number of hours in a day that you use each type of tool. Tick as many as apply.

<table>
<thead>
<tr>
<th>Social media</th>
<th>Approximate Number of hours in a day( if never used indicate zero hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
</tr>
</tbody>
</table>
Twitter
Google+
MySpace
Linked In
You Tube
Instagram
Blogs
Other:

6. What information do you get or post on the social media sites that the public administration in this ward uses? Tick all that apply.

- Robbery incidents
- Street, road accidents
- Nyumba kumi meetings
- Lost children and adults
- Stolen animals
- Stolen House goods
- Burglary
- Other ________________________________________________________________________

7. What security enhancement do you think the use of social media has brought to the ward? Indicate your level of agreement in a scale of 1- 5 on the impact the use of social media have had. Use the following ratings and tick or cross where appropriate

<table>
<thead>
<tr>
<th>Impact</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased arrests</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recommendations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased recovery of stolen property</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased Nyumba Kumi participation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reliable evidence obtained from residents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faster finding of lost persons</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Faster response by police</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less deaths through criminal acts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8. What are the recommendations you can put forward to enhance use of social media by government officials?

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Thanks a lot
A3: List of cited respondents

1. Respondent 002, interview month December 2017, Lanet Umoja ward.
2. Respondent 014, interview month December 2017, Lan, Umoja 2.

A4: Map of Lanet Umoja

Source: Nakuru County Constituency (2013)
A5: Research Clearance Permit

THIS IS TO CERTIFY THAT:
MR. ALLAN KIPKOECH TAGI
of KENYATTA UNIVERSITY, 0-20100
NAKURU, has been permitted to conduct
research in Nakuru County

on the topic: EFFECTS OF SOCIAL
MEDIA USE BY PUBLIC ADMINISTRATION
ON COMMUNITY MOBILIZATION AND
SECURITY ENHANCEMENT IN NAKURU
COUNTY, KENYA

for the period ending:
14th November, 2018

Applicant’s Signature

JO Kalatwa
Director General
National Commission for Science,
Technology & Innovation

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

Serial No. A 16469
CONDITIONS: see back page
Ref No. NACOSTI/P/17/82583/19653

Date: 15th November, 2017

Allan Kipkoech Tagi
Kenyatta University
P.O Box 43844-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on “Effects of social media use by public administration on community mobilization and security enhancement in Nakuru County, Kenya” I am pleased to inform you that you have been authorized to undertake research in Nakuru County for the period ending 14th November, 2018.

You are advised to report to the County Commissioner, the County Director of Education, Nakuru County before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit a copy of the final research report to the Commission within one year of completion. The soft copy of the same should be submitted through the Online Research Information System.

GPR Kalerwa
GODFREY P. KALERWA MSc., MBA, MKIM
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioner
Nakuru County.

The County Director of Education
Nakuru County.
A7: Approval of Research Proposal

KENYATTA UNIVERSITY
GRADUATE SCHOOL

FROM: Dean, Graduate School
TO: Allan Kipkoech Tagi
C/o Public Policy & Administration Dept.

DATE: 8th September, 2017

SUBJECT: APPROVAL OF RESEARCH PROPOSAL

We acknowledge receipt of your revised Research Proposal as per our recommendations raised by the Graduate School Board of 12th July, 2017 entitled “Effects of social media use by public administrators on community mobilization and security enhancement in Nakuru County, Kenya”.

You may now proceed with your Data Collection, Subject to Clearance with Director General, National Commission for Science, Technology and Innovation.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed Supervision Tracking Forms per semester. The form has been developed to replace the Progress Report Forms. The Supervision Tracking Forms are available at the University’s Website under Graduate School webpage downloads.

Thank you.

LIDON KAMENYI
FOR DEAN, GRADUATE SCHOOL

C/o Chairman, Department of Public Policy and Administration

Supervisors:

1. Dr. Felix Kiruih
   C/o Department of Public Policy and Administration
   Kenyatta University

2. Dr. Patrick Mbatara
   C/o Department of Public Policy and Administration
   Kenyatta University