



Role of Social Media in Political Violence and Conflict Mitigation in Kenya

Joash Ntenga Moitui
The Carter Center

Dyadic nature of social media

Social media is be a double-edged sword, what kleinnijenhuis and rietberg (1995) calls the “dyadic nature of social media”.

- ❑ tool for opening up to democracy and challenge authoritarian states, calling for accountability and respect of the law.
- ❑ source of useful information, raising awareness that enable the growth of democracy)

Social Media and Hate Speech

Social media can be used to spread propaganda, hate speech and incite people to violence.

- Anyone can post information even without verification and pass it as the truth portends danger for stability of any Nation.

Online Social Networks

- ❑ The World Wide Web and other internet tools have enabled any user to publish and disseminate content of all kinds.
- ❑ Online social networks and other Web 2.0 Platforms (which include social media networking sites and social media sites such as Facebook, blogs that increase collaboration amongst internet users and content providers)

Social Media: Conveyer and Mobiliser of Electoral Violence

- ❑ The 2007 presidential elections in Kenya saw the dissemination of hateful and divisive language through the media.
- ❑ This included the popular use of phone technology through SMS text messages sent in mass, and use of internet technology especially e-mail, blogs, and social networking platforms).
- ❑ Numerous reports indicated the role played by new media in inflaming.

Whatsapp Popularity

- ❑ Over the years, Whatsapp especially has become one of the most popular platforms in Kenya since it is more private and not popularized online
- ❑ Hence, harmful content shared on the Whatsapp group is rarely reported to authorities and the least the members do is reprimand the content generator.

Mobiliser Against Electoral Violence

- ❑ During the 2007 PEV Social media played a significant role in facilitating the dissemination of news
- ❑ Twitter's news propagation in the use of re-tweets
- ❑ Hashtags also played a role in targeting online conversations and the communities that had been formed online and also bolster the position of traditional media online.

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- ❑ Peaceful messages were also largely circulated on social media platforms and through SMS messages.
- ❑ Counter speech was also popular following the 2013 elections especially by media personalities, and companies.
- ❑ Television broadcasters went on social media such as twitter and Facebook to spread positive messages and encourage viewers to remain calm and patient



The End