Pre-conference	
6th November	Registration opens between 2-6pm
Optional, half-day paid tour of Accra in the afternoon	
Main conference	
Day 1: 7th November	
8 am	Registration opens and continues all day
9-11:00 am	**Opening ceremony and plenary** ▪ Opening ceremony Special Guest: Alhaji Dr Mahamudu Bawumia, Vice President of the Republic of Ghana ▪ Plenary keynote: Prof. Francis Nyamjoh, University of Cape Town
11:00-11:30	Snack break
11:30-1:00	Parallel sessions (1a-1i)
1:00-2:00	Lunch / Film screening: Zanzibar Soccer Dreams
2:00-3:30	Parallel sessions (2a-2j)
3:30-4:00	Snack break
4-5:30	Parallel sessions (3a-3i)
6-7:30	Opening Cocktail
Day 2: 8th November	
9-10:30	Plenary Keynote: Prof Janet Kwami, Fulman University
10:30-11:00	Snack break
11-:1:00	Parallel sessions (1a-1j)
1:00-2:00	Lunch
2-3:30	Parallel sessions (2a-2j)
3:30-4:00	Snack break
4:00-5:30	Parallel sessions (3a-3i)
7:00 pm	Conference dinner
Day 3: 9th November: Mentorship Session	
9am-10:30	Opening plenary: Attending Your First International Conference: Submissions, Grants and Awards
10:30-11:00	Snack break
11:00-1:00	Mentorship parallel sessions
1.00-2:00	Lunch
2:00-4:00	Mentorship parallel sessions
4:00	Conference closes

Day 1: 7th November
PARALLEL SESSIONS

Day 1 Parallel sessions1a
Time: 11:30-1:00pm
Room
Session theme: Digitalisation and social interventions
Chair

Presentations

209 - Strengthening how e-Inclusion intermediaries support community development in South Africa: the role of social media, Natasha Katunga (University of the Western Cape, South Africa)

20 - An Evaluation of Communication strategies used in the implementation of communication strategies in Machakos County, Kenya, Mercy Mukami (Daystar University)

43 - An analysis of social media as a fundraising tool, Barbara Nthoki (Multimedia University of Kenya)

64 -The influence of digital communication on prompt decision making among policy makers: the case of the Kenya HIV situation room, Mercy Chiyumba Khasiani-Omoke (Daystar University) and Rosemary Mumo (University of Nairobi)

Day 1 Parallel sessions1b
Time: 11:30-1:00pm
Room
Session theme: Digitalisation and interpersonal relationships
Chair

Presentations
3 - Is digitization impacting interpersonal communication for the worst? Stacy Kinyanjui, (Daystar University, Kenya)

162 - "Liquid love": South African users' experiences of Tinder, Tanja Bosch (University of Cape Town)

91 - Social Shaping and Consequences of Mobile Social Media in Africa, Steven Sam (University of Queensland, Australia)

140 - Digital media space in social relational frames: Exploring some covert communicative practices from digital consumption 'cultures' of select Kenyan couples, Fred, Omondi-Osano (Multimedia University of Kenya)

Day 1 Parallel sessions1c
Time: 11:30-1:00pm
Room
Session theme: Gender and digitalisation
Chair

Presentations
177 - A Semiotic Analysis of Gender in Audiovisual Advertisements in Ghana, Daniel Edem Adzovie (University of Cape Coast)

161 - Communicating the role of women in development in the age of digitization : the contradiction between actual cultures, cyberspace presence and the reality in Africa, Juliet W. Macharia (Karatina University, Kenya)

194 -Tech ɔhemaas: A comparative study of female tech entrepreneurs in Ghana, Sangu J. Delle (University of Birmingham, United Kingdom)

121 - Gender and communication in digital sphere; Lessons from 'REJECT' online Newspaper in Kenya, Gladys Kemunto Orina, Wilson Ugangu and Sylvia Masese Machini (Multimedia University of Kenya)

1 Parallel sessions1d
Time: 11:30-1:00pm
Room
Session theme: Corporates and digital communication
Chair

Presentations

28 Effects of digital corporate communication on corporate reputation in Rwandan Higher Education Institutions: Case study of Institut Catholique de Kabgayi, Marie Paul Dusingize and Jean Baptiste Hategekimana (Institut Catholique de Kabgayi)

105 An analysis of how crisis response strategies communicated through both traditional and social media affect organizational Perception, Protus Akwabi Murunga (United States International University-Africa)

114 Employee communication challenges and opportunities in managing corporate reputation of a transforming organization: A case study of a selected university in Kenya, Margaret Mtange, Janina Wozniak and Murej Mak'Ochieng (Multimedia University of Kenya, Kenya)

115 - Influence of mobile public relations on strategic communications, Caroline Nabuzale (Jomo Kenyatta University of Agriculture and technology, Kenya)

Day 1 Parallel sessions1e
Time: 11:30-1:00pm
Room
Session theme: Digital activism/Enacting citizenship
Chair

Presentations
92 - Social Media, 'Cyberchiefs', and the rise of socio-political protests in Nigeria, Uwalaka, Templea (University of Canberra, Australia)

96 – Exploring the dynamics of social [media] movements across Africa, Bruce Mutsvairo and Chiemezie Nwosu (University of Technology, Sydney)

125 -"#LandExpropriation": The implication of social media political discussions for interracial relations and public policy-making in South Africa, Sibango, B. (University of South Africa)

126 - Mapping citizen engagement strategies used by county governments in Kenya and the role of technology

Day 1 Parallel sessions1f
Time: 11:30-1:00pm
Room
Session theme: Digitalisation and storytelling cultures
Chair

Presentations

46 - Calum Waddell: Audiences and digital culture: Rethinking the Cinema of Apartheid,

167 - Mbatia B. Kinyanjui: Visual framing of the 2013 westgate terrorist attack: an analysis of the photographs published in the standard, the daily nation and the new york times newspapers,

181 - Felix B. Oke: Documentation and Digitisation of Festival in Pelu Awofeso's White Lagos: A Definitive and Visual Guide to the Eyo Festival,

214 - Nana Akua Amoafoa Mensah: The Erotics of the Digital Visual Archive: Instagram Mediations of Everyday Life in Accra,

Day 1 Parallel sessions1g
Time: 11:30-1:00pm
Room
Session theme: Self-(re)presentation and the digital space
Chair

Presentations
72 - Digitized technology in africa and evolving selfie obsession among students in university of port harcourt, nigeria: a gendered culture? Emily Oghale God'spresence and Azuka F.N God'spresence (University of Port Harcourt, Nigeria)

253 - Social media and corporate reputation in emerging economies, Martin N. Ndlela (Inland Norway University of Applied Sciences)

237 - Just Share, Comment, or Like?; Public Persona, Digital Media and Celebrity Motivations, Kobina Bedu-Addo and Stanley Semarco (Ghana Institute of Journalism)

88 - News media and the Somali 'digital public' in historical perspective, Peter Chonka (King's College London/Durham University, UK)

Day 1 Parallel sessions1h
Time: 11:30-1:00pm
Room
Session theme: Viewing the past through a digitalised future
Chair

Presentations
16 – Return to the Source: Genealogies of Decolonial Thought and African Communication Studies, Pier Paolo Frassinelli (University of Johannesburg)

59 – Digital Communications at cross-roads in Africa: A decolonial Approach, Kehbuma Langmia (Howard University, USA)

70 - Enabling, Preserving and Shifting African Womanhood through Digital Documentary, Florence Ayisi (University of South Wales) and Catalin Brylla (University of West London)

99 – Developing a new national narrative for south africa: Setting up a website for journalists, Zubeida Jaffer, (University of the Free State, South Africa)

Day 1 Parallel sessions1i: PANEL
Time: 11:30-1:00pm
Room
Session theme: Revisiting the Foundations of African Communication Scholarship

Chair: Dr. Cornelius Bababunmi Pratt; Respondent: Prof. Charles Okigbo
Panelists: Onuora E. Nwuneli, Jerry Komia Domatob, Eddah M. Mutua and Frasisinelli Pier

Day 1 Parallel sessions2a
Time: 2:00-3:30pm
Room
Session theme: Corporates, digital dilemmas and opportunities
Chair

Presentations

51 - Communicating digitized messages to diverse customers in banking industry: A study of Wema Bank, Christiana Shade, Ade-Johnson (Adekunle Ajasin University, University)

179- Reflections and refractions on Sakai/Moodle for developing societies: A demand and supply analysis of Sakai™/Moodle™ Learning Management System in universities in Ghana, Eric Kwame Adae (University of Oregon) and Moses Kumi Asamoah (Central University, Ghana)

300 - The discourse of digital inclusion of women in Rwanda's media: a thematic analysis of Imvaho Nshya and The New Times newspapers, Margaret Jjuuko and Joseph Njuguna (University of Rwanda)

183 - Jacob Sommer: Follow the Money: Investigating CGTN Africa's coverage in relation to Chinese trade patterns

Day 1 Parallel sessions2b
Time: 2:00-3:30pm
Room
Session theme: Gender Equality, Social Inclusion (GESI) and digitalisation
Chair

Presentations

153 - Perspectives of Women in Academia on Online Dating: Condemnation, Commendation and Ambivalence, Christiana Hammond (University of Education, Ghana) and Langmia Kehbuma (Howard University)

176 - Cyberbullying Experiences of Nigerian High School Adolescents: A Research Descriptive Analysis

129 - Rural digital cultures – Impact of Digitalisation on Rural Dwellers, Funmilola O. Omotayo (University of Ibadan, Nigeria)

130 - Impact of Digital Villages on Inclusion of Rural Communities in Kwa-Mukuru slums, Nairobi County Kenya, Leonard Koech (Bomet University College, Kenya)

Day 1 Parallel sessions2c
Time: 2:00-3:30pm
Room
Session theme: Digital activism/ Enacting citizenship
Chair

Presentations
69 - Self-Serving Activism and its Alternative in Africa: Between Celebrity Rhetoric in Nigeria and a Ugandan Member of Parliament

77 - Find the Wifi, Free the Watchdog: Social/Mobile Media Use and African Citizens', Attitudes about Journalism's Role in Democracy, Jason Martin (DePaul University, Chicago, USA)

84 - Trends in Social Media adoptions in Nigeria: Evaluating Youth's Participation in the 2015 Presidential Election, Doris Ngozi Morah, Oladokun Omojola and Chinwe Elizabeth Uzochukwu (Nnamdi Azikiwe University)

154 – Factors informing the inclusion of social media in the media ecology of a Ghanaian social movement, Henry Boachi (Rutgers University, USA)

Day 1 Parallel sessions2d
Time: 2:00-3:30
Room
Session theme: Emerging cultures in the use of digital applications
Chair

Presentations
302 - WhatsApp Usage Among Middle Class Young Christian Couples: An Application of Domestication Approach to Residents of Ruaraka, Nairobi, Kenya, Winnie Mutuku and Don Bosco Onyalla (Tangaza University College)

266 - Communicating via Imagery: Nigerian Youths Speak Through Online Memes, Moyosore Mark-Alade(Redeemers University, Nigeria) and Ifedolapo Ademosu (Caleb University, Nigeria)

132 - Just for Laughs? The Digital cultures of political memes among urban audiences in Kenya, Jacinta Maweu (University of Nairobi, Kenya)

259 - What do they think? Staff perception on the adoption of the Biometric attendance system at the Balme Library of the University of Ghana, Eric Amponsah Amoaful - University of Ghana and Perpetua S. Dadzie (University of Ghana)

Day 1 Parallel sessions2e
Time: 2:00-3:30pm
Room
Session theme: Digital media uses and applications
Chair

Presentations
175 - Negotiating access and outcomes of teenagers' practices and lived experience with digital technology in rural and urban spaces, Chikezie E. Uzuegbunam (University of Cape Town)

39 - Looking beyond attributes of digital media: a study of adoption and usage of digital media among adults in southern Nigeria, Titilayo Remi Osuagwu (University of Port Harcourt, Nigeria)

261 - Critical discourse analysis on national Nigerian television facebook audiences' feedbacks on security news: implications for security and peaceful co-existence, Ibe Ben Onoja and Paul Bebeminibo (Nnamdi Azikiwe University)

123 - African Elections as a Testing Ground: A Comparative Case Study of Cambridge Analytica in Nigeria and Kenya, Melissa Tully and Brian Ekdale (University of Iowa, USA)

Day 1 Parallel sessions2f
Time: 2:00-3:30pm
Room
Session theme: The ethics of digitalisation
Chair

Presentations
86 - Communication of deception in the era of social media: Ethical Implications for effective human communication, Okpara Ngozi (Pan-Atlantic University, Nigeria)

185 - Ethical concerns and the selection of materials for digitization: The African Context, Tolulope Balogun (University of Zululand, South Africa)

278 - Media literacy approach to citizen journalism and its challenges to national security in Nigeria, Theresa Tanko (Catholic Institute of West Africa, Nigeria).

191 - Credibility and Ethical Standards of Zambian Online Newspapers: an Audience Criterion, Parkie Mbozie(University of Zambia)

Day 1 Parallel sessions2g
Time: 2:00-3:30pm
Room
Session theme: Health and digitalisation
Chair

Presentations
170 - New media: Mobile Phone Application in Accelerating Skilled Health Care Utilisation among Rural Populations in Kenya Alfred Okoth Akwala (Technical University of Kenya).

14 - Digitization of medical health information: A study of selected hospitals in Kaduna State, Nigeria, Adama Adamu (Ahmadu Bello University, Nigeria)

248 - An exploratory study of conversations on Sexual Reproductive and Health Rights of Kenyan women on Kilimani Mums and Dads Uncensored (Original) Facebook page Robi Koki Ochieng (United States International University- Africa)

292 -Online media and health communication in Nigeria: benefits and concerns, Kwaghkondo Agber and Ternenge Ende (Ibrahim Badamasi Babangida University, Nigeria)

Day 1 Parallel sessions2h
Time: 2:00-3:30pm
Room
Session theme: Digitalisation and journalistic practices
Chair: Prof Ralph Akinfeleye, University of Lagos

Presentations
144 - The New Face of Broadcasting: The Challenges of Digitization in an African Society, Mary Okocha (Osun State University) and Stella Oyebanji (Federal Radio Corporation of Nigeria)

298 - Tweeting a coup in Zimbabwe: Social media and the framing of 'Operation Restore Legacy', Wallace Chuma (University of Cape Town)

87 - Omolade Sanni

82 - Humanitarian journalism in Africa, Mel Bunce (City University of London), Kate Wright (Edinburgh University) and Martin Scott (University of East Anglia)

Day 1 Parallel sessions2i (PANEL)
Time: 2:00-3:30pm
Room
Session theme: Roundtable on communication associations
Chair: Prof. Bala Musa – Azusa Pacific University, USA.

Panelists: Sr. Prof. Agnes Lucy Lando, Prof. Ezekiel Asemah, Prof. Monica Chibita, Prof. Paula Gardner, Prof. Amy Jordan, Prof Ylva Rodny-Gumede and Miriam Ayieko

Day 1 Parallel sessions2j (PANEL)
Time: 2:00-3:30pm
Room
Session theme: International Development Aid and the Transformation of Digital Cultures
Chair: Chris Patterson
Panelists: Audrey Gadzekpo, and Herman Wasserman.

Day 1 Parallel sessions3a
Time: 4:00-5:30pm
Room
Session theme: Digitalisation and Fake news
Chair

Presentations
186 - Curbing Fake News and Disinformation in Nigeria Media, Kelechi Okechukwu Amakoh (University of Lagos, Nigeria)

98 - 'Fake News', Disinformation and Media Trust in Africa: A Comparative Study of Kenya, Nigeria and South Africa, Herman Wasserman (University of Cape Town) and Dani Madrid-Morales (University of Houston)

232 - Promoting Fake News and Hate Speech in a Digital Era: Implications for Peace and Security in Nigeria, Maryam Ibrahim (Ahmadu Bello University, Nigeria)

Day 1 Parallel sessions3b
Time: 4:00-5:30pm
Room
Session theme: Digitalisation, social impacts and the regulatory environment
Chair

Presentations
180 - The Social-economic Impact of Mobile Phone Technology on Sub-Saharan Africa: A Literature Review, Euriahs Togar (Tilburgh University)

136 - To the promised Land?: Digital Migration, NMC, NCA, and the Journey without Regulatory coordinates, Kobina Bedu-Addo (Ghana Institute of Journalism)

62 - Digital News Synergies: Questioning New Media Policy-Regulation Gaps in Nigeria's Telecommunications, Isaac Imo-Ter Nyam and Emmanuel Olurotimi Olubodede (Veritas University, Nigeria)

160 - Parental Knowledge of Children's Digital Media Use: A Panacea for Effective Parental Mediation in the Digital Age, Ugwunze Nnamdi (Federal University of Technology, Nigeria), Jude Terna Kur (Federal University of Technology, Nigeria), John Aigbovbioise Orhewere (Federal Polytechnic, Nigeria) and Bernard Bem Melladu (University of Mkar)

Day 1 Parallel sessions3c
Time: 4:00-5:30pm
Room
Session theme: Digitalisation, marginalization and inclusiveness
Chair

Presentations
141 - Elderly abuse in sub-Saharan Africa: Interrogating the role of social media, Isaac A. Adedeji (Olabisi Onabanjo University)

171 - Don't blame me! I just facilitate: Conceiving mobile telephony and poverty reduction in Rural Kenya, Leah Komen (Day Star University, Kenya)

192 - Access to Internet, Mobile Phones and Online Newspapers in Zambia: An Analysis of the Gender, Rural-Urban and Socio-economic Divides, Parkie Mbozi (University of Zambia)

37 -Computer-Mediated Communication usage and perceptions amongst rural elderly in the Ningo-Prampram District, Marian Tsegah, George Clifford Yamson and Abena Gyampo (Central University)

Day 1 Parallel sessions3d
Time: 4:00-5:30pm
Room
Session theme: Digital engagements: dilemmas and opportunities
Chair:

Presentations
122 - Can New Digital Media Technologies Help Realize the Dream of African Regional News Media?, Musawenkosi W. Ndlovu (University of Cape Town)

116 - Digitizing the intellectual output of Ghanaian universities, Patience EmefaDzandza (University of Ghana)

274 - Impact of Social Media Influencers on Brand Communication for Kenyan Tech Brands, Linda Otiende and L. W. Gichaga

108 - Communicating public policy and political agenda through social media: Facebooking, digital labour and the priorities of a Ghanaian Presidency, Abena Abokoma Asemanyi and Andy Ofori-Birikorang (University of Winneba, Ghana).

Day 1 Parallel sessions3e
Time: 4:00-5:30pm
Room
Session theme: Digitalisation and social interventions
Chair

Presentations
288 - Use of facebook as a discursive space for the practice of community policing: a case of extrajudicial killings in Eastlands Nairobi, Lillian Ndege (Moi University, Kenya)

8 - YouTubing Sex Education: An Ethiopian pastoress teaches sex and relationship in a digital space, Gubae Beyene, Emrakeb Woldearegay and Farah Azhar (University of Oregon)

75 - Assessing the effects of Mobile phones on Smallholders farmers' livelihood strategies and livelihood Assets, Isaac Mutwiri Mutunga and Catherine Muhatia (Multimedia University of Kenya)

164 - The Perception of Marakwet East Sub- County Residents towards Landslide Risk Communication, Magdaline Jerotich Kiyeng (Daystar University of Kenya)

Day 1 Parallel sessions3f
Time: 4:00-5:30pm
Room
Session theme: Digitalisation and gender
Chair

Presentations
127 - Adoption, Motivation and patterns of Social Media Use among women in Nigeria, Grace Iember Anweh (Benue State University) and Peter Iorper Ugondo (Kwararafa University)

275 - Online feminists activism in Ghana: the case of 'Pepper Dem Ministries', Ivy M. Fofie, Fidelis Y. Sesenu and Gilbert K.M. Tietaah (University of Ghana)

63 - Digital Performances, Miscommunication and EnGENDERed Spaces: The Nigerian Experience, Bassey Nsa Ekpe (Akwa Ibom State University)

281 - Digitized Gender Culture on Facebook: The Case of Due Process Advocate and the Fight against Domestic Violence in Nigeria , Angela Nkiru Nwammuo and Abiodun Salalwu (North West University, South Africa)

Day 1 Parallel sessions3g
Time: 4:00-5:30pm
Room
Session theme: Youth cultures and digitalisation
Chair

Presentations
190 - Youth cultures and digitization: lessons and challenges for the African youth,

240 - Ethical Concerns on Youth Digital Cultures: A Lexico-semantic Analysis of Decontextualized Homonyms in Digital Humanities, Stella N. Kpolugbo (Anchor University, Nigeria)

273 - The influence of social media on the youth cultural behavior, Christine Masivo (Daystar University, Kenya)

269 -Twitter campaigns and discipline: How Law enforcement agencies and the youth are engaging on Twitter in Kenya, Gladys Kemunto Orina (Multimedia University of Kenya)

Day 1 Parallel sessions3h
Time: 4:00-5:30pm
Room
Session theme: Digitalisation and interpersonal relationships

Chair

Presentations
152 - Intercultural Communication and Online Dating in a Contemporary Era: A Focus on the Uses and Gratification Theory, Christiana Hammond (University of Education, Ghana)

285 - Digital technology and its effect on interpersonal communication among women, Jaiyeola Aramide Oyewole (Bowen University, Nigeria)

249 - My Friend Lives on Facebook Avenue: Perception of Active Facebook Users by their Passive Friends

29 - Uses and Gratifications: Approach to the Use of Facebook among Kenyan University Students, Mudavadi Charlse, Natasha Nduhiu, Ochieng Lewis, Muriithi Mary and Odhiambo Cain United States International University – Africa, Kenya)

Day 1 Parallel sessions3i (PANEL)
Time: 4:00-5:30pm
Room
Session theme: Digital Media, Conflict and Peace building in Africa
Chair: Admire Mare
Panelists: Stanley Tsarwe, Dr Jacinta Maweu, University of Nairobi, Kenya, Dr Duncan Mainye Omanga, Moi university, Kenya

Day 2: 8th November
PARALLEL SESSIONS

Day 2 Parallel sessions1a
Time: 11-:1:00pm
Room
Session theme: Religion and digitalisation
Chair

Presentations
54 - Corporate communication and digitization: a comparison between the Catholic church and the Seventh Day Adventist church,

60 - Media Diversity and Religious Leaders in Contemporary Africa: The Case of Catholic Church Leaders in Nairobi, Kenya, Don Bosco Onyalla (Daystar University, Kenya)

265 - Social media use as a community-strengthening tool in non-profit organizations with community structures: A case of two parishes in the Arch Diocese of Nairobi, Kenya, Rajendran J, Britto (Daystar University)

65 - Digitizing coprporate communication products: a comparison between the catholic church and the seventh day adventist church, Emily Nyabere(Kenyatta University) and Moses M. Karanja (St.Paul's University)

61 - Digital Media Domestication and Poverty Vow in Contemporary Africa: Catholic Nuns in Nairobi's Karen Area, Jecinter Okoth and Don Bosco Onyalla (Tangaza University College)

Day 2 Parallel sessions1b
Time: 11-:1:00pm
Room
Session theme: Epistemologies, disciplinary developments and pedagogies in digital communication
Chair

Presentations
205 - From the minimalist-maximalist participation dichotomy to Autonomism: Analysis of social media participation practices in Sub-Saharan Africa, Gloria Oko

250 - Theorizing the digital in rural Kenya: A focus on mobile phone communication and its effects on schooling among the youth of Manyatta (Embu), Beatrice Mbogoh (Daystar University, Kenya)

151 - Evaluating Digital Tools For Development Communication: The Case Of Ezekiel Chebunde, A 2017 Candidate For A Civic Race In Sitatunga Ward, Kenya, Juddy Bisem (Jomo Kenyatta University of Agriculture and Technology)

293 - Secret Histories: ethics and practices for researchers using digital archives in Africa, Martha Evans and Ian-Malcolm Rijsdijk (University of Cape Town, South Africa)

308 - Analysis of the Reflection of Media Literacy in Communication Curricula of Select Nigerian Universities, Elizabeth Titilayo Aduloju (Catholic Institute of West Africa, Nigeria)

Day 2 Parallel sessions1c
Time: 11-:1:00pm
Room
Session theme: Film in Africa
Chair: Prof. Linus Abraham

Presentations
213 - Riverwood's dramatic film story: digital production dynamics as a potential model for Kenya's national cinema, Silvester Mutua Kisila James James (United States International University-Africa, Kenya)

172 -Dagbanli Video Films: An Analysis of the Digital Divide and the Digital Colonization of Labor, Wunpini Fatimata Mohammed, Abdul Hayi Moomen (Islamic University of Ghana) and Alhassan Yushawu Jahanfo (Northern Drama and Filmmakers Association Tamale, Ghana)

222 - Digital revolution and the empowerment of the female gender in the Development of the Movie Industry in Sub-Saharan Africa: Vistas from Nollywood and Riverwood, Bala A. Musa and Silvester Mutua Kisila James (United States International University-Africa)

36 - The study of online video's UGC strategy from developing country in South Africa for the internationalization of Africa online video industry: Taking the UGC Strategy of StarTimes as an Example, Bo Han and Wenkai Jin (Tsinghua University, China)

143 - Sacred practices in commercial fiction film? An overview of South African film regulations applicable to "Inxeba" – The Wound, Caneth Mojapelo and Janina Wozniak (Nelson Mandela University)

Day 2 Parallel sessions1d
Time: 11-:1:00pm
Room
Session theme: Epistemologies, disciplinary developments and pedagogies in digital communication

Chair

Presentations
71 - Chinese and Non-Chinese Media's News Coverage of Africa: A Big Data Approach Dani Madrid-Morales (University of Houston)

225 - Digitisation and the new cultute of participation, Dobrinka Peicheva (South-West University, Bulgaria) and Lilia Raycheva (The St. Kliment Ohridsky Sofia University,Bulgaria)

210 - Towards the internationalisation of the curriculum: Digitizing pedagogy, Temitope Adekunle, Sam Moodley and Delysia Timm (Durban University of Technology, South Africa)

148 - African digital media cultures as an optic on the global: epistemological and ethical questions Herman Wasserman (University of Cape Town)

35 - What is new in social media? Separating social media's newness from 'remediation', David Katiambo (University of South Africa/Technical University of Kenya)

Day 2 Parallel sessions1e
Time: 11-:1:00pm
Room
Session theme: Digitalisation and journalistic practices
Chair

Presentations
268 - Intermedia agenda setting between social media and traditional news in Kenya: an analysis of the relationship between the Twitter hashtag #lipakamatender and Citizen Television news, Carolyne Wanjiru Kiambo and Lucy Gichaga (United States International University, Kenya)

207 - Eyewitness media, livestream video and the satellite imagery: Implications of open-source intelligence on digital media ethics in conflict reporting, Irene Awino and Leslie Steeves (University of Oregon)

89 - Newsroom norms and practices in a digital era: The Nigeria experience, Rodney Ciboh - Benue State University and Josiah Sabo Kente (Bingham University)

103 - Journalism practice in the era of digitisation: the Nigeria experience, Omowale T. Adelabu and Bernice O. Sanusi (Redeemer's University, Nigeria)

85 New' newsmaking cultures? Interrogating the impact of 'new' digital technologies on news production practices in Botswana, Motilola Akinfemisoye (University of Botswana)

Day 2 Parallel sessions1f (Workshop)
Time: 11-:1:00pm
Room
Chair

Session theme: Students Make Media: How to integrate cellphone video projects in your course to support community action
Facillitator: Dr. Andy Opel

Day 2 Parallel sessions1g (Policy Lab)

Time: 11-:1:00pm
Room
Chair

Presentations:
Best practices to avoid internet shutdowns - Kajsa Hallberg Adu (Ashesi University)

Blockchain Technologies Early Public Relations Self-regulating suggestions , Dr. Lucy Wanjiku Gichaga (United States International University, Kenya)

Social media as the impetus for re-creating a new aging ideology, Isaac Adedeji, Olabisi (Onabanjo University)

Equipping the Ghanaian Youth with Digital Tools for Effective Engagement with Policy Makers –, Geeta Sharma(UNICEF)

Day 2 Parallel sessions1h
Time: 11-:1:00pm
Room
Session theme: Digitalisation and storytelling cultures

Chair

Presentations
304 – "Taming the Village Shrew? Ideology and Vernacular Mobile Phone Video Drama Series in Kenya", Joseph Nyanoti (United States International University-Africa)

53 - Pictographs In The 21st Century: The Case Of Communication Of Meaning Through Emojis By Basotho, Lipuo Motene (National University Of Lesotho)

138 – Neutralizing Negative Narratives About Nima: Young Ghanaian Artists, Community Empowerment, and Digital Storytelling, Ed Madison (University of Oregon)

120 - Glocalization, corporate racism and multinational advertising in the interconnected world, Mpofu Shepherd (University of Limpopo, South Africa)

135 - New Media and the Broadcasting Industry: A case study of "Viusasa" and its effects on television broadcasting in Kenya, Vivianne Pambo and Collins Wagumba (Multimedia University of Kenya)

Day 2 Parallel sessions1i
Time: 11-:1:00pm
Room
Session theme: Youth cultures and digitalisation
Chair

Presentations

271 - Cultural Understanding in Digital Socialisation among Youth from Ghana and Kenya, Winfred Omusula Omuholo (University of Ghana)

83 - Today is Your Birthday!: Facebook Celebrations and its Imperative on Digital Social Culture of Nigerian Youths, Liani Maasdorp, (University of Cape Town)

128 - Negotiating access and outcomes of teenagers' practices and lived experience with digital technology in rural and urban spaces

137 Youths Perception of the Influence of Cyber-Slangs on their Use of English Language: A Study of Students of Selected Higher Institutions in Owerri, Imo State

22 - Uses and Gratifications: The Use of Facebook and WhatsApp among Youth in Kenya, Kioko Ireri and Jimmy Ochieng (United States International University-Africa)

Day 2 Parallel sessions1j (PANEL)
Time: 11-:1:00pm
Room
Session theme: Religion and media in the digital age
Panelists: J. Kwabena Asamoah-Gyadu, Trinity Theological Seminary, Legon, Ghana; Stewart M. Hoover, University of Colorado Boulder, USA; Dr. Kofi Asare, Ghana Institute of Management and Public Administration, Greenhill, Ghana.

Day 2 Parallel sessions2a
Time: 2:00-3:30pm
Room
Session theme: Corporates, consumers and online behaviours
Chair

Presentations

24 - Understanding Online Consumer Shopping Behaviors: A case Study of Jumia online shopping mall Clients in Kenya, Sylvia Masese Machini, Laban Fraizer and Ben (Multimedia University of Kenya)

67 - Communication dynamics in online co-creation interactions: an African evidence, Abena A. Yeboah-Banin and Najwa N. Baroudy (University of Ghana)

110 - Integrating Digital Corporate Communications Technology in Microfinance Institutions in Uganda: Impact on Savings and Credit Cooperative Societies' Performance, Kibs B. Muhanguzi and Micheal Omeke (Kyambogo University, Uganda)

301 - Perceptions of and motivations for accessing Swahili Online newspapers among students at the University of Dar es Salaam, Margaret Jjuuko ; Rehema, J. Muniko and Sophie, K. Ndibalema

Day 2 Parallel sessions2b
Time: 2:00-3:30pm
Room
Session theme: Digital engagements: dilemmas and opportunities
Chair

Presentations
305 – The Death Of Transmission Models of Corporate Social Responsibility (CSR) Communication, Mavis Amo Mensah (University of Education, Ghana)

149 – Evaluating Digital Communication Within Devolved Governments: The Case Of A Public Complaints System In Nyandarua County, Kenya, Jesse Masai (Daystar University, Kenya)

41 – Facebook usage in political communication in Ghana: The case of two political parties, Akwasi Bosompem Boateng (University of KwaZulu-Natal, South Africa)

219 - The Youth and Digitization: Involving the Youth in Africa's Development through Digital Technology and Public Diplomacy, Priscilla Addai Kwarteng

Day 2 Parallel sessions2c
Time: 2:00-3:30pm
Room
Session theme: Digitalisation and journalistic practices
Chair

Presentations
244 – Reimagining journalism in three Commonwealth countries in the digital era, Levi Obijiofor (The University of Queensland) and Shailendra B. Singh (University of the South Pacific Suva, FIJI)

109 – The Limits of "Manufactured Outrage:" Journalism, Corruption, Subterfuge, and Selected Ghanaian Social Media Actors' Reactions to an 'Undercover' Report by Anas Aremeyaw Anas, S. Senyo Ofori-Parku (University of Oregon, USA) and Kwaku Botwe (National Film and Television Institute, Ghana)

117 – Digitization and Teleological Norms in Citizen Journalism Practices, Yael Warshel (The Pennsylvania State University) and Oana Brindusa Albu (University of Southern Denmark)

118 - Against The Run Of Play: The Social Media, Reverse Agenda-Setting And The Implications For Conventional Journalism In Nigeria, Barikui Nnaane (Akwa Ibom State University, Nigeria)

Day 2 Parallel sessions2d
Time: 2:00-3:30pm
Room
Session theme: User digital media competences and applications

Presentations
19 - Indigenous language literacy in Nigeria: Role of YouTube and Second Life, Umefien Dakoru Epepe (National Institute for Nigerian Languages, Nigeria)

178 - Mobile Internet as Affordances for Health Information among Female Teachers in Rural Ghana: The Actor-Network Perspective, Elinam Amevor (University of Oregon)

55 - Incorporating Social Media into Corporate Communication: Travails of WhatsApp Chat-Group, Chukwuemeka Uzoma Okugo (University of Calabar, Nigeria) and Isaac Imo-Ter Nyam (Veritas University, Nigeria)

Day 2 Parallel sessions2e
Time: 2:00-3:30pm
Room
Session theme: Digitalisation and journalistic practices

Presentations
243 - The internet and the 21st century print journalism editor, Kobby Mensah (University of Ghana Business School) and Zakaria Tanko Musah (Ghana Institute of Journalism)

202 – The Role Of Media In Reporting And Promoting Protection Against Child Abuse In Kenya: A Case Study Of NTV Prime Time News Reportage,

270 – New media in the digital era, Redemtor Atieno (Daystar University, Kenya)

150 - WHATS ~~UP~~ APP**:** How Rwandan journalists use social media to advance their career, and country, Karen McIntyre, (Virginia Commonwealth University, USA) and Meghan Sobel (Regis University, USA)

Day 2 Parallel sessions2f
Time: 2:00-3:30pm
Room
Session theme Digitalisation, social impacts and the regulatory environment
Chair:

Presentations
193 – Digital Media Regulation: an Analysis of the Need, Challenges and Options for Regulation, Parkie Mbozi (University of Zambia)

21 – Balancing the delicate task of guaranteeing citizens' 'information privacy' and their 'right to know' while attempting to secure their 'security' through surveillance: The case of Namibia, William Heuva (North-West University South Africa)

290 – Radio 2.0: A sociology of radio mediation practices in a digital era, G.K.M. Tietaah, (University of Ghana), E.K. Adae (University of Oregon) Fidelis Y. Sesenu and Ivy M. Fofie (University of Ghana)

212 - Evaluating the strengths and weaknesses of Public Access Centres: lessons for policy makers in South Africa, Vuyo Ntombovuyo Klaas

Day 2 Parallel sessions2g

Time: 2:00-3:30pm
Room
Session theme: Digitalisation and education initiatives
Chair:

Presentations
228 – To Digitize or not to Digitize- A Look at Kenyan Secondary School Teachers, Robert Rukwaro Maina (United States International University-Africa, Kenya)

258 – Taming a Present-Day Hydra: ICT experts' views on adopting Sakai®/Moodle® Learning Management System in Ghana, Moses Kumi ASAMOAH (Central University, Ghana) and Eric Kwame ADAE (University of Oregon, USA)

211 – Remembering genocide, negotiating memory: Transmedia narratives for peace education in post-genocide Rwanda, Tugce Ataci (Universitat Pompeu Fabra, Spain)

218 - Performance of Pupils: Empirical Evidence Of Public Rural Primary Schools In Uganda, Naluwooza Ruqqaiya (Makerere University Business School, Uganda)

Day 2 Parallel sessions2h
Time: 2:00-3:30pm
Room

Session theme: Digitalisation and social interventions
Chair

Presentations
195 - Visualising the digital inclusion ecosystem in the Western Cape Province of South Africa: the "Digital Inclusion Data Portal," Wouter Grove and Leona Craffert

256 – Digital Means, Rural Setting: The Interplay between Indigenous and Modern Communication Systems in Climate Change Adaptation among the Maasai of Ngerengere, Tanzania, Dotto Paul Kuhenga (University of Dar es Salaam, Tanzania)

94 – The Promise and Perils of E-Agriculture: A Critical Examination of Ghana's Experience, the Case of CowTribe and Esoko, Amin Alhassan and Eliasu Mumuni (University for Development Studies, Ghana)

247 – Digital and interpersonal communication for improved fundraising outcomes: A case of nongovernmental wildlife conservation organizations in Karen, Nairobi, Mary Gathoni (Daystar University, Kenya)

Day 2 Parallel sessions2i
Time: 2:00-3:30pm
Room
Session theme: Health and digitalisation
Chair

Presentations
147 - Google Eat (It)? Nutritional Information Seeking Among College Students in Egypt, North Africa, Ashavaree Das and Maya Said (Higher Colleges of Technology, UAE)

277 - An exploratory study of conversations on Sexual Reproductive and Health Rights of Kenyan women on Kilimani Mums and Dads Uncensored (Original) Facebook page, Robi Koki Ochieng (United States International University- Africa)

216 - Digital marketing and the increased consumption of sugar sweetened beverages in Africa: Coca-Cola as a case study, Olutobi Akingbade (Rhodes University)

198 - Gendered cultures and digitization: An exploration of the digital revolution among

breastfeeding mothers on social media in Kenya, Evonne Mwangale (Daystar University, Kenya)

Day 2 Parallel sessions2j
Time: 2:00-3:30pm
Room
Session theme: Gender and digitalisation
Chair

Presentations
57 - Digital Colonialism on Digital Natives in Nigeria: A Gendered Angle on WhatsApp Usage, Oji, Ruth Karachi PhD and Nzeaka, Emmanuel Ezimako (Pan-Atlantic University)

206 - Gender justice in the age of Twitter. A deconstruction of hashtag campaigns to end violence against women in Kenya, Irene Awino and Leslie Steeves (University of Oregon, USA)

104 – Womenganization in the digital space: No men allowed, Rita Daniels (Western Washington University, USA)

306 - My mobile phone, my life. Deconstructing development (maendeleo) and gender narratives among the Marakwet people in Kenya, Leah Komen (Dar Star University, Kenya)

Day 2 Parallel sessions3a
Time: 4:00-5:30pm
Room
Session theme: Digitalisation and journalistic practices
Chair

Presentations
89 – Newsroom norms and practices in a digital era: The Nigeria experience, Rodney Ciboh (Benue State University, Nigeria) and Josiah Sabo Kente (Bingham University)

166 – The Effect of Emerging Multimedia News Platforms on Conventional News Production and Dissemination Process: A Case Of MBCI Television In Nakuru, Kenya, Mbatia B. Kinyanjui (Egerton University, Kenya)

229 – Debating the Digital Safety of Journalism in Contemporary Media Ecosystem, Lilia Raycheva, Nadezhda Miteva (The St. Kliment Ohridsky Sofia University , Bulgaria) and Dobrinka Peicheva (The Neophyte Rilski South-West University, Bulgaria)

241 – Changing Face of Journalism Practice in the Digital Era: An Evaluation of the Influence of Social Media on Newsgathering, Transmission and Audience Feedback among Broadcast Journalists in South-East Nigeria, Okechukwu Chukwuma (Federal University, Bayelsa State, Nigeria)

Day 2 Parallel sessions3b
Time: 4:00-5:30pm
Room
Session theme: Health and digitalisation
Chair

Presentations
119 – Joyce Wanja Thuku, Omar Egesah and Serah Odini (Moi University)

284 – Exploring the Association between Digital Media Exposure and Obesity in Ghana, Fidelis Y. Sesenu and Ivy M. Fofie (University of Ghana)

200 – Mentor Mother Technique: The Novel Interpersonal Communication Approach to Curbing Mother to Child Transmission Of HIV/AIDS in Homabay, Kenya

297 – Digital Technologies: Power to Transform West African Media Coverage on Public Health, Marquita Smith (John Brown University, USA)

Day 2 Parallel sessions3c
Time: 4:00-5:30pm
Session theme: Digital activism/Enacting citizenship II
Chair

Presentations
126 – Mapping Citizen Engagement Strategies Used by County Governments in Kenya and the Role of Technology

251 – The President vs. the People: Online Political Cartoons and Zimbabwean Elections in 2008 and 2018, Hilde Arntsen (Oslo Metropolitan University)

78 - Mobile Media and the Fourth Estate in Three African Nations: A Multilevel Model of Citizens Support for Press Freedom, Jason Martin

257 – Social Media, Virality, and Election Administration in Ghana, Elinam Amevor (University of Oregon, U.S.A) and Jeslyn Lemke (Rhode Island College, U.S.A)

Day 2 Parallel sessions3d
Time: 4:00-5:30pm
Room
Session theme Digital engagements: dilemmas and opportunities
Chair

Presentations
159 – Digitisation and the Emergence of New Digital Opportunities in urban Tanzania: Do Youths in Dar es Salaam City Make Potential Use of their Smartphones? Josephine Philip Churk (College of Business Education, Tanzania) and Ingrid Volkmer (University of Melbourne)

90 – Migration to Digital Terrestrial Television in Botswana: Promise and Performance, Seamogano Mosanako (University of Botswana)

122 – Can New Digital Media Technologies Help Realize the Dream of African Regional News Media? Musawenkosi W. Ndlovu (University of Cape Town)

18 - Does Social Media Matter in Developing Democracies? Examining its Impact on Citizen Political Participation and Expression in Uganda, Juma Kasadha (City University of Hong Kong SAR, China)

Day 2 Parallel sessions3e
Time: 4:00-5:30pm
Room
Session theme: Digitalisation and storytelling cultures
Chair

Presentations

68 - Watching Date My Family with a side serving of Twitter: Analysing South African television through social media, Alexia Smit and Tanja Bosch (University of Cape Town)

246 – Digital Performances, Miscommunication and EnGENDERed Spaces: The Nigerian Experience, Bassey Nsa Ekpe (Akwa Ibom State University, Nigeria)

107 – Digitalizing the Mwaghavul Folktales in the Cyberspace, Peace Sorochi Longdet (University of Jos, Nigeria)

133 – Revisiting Social Media Network Uses in Rebuilding Communities among Displaced Persons in Northeast Nigeria and Attendant Gratifications, Presly 'Ruke Obukoadata (American University of Nigeria)

Day 2 Parallel sessions3f
Time: 4:00-5:30pm
Room

Session theme: Youth cultures and digitalisation
Chair

Presentations
169 – Media Preferences of Digital Natives in Higher Institutions, Okolo Michael Obiamaka and Oji Ruth Karachi (Pan-Atlantic University, Nigeria)

182 – Smartphone Use and Addiction Among Youths in Lagos State, Nigeria, Simon Godwin (University of Lagos, Nigeria)

142 – Digital Media and the Human Factor: A 'Killer Pill' for Nigeria's Leaders of Tomorrow, Stanislaus Iyorza (University of Calabar. Nigeria)

134 – Constructing cosmopolitan youth identity in the social media space: a perspective from the global South, Henry Amo Mensah (National University of Lesotho)

Day 2 Parallel sessions3g
Time: 4:00-5:30pm
Room
Session theme: Digitalisation and Conflict
Chair

Presentations
1 - Contribution of social media platforms in conflict management: a study of Kenya's Ushahidi platform, Njeru Abraham Kirea (Multimedia University of Kenya)

100 - Social Media in West Africa: A continuation of conflict by other means ?, Jon Silverman (University of Bedfordshire, UK)

235 - Social Media as Terrorism Battlefield: Nigeria and Boko Haram Terrorists, Chris Wolumati Ogbondah and Pita Ogaba Agbese

263 – Online engagement behavior of millennials in Nairobi: A Uses and Gratifications Theory perspective

Day 2 Parallel sessions3h (PANEL)
Time: 4:00-5:30pm
Room
Panel Title: Digital Communication at Cross-Roads in Africa
Chair: Prof. Kehbuma Langmia, Howard University
Panelists: Bala Musa (Azusa Pacific University); Lucy Agnes Lando (Daystar University); Paula Gardner (McMaster University)

Day 2 Parallel sessions3i
Time: 4:00-5:30pm

Room
Session theme **Digitalisation, social impacts and the regulatory environment**
Chair

Presentations
260 - Uplink Traffic Forecasting Based on New Hybrid Modelling and Analysis
Francis Kwabena Oduro-Gyimah (Ghana Technology University College, Ghana) and Kwame Osei Boateng (Kwame Nkrumah University of Science and Technology, Ghana)

255 - Internet Regulation: To self-regulate or be regulated by state?
Columbus Mavhunga (Zimbabwe Union of Journalists)

254 - Social Media and Freedom of Expression: Relating Article 33 of the Kenyan Constitution to the Kenyan Blogging Practice, Muthoni E. King'ori (St. Paul's University, Kenya)

40 – Ubiquity of Digital Products Kiosks in Kenya and the Dilemmas of Regulation and Governance of Intellectual Property Rights, Sammy Gakero Gachigua (Egerton University, Kenya)

Day 3: 9th November
MENTORSHIP SESSIONS

Time: 9am-10:30 Opening plenary: Attending Your First International Conference: Submissions, Grants and Awards

PARALLEL SESSIONS

Day 3 Mentorship Parallel Session1
Time: 11:00 -13:00
Room
Mentors: Prof. Leslie Steeves
Audrey Gadzekpo

Presentations
What do women talk/care about? An exploration of discourses in an all-female online platform, Abena Duah Kyeraa

Interpersonal Meanings in Nigerian Gender-based Online Forums, Oluwayomi Rosemary Olaniyan

News and disinformation, Keziah Githinji Wangui

Women's participation in development discourse: A study of selected community radio stations in Ghana, Annie Oye

Day 3 Mentorship Parallel Session2
Time: 11:00 -13:00

Room
Mentors: Paula Gardner
Stewart Hoover

Presentations
Cultivation, prank shows and good samaritanism, Isaac Oyuga and Joy Kibarabara

Digital Communication and Youth Culture: Stance-taking in all progressives congress 'Change Agenda in Nairaland and Sahara Reporters, Hellen Ugah

Cultural and Christian values in conflict resolution among couples: a case of the Iteso Ethnic group of Uganda, Akurut Betty Enyipu

Day 3 Mentorship Parallel Session3

Time: 11:00 -13:00

Room

Mentors: Sr Agnes Lando
Ed Madison

Presentations

Digitization is a negative influence for the youth, Claire Karanja and Sussy Gitari

Toward A Conceptualization of Journalism Practice in Kenya: An Application of Media Diversity Frameworks to Leading Newspapers

An Assessment of Undergraduate Journalism Education of Universities in Ghana, Caroline Anane

Day 3 Mentorship Parallel Session4

Time: 11:00 -13:00

Room

Mentors: Herman Wasserman
Ian Rijsdijk
Tanja Bosch

Presentations

Social Media and Political Participation in the County Governments' development activities in Kenya, Hesbon Hansen Ochieng Owilla

Exploring communication in international conflict management: A Study of public information in military contingents in United Nations peacekeeping operations in Africa, M'bawine Atintande

Building a multilingual, multimedia newsroom with monolingual assets: lessons in collaboration towards an inclusive South African digital newsroom #DecolonizeTheInternet, Tando Ntunja

Digital Cultures and Citizen Journalism Perspectives from Kenya: Is the Content Balanced? Miriam Kwena Ayieko

Day 3 Mentorship Parallel Session5
Time: 11:00 -13:00
Room
Mentors: Janet Kwami
Kobina Bedu-Addo

Hashtags have replaced sticks and stones: comparing the 1976 Soweto Uprisings to the 2015 #FeesMustFall student protests, Linda Fekisi

Social Media uptake in corporate communication: A comparative study of Kenya Ports Authority and Kenya Wildlife Services, Jean Murungi

Digital media fails to uphold media ethics, Sussy Gitari

Lunch break

Day 3 Mentorship Parallel Session6
Time: 2:00-4:00
Room
Mentors: Kehbuma Langmia
Musawenkosi Ndlovu

Presentations
Is digitization a blessing or a curse to media in Kenya? Kennedy Mbugua and Mary Gathoni

Ethical and moral implications of digitization among Kenyan urban teens on the society, Helgister Lichuma

Surveillance in Kenya: Digital media and terrorism in Kenya, Jimmy Ochieng

Day 3 Mentorship Parallel Session7
Time: 2:00-4:00

Room
Mentors: Bala Musa
Gilbert Tietaah

Presentations
The use of health belief model to assess children uptake of hand washing campaign messages: a case of happyland preparatory school, Eunice Ndungu and Moses Muriithi

Who is at risk? Perception towards HIV/AIDS infection and its effect on condom use among the youth, Jeremiah Nganda

Kenya red cross digital synergy in disaster coordination: added value model analysis to Patel Dam disaster response, Kenya, Mathews Arnold Shirima

The Persuasive Power Of Vernacular Media On Healthy Life Habits - A Look At Ndagitari (The Doctor) Healthy Living TV Show for the Gikuyu Speaking Community of Kenya, Robert Rukwaro Maina

Day 3 Mentorship Parallel Session8
Time: 2:00-4:00
Room
Mentors: Alexia Smit
Monica B. Chibita

Presentations
An Investigation of The Herald newspaper coverage and social media student communication during the 2015 #FeesMustFall protest movement at the Nelson Mandela University, Thabani Lindokuhle Matrose

Securitisation of incivility or agonistic democracy? A Discourse Analysis of dislocation through incivility in social media in Kenya, David Katiambo

Performance of pupils: empirical evidence of public rural primary schools in Uganda, Naluwooza Ruqqaiya

Day 3 Mentorship Parallel Session9
Time: 2:00-4:00
Room

Mentors: Senyo Ofori-Parku
Mentor: Abena A Yeboah-Banin

Presentations

An investigation on the role of Corporate Communication on Customer retention in Institutions of Higher learning; a study of Daystar University, Hellen Ogodo

Corporate communication factors affecting the effectiveness of corporate social responsibility programs: a case of three selected multinationals, John Kamau

Influencers for a cause: are social media influencers the next big thing in brand promotions? Wangeci Kanyeki and Mary Gitari