



UNIVERSITY OF GHANA
SCHOOL OF INFORMATION AND COMMUNICATION STUDIES



ICAFRICA-GHANA 2018

**Abstracts of Papers Presented at the Biennial Africa Regional Conference of the
International Communication Association (ICA)**

Accra, Ghana

November 7-9, 2018

ID: 209

Session: Digitalisation and Social Interventions

Title of Paper: Strengthening how e-Inclusion intermediaries support community development in South Africa: The role of social media

Author (s): Natasha Katunga (University of the Western Cape, South Africa)

Abstract:

E-inclusion intermediaries (e-IIs) need to communicate more effectively to create awareness of Information and Communication Technology (ICT) benefits for development. Social media can be effective in this regard, yet many e-IIs do not utilize their potential. ICTs can overcome barriers that prevent people from participating in development by facilitating improved government, commerce, health, and skills development services. Their unequal distribution has led to uneven developmental impacts, emphasising the importance of e-IIs as providers of public access to ICTs in underprivileged communities. Despite numerous e-IIs, many marginalized people still do not use ICTs. This is because firstly, they are unaware of the e-IIs and ICT services provided. Secondly, the few that are aware do not use the e-IIs due to a lack information and understanding of ICT benefits. These two reasons can be attributed to ineffective communication strategies and media use by e-IIs.

This paper focuses on how communicating for development using social media can strengthen e-IIs' support of community development. The research is based on six in-depth case-studies on selected e-IIs in the Western Cape Province. It investigated how e-IIs communicate and more specifically, how they use social media. The study is framed within theories of development and of communication. Data were collected through interviews, focus groups, and observations.

Insights of the study are that, while e-IIs provide essential information and communication resources in underprivileged communities, developing effective communication strategies which create awareness, share information, and promote ICTs is a challenge for them. The e-IIs that used social media benefited from low-cost, participatory communication approaches that built networks to share information and create awareness. However, social media were only effective if they were appropriate for the e-IIs' target audience and used strategically. Many of the e-IIs had poor strategies due to their lack of the required knowledge, skills, and understanding of their community's communication landscape and needs.

ID: 94

Session: Digitalisation and Social Interventions

Title of Paper: The Promise and Perils of E-Agriculture: A Critical Examination of Ghana's Experience, the Case of CowTribe and Esoko

Author (s): Amin Alhassan and Eliasu Mumuni (University for Development Studies, Ghana)

Abstract:

The productive potential of digital technologies has been articulated in various sectors of the economy and found expression in electronic agriculture otherwise known as e-agriculture. E-agriculture has been described as holding the promise of resolving some of the communication and extension challenges confronting the agricultural sector. The government of Ghana through the Ministry of Food and Agriculture, the World Bank, and the Food and Agriculture Organization (FOA) have all recommended and supported initiatives on e-agriculture in Ghana. The WSIS plan of action 2010 includes e-agriculture as an area of the application of ICTs in enhancing agricultural productivity. The emerging discourses around ICT and agriculture are also against a backdrop of research evidence that radio remains the most used means of accessing information on agriculture among farmers in Ghana. Thus, this study focuses on Ghana's experience of e-agriculture to investigate the promise and perils of the application of the concept. We are interested in knowing the principles that define successes and challenges of e-agriculture in Ghana. In doing this we look at two cases: Cowtribe, a private sector initiative and government e-agriculture. Whilst MoFA's e-extension initiatives have had challenges in efficiently reaching out to farmers, Cowtribe represents the progress and success story as well as the promise of the e-agriculture in Ghana by providing essential and timely information on livestock management and agricultural market data services respectively to farmers and other value chain actors. It is anticipated that this investigation will contribute to theoretical insights on the promise and perils of ICT in agriculture.

ID: 43

Session: Digitalisation and Social Interventions

Title of Paper: An analysis of social media as a fundraising tool

Author (s) : Barbara Nthoki (Multimedia University of Kenya)

Abstract:

The use of social media around the world has grown tremendously over the last few years. Millions of people use and interact daily on the different platforms on social media. These platforms include Facebook, Twitter, Linked in, WhatsApp, and Instagram among others. Internet Connectivity has

been enhanced in many countries around the world making it easy to interact regardless of geographical location. In Kenya mobile penetration stands at over 90% with majority owning smart phones which has increased the interaction on social media. Fundraising is a key engagement for both non-profit and profit organizations. Funds are mobilized from willing donors who assist in worthy causes. Traditionally fundraising was done offline and it was conducted in a structured manner. Social media has brought a new phenomenon as far as fundraising for organizations and individuals is concerned, severally a campaign to raise funds is started online and within a very short period, lots of funds are mobilized; previously this would have taken much longer. Peer to peer fundraising campaigns for a variety of worthy causes have increased in the recent past. This has been enhanced by the formation of several WhatsApp groups of people with a common agenda. A treasurer is appointed and funds are sent to him or her, the group gets a constant update of the collection from members. This is a very transparent procedure therefore encouraging giving and strengthening relationships. This paper seeks to analyse the benefits and constraints associated with social media fundraising among peers in whatsapp groups in Nairobi, Kenya.

ID: 91

Session: Digitalisation and Social Interventions

Title of Paper: Social Shaping and Consequences of Mobile Social Media in Africa

Author (s): Steven Sam (University of Queensland, Australia)

Abstract:

This paper explores how mobile social media are shaping the everyday contemporary life of young people in a changing Africa. It starts from the empirical fact that sub-Saharan Africa is in the middle of media revolution, with mobile internet and mobile social media emerging as new communication frontiers for the continent population, in particular the young generation. In addition to the widespread of mobile telephony, some countries in sub-Saharan Africa have continued to attain a giant step forward in the digital world. From rural villages in the west to urban cities in the east and south of most sub-Saharan African countries, millions of people are now connected to the internet via mobile phones. Along with the growth in mobile internet connectivity, the access to free social media applications, such as Facebook and WhatsApp, on mobiles also forms a crucial part of the ongoing transformation in the media landscape in Africa. For many people in Africa, using social media on their mobile phones is the first internet usage experience. Mobile social media is increasingly becoming a new space for mediating communication, information gathering, socialisation, and re-construction of social identities. However, we know little about the socialisation processes mediated by mobile social media and the consequences on young people's everyday life and the communities in which the technologies are embedded. Much of the social media related research in Africa tends to focus on economic

development and political and civil participation. Drawing upon a 4-year ethnographic data in Sierra Leone and the social shaping of technology approach, this paper examines the changing nature of social interactions through and around mobile social media, including how mobile social media shape or are shaped by young people to mediate social relations and practices, and how gender differences and social identities are re-produced. My main focus is not on the technology per se, but rather the interplay and the logic entrenched in the mediation of social relations and practices in terms of gender, family and kinship relations, and the corresponding implications on individual, group, and community socialisation.

Day 1 Parallel sessions1b

Time: 11:30-1:00pm

Room: Balme Library Room 30

Session theme:

Chair: Stewart Hoover (University of Colorado, USA)

ID: 54

Session: Religion and Digitalisation

Title of Paper: Corporate communication and digitization: A comparison between the Catholic church and the Seventh Day Adventist church

Author (s):

Abstract:

The need to preserve information has called for many organizations to digitize communication material. Although religious institutions have also been seen to embrace the same, graphic designer and author Daniel Kantor argues that there is minimal effort applied in designing their communication material. He calls for religions to recognize the virtues of good graphic design saying that religious institutions tend to overlook the positive that good graphic design can produce, instead settling for no design or unattractive design. This study through research will do a comparative analysis between the Catholic Church and the SDA (Seventh Day Adventist) Church to establish whether there are specific guidelines and boundaries when it comes to designing corporate communication material for church. The study will establish the effects and perception of both church leadership and congregation when it comes to digitizing information for religious consumption.

ID: 60

Session: Religion and Digitalisation

Title of Paper: Media Diversity and Religious Leaders in Contemporary Africa: The Case of Catholic Church Leaders in Nairobi, Kenya

Author (s): Don Bosco Onyalla (Daystar University, Kenya)

Abstract:

The digitization of media has facilitated the realization of media diversity by introducing new modes through which media messages are produced, distributed, and received. In analyzing media diversity, scholars have considered levels such as production, output, and reception of media content, among other frameworks. Such studies have hardly sampled religious leaders and evidence of media diversity research in African contexts is yet to be established. Therefore, founded on media diversity frameworks and the theory of domestication, this study sampled Catholic Church leaders within the Catholic Archdiocese of Nairobi, Kenya. The study sought to interrogate the way religious leaders engage with news media in contemporary society, both traditional and digital media. These leaders' views of media content, which media houses provide, and the significance of these media were also examined. Following a qualitative research design, the study involved 39 participants out of a population of 450 and used two instruments to collect data, namely three focus group discussions and 16 elite interviews. Analysis of data shows that for one, participants access news from both traditional and digital media channels and highly regard media diversity and balanced approaches to issues in society. Two, participants view news media as significant in society today, with representative voices describing the media as powerful and influential and giving testimonies about how "media is changing human behavior, sometimes for good, sometimes for bad." Three, a number of participants express the desire for news media organizations to prioritize positive news and decry the predominance of negative stories of tragedy, war, and conflict. Finally, data also show concerns about the tendency on the part of news journalists and editors to ignore editorial policies upon which their respective news media houses are founded with the participants advocating for responsible journalism. Recommendations for future studies are outlined.

ID: 265

Session: Religion and Digitalisation

Title of Paper: 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

Author (s): Rajendran J, Britto (Daystar University)

Abstract:

From the Genesis of Arab Spring to Obama presidential election and different Exodus of mass protest across the globe, including Mexican maize in Kenya, the use of social media has

produced headlines with growing regularity (Xenos, Vromrn, & Loader, 2014). On the other side media houses hire social media experts, churches make use of social media and companies engage their customers on social media (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). These remind us that we are living in the era of ‘social media revolution’ (Qualman, 2009). Qualman’s claim is correct because of the diffusion of social media network sites that eventually have become widespread internet services in the world (Gil de Zuniga, Jung, & Valenzuela, 2012). It is hard to think of life without social media; it has become part of the lives of people (Kruse, Norris, & Flinchum, 2018). Social media have infiltrated multiple dimensions of our life such as communal, commercial, political, and religious (Rauniar, Rawski, Johnson, & Yang, 2013). Starting from the individual users, companies, institutions and academics social media have been points of interest and concern for various reasons. “The arrival of social media have re-energized the debate about the relationship between internet use and citizen engagement” (Skoric, Zhu, Goh, & Pang, 2015, p. 1). Social media tools and technologies provide space to participate and to interact with individual or with groups. Eventually social media also provide more time and space (Van Dijk, 2010) with or without identity of the individual. Based on these variables such as interaction and participation, this research aims at investigating social media use as a community-strengthening tool in non-profit organizations with community structures using two parishes in the Arch Diocese of Nairobi, Kenya. This study will use qualitative methods, including focus group discussions and in-depth interviews.

ID: 302

Session: Religion and Digitalisation

Title of Paper: WhatsApp Usage Among Middle Class Young Christian Couples: An Application of Domestication Approach to Residents of Ruaraka, Nairobi, Kenya

Author (s): Winnie Mutuku and Don Bosco Onyalla (Tangaza University College)

Abstract:

Domestication has the traditional meaning of taming wild animals. Metaphorically, the term has been extended to ground studies that have sought to examine the use and appropriation of new technologies in households, which require some “house-training” lest they remain “strange” or even “wild”. Communication scholars have employed domestication approach in studying new mobile technologies, particularly examining the extent to which media technologies have, like pets, become integrated into the everyday life of human families. This present study sought to extend domestication approach in an African context. The study sought to examine the use and appropriation of WhatsApp, one of the instant messaging mobile technology applications, by middle class young Christian couples in Kenya. The study employed a qualitative research design and sampled 37 residents of Ruaraka area, an estate within Nairobi County. Data was collected

through four focus group discussions and five in-depth interviews. The findings demonstrate complete penetration of WhatsApp technology in sampled households and its integration in the everyday life of the population. As participants testified, the constant usage of WhatsApp technology has had positive effects on couples and households, facilitating the promotion of Christian values such as social networking and connectedness through WhatsApp groups with new and enlarged social relations; the sharing of media content that gives hope and inspiration, as well as rich communication that compares favorably with face to face communication, among other enriching effects. On the flip side, the findings show concerns among sampled users, ranging from addiction and perceptions of mistrust among spouses to the spread of fake news in families, among other negative effects. The study includes limitations and recommendations for future research.

ID: 61

Session: Religion and Digitalisation

Title of Paper: Digital Media Domestication and Poverty Vow in Contemporary Africa: Catholic Nuns in Nairobi's Karen Area

Author (s): Jecinter Okoth and Don Bosco Onyalla (Tangaza University College)

Abstract:

Members of society have appropriated media technologies across the globe in various degrees. Studies have operationalized domestication approach to explain the process of embracing and owning media, including the appropriation of mobile media in various contexts. Evidence of these studies within African contexts seem limited and none has been identified that has focused on a faith-based population. This present study responds to this research gap by operationalizing media domestication theory in an African context. In particular, the study sampled 32 Catholic nuns within the area of Karen in Kenya's capital, Nairobi, from a population of about 400 representing some 40 different female religious congregations. Following a qualitative research design, data was collected through three focus group discussions and 10 in-depth interviews. The results illustrate the extent to which sampled Catholic nuns have appropriated mobile media and how this domestication of digital media is impacting on participants' vow of poverty. On one hand, digital media have allowed for a relatively cheap way of communication. The variety of ways of engaging digital media as well as the addictive nature of smartphones, on the other hand, cumulatively render these mobile devices expensive to maintain. The latter consideration seems to pose a challenge for Catholic nuns who have taken the evangelical vow of poverty. Many participants indicated a lifestyle of dependence on relatives and friends to acquire and maintain smartphones, which enable them feel part of contemporary society. Issues of transparency, accountability, inequalities, and competitive attitudes among members of particular religious communities were voiced by participants. The study includes recommendations for future research.

ID: 177

Session: Gender and Digitalisation

Title of Paper: A Semiotic Analysis of Gender in Audiovisual Advertisements in Ghana

Author (s): Daniel Edem Adzovie (University of Cape Coast)

Abstract:

Recent upsurge in the number of alcoholic beverages on the Ghanaian market coupled with the increasing number of advertisements being broadcast in the digital space is worrying and calls for investigation. This paper examines how gender is represented in Adonko bitters audiovisual advertisement (ad) in Ghana. The study critically analyses gender ideologies, using semiotics analysis. Roland Barthes' concept of denotation and connotation in the sign system is used to examine the denotative and connotative meanings of body movements, colour, images and sound in the Adonko bitters audiovisual ad. Codes were assigned to the images, sounds and body movements based on Barthes' signifier and signified concept. The analysis shows that the ad reproduces traditional and stereotypical masculine identities as strong, clever, charming and independent. This confirms Barthes' (1964) approach when he considered the analysis of concrete sign vehicles –text and images – as vehicles of culture and ideology or myth. This reinforces society's expectations of man's behaviour(s). Society expects men to be treated as kings and the ad portrayed so in several instances. The findings also reveal that the media play contributory roles in strengthening further the assumption that women are seen as objects meant to please men. Women are portrayed as dependent and timid. Advertising professionals will develop insights into semiotics which will enable them to communicate effectively with their audience. The media will also be mindful of what they project in their space, especially the digital space. The study will add on to existing literature.

ID: 161

Session: Gender and Digitalisation

Title of Paper: Communicating the role of women in development in the age of digitization : The contradiction between actual cultures, cyberspace presence and the reality in Africa

Author (s): Juliet W. Macharia (Karatina University, Kenya)

Abstract:

The development of technological innovations in the 21st century has enabled global networking whereby gendered communication is visible in the communication process. The new media accessed through the mobile phones in Africa have created visibility of populations who would have remained voiceless in the vast world, governed and regulated by a patriarchal worldview. Research shows that for adults who have social media accounts more than 50% users are female except for those ones that attract mainly male users. The female communicators online seem to

defy the social stereotypes of females as invisible, powerless, voiceless and in the African continent they are perceived as receivers of development. However, this visibility seems to remain virtual and the identities created live in cyberspace. The argument here is not about access to the networks but about how women's participation contributes to Africa's development. This paper discusses the role of the new media in Africa's development. The availability and use of new media through the internet and mobile telephony based technologies are examined in relation to the role of the media in communicating development in a digitalized Africa. Issues of the hidden chains in the females perceived empowerment are highlighted focusing attention on how despite the cyberspace visibility, most females in Africa have not used the opportunities offered by new media to transform their lives and those of others in the continent.

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ID: 121

Session: Gender and Digitalisation

Title of Paper: Gender and communication in digital sphere: Lessons from 'REJECT' online Newspaper in Kenya

Author (s): Gladys Kemunto Orina, Wilson Ugangu and Sylvia Masese Machini (Multimedia University of Kenya)

Abstract:

Findings from gender and communication studies have tended to show the existence of gender gaps in print and electronic mainstream news media. Specific studies have focused on gender and news sources, gender and news management, gender and advertising, gender portrayal, gender stereotype, as well as gender and development. The common trend in the findings in these studies is that mainstream or traditional legacy news organizations have not adequately addressed gender issues. Sometimes gender balance is underrepresented while in other cases, both gender perspectives are totally missing or misunderstood. However, in some of the studies, traditional legacy news organizations have made an attempt to explain factors for the absence of women in news media. Relevancy of news values, low literacy, limited resources and lack of interest among women audiences, as well as patriarchy, are perhaps some of the factors that have been identified by news media organizations as contributing to the current situation of inadequately addressing these gender disparities. Whether these factors are plausible or not, there is evidence to show that consistent exclusion of women from major roles in news media, lead to marginalization and has been linked to poor quality of participation of women in other socio-economic and political aspects. This paper discusses the emerging innovative opportunities through digital publications which seek to address the existing gender gaps. The broad objective is to discuss the operations of such publications and how they are filling the existing gender gaps. The scope of the paper is to specifically analyze the role of a digital newspaper named 'REJECT ONLINE as an alternative platform to women and gender issues.

The main aim of the paper is to draw lessons and insights in the management, financing and sustainability of gender thematic digital newspapers.

ID: 49

Session: Gender and Digitalisation

Title of Paper: Women and ICT in South Africa: The defining influence of socio-cultural factors, support, and attitudes

Author (s): Carlynn Pokpas, Leona Craffert (University of the Western Cape, South Africa), Leo van Audenhove, Ilse Mariën Vrije (Universiteit Brussel, Belgium)

Abstract:

The use and perspectives of ICT by women in a developmental context is sorely understudied. Where information on potential digital gender disparities exists, it is typically a statistical reflection of access, rather than a nuanced understanding of the complex underlying socio-cultural factors impeding on women's ICT usage and their own perspectives on a possible intersection between gender and ICT in their communities. This research proposes to complement the available statistical analysis with a qualitative in-depth analysis of the views of women in marginalised communities who are often at greater risk of digital exclusion. The study follows a grounded theory approach and relies on in-depth semi-structured individual interviews with women from diverse age groups, educational levels, employment status, marital status, religions and ethnicities. The women were purposefully selected from three marginalised areas of the Western Cape of South Africa. The findings indicate varied perspectives amongst women regarding a digital gender divide in their marginalised communities. Where such disparities are identified by women, there is a divergence in opinions as to the causes thereof, ranging from underlying perceptions of males as innately more competent, to societal behaviour and gender norms influencing time constraints, support, and attitudes towards ICT activity. This research therefore sheds light on the individual perspectives of ICT held by women in marginalised communities of South Africa. It explains the impact of traditional societal gender norms and attitudes on their digital activities and provides insight into 'mental models' detrimental to their usage. The research can contribute to the implementation of new digital inclusion strategies, specifically targeted at women in marginalised communities.

ID: 28

Session: Corporates and Digital Communication

Title of Paper: Effects of digital corporate communication on corporate reputation in Rwandan Higher Education Institutions: Case study of Institut Catholique de Kabgayi

Author (s): Marie Paul Dusingize and Jean Baptiste Hategekimana(Institut Catholique de Kabgayi)

Abstract:

High Education Institutions (HEIs) are revolving between irreversible changes resulting from global economy and relational society. In fact the internet revolution and global economy associated with knowledge economy made necessary increasing of collaboration at different levels and generated a flexible way of doing business that lead stakeholders of different nature to operate through social networks using information sharing beyond geographical boundaries. Thus the global post modern society is obliging HEIs to leave their ivory tower and get contact with the world as a whole. Therefore HEIs are tending to act beyond the classroom and strive for their self-reliance and sustainability in order to face new challenges resulting from new social order. Thus HEIs are entering into openness era where they found modern education in terms of creation, communication and collaboration which can allow them to shape their usual identity. It is in this context that reputation management is gaining space within HEIs since the internationalization and corporatization are becoming some of their important aspects. From those dimensions this study investigates the effective communication aspects put in place for the benefit of reputation management in a digital era at Institut Catholique de Kabgayi in Rwanda. To the following question, researchers will attempt to found solutions: What are the privileged aspects of effective communication used to enhance the reputation at Institut Catholique de Kabgayi in the context of digital era? The research is qualitative oriented and will use semi structured interviews with the senior management team of the above mentioned Institution and content analysis will be used for data interpretation.

ID: 105

Session: Corporates and Digital Communication

Title of Paper: An analysis of how crisis response strategies communicated through both traditional and social media affect organizational perception

Author (s): Protus Akwabi Murunga (United States International University-Africa, Kenya)

Abstract:

The growth of technology has tilted the contours of communication tremendously such that the use of sophisticated communication channels to disseminate information has indeed confirmed McLuhan's, (1967) dictum of "the medium is the message". Social media have defined how organizations now communicate with their stakeholders and aspects like immediacy, ubiquity, as

well as availability of these social media have strengthened organization-stakeholder relationships. According to the Situational Crisis Communication (SCCT) framework, appropriate and effective crisis response strategies matched with the crisis type play a big role in protecting the reputation of an organization and cultivate a positive perception in the minds of stakeholders. Indeed SCCT posits that important aspects of crisis situation will determine how the various stakeholders will view the organization which will in turn affect organizational reputation either positively or negatively depending on attributions of responsibility and crisis type (Coombs, 2007). The type of crisis and relational reputation are the factors that influence the choice of response strategies. On social media, when these response strategies are ineffective and inappropriate, the relationship with stakeholders gets damaged and this affects reputation and vice versa. The social media crisis communication model was designed to help in the crisis management in a dynamic world (Jin & Liu, 2010; Liu et al). The model describes how the source and form of communication information affects organizations' crisis response and also proffers suitable crisis response strategies for organizations. A mixed method will be adopted where qualitative method will include in-depth interviews with public relations experts in different organizations to get the insights about their organizations. Qualitative method will encompass survey questionnaires which will be administered to employees of different organizations.

ID: 114

Session: Corporates and Digital Communication

Title of Paper: Employee communication challenges and opportunities in managing corporate reputation of a transforming organization: A case study of a selected university in Kenya

Author (s): Margaret Mtange, Janina Wozniak and Murej Mak'Ochieng (Multimedia University of Kenya)

Abstract:

The importance of corporate communication in the success of organizations is widely acknowledged in academic literature. In a competitive environment, corporate communication prescribes a framework and vocabulary to establish and maintain favorable identity and reputation (Cornelissen, 2004, 23; Ptaszynski, 1989). In the face of increasing global competition universities, like other organizations, are under pressure to either adopt an 'entrepreneurial' or 'traditional' approach and thus align their corporate identity (Steiner, Sundstrom, & Sammalisto, 2013) and manage corporate reputation (van Riel and Fombrun, 2007, 1) accordingly. Few studies focus on internal communication's influence on corporate identity and reputation management during organizational transformations (Tourish, 1997). Effective and strategic communication management is critical during university transformation. Thus, effective and strategic communication management strives to strike a delicate balance between the challenge posed by a hierarchical structure and the opportunity of incorporating the digital communication in the

management of corporate identity and reputation. This paper seeks to evaluate how a transforming university in an emerging economy, like Kenya, manages corporate identity and reputation in a transforming environment. The paper uses a mixed method approach to examine the challenges and opportunities of employee communication in managing corporate identity and reputation during organizational transformation of a selected public university in Kenya. The study proposes that employees be considered as ‘first frontier’ during university transformation to manage corporate identity and reputation as they are the ‘walking embodiment’ of corporate values (Chong, 2007). The findings seek to challenge university management in emerging economies to engage employees while focusing on continual improvement of corporate identity and reputation management practices for competitive advantage, corporate growth, and corporate sustainability in a digital environment.

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

ID: 92

Session: Digital Activism/Enacting Citizenship

Title of Paper Social Media, ‘Cyberchiefs’, and the rise of socio-political protests in Nigeria

Author (s): Uwalaka, Templea (University of Canberra, Australia)

Abstract:

Social movements have in recent years, returned to Nigeria after a hiatus that started during the ‘Abacha’ crackdown of social movement and civil societies. This resurgence of social movement in Nigeria coincides with the popularisation of social media platforms in Nigeria. These media platforms have arguably reinvigorated socio-political protests in Nigeria leading to protests such as ‘The Occupy Nigeria’, ‘#BringBackOurGirls’, ‘#Notosocialmediabill’, and recently, ‘#notsoyoungtorun’. A number of studies have concluded that social media platforms have been used to conduct these protests. One area that has not been examined properly is the impact of leadership in the organisation of these protests. This paper explores the leadership structure of the protests, particularly the leadership structures of the 2012 Occupy Nigeria protest. The paper draws on semi-structured interviews with 19 student protesters from two Nigerian universities conducted in 2015, to explore the presence (or lack) of leaders during the 2012 Occupy Nigeria protest. Comments from this paper’s interview participants reveal that there were two types of leaders during the 2012 Occupy Nigeria Protest – online leaders and the Nigeria Labour Congress. Using the ‘Cyberchief’ hypothesis, this paper clarifies the issue of leadership and organizational structure in social movement by arguing that online leaders during the protest used their technological skill to rouse a passive generation into action. The leadership

style in the online protest groups was ascribed to the leaders other than them asking for it. This ascription type of leadership was important and effective as it helped the online leaders – Cyberchiefs, to command the respect and legitimacy of their group members unlike the organizationally brokered collective action leadership pattern that was adopted by the Nigerian Labour Congress in the street.

ID: 92

Session: Digital Activism/Enacting Citizenship

Title of Paper: Social Media, ‘Cyberchiefs’, and the rise of socio-political protests in Nigeria

Author (s): Bruce Mutsvairo and Chiemezie Nwosu(University of Technology, Sydney)

Abstract:

This paper explores the emerging dynamics of social movements across the African continent. It examines practices, challenges, successes and failures across different regions of the continent, with the goal of uncovering any commonalities in practices and tactics, as well as unique features that may have led to the successes of some movements and the failures of others. With the eruption of social movements in online spaces across Africa, the paper methodologically uses comparative case study analysis to examine past and current movements in different countries – Kenya, Nigeria, South Africa and Zimbabwe – and identifies common features, such as cost and access to online platforms. With Internet penetration still an unfolding experience in Africa, cost is still high in proportion to per capita income and poverty levels in many areas, and the majority of young users access the Internet via mobile phones. Conversely, Internet shutdowns have not been shared experiences across the board. In addition, international intervention, whilst it may have facilitated the successes of some movements, may have inhibited the successes of others, or perhaps changed what success looked like or was conceived to be at the start of such movements. Particularly considering the constant emphasis on local social movements being escalated to global scales via online activities, it is worth exploring whether this tactic is always a worthwhile and sustainable choice.

ID: 125

Session: Digital Activism/Enacting Citizenship

Title of Paper: “#LandExpropriation”: The implication of social media political discussions for interracial relations and public policy-making in South Africa

Author (s): Sibango, B. (University of South Africa)

Abstract:

Growth in ICTs and in particular social networking sites or social media has brought to the fore multiple perspectives or (counter) narratives regarding contested sociopolitical issues across Africa. Ordinary citizens are now able to engage in political debates, critique “biased” media companies or journalists and make their voice heard. Recent protests in South Africa such as #Rhodesmustfall, #Afrikaansmust fall have used social media to garner support from citizens and make their voice heard in public. Discussion of political issues on social media in multiracial or multicultural societies however, also has potential to intensify already-existing tension between groups. This paper aims at discussing opinion polarization over the ongoing “land expropriation” debate among various racial, ethnic and political groups in South Africa. The paper will discuss dominant narratives surrounding the land expropriation debate on Twitter as well as sociohistorical factors that explain such narratives. The paper will also theorise opinion polarization over the land issue in South Africa using critical and intergroup theories.

ID: 126

Session: Digital Activism/Enacting Citizenship

Title of Paper: Mapping citizen engagement strategies used by county governments in Kenya and the role of technology

Author (s):

Abstract:

Kenya’s progressive constitution of 2010 has public participation or citizen engagement as one of its pillars at the national and county levels of government. The County Governments Act 2012 requires reasonable public participation in “formulating and implementing policies, laws, and regulations, including the approval of development proposals, projects and budgets, as well as the granting of permits and the establishment of specific performance standards.” The benefits of citizen engagement cannot be gainsaid – it provides means for accountability for public resources in a properly functioning public participation processes. Without proper accountability mechanisms including public participation, the devolved delivery of services at county level remains a challenge according to the World Bank.

It is now widely accepted that quality decisions in governance cannot be expected without the people’s involvement. Participatory governance requires that as many opinions as possible from citizens are heard prior to decision-making. Though participation has immense benefits, it is only as good as the communication structures put in place to facilitate this. Technology has provided a means of engaging with citizens. This paper seeks to map out public engagement practices in selected county governments in Kenya and the extent to which digital technology has been employed in citizen engagement.

ID: 46

Session: **Digitalisation and Storytelling Cultures**

Title of Paper: Audiences and digital culture: Rethinking the Cinema of Apartheid

Author (s): Calum Waddell (Coventry University, England)

Abstract:

In grounding his 'paracinema' definition, Jeffrey Sconce describes a range of (generally undefined) 'down-and-dirty genre pictures'. These are films, argues Sconce, that have avoided scholarly appraisal – mainly genre movies that, by way of their low budgets and transgressive thematic, trade on 'explosive subject matter'. Adds, Sconce 'sleazy exploitation cinema is probably the closest thing to “outsider art” possible in the capital and technology intensive world of cinema.' As such, it is tempting to argue that the recent reappraisal and rediscovery of South African 'zaxploitation' cinema - which have been re-released by the restoration company Gravel Road, based in Cape Town - as 'grindhouse' films that can finally be seen as a heritage of low budget 'paracinema' similar to that of left-field American blaxploitation is valid. However, in this paper I argue that the very nature of South African apartheid cinema, which denied black actors and filmmakers access to the means of production and distribution, and often of political identity, is being reconstructed for a new generation - with a regressive pastness resold as a retrospective liberation. Consequently, a 'zaxploitation' Facebook and Twitter page has surfaced, indigenous and foreign film festivals have screened celebratory showings of Joe Bullet (Louis de Witt, 1973), a new hit - Five Fingers for Marseilles (Michael Matthews, 2017) - pays homage to this old 'excess' and new poster art, easily available online, offers a glimpse of an alternative seventies South Africa - one in which a fictional battle to provoke the apartheid government was waged by white directors. Within this paper, then, I want to speak about how modernity - and an imagined sense of a South African 'grindhouse' which has been built by a post-apartheid generation - has at once promoted and complicated how we view the (often curious and confusing) films that were made and consumed during this notoriously repressive period. In doing so, I will conclude that audiences of the present age need to engage with digital social media and presentations - even those that represent seemingly innocuous pop culture - with a greater sense of history and identity.

ID: 167

Session: **Digitalisation and storytelling cultures**

Title of Paper: 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

Author (s): Mbatia B. Kinyanjui (Egerton University, Kenya)

Abstract:

The purpose of this study is to investigate the visual framing of the Westgate Mall terrorist attack that took place in Nairobi, Kenya on the 21st of September, 2013. The study will investigate the visual frames by analyzing photographs that were published in the Daily Nation, the Standard, and the New York Times newspapers. Visual framing is an ever-growing area of mass media research which has not been fully exploited and therefore this study seeks to fill this gap. The main objective of terrorism is to spread terror and therefore by publishing framed images of a terrorist attack, the media is inadvertently spreading terror and aggrandizing the course of terrorism. This study endeavours to: establish the types of frames that were used to frame the photographs published; find out the photographing techniques that were applied by the photojournalist in order to frame the images and finally examine the role that framing played in the photos that were published in the aftermath of the Westgate mall terrorist attack. This study will be guided by the Framing theory and the Multimodality theory. The findings of this study are expected to criticize the manner in which the media, particularly photojournalist, frame visual images. The study will make a global contribution in the field of communication and journalism in areas where there have been gaps in literature regarding the study of visual framing.

ID: 181

Session: **Digitalisation and Storytelling Cultures**

Title of Paper: Documentation and Digitisation of Festival in Pelu Awofeso's White Lagos: A Definitive and Visual Guide to the Eyo Festival

Author (s): Felix B. Oke (Anchor University, Nigeria)

Abstract:

Festivals are significant events in the social and cultural reality of people. To preserve cultural heritage, specialists capture what happens before, during, and after a festival by interviewing participants, taking photographs and recording audio and video of the event, etc. For example,

Pelu Awofeso has documented the Lagos Eyo Festival (also known as the Adamo Orisha Play) in his work White Lagos: A Definitive and Visual Guide to the Eyo Festival, in which he observes participants and uses a narratological approach to document the event in textual form. In this paper, I argue that the use of images in documentation of festival provides insights into the linguistic,

symbolic and literal layers of meanings in images. These images are foregrounded in the contexts of culture, historical, political and social. These, in turn, portray Eyo festival in Nigeria as a form of cultural heritage which could be preserved in text and later digitized or archived online.

ID: 214

Session: **Digitalisation and Storytelling Cultures**

Title of Paper: The Erotics of the Digital Visual Archive: Instagram Mediations of Everyday Life in Accra

Author (s): Nana Akua Amofoa Mensah (Yale University)

Abstract:

This paper proposes an extension of the methodology of the ‘archaeology of digitalization’ (Foucault, 1972; Mak, 2014) to the study of digital visual archives, specifically via Instagram. This methodology is interested in uncovering how ‘digitizations are produced, circulated, and received’ (Mak, 2014) as a means to understand the relationship between digitizations of manuscripts and documents and their exemplars. The paper extends this discussion to digitizations of snapshots of lived experience, captured through photography. The paper studies selected photographs from @mansah_hakeem and @ashantiimmigrant, both photographers living and working in Accra, Ghana whose works focus on capturing unposed ordinary people in everyday circumstances, to explore the relationship between digital visualizations and the lived experiences they re-present.

The paper explores how the visual medium navigates the ‘ontological rift’ (Mak 2014) that exists between digitization’s and their exemplars, that is, the relationship between the object being represented and its digitized representation, when the exemplars are fluid experiences, and the archive is the democratic space of a public Instagram account. The paper employs black feminist theory methods, in particular Audre Lorde’s conception of the erotic, (Lorde, 1978) to examine how these digital visualizations allow for a queering of the relationship between epistemology and ontology. The paper argues that through this study of the digital visual archive via Instagram, epistemology and ontology can be understood to create and recreate each other rather than exist in the linear relationship of epistemology creating ontology that is widely accepted in the field of cultural theory and studies.

ID: 309

Session:

Title Paper: The Voice of Diaspora: On Podcasts.

Author (s): Reginold Royston (University of Wisconsin, Madison, USA)

Abstract:

ID: 72

Session: **Self-(re)presentation and the Digital Space**

Title of Paper: Digitized technology in Africa and evolving selfie obsession among students in university of port harcourt, Nigeria: a gendered culture

Author (s): Emily Oghale God'spresence and Azuka F.N God'spresence (University of Port Harcourt, Nigeria)

Abstract:

Digitization, digitalization and digital information are three concepts that usually occur within same or similar technological domain. Africa, particularly Nigeria, is an emerging digital region with many of its young generation becoming keen lovers of Information Technology (IT); others are internet devotees, while yet many others are social and new media addicts. The craze among youths for new technology at the emergence of the digital imaging of self with smart phones has initiated a new culture in the way young males and females make use of technology. One of the new fantasies, among the numerous expeditious exploitations and innovations of the new technology, is Selfie. Selfies are digital images or pictures of self taken by oneself without the assistance of a second person, but with the aim of sharing with friends and families through any social media platform. The craze for carving an identity in the digital space and sharing in the community created in the social media platforms such as Instagram, Facebook, WeChat, WhatsApp, SnapChat, etc informs why a remarkable youth population of Nigeria's urban and sub-urban settlements are getting enmeshed in this new digital culture. Particularly, this study focuses on students of the University of Port Harcourt drawn through purposive sampling technique. This study uses Focus Group Discussion and questionnaire as instruments for data gathering in order to determine whether the use of Selfie is more common among the male (masculine) than the female (feminine) members of the African digital community. The study is aimed at ascertaining the attitude of males and females or masculine and feminine genders towards Selfies obsession and digital culture among university students. Uses and Gratification theory (UGT) guides this study.

ID: 237

Session: **Self-(re)presentation and the Digital Space**

Title of Paper: Just Share, Comment, or Like?: Public Persona, Digital Media and Celebrity Motivations

Author (s): Kobina Bedu-Addo and Stanley Semarco (Ghana Institute of Journalism)

Abstract:

Digital media has brought with it a powerful means to engage, interact, and thus create a loyal following for users. Ghanaian celebrities, with high public visibility in the entertainment industry, in the media, religion and politics are noted as active users of these new media technologies. On Twitter, Facebook or Instagram for example, these celebrities post regular messages about themselves, their thoughts, plans, or simply commentary on current affairs. These then become the fodder for followers to engage each other or with the celebrities. What then drives such regular celebrity postings on digital media? And what do celebrities gain from their presence and interactions with followers using digital media? This study explores the motivations and benefits for celebrity use of Facebook, Instagram, and Twitter, and the interactions with their followers. Using semi structured interviews and content analysis methods, the study analyzed the celebrity presence and interaction with their followers to understand their motivations and the benefits they get from using digital media. This paper is a discussion of the findings.

ID: 88

Session: **Self-(re)presentation and the Digital Space**

Title of Paper: News media and the Somali ‘digital public’ in historical perspective

Author (s): Peter Chonka (King’s College London/Durham University, UK)

Abstract

Taking a comparative cross-historical approach, this paper explores the emergence of a “digital public” across the politically fragmented Somali territories. Surveying continuities and change in the history of communications technology development across the Somali Horn of Africa, the paper highlights the emergence of a ‘dual’ public sphere in the modern Somali context. Here, contemporary local media production centred in individual capitals of various political administrations (The Federal Government of Somalia, Somaliland, and Puntland) coexists and overlaps with a transnational arena of Somali-language broadcasting and debate from various externally-based (but locally active) media networks. In this distinctive Somali media ecology, multiple forms of “old” media intersect with digital technologies that have emerged throughout the post-1991 period of statelessness, conflict and political reconfiguration. An appreciation of the complex transnational dynamics of this dual public sphere is necessary for understanding the relationship between popular engagement with media technologies in a digital public, and state opportunities for discursive legitimation. Local public spheres of media production and public engagement help create state-type imaginations and identities. These are articulated in a wider transnational Somali-language arena of media production that local political authorities have limited ability to effectively control. In this particular context, it is argued that certain notions of a transnational “Somali” ethnolinguistic or religio-cultural community are maintained not in

spite of conflict and fragmentation, but rather as a result of a media ecology that itself exists as an outcome of such political instability and flux.

ID: 52

Session: **Self-(re)presentation and the Digital Space**

Title of Paper: Evaluating the dialogic potential of Ghanaian universities' websites

Author (s): Rhodalene Amartey(Ghana Institute of Journalism)

Abstract:

The purpose of this paper is to examine the dialogic communications potential of universities websites in Ghana. The study employed a quantitative content analysis of universities websites in Ghana drawing upon Kent and Taylor's (1998) dialogic communications framework. The results show that many of the websites do not have dialogic principles. Many of the websites do not contain relevant information. Besides, many of the information are dated. The websites do not have features that conserve visitors and many also do not have dialogic loop features. From the findings, the researcher proposes that interaction between websites and users must be considered when websites are being developed.

ID: 287

Session: Viewing the Past through a Digitalised Future

Title of Paper: Digital culture, digital colonization: An attempt to forever suppress Africans' ingenuity through digitisation

Author (s): Felixix Olajide Talabi (Redeemer's University, Osun State, Nigeria)

Abstract:

Almost every country was colonized at a time or the other with the exception of few ones, but the rate at which the colonization gap is fast confirming the supremacy of the West over the third world countries is alarming. Exchange of culture is not a crime but popular global culture may exist to the detriment of Africa which is considered as endanger specie. Virtually all the communication apparatus are being controlled by the Western world without giving a chance for the Africans to control and utilize their God given potentials to develop their teeming population. Africans are fast embracing digital communication from the West while no attempt is made to develop or upgrade African Technology to match the Western power. This study looked at how the Western World is using digital apparatus to re-colonize Africans through digital culture that captures the African youths while debasing African values. The study employed theoretical approach to execute the study using the theory of media ecology to backup and explain the work.

The outcome of this study revealed that the effect of digital culture continues to depict Africans' norms and values as mediocre while upholding and celebrating the supremacy of those that have the paraphernalia of digitization along its digital contents. It was however recommended that African nations should team up to develop their technology to carve a niche for themselves while values and norms must be instilled in the incoming generations in order to accord Africa her rightful place.

ID: 59

Session: Viewing the Past through a Digitalised Future

Title of Paper: Digital Communications at cross-roads in Africa: A decolonial Approach

Author (s): Kehbuma Langmia (Howard University, USA)

Abstract:

Western digital communication systems have gripped the communication landscape of Africans on the continent and in the Diaspora. The often cherished African in-person, communal and rich cultural forms of communications have been abandoned and the future of communications in Africa is uncertain because it is assimilating the western forms. It is a tragedy of gigantic proportion in the sense that not only would the future generations of those born in Africa and abroad not recognize what our forefathers bequeathed to us verbally and non-verbally, but also they would be completely ignorant of African systems of communications. The assimilated Western forms of communication would erroneously be called African communication. The death-knell on the coffin of African communication has been placed there by us who have accepted new media forms of communication without questioning their relevance to our socio-cultural, religious, geographical and political contexts. Like Ali Mazrui is reputed to have said, “ drink deep or taste not the Western Spring” (Mazrui, 1997, p. 19).

We have chosen to drink from the cup of Western forms of communications real deep and the consequence is dire because there seems to be no more forms of African communication from the view point of language usage, orature, incantations, divinations, folk tales under the moonlight tree, non-verbal communications, dirges, birthday songs, drumbeats signaling the death of the King or Queen, drum beats summoning people to the courtyard, market loudspeakers et cetera without Western influences. The new media Western forms of communications like texting, emojifications, leaving voice mail in the in-box of our elders, Kings and Queens, tagging our parents on Facebook and recording video messages on WhatsApp, importing Western Christmas carol recorded music in our churches and downloading Apps with Western forms of interpersonal and mass forms of communications have taken our communicative cognitive spheres and we have now become cultural communicative mulattos (Langmia, 2018).

For us to decolonize our new media use and consumption, we need a complete paradigm shift in our approach to digital forms of communications.

ID: 70

Session: Viewing the Past through a Digitalised Future

Title of Paper: Enabling, Preserving and Shifting African Womanhood through Digital Documentary

Author (s): Florence Ayisi (University of South Wales) and Catalin Brylla (University of West London)

Abstract:

This paper explores the scope of digitisation for empowering and shifting perceptions about African women. Our case study constitutes in mapping the development of female football in Zanzibar, which manifests as two interrelated digital artefacts: a feature-length documentary, Zanzibar Soccer Dreams (2016, Florence Ayisi and Catalin Brylla) and an associated ethnographic online archive. The project has three main objectives, all of which are facilitated by the use of digital technologies:

1. It enables the filmed women to comprehend, reflect on and actively pursue the significant transition of women's football becoming more accepted on the predominantly Muslim island of Zanzibar. Despite socio-cultural and religious traditions inhibiting women from playing football, this sport has turned out to be an excellent vehicle for female emancipation in related to physical wellbeing, mental health, income generation and public transformations in societal awareness and attitudes.
2. It preserves not only this societal transition but also the voice perspectives of young and middle-aged women who, by implication of pursuing football, resist patriarchal marginalization and traditional gender roles. Crucially, this preservation is performed through representing the women's own perspectives, which mediate a high degree of agency and self-determination.
3. It shifts local and global perceptions of African womanhood by representing female agents performing two seemingly contradictory roles: firstly, they still adhere to certain cultural norms and religious values, and secondly, they strive to transcend binary gender roles and parochial constraints. Arguably, the second role has been significantly impacted by digital technologies, such as smart phones, social media and the processes of our documentary film practice, through which – as we argue – emancipatory mechanisms have been activated. The documentary film and online archive cater for a range of different audiences (public members, cultural scholars, ethnographers, activists, policy-makers, etc.). Thus, this type of cross-medial digital dissemination aims to promote our methodology to be used in different contexts in which socio-cultural transitions are taking place in Africa.

ID: 99

Session: Viewing the Past through a Digitalised Future

Title of Paper: Developing a new national narrative for South Africa: Setting up a website for journalists

Author (s): Zubeida Jaffer, (University of the Free State, South Africa)

Abstract:

The demands for decolonization at South African universities have thrown existing national narratives into question. The old apartheid narrative sometimes continues to resurface but it is the European colonial narrative that essentially runs side by side with the resistance narrative. The rewriting of a story that affirms all those who live in this part of the world has yet to come into being. Thabo Mbeki's lyrical 'I am an African,' essay is an attempt at sketching an all-encompassing framework and hints at a way of achieving an all-encompassing narration of who we are as a nation.

This paper will argue that the time has come for South Africans to move past the old dates that have dominated pre-democracy and interrogate the dates that cement resistance to apartheid that presently dominate the definition of who we are. This part of the world did not come into existence in 1652 as colonialists would like us believe. People have lived here in Southern Africa for over a million years. Nor did all resistance to colonialism start in 1912 with the birth of the ANC.

The constitution provides a framework for telling our story. But where does our story start and is it just a story of conquest and resistance? Is it this story that will help unite all of us to move towards a future that provides a space for every single person or will we remain slaves to the present narratives?

These questions cannot be answered quickly. The formulation of a collective narrative has to be such that it draws on all elements of the historical experience of those who make up the collective. This will take time. As leading South African intellectual Njabulo Ndebele said last year (March 2017) it cannot just be declared into being. Against such a background, to come into contact with one another, to experience one another as equals, and to encounter one another as a people without pre-determined, labeled identities, in a new constitutional democracy, and to become socially, politically, economically, and culturally welded into a new national community was, while desirable, a condition that South Africans could not simply declare into being, even if that declaration was made in a constitution. To achieve the necessary bonding needed a great deal of work over time and the enabling political, economic and social space in which to do it. (Ndebele, 2017)

This paper will assess the contribution of The Journalist, a multi-media website (www.thejournalist.org.za) in helping youth to find their authentic voices and contributing to the process of developing the new narrative that could help in forging a national community.

ID: 268

Session: Digitalisation and Journalistic Practices

Title of Paper: 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

Author (s): Carolyne Wanjiru Kiambo and Lucy Gichaga (United States International University-Africa, Kenya)

Abstract:

Has the digital culture – the Twitter hashtag that trends on the Kenyans on Twitter (KOT) space become so powerful, that it determines the television news content that Kenyans watch at 9pm? The purpose of this study was to explore the intermedia influence between the internet via social media and traditional news media (Television prime time news). Within theoretical framework of Agenda Setting, this study examined the correlation of the Twitter hashtag #LipakamaTender (Kiswahili for: Pay like a tender) on television news coverage of the Kenya National Doctors strike that started on December 5th 2016 and ended on March 5th 2017; at the first level (similarities of themes) and second level (informational vs opinion) of agenda setting through content analysis of Citizen Television prime time news and the content on the #LipakamaTender hashtag. Results indicated that (a) the #LipakamaTender hashtag was actively used by #KOT (Kenyans on Twitter) during the height and the entire course of the doctors' strike. The hashtag trended (ranked) as the top three and its main influences were the striking doctors led by their union's official Twitter handle @kmpdu and (b) that the Citizen News at 9pm during the study period focused on themes of strike, health and government response in the five types of coverage bulletins spread over the week. Lastly, (c) both media platforms place an equal amount of salience on matters strike (45.7% ranked first issue for mentions on Twitter and 29.3% for Citizen TV news), health (34% for Twitter and 23.3% for TV) and government response (9.7% for Twitter and 21.6% TV). The study yielded a very strong correlation (Spearman's rho) of (.90) with 0.04 significance between the #LipakamaTender agenda and the Citizen TV news agenda confirming first level intermedia agenda setting. (d) Results did not confirm second level agenda setting as Tweeps preferred opinions (28.8%) and emotion-related remarks (26.9%) while stories covered by Citizen TV during prime time focused on content that was informational (68.4%). The study concluded that media agenda gradually grows to take the shape of the social media agenda as salience increases on social media. At 1st level agenda setting, this study contributes to knowledge in the area of intermedia agenda setting studies and Twitter hashtags studies in an African context. The study was however limited by the use of hashtags as hashtags extend beyond Twitter to other social media platforms such as Instagram and Facebook where they can also influence Television news trends. Moreover, further studies should examine the time lag aspect of agenda setting between the two mediums.

ID: 89

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Newsroom norms and practices in a digital era: The Nigeria experience

Author (s): Rodney Ciboh - Benue State University and Josiah Sabo Kente (Bingham University)

Abstract:

This research is an exploratory study to examine how newsrooms and the practice of journalism are evolving in the digital era, how digital technology is redefining organisational roles for journalists, changing newsroom operational routines, focusing on the skills and job roles that exist in newsrooms today. The study finds that newsrooms in Nigeria are changing into hybrid of traditional and online. Established traditional roles continue to dominate across all newsrooms but new roles are evolving and Nigerian journalists have basic skills albeit they lack advanced skills and are regularly using a narrow range of digital skills. Social media connectedness is not a priority and because social media make it easy for journalists to discern their followers' preferences and opinions, newsrooms across Nigeria do not use data analytics to track audience receptiveness to stories. Thus non-use of data analytics to track audience receptiveness to stories and measure audience engagement means newsrooms have yet to fully embrace analytics data to make decisions.

ID: 103

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Journalism practice in the era of digitisation: The Nigeria experience

Author (s): Omowale T. Adelabu and Bernice O. Sanusi (Redeemer's University, Nigeria)

Abstract:

Several studies have documented the influence of Internet use on journalism practice across several levels; however, there are divergent views on the direction of its influence on the practice of journalism in Nigeria. This study investigated the nature of influence the use of Internet as source and resource has on the practice of journalism in South-West Nigeria. The research adopted descriptive survey design and copies of structured questionnaire were administered on 1,450 journalists from Lagos and Oyo States which were purposively selected from Southwest Nigeria. Data obtained from the respondents were analyzed using descriptive and inferential (T-test and One-way ANOVA procedure) statistics. Finding showed that there was a significant difference in the use of internet as resource for journalism practice among different cadres of journalists as revealed in $p = .000$. Similarly, findings showed that location of media organization has significant influence on the use of Internet as resource for journalism practice as revealed in $p = 0.003$.

Finding also revealed that cost of internet connectivity, lack of stable power supply and slow Internet penetration are making it difficult for journalists and media organizations to maximize the benefits of Internet. The study concluded that the use of Internet as source and resource had positive influence on the practice of journalism in South-West Nigeria and thus recommended that journalists should adopt the Internet as a working tool just like any other technological device in the newsroom.

ID: 85

Session: **Digitalisation and Journalistic Practices**

Title of Paper: 'New' newsmaking cultures?: Interrogating the impact of 'new' digital technologies on news production practices in Botswana

Author (s): Motilola Akinfemisoye (University of Botswana)

Abstract:

That the proliferation of 'new' information and communication technologies continue to (re)define and (re)shape journalism practices across various contexts is no longer news. However, interrogating how and whether (or not) the appropriation of these technologies is necessarily creating a more 'open' and 'collaborative' space in the African context remains useful. With roots in the sociology of journalism theoretical framework, this study focuses on the media in Botswana as viable research site for interrogating how journalists within this context deploy these 'new' technologies in their everyday news production routines. Botswana has been praised as a shining example of democracy in Africa which other countries in the continent look up to. It is therefore useful to explore whether indeed the media in Botswana is reflective of this 'democracy' in how the media space is 'open' to content from 'non-mainstream' and 'alternative' media sources as the country prepares for general elections in 2019. Elsewhere in the continent, journalists argue that elections reporting and the events preceding elections should solely be covered by professional journalists.

This study therefore deploys semi-structured interviews with journalists working in two Botswana newspapers; Botswana Guardian and The Voice and a Critical Discourse Analysis of news reports from these newspapers to interrogate how these newspapers are, for instance, open to incorporating content from social media platforms in the news production process. While the mobile phone continues to be regarded as an important tool in the newsmaking practices of journalists in a number of African newsrooms, it is incumbent to tease out how the mobile phone is shaping (or not) news gathering and the news production process among Botswana journalists. The study also considers the creative and complex ways in which journalists in these newsrooms appropriate these technologies and the digital cultures emerging, in part because of these appropriations.

PANEL

Session theme: Revisiting the Foundations of African Communication Scholarship

Panelists: Onuora E. Nwuneli, Charles C. Okigbo, and Pier P. Frassinelli.

ID: 51

Session: Corporates, Digital Dilemmas and Opportunities

Title of Paper: Communicating digitized messages to diverse customers in banking industry: A study of Wema Bank

Author (s): Christiana Shade, Ade-Johnson (Adekunle Ajasin University, University)

ABSTRACT:

Digitization as a megatrend is reshaping the ways in which customer interaction is handled and is opening new paths for marketing and customer influence. Customers seem to drive this trend of digitalization, as they are aware of their needs and look for businesses that cater for and fulfill such end-to-end requirements. However, as much as customers are said to have readily and effortlessly adapted to the digital world, organisations especially banks are constantly faced with challenges of ways and manners to effectively reach out to them. Thus, this study sought to know the various implications of digital changes on Wema Bank's corporate communication with its diverse customers. Survey design was used while copies of questionnaire were administered to customers who were purposively selected in Ondo State. The interview guide was used to get data from the Bank Managers. The findings revealed that customers are on different stages of digital readiness. While the new generation customers are fully adapted to the digital environment by connecting every moment through virtually every device for any banking transaction, the old generation customers are still struggling to adapt to the digitized medium of communication used by the banks. The study also discovered that the banks still have a good sum of their customers who are still lagging in adapting to their digitized messages. Arising from the foregoing, the study recommends that Wema bank needs to personalize its digitized messages to suit the diversity of its customers.

ID: 179

Session: Corporates, Digital Dilemmas and Opportunities

Title of Paper: Reflections and refractions on Sakai/Moodle for developing societies: A demand and supply analysis of Sakai™/Moodle™ Learning Management System in universities in Ghana

Author (s): Eric Kwame Adae (University of Oregon) and Moses Kumi Asamoah (Central University, Ghana)

Abstract:

While many technologically-mediated tools exist for teaching and learning, the exact extent of their utility is yet to be realized because of the paucity of data on user experiences, particularly in frontier markets and social systems at the bottom of the pyramid. Problematizing the employment of information and communication technologies in teaching and learning in developing societies, this study dives deep into the issue from both the demand and supply perspectives. The demand-side analyses interrogated students' perception on the tonic and toxic facets of using the Sakai/Moodle Learning Management System, while the supply-side analysis explored the perceived roles of college professors and university authorities in imbedding this new technologically-driven culture in Ghana. The target population for the study was students from public universities in Ghana who use *Sakai*TM or *Moodle*TM Learning Management System (LMS) for learning. Using a mixed methods approach, two universities in Ghana served as focal organizations, namely the University of Education (Winneba) and the University of Ghana (Legon). At the University of Ghana, post-graduate students from the Department of Adult Education and Human Resource Studies, and a sample of students in the Bachelor of Arts and Bachelor of Science distance education programs in the Greater Accra Region were selected. From the University of Education, subjects comprised students from Department of Information Communication Technology. Long interviews with graduate students provided qualitative data, while a survey of undergraduate students yielded quantitative data. The triangulated data revealed that despite nascent challenges and dilemmas, learning management systems present enticing prospects for students, college professors and administrators. Students found such systems to be stimulating and useful in enriching their learning experiences. We found that college professors and school authorities played pivotal roles in routinizing technologically-oriented learning management systems in Ghana. The study found no statistically significant relationship between students' gender, students' age and their perceptions on the role of professors and college authorities in enhancing the quality and sustainable use of ICT-mediated LMS in Ghana. The findings suggest that colleges stood to benefit from the adoption of educational technologies and learning management systems. The study urges higher educational institutions in Ghana to consider the varied cognitions, affects and perspectives of students on teaching and learning technologies, especially when designing relevant policies that support the employment of ICT-enabled educational technologies

ID: 300

Session: Corporates, Digital Dilemmas and Opportunities

Title of Paper: The discourse of digital inclusion of women in Rwanda's media: A thematic analysis of Imvaho Nshya and The New Times newspapers

Author (s): Margaret Jjuuko and Joseph Njuguna (University of Rwanda)

Abstract:

Rwanda has positioned ICTs towards its vision for an all-inclusive society. These tools are critical for empowering women and the youth, the envisaged key participants in the knowledge society. While Rwanda's news media is replete with stories on the potential transformational effects of ICTs on women, how they represent the discourse on women's digital inclusion in Rwandan context is not explored. Departing from the philosophy that news media routinely affirm the reinforcing dominant public norms and values, this paper explores how two Rwandan dailies represent the digital inclusion by examining the themes and news sources in ICT stories on women. Findings reveal that the media depict Rwandan women's digital inclusion as attainable through capacity building, literacy, participation, speed in embracing ICTs and mind-set change. Though the media highlight government efforts on digital inclusion, they inadequately address the existing digital divide. The minority ICT-elite with abundant access to ICTs are not only frequently covered but also positioned to speak for and on behalf of the majority poor, with minimal or no access to ICTs. The authors argue that Rwandan media should endeavor to contextualize the digital inclusion discourse in cognizance of the less enlightened majority.

ID: 36

Session: Corporates, Digital Dilemmas and Opportunities

Title of Paper: Research on the Internationalization Development Strategy of UGC Online Video Industry in Developing Countries: Taking the experience and lessons of Chinese companies to provide a reference for South African online video companies' Internationalization

Author (s): Bo Han and Wenkai Jin (Tsinghua University, China)

Abstract:

With the advancement of networking and digitization, UGC content has become one of the key contents of online video corporate communications. "How can UGC strategy of online video companies be set up to better realize the international development of the enterprise?" Is a question that must be answered? China is the largest developing country in the world, and its model for the development of multinational corporations is worth studying. StarTimes App is one of the largest online video platforms in Africa. As a representative of the media companies in developing countries internationalization, its UGC strategy deserves in-depth analysis. This article uses the communitarianism of Majid Tehranian in the development communication theories and the multi-stakeholder theory in the Internet governance theories to divide the stakeholders of the StarTimes UGC strategy into policy designers, technology providers, company operators, technology adopters, and audiences. Participatory observation and in-depth interview are used to analyze the

industry chain and value chain, and discuss the status quo of online UGC market and the layout as well as opportunities of platform products. Finally put forward the arrangement and protection strategy of intellectual property rights, and provide reference for the development of online video companies in South Africa.

ID: 153

Session: Gender Equality, Social Inclusion and Digitalisation

Title of Paper: Perspectives of Women in Academia on Online Dating: Condemnation, Commendation and Ambivalence

Author (s): Christiana Hammond (University of Education, Ghana) and Langmia Kehbuma (Howard University)

Abstract:

The millennial generations popularly known as “digital natives” have at one time or the other participated in technology-driven phenomenon of online dating, or perhaps, have been exposed to it. African women, who indulge in such activities, have shared intriguing perspectives. Their experiences have exposed stunning and perplexing results. This study, therefore, examines perspectives of African women in the academia on online dating and the use of online dating sites. Drawing insights derived from McPhail’s electronic colonialism theory (ECT), the data for this paper was gathered through interviews and participant observations from thirty-seven purposively selected women in the academia in and outside Africa. Their various experiences have demonstrated how Western canons of love-quest can be incompatible with African culture and how it can be transformed and impacted by the rapid emerging digital-driven communicative platforms. The empirical analysis showed that online dating has fundamentally altered processes of dating in the African context where the male is often expected to propose to the female for a romantic relationship. Although, the reverse of this expectation is considered alien to the African culture and as such a social stigma, it is revealed in this study that online relationships have been commodified. Also, the virtual world is an integral part of today’s society and online dating allows prospective partners to interact with multiple partners concurrently to ease the burden of searching for the ‘undiscoverable’ in a single partner common with the traditional methods of dating. Therefore, the paper contributes to the emerging literature on online dating by providing distinct categories of perspectives on online dating: commendable and ambivalent positions. The study concludes that online dating can neither be condemned nor commended because the digital age is enabling prospective partners on the social media to create socio-cultural affinities like romantic relationships as a form of empowerment and self-actualization.

ID: 176

Session: Gender Equality, Social Inclusion and Digitalisation

Title of Paper: Cyberbullying Experiences of Nigerian High School Adolescents: A Research Descriptive Analysis

Author (s): Adamkolo Mohammed Ibrahim

Abstract:

While adolescents in many nations across the world are getting exposed to various forms of cyberbullying, especially sexuality-related, little attention has been devoted to examining the level of its incidence and factors impacting teenagers' involvement in the child cyber risky behaviour in Nigeria. Addressing this void in the literature, the present study investigates the level of cyberbullying in the country and the impact of parental influence, peer influence and safety awareness risk factors among 992 Nigerian high school adolescents in the fourth to sixth (senior) grades (age ranging from 15 to 17 years; males = 55.9%). I employed a questionnaire designed from a scale with a very high alpha coefficient $\alpha = .92$ and analysed the data using SPSS (v. 22) and the findings revealed an alarmingly high incidence level (76%); both parental influence and peer influence highly impacted adolescents' involvement in cyberbullying; parental influence very highly impacted teenagers' adoption of cyber safety behaviour; and peer influence very highly impacted adolescents' involvement in sexuality-related cyberbullying; more boys were involved in cybervictimisation and more girls were involved in cyberpredation. Results of the study highlight the importance of parental and peer influence as well as safety awareness in adolescents' internet use.

ID: 129

Session: Gender Equality, Social Inclusion and Digitalisation

Title of Paper: Rural development in the digital age – Need for digitalization of rural communities

Author (s): Funmilola O. Omotayo (University of Ibadan, Nigeria)

Abstract:

Adoption and use of digital tools has created a digital culture in today's society. Digital culture describes the idea that technology and the Internet significantly shape the way people interact, behave, think, and communicate as human beings in a societal setting. It is the product of pervasive technology and limitless access to information, which is a result of technological innovation within the present society. However, a section of the society has not been able to be part of the digital culture because of their exclusion from digitalisation. This paper examines the level of digitalisation of some rural communities in Nigeria and how location is intersecting with

availability and use of digital technologies in the rural areas. While availability of, and accessibility to, digital tools have been known to promote digital inclusion, majority of people living in rural communities do not have access to these tools. The paper suggests the need to intensify efforts by the Nigerian government to ensure the digitalisation of the rural areas through a “digital Nigeria” project so as to ensure the inclusion of rural dwellers into the era of digital transformation.

ID: 130

Session: Gender Equality, Social Inclusion and Digitalisation

Title of Paper: Impact of Digital Villages on Inclusion of Rural Communities in Kwa-Mukuru slums, Nairobi County Kenya

Author (s): Leonard Koech (Bomet University College, Kenya)

ID: 69

Session: Digital Activism/ Enacting Citizenship

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

Author (s):

Abstract:

Where does an artist draw the line between connective rhetoric and collective action in the Internet age? Between Mancur Olson Jr.'s *The Logic of Collective Action* (1965) and Lance Bennett and Alexandra Segerberg's *The Logic of Connective Action* (2013), the world witnessed a remarkable transformation in the ways that aggrieved persons got themselves heard. This paper will evaluate select positions on this theme and examine relevant appropriations of activism on the African continent. Precisely because “people increasingly organize their meaning not around what they do but [based on] what they are, or believe they are” (Castells, 2002: 3), the paper will take a critical look at the use of digital activism by celebrities in Africa. It will centre on a comparative analysis of the practice in Nigeria and Uganda. By converging on the phenomenon of a popular musician and Member of Uganda's Parliament, Bobi Wine, the study will aim to locate points of departure with the activist practices of a band of past and present Nigerian celebrities. It will assess Bobi Wine's approach in Uganda and argue that on the continent, change/impact is possible by sincere involvement/participation, particularly through the digital era.

ID: 77

Session: Digital Activism/ Enacting Citizenship

Title of Paper: Find the Wifi, Free the Watchdog: Social/Mobile Media Use and African Citizens', Attitudes about Journalism's Role in Democracy

Author (s): Jason Martin (DePaul University, Chicago, USA)

Abstract:

This study fuses concepts of Diffusion of Innovation and Technology Acceptance Model theories in service of understanding the role of mobile and social media in the development of citizens' attitudes surrounding Normative Democratic Theory in seven African countries. Specifically, use of mobile phones for activities ranging from accessing news to engaging with others on social media platforms to searching for health information are examined to predict attitudes about the role of journalism in democratic governance, including outcomes such as opinions about the importance of media, public access to information, identification of domestic and global political problems, and the influence of societal institutions on everyday life. Face-to-face survey interviews were conducted in seven African nations that have seen rapid expansion of mobile media penetration in recent years to examine how people learn about democracy through cognitive awareness in this theoretical context: Egypt (N=1,000); Ghana (N=1,000); Nigeria (N=1,014); Senegal (N=1,000); South Africa (N=1,000); Tanzania (N=1,016); and Uganda (N=1,007). The study used a multi-stage, area probability design. Analysis found that younger, more optimistic citizens who had higher levels of mobile media use frequency for a greater number of information-gathering activities were significantly more likely to support the normative role of journalists in democratic governance. These findings were especially consistent in countries viewed as more protective of press freedom and with more competitive media environments and higher levels of Internet penetration and fewer restrictions on access to social media platforms. The results further develop the literature on the role of technology in the complicated process of the formation of political opinions by citizens in developing democracies. The findings support studies that have shown that institutional and individual factors contribute toward a sophisticated supply and demand for democracy and public affairs information while also contributing new insights into the role of mobile media in democracy.

ID: 84

Session: Digital Activism/ Enacting Citizenship

Title of Paper: Trends in Social Media adoptions in Nigeria: Evaluating Youth's Participation in the 2015 Presidential Election

Author (s): Doris Ngozi Morah (Madonna University, Okija), Oladokun Omojola (Covenant University, Ota) and Chinwe Elizabeth Uzochukwu (Nnamdi Azikiwe University Awka)

Abstract:

The global surge of social media accessed on mobile technologies especially among youths has brought about extraordinary opportunities in the society and have enabled a new trend in political communication. Today, social media networks are agents of the sudden surge of virtuous public sphere dynamics with political campaigns thriving online; and through the smart mobile devices, making access easier and plausible. In Nigeria a public sphere of connectedness and discussion has also been in the making, particularly since after the advent of GSM in 2001 and social media penetrations in 2006. The political participation of the Nigerian youth vis a vis their presence on social media via mobile technologies must, therefore, be put on the scholarship radar in order to determine how much influence it exerts on the polity. Hinged on the Diffusion of Innovation and Technological Acceptance Model, this study investigated how young people in three states Enugu, Anambra and Ogun states were politically activated to participate in the 2015 Presidential Elections with respect to their social media presence accessed on mobile technologies. A total 600 youths were purposively selected from three LGAs in the three selected states and surveyed. Results indicated that the numerous mobile text messages and social media updates sent by politicians during the campaign influenced their voting decisions with a minimal effect. Therefore, it is recommended that the polity be educated on the essence of mobile technologies in governance so that they can utilize it as an effective political communication tool for national development.

ID: 154

Session: Digital Activism/ Enacting Citizenship

Title of Paper: Factors informing the inclusion of social media in the media ecology of a Ghanaian social movement

Author (s): Henry Boachi (Rutgers University, USA)

Abstract:

Through a media ecology approach, we analyze the Ghanaian Occupy Flagstaff House (#OccupyFlagStaffHouse) Movement's choice of various media in its 2014 protest mobilizations against the NDC government's inability to reverse the electricity power crisis, corruption, among other concerns. This approach allows us to carefully mark the distinguishing roles of so-called new (social) media networking sites, such as Twitter and Facebook, and those of 'traditional' media such as newspapers and radio. We find, through interviews, that the Occupy Flagstaff House leaders chose social media as their original medium of mobilization because their intended primary audience (namely, young, educated Ghanaians) were reachable through these sites, and were, in turn, through cultural interactions with their older less social media savvy relatives, able to spread the movement's messages. With the purported impact of Twitter and Facebook in the Arab Spring protests lingering in popular media discourse, the #OccupyFlagstaffHouse leaders expected their social media presence to escalate their concerns

beyond the geographic national boundaries of Ghana into the international media, donor partner and international government relations arena. They also reported using the strength of the discussions forming around their hashtag as currency to gain otherwise inhibited access to mainstream (radio and newspaper) media. By analyzing social media posts, we triangulate claims by movement leaders that social media facilitates discursive opportunities for escaping the speech taboos and respectability politics, such as demands for retractions associated with insulting commentary on political issues, in mainstream media. These limitations notwithstanding, movement leaders used opportunities for interviews in local and English language broadcast media to attempt to mobilize more public support for their cause. Overall, our analysis shows that the deployment of so-called old and new media, as well as street protests as part of #OccupyFlagstaffHouse's repertoire of contention would not have been possible without the facilitating political opportunity structures available through Ghana's thriving system of democratic government and relative media freedom environment, even though we also uncovered attempts at "soft government surveillance" on social media.

ID: 266

Session: Emerging Cultures in the use of Digital Applications

Title of Paper: Communicating via Imagery: Nigerian Youths Speak Through Online Memes

Author (s): Moyosore Mark-Alade(Redeemers University, Nigeria) and Ifedolapo Ademosu (Caleb University, Nigeria)

Abstract:

Online memes have become a participatory culture used by members of the society to express ideas, feelings and emotions as well as respond to trending topical issues. Memes have become a popular tool used by Nigerians for self-expression about specific issues including the activities of the police force in the polity. The speed and often time anonymity associated with the social media have made it easy to deploy memes often making the original source difficult to track. These images are often humorous and sarcastic combining various elements to pass the message across. Memes have gained prominence not just in Nigeria but globally and are fast becoming social artefacts. Hence, this study intends to do a content analysis of selected memes deployed on Twitter and Instagram to the hash tag #9japolice by assessing the major discourse embedded in the visuals. In addition, the study would do a content analysis of the responses to the selected memes on twitter and Instagram following the hashtag #9japolice. The memes would be purposively sampled by selecting the memes which align with the specified subject – the Nigerian Police force; as well as the memes with the highest number of likes. Specifically, the study which will be underpinned by framing theory seeks to identify the major themes addressed in the sampled memes and decipher how memes are used to evaluate and criticize the activities of the Nigerian Police Force. The output would be secured via content analysis, focus group discussions and deployment of questionnaires to youths in two private universities in Nigeria.

ID: 132

Session: Emerging Cultures in the use of Digital Applications

Title of Paper: Just for Laughs?: The Digital cultures of political memes among urban audiences in Kenya

Author (s): Jacinta Maweu (University of Nairobi, Kenya)

Abstract:

This paper examines the emerging culture of political memes among urban audiences in Kenya. Kenyans on social media have been touted as among the most creative people in the world, with several funny Kenyan humours breaking boundaries and extending to the international audience. A large percentage of urban residents in Kenya have access to the internet and social media users are always quick to come up with funny memes on basically any topical issue of the day. Political memes have gained momentum in Kenya with Kenyans taking to social media platforms to express their social and political beliefs of how things ought or ought not to be. In this paper, I examine some popular political memes during the 2017 general elections period. The aim will be to analyse how the shared political representations and beliefs were communicated through different social media platforms. Although generally memes are regarded as idle, humorous and entertaining exchanges, it is high time researchers gave them more thought and attention owing to their popularity and use in different political environments in Africa and beyond. The rapid and viral nature of memes makes them a powerful tool to swiftly shape public discourse on key political issues and political candidates. Memes can be powerful tools for understanding general social mind sets, perceptions, attitudes and beliefs hence the rationale for this study. I will focus on decoding and deconstructing the memes to highlight the message that may lie beyond the ‘laugh lines’. The study findings will highlight if these “laugh lines” can be said to play a positive role in diffusing political tensions and averting political hate speech in the fiercely contested elections in Kenya.

ID: 259

Session: Emerging Cultures in the use of Digital Applications

Title of Paper: What do they think? Staff perception on the adoption of the Biometric attendance system at the Balme Library of the University of Ghana

Author (s): Eric Amponsah and Perpetua S. Dadzie (University of Ghana)

Abstract:

A Biometric attendance system is a digital equipment that monitors employees time schedules. It records the time they report for work and the time they leave. It is designed to cater for the deficiencies with the manual attendance register. The main deficiency with the manual system is what is known as “buddy punching”. Buddy punching is a situation where one employee clocks

in or out for a colleague who is running late or has left work early. It allows employees to cheat the organization by recording more hours than they worked for. Corporate organizations have adopted the use of this digital system to ensure that staff punctuality to work is strictly adhered to.

In 2014, the Balme Library of the University of Ghana installed a biometric attendance equipment to monitor staff punctuality following concerns raised by management about staff attitude to work. Management was interested in ensuring a smooth daily take-off of service provision to the academic community. Opening hours which hitherto was at 9.00 am was brought forward to 8.30 am. The change in time and the use of the biometric attendance machine affected the work culture in the library.

This paper examines the extent to which the introduction of this digital equipment has affected the socio-cultural attitude and behavior of library staff and how this change is affecting productivity. The survey method will be adopted for the study. All 90 senior and junior staff who use the biometric system will be included in the study. Questionnaire will be the main data collection instrument. To appreciate the phenomenon under study and the position of literature, secondary data will also be consulted. This study has implications for the improvement of work ethics and work culture in the Balme library and by extension, the University of Ghana as a whole.

ID: 214

Session: Emerging Cultures in the use of Digital Applications

Title of Paper: The Swedru factor in the internet fraud phenomenon in Ghana

Author (s): Kwesi Aggrey (University of Education, Ghana)

Abstracts:

The Internet Fraud phenomenon is now a global issue. To many Ghanaians the worrisome aspect is the country's name and connectedness with this global canker. Current statistics rank Ghana only next to Nigeria at the top in the sub-region, and also among the "elite" ten in the world. There is a host of studies on the phenomenon both locally and internationally; and virtually all studies invariably cite Swedru as a significant "broker" in the Internet fraud menace. This notwithstanding, however, there appears to be paucity in literature regarding the phenomenon's dynamics and manifestations in the Swedru Municipality itself. This paper, which is part of an on-going study, has an ethnographic focus, and attempts to examine the peculiarities of the Municipality that make the phenomenon apparently endemic, and also assesses the perspectives of both Actors/Perpetrators and Non-Actor residents on the phenomenon. Data collection instruments include observation, in-depth interviews and conversations, document analysis, and researcher's reflexivity. A conceptual model of the chronotopes of media, youth subcultural characteristics, field and capital, and ritual knowledge, is employed to analyse findings of emerging themes.

ID: 175

Session: Digital Media Uses and Applications

Title of Paper: Negotiating access and outcomes of teenagers' practices and lived experience with digital technology in rural and urban spaces

Author (s): Chikezie E. Uzuegbunam (University of Cape Town)

Abstract:

With the increasing and taken-for-granted state of the proliferation of digital media, young people have become that demographic that is immersed in the use of digital technologies. Questions of media socialisation and the extent and nature of children's adoption, adaptation, and appropriation of technology have remained pivotal research focus. As overwhelming as the affordances of digital media technologies are, especially for the global North, it remains largely unclear how children – especially pre-teens and adolescents in the global South – are catching up with the rest of their peers in the global arena. The specific research questions explored in this paper are: What is the extent of access children aged 13 to 18 in rural and urban spaces have to digital technologies – through whom and through what technologies? What are the uses and significant outcomes from the children's practices with technology? Through a mixed methods approach involving focus groups and surveys, pockets of evidence reveal that there's a high and regular usage of digital technology by children in Nigeria, especially mobile phones and the Internet, although this differs considerably from the rural and urban (or peri-urban) spaces. However, this does not attempt to overstate the increasing and dramatic adoption and appropriation of digital technology in global South contexts, because global availability is not synonymous with global affordability. In terms of uses and significant outcomes, the paper discusses five themes: gaming, social connections, schoolwork/information/news, fostering family connexion in real time, and leveraging personal development. These significant outcomes, regardless, this paper argues that Nigerian children's digital practices and participation are seriously undermined and shaped by various intervenors or digital immigrants such as parents, teachers, guardians and older adults who play the role of discouragers and moral panic mongers – thereby limiting the children's agency and full digital practices and opportunities.

ID: 39

Session: Digital Media Uses and Applications

Title of Paper: Looking beyond attributes of digital media: A study of adoption and usage of digital media among adults in southern Nigeria

Author (s): Titilayo Remi Osuagwu (University of Port Harcourt, Nigeria)

Abstract

A plethora of research has focused on attributes of digital media and the roles they play in users' digital media adoption and usage. The interaction that often takes place between digital technologies and the social environment seems inconsequential to researchers. It is against this background that this study sought to know the factors, other than digital media attributes, that are responsible for digital media choices among adults in Southern Nigeria. The study was anchored on the Social Information Processing theory. Survey research design, comprising questionnaire and in-depth interview were used to study 400 adults that were purposively selected from the three zones that make up Southern Nigeria. Questionnaire data were analysed using frequency percentage and tables, while the data from interview were quantitatively analysed. The study found among other things that social information sharing among family members, friends, colleagues and even spouses were more responsible for digital media adoption and usage among Southern Nigerian adults than just the attributes of the new media. The implication of this finding is that interpersonal influences are still powerful in diffusing the digital media. The study recommended that in the search for an encompassing theory that captures the realities of the digital media, scholars should look beyond the technologically enhanced attributes of digital media and take cognizance of external variables that influence the perception of such media and serve as predictors of adoption and usage.

ID: 261

Session: Digital Media Uses and Applications

Title of Paper: Critical discourse analysis on national Nigerian television facebook audiences' feedback on security news: Implications for security and peaceful co-existence

Author (s): Ibe Ben Onoja and Paul Bebeminibo (Nnamdi Azikiwe University)

Abstract:

The adoption of digital (social) media (Facebook) into the main stream media has made mass communication more interactive than ever and there seems to be a corresponding research attention to this phenomenon in most developed countries. However, the situation appears different in Africa in general and Nigeria in particular even though digital technology is gradually becoming an inherent part of their lifestyles. Specifically, the nature and extent to which social media feedback handle of mainstream media are put to use by Nigerian audiences appears to be underexplored in the available literature whereas preliminary investigation suggests that social media audience narratives on security related issues could impact on the peace and security of the given society. The crux of this paper therefore is to interrogate how

mainstream media Facebook audiences respond to select herdsmen attack related stories from Nigeria between January to June, 2018 and the possible implications of such narratives on the security, peaceful co-existence and unity in the seemingly polarized society. In doing this, the study considers Framing and Social Responsibility Theories appropriate. The researchers therefore employ Fairclough's (1987, 1993) Critical Discourse Analysis method to analyze top 20 audience comments on the select herdsmen attack related stories found on the four national television (Channels TV, NTA, AIT and TVC) Facebook walls within the period understudy. It is the assumption of this paper therefore, that mainstream media's Facebook walls do not only serve as sources of information for their audiences but also as a veritable feedback mechanism where media consumers could in addition to other things, be part of media content generation within the security context of Nigeria and actively participate in the ongoing peace and security negotiation in the nation's power and ideological struggle.

ID: 123

Session: Digital Media Uses and Applications

Title of Paper: African Elections as a Testing Ground: A Comparative Case Study of Cambridge Analytica in Nigeria and Kenya

Author (s): Melissa Tully and Brian Ekdale (University of Iowa, USA)

Abstract:

In early 2018, the political consultant and data analytics firm Cambridge Analytica (CA) received international attention after reports alleged the company misused Facebook data to profile and micro-target potential voters on social media. The British broadcaster Channel 4 produced a multi-part series revealing CA's ethically and legally questionable activities in emerging and established democracies around the world. The Channel 4 series brought renewed interest to the 2017 Kenyan presidential election as CA staff boasted that their firm was responsible for the successful reelection campaign of Uhuru Kenyatta. These new revelations also sparked interest in CA's role in an earlier African election—Nigeria's 2015 presidential campaign, in which CA was hired to support the incumbent and eventual loser, Goodluck Jonathan.

With this in mind, we conducted a comparative case study focused on the portrayal of CA's role in these two presidential elections by comparing national news coverage of CA before and after the Channel 4 exposé. Nigeria and Kenya offer a fruitful comparison because of the key similarities – CA worked for both incumbent candidates, CA was credited with creating emotionally driven attack ads that circulated online, and both countries lack strong data protection laws, as well as the differences – the CA-supported candidate in Kenya won while the CA-supported candidate in Nigeria lost; CA's work has been portrayed as highly influential in Kenya

while their work in Nigeria has received less media attention, and Nigeria's political leaders have called for investigations into CA tactics used against their campaign while the Kenyan government has shown little willingness to investigate. So, while media and public attention has focused more on Kenya, we suggest that the potential policy response in Nigeria could have more long-lasting effects, especially regarding political campaigning regulations and data protection laws.

ID: 86

Session: The Ethics of Digitalisation

Title of Paper: Communication of deception in the era of social media: Ethical Implications for effective human communication

Author (s): Okpara Ngozi (Pan-Atlantic University, Nigeria)

Abstract:

Communication is a human relationship; it is an act, as well as a process which brings about cultural integration and intimacy. It is the various means the human person uses to keep in touch: words, music, pictures, sounds, print, nods, postures, etc.; it is, in a nutshell, every movement that catches the eye and every sound that passes the ears. Without communication, the essential connection which the human person needs will be lost or greatly undermined. While the essence of the human person may not change because of his rational nature, his culture is rather in a constant change. With reading and writing as means of communication, human culture, therefore, changes to define literacy as one who is able to read and write. With orality and literacy being the major means of communication come with it the right and wrong ways of communicating feelings, words and signs to other human persons. Electracy goes beyond the use of signs, words, writing, etc., to communicate but the use and understanding of the major role of electronics in human communication. With the paradigm shift in Electracy, time, distance and communication skills are greatly controlled by the technology of electronics. With these technological breakthroughs come new ethical challenges in human communication. One area which is of great concern to ethics of communication in the era of social media and by implication Electracy is deception which is done with an unprecedented ease helped by technology. Using McLuhan's Technology determinism theory, this paper examines the ethical implications of communication of deception in the era of social media with particular reference to effective human communication.

ID: 185

Session: The Ethics of Digitalisation

Title of Paper: Ethical concerns and the selection of materials for digitization: The African Context

Author (s): Tolulope Balogun (University of Zululand, South Africa)

Abstract:

Digitization is a concept that has spread across the world and has been widely accepted due to the enormous benefit it brings. However, there are certain issues such as ethical concerns regarding digitization in Africa which have to be taken very serious. The purpose of the paper is therefore to examine the issues in the selection of materials for digitization in Africa with a focus on the legal, ethical and technical issues surrounding digital conversion projects. Previous studies have pointed out that most institutions/organisations embarking on digitization projects in Africa do not have a digitization policies to deal with some of the major issues associated with digitization such as ethical concerns. Even though digitization has been gaining a lot of attention in Africa, a lot of institutions in Africa still lack a well-documented digitization policy, especially on the selection of materials for digitization.

The research will highlight the importance of considering legal, ethical and technical issues in the process of selection during digitization projects in Africa. The paper will be useful to policy makers and all stakeholders in Africa. While there are enormous benefits to be derived from digitization projects all over the world, the lack of a selection policy and consideration for ethical issues in particular could pose a major challenge in the digitization process. It is important to address the ethical challenges of digitization in order to allow professionals recognize the wider consequences of certain decisions and to revise major conceptions in their profession. Thus, the research will deal with the contextual and local nature of digitization and will bring to the fore the importance of considering ethical, legal, and technological issues in the process of digitization in Africa. The recommendations emerging from this study would be useful in mitigating some of these challenges.

ID: 278

Session: The Ethics of Digitalisation

Title of Paper: Media literacy approach to citizen journalism and its challenges to national security in Nigeria

Author (s): Theresa Tanko (Catholic Institute of West Africa, Nigeria).

Abstract:

This study undertook an exploratory research study of the topic: “Media Literacy Approach to Citizen Journalism and its Challenges to national security in Nigeria”. In a literature review, the researcher discovered that digitalization of the media has made information dissemination

readily affordable, assessable, easier and faster which has triggered the rise of citizen journalism. The researcher also discovered that digital media spaces were increasingly filled with unfettered contents from citizen journalists that pose serious threats to national security in Nigeria. The study hinged on uses and gratification, and semiotics theories, and premised that if both citizen journalists and consumers of digital media contents were exposed to media literacy skills, the risks to national security in Nigeria would be minimized if not eradicated.

ID: 191

Session: The Ethics of Digitalisation

Title of Paper: Credibility and Ethical Standards of Zambian Online Newspapers: an Audience Criterion

Author (s): Parkie Mbozie(University of Zambia)

Abstract:

THE INTERNET, and specifically online media, has evolved and rapidly growing as a major source of news and information among a wide range of populations world-wide and in Africa. On the other hand, the enormous opportunities that the internet offers and the escalating cost of the news print have forced many publishers to turn to online journalism. From a civic perspective, many scholars note that the online media have been regarded as offering an alternative voice to the government controlled mainstream media. They further note that the internet is a critical source of information and that this information provides freedom to people and creates the belief of self-governing for these masses. The online media are justified to exist given the high-handed control over the public media by the ruling party. However, scholars argue that the pre-supposed freedom envisioned to exist with online news publications is not limitless. Online media have to be accountable for their actions and also have to assume responsibility for their actions and claims they make (Abdulla, Garrison and Salwen, 2002; Chishala, 2015; Chari, 2009).

As access to, and availability of, online news grows, the concern for quality of information found online also increases. The main argument advanced is that while the Internet has brought about a number of opportunities for the media in Africa and globally, the same technology has been the root of unethical reporting (Abdulla, Garrison and Salwen (2002). Online newspapers, specifically the stand-alone ones, are a major form of online media and the focus of this research. Questions have been raised about the ability of these to adhere to the traditional journalism principles that have been codified in some countries (such as in South Africa).

Given the rapid growth and the increasing use of these new media by readers, concerns about their conduct are not only timely but also legitimate. Online newspapers need to be examined with the same lenses and standards that their traditional counterparts have been subjected to for decades. A

notable growing concern and a major standard by which these media have to be examined with is their credibility. The addition of online newspapers to the list of sources of information available to the public has led to concerns about the credibility of these media as a news source in relation to established and more traditional news sources (Abdulla, Garrison and Salwen, 2002; Chishala, 2015; Chari, 2009).

Others fear that the conduct of these new Internet based media could further worsen the public's mistrust of the media industry as a whole. Johnson and Kaye (2000: 865) put it more aptly, The proliferation of misinformation and pranks pervading the Internet has caused some to call the Internet's credibility into question and to fear whether the growth of the Internet will further drive down credibility ratings of the traditional media.

This author suggests a much more contemporary definition of credibility which links the concept to the ethics of the journalism profession and the extent to which the media practitioners or the media themselves are seen to be adhering to these standards as argued by scholars in subsequent parts of this section. Therefore in addition to the standards espoused by the earlier referenced scholars (Hovland, 1969; Berlo, et al. 1969; Gaziano and McGrath (1986; Meyer (1988 and Metzger, et al., 2003 in Cassidy, 2007), media credibility pertain to principles set in under the social responsibility theory, which impels the media to “accept certain responsibilities towards society, including setting professional standards for the supply of information and the truth, accuracy, objectivity and the balance of their reporting” (Oosthuizen, 2002:42).

How the audiences perceive the media through lenses of the standards set out under the social responsibility theory is a subject of interrogation for this study. The measures of credibility adopted in this study are a combination of source, media and message credibility indicators. Overall, credibility studies have focused on the ability of the media to conform to the internationally accepted ethical standards, among them, trustworthiness, believability, objectivity, accuracy, fairness, and lack of bias (Metzger, et al. 2003 in Cassidy, 2007).

This study takes a cue from previous studies as highlighted above. It focuses on how the readers themselves perceive of the credibility of the *Zambian* online versus traditional media, particularly newspapers. It further explores the options for regulation of online newspapers and Internet in general, taking into account international standards and policy, regulatory and statutory instruments. The paper espouses a balance between the rights and freedoms of citizens to impact and receive information through any means and the need to restore credibility, ethical conduct and professional standards on the other hand.

It sought to answer the following research questions:

1. To what extent do *Zambian* readers perceive the *Zambian* online newspapers as credible sources of news and information?

2. How do Zambian readers perceive of the credibility of online newspapers compared to traditional newspapers and other mainstream media?
3. To what extent does perceived credibility of the online newspapers affect the gratification obtained by the readers of these media?
4. To what extent does perceived credibility affect the influence of the online newspapers on the readers at individual level?

Preliminary Results

Results indicate that overall the readers of Zambian online newspapers perceive them as generally credible on a number of journalistic standards, particularly as sources of up-to-date and breaking news. There seems to be correlation between the negative public perceptions of the traditional public media and the growing cannibalisation of these media by online newspapers. Readers are turning to online newspapers as sources of information that is perceived to be balanced, fair and uncensored. The influence of online newspapers is, however, hampered by concerns around truthfulness and believability of their content. Political polarisation and perceived biasness across party lines have added to the mistrust and how the readers perceive of these media and ultimately the extent of believability. Print newspapers (their online versions included) are the worst affected by cannibalisation and displacement effects from the online newspapers. Online newspapers can bolster their credibility and ultimately maximise reader satisfaction if they can adopt and adhere to professional codes of ethical conduct. Some form of (self) regulation, through an online media council of one form or another, is inevitable.

ID: 170

Session: Health and Digitalisation

Title of Paper: New media: Mobile Phone Application in Accelerating Skilled Health Care Utilisation among Rural Populations in Kenya

Author (s): Alfred Okoth Akwala (Technical University of Kenya).

Abstract:

Lack of access to adequate health care is largely due lack of appropriate information. Access to Information and Communications Technology has become a necessity for any society that seeks to be informed. Millenium Development Goals (MDGs) had healthcare improvement as one of the pillars, however a majority of the African countries were not able to achieve these goals and have now embarked on Sustainable Development Goals. Sustainable Development Goal number three aims at ensuring healthy lives and promotion of the well-being of all ages.

Kenya has implemented two strategies aimed at influencing skilled facility care utilisation: the provision of free maternity health services and the Beyond ZERO Campaign. However, these strategies may not have achieved much due to lack of adequate and relevant information for the populations. Therefore utilization of new media in disseminating health knowledge to populations may be an alternative to the traditional media and other channels of health knowledge dissemination which may not be in tandem with the ever changing socio-economic realities in the rural communities. World Health Organisation (WHO) report (2011) states that the unprecedented spread of mobile technologies as well as advancements in their innovative application to address health priorities has evolved into a new field of eHealth, known as mHealth. The report further states that use of mobile devices to send appointment reminders are becoming more in many countries.

Advances in technology can enable patients to receive diagnosis and treatment plans without leaving their homes. Application of mobile phones in dissemination of maternal health knowledge can strengthen healthcare systems in developing countries.

This paper seeks to assess the appropriation of mobile phone technology in accelerating the access to skilled facility health care, investigate the different types of Health knowledge that can be accessed through the mobile phone and assess the efficiency of the mobile phone in disseminating maternal health knowledge. The study is a case study of Kenya.

ID: 14

Session: Health and Digitalisation

Title of Paper: Digitization of medical health information: A study of selected hospitals in Kaduna State, Nigeria

Author (s): Adama Adamu (Ahmadu Bello University, Nigeria)

Abstract:

The medical healthcare industry is an area where a large amount of information is being handled on a daily basis. Such information include that relating to patient records, result of tests and other laboratory procedures, diagnosis and prescription records and a host of others. Across the globe, and especially in countries that are technologically advanced, digitalization of health information and medical record keeping has for a long time been embraced. This is in line with the argument of the technological determinism theory, on which this study is anchored, which argues that the society is influenced and shaped by technological development. As such, modern information society arises as a result of adapting new technologies and innovations.

In Nigeria however, it has been observed that most healthcare providing institutions and centres still keep such information on paper. Against this backdrop therefore, this paper attempts to outline the prospects of digitalizing medical health information as documented in studies carried out by other scholars with a view to posing a challenge for health care providing institutions in Nigeria to imbibe the digital culture in handling medical health information in order to be in tune with modern global practices and innovations brought about by advancements in technology.

ID: 248

Session: Health and Digitalisation

Title of Paper: Optimising interactivity of new media technologies for symmetrical political communication: The case of the 2016 elections in Ghana

Author (s): Adwoa Amankwa (Christian Service University College)

Abstract:

The emergence and increasing deployment of new media technologies for political communication is introducing indirect but vibrant channels of engaging on elections. Studies show a preponderance for political candidates to adopt a top to bottom asymmetric approach in communicating on elections related issues with citizens. Literature on citizens' new media deployment practices often focus on the new media platforms predominantly used by citizens to engage on elections. It is largely unexplored how citizens adopt new media technologies for political communication on elections. Therefore the study interrogated how university students deployed the interactive features of new media technologies to engage on the 2016 elections in Ghana as well as how the interactivity afforded by the technologies influenced their motivations for engaging on the elections. Through the mixed methods approach consisting of a survey of 400 students and focus group discussions with 40 students of the Political Science Department of the University of Ghana, it was discovered that university students largely deploy technical interactive components such as chats and SMS for symmetrical peer to peer political communication on the elections. Notwithstanding the benefits to be accrued in harnessing general interactive features of new media technologies such as ease of access, control, choice and message production, university students had limited political engagements with political candidates. Therefore the study recommends the appropriate deployment of general, technical and textual interactive features of new media technologies for more effective political communication on elections.

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

ID: 144

Session: **Digitalisation and Journalistic Practices**

Title of Paper: The New Face of Broadcasting: The Challenges of Digitization in an African Society

Author(s): Mary Okocha (Osun State University) and Stella Oyebanji (Federal Radio Corporation of Nigeria)

Abstract:

The advent of digital broadcasting has brought various changes in the forms of communication that formerly existed around the world. These changes are not limited to the developed world alone, but have also become visible trends in Africa and developing countries such as Nigeria. The production and consumption of media contents have taken new forms since the inception of digital technology and this is not surprising as every change in technology has always had an impact on journalism, and the media is constantly shifting and changing as new developments emerge. This paper explores the impact of digital technologies on a range of social and cultural practices that directly implicate broadcasting as a social practice. It examines the impact of digital technologies on diverse spheres of broadcasting in an African society using three media organisations (a federal, state, and private owned) in Oyo state, Nigeria as case study. While examining the challenges of adopting digital journalism in an African society, the paper investigates the ‘changing face’ of broadcasting and communication by exploring the experiences, practices and patterns of digital media use of these media firms. It is hoped that the study will inspire sensitivity to the conditional nature of the appropriation of digital technologies in African journalism and communication contexts by considering prevailing socio-political, economic and cultural dynamics that impact and influence the process of adopting digital broadcasting. It will further look at ways in which digital technologies are redefining, supplementing, or replacing traditional journalism and media in an Africa setting and how appropriations of digital technologies in Africa are shaped and constrained by specific socio-political, cultural and economic factors.

ID: 298

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Tweeting a coup in Zimbabwe: Social media and the framing of ‘Operation Restore Legacy’

Author (s): Wallace Chuma (University of Cape Town)

Abstract:

Operation Restore Legacy – the coup that toppled Zimbabwean President Mugabe in November 2017 – was as mediated as it was experienced on the ground. The unexpected, dramatic rolling of tanks on the streets, the military takeover of the state broadcaster, Mugabe’s initial ‘non-resignation’ speech, the public march in show of solidarity with the army, among other events that week, all presented visual imaginaries of a country on the cusp of unprecedented change. It was a fluid moment where journalists and the usual political analysts were unprepared, creating a vacuum in which social media stepped into the breach—providing spaces for speculation, truths, half-truths and lies—all in a fluid, fast paced environment. The mediation of the coup via social media presents an opportunity to explore the role and place of social media in political communication in an African context. This paper is based on a social network analysis of twitter hashtags which trended during the crisis (#ZimbabweCoup and #ZimbabweCrisis) as well as in-depth interviews with journalists who covered the coup, and seeks to contribute to the debate about the role and place of social media platforms in the coverage of sudden events and how this is reconfiguring conventional journalism practices as they adapt to the ‘disruptions’ occasioned by social media.

ID: 102

Session: **Digitalisation and Journalistic Practices**

Title of Paper: “I have no clue what this contains”: Social media framing of public sentiment on the 2018 Ghana-USA Defence Cooperation Agreement

Author (s): Andrew Ofori-Birikorang(University of Education, Ghana)

Abstract

Research on Facebook as forum for the ventilation of sentiments is heavily underexplored. In particular, there exists a huge gap in the literature on social media use in Africa for the purposes of discussing and framing issues relating to international and bilateral relations among nations. In March 2018, the Parliament of Ghana ratified an Agreement on a joint Defence Cooperation between Ghana and the United States of America. The period leading to the submission of the agreement to Parliament and its subsequent ratification generated deep concerns through the expression of diverse sentiments and opinions from the Ghanaian public. These concerns were mostly represented and framed on social media platforms and this paper interrogates how the news stories, narratives or posts on the agreement were framed through the expression of public sentiment on Facebook. Using qualitative content analysis through document and cyber data mining and collection techniques, and further anchored on User Generated Framing and Social Constructionist theories, the study revealed that the framing of the narratives on social media on the sentiments of Ghanaian public was represented through emotional outbursts and highly opinionated perspectives. Again, the narratives on the Agreement were framed, severally, as American ideological imposition, political ineptitude, partisanship, transparency and accountability, strategic partnership, an auction of national sovereignty, and propaganda. The

study also showed that social media continues to provide citizens with active interactional processes that allow them, as participants who are products of the social milieu, to frame and construct their own social realities.

ID: 82

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Humanitarian journalism in Africa, Mel Bunce (City University of London)

Author (s): Kate Wright (Edinburgh University) and Martin Scott (University of East Anglia)

Abstract:

The humanitarian sector is large and powerful; it coordinates the international responses to life and death emergencies and spends a reported 25 billion US dollars a year (Aly 2016). Despite the importance of the humanitarian system, there has been little scholarly research on the journalists who report on it (Scott et al, 2018).

This paper presents a study of the international and local journalists who cover the ‘humanitarian newsbeat’ in Africa and asks whether they have the resources and skills to critique this system, and act as watchdogs of the powerful.

We examine this question with original data from a large scale, multi-year research project on humanitarian journalism that has included interviews with more than 180 journalists, news managers and their funders; as well as extensive newsroom observations and analyses of humanitarian news content. A key portion of this study was conducted in Nairobi, where we completed 25 interviews with journalist at international outlets including CGTN, Al Jazeera, IRIN, the BBC, devex and the Washington Post.

These interviews asked journalists about their news values, reporting priorities and relationships with sources, as well as how new digital technologies have changed their working practices.

From this data, we reach the rather bleak conclusion that there are almost no journalists in a position to systematically critique the operations of the humanitarian system. Declining resources across the news industry have meant fewer and fewer traditional journalists are producing original reports (Sambrook 2010).

Meanwhile, a small number of specialist organisations that are informed enough to do in-depth reporting on the humanitarian sector do not necessarily value ‘watchdog journalism’. This is partly the result of the fact that philanthropic funding has become a hugely important source of support for these specialist organisations and these donors do not incentivise watchdog journalism. Rather, they place an emphasis on positive and constructive reporting (what some have called, “solutions journalism”).

ID: 186

Session: **Digitalisation and Fake News**

Title of Paper: Curbing Fake News and Disinformation in Nigeria Media

Author (s): Kelechi Okechukwu Amakoh (University of Lagos, Nigeria)

Abstract:

Sir Harold Evans, the then Editor of The Sunday Times in Awoyinfa & Igwe (2014) noted that: “News is what somebody somewhere wants to suppress. Everything else is advertising.” According to Evans who is regarded as ‘the old man of modern journalism’, news typifies events and happenings that will naturally not be known by the people. For Pulitzer Prize winner, Dele Olojede, “news is something that makes people to say ‘Ha, I didn’t know that.’ Now, it could be I didn’t know that in the sense of ‘thank God, now I know this is the school I should try to get my child into’. Or: ‘this is the school I should avoid.’” In all, news must inform the readers based on happenings.

However, the polarization of news production has seen a shift in what news can be. Nowadays, the gatekeeper who governs “the travel of news items in the communication channel” (Bittner, 1989 in Anaeto et al (2008)) has now been expanded to include those who walk down the road armed with an internet-enabled device, data connection and a platform to publish. In all, there is an uprising trend in the dissemination of half-truths, misinformation, hate speech, wrong upload of captions, videos and pictures, rampant use of social media e.g Whatsapp, Twitter, Facebook and others to misinform people on happenings around the society. In these, politicians are not left out of the cycle. They control the narratives on these platforms. Engagements on social media geometrically increase as political debates and party loyalty is tested. It is believed that fake news and its pangs become active during the build-up to major elections in a country.

In Nigeria, the 2019 general election is around the corner. This year, 2018 happens to be a year of ‘politicking’. Several political debates, discourse, social interactions and networking have begun even as the Independent National Electoral Commission have announced February 2019 as the month for presidential, state, national and state assemblies’ elections. This study seeks to study the trend of fake news using the Nigerian context. It is believed that this study will help provide viable recommendations in order to forestall the antics of fake news in electioneering process as well as proffer ways to engage social media platforms for dissemination of information.

This study seeks to explore the use of fake news and disinformation through the Nigerian media drawing from both primary and secondary data. The primary data will involve in-depth interview of media professionals in Nigeria on their role in curbing the menace of fake news and

disinformation in this age of digitization. This will be complemented with the collection and analysis of examples of Fake news in Nigerian traditional and new media as the nation gears towards the 2019 General Elections. This analysis will be done through the lens of ethics using relevant internet regulatory codes as well as communication regulatory codes in Nigeria and also drawing from the Nigerian Press Council Code, Nigerian Broadcasting Code, 2012 and relevant sections of Electoral Act 2010.

ID: 98

Session: **Digitalisation and Fake News**

Title of Paper: Fake News, Disinformation and Media Trust in Africa: A Comparative Study of Kenya, Nigeria and South Africa

Author (s): Herman Wasserman (University of Cape Town) and Dani Madrid-Morales (University of Houston)

Abstract:

In recent years, concerns about ‘fake news’ have become prevalent in discussions on the relationship between the media and politics in the Global North. The proliferation of disinformation and the ‘weaponising’ of the notion of ‘fake news’ by populist politicians have coincided in time with a decline in trust in the news media. Despite objections that ‘fake news’ is a poorly defined concept, debates about this phenomenon appear to speak of processes that have also been occurring elsewhere. In Africa, disinformation campaigns have been used to influence political agendas, and governments have responded with countermeasures, including restricting online spaces. In South Africa, supporters of former South African president Jacob Zuma, with the help of a British PR company, ran the ‘white monopoly capital’ campaign, in which fake Twitter accounts were used to spread misinformation. In Nigeria, the Minister for Information and Culture has expressed concerns over the role ‘fake news’ played in the 2015 elections. At the same time, digital media have provided an alternative channel for trusted information, as was the case of Kenya, when the government shut down television stations to prevent coverage of opposition leader Raila Odinga’s ‘inauguration’ ceremony in 2018.

In this paper, we explore the ‘fake news’ phenomenon in these three African countries by using quantitative data collected through online surveys in Kenya, Nigeria and South Africa (N = 752). First, we explore the prevalence of ‘fake news’, investigate who respondents believe should prevent the spread of misinformation, estimate the frequency in which ‘fake news’ are shared on social media, and evaluate trust in local, national, global and social media. Second, we demonstrate the relationship between higher levels of perceived exposure to disinformation and

lower levels of media trust. We conclude by suggesting that the apparent growth in the volume of ‘fake news’ may be a symptom of a broader lack of trust in the mainstream media, or a result of a lack of consensus about what counts as ‘truth’.

ID: 232

Session: **Digitalisation and Fake News**

Title of Paper: Promoting Fake News and Hate Speech in a Digital Era: Implications for Peace and Security in Nigeria

Author (s): Maryam Ibrahim (Ahmadu Bello University, Nigeria)

Abstract:

Nigeria is a multiethnic nation with diverse cultures and identities. As a result of its diversity, the country is still struggling with unity among its people after several years of self-rule. Some of the negative consequences of its complex diversity include ethno-cultural violence and recurrent crises all over the country. The mass media in attempting to define issues also contribute immensely in the polarization of the country along ethnic, religious and regional divides and with the advent of digitization, the situation is getting worst by the day. Promotion of fake news and hate speech is a common practice among media organizations and individuals online without considering the implication and consequence for peace and security in the country. This study is an attempt to examine the extent of the promotion of fake news and hate speech through the online media in order to proffer solutions to the problem. The study intends to employ online content analysis and purposive sampling technique to gather data and select some online newspapers for the study. Specifically, online content analysis will be adopted to examine the content of the selected online newspapers to determine the prevalence of the promotion of fake news and hate speech in Nigeria.

ID: 87

Session: **Digitalisation and Fake News**

Title of Paper: Audiences’ perception of influence of disinformation on news consumption habits in Lagos State, Nigeria

Author (s): Omolade Sanni (Lagos State University)

Abstract:

Disinformation could prove harmful to people’s believe in the reliability of news, in both traditional and contemporary sources of information. Disinformation has become the latest challenge for global media because the barriers to entry for producing false news have dropped expeditiously due to the rise of the internet which led to the proliferation of false news among news media outlets. There is evidence that social media may lack credibility and reliability when

used as a medium to obtain news content, and the perception of credibility and accessibility of different types of news sources affects the extent of which people use one type over another. Despite existing research on news consumption habits of audiences, there is dearth of information on the exact influence of disinformation on news consumption habits and perception of audiences. This study examined the influence of disinformation on news consumption habits and perception of audiences in Lagos State, Nigeria. The study premised on media attendance theory and adopted survey research design complemented with In-depth interview. Simple random sampling using ballot technique was adopted in selecting two local governments and eight wards for the study, and simple random sampling was used to select 397 respondents from the selected wards in the local government areas. Majority of the respondents have high knowledge level of the news media environment, but low levels of disinformation news analysis skills and have consumption habits of consulting wide range of news sources attempting to validate the credibility of news, with differences in the demographic variables of age, education, and gender. It is therefore recommended that adequate steps should be taken by various news agencies, institutional education boards and the government to ensure that audiences have access to media literacy education to enhance their knowledge in identifying false news.

ID: 180

Session: **Digitalisation, Social Impacts and the Regulatory Environment**

Title of Paper: The Social-economic Impact of Mobile Phone Technology on Sub-Saharan Africa: A Literature Review

Author (s): Euriahs Togar (Tilburgh University)

Abstract:

In 1987 the first mobile phone call in West Africa was made in Zaire (present-day Democratic Republic of Congo). In the years since that call, mobile communication technology penetrated the continent, including the Sub-Saharan region. The spread and diffusion of mobile phones in Sub-Saharan Africa, one of the world's poorest and least developed regions, have been accompanied by feelings of euphoria and high expectations from several sectors including those who have studied the technology's impact in other countries, leading to much anticipations about the technology's potential to bolster the economies of countries in the region (Sub-Saharan Africa). This growing penetration, adoption, and integration of the technology into the everyday life of users have also prompted scholars to begin studying its social and economic impact. This paper reviews the findings from studies examining the social and economic impact of mobile phone technology in Sub-Saharan Africa. Data from nearly fifty studies reveal that, while mobile phones are useful in driving economic development, several factors, including, but not limited to, low infrastructure, education, and cultural norms have limited this impact. For example, lack of education and training in the use of the technology limits its use to mainly voice calls and texting. In the social domain, the adoption of mobile phones is found to have implications for families and

communities, shaping the social structure and redefining relationships, norms and practices in a region still holding on to traditional cultural norms and beliefs. Social inequality, for example, between men and women especially in some rural areas places limits on the use of the device by women. Mobile phones also offer new paradigms for instruction, learning, and knowledge seeking. Drawing from findings from studies covered in this paper, recommendations to complement the transformative potentials of mobile phone technology are provided, and suggestions for future research for scholars to study the broader impact of the technology on the region are advanced.

ID: 136

Session: **Digitalisation, Social Impacts and the Regulatory Environment**

Title of Paper: To the promised Land?: Digital Migration, NMC, NCA, and the Journey without Regulatory coordinates

Author (s): Kobina Bedu-Addo (Ghana Institute of Journalism)

Abstract:

The frequent changing and re changing of analogue switch off to digital in Ghana can be likened to the on, off, on pattern of a light switch. The original December 2014 target date for analogue switch off passed without any ASO, then it was changed to October 2016. It was changed again to Feb 2017, and currently scheduled for September 2018, with no clear drive indicating this will happen. As this uncertainty about the final switch off date continues, there has not been any discussion about the implications of digital migration on media and communications regulation in Ghana. Will there be a need for reforming the current 'analogue' regulatory architecture as well, and what might that change be? This paper argues that the current regulatory architecture fashioned for an analogue era needs reforms, and that the preparedness of the two main regulators, the National Media Commission (NMC) and the National Communications Authority (NCA) to handle the regulatory challenges digital migration will bring to the media and communications are inadequate for the coming digital era. Interviews with regulators, and analysis of policy statements, legislation, and other media briefings constitute data for the paper combined with discussions of the analysis.

ID: 160

Session: **Digitalisation, Social Impacts and the Regulatory Environment**

Title of Paper: Parental Knowledge of Children's Digital Media Use: A Panacea for Effective Parental Mediation in the Digital Age

Author (s): 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)

Abstract:

Digital media use by children is associated with both benefits and risks. The benefits are in the areas of academic achievement, social networking, time-saving, and easy solution to problems, etc. The risks have to do with digital aggression, threats, exploitation and abuse. How do we maximize these benefits and minimize the risks? Parents, as a primary agent of child socialization, are in an advantageous position to assist children make the best use of digital media. But they cannot do this effectively when they have inadequate knowledgeable of children's use of digital media. This study is an attempt to understand what parents know about their children's use of digital media. The objectives of the study are to: (1) determine parents' knowledge of types, content and level of digital media use; (2) ascertain parents' sources of knowledge about children's digital media use; and (3) compare parents' knowledge of children's digital media use with children's self-report of their digital media use. The study adopted survey method using parent and child questionnaire to obtain data from a sample of 350 parents and 350 children drawn from a population of parents and children in Minna metropolis, Niger State, Nigeria. Findings of the study, which is at the field work stage, will contribute in suggesting effective parental mediation approaches for the mediation of children's digital media use. A few studies on parents' knowledge of children's digital media exist but focus on parents and children in the developed world with high level of digital literacy. Such studies focusing on parents and children in developing countries (like Nigeria, the area of study) with comparatively low level of digital literacy especially among parents are scarce. This study therefore proposes to close this gap.

ID:141

Session: **Digitalisation, Marginalization and Inclusiveness**

Title of Paper: Elderly abuse in sub-Saharan Africa: Interrogating the role of social media,

Author (s): Isaac A. Adedeji (Olabisi Onabanjo University)

Abstract:

The vulnerability of older persons in sub-Saharan Africa is assuming newer dimensions. The current rate of elderly abuse is a deviation from traditional African social and cultural ideal of venerating older persons. However, scholars have argued that the role of non-African religions, modernization, demographic changes and the growth of cities are among the social forces which account for such deviations. Negative stereotypes, labeling and abuse of elderly persons emerge from these social processes and are transmitted through informal channels. Previous studies have interrogated the role of Africa's movie industry and non-African religions in terms of their portrayals of elderly persons. However, little has been done in relation to the pattern of information that is available on social media. The social media is the melting pot for both formal and informal. Therefore, this study adopts a descriptive and exploratory research design to investigate the pattern of information regarding older persons on social media. The study also attempts a theoretical explanation of how the social media informs the existing narrative about older persons. The study's setting is the social media space in Nigeria. Nigeria has the highest population of Internet

users in Africa. Data will be extracted from Facebook, Instagram and Youtube, being the most used social network platforms in Nigeria. Keywords, through Boolean operators, wildcards and other special characters will guide the search for textual, video and pictorial data. Based on the study objectives, themes will be generated. Data will be analysed through open and axial coding frameworks. It is expected that the findings will provide an understanding of social media content relating to the elderly. This is in view of a social innovation strategy to address elderly abuse. It is also expected that the findings of the study will contribute to the enactment of an ageing policy in Nigeria.

ID: 171

Session: **Digitalisation, Marginalization and Inclusiveness**

Title of Paper: Don't blame me! I just facilitate: Conceiving mobile telephony and poverty reduction in Rural Kenya

Author (s): Leah Komen (Day Star University, Kenya)

Abstract:

Debate on whether or not mobile telephony integration in everyday life has caused or facilitated significant poverty reduction in sub Saharan African is gaining momentum by the day. On one hand, ICTs have been taunted as causing broad based human development (Waverman et al., 2005; Aker and Mbiti, 2010). It is therefore seen as a pre-requisite for economic and social Development (Castells et al, 1999), and an antidote for reduction of poverty levels in most Developing nations. ICTs invariably can contribute to the improvement of socio-economic conditions in developing nations (Mann, 2004; Sahay, 2001; Walsham et al., 2007). On the other hand there are those of the opinion that, the influence of ICTs for Development and poverty reduction is as best counterproductive by creating further inequalities (Castells et al., 2007). However, according to Escobar (1995) ICTs may, in fact, 'offer unexpected opportunities that groups at the margin could seize to construct innovative visions and practices' (p.225). Studies have shown that the above standpoints are the case in most developing nations. However, rural communities are under-researched yet they form the target of many ICTs on development and especially poverty reduction. This project aimed to find out the influence of Mobile phones for Development and poverty reduction in rural Kenya Elgeyo -Marakwet County whose poverty rate stands at 57%. Eight Focus group discussions were held and 4 key informants' interviews were also conducted. Findings show majority of people appreciate the affordances that mobile phone bring with it but were hesitant to attribute poverty reduction to it. In fact , to many it had increased poverty levels attributing to minimal savings and less disposable income within households.

ID: 192

Session: **Digitalisation, Marginalization and Inclusiveness**

Title of Paper: Access to Internet, Mobile Phones and Online Newspapers in Zambia: An Analysis of the Gender, Rural-Urban and Socio-economic Divides

Author (s): Parkie Mbozi(University of Zambia)

Abstract:

The term “Digital divide” has evolved over centuries and decades. Researchers and social movements have used it to characterize the differences or gaps in access, use and adoption of “modern” information and communications technology (ICT) between demographics and regions. Earlier authors also described it in terms of the gaps between the ‘haves’ and the ‘have-nots’ of ICTs. Scholars posit that the concept may refer to inequalities between individuals, households, businesses, or geographic areas, usually at different socioeconomic levels or other demographic categories. Whilst the earlier analysis focused on comparison in access and use of such ‘traditional’ media as the telephone, radio and television, the present-day focus is on “new media” technologies, notably mobile phones, computers, the Internet in general and all forms of digital and online media. The present study primarily analyses access to and readership of online newspapers among Zambians (individuals) aged 18 and above. Other analyses include the following broad dependent variables: access to internet (including frequency, where access from, connectivity challenges, etc), internet skills, access to computers and mobile phones, type of mobile phone owned and number of mobile phone networks. Other variables are: access to and readership of online newspapers (both stand-alone and hybrids – online versions of print newspapers) and sourcing of news from Facebook and Twitter. The motivations for reading online newspapers were also analysed. The above technologies are analysed in terms of the following characteristics or attributes to describe the divide: age, gender, income, education, employment status, geographic location (rural Vs Urban areas and low Vs high density residential areas), etc.

ID: 37

Session: **Digitalisation, Marginalization and Inclusiveness**

Title of Paper: Computer-Mediated Communication usage and perceptions amongst rural elderly in the Ningo-Prampram District

Author (s): Marian Tsegah, George Clifford Yamson and Abena Gyampo (Central University)

Abstract:

Young people are increasingly more connected through technological devices. Computer-Mediated Communication (CMC) can result in heightened connection and social support but can also lead to social exclusion. Though the use of CMC has become common place in our socialization with others, it is important to consider how this method of communication influences the rural elderly. The objective of this study was to examine the perception and usage of CMC among the rural elderly. To investigate the research question for the study, survey

method was used. This method reached a large number of elderly respondents from 50 years and above. The participants for this study were elderly persons in the Ningo-Prampram district who were conveniently selected for the study. Additional research on the relationship between CMC and elderly persons would be helpful, particularly using large and more generalizable samples. The findings from this study may be useful for further research and serve as a framework specifically, on the ways in which technological changes affect older person's social inclusion and will help to ensure that older persons are not socially excluded.

ID: 122

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: Can New Digital Media Technologies Help Realize the Dream of African Regional News Media?

Author (s): Musawenkosi W. Ndlovu (University of Cape Town)

Abstract:

In view of the historical domination of the global public sphere by Western news media, Africa has always had a desire to have its own regional/pan-African news media. Over the years, this desire has remained unfulfilled. Several factors impacted on the non-realisation of this desire. These were/are economic, political, regulatory and technological in nature. These factors combined meant that African news media operated, in the main, within the pre-set boundaries of a particular nation state. The new digital media technologies, however, can or are changing this. The new digital media technologies are: economically cheaper, circumvent some of the political and regulatory restrictions, and easily function outside the boundaries of a nation-state. In view of this context and the fact that digital technology has become an inherent part of contemporary African life, this work explores if digital media technologies help in the realization of the long held dream of African regional news media?

To answer this question, this paper depends on two methods. It first reviews all accessible and African-based digital news media technologies that aim to be African regional news media. Second, the study depends on answers given by experts on this very question. For this study, twenty-one interviews with experts were conducted.

A set of "theories" are used in this work as a conceptual framework and for analysis. These are media management, media imperialism, news globalisation, contraflows and postcolonial theories.

ID: 116

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: Digitizing the intellectual output of Ghanaian universities

Author (s): Patience EmefaDzandza (University of Ghana)

Abstract:

With the emergence of ranking of universities by organizations such as Shanghai Ranking, Times Higher Education World University Rankings and UniRank among others, all universities across the globe are struggling for international recognition. One major factor considered in the rankings is the intellectual output of the universities. For universities to remain part of the global academic competitive society of the 21st century, intellectual output of universities can no longer be stored on shelves in libraries. Academic libraries worldwide have engaged in massive digitization of the intellectual works of their parent institutions which is a core mandate of any academic library. It is against this background that this research is undertaken to ascertain the state of digitization initiatives among university libraries in Ghana.

A qualitative approach was adopted. Nine (9) top universities in Ghana were selected to participate in this study. Interviews were conducted with Heads of libraries and ICT units. The findings of the study revealed that eight out of the nine libraries studied have embarked on some sort of digitization initiative and all libraries studied are using the same Digital Asset Management System (Dspace). Major challenges reported by the participants which are common to all the libraries studied are: lack of adequate and modern equipment, lack of trained personnel and lack of cooperation from faculty members. It is recommended from this study that digitization of intellectual output should be adopted by all universities in Ghana and university librarians should embark on massive awareness creation among students and staff.

ID: 274

Session: Digital Engagements: Dilemmas and Opportunities

Title of Paper: Impact of Social Media Influencers on Brand Communication for Kenyan Tech Brands

Author (s): Linda Otiende and L. W. Gichaga

Abstract:

Kenya has recently witnessed a thriving digital culture with social media emerging as a destination for brands to leverage engagement with consumers through the use of social media influencers. This study which focuses on Instagram as the main platform seeks to investigate the role of SMIs, the attributes that make SMIs increasingly influential thus assumed to have an impact on brand communication and whether there exists a significant relationship between SMIs and brand communication. The study was guided by the Social Network theory backed up by the Socio Technographics model to understand the usage characteristics of brand users of the brands under study. Data was collected from 304 respondents by use of an online questionnaire designed using Google Forms and analyzed using descriptive and inferential statistics procedures. A Pearson's correlation coefficient conducted to identify whether there exists a relationship between SMIs and brand communication revealed a weak correlation between the two. Based on the main objective of the study, findings revealed that SMIs have an impact on

brand communication because majority (75 per cent) agreed to the fact that the decision whether to interact or engage with a given brand was affected by SMIs. The decision of the brand users as to whether to interact or engage with a brand was affected by the follower count of these ‘social media celebrities’; also the SMIs, thus building up on the attributes that increase their influential potential with (81 per cent) agreeing. The main attributes of SMIs that were under investigation i.e trust, authenticity, persuasive power, expertise and knowledge contributed to the influential potential of SMIs thereby affecting the decisions of brand users when it came to interacting and engaging with the Kenyan tech brands. Safaricom was identified as the most followed brand which supports statistics from Social Baker that rank it as the most influential brand and confirms literature as well from the study that reveal it as the brand that has used SMIs the most in 2017 and 2018. Although the use of SMIs seems to be well adopted by the brands that were under study and has been of great influence to the brands and its users, policies that address oversight of influencer posts need to be set up to curb issues of fictitious influencer posts that may defame organizations. Extensive research needs to be done as a result of the high ‘I don’t know’ responses that were recorded from this study implying that the use of SMIs is still a new brand communication technique that is in the process of adoption by Kenyan tech brands and other brands as a whole. Further research also needs to be done on the use of Instagram as a platform for brand communication since there exists fewer studies on Instagram and because it will also present the potential for help to other corporate brands hoping to use SMIs for brand communication.

ID: 108

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: Communicating public policy and political agenda through social media: Facebooking, digital labour and the priorities of a Ghanaian Presidency

Author (s): Abena Abokoma Asemanyi and Andy Ofori-Birikorang (University of Winneba, Ghana).

Abstract:

Social media have been appropriated as the new political communication weapon by presidents, leaders and politicians for the purposes of communicating and disseminating campaigns, public policies and political agenda to audiences and citizens across the globe. However, in Africa, notwithstanding the fact that several presidents and political leaders continue to appropriate the new media for such purposes, little studies exist on the use of social media by political leaders as the fora for communicating public policies and political agenda to citizens on the continent. This study uses Ghana as the case study by purposively mining the Facebook posts and narratives of the President and the Vice-President of the Republic to analyse how their platforms are used to communicate public policies, policy inaugurations as well as other political agenda to their citizens. Using an ethnographic content analysis approach, data were collected from the

timelines of the leaders from October 2017 to March 2018 and same were content analysed. The study found that the two leaders appropriated the forum to disseminate a range of selectively diverse public policies, policy inaugurations and other political agenda to citizens. The study concludes that the appropriation of Facebook was a form of digital labour that became a meaningful and rewarding enterprise to the leaders and allowed them to engage willing citizens and audiences in a much desired participatory dialogue.

ID: 288

Session: **Digitalisation and Social Interventions**

Title of Paper: Use of facebook as a discursive space for the practice of community policing: A case of extrajudicial killings in Eastlands Nairobi

Author (s): Lillian Ndege (Moi University, Kenya)

Abstract:

Media continues to be at the centre of the everyday life. In the case of security, the media is a source of information and determines what we know, how much we know and how we feel about specific issues security. At the centre of this is media as a tool of construction of our reality on security. Social media brings in new opportunities for all those involved. This study explores the use of Facebook as a discursive space towards the practice of community policing with a focus on extrajudicial killings. The data field is select Facebook groups with police affiliations related to specific areas within the larger Eastlands area in Nairobi. These feature conversations locating security agents, suspected criminals and other members of the community. A discourse analysis will be carried on the text (text, images and videos). It specifically looks at how members of the groups establish their identities using linguistic and paralinguistic techniques such as the use of the English language, code-switching and presupposition pools. The study also looks at the discursive practices within the platforms. It will narrow in on how they aid in the practice of specific community policing roles such as search for legitimacy, exercise accountability and search for information. All this is with the aim of ensuring security in the larger community. A textual analysis will be carried out followed by a discourse analysis that looks at language as a means to an end. The study will be guided by the theory of discourse analysis, which appreciates that statements have different meanings in different contexts, and can be used to achieve specific goals.

ID: 8

Session: **Digitalisation and Social Interventions**

Title of Paper: YouTubing Sex Education: An Ethiopian pastoreess teaches sex and relationship in a digital space, Gubae Beyene

Author (s): Emrakeb Woldearegay and Farah Azhar (University of Oregon)

Abstract:

Ethiopians are mainly a conservative society with deep-seated cultural taboos surrounding sex and sexuality. The subject falls within the private domain, rarely discussed in the public arena. Women are generally expected to be ladylike and avoid references to sex and sexuality in their everyday public discourse. Moreover, Christian values regard sex as an immodest subject, rarely alluded to during matrimonial officiation and sermons about procreation. Given the fact that Christian clergy are predominantly male, a YouTube sermon by a female pastor on this topic is regarded as unbecoming by viewers of her channel, though they come from diverse religious backgrounds. YouTube as a digital platform is proving to be a valuable resource for women's empowerment and is allowing the voices of the marginalized to be heard, but at the same time, it is challenging gender-based power relations and provoking a backlash from various communities. This paper rests on Habermas' public sphere theory. The use of YouTube as a digital public space, and how it could be perceived through lens of radical feminism forms the theoretical foundation of this paper. In addition, the study adopts a critical approach to health communication. It examines how the female pastor uses YouTube to educate Ethiopians about sex and how the audience engages with the content. To this end, it employs textual analysis to identify the meanings digital audience in Ethiopia make from this particular YouTube Channel on sex and relationships. First, the YouTube video titled "A Christian Perspective on Sex and Relationships is analyzed and then 1481 audience's comments on this video are interpreted. Both the video and comments use Amharic, the official language of Ethiopia.

ID: 75

Session: Digitalisation and Social Interventions

Title of Paper: Assessing the effects of Mobile phones on Smallholders farmers' livelihood strategies and livelihood Assets

Author (s): Isaac Mutwiri Mutunga and Catherine Muhatia (Multimedia University of Kenya)

Abstract:

This presentation is based on a study that assessed the effects of Mobile phones on Smallholders farmers' livelihood strategies and livelihood assets in Machakos County, Kenya. Accordingly a sequential exploratory mixed method design, with 422 respondents, 36 key informants being interviewed and semi-structured participant observation conducted. The study premised on sustainable Livelihood framework found out that smallholder farmers' livelihood strategies include extensification, intensification, diversification, migration, and exit from smallholder farming. Mobile phone diversifies subsistence smallholder farmers' livelihood activities by enabling them to seek alternative livelihood (off-farm activities) and receiving migrant

remittances from family members in urban centers. Mobile phones have minimal effect on subsistence smallholder farmer's extensification and intensification as livelihood strategies because smallholder farming is perceived as low status occupation to be avoided. The study revealed that mobile phone was effective on social livelihood assets compared to other smallholder farmers' livelihood assets because it enabled them to tap into their social capital for seasonal off-farm work opportunities or even exit from smallholder farming. The study concludes that mobile phone improved market-oriented farmers' livelihood strategies and helped them to mitigate livelihood vulnerabilities by increasing their income or reducing losses but did not directly affect subsistence smallholder farmers' on-farm activities but helped them to diversify their livelihood activities through off-farm casual jobs, receive migrant remittances, or exit from smallholder farming by migrating to urban centers to run small scale enterprises or casual non-farm work.

The study recommends that for mobile phone to improve smallholder farmers' livelihood strategies and expand their livelihood assets, subsistence farmers must transit to market-oriented farming, government and nongovernment organization subsidized mobile phone service or provide toll-free alert and updates, stakeholders to create awareness and train smallholder farmers on how to use mobile phones to maximize their main livelihoods asset and governmental and non-governmental institutions to create policies and regulations that would enable mainstreaming and integrating mobile phone communication into rural livelihood activities.

ID: 164

Session: **Digitalisation and Social Interventions**

Title of Paper: The Perception of Marakwet East Sub-County Residents towards Landslide Risk Communication

Author (s): Magdaline Jerotich Kiyeng (Daystar University of Kenya)

Abstract:

There is increasing concern about the number of people killed by landslides in Marakwet East sub-county. However, there is limited knowledge about how to best communicate with at-risk populations. The objectives of this study were to identify the sources of the risk communications messages received by the residents of Marakwet East Sub-County; to find out the awareness levels of the risk messages communicated to residents and to examine the factors that determine Marakwet East residents' response to the risk communication messages. This study is based on the cultural theory of risk perception. Understanding public perception of natural hazards is necessary in order to impact risk preparedness. This research used descriptive research design. The research employed a household survey research where a questionnaire was formulated and used to elicit required information from the targeted respondents. The target population of this study was residents of Kaben Sub Location of Embobut Location in Marakwet East. The study

findings revealed that despite the ongoing risk communication in Marakwet East Sub County, the residents in this area are unyielding to move because they have nowhere to relocate to and also since, they value their culture, they cannot move from their ancestral home. The study also revealed that the government has not helped the residents on the landslide issue despite the promises made by the government. The study concluded that risk communication must be mutual if it is to be effective and should entail listening to the opinions of residents and understanding their perception of a particular risk. The study recommended comprehensive risk communication strategy which will help in effective risk communication through participatory form of risk communication and utilization of mass media such as newspaper, radio and television.

ID: 127

Session: **Gender and Digitalisation**

Title of Paper: Adoption, Motivation and patterns of Social Media Use among women in Nigeria

Author (s): Grace Iember Anweh (Benue State University) and Peter Iorper Ugondo (Kwararafa University)

Abstract:

Digital technology is redefining the cultures of human beings in general. History has recorded the agitation for lack of women presence in the traditional media of communication like radio, television and the newspapers and magazines. Thus, adoption and use of conventional media by women was very marginal and subservient. However, the advent of digitisation which has ushered in the new and social media is providing opportunities for all to redefine and form their identities. Hence, across countries and cultures, new digital cultures are evolving, shading off repressive tendencies and giving voice to the voiceless. But how gendered is the African digital culture is yet to be established. Even though the black continent has had women in top positions as president, and its most populous country – Nigeria has a number of women holding key positions, her women’s presence in the new digital world has not been examined. It is against this backdrop that this study “adoption, motivation and patterns of social media use among women in Nigeria” aims at assessing the level at which women in Nigeria are digital compliant particularly in the use of social media, what motivates their presence in social media and the patterns of social media usage among them. The study’s specific objectives will include: to determine the category of social media users amongst Nigerian women; to ascertain the level of social media adoption; to determine the motivational factors to social media use by Nigerian women and to find out the patterns of social media use amongst women. The study will employ the survey method to obtain first-hand information from a sample of women purposively selected from one state in each geo-political zone of Nigeria. It shall reveal the factors that trigger social media use among women and determine ways women are using social media in Nigeria.

ID:275

Session: **Gender and Digitalisation**

Title of Paper: Ghanaian women's perception on online feminists advocacy group Pepperdem Ministries

Author (s): Ivy M. Fofie and Fidelis Y. Sesenu (University of Ghana)

Abstract:

Over time and with the introduction of digital media, feminist activism has moved from traditional media to digital media and has afforded women more safe spaces to advocate for issues that concern them. Ghanaian women are not left out and it is in taking advantage of digital media that a group of women formed a feminist advocacy group on social media to 'flip the scripts' on their male counterparts using sarcasm in order to reveal the discrimination and toxic gender narratives that have been rehashed in society and reinforced, yet undermines the female gender. Since gender advocacy is widely in favour of women and seeks to bridge the gap between the male and female gender, this research is interested in finding out if Ghanaian women, who gender advocacy is in favor of, support the advocacy of the feminist group Pepperdem Ministries. It also seeks to find out if Ghanaian women understand feminism and in general what their perceptions are about a feminist group such as Pepperdem Ministries on Facebook. To answer these questions, a survey will be conducted on Ghanaian women who have engaged with Pepperdem Ministries on facebook to source their perceptions about the group. This will spark discussions and make recommendations on how such movements can tailor their messages to gain the support of women in Ghana.

ID: 63

Session: **Gender and Digitalisation**

Title of Paper: Digital Performances, Miscommunication and EnGENDERed Spaces: The Nigerian Experience

Author (s): Basseyy Nsa Ekpe (Akwa Ibom State University)

Abstract:

The Nigerian theatre concurrently transcends the physical space to the virtual sphere manifesting as digital performances. Within this virtual space is an over lapping layer of mediatized performances which are reinforced in a number of ways. Interestingly, the performances accommodate overwhelming references to the woman gender and there exists mis/communication of perceived bias and prejudices against women. This essay critically analyses some of these

digital performances through the lenses of digital media theories, cultural ideologies and feminists' criticism. The paper observes that these performances thematise subtle and at this profound depictions of women in derogatory hues and shades. The paper further explains contending realities that have influenced these depictions, and it is quick to suggest that a more profound and radical 'spin' is required to overwhelm these miscommunications about the woman. The essay submits that within these engendered terrains rest competing demands and realities in the woman. In the final analysis, the paper presents practical alternatives to the prejudiced digital messages which are performed in the virtual space.

ID: 281

Session: **Gender and Digitalisation**

Title of Paper: Digitized Gender Culture on Facebook: The Case of Due Process Advocate and the Fight against Domestic Violence in Nigeria

Author (s): Angela Nkiru Nwammuo and Abiodun Salalwu (North West University, South Africa)

Abstract:

Globally, majority of women make use of various social media platforms for various purposes ranging from personal to business oriented motives. A study by wearesocial.com (2018) reveals that 15 million Nigerians are using various social media platforms. Out of this number, noi.polls.com (2018), reports that 93percent of Nigerian women use Facebook, 76percent use WhatsApp, while 22percent use Blackberry Messenger. In support of these statistics, Hayes and Amah (2018) assert that majority of Nigerian women are now utilizing the opportunities provided by the social media. A case in hand is the Due Process Advocate, DPA which is a Facebook group where many Nigerian women report issues of domestic violence and seek justice. DPA was founded by Emeka Ugwuonye, a Nigerian Lawyer who fights for women by providing free legal services to victims of domestic violence and related cases. The study is significant since no one knows the impact of this new wave of digitized gender culture on Nigerian women. It is aimed at ascertaining the nature of domestic issues reported to DPA as well as finding out if members are satisfied with the services they get from the Founder. Theoretically, the study is situated in the philosophies of Fourth Wave Feminism and networked feminism which are perspectives that explain women's use of internet and new information technologies for empowerment. Qualitative content analysis was adopted in analyzing contents posted on the Facebook page of DPA. Purposively, all the nine cases reported in the month of September were selected due to the number of comments they generated from DPA members. Findings show majority of the cases were reported by victims in order to secure divorce due to issues like rape, beating, injuries, cheating, attempted murder and abandonment. The study also revealed DPA members are satisfied with the manner in which justices are given to victims of domestic violence. Digital media have therefore allowed women to report and seek justice against domestic violence in Nigeria.

ID: 190

Session: **Youth Cultures and Digitalisation**

Title of Paper: Youth cultures and digitization: lessons and challenges for the African youth

Author (s):

Abstract:

This paper seeks to employ the Cultivation theory of Communication, Digital Communication theory and Positive Youth Development theory in highlighting the impact of digitization on youth development in Africa. Thus, the paper adopts an eclectic theoretical approach, using qualitative research paradigm. Secondary data in the form of journal articles, book chapters, and relevant publications were analyzed using content analyses. The concept of youth culture is not new to the human race. Indeed, evidence of well documented youth cultures is exhibited for example in the works of Whyte (1972) and Parsons (1963), just to mention a few. Youth culture is a form of socialization; however, contemporary youth culture has taken a different dimension due to the advent of ICT. Digitization on the other hand may be defined as the process of transforming information from paper to media that could be read electronically by the touch of a button. The rate at which digital content is spreading is alarming. For example, its spread on social media platforms, via internet motion pictures, on Television screens is unprecedented in history. Contemporary digital world has raised a lot of concerns about how the youth are abusing digital contents which could ruin their lives. Since African youths are not insulated from the menace of information explosion, it is prudent to ensure that digital content is monitored in order not to corrupt their mind-set and rob them of their culture and future. Nevertheless, digital content offers numerous benefits to the youths of Africa. This paper therefore seeks to highlight the positive and negative impacts of digitization confronting the contemporary African youths. Currently, digitization seemed to have swayed them to embrace foreign cultures instead of the African culture.

ID: 240

Session: **Youth Cultures and Digitalisation**

Title of Paper: Ethical Concerns on Youth Digital Cultures: A Lexico-semantic Analysis of Decontextualized Homonyms in Digital Humanities

Author (s): Stella N. Kpolugbo (Anchor University, Nigeria)

Abstract:

As a popular user of the social media, a recent observation has been made of a certain linguistic practice which would not go unnoticed before the eagle eyes of a linguist. This is the indiscriminate use of similar-sounding lexical items (otherwise known as homophones)

interchangeably, and which may or may not belong to the same syntactic or semantic categories in contexts where some of them may not ordinarily occur in terms of collocation. These could also be seen as deviations by language Purists and could pose challenges to the larger society.

These are new configurations in communication over the social media when placed beside old assumptions about linguistic practices and which provoke fresh thoughts as to whether the Language world should accept this new digital culture in digital humanities among our youths or encourage such a linguistic practice among them.

It is against this backdrop that a lexico-semantic analysis (as an aspect of English Stylistics) of decontextualized homophones as a digital culture among our youths over the social media has been undertaken. It is fast becoming a culture which the larger linguistic society has to decide whether to accept in full or in part. An outright rejection may not be recommended as the English language is an evolving one. Therefore, the thrust of this paper is on showing that this kind of data as researched upon in this study could form a Corpus for linguistic studies as well as enable the society to understand youths' digital culture and guide them appropriately seeing they are the leaders of tomorrow.

ID: 273

Session: Youth Cultures and Digitalisation

Title of Paper: The influence of social media on the youth cultural behavior

Author (s): Christine Masivo (Daystar University, Kenya)

Abstract:

Social media has greatly improved the mode of communication and interaction among many in the society. This has also eased the long distance communication and the analog way of communicating through the post office boxes and the telephone booth reverse calls. This trend of communication on social media has greatly caught up in Kenya that many of the University students do not value the one on one communication any more. It has gone to the extent of affecting their relationships and even family life. Many do not value the art of being together as one and they end up being social misfits in the family and even at homes. Students and the youth will freely give up personal information to join social networks on the Internet. Afterwards, they are surprised when their parents read their journals. Communities are outraged by the personal information posted by young people online and colleges keep track of student activities on and off campus. The posting of personal information by teens and students has consequences. Many log into pornographic sites and pirate music and send lots of unnecessary video clips that affect many in the long run. This is all because of their swiftness and potency on social media.

Although it has its many pros its cons has weighed over a number of university student and thus raised a concern on a research of the improper use of social media. This research study examines the effect of social media, particularly. Moreover, the research also examines the role of gender and social media usage frequency on consumption patterns. Findings social media platforms are

being used to pass time. Furthermore, gender has an impact on both social networking sites. Additionally, this study found that, the higher the frequency of social media usage the more the students are likely to stay online with those they have befriended than doing research and concentrating on their studies.

ID: 269

Session: **Youth Cultures and Digitalisation**

Title of Paper: Twitter campaigns and discipline: How Law enforcement agencies and the youth are engaging on Twitter in Kenya

Author (s): Gladys Kemunto Orina (Multimedia University of Kenya)

Abstract:

Online social media networking is emerging as an effective tool in political, economic and social behaviour. Several enquiries have focused on the role of social media during national election campaigns while others have analysed social media in relation to marketing and advertising. Similarly, much attention has been given to the role of social networking media for socialization and mobilization of resources.

From the foregoing, it could arguably be stated that social media, to some extent, is gaining ground as an alternative tool of communication hence it is playing a complementary role to traditional legacy media. Social networking tools such as Twitter and Facebook are increasingly being accepted as tools through which memos, circulars, letters and other official communication would be shared to audiences. Whereas this has been the norm in business and corporate circles, the use of social media is becoming an option even in law enforcement as a tool for sharing information about crime, monitoring, surveillance, and community policing in Kenya.

The uptake of Twitter and other social networking tools among the youth population between the age of 10 and 25 is growing. The youth live and act their lives out on social media. They plan and mobilize social and sports events and parties. During some of these events, the youth might engage in unlawful activities and behavior such as drinking and smoking drugs, among other offences.

This paper is an investigation of how the law enforcement, schools managements and communities are using Twitter to talk to the youth and the outcome of such communications.

ID: 152

Session: **Digitalisation and Interpersonal Relationships**

Title of Paper: Intercultural Communication and Online Dating in a Contemporary Era: A Focus on the Uses and Gratification Theory

Author (s): Christiana Hammond (University of Education, Ghana)

Abstract:

Contemporary debates on Online dating have been framed around the fact that it fosters intercultural communication and intercultural relationships as the cyberspace continues to be an intricate part of today's society. A plethora of research has been done on Blumer and Katz's Uses and Gratification theory in relation to mass media (television, radio, etc.), but in comparison, little has been done on its application to Online dating. Therefore, drawing insights derived from this theory, the discussions in this paper demonstrate how intercultural communication is an incentive for Online dating, and also examines the motivations that drive individuals from different cultures (i.e., nationality, race, gender, age, etc.) into engaging in this phenomenon. Through cyber ethnography and qualitative content analysis, narratives on emotional outburst and highly opinionated perspectives of comments shared as experiences of the individuals who engage in Online dating were gathered as data and interrogated. The empirical analysis showed that Online dating offers prospective partners with a quick and easy interactive access to a large number of potential companions by promoting intercultural relationships which strive on intercultural communication. The paper contributes to the emerging literature on online dating by providing phenomenological perspectives on the nature of online dating, as well as the motivations that drive individuals into engaging in it. The study concludes that the digital age is gradually downplaying the conventional methods of dating because the uses and gratification needs of individuals are varied and social actors as participants of the social milieu are deconstructing the social stigma attached to Online dating by sharing their experiences in the public space in the contemporary era.

ID: 285

Session: **Digitalisation and Interpersonal Relationships**

Title of Paper: Digital technology and its effect on interpersonal communication among women

Author (s): Jaiyeola Aramide Oyewole (Bowen University, Nigeria)

Abstract:

The 21st century is digitized and this has changed the platform of Interpersonal Communication generally and specifically among women positively and negatively. With the aid of limitless internet access and penetration, digital technology is rapidly changing how people communicate with one another. The accessibility, easy usage, and wide reach of digital communication devices has opened wide the door of uncontrolled communication.

However, there is an obvious shift in the way women communicate, today, face-to-face communication interaction is replaced virtually by digitized mediated communication,

specifically, text based electronic communication such as E-mail, Whatsapp messages, Text messaging and the Social Media networks.

The objective of this paper is twofold. First, is to determine whether the digitized mediated communication has replaced significantly, face-to-face interpersonal communication and second, the paper seeks to determine how women's perception of the positive and negative effects of digitized mediated communication impact upon interpersonal interaction and communication among women. These objectives in research questions form, guided the study. The study is premised on social exchange and symbolic interaction theories. Both theories predict, explain and describe when and why people need and reveal certain information about themselves to others. The study used two focus groups and a structured questionnaire to gather data from one hundred women in Ibadan Metropolis in Nigeria.

The result revealed that truly the digitized mediated communication is fast displacing the traditional face-to-face communication. In addition, the study found that interpersonal relationships are both positively and negatively being impacted upon by digitized mediated communication. However, the positive impact outweighs the negative.

In conclusion, the study found that Interpersonal communication in modern day women's lives have been substantially impacted positively by the connectivity, accessibility and portability offered by the digitized mediated communication devices.

ID: 249

Session: **Digitalisation and Interpersonal Relationships**

Title of Paper: My Friend Lives on Facebook Avenue: Perception of Active Facebook Users by their Passive Friends

Author (s):

Abstract:

Facebook use has been shown to affect wellbeing and relationship between people. Facebook use could strengthen relationships, bond people and cement new comers into a community. When users do not experience these sorts of outcome, their engagement with Facebook could result in feelings of isolation, self-pity or castigation, and considered a waste of time. These contrasting outcomes of Facebook use suggest that there are good and bad ways to use the social media platform. Passive use, for instance, has been shown to be positively correlated with envy, self-pity and dissatisfaction with self. Active users of Facebook are seen by others as having a more glamorous life and this elicits envy and other negative feelings in passive users. Overall, past studies seem to suggest that active Facebook use is good because it enhances wellbeing. These studies pay little attention to what friends of active users think about them, even while being envious of them. Since passive users often consider time spent on Facebook as wasted, do they also see active users, who are always updating status, commenting and constantly providing

information about themselves as indolent or jobless people? This paper attempts to investigate the perception of less active users of Facebook of their active user-friends by surveying a group of students with free access to the social media platform. A sample was selected among students of humanities, social sciences and management of a private university to check if they consider their friends on Facebook as “residents” of the platform, who hardly leave to do other things and also whether or not they see such very active Facebook friends as indolent people who engage the platform actively because they have nothing better to do with their time. Findings and recommendations are presented with suggestions on further studies.

ID: 29

Session: **Digitalisation and Interpersonal Relationships**

Title of Paper: Uses and Gratifications: Approach to the Use of Facebook among Kenyan University Students

Author (s): Mudavadi Charlse, Natasha Nduhiu, Ochieng Lewis, Muriithi Mary and Odhiambo Cain United States International University – Africa, Kenya)

Abstract:

This research investigates the uses and gratifications obtained from Facebook by Kenyan University Students in relation to the demographics of age, gender, religion and year of study. This study was carried out for five days and accommodated both online and self-administered questionnaires in a survey that included 600 students of whom 547 fully responded. The results show that entertainment is the most important use of Facebook while sociability is the most important satisfaction.

ID: 3

Session: **Digitalisation and Interpersonal Relationships**

Title of Paper: Is digitization impacting interpersonal communication for the worst?

Author (s): Stacy Kinyanjui, (Daystar University, Kenya)

Abstract:

Digitization can be defined as the conversion of text, pictures or sound into a digital form that can be processed by a computer. On the other hand, interpersonal communication can be defined as an exchange of information between two or more people. It’s also an area of study and research that shows how humans use verbal and non-verbal cues to accomplish personal and relational goals.

The rise of digital modes of communication has brought with it assimilation of interpersonal communication to go hand in hand with technology. How popular is technology as a means of communication? Statistics show that by 2019, the number of mobile users in the world is expected to pass the five billion mark. In 2016, an estimated 62.9% of the population worldwide already owned a mobile phone. If you look around you, there's a high probability that you will spot a gadget that can be used for communication. There is no denying it, digitization is where the world is progressing to and will keep progressing to.

With the continuous rise of digitization, there's concern that people are slowly losing aspects of effective communication such the physical cues i.e. facial expressions relied on when communication on a face to face basis takes place.

However, digitization has enhanced means of communication immensely. Some of these advantages as we all know are timeless communication, global communication, instant communication, high quality and diversity in communication e.g. audios, video calls, typing etc. One certainty is digitization is here to stay. It now becomes a question of how we can assimilate these aspects of interpersonal communication that are being left behind and still play a big role in effective communication into the digital world.

ID: 162

Session: **Digitalisation and Interpersonal Relationships**

Title of Paper: "Liquid love": South African users' experiences of Tinder

Author (s): Tanja Bosch (University of Cape Town)

Abstract:

There has been a rapid growth of social networking sites internationally and also in the African context. Geo-social and dating applications (apps) such as Tinder, have been listed as affecting adults' romantic and sexual lives. Tinder is a smartphone based dating app which allows users to identify potential romantic or sexual partners based on geographical proximity. Its increased popularity highlights how the internet has become a powerful social intermediary, partially displacing the role of traditional 'matchmakers'.

The proposed paper employs a qualitative methodological approach to explore how South Africans use Tinder for self-presentation, to navigate their sexualities, and to negotiate and redefine intimacy through the practice of online dating via strategic performances in pursuit of love, sex and intimacy.

The paper draws on theories of online identity and impression management, and explores the visual politics of online dating and the digital transformation of intimacy; in particular considering whether South African users believe that technology has influenced their sexual practices and views on long-term relationships, monogamy and other romantic ideals. Using

Bauman's notion of 'liquid love', the paper will explore the assertion that internet dating is symptomatic of social and technological change that transforms modern courtship into a type of commodified game.

ID: 26

Session: **Digitalisation and Interpersonal Relationships**

Title of Paper: Digital technologies and the culture of romance among young adults: A qualitative inquiry

Author (s): Alade O. Moyosore (Redeemer's University, Nigeria) and Ayobolu Yetunde (Caleb University)

Abstract:

Romantic relationships form a crucial aspect of young adults' lives and though a body of research is growing in this area, studies are lacking on how young adults negotiate their romantic relationships using digital technologies especially in Africa. Given the easy access to digital technologies, there are discoveries that young adults are heavy users of these technologies. It is on this basis that this study seeks to examine how young adults use digital technologies to communicate in different ways with their romantic partners and navigate various stages of their romantic relationships. Specifically, the study seeks to examine how new media technologies are used to get to know a potential romantic partner better before the official start of a relationship, maintain their relationships and negotiate a conflict within the relationship or an eventual break up. This would be achieved by employing the use of qualitative research methods such as in-person interviews and focus group discussions with young adults. The target group for this study will be defined as young people between the ages of 16 and 25 years who use the internet and digital technologies at least once a day. Findings from the study will shed light on how young adults in Nigeria deploy digital technologies to negotiate their romantic relationships.

ID: 140

Session: **Digitalisation and Interpersonal Relationships**

Title of Paper: Digital media space in social relational frames: Exploring some covert communicative practices from digital consumption 'cultures' of select Kenyan couples,

Author (s): Fred, Omondi-Osano (Multimedia University of Kenya)

Abstract:

Digitization and the question regarding ethics has never been so much on the tongues as it now appears to be. Varied flashes of reflection upon the intricate matter of ethics often find space in day-to-day conversational contexts. Illumination on 'ethics' and the role that digital media play

is occasionally disconcerting but equally gratifying to some. In most communicative encounters, that massive uptake of social media use, also triggers the broader concern with social values, interpersonal interaction practices, behaviours and related concepts. The foregoing is just a tip of what has become a common point of ordinary day-to-day conversations amongst women as well as men. Ethical standard in social relational frames as defined by digitization realities is certainly under interrogation. And that is our greater concern in this study. Digital media dependence has certainly arrived with notable consumption cultures that have in some ways appeared to awaken, to shake or to define a notable amount of communicative acts.

To understand that emerging culture, this study will explore the extent to which digital media have catapulted new social relational trends, and also the propulsion limits to which the digital media have pushed forth some ‘new practices’ in the interpersonal communications arena. Insights shall be provided into the following key elements of the study: relational identity frames, determinants and nature of contents shared, covertness trends, and emerging socialization practices.

For theoretical conceptualization; this study shall be guided by a framework model that borrows applicable principles from: consonance and dissonance theories, the interaction-process analysis, and interpersonal communication model.

ID: 134

Session: **Digitalisation and Interpersonal Relationships**

Title of Paper: Constructing cosmopolitan youth identity in the social media space: a perspective from the global South

Author (s): Henry Amo Mensah (National University of Lesotho)

Abstract:

Intercultural linguistic communication encounters between youths of diverse backgrounds in the digital age have had an impact on how they engage with both local commonality and global diversity. Darvin (2016) posits that the continuing evolution of new media has also stimulated the development of multimodal affordances which enable the youth to assemble texts that integrate language with visual, aural, gestural and spatial modes. Digital media, therefore, provide multiple spaces where the youth move across online realities with greater fluidity and enact multiple identities. Darvin (2016), adds that digital media have enabled new patterns of and forms of social participation. Against this backdrop of the convergence of digital media and globalisation, this paper examines how the youth, in the global south, specifically Africa, construct their different cosmopolitan identities in the digital universe. Dresang’s (2005a) theory of Radical Change provides the theoretical framework for this paper. The theory revolves around three digital age principles – Interactivity, Connectivity, and Access – that explain the behavior of youth in the

digital age. The study is qualitative. The data will be collected from the youth (aged 14-25) through in-depth online interviews, concept maps that are drawn by respondents, focus group discussions, textual and visual analysis of screen shots of participants' social media postings and updates.

ID: 244

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Reimagining journalism in three Commonwealth countries in the digital era

Author (s): Levi Obijiofor (The University of Queensland) and Shailendra B. Singh (University of the South Pacific Suva, FIJI)

Abstract:

There have been significant changes in journalism practice in various countries over the years. Yet little is known about the nature of changes in journalism in transitional developing countries within the British Commonwealth. Drawing on email surveys of journalists in Nigeria, Fiji, and India, this comparative study investigates the impact of digital transformations on journalistic practices in the three countries. Results show that in Nigeria, the transition from military rule to democratic system of government in May 1999 and the enactment of the Freedom of Information Act in 2011 have ushered in significant changes in the way journalism is practised. However, there remains an adversarial relationship between the government and journalists. In Fiji, the 2006 coup, the fourth in the country's history, led to a more restrictive environment for journalists, despite democratic elections in 2014. Under pressure, Fijian journalists are rethinking their roles, with some migrating to other countries for safety reasons, while others are considering 'development journalism' as a legitimate journalistic genre. In India, the study found that journalism is in a state of flux, similar to the strains endured by the news media globally, largely due to the liberal economic reforms of the 1990s, followed by the technological developments of more recent years. India may be the biggest democracy in the world but this study reveals that its news media sector is increasingly constrained in multiple ways. This includes growing interference in the editorial independence of journalists by government officials, media owners and big business, as well as technology which is seen as a double-edged sword that has increased interactions between journalists and their audiences but has also increased workloads and the risk of misinformation.

ID: 109

Session: **Digitalisation and Journalistic Practices**

Title of Paper: The Limits of "Manufactured Outrage:" Journalism, Corruption, Subterfuge, and Selected Ghanaian Social Media Actors' Reactions to an 'Undercover' Report by Anas Aremeyaw Anas

Author (s): S. Senyo Ofori-Parku (University of Oregon, USA) and Kwaku Botwe (National Film and Television Institute, Ghana)

Abstract:

Journalistic codes of ethics are often seen as valuable for media professionals' ethical decision making. Some have argued that as journalists gain more experience and advance in their careers, codes become no more valuable than "framed wall hangings," but seen as constraining and making journalists want to circumvent them as they gain more experience and "stardom." Other ethicists have also underscored the importance of local communities of practice for sustaining journalism as a moral and intellectual practice of excellence. In undercover journalism, privacy, truth-telling, beneficence, the abstract idea of public interest, and fame/status/economics clash. Using Anas Aremeyaw Anas' recent undercover report on the Ghana Football Association as a case, this paper examines influential social media actors' response to and discourse about 'undercover' journalism in general (and Anas' documentary in particular), identifying key points of view on the legitimacy or otherwise of subterfuge as a journalistic tool. Drawing from virtue and deontological ethics vis-à-vis utilitarian ethics, the literature on media criticism and journalistic roles and responsibility, and political economy of media, we observe which points of view are muted versus amplified in the ensuing public discussions in the Facebooksphere. We conducted the study as follows: First, using eTV's "2017 Ghana's Most Influential" list as a starting point, we sampled all persons listed in the media, advocacy, and politics sectors. Second, we updated the list to include individual social media influencers who actively contributed to the debates on Anas' undercover "documentary" within the researchers' and other key informants' Facebook networks. Third, based on the compiled list of Facebook discourse actors, we conducted a textual analysis of all Facebook discussions on the subject on the day (July 6) and one week after (July 13) the premiere of the Anas documentary— using individual Facebook posts, comments, arguments, and counterarguments as the unit of analyses. Based on the analysis, we observe the social media comments analyzed straddle public flagellation and adulation for Anas' work. But the discourse also reveals the limits of Anas' use of what he calls "name and shame" (i.e., manufactured outrage). We observe that covering corruption as a "public spectacle," while useful in sparking public interest in cases of public corruption, is polarizing and even undermines the utilitarian justifications that underpin using subterfuge as a journalistic tool.

ID: 117

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Digitization and Teleological Norms in Citizen Journalism Practices

Author (s): Yael Warshel (The Pennsylvania State University) and Oana Brindusa Albu (University of Southern Denmark)

Abstract:

This article explores the ethics of citizen journalism practices among those party to and covering the Western Sahara (WS) conflict. Living in either Morocco or the non-state Sahrawi Arab

Democratic Republic (SADR) (hosted in Algeria), these journalists work within a Moroccan or SADR media system.

Theoretically, the article draws on an interdisciplinary blend of digitization theories, civic journalism and comparative media systems normative paradigms to explore how these individuals use social media to foster social change. Therein, the article critically interprets how they gather information and report out of efforts to change an existing state system or institutionalize a non-state system. We draw these interpretations within the greater contexts of the impediments they encounter to using the Internet to freely gather and report on information. These impediments range from unlawful arrests and the withholding of journalistic license, to surveillance, and insufficient access to the requisite technological resources needed to report on conflict.

Methodologically, the article draws on a combination of interviews with professionally and non-professionally trained journalists employed by news and/or non-governmental organizations (e.g., Darija-speaking Moroccans, Hassaniya-speaking Sahrawi citizens of Morocco, and Hassaniya-speaking Sahrawi citizens of SADR). The article uses the collected data to make philosophical explications that provide relevance beyond national and state boundaries.

The findings indicate that all informants operate from within a citizen media normative paradigm. Their work is driven by a social movement rather than a liberal journalism, ethic: deontological goals like the right to disseminate and access information drive these journalists but more often, teleological goals that revolve around the advancement of Sahrawi rights. These latter goals, the informants argue, might be achieved through regime change, a transformation of subjects into citizens, and/or the achievement of Sahrawi sovereignty. In all cases, they see journalism as their means to achieving said ends.

ID: 118

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Against the Run of Play: The Social Media, Reverse Agenda-Setting and the Implications for Conventional Journalism in Nigeria,

Author (s): Barikui Nnaane (Akwa Ibom State University, Nigeria)

Abstract:

Journalism is at a crossroads in Nigeria and globally. It has been transformed by the emergence, popularity and ubiquity of the new media. Journalism practice is no longer business as usual, rather it is now business unusual. The Web 2.0 phenomenon as evident in the social media has altered the agenda-setting function of the mass media in such a way that they (the social media) are also setting agenda for the conventional media, resulting in reverse agenda-setting. And so while the conventional media are still trying to tell the public what to think about, the social media are also trying to tell the conventional media what to write about. It follows therefore that in the picture that has emerged, the monopoly of setting public agenda and also breaking news has been broken by the influence of the social media on the landscape of the conventional media. There is

no disputing the fact that the Agenda-Setting Theory is being questioned and challenged by the social media. So in the end, reverse agenda-setting and inter-media agenda-setting will likely override the agenda-setting function of the mass media. Francis Fukuyama, the American scholar and author of “The End of History and the Last Man” spoke too soon about the revolution engendered by the Internet and how it could mark the end of technological epochs for humanity. Little did he know that the Internet revolution was still unraveling with the emergence of its Second Generation architecture as evident in the social media. This research therefore interrogates how the users in Nigeria are deploying the various social media platforms like Facebook, Twitter, Instagram, WhatsApp, YouTube, among others, to set agenda for the conventional media, and ultimately setting agenda for the public.

ID: 264

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Radio Framing and Opinion Formation in Forest Conservation in Tanzania: The Case of Urithi Wetu Programme

Author (s): Malima Zacharia (University of Dar es Salaam)

Day 2 Parallel sessions1c

Time: 11-:1:00pm

Room: Nashiru Isahaku Conference room, Bank of Ghana Hall, UG

Session theme: Film in Africa

Chair: Prof. Linus Abraham

ID: 213

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Riverwood’s dramatic film story: Digital production dynamics as a potential model for Kenya’s national cinema

Author (s): Silvester Mutua Kisila JamesJames (United States International University-Africa, Kenya)

Abstract:

The name Riverwood is today synonymous with Kenya’s popular cinema. The name derived from River Road, a business hub in Nairobi that stretches from Tom Mboya Street all the way to Ronald Ngala Street in Nairobi’s downtown. Just like its Nollywood, Ghallywood and Bongowood counterparts, Riverwood is a beneficiary of the revolutionary digital technology that has swept the world in the last three decades, enabling marginal communities to tell their stories using low-cost digital filmmaking technologies. The technologies have not only scaled down the cost of film production, but have also helped create jobs and subsequently expanded the local economies. To

date, Riverwood boasts of one of the most successful film festival and award ceremony in the country (Riverwood Film Festival).

Despite its phenomenal success, Riverwood has completely been off the academic radar. This study therefore seeks to mainstream Riverwood in Kenya's academic discourse, by explaining the interplay between digital technology and Riverwood production model and dynamics that have resulted in such success and unique brand. The study will triangulate Ansoff's centripetal model, the cultural capital and social capital theories in its theoretical framework. Literature will mainly be drawn from popular culture in Africa.

The study will be qualitative in nature, employing the Emergent research design. Study population will comprise all Riverwood film professionals under their various chapters in Kenya. The study will employ purposive sampling. Data gathering methods will include Key Informants in-depth interviews and Focus group discussions. Data gathering instruments will include an Interview schedule and a Focus Group Discussion guide. Data analysis will follow the inductive approach, whose process will include transcription, coding and categorization, conclusion, discussion of key conclusion and recommendation.

ID: 172

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Dagbanli Video Films: An Analysis of the Digital Divide and the Digital Colonization of Labor

Author: Wunpini Fatimata Mohammed, Abdul Hayi Moomen (Islamic University of Ghana) and Alhassan Yushawu Jahanfo (Northern Drama and Filmmakers Association Tamale, Ghana)

Abstract:

This study examines the political economy of Dagbanli film production labor in an increasingly digital space. The Dagbanli video film industry which has existed for almost 3 decades now is widely patronized by film audiences in Ghana and beyond. This paper explores the intricacies of film production labor paying attention to how the digital divide has marginalized the participation of filmmakers in profitmaking digital culture. Through autoethnography drawn from the experience of one of the authors who is a filmmaker, producer and actor, we present the ways in which Dagbanli video films are marginalized in digital culture. We argue that, due to the lack of external funding for filmmaking and lack of support from the Ghana government via regulation on piracy, Dagbanli video films are increasingly being colonized digitally, locally and abroad by pirates who publicly share the intellectual property of filmmakers without compensation to artists. Through decolonial autoethnography, we demonstrate that there is a hierarchy in the political economy of film distribution which facilitates the digital colonization and digital marginalization of Dagbanli video films. This digital colonization on top of piracy in the physical world trivializes the labor involved in film production and economically exploits the indigenous language film industry. The findings from this study indicate that due to little external oversight over the film

industry, limited support from key stakeholders and the digital divide, the intellectual property of filmmakers and producers are being digitally colonized which ultimately stifles the growth of the Dagbanli video film industry. The study presents theoretical and practical implications to think through the complexities of digital colonization, addressing the digital divide, the dynamics of piracy and garnering support for indigenous language film production.

ID: 222

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Dagbanli Video Films: 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

Author (s): Bala A. Musa and Silvester Mutua Kisila James(United States International University-Africa, Kenya)

Abstract:

The entertainment and pop culture industry in sub-Saharan Africa is experiencing phenomenal growth and renaissance largely due to the digital revolution in the movie industry. The success of Nollywood, Nigeria's burgeoning movie industry, as a powerful force in glocal entertainment, has inspired the emergence of Ghallywood in Ghana, Riverwood in Kenya, and Bongowood in Tanzania. The history of these industries paint a mixed picture of the role of gendered labor in the growth of these industries, as well as its impact on the cultivation, development and empowerment of the female talent.

With particular emphasis on Nollywood and Riverwood, this paper examines the role digital technology has played in (dis)empowering the female gender in impacting the film industries of Kenya and Nigeria. The study will examine the contributions of female professionals-actresses, writers, producers, directresses, financiers, etc., on the rise, development and underdevelopment of the industry. The study will also examine how industry norms and ethos of these institutions have aided the (dis)empowerment of female talent in the industry. The study combines critical-cultural analyses with in-depth interviews to highlight the trends, contributions, opportunities, and challenges posed by the gendering of labor in sub-Saharan Africa's movie industry, and proposes strategies necessary for harnessing the potentials of the sub-continent's vast female talents.

ID: 12

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Nigerian film audiences on the Internet: Influences, preferences and contentions on iROKOTv

Author: Agina Anulika Mary (Pan Atlantic University, Nigeria)

Abstract

A key objective of this paper is to address the dynamic influences, preferences and contestations of Nigerian film audiences on digital, Internet-based platforms through the lens of digital agency. With low subscription rates, flexible data plans, individual versus communal spectatorship patterns and ‘smarter’ mobile devices, the decision to stay online as might be expected is neither straightforward nor predictable. Multiple factors contrive to retain or push viewers away from the Internet beyond infrastructural problems. The factors vary according to the needs, nature and environments of audiences, but have received very limited scholarly attention in recent times. Early attempts to broaden Internet distribution networks of African film were made by Cornelius Moore (California Newsreel) and Jason Njoku (iROKOTv). The African Film Library initiative in 2009 by California Newsreel represented a unique Internet opportunity for the wider availability of African films to educational ends. That arguably marked a new dimension to distribution and consumption of African cinema in the West. This was followed by the creative efforts of a diasporic African, who launched a web-based, video-on-demand African film viewing platform that enabled alternative experiences with the culturally-rich Nollywood and African films in general, largely for entertainment purposes. Film apps, notably Netflix and iROKOTv, have also changed the sites and modes of spectatorship. These efforts, coupled with a revived cinema-going culture in parts of Africa (including Nigeria), suggest the need to probe afresh the new ways by which audiences engage with African films. Through semi-structured interviews and online surveys, iROKOTv’s influences and innovative strategies at attracting and retaining the growing audience of Nigerian films are examined. These digital spaces, especially iROKOTv, and the audiences that they converge are worth exploring to determine their (un)popularity, preferences, challenges and contentions.

ID: 143

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Sacred practices in commercial fiction film? An overview of South African film regulations applicable to “Inxeba” – The Wound

Author: Caneth Mojapelo and Janina Wozniak (Nelson Mandela University)

Abstract:

As a result of the recent fiction film production “Inxeba” in South Africa, a fierce public debate arose as to the right to representation of cultural customs considered sacred, such as male

circumcision in the Xhosa tradition. “Inxeba” is a drama about several initiates of this cultural ritual, produced by a multiracial team in the context of South African commercial film production. In the public debates and aggressive demonstrations at cinema’s preventing the film from being screened, repetitive tropes relating to the dignity and sacredness of customs as well as the members of this culture were verbalised and found extensive resonance in the new media public sphere. Responding to this broad public participation, this paper reflects on existing constitutional and film regulations applicable to the representation of indigenous and sacred topics against the backdrop of rapid digitisation of the young population’s private and new media expression.

As such, the presentation explores the legal and media codes that determine the filming of both authentic and fictionalised scenes of customs, based on legal texts as well as the theoretical framework of cultural relativism. The authors, both of whom are not insiders to the culture, then trace the vivid public interpretations of a “sacred” cultural expression, in a post-modern African context, as a response to a “callous” realism initially promoted by Eurocentric analytics of Western anthropology, which has in this case led to unreserved open access to old “public secrets” for scriptwriters in South Africa.

ID: 71

Session: **Epistemologies, Disciplinary Developments and Pedagogies in Digital Communication**

Title of Paper: Chinese and Non-Chinese Media’s News Coverage of Africa: A Big Data Approach

Author: Dani Madrid-Morales (University of Houston)

Abstract:

During the twentieth century, news flows to and from Africa were dominated by Anglo-American news media and, to a lesser extent, by those belonging to former colonial powers (e.g. France, Germany...). Since the mid 2010s, Chinese State-owned media such as Xinhua, CGTN and China Daily have been attempting to challenge the status quo by pouring large sums of money into their Africa coverage. In describing their reporting of the continent, Chinese journalists and editors describe themselves in opposition to dominant news organisations, whom they accuse of focusing predominantly on negative portrayals of the continent. Instead, Chinese media claim to give more prominence to “positive news”. In recent recent years, several studies have explored Chinese media’s coverage of Africa, both on its own terms and comparatively. However, these provide a fragmented picture, with contradictory results, based on disparate methods and loosely operationalized variables that make comparisons difficult. To address these limitations, this paper presents evidence from a computational content analysis of over 1.5 million news items published and/or broadcast between 2012 and 2015 by Chinese (Xinhua, CGTN, China Daily) and non-Chinese (Reuters, The Guardian and CNN) news media. Evidence suggest that news coverage of Africa on CGTN and China Daily, unlike the other four news organisations, is quantitatively at

par with that of Europe and the Americas; is generally more positive than negative; and, is thematically more diverse. However, this increase in volume and diversity is not consistent across the continent. Chinese media, like their non-Chinese counterparts, focus on a limited number of countries (e.g. South Africa, Kenya, Egypt...), which means that most African nations are not only underreported, but their coverage tends to be episodic and monothematic. The paper concludes by locating the findings in ongoing debates about our current knowledge of news media's coverage of Africa.

ID: 225

Session: **Epistemologies, Disciplinary Developments and Pedagogies in Digital Communication**

Title of Paper: Digitisation and the new culture of participation,

Author: Dobrinka Peicheva (South-West University, Bulgaria) and Lilia Raycheva (The St. Kliment Ohridsky Sofia University, Bulgaria)

Abstract:

The developments of digitization facilitate significant transformations in contemporary media ecosystem – it presupposes an opportunity for the people not only to be informed, but to participate in processes. However, the new culture of participation could only exist in the presence of the other social elements of the media system: media pluralism; adequate media regulation; transparency of media ownership; cultural diversity and cultural tolerance; journalistic reliability of the disseminated facts and processes, etc. The new culture of media participation, which requires as a precondition turning the audience from a passive into an entrepreneurially active cultural subject, poses the eco-problems even more acutely. On the one hand, it ensures the explication of a wide range of critical civil analyses and comments, cultural products, etc., as a corrective to the already existing ones. On the other, it steps up replacement of the authentic with the surrogate, “chalgalization”, trolling, etc., along with all lies and disinformation accompanying them.

Methods based on the multidimensional sociological research study, held in 2017 by authors in frame of the research project DN 05/11/ 14.12.2016, the proposed paper presents the results of a qualitative survey, whose aims are: to indicate the specificity of contemporary digital screen language; to analyze the modes of e-readers' participation in the communication process not only as passive consumers, but also as active interpreters.

Finally, the paper tries to identify the liaison between the digital developments and e-literacy in the framework of the contemporary media ecosystem. The merge between national languages as well as the developments of the audiovisual means of expression bring to the fore the need to conceptualize the specificity of literacy.

Key words: e-literacy, media ecosystem, reading culture

ID: 210

Session: **Epistemologies, Disciplinary Developments and Pedagogies in Digital Communication**

Title of Paper: Towards the internationalisation of the curriculum: Digitizing pedagogy

Author: Temitope Adekunle, Sam Moodley and Delysia Timm (Durban University of Technology, South Africa)

Abstract:

The use of eLearning technologies in higher education provides a platform for a self-motivated inter and intra-cultural exchange of ideas between all users – students and facilitators inclusive. This study explores the use of eLearning tools in the facilitation of an online collaboration (COIL) embedded in a General Education (Durban University of Technology) module called Cultural Diversity with the State University of New York (SUNY) and Monroe Community College (MCC). We describe the pros and cons of students' and facilitators' online engagement with Black Board, Voice Thread, Skype, Zoom and WhatsApp alongside their impact on our achievable outcomes and students' participation. Students' and facilitators' reflections were thematically analysed to determine the impact of the inter and intra-cultural collaboration cross culturally and cross disciplinarily. Students' interactions were also examined in the bid to explore cross border influences on their self-development and learning processes. Findings reveal the presence of gaps (language, ageism, time- difference) and social group (race, religion) issues which often times come in the way of anticipated and productive student engagement as well as the impact of an early implementation of online modules on students' engagement. The paper suggests that as remarkable as eLearning is in the internationalisation of the curriculum, prior planning must be instituted and this includes the noninterventionist involvement of key institutional stake holders in higher institutions of learning.

ID: 50

Session: **Epistemologies, Disciplinary Developments and Pedagogies in Digital Communication**

Title of Paper: ICT for development discourse: the daily strategies and appropriations of tech entrepreneurs in tech hubs and incubators in Accra, Ghana

Author: Tessa Pijnaker (University of Birmingham)

Abstract:

In recent years, corporations, NGOs and governments have launched a broad variety of ICT projects, framing them as promoting economic growth and development on the African continent.

At the same time, academic research has pointed out that while corporations, NGOs, governments and technology entrepreneurs articulate these optimistic discourses, they are often not supported by evidence, nor correspond with their daily experiences and practices. To the contrary, more and more research suggests that in fact ICTs seem to amplify inequalities in Africa, and that ICT for development discourses are mostly used to produce legitimacy for ICT projects (Friederici, Ojanperä and Graham 2017; Mann and Graham 2016; Graham 2015). However, little research has been done about how and why these discourses are actually used in daily practice. In response, this paper zooms in on the everyday uses of ICT for development discourses in technology hubs and incubators in Accra, Ghana. While tech hubs and incubators have been started by different organizations and government agencies all over the continent, in Accra they are mostly run by NGOs. They provide technology entrepreneurs office space and funding, network and skill development opportunities. Technology entrepreneurs are young middle-class Ghanaians who (aspire to) own their own technology company or work for one. Based on ethnographic fieldwork conducted in 2014 and 2018, this paper explores how technology entrepreneurs style themselves and their mobile applications in response to incubator and hub training. First, this paper explores how ICT for development discourses are articulated through the setup of tech hubs and incubators. Second, it investigates how tech entrepreneurs selectively and strategically appropriate, use and challenge these discourses. Finally, this paper suggests that ICT for development discourses produce particular opportunities, inequalities and power dynamics between entrepreneurs, NGOs, investors and government agencies operating in Accra's tech industry.

ID: 35

Session: **Epistemologies, Disciplinary Developments and Pedagogies in Digital Communication**

Title of Paper: What is new in social media? Separating social media's newness from 'remediation'

Author: David Katiambo (University of South Africa/Technical University of Kenya)

Abstract:

Current communication technologies have been christened new media on the assumption they are different from conventional media, yet many features of the new and the old media are similar albeit in different formats. It can be argued that majority of the features currently referred to as new media are mere remediation of conventional media, unlike previous inventions that were truly disruptive, such as the shift from oral to written communication or development of movable press. For example, social media is simply remediating and metaphorising the traditional technologies of sound, painting, photography, print, film and television, in a similar approach to what McLuhan (1964) termed a process through which the 'content' of one medium is another medium. However unlike conventional media remediation, not all social media features are derived from conventional media formats. This presentation describes 'affordances' in social media that can be categorised

as new because they are not remediation of conventional media technologies. The new affordances are the actions that only social media can enable users to perform. Instead of describing newness in social media based on physical properties or qualities as it is presently assumed, the presentation describes social media newness based on the various types of affordances it provides, that is the perceptible, the hidden and even the false affordances that are purely a creation of social media but not carried over from conventional media. The affordances of social media are identified as metaphors: the features given names that belong to other things, not mere remediation that are residues from conventional media predecessors. The new features in social media can enable users to forget the software—the media itself—and in turn black-box and forget the hardware operating behind the screen. This is what is truly new in current advances in communication technology. Through the method of material-semiotics, the presentation identifies the new features in social media as the new ‘texts’ that are different from linguistic texts used in conventional media.

(Policy Lab)

Time: 11- 1:00pm

Room: Amissah Arthur Conference room, Bank of Ghana Hall, UG

Chair: Audrey Gadzekpo (University of Ghana)

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-Africa, 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)

ID: 304

Session: **Digitalisation and Storytelling Cultures**

Title of Paper: “Taming the Village Shrew? Ideology and Vernacular Mobile Phone Video Drama Series in Kenya”,

Author: Joseph Nyanoti (United States International University-Africa, Kenya)

Abstract:

The advent of digital technology has opened up new frontiers for popular culture consumers in Kenya. A new mobile phone app called *Viusasa* has made it possible for the youth, rural communities and other non-mainstream media product consumers to watch vernacular videos on their mobile phones. They can watch news, sports, comedy, music, drama and documentaries from wherever they are and anytime. Apart from entertainment viewers also using this app can learn many skills and ideas from these vernacular videos. One of the videos in this platform is *Nyagetiara*, a comedy series featuring a tough-talking village woman, who takes on anybody crossing her path. The blurb of this drama series describes the protagonist as “the cause of all the village’s problems”. The aim of this study is to critically analyse this comedy series to find out if this piece of entrainment has any ideological nuances? This is informed by the fact that critical media scholars believe that media texts are always laden with ideologies (Kellner, 2015). Using a critical media studies approach the researcher will study all the seven seasons and 85 episodes of the Kisii language drama series to decode the meanings embed in them. The title of the series, “Nyagetiara”, which translates as “a quarrelsome woman,” reminiscent of William Shakespeare’s character in *The Taming of the Shrew*, already has misogynistic overtones. The author will closely read all the episodes to find out what ideologies, if any, are operative in this media artefact. The author will employ a semiotic analysis as a methodology because “such analysis draws attention to the ideologies... of texts” (Barker and Jane, 2016; p.39). The findings of this study will help consumers of such texts “build media literacy skills” (Dines and Humez, 2015, p. 163).

ID: 53

Session: **Digitalisation and Storytelling Cultures**

Title of Paper: Pictographs in the 21st Century: The Case of Communication of Meaning through Emojis

Author: Basotho, Lipuo Motene (National University Of Lesotho)

Abstract:

Oxford Dictionaries declared an emoji 🤔 “Face with tears of joy” as a word of the year in 2015. Owing to the rise of digital revolution in diverse societies of the world, the preoccupation of the primary researcher is to give an account of Basotho’s usage of digital pictographs called emojis in meaningful interactions. This was motivated by the realisation that while Oxford Dictionaries (2015) declared that emoji is the fastest growing universal mode of communication worldwide that transcends linguistic borders, less was known about Basotho emoji users’ ability. This paper aims at establishing whether Basotho emoji usage is at par with the world-wide emoji usage. The research subjects in this study were 60 male and female Basotho aged between 16-50 from the National University of Lesotho, Maseru urban, and Mafeteng rural areas. Data was collected through a questionnaire from the research subjects. Significant findings of the study show that although emoji usage is widespread in Lesotho, not all emojis are popular in the setting of Lesotho,

for instance, emojis that represent objects. The study also established that there is an emergence of emoji dialects in Lesotho, that is, certain Basotho users of emoji in different geographic locations reflect their political affiliations through emojis. The study concludes that because there are cases of variation in emoji usage between Basotho and the international community, this renders Oxford Dictionaries (2015) notion of universality of emojis slightly applicable in the context of Lesotho.

ID: 138

Session: **Digitalisation and Storytelling Cultures**

Title of Paper: Neutralizing Negative Narratives about Nima: Young Ghanaian Artists, Community Empowerment, and Digital Storytelling,

Author (s): Ed Madison (University of Oregon)

Abstract:

Poverty is prevalent in many developing nations. However, socioeconomic status need not frame dominant narratives about the world's emerging people and places. Increased access to mobile cameras and communication technologies provide developing communities, and particularly their youth, with new ways to craft authentic stories, construct counter-narratives, and make their voices heard. This research examines how a group of young Ghanaian, West African artists in the town of Nima collaborated with journalism students visiting from the United States to reframe negative stereotypes about poverty and crime in their community through digital storytelling (DST). With roots in the documentary film genre, DST focuses on capturing authentic video representations of individuals and groups by honoring and sharing their unscripted voices (Robin, 2008; Lunby, 2008). Rather than interview the young Ghanaian artists, the American students supported them in interviewing one another, and thereby in assuming ownership of the project. The Ghanaians exercised agency in reframing communication about their development and values. Nima is frequently described as Accra's largest slum with high incidents of crime (GhanaWeb, 2004; US Embassy, 2018). Muhinmanchi Art is a youth program, led by local artists who are committed to shifting perceptions and bringing about change in Nima. Conscientization (Freire, 1970) provides a theoretical framework for this research. The concept involves engaging people who may feel marginalized in developing a critical consciousness, which is the ability to discern contradictions. More specifically, the intention is to empower individuals and groups to assert a sense of agency in navigating their own futures through emancipatory dialogue (Freire, 1985). The method employed was participant observation (Platt, 1983). Based on Freire's model, the researcher invited six American university study abroad students to volunteer a portion of their free time to support a dozen Ghanaian students in capturing and sharing their own stories (Reason & Bradbury, 2008; Melkote & Steeves, 2001).

ID: 120

Session: **Digitalisation and Storytelling Cultures**

Title of Paper: Glocalization, corporate racism and multinational advertising in the interconnected world

Author: Mpofo Shepherd (University of Limpopo, South Africa)

Abstract:

This paper is focused on the problematic recurrent theme of racial mis-representation of Black people in multinational brand commercial advertising in the global village. Specifically, in this paper I analyze the 2010 Pepsi World Cup, Dove and Nivea's and the 2018 clothing retailer H&M commercials. I explore the meanings, effects and reactions to these commercials in a glocalized world. I use the concepts of the transnational alternative public sphere and glocalization as theoretical framings. Methodologically I purposefully sample advertisements, comments and mainstream media commentary and reactions to the racism in these adverts and subject these to Historical Discourse Analysis (HDA) and Critical Discourse Analysis (CDA). I conclude that social media has helped us realize that globalization has been overly celebrated as it has failed to turn the world into one global village characterized by non-racialism, equality and human dignity. It is a myth meant to lull those communities disempowered and marginalized during colonialism into a somnambulistic belief of equality. The world remains characterized and ruled by the violent system that privileges the white race.

ID: 135

Session: **Digitalisation and Storytelling Cultures**

Title of Paper: New Media and the Broadcasting Industry: A case study of "Viusasa" and its effects on television broadcasting in Kenya,

Author: Vivianne Pambo and Collins Wagumba (Multimedia University of Kenya)

Abstract:

The emergence of digital technology has redefined the world over the years. Many aspects of human life and world operations have been questioned and faced with challenges and adjustments some of which have required reshaping and redesigning. The broadcasting industry has been transformed with the advent of digital technology.

Viusasa is a video on demand platform owned by Royal Media Services also known for Citizen Television (one of the national television stations in Kenya).

This paper intends to examine the changes within Royal Media Services as they modify their method of production and distribution of media content through the internet.

Is Viusasa the future of Citizen TV?

ID: 271

Session: **Youth Cultures and Digitalisation**

Title of Paper: Cultural Understanding in Digital Socialisation among Youth from Ghana and Kenya

Author: Winfred Omusula Omuholo (University of Ghana)

Abstract:

In this paper, a critical look is taken of how young people in Ghana and Kenya understand each others culture through digital socialisation. With a focus on the internet, this paper answers the main question of whether cultures can be adequately understood through digital socialisation. Digital technology is transforming socialisation and communication among people. In this context, youth socialisation in particular is characterised by such tools as whatsapp, facebook and twitter, which contributes to intercultural interactions and awareness among subscribers. While digital technology is praised as a more efficient mode of communication and socialisation, this paper contends that digital socialisation can lead to misleading cultural understanding thus cannot be relied upon totally for true cultural representations and socialisation. For a true cultural understanding, barriers to physical migration should be broken down as a compliment to advancements in technology.

ID: 83

Session: **Youth Cultures and Digitalisation**

Title of Paper: Today is Your Birthday!: Facebook Celebrations and its Imperative on Digital Social Culture of Nigerian Youths

Author: Doris Ngozi Morah (Madonna University, Okija) and Chinwe Elizabeth Uzochukwu (Nnamdi Azikiwe University Awka) Please Remove this author Liani Maasdorp, (University of Cape Town)

Abstract:

Facebook birthdays have become increasingly trendy among youths globally and in Africa since the arrival of smart technologies. This has apparently, introduced a new digital social culture among young people, especially towards the celebration of birthdays. An empirical understanding of the extent of youth behaviours on Facebook towards birthday celebrations can provide major insights into user perceptions of the relevance of Facebook in this context. The study, therefore, examines the imperatives of celebrating birthdays on Facebook among selected Nigerian youths and how the users perceive this new trend. Using mixed methods, six respondents were interviewed through IDI and the profile of 300 Facebook users was content analyzed for three months to investigate information concerning the number of birthday wishes and notice received; the relational patterns; the appropriateness of using a social media platform for birthday celebrations and the inherent challenges. Findings show that majority users found it more convenient and economical to celebrate their birthday online; and it also offers them more global online visibility than offline parties. Internet access, poor network and high data tariff were found to be major challenges to Facebook use among young people. The study recommends the provision of free internet access in Nigeria and Africa to enable the development of digital social culture in the continent.

ID: 128

Session: Youth Cultures and Digitalisation

Title of Paper: Negotiating access and outcomes of teenagers' practices and lived experience with digital technology in rural and urban spaces

Author:

Abstract:

With the increasing and taken-for-granted spate of the proliferation of digital media, young people have become that demographic that is immersed in the use of digital technologies. Questions of media socialisation and the extent and nature of children's adoption, adaptation, and appropriation of technology have remained pivotal research focus. As overwhelming as the affordances of digital media technologies are, especially for the global North, it remains largely unclear how children – especially pre-teens and adolescents in the global South – are catching up with the rest of their peers in the global arena. The specific research questions explored in this paper are: What is the extent of access children aged 13 to 18 in rural and urban spaces have to digital technologies – through whom and through what technologies? What are the uses and significant outcomes from the children's practices with technology? Through a mixed methods approach involving focus groups and surveys, pockets of evidence reveal that there's a high and regular usage of digital technology by children in Nigeria, especially mobile phones and the Internet, although this differs

considerably from the rural and urban (or peri-urban) spaces. However, this does not attempt to overstate the increasing and dramatic adoption and appropriation of digital technology in global South contexts because global availability is not synonymous with global affordability. In terms of uses and significant outcomes, the paper discusses five themes namely gaming, social connections, schoolwork/information/news, fostering family connection in real time, and leveraging personal development. These significant outcomes, regardless, this paper argues that Nigerian children's digital practices and participation are seriously undermined and shaped by various interveners or digital immigrants such as parents, teachers, guardians and older adults who play the role of discouragers and moral panic mongers – thereby limiting the children's agency and full digital practices and opportunities.

ID: 137

Session: Youth Cultures and Digitalisation

Title of Paper: 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,

Author: Okiyi, Godswill O (Federal Polytechnic, Nekede – Owerri, Imo State, Nigeria)

Abstract:

Popularity and availability of Internet and diverse applications to ease communication for users has had a remarkable impact on societies and individuals. Uses of these applications cut across different institutions and sectors in the society, members of different age groups and socio-economic classes. Among those who are heavy users of the Internet's applications are youths in societies. Several empirical studies carried out revealed that youths are among the significant population of users of Internet through different devices such as smartphones, laptops, iPads, iPods and so on. And it was also revealed that they use these applications especially Twitter, Facebook, Whatsapp, Instagram and the likes for socialising and interacting among themselves, than for other purposes. This dominance has created a sub-culture whereby shortened codes and emoticons which are understood are devised to enhance interactions between them. This study sought to find out youths perception of the use of cyber-slangs on the official language: English language. The study is hinged on the social presence and media richness theories which are deemed apt for the work. A survey method was used to harvest data amongst youths who were selected from three institutions of higher learning in Owerri, Imo State, Nigeria. A multi-stage sampling method was used which include a cluster and simple random sampling methods. The Questionnaire was used as tool and administered to over 500 students out of which 371 were filled and returned. The study revealed that cyber-slangs have significant impact on youths in these institutions, and degraded the grammar and written English of students. It was recommended that relevant school authorities

and sectoral bodies should discourage such cyber-slans by regular communication with students through meetings, seminars and posters on dangers of these slangs to their academic endeavours.

ID: 22

Session: Youth Cultures and Digitalisation

Title of Paper: Uses and Gratifications: The Use of Facebook and WhatsApp among Youth in Kenya

Author: Kioko Ileri and Jimmy Ochieng (United States International University-Africa, Kenya)

Abstract:

The Uses and Gratification is a user oriented theory which posits that individuals accrue different information and stimulation from the media that best suits their needs. This study uses a survey design to examine youth's satisfaction in the use of Facebook and WhatsApp, the motivations behind use of the two social media platforms, and the variations in the use and motivations between the two social media platforms. Youth's increased use of social media makes it imperative to study the factors that drive their adoption of the various platforms. This research will assist scholars and practitioners understand why the two platforms have become an important source of information and gratification of the needs and desires of the youth and what this means for the country. This is an important study as there is limited research conducted in the area especially in the developing world. Therefore, it will help reduce the research gap. In addition, the study will provide insights about youth interaction with the two social media platforms, and thus, contribute to the growth of the Uses and Gratification theory in the continent and beyond. The survey comprising 1,000 youths will be conducted in the universities located in Nairobi, Kenya.

PANEL

Session: Religion and Media in the Digital Age

Panelists: Kofi Asare, Ghana Institute of Management and Public Administration, Ghana; J. Kwabena Asamoah-Gyadu, Trinity Theological Seminary, Ghana; Stewart M. Hoover, University of Colorado, USA

Digital Age Religion in Ghana: Christian Leadership and Social Media Inquisitions in Ghana, Kofi Asare (Ghana Institute of Management and Public Administration)

Abstract:

The vibrant nature of both Pentecostal Christianity and media has attracted commensurate interest of scholars in the field of media, religion and culture. In recent times, the imbrications of the Pentecostal Christianity and the Internet have come to occupy significant space in the studies of religion in the context of the digital age. The appropriation of the Internet, particularly the social media, by Pentecostal Charismatic Christians for information and proselytization has been

approached mostly from the perspectives of the religious groups with little or no input from social media users. Religion in the digital age is, however, shaped by the contributions from both the religious organizations and users of online religion and offline religion. Focusing on the Pentecostal Charismatic Churches, the paper examines social media inquisition of digital religion in Ghana. Based mainly on resources from the social media, the paper explores how social media users extensively capitalize on the opportunity provided by the Internet to question certain religious beliefs and practices espoused by some Christian leaders.

Digital Religion: Pentecostalism and the Media Age in Africa, J. Kwabena Asamoah-Gyadu (Trinity Theological Seminary, Ghana)

Abstract:

The intersection between religion and media has become very critical in understanding the public expression of faith in Africa. This paper explores the ways in which a particular stream of evangelical Christianity, Pentecostalism and its younger progenies – the various charismatic prophetic ministries, have through digital media use now moved from the margins to the center of public life in Africa. Africa's media is saturated with Pentecostal prophetic activity and it is difficult to miss the influence of the phenomenon on public life and discourses. Thus, it is now impossible to study religion, particularly Christianity in any meaningful sense, without reference to the presence of Pentecostalism in media. Sourcing information from the electronic media, in particular digital satellite television and the Internet, the paper examines the extensive use of media by the Pentecostals. This would be in order to demonstrate how this global movement has transformed the face of Christianity through the diffusion of its presence and activity in the uses of modern media digital technologies.

Dimensions of Religion in the Digital Age, Stewart M. Hoover (University of Colorado, USA)

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ID: 24

Session: **Corporates, Consumers and Online Behaviours**

Title of Paper: Understanding Online Consumer Shopping Behaviors: A case Study of Jumia online shopping mall Clients in Kenya

Author: Sylvia Masese Machini, Laban Fraizer and Ben (Multimedia University of Kenya)

Abstract:

In Kenya, there has been an increase of the number of people shopping online that has been attributed to the advantages the internet accessibility has in providing information quickly and inexpensively. Jumia Kenya is a major online shopping mall that enables customers purchase various items that are delivered directly to them upon payment. This online market place enables manufacturers and marketers from all over the world to sell their products by use of this easy and convenient platform. However, it is important to understand the consumer attitude, intent and behavior in light of the online buying experiences.

Researchers have defined consumer behavior as the study of the processes involved when an individual selects, purchases, uses and disposes of products, services, ideas or experiences so as to satisfy needs and desires.

This paper will focus on understanding the differences of consumer behaviors among Jumia clients in terms of demographics, current status of online technology use and accessibility and attitudes towards making an online purchase. The main research question is to explore how significant are consumer, marketing and technology factors in influencing clients to use Jumia online shopping platform to purchase various items. Such understanding will assist online merchants and web designers develop online environments that will increase buyers and influence non-buyers to utilize online platforms to make a purchase.

The Theory of Reasoned Action, Fishbein & Ajzen 1975 and the Diffusion of Innovation Theory, Rogers 1995, will offer guidance in formulating the research framework that will be used to explore the research questions.

ID: 67

Session: **Corporates, Consumers and Online Behaviours**

Title of Paper: Communication dynamics in online co-creation interactions: An African evidence

Author (s): Abena A. Yeboah-Banin and Najwa N. Baroudy (University of Ghana)

Abstract:

The advent of interactive, multimedia-rich internet technology has enabled small and micro businesses in Africa to advertise to a wider mass of consumers. Beyond advertising, however, is the emerging trend towards online co-creation where such businesses interact with potential consumers to create new product variants that match their (consumers) individual tastes. Whereas co-creation is not new in global organizational scholarship, extant knowledge on it belies three gaps. First, previous scholars emphasize its drivers, outcomes and the gratifications sought by participants to the neglect of the communication processes that hold it together. Previous scholarship also fails to account for how new affordances by digital (interactive) media may be

facilitating/challenging co-creation communication and the power dynamics within it. Finally, the extant co-creation scholarly evidence is biased towards global north contexts, denying us of any insights into its incidence, nature and consequences for producers and consumers in developing African economies. The proposed study addresses these gaps by exploring the communication context surrounding online-based co-creation interactions between Ghanaian small businesses and their customers. Using triadic data comprising interviews with producers, consumers and co-creation dyads (producers and consumers who have co-created), the study seeks to unpack the communication dynamics within the co-creation interaction and understand how digital media may be (re)shaping new logics of customer engagement and satisfaction.

ID: 110

Session: **Corporates, Consumers and Online Behaviours**

Title of Paper: Integrating Digital Corporate Communications Technology in Microfinance Institutions in Uganda: Impact on Savings and Credit Cooperative Societies' Performance

Author (s): Kibs B. Muhanguzi and Micheal Omeke (Kyambogo University, Uganda)

Abstract:

Deepening globalization in Africa is making fast spread of corporate digital communication, causing a new organizational culture in which digital corporate communication is slowly becoming more of a norm than a necessity; more so, within micro finance institutions. Empirical literature shows digital communication is still a challenge in Africa, particularly in rural settings. Corporate managers wishing to interact with corporation's stakeholders (shareholders, potential investors, employees and government, customers, creditors, suppliers, and host communities) would love to do so fastest by internet. This is a 'wish' which may not be a 'command' under corporate digital communications within micro finance institutions in Uganda.

Most empirical literature show some impact of corporate governance from legal and economic perspectives but not social viewpoint. Adopting social viewpoint of corporate governance about communications: how the company presents itself to the wider world – shareholders, potential investors, employees, regulations and other groups with a legitimate interest in its affairs; and using primary data and a two stage econometric analysis (unlike most past empirical studies), this paper: 1) investigates the extent of adoption of corporate digital communications by people and institutions, visa vie the stakeholders' perceptions of its importance; and 2) examines how digital corporate communications impact on people's lives and Savings and Credit Cooperative Societies SACCOS in Uganda. The unit of analysis is SACCOS and their clientele.

Expectations: In spite of variability in adoption of corporate digital communication by SACCOS, the new corporate culture improves people's lives through efficient resource usage. Overall, per unit corporate transaction costs are reduced (the costs of association, setting the nominating committee and remuneration of the external auditors, the publishing of information to increase corporate transparency...)

ID: 301

Session: **Corporates, Consumers and Online Behaviours**

Title of Paper: Perceptions of and motivations for accessing Swahili Online newspapers among students at the University of Dar es Salaam

Author (s): Margaret Jjuuko, Rehema, J. Muniko and Sophie, K. Ndibalema

Abstract:

The media industry in Tanzania has exploited the growth of Information and Communication Technologies (ICTs) by venturing into the growing Internet community and their use of social media and online digital news platforms, to satisfy their information needs and interests. There are approximately 80 web-based media in Tanzania today, with a majority published in English and Kiswahili, the country's two official languages. Whilst English became the favoured language during the colonial era and it is still an official language in East Africa, Swahili is prominently used in all spheres of everyday life in Tanzania. Old and new media platforms are increasingly deploying Swahili to inform their audiences. Through in-depth qualitative interviews, this study explores the perceptions of and motivations for accessing Swahili online newspapers among students at the University of Dar es Salaam. We argue that despite the wide application of English, as a language of instruction in most tertiary institutions in Tanzania, students' engagement and comprehension of news media discourses cannot be detached from Swahili due to the power of language in meaning construction and interpretation.

ID: 305

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: The Death Of Transmission Models of Corporate Social Responsibility (CSR) Communication

Author (s): Mavis Amo Mensah (University of Education, Ghana)

Abstract:

ID: 149

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: Evaluating digital communication within devolved governments: The case of a public complaints system in Nyandarua County, Kenya,

Author (s): Jesse Masai (Daystar University, Kenya)

Abstract:

In his inaugural address on August 22nd, 2017, His Excellency Governor Francis Kimemia pledged to “ensure that henceforth, Nyandarua people are fully engaged - not just symbolically - in matters that affect their destiny in tandem with the Constitution.” He was, in a matter of speaking, staking the success of his tenure on effective public participation across Nyandarua. Fewer issues have attracted public attention in Kenya than the perceived failures of the devolution experiment in Kenya, which the East African nation has been pursuing since 2013, after a false start in the 1960s. Its failure has been tied to limited civic education and public participation, which contravenes both the Constitution of Kenya (2010) and the Public Finance Management Act (2012).

Nyandarua is important as a case study, owing to its historic marginalization among Kenya’s 47 counties, in addition to the reputation it currently has of being run by one of the nation’s most high profile governors. Its online public complaints system is vital as a source, owing to the County Government’s promotion of its usage. How do members of the public use the system to identify issues of interest to them? What does the system tell us about the future of public participation in the second phase of devolved government in Kenya? What does it tell us about the promises and limitations of public participation in Africa? The author discusses implications for work on public participation in majority poor contexts, with a particular emphasis on how online communication systems deployed by devolved governments might impact on the public’s right to know. The author anchors his study on the stakeholder theory. He proposes to use content analysis.

ID: 41

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: Facebook usage in political communication in Ghana: The case of two political parties

Author (s): Akwasi Bosompem Boateng (University of KwaZulu-Natal, South Africa)

Abstract:

The advancement of information and communication technologies marks the transition into an era of digital democracy which is changing the global political dynamics. A recent development in new media is the rise of social media which has transformed how politics especially electoral processes are conducted. A notable example of social media is Facebook, a networking site that promotes interactions through various features, allowing people to engage and interact with one another through the “wall,” “photos,” “pokes,” “likes” and “status,” among others. This study investigates how Facebook has affected political communication and intra-party elections in the two major political parties in Ghana: New Patriotic Party (NPP) and National Democratic Congress (NDC). Since the New Patriotic Party assumed power in 2017, political vigilantism has increased in Ghana. Even though there could be other causes, some have attributed these happenings to lack of direct access to political parties and officials due to limited time that is given to stakeholders during “phone-in” segment(s) on political programmes in traditional news media. With the spread of social media use as a popular response to such challenges, new questions have come up as regards technological appropriation for both relationship management and advancement of political agenda. This study employs both qualitative and quantitative methods to examine and describe how social media (Facebook) is used in communication and voter mobilisation during intra-party elections of the New Patriotic Party and National Democratic Congress in 2018. This serves as a way of contributing to literature on communication and media by providing original and new insights into the impact of social media on African politics.

ID: 219

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: The Youth and Digitization: Involving the Youth in Africa’s Development through Digital Technology and Public Diplomacy

Author (s): Priscilla Addai Kwarteng (University of Ghana)

Abstract:

In an ever- changing world, the importance of digitization cannot be overemphasized. The world is transformed from a mechanical place to an industrial one where the use of technology in all facets of life is paramount. Thus, to develop a country calls for a robust technological base and adequate human resource particularly the youth equipped with the ideas to utilise the opportunities technology presents. The usefulness of the youth lies in their curiosity, vivacity, and familiarity with technology coupled with the innovative ideas they present. The youth of every state serves as the backbone and future of the nation. Getting them involved in decision making process and implementation is prudent for the nation’s development and posterity. The youth are capable of

using technology to inventions which goes a long way to enhance development and their potential. Many of the youth are apathetic and do not participate actively in decision making process and implementation of policies and strategies regarding socio-economic and political happenings. They feel left out of the conversation which thankfully, can be corrected. The interest of the youth can be captured through the use of public diplomacy targeting new media platforms such as twitter, Facebook and WhatsApp which offer opportunities for people to contribute their quota to the nation's development. Using secondary data, this paper seeks to investigate how the older generation can bridge the gap of communication and pique the interest of the youth by employing technology and public policy as a tool and social media as the platform to attract the youth into matters of decision making and its implementation.

ID: 205

Session: **Epistemologies, Disciplinary Developments and Pedagogies in Digital Communication**

Title of Paper: From the minimalist-maximalist participation dichotomy to Autonomism: Analysis of social media participation practices in Sub-Saharan Africa

Author (s): Gloria Oko

Abstract:

The media enhances democracy by allowing the citizenry to participate in content creation through which they exercise political power. Participation in media can either be minimalist or maximalist, where in the former, media professionals' skills and expertise give them a high degree of control over content production, while the latter balances professional and audience control. Thus how the media enhances participation in democracy is influenced by media structures and cultures, meaning conventional media technologies, the newspaper, radio and television have for long determined the level of participation in media and through media. Even though proponents of consensus democracy argue that participation in media should encourage deliberation while the conflict oriented approach views participation as a site for the ineradicable political struggles, what seems left out is how media technologies influence participation opportunities available for the citizenry. To this concern affordances of internet especially the social media platforms like Facebook, Twitter and WhatsApp are encouraging a new form of participation; autonomist participation, which does not necessarily fit in the minimalist-maximalist dichotomy. How social media affordances are creating autonomist participation is similar to several unique ways Africans appropriate new communication technologies, for instance the invention of M-Pesa, a mobile phone banking service in Kenya has availed banking services to the previously unbanked population. An interesting trend seen in Kenya today is the mushrooming of WhatsApp movements and groups which behave like leaderless movements as they grow spontaneously and seem to break into splinter groups whenever individual(s) try to take up formal and active leadership of the group. This theoretical paper will argue that WhatsApp is providing technology

that supports participation in a context of informal and nonhierarchical leadership. This type of participation moves us closer to the democratic populist fantasy in which actors in the participation process are equal as the subalterns attempt to do away not only with all forms of professional and elitist control, but also the hegemonic active leadership.

ID: 250

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: Theorizing the digital in rural Kenya: A focus on mobile phone communication and its effects on schooling among the youth of Manyatta (Embu)

Author (s): Beatrice Mbogoh (Daystar University, Kenya)

Abstract:

Limited evidence of the relationship between mobile phone use and schooling among the rural youth in Kenya presents a particularly fascinating opportunity for theorization of the digital. Research that focusses on one to one communication and its effects on schooling is lacking. A total of at least 400 high school students from selected schools in Manyatta will be surveyed regarding effects of mobile phone use on information retrieval, acquisition and presentation of knowledge (local and global), media literacy, opinion formation, participation gaps, online publishing as well as virtual stimulation. Kenyan youth are highly inclined to mobile phone use and ownership and the desirability of the mobile phone is hardly ever mentioned in relation to schooling and school work. In contrast the efficacy of the mobile phone is often in connection to personal contact, trending news, memes and other ‘uneducational’ or social functions. Studies from western contexts have often mainly found mobile phone use among students to be negative predictors of student performances (Lepp, Barkley and Karpinski, 2015; London School of Economics, 2015; Irwin and Gupta, 2016) but little attention has been paid to the positive aspect of mobile phone use by students. One study by Derounian (2017) indicates that students perceive mobile phones to be useful for classroom learning because they could access digital textbooks thus engage more deeply with the material although whether that improves their schooling experience is unclear. Consumption of certain types of mobile phone content has been found to correlate with corresponding risky attitudes and behaviour as studies in Africa indicate (See Miller, Kinally, Maleche and Booker, 2017).

The purpose of this study is to investigate the relationship between high schoolers’ use of mobile phones on attitudes towards schooling and literacy. Two brief questions would be – Do Kenyan students use mobile phone for learning? How do they make their choices?

ID: 151

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: Evaluating digital tools for development communication: The case of Ezekiel Chebunde, a 2017 candidate for a civic race in Sitatunga Ward, Kenya

Author (s): Juddy Bisem (Jomo Kenyatta University of Agriculture and Technology)

Abstract:

Following promulgation of Kenya's Constitution (2010), a civic ward has become the smallest unit for development within the East African Republic. Fewer races have attracted interest among Kenyans than that of a Member of the County Assembly, who upon election is expected to represent ward interests in a County, the nation's largest devolved unit, of which Kenya has 47. By and large, however, interest in the race has been tied to the financial perks it offers, and less about oversight and representation, both of which are critical in project identification, implementation and monitoring.

This study focuses on Ezekiel Chebunde – a 31 year-old young man – who went into Kenya's contested 2017 General Election aggressively using social media platforms to tout his skills in managing projects. His online activities are important, because they provide insights into an emerging rural digital culture in Kenya. Sitatunga Ward is vital, because it is one of the East African's most cosmopolitan yet also rural electoral units.

Which specific digital tools did Chebunde utilize in his campaigns? Which messages on project management did he deploy? What does the communication tell us about the future of rural digital cultures in Africa? The author discusses implications for work on digital communication in majority rural contexts, with a particular emphasis on how public opinion may effectively be mobilized for project management. The author anchors her study on the Social Information Processing theory. She proposes to use content analysis.

ID: 293

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: Secret Histories: Ethics and practices for researchers using digital archives in Africa

Author (s): Martha Evans and Ian-Malcolm Rijdsdijk (University of Cape Town, South Africa)

Abstract:

Advances in digital technologies and the expansion of infrastructures across the African continent open up new avenues for researchers, but also bring with them novel challenges and old challenges in new guises. While the increased digitisation of archives promises better access to African histories, in practice the the process often results in lopsided and/or inaccessible versions of events, as certain narratives are rendered visible and searchable, while others remain

secret and buried. The process by which archives are digitised and the ways in which the resulting data is used should encourage ethical and epistemological debate. In many cases, African archives are contextualised by colonial practices of assembling, indexing and displaying materials. This raises concerns about the social and cultural ‘value’ of archive materials, and what they might mean to different users (from citizens to academic researchers). What are the benefits and challenges of digitised archives, and what are the implications for researchers of digitising archives in an African context? How might researchers overcome the digital divide when it comes to research into African histories? And what are the ethics of viewing and using archive materials once they are digitised?

We will consider these facets of the digitisation discourse with reference to case studies such as digitisation of events linked to the historic Rivonia Trial in South Africa, proposing models for understanding the benefits and dangers of digitised archives. We argue that digitisation often distances the researcher not only from context but also from already hidden counter-narratives. Historical research in the African context requires constant critical reflection about archival modes of production if we are to avoid a situation where digitisation directs research agendas. Digitisation also offers opportunities; however, for fresh creative approaches to using data and locating lost information, the African researcher is uniquely placed to develop these.

ID: 308

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: Analysis of the Reflection of Media Literacy in Communication Curricula of Select Nigerian Universities

Author (s): Elizabeth Titilayo Aduloju (Catholic Institute of West Africa, Nigeria)

Abstract:

Media literacy enables people to interpret and make informed judgments as users of digital technology sources, as well as to become producers of media contents in their own right. Media literate students are able to access information about their health, their environment, their education and work; they are empowered to critically evaluate media content, and to make informed decisions as users and producers (Prosumers) of information and media contents. However, many Nigerian universities are not aware of this literacy or have not included it in their curricula. Thus the study was designed to critically investigate and analyse the reflection of media literacy as a course in communication curricula of select universities in South-west of Nigeria. The select universities comprised federal, state and private universities which are: Adekunle Ajasin University, Lagos State University, Ekiti State University, Joseph Ayo Babalola University, Afe Babalola University, Covenant University, Obafemi Awolowo University, University of

Ibadan and National Open University of Nigeria. The curricular of Communication departments in the select universities were analysed in order to determine their level of reflection of media literacy course. Survey research design was adopted, while structured questionnaire was used as instrument of data collection. Data were generated from a sample of nine universities that were randomly selected from Nigerian universities. It was discovered that the select universities have not given due attention to media literacy as a course in their curricula. Thus, it was recommended that Communication Departments need to review or re-design their curricula to reflect the importance of media literacy in the lives of the students, youths and that of the nation as a whole. Also, educators should be sensitised and trained on the importance of media literacy in the education of the contemporary young people in Nigeria.

ID: 19

Session: User Digital Media Competences and Applications

Title of Paper: YouTube and Second Life indigenous language learning: Awareness and usage in tertiary education in Nigeria

Author (s): Umefien Dakoru Epepe (National Institute for Nigerian Languages, Nigeria)

Abstract:

In the near future, a good number of indigenous languages might face decline or extinction in Nigeria. This observation finds support in empirical evidence that suggests that out of the 521 languages that have been spoken in Nigeria, 510 are living languages, two are second languages without mother-tongue speakers and nine are extinct. Interestingly, digital technologies such as YouTube and Second Life have provided innovative and immersive language learning opportunities for ‘digital natives’ of the 21st century, who seem to face the greatest threat of indigenous language decline. Nevertheless, despite the popularity of these digital technologies and the abundant western empirical evidence on YouTube and Second Life’s foreign language and second language learning, there appears to be a dearth of scholarly investigations on the awareness and usage of YouTube and Second Life for indigenous language learning (ILL) in Nigeria. This paper attempts to close some knowledge gaps in this field of research. Thus, anchored on the Technology Determinism theory, this paper uses survey and content analysis to generate qualitative and quantitative data on the awareness and usage of YouTube and Second Life for indigenous language learning at the tertiary educational level in Nigeria. From the findings, this paper shall draw conclusions relevant for policy and practice, as well as make recommendations for future studies.

ID: 178

Session: User Digital Media Competences and Applications

Title of Paper: Mobile Internet as Affordances for Health Information among Female Teachers in Rural Ghana: The Actor-Network Perspective

Author (s): Elinam Amevor (University of Oregon)

Abstract:

The Internet has become an important source of health information for both healthcare professionals and patients, due to its ability to provide easy access to huge volume, current, and relevant healthcare information to consumers. The increasing rate of mobile Internet connectivity in sub-Saharan Africa has triggered the “Internet of Health” phenomenon, considered as a legitimate alternative for health information seeking on the African continent.

Although previous studies have revealed that the youth in Ghana use the Internet for health information due to its ability to provide easy access, privacy, and affordability, there is a general paucity of research on the use of the Internet for health information among women. The goal of this study therefore, is to examine the use of mobile Internet as affordances for health information among female teachers in rural Ghana.

The study will adopt a qualitative method, using long interviews with 30 female teachers drawn from rural communities in the South Dayi, North Dayi, and Afadzato South districts in the Volta Region of Ghana who have no access to the Internet other than through their mobile phones.

Data collected from the interviews, based on issues regarding participants’ knowledge of health Web sites, their digital literacy and search strategies, the question of privacy, and the affordances that the Internet offers them, will be analyzed thematically, through the lens of the Actor-Network Theory, to examine the impact of technology on the healthcare of women in deprived communities in Ghana.

It is expected that the findings of this study will contribute to scholarship that focuses on the digital empowerment of women as far as health communication and promotion in Africa are concerned.

ID: 4

Session: User Digital Media Competences and Applications

Title of Paper: Digital Colonization and its implications on Nigerian Youths: What hope for the Future?

Author (s): Maria Agbenu Onyilo (Benue State University, Nigeria)

Abstract:

It is no doubt that the world we live in is digitally colonized. A form of colonization far beyond the acquisition of lands, powers and natural resources experienced in the pre-colonial era. Digital

colonization permeated the world through the emergence of submarine cables invented in 1850, computers in 1975 and now handsets. This form of colonization does not only control our communication systems but have penetrated our minds in such a way that it controls our thoughts, behaviour, attitudes and lifestyle. Effects of these innovations are more on the youths who are direct consumers of these contents. Youths no longer see the need to be culturally minded and guided but fashion their lifestyles along daily digitally consumed information, leading to cultural domination and cultural synchronization. The manifestations from exposure to these contents are cultism, vandalism, drug abuse. However, we are not saying that digital colonization has no benefits but the focus of this paper is on its negative effects. To effectively discuss the issues raised, the paper will adopt the theory of globalization which will enable the researchers explain the implications brought by modern communication systems to the social and cultural patterns of youths in North Central. The methodology this paper will adopt is the survey with the instruments of questionnaire and oral interview. The population will consist of students from three tertiary institutions of Benue State, Nassarawa State and Plateau State. The copies of questionnaire will be administered on respondents while oral interview will be used to supplement the results from the findings. The focus of this paper therefore will be to explore what constitutes digital colonization, agents of digital colonization, ways of digital colonization, its effects and implications on youths and media responsibility in abating this trend.

ID: 243

Session: **Digitalisation and Journalistic Practices**

Title of Paper: The internet and the 21st century print journalism editor

Author (s): Kobby Mensah (University of Ghana Business School) and Zakaria Tanko Musah (Ghana Institute of Journalism)

Abstract:

This study examines the concept of news production with focus on the impact of internet on the role of the newspaper editor. News reporting is explained as an aspect of news production processes that includes designation of news or information to the public with the aim of informing, educating and entertaining. The literature argues that news report must be objective and accurate. These values have over the years been achieved by newspapers gatekeepers primarily the editors who subject the news reports to rigorous editorial processes such as checking writing style, sources of news, the determination of story-angles, fact checking etc. The advent of internet, with its 24hour news cycle culture is believed to be exerting pressure on news editors, raising questions as to whether or not news reports of today's internet era receive full editorial attention as expected in the journalistic field? Or is the pressure to keep newspapers relevant in this era of the internet causing editors of news to shed off some editing processes, thereby compromising scrutiny and

invariably the integrity of the gatekeeping duty they ought to be performing. These queries are investigated in this study through a case study of multiple newspapers in Ghana in an attempt to explore the impact of the internet on the 21st century print journalism editors.

ID: 202

Session: **Digitalisation and Journalistic Practices**

Title of Paper: The Role of Media in Reporting and Promoting Protection against Child Abuse in Kenya: A Case Study of NTV Prime Time News Reportage

Author (s):

Abstract:

The aim of this study is to investigate the role of Kenyan media in reporting and promoting protection against child abuse. The study will examine whether the media coverage of child abuse promote this issues as a vital part of the public agenda and as either a contributor or deterrent to the abuse. The problem that prompts this study is the increase in cases of child abuse despite the media development in Kenya. Perhaps this shows that child abuse is a complex societal issue that receives limited research and media attention. The specific research objectives are; to establish how much coverage the media gives for the issues of child abuse and child protection, to identify the role of the media in placing the issue of child abuse and child protection on the public agenda, to establish if media present child issues as news items for profit motive or as public agenda, to examine the extent to which the media deter child abuse or advance the abuse. My study will focus on sexual and physical abuse because these are the most reported cases. I will limit my content analysis to a case study of NTV (Kenya) prime time news reportage. The target group will be children in lower primary classes and the mentally challenged. The location for study will be Nairobi where most abuse cases. It will also be easy to analyze content that has been aired on media and easy to reach the reporters and care-givers. Previous studies have focused on establishing the prevalence of child abuse and neglect, the perpetrators of child abuse and neglect and present an analysis of the causes (immediate and underlying). I am yet to see a study that investigates the role of media as a tool for promoting child protection against child abuse.

ID: 270

Session: **Digitalisation and Journalistic Practices**

Title of Paper: New media in the digital era

Author (s): Redemtor Atieno (Daystar University, Kenya)

Abstract:

Since the emergence of the internet in the 1960's a lot of growth and development has been realized in many sectors. The Internet has provided opportunities and allowed people to take part in the digital economy, stimulated economic development and enabled the transition to knowledge-based economies (IGF 2015). The Internet allows affordable access to information and knowledge regardless of location that was previously unattainable and helps users make informed decisions (IGF 2015). The convergence of Information Technology/Computers, digital media and telecommunications (Cyberspace) has led to an alternative media discourse, providing the 'other voice'- different from the mainstream media. Citizen Journalism or user generated content offers a different, untamed, and raw voice, and acts as an alternative media and is often perceived as more authentic, but as a threat by main stream media houses and by governments. Silverstone (1999) suggests that alternative media "have created new spaces that provide focus for specific community interests." The rapid emergence and adoption of ICTs have probably offered citizen journalism the biggest boost making it a breath of fresh air from the otherwise predictable main media. Sharp rises in internet connectivity, the thriving of social media, and mobile telephony have revolutionized the phase of journalism. Allan & Thorsen (2009) describe the capacity for people to share photos and information on happenings from their phones and with the help of the internet as 'remarkable'. Kenya is among the leading countries in ICT infrastructure and is opening up the democratic space to citizen journalism (Stork, Calandro, & Gillwald, 2013). While the rest of the world may seem to be blooming and glowing in the light the citizen's voice, the local Kenyan's voice will remain unheard because citizens have neither the means nor the knowhow of bringing forth their authentic voices.

ID: 193

Session: **Digitalisation, Social Impacts and the Regulatory Environment**

Title of Paper: Digital Media Regulation: An Analysis of the Need, Challenges and Options for Regulation

Author (s): Parkie Mbozi (University of Zambia)

Abstract:

THE INTERNET and the digital media are transforming, profoundly and irreversibly, the nature of journalism and its ethics. While the Internet encourages new forms of journalism that are interactive and immediate, citizens are also given an opportunity to create and share information globally. The core ethical principles of journalism have been adopted for traditional media during

the last century. Today a central question is to what extent their ethical standards can be applied across the new information landscape.

Over the same period questions about the media outlets' responsibility and accountability towards stakeholders have gained importance. In the context of online media focus is on the need for their 'publishers' to give guarantees about their credibility and trustworthiness, which can be achieved through committing to norms of ethical behaviour. Despite their migration from traditional to online media, and the multiplication of information sources through all kinds of user generated content, the audiences continue to turn to traditional media for trustworthy and fact-based information and analysis. The big questions of our time are: should online media and digital journalists be regulated? If so, who should regulate them and how? What in particular should be regulated? This paper does not give definitive answers to these questions. Rather, it adds to the discourse by throwing into the air a myriad of options for consideration.

The discussions about online media regulations, standards and ethical conduct advanced in the paper are based on two recent studies by this author. The first study, conducted in 2015, analysed the agenda setting power, or lack of it, of four Zambian online 'publications'. It examined whether standards and ethical conduct among the four online 'publications' had any effect on the agenda setting potency of these 'publications', particularly in offline political and governance discourses. It focused on four Zambian online 'publications' that appear to be the most popular, going by the number of bloggers who post comments on the stories they carry. These are: *Zambian Watchdog*, *Lusaka Times*, *Zambian Reports* and the *Zambian Eye*. Political and governance discourse was determined by the following: instances of reference to the stories carried by these publications by political and governance stakeholders (both in and off government and state and non-state actors); actions taken by political and governance stakeholders that can be directly attributed to the online media coverage; and, influence of online media on the agenda of mainstream (offline) media. Content of the four national dailies and parliamentary debates over a one-year period (June 2013 – June 2014) was examined. Interviews were also conducted with sampled key informants representing the five governance actors: media, CSOs, MPs, Political parties and policy makers.

The second study was conducted in between November 2017 and March 2018 as part of the PhD research for the author. Among other things it examined readership of Zambian online newspapers among individuals aged 18 years and above in Lusaka Province of Zambia. It specifically aimed to investigate the following: 1. How readers perceive and rate the Zambian online newspapers on credibility; 2. How credibility of online newspapers compares with traditional newspapers and other mainstream media; 3. Whether perceived credibility of the online newspapers is a predictor of reader gratification and influence; and, 4. options for regulating Zambian online newspapers. The study took the form of a survey among 335 randomly sampled individuals with access to internet in four districts of Lusaka Province. The data were analysed in the Statistical Package for the Social Sciences.

Both studies found that though there was apparent high exposure to, and readership of, online newspapers by the sampled respondents, the actual impact of these media as agenda setters and social influence at micro-social levels tended to be minimized by the readers' concerns about generally ethical conduct of the purveyors of news via these media. Readers are turning to online newspapers as sources of information that is perceived to be balanced, fair and uncensored. The influence of online newspapers is, however, hampered by such concerns as questionable truthfulness and believability of their content. Political polarisation and perceived biasness across party lines have added to the mistrust and how the readers perceive of these media and ultimately the extent of believability. The studies thus established a strong relationship between reader gratification and ultimately influence of the online newspapers and concerns about the ethical standards and professional conduct ('journalism etiquette') by these media by the respondents. It concludes that with the apparent migration of the audience to online media, it is particularly important that traditional and widely accepted values of professional journalism are fostered to guarantee a free and responsible digital journalism. Online newspapers can bolster their credibility and ultimately maximise reader satisfaction if they can adopt and adhere to professional codes of ethical conduct. The paper offers some options for online media regulation to foster these standards but within the confines of the international charters on human rights.

ID: 21

Session: **Digitalisation, Social Impacts and the Regulatory Environment**

Title of Paper: 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

Author (s): William Heuva (North-West University South Africa)

Abstract:

Emerging democracies more especially those of Sub-Saharan Africa have been found wanting when it comes to balancing the overlapping and conflicting interests of the right to know, privacy and security. Confounding this challenge has been the pressing need to ensure that the human rights citizens have offline must also be protected online (EU 2015), a requirement necessitated by the nature of the era in which we are living – the information (or digital) age. This challenge is further complicated by the fact that while these nations are required to ensure human rights on both levels, many of them have not yet succeeded in implementing them at the (traditional) off-line level. The paper interrogates attempts by Namibia to balance the competing rights of freedom of information, privacy and security. It locates these interests in a theoretical/philosophical context

in which they need to be understood in the digital age. It examines policy and legal/regulatory instruments initiated (as well as those being initiated) to address these competing and overlapping imperatives. The paper starts with the analysis of the country's fundamental law to see if provisions are made for these critical human rights. It then appraises practical initiatives aimed at ensuring the citizens' rights to know, as well as the protection of the information privacy, while also interrogating the state's rationale for and approaches to surveillance. Furthermore, the paper examines the views and position of the civil society on attempts by the state to address these critical issues. In conclusion the paper provides a critique of the country's attempts, while at same time recommends viable alternatives aimed at addressing these competing interests, drawn from the vast literature on the theme and from emerging practical examples considered elsewhere.

ID: 290

Session: **Digitalisation, Social Impacts and the Regulatory Environment**

Title of Paper: Radio 2.0: A sociology of radio mediation practices in a digital era

Author (s): G.K.M. Tietaah, (University of Ghana), E.K. Adae (University of Oregon) Fidelis Y. Sesenu and Ivy M. Fofie (University of Ghana)

Abstract:

The media ecosystem of Africa presents a poignant paradox in which, while the continent hosts the highest concentration of world poverty, it is also the destination address of the fastest uptake of digital technologies. The consequent optimism, especially among technophiles, about the prospects of new ICTs for leapfrogging Africa's development trajectory has inspired a contemporary shift in the policy and research agendas away from the so-called legacy media; towards such digital media and platforms as smartphones and social media. This is in spite of the fact that at the level of policy, the African Union's African Commission on Human and People's Rights (ACHPR) singles out radio for particular treatment; noting in the preamble of its Declaration of Principles on Freedom of Expression in Africa that, "oral traditions, which are rooted in African cultures, lend themselves particularly well to radio broadcasting." It is also notwithstanding that at the level of research audience statistics continue to privilege radio as the preferred means by which mediation practices are enacted. In this paper, we argue that the preferential option of radio is due to (1) its particular suitability to the contexts of communication in Africa; (2) its unique ability to appropriate and adapt to the prevailing media ecology. Media ecology, then, offers a useful epistemic compass by which we take on the task of examining and explaining, first, the sociology of radio mediation practices; and flowing from that, its enduring essentiality as a tool and token of development. We use individual interviews with producers and presenters of radio news and talk programmes as well as monitoring diaries to adduce the empirical evidence on these claims. The findings demonstrate the enduring relevance of radio for

development pointing out in the process the ways in which new/digital communication technologies have tended to support, rather than supplant, the old.

ID: 212

Session: **Digitalisation, Social Impacts and the Regulatory Environment**

Title of Paper: Evaluating the strengths and weaknesses of Public Access Centres: Lessons for policy makers in South Africa

Author (s): Vuyo Ntombovuyo Klaas

Abstract:

Information and Communication Technology (ICT) has become intertwined in development efforts in South Africa, forming the backbone of the envisioned 2030 information society. The government is therefore, striving to ensure that all citizens particularly, those in marginalized communities have access to ICTs using public access centres. The Cape Access electronic centres (e-centres) project is an example of the Western Cape provincial governments efforts towards public access that also supports capacity building in the province's rural and marginalized communities.

However, most of the Cape Access e-centres face challenges that affect their sustainability and ability to provide adequate services to facilitate transformation and development. Although massive financial and human resources have been invested in the project, the e-centres are failing to sufficiently meet expectations to ensure the participation of all citizens in the information society. Relevant and well-informed government policies are necessary if ICT for development interventions such as, the e-centres are to succeed in achieving their developmental objectives. Therefore, to inform development stakeholders and policy makers to ensure more effective ICT for development government interventions that transform people in marginalized communities of South Africa this study evaluates the strengths and weaknesses of e-centres. Twenty-one e-centres were selected based on highest, medium, and lowest community use statistics and data were collected from e-centre stakeholders and their users through site visits using in-depth interviews, focus group discussions, and a survey.

The study provides useful information for drafting specific projects which enable better information and service delivery towards citizen transformation in marginalized communities, as well as more significant policies for effective use of ICTs for development. For instance, policies that consider the social, cultural, and environmental appropriateness of the ICTs provided by the e-centres are necessary if they are to succeed, specifically in marginalized communities.

ID: 228

Session: **Digitalisation and Education Initiatives**

Title of Paper: To Digitize or not to Digitize- A Look at Kenyan Secondary School Teachers

Author (s): Robert Rukwaro Maina (United States International University-Africa, Kenya)

Abstract:

In the present age, technology continues to offer solutions for the advancing of ages via major innovations that come with technological advancement. Technology and innovations have not only allowed for the enhancement of social bonds across the globe but critically also the transfer of knowledge skills and learning. Learning institutions continue to leverage on technology and innovations to accelerate research, pass information and generally evolve pedagogy. The Kenyan government realized the need to infuse technology and innovations in the teaching and learning in public schools and thus intentionally called for and supports ICT in learning. Teacher Development and Appraisal for Kenyan teachers (TPAD) is also pegged on the teacher infusion of ICT in their teaching and learning mandates. Key among the flagship projects of the Kenyan Government includes the school digitization program for the formative classes in primary school going children. Instructors in all public primary and secondary schools are continuously finding themselves needed to evolve their pedagogical skills in order to include innovative ideas in ICT in order to make their teaching more relevant to the present day generation of learners. The passing of technological knowhow for the tutors will be theorized through insights of the Technology Acceptance Model to assess the tutors' perceptions on the relevance of ICT inclusion in their teaching experiences. This paper attempts to find out the underlying factors if any that make a tutor seek to or not seek to involve ICT in their teaching and learning and the tutors self-evaluation of the effectiveness of ICT in the teaching careers. Issues of perceived usefulness alongside intention to use, perceived ease of use - alongside perceived usefulness and impact of subjective factors on the intention to use and the confirmation of the use behavior will be studied.

ID: 258

Session: **Digitalisation and Education Initiatives**

Title of Paper: Taming a Present-Day Hydra: ICT experts' views on adopting Sakai®/Moodle® Learning Management System in Ghana

Author (s): Moses Kumi ASAMOAH (Central University, Ghana) and Eric Kwame ADAE (University of Oregon, USA)

Abstract:

Information technology and knowledge management specialists, working within universities play an important role in the adoption of technologically-mediated learning management systems. These officers serve in various capacities, ranging from technicians to managers, where they serve as IT technicians and facilitators, problem-solving facilitators, and as expert prescribers. Their roles in the conceptualization and implementation of learning and teaching management systems determine the extent of success, failure and user experiences of these technologies. Given the centrality of these specialists and the woeful dearth of empirics on this subject-matter in Sub-Saharan Africa and Ghana, this paper interrogates the perspectives of ICT specialists working within universities in Ghana, on the adaption of Moodle®/Sakai® LMS by universities in the country for teaching and learning. The paper discusses the uses, utility and benefits of LMS; the challenges in adopting such systems within universities in Ghana; but also, some recommendations for ensuring a more effective and efficient adoption process. Data collection entailed in-depth interviews with eighteen informants. Thematic analysis was used for data analysis. It emerged that there have been some bold and impressive technological initiatives undertaken by some universities in Ghana to promote the adoption of Sakai®/Moodle® for teaching and learning. However, despite the impressive potential benefits of using such systems, adoption is threatened by a range of crippling challenges and barriers. The paper makes relevant theoretical, practical / managerial and policy suggestions along the pathway for ensuring the bold and sustainable adoption of learning management systems in universities in Sub-Saharan Africa.

ID: 211

Session: **Digitalisation and Education Initiatives**

Title of Paper: Remembering genocide, negotiating memory: Transmedia narratives for peace education in post-genocide Rwanda

Author (s): Tugce Ataci (Universitat Pompeu Fabra, Spain)

Abstract:

Based on the theories of transmedia storytelling, transmedia literacy, peace education and mediatisation of memory, this PhD research aims to identify levels and key attributes of user engagement among secondary school students in Rwanda during and after their exposure to the transmedia projects related to post-genocide societies such as Guatemala, Cambodia and Rwanda, analyse the digital stories created by the students based on process and production, and define the actions-to-do in order to integrate transmedia storytelling for peace into classroom. In order to fulfil the aims of this research four transmedia projects have been identified and analysed. Workshops/focus groups will be arranged with students during which students will be exposed to the transmedia projects selected. There will be two workshops: In the first workshop, only the projects about the Rwandan genocide will be used, while in the second one the projects about the Cambodian and Guatemalan genocide will be presented. In the first half of the workshop,

researcher will explain some concepts regarding transmedia storytelling. In the second half, students will discover the project themselves and the researcher will observe their interaction with the design and the storytelling strategies. In addition, after the workshops, students will be asked some questions regarding their experiences during the interaction with the projects, which will be held in groups in the form of focus groups. At the end of the workshops, students will be asked to create their digital stories in the following week. They will not be limited to any kind of platform, but they will be asked to create stories related to the genocide, peace, memories, etc. Throughout this process, their teachers will collaborate with the researcher. After collecting the digital stories collected by the students, semi-structured interviews will be conducted in order to learn their experiences. The fieldwork between January-April 15, 2019 in Kigali, Rwanda will be realized with the affiliation of Institute of Research and Dialogue for Peace (IRDP) which is a non for profit and independent research institute in Rwanda.

ID: 218

Session: **Digitalisation and Education Initiatives**

Title of Paper: Performance of Pupils: Empirical Evidence of Public Rural Primary Schools in Uganda

Author (s): Naluwooza Ruqqaiya (Makerere University Business School, Uganda)

Abstract:

The performance of pupils in rural areas has increasingly become an issue of concern in most developing countries, Uganda not being an exception. Over time, most of the rural and urban-rural schools perform poorly each year. There are very few rural schools which actually use Information Communication Technologies (ICTs) that can enhance the learning environment and performance of the pupils in schools. The study aims at examining the performance of pupils in rural schools with a view of identifying the factors that affect the performance of these pupils and design a framework that can enhance performance of these schools.

ID: 195

Session: **Digitalisation and Social Interventions**

Title of Paper: Visualising the digital inclusion ecosystem in the Western Cape Province of South Africa: The “Digital Inclusion Data Portal,”

Author (s): Wouter Grove and Leona Craffert

Abstract:

Public policy interventions to address digital and social exclusion should consist of an overarching and simultaneous strategy to address digital and social exclusion mechanisms (Mariën & Prodnik, 2014). From the perspective of digital inclusion intermediaries lack of relevant and trusted information is often a barrier to achieve impact and scaling. In order to create and stimulate effective digital inclusion interventions within an ecosystem, a more detailed understanding of that ecosystem is necessary. Role-players may not only be unaware of other role-players in the ecosystem, but often they are not aware of their own footprints and areas of impact.

Visualisation systems have previously been applied to achieve common ground or shared understanding amongst different role-players around shared goals (Yusoff & Salim, 2015). Furthermore, in order to unlock the potential for social innovation in a digital era, the role of networks and network effects need to be understood, as well as the potential for digital technology to change value and process chains (Millard & Carpenter, 2014).

The first phase of the Western Cape CoLab for eInclusion and Social Innovation's Digital Inclusion Data Portal has been designed as a shared public resource to empower the digital inclusion ecosystem in the Western Cape Province in South Africa. This research in process aims to position the portal within the current ecosystem literature around digital inclusion and the emergent notion of media literacy in South Africa. Secondly it also aims to chart an approach to further refine the tool by means of co-design and co-creation using the Living Labs approach.

We conclude by exploring and analysing how this tool, a first in the South African context may potentially inform the digital skills action plan in the country with common ground factual bases. This can potentially speed up system wide change and facilitate social innovation.

ID: 256

Session: **Digitalisation and Social Interventions**

Title of Paper: Digital Means, Rural Setting: The Interplay between Indigenous and Modern Communication Systems in Climate Change Adaptation among the Maasai of Ngerengere, Tanzania

Author (s): Dotto Paul Kuhenga (University of Dar es Salaam, Tanzania)

Abstract:

This study examines the interplay between indigenous and modern communication systems in in the exchange of climate change adaptation information among the Maasai Community of Ngerengere area, Morogoro Region, in Tanzania. The relevance of this study relates to understanding how the long-established indigenous communication systems (music instruments

and others) are being integrated with the modern (especially digital means such as television, radio, newspapers and social media) to exchange information of climate change adaptation. Specifically, this study explores the understanding of climate change and climate change adaptation information among the Maasai communities in Ngerengere area, and how climate change is an issue of concern in their area; examines the indigenous and modern communication systems these communities use for exchange of climate change adaptation information; and why they prefer such systems; and establishes the interplay between the two types of communication systems for exchange of climate change adaptation information among them. The study draws on the theoretical frameworks of the Propaganda Model (Herman and Chomsky, 1988; Herman, 1999), and the Western science-indigenous knowledge binary tensions approach (Mohan and Stokke, 2000; Briggs, 2005). The Propaganda Model postulates that mass media are far from the idealistic picture imagined by the masses and no longer act as the 'fourth estate' or the watchdog of the countries' political and social systems; but they are subordinate to the existing political and economic elites. The Western science versus indigenous knowledge binary tensions approach argues that frequently, both Western science (modern or mainstream media) and indigenous knowledge (found in indigenous media) are represented as two different, opposing knowledge systems, characterised by a binary divide – evolving out of the epistemological foundations of the two knowledge systems.

ID: 20

Session: **Digitalisation and Social Interventions**

Title of Paper: An Evaluation of Communication strategies used in the implementation of communication strategies in Machakos County, Kenya

Author (s): Mercy Mukami (Daystar University)

Abstract:

In an effort to fulfill the Kenya Health policy mandate of attaining the highest possible health standards in a manner responsive to the population needs, Machakos County renovated the Machakos Level Five Hospital, upgraded 32 hospitals and purchased a total of 80 ambulances to help with emergency response. The county government has used various communication strategies to inform the public on the available facilities and services. However, the nature and extent to which this strategies have been effective in Machakos County has not been previously known. The study sought to evaluate the effectiveness of the communication strategies used in the implementation of the Machakos Healthcare project three years on. The objectives of the study were to find out the most preferred communication strategies in the County, how effective the strategies were, how the strategies influenced access to health and the challenges encountered as they were implemented. The study used exploratory research design. The research used

purposive and convenience sampling technique to select the 167 respondents and 5 scheduled interviews. Statistical Package for Social Sciences (SPSS) version 21 was used for data analysis. The findings of the research indicate that interpersonal communication through word of mouth was the most effective method of communication on the available services and facilities at Machakos Level Five Hospital and Kinanie Health Centre. The study recommended that the Machakos county government strengthens participatory communication strategies in the county.

ID: 247

Session: **Digitalisation and Social Interventions**

Title of Paper: Digital and interpersonal communication for improved fundraising outcomes: A case of nongovernmental wildlife conservation organizations in Karen, Nairobi,

Author (s): Mary Gathoni (Daystar University, Kenya)

Abstract:

According to the Kenya Wildlife Service (KWS), Kenyans' constantly changing lifestyles have led people to be disconnected from matters of conservation of wildlife and their habitats. This is despite the fact that wildlife conservation is inextricably linked to Kenya's economic development and the livelihood of its people through domestic and foreign tourism (Udoto, 2012). Nongovernmental organizations in wildlife conservation, like other NGOs help to mitigate social economic problems affecting communities. The activities of these NGOs are made possible mainly by donor contributions that result from active fundraising.

Statement of the problem

Some organizations have raised funds through social media fundraising campaigns and some others have not. Even for organizations that have raised funds on social media, they have not always succeeded in all their social media fundraising campaigns. This study seeks to answer the question why the use of social media fundraising campaigns results in the raising of funds in some fundraising campaigns and not in others.

Objectives of the study

1. To examine the effectiveness of social media as a fundraising tool used by nongovernmental wildlife organizations to raise funds.
2. To evaluate ways in which organizations engage their social media audience for fundraising.
3. To find out emerging trends in social media fundraising campaigns that make some and not others successful.

Justification of the study

This study will contribute to scholarly studies in fundraising by exploring the potential of social media fundraising. Findings of the study could be useful to the fundraising and social media scholars and professionals working with nongovernmental organizations in developing and implementing social media fundraising strategies.

Methodology

This study will employ both the observation and descriptive research designs. These organizations are purposively sampled because they are representative of wildlife conservation organizations with a social media presence and they rely on fundraising to finance their operations. Data collection tools will be interviews, questionnaires and non-participant observation. Data collected will be analyzed using Statistical Package for Social Sciences.

ID: 147

Session: **Health and Digitalisation**

Title of Paper: Google Eat (It)? Nutritional Information Seeking Among College Students in Egypt, North Africa

Author (s): Ashavaree Das and Maya Said (Higher Colleges of Technology, UAE)

Abstract:

This is an exploratory study about online nutritional information seeking among college students in Egypt. With the landscape of health and nutritional information changing with the digital age, information seeking behaviour has changed. The existing literature on information seeking focuses largely on developed countries with little or descriptive work done in developing countries. This study focuses on theory driven, empirical research examining non-traditional media such as the internet and/or social media for nutritional information seeking among college students in Egypt, North Africa. In particular, the Wilson Information seeking model will be used to assess the determinants of information seeking, using the survey method. Structural Equation modeling will be used to assess the path model.

ID: 277

Session: **Health and Digitalisation**

Title of Paper: An exploratory study of conversations on Sexual Reproductive and Health Rights of Kenyan women on Kilimani Mums and Dads Uncensored (Original) Facebook page

Author (s): Robi Koki Ochieng (United States International University- Africa, Kenya)

Abstract:

This is an exploratory qualitative study that explores conversations shared by members of the Millimani Mum's Facebook page on Sexual Reproductive and Health Rights (SRHS) issues. The study will seek to examine the nature, type and trends in discussion on SRHR issues to provide context to the most challenging rights that have been violated in the day to day lives of members and explore the kind of advice shared to combat these violations.

Purposive Sampling has been used in the selection of Kilimani Mums and Dads Uncensored (Original) Facebook Page that has 305,970 members that categorized under Family and is described as a page based on parenting, life in general and fun.

Posts and ensuing conversations on this page will be harvested using Ncapture that will be imported to NVIVO 11 to explore the nature, type and form of SRHS issues discussed on the page. Content analysis of the same will be used to identify and examine the thematic SRHR issues discussed and whether this provides vital information to the members of the group.

ID: 216

Session: **Health and Digitalisation**

Title of Paper: Digital marketing and the increased consumption of sugar sweetened beverages in Africa: Coca-Cola as a case study

Author (s): Olutobi Akingbade (Rhodes University)

Abstract:

Multinational companies, who produce Sugar Sweetened Beverages (SSBs), specifically use digital marketing to increase global consumption by drawing on the 'intimate' and more 'immersive' nature of digital media and the growing usage of these platforms for interaction and socialisation among consumers (Dorfman, et al., 2012; Moodie et al., 2013). Africa has come in for particular attention by these large multinational food and drink companies as seen in their investments in infrastructure, acquisitions, sales networks and marketing in many African countries. This comes partly as a result of the stagnancy experienced in the sales of SSBs and in some cases, even a decline in sales of SSBs in the 'global north' (Sinclair, 2016; WHO, 2016; Popkin & Hawkes, 2016).

This intense focus and investment over the past decade in many countries in Africa has resulted in steady rises in annual consumption per capita of SSBs and rises in their average 'national weights' (Stuckler et al., 2012). The continued consumption of these SSBs have been shown in literature to make a direct contribution to the increase in the global average rates of obesity and in rapid increases in obesity-related non-communicable diseases (NCDs) such as diabetes (Igumbor et al., 2012).

Against this backdrop, this paper through an integrated review of relevant literature brings to the fore an analysis of how Coca-Cola, as a case study, uses digital media platforms to drive SSBs sales in Africa.

Day 2 Parallel sessions 2

Time: 2:00-3:30pm

Room: Nashiru Isahaku Conference room, Bank of Ghana Hall, UG

Session theme: Gender and Digitalisation

Chair: Evonne Mwangale (Day Star University)

ID: 57

Session: Health and Digitalisation

Title of Paper: Digital Colonialism on Digital Natives in Nigeria: A Gendered Angle on WhatsApp Usage

Author (s): Oji Karachi PhD and Nzeaka Emmanuel Ezimako (Pan-Atlantic University)

Abstract:

In the media debate, digital colonialism has become a subject of serious controversy as people have begun to accuse the Western world of the usual digital suppression of the southern hemisphere. This work investigates this allegation critically by exploring the argument in relation to the level of awareness of male and female digital natives to seek out their consciousness or otherwise of digital politics and allegation of Western domination in the WhatsApp digital sphere. This study utilizes questionnaires and oral interviews to ascertain the existence or otherwise of digital colonialism and the impact on the digital natives. Do they see the digital relationship as enriching or exploitative? Therefore, the primary purpose is to find out whether digital slavery is real or a phantom. To stimulate the perceptual experiences of the natives on the position in contention, the subject is thoroughly cross-examined as to whether the natives perceive themselves as willing digital slaves consequent on the benefits derived from such colonialism. The result of the survey will aid people to objectively define, determine or relate with this regular criticism.

ID: 206

Session: Health and Digitalisation

Title of Paper: Gender justice in the age of Twitter: A deconstruction of hashtag campaigns to end violence against women in Kenya

Author (s): Irene Awino and Leslie Steeves (University of Oregon, USA)

Abstract:

Feminists contend that gender violence is akin to a wide variety of historical forms of oppression and repression. In Kenya, the mass rape of over 70 girls at St Kizito Mixed Secondary School in 1991 was roundly condemned. In 2014, several women were attacked on the streets of Kenyan towns for dressing “in revealing clothes”. Thousands of Kenyans on Twitter rallied for justice using #MydressMychoice hashtag. In 2016 renowned Congolese musician Koffi Olomide assaulted a female dancer in Nairobi. He was arrested and deported after Kenyans on Twitter rallied using #BoycottKoffiOlomide to demand government action. In April 2018, Olomide was invited to entertain governors at a conference in western Kenya. Most recently in June, three female students were raped in school during early morning Ramadhan prayers. Again, Kenyans on Twitter demanded justice using hashtags #Girlsnotsafe, #Howsafeareourgirls and #Rapeculture. In this paper, we trace dominant narratives and counter narratives of gender violence in Kenya from 1991 to date. Using feminist critical cultural lenses, we argue that even though the digital era offers hope for gender justice through the amplification of subaltern voices, their counter narratives are embedded in dominant discursive structures that reproduce and sustain power imbalances. We unpack and deconstruct these hashtag discourses within a patriarchal hegemony that is profoundly related to capitalist hegemony, both of which sustain a discursive system that incorporates some amounts of feminism but ideologically maintain the status quo. We also deconstruct Kenyans on Twitter to examine how and why oppositional, negotiated and dominant discourses interact on this platform to take gender justice activism in so far as the next trending hashtag. In essence, while there have been gains in voices speaking back at patriarchal dominance, gender violence remains a concern.

ID: 104

Session: **Health and Digitalisation**

Title of Paper: Womenganization in the digital space: No men allowed

Author (s): Rita Daniels (Western Washington University, USA)

Abstract:

Digital spaces have increasingly become havens for feminist thinking and organizing but how safe are these havens? Digital technology bridges the regional, national, and transnational spaces for communication and has succeeded in an evolution of digital culture among women in Africa and the diaspora, despite relatively low internet use on the continent. McLean (2018) noted how the

digital space, particularly social network sites, allows for the voice of women and marginalized groups to be heard and seen in the public sphere. However, as Spivak (1988) provocatively asked: Can the subaltern speak? In this study, the researcher is interested in how members in Tell It Moms digital community hosted on Facebook perceive to be heard or seen publicly on this platform in a way that they may otherwise not be seen or heard. This community is organized by women and for only women. The “family oriented platform” with a current membership of 216,204 is reserved for resolving motherhood issues and building a unifying force for parents¹. In any particular social and historical context, women are active agents who ascribe meaning to their own lived experiences (Hallstein, 1999). Utilizing grounded theory and feminist standpoint methodologies (see Dougherty & Krone, 2000; Hallstein, 1999; Swigonski, 1994), the researcher seeks to examine the dynamics of women organizing in digital space, and the extent to which this digital community provides empowerment for its members.

ID: 306

Session: **Health and Digitalisation**

Title of Paper: My mobile phone, my life: Deconstructing development (maendeleo) and gender narratives among the Marakwet people in Kenya

Author (s): Leah Komen (Dar Star University, Kenya)

Abstract:

The increasing access and use of mobile telephony for development in developing economies is based on the assumptions that mobile telephony has the potential to foster social transformations and development. To some, the mere introduction of such technology can aid most developing countries to ‘leapfrog’ stages of development from a state of underdevelopment to development. Yet to others, the same mobile technology has prevented people from progress and is at most ‘counterproductive’. The understanding of development however, has been understood by those who deem themselves developed against those who are seen or see themselves as underdeveloped or developing. Missing in the narrative of adoption of technologies is the people’s own conceptualization of the term development in light of global technologies such as mobile telephones. Of particular mention is the missing voice of gender in the understanding of the concept of development, especially rural women. This study presents findings on the conceptualisation of development, dubbed ‘maendeleo’ a Swahili term that denotes process, participation, progress, growth, change and improved standard of living not as defined by others but the people/or women themselves as they interact with mobile telephony in rural Kenya. Using Assemblage theory as explained by Delanda (2006) this study proposes a new conceptualisation of development that denotes both process and emergence, through the processes and roles that mobile telephony play in the techno-social interactions between users,

context, and other factors as they form social assemblages that are fluid in nature, hence challenging the concept of 'development' as a given.

ID: 89

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Newsroom norms and practices in a digital era: The Nigeria experience

Author (s): Rodney Ciboh (Benue State University, Nigeria) and Josiah Sabo Kente (Bingham University)

Abstract:

International Centre for Journalists, ICFJ, working with Georgetown University identifies three newsroom types based on their primary distribution platforms: Traditional newsroom which disseminate information primarily in a traditional format, Digital-only newsroom which exclusively publishes in an online format and Hybrid news newsroom which uses a combination of traditional and digital formats. Invariably, advancements in digital technology are forcing newsrooms worldwide into a historic transition. Newsrooms in the digital age are fundamentally changing their workflows and physical configurations. Technology is also redefining and expanding the role of journalists. Today, journalists are required not only to research, prepare and present news in textual, audio and video formats, but to promote their own content, engage audiences and work independently. There is no denying the fact that African newsrooms are also experiencing the disruptive impact of new technologies and adapting to the digital revolution in the way news is generated, disseminated and consumed. Consequently, this research tries to answer a critical question: how are journalists keeping pace with the digital revolution in their newsrooms in Nigeria? Through questionnaires and in-depth interviews with editors and reporters, this research shall attempt new insights into how 21st century digital newsrooms in Nigeria newspapers function compared to newsrooms of last century. Specifically, this research shall investigate what technology-related skills newsroom staff have, how the digital era is redefining roles for journalists, changing newsrooms culture and impacting on their lives of journalists and the journalism profession.

ID: 166

Session: **Digitalisation and Journalistic Practices**

Title of Paper: The Effect of Emerging Multimedia News Platforms on Conventional News Production and Dissemination Process: A Case Of MBCI Television In Nakuru, Kenya

Author (s): Mbatia B. Kinyanjui(Egerton University, Kenya)

Abstract:

Increased technological multimedia innovation is reshaping the dynamics of the conventional news production process. The quality of news production is highly compromised for the purpose of competing with emerging social media news platform that capitalizes on sensationalism and human interest genres. Changes as a result of digital convergence raises more questions than answers on the future of the mainstream media and its adoption to the changing trends. The main aim of this study is to examine the effects of multimedia news platforms on the conventional television news production and consumption. The research endeavors to find out how the increased multimedia technology is affecting the quality of television news production, to assess the level of television news consumption by conventional television audience, to examine how journalist in television newsrooms are coping up with the diverging digital trends and to assess the economic and financial implications brought as a result convergence multimedia news platforms on television media house. This study will be grounded on the technological determinism theory which suggests that technology is the main drive to social changes. The study will also be guided by the actor network theory which suggests everything in social and natural worlds exists in constant shifting networks or relationships. The study will adopt a descriptive research design embedded on qualitative method of inquiry. The researcher will draw data mainly from questionnaires, interviews and focused group discussion. The findings of this study are hoped to help harmonize shifting trends of multimedia new platform and the conventional news production process by putting emphasis on quality of news production. The findings will further suggest rational solution to problem faced by journalist in the newsrooms as a result of divergent changing technologies. The study is also aimed at contributing to the scares empirical research which focuses on convergence technologies particularly within the sphere of television news production and multimedia news platforms.

ID: 229

Session: **Digitalisation and Journalistic Practices**

Title of Paper: Debating the Digital Safety of Journalism in Contemporary Media Ecosystem

Author (s): Lilia Raycheva, Nadezhda Miteva (The St. Kliment Ohridsky Sofia University , Bulgaria) and Dobrinka Peicheva (The Neophyte Rilski South-West University, Bulgaria)

Abstract:

The rapid progress of the ICTs has brought to the fore the issue of their impact on the global/regional/national/local communication environment. These processes stimulate the mass media to pass from extensive into intensive phase of development. A market-driven technological convergence is taking place across the media industries.

The concept of media ecosystem brings an important perspective to the field that helps enhancing the practices of communication by bridging traditional and new media. This novel notion of the media includes as a main factor the protection of the public interest, through sustaining editorial responsibility.

In a number of documents UNESCO recognizes the public concern that the digital interface of the ICTs could threaten the journalism safety. The globalization continuously erodes traditional media's professional norms, thus putting journalists at greater risks. The awareness of the new vulnerabilities is of major importance to the whole array of stake holders: media institutions, content producers and providers, advertisers, regulators, academia, civil society, prosumers, etc. That is why such phenomena as distribution of alternative facts and fake news disrupt the professional journalism and can have long term negative impacts on society raising distrust of the audiences to media content. For that reason media and information literacy programs and initiatives acquire additional importance in today's communication environment

ID: 241

Session: **Digitalisation and Journalistic Practices**

Title of Paper: 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

Author (s): Okechukwu Chukwuma (Federal University, Bayelsa State, Nigeria)

Abstract:

The emergence of digital media platforms is redefining the practice of journalism. Consequently, more professional journalists are beginning to embrace the platforms to enhance information gathering and dissemination. Social networks such as Facebook, Twitter, YouTube, LinkedIn, MySpace, among others, are now used by journalists to produce and disseminate information. These platforms are used to gather and break news as well as get instant feedback from the audience. Established media organisations such as Al Jazeera, BBC, CNN, New York Times, now utilise various digital media platforms for journalism practice. Much as a number of studies have been carried out by some researchers in South-East, Nigeria to investigate the level of adoption of the platforms by professional journalists, much attention is yet to be given to the influence of the platforms on journalism practice in the South-East, Nigeria. This obvious gap in knowledge necessitated this study. Journalists working with selected private and government broadcast stations in South-East Nigeria were studied via the administration of questionnaire which helped in getting relevant data for the study. Findings revealed that the digital media, particularly the social media platforms, have redefined journalism practice among broadcast journalists in South-

East Nigeria. Specifically, the platforms have positively and significantly impacted on news gathering, transmission and the reception of audience feedback. Based on the findings, it was recommended among others that there should be continues training and retraining of the journalists to be up-to-date with the required skills to effectively utilise the digital media to advance journalism practice.

ID: 119

Session: **Health and Digitalisation**

Title of Paper: “ The role of print media in setting the agenda for reproductive health in Kenya: A case study of the Daily Nation newspaper ”

Author (s): Joyce Wanja Thuku, Omar Egesah and Serah Odini (Moi University)

Abstract:

The print media plays an important role in informing the public through the publication of daily and weekly articles. However lack of prominent reproductive health stories is of concern with politics, crime, business and other areas given more prominent coverage compared to reproductive health content.

The broad objective of this study was to determine the role of print media in setting the agenda for reproductive health in Kenya at the Daily Nation. The specific objectives were to; determine extent of coverage and priority given to reproductive health content; investigate factors that determine the articles published and identify challenges hindering the dissemination of reproductive health content in the Daily Nation.

This was a retrospective, descriptive cross-sectional study using a mixed quantitative and qualitative approach. The study was conducted at the Daily Nation targeting newspaper copies published between February 2010 and January 2011.

Results: The study findings show that the person interviewed, agenda of the day, journalist’s training and experience, the presence of news values influenced the prominent publication of reproductive health articles in print media. Human-interest angles, availability of reproductive health experts and content were additional factors that determined how big the stories were in the Daily Nation.

ID: 284

Session: **Health and Digitalisation**

Title of Paper: “Exploring the Association between Digital Media Exposure and Obesity in Ghana,”

Author (s): Fidelis Y. Sesenu and Ivy M. Fofie (University of Ghana)

Abstract:

Obesity has become a pressing public health concern in developing countries because of its increasing prevalence and links with other chronic health conditions. Among the multiple and nuanced drivers of obesity, increased exposure and attention to television has been shown to be critical. However, the growing ubiquity of the internet and other digital media has meant that people are spending more and more time on computers, smartphones, tablets, and video games. These new media forms are gaining primacy also because they provide access to traditional media in digital form. The enhanced interactive, mobile and immersive nature of digital media has arguably pronounced the many demonstrated mechanisms connecting screen media exposure to weight gain, such as increased sedentary behaviour, sleep deprivation, concurrent food consumption and exposure to food advertising. Research on changing patterns of media use and its associations with weight gain have struggled to keep up with the fast pace of new media adoption and exposure, especially within the African continent. This study therefore addresses this gap by exploring through a cross-sectional survey, the association between digital media exposure and obesity (as measured by BMI) among the Ghanaian populace.

ID: 131

Session: Health and Digitalisation

Title of Paper: “Motives, effects and perceptions of use of digital health information by Kenyan digital natives

Author (s): Kyalo wa Ngula (Africa Nazarene University, Kenya) and Kinya K. Kigatiira (Multimedia University of Kenya)

Abstract:

In the university, students face many potential health problems. Their lifestyles can have a direct effect on health behaviors while in college and later in life. Due to increase in Internet provision and access in recent years, Kenyan university students who form a major block of the digital natives in the country are spending more time online. Consequently they overuse various digital media which in the long run has health repercussions. The purpose of this study will be to find the motivations for and health consequences of digital media use by university students in Kenya. Previous studies have limited focus on motives for and health consequences of use of digital media by University students in Kenya, a gap that present study seeks to fill. The objectives of this study shall therefore be: 1) to examine Kenyan university students’ health motives for use of Facebook

and Snapchat. 2) to establish the Kenyan university students health consequences of using Facebook and Snapchat 3) to find out Kenyan university students opinions on digital media health. The study will be guided by the uses and gratification theory and the theory of reasoned action. Descriptive and quantitative design and methods of data collection and sampling shall be employed. Target population will comprise of undergraduate students in selected universities in Kenya. Scientific sampling will be used to select the respondents for the study. Informed consent will be sort from the participants and other relevant bodies. Data will be collected using questionnaires containing both open-ended and closed-ended questions. The data will then be analyzed using descriptive and inferential statistics with the aid of SPSS. Results shall be presented using objectives. Limitations of the study include its cross-sectional and self-reporting nature. Finally, the researcher will draw possible and plausible explanations of the findings and make appropriate recommendations which could inform more 'heathy digital' strategies and interventions amongst members of the target population.

ID: 297

Session: **Health and Digitalisation**

Title of Paper: Digital Technologies: Power to Transform West African Media Coverage on Public

Author (s): Health, Marquita Smith (John Brown University, USA)

Abstract:

Despite limited empirical research on the direct influence of media on women's public health related issues in Africa; it is commonly known that inadequate social conditions and populations are usually subject to greater risk for health problems. The literature maintains that in Africa the lack of such social resources leads to more serious health issues. In this study, the researcher sought to decipher whether the presence or lack of health coverage by traditional media – radio, TV and newspapers – and their digital media platforms affected the public's health decision-making, specifically in regards to women's health care in Ghana. Moreover, previous endeavors to research the treatment of public health concerns in Ghana revealed a striking disparity between the frightening impact of widespread disease, sickness, and poor hygiene and the coverage that media outlets lend to these health issues. In Ghana, separate research shows poor use of newer, digital forms of media, including websites and social media. Additionally, cultural attitudes influenced the nation's ability to release vital information on current public health concerns that often result in the deaths of thousands. This study analyzes the results of 100 surveys completed by media professionals in Ghana. In order to gauge the employees' attitudes toward covering health and how it shaped their use of digital technologies in online spaces. Informed by the dire prediction of past research, this study tests the hypothesis that there is a positive correlation between the desire of media professionals to cover public health and the actual media coverage of health care in digital spaces.

ID: 126

Session: **Digital Activism/Enacting Citizenship II**

Title of Paper: Mapping Citizen Engagement Strategies used by County Governments in Kenya and the Role of Technology

Author (s): Dorothy Njoroge (United States International University-Africa, Kenya)

Abstract:

Kenya's progressive constitution of 2010 has public participation or citizen engagement as one of its pillars at the national and county levels of government. The County Governments Act 2012 requires reasonable public participation in "formulating and implementing policies, laws, and regulations, including the approval of development proposals, projects and budgets, the granting of permits and the establishment of specific performance standards" (Part VIII 87, b). The benefits of citizen engagement cannot be gainsaid – it provides means for accountability for public resources in a properly functioning public participation processes. Without proper accountability mechanisms including public participation, the devolved delivery of services at county level remains a challenge according to the World Bank (2015, p. 2).

It is now widely accepted that quality decisions in governance cannot be expected without the people's involvement. As Farrell (2000) notes, if citizens are not satisfied with their degree of involvement in governance, they are likely to be disenchanting. This makes it difficult for governments to achieve their objectives and to run their programs. Participatory governance requires that as many opinions as possible from citizens are heard prior to decision-making (Michels 2012). Traditionally, governments have relied on indirect democracy through elected representatives but there seems to be consensus that direct democracy through citizen participation is the best practice (Michels 2012, AbouAssi, Nabatchi & Antoun 2013).

Citizen engagement is "defined as the processes by which public concerns, needs, and interests are incorporated into decision making, is an almost universally accepted foundation of democracy" (AbouAssi, Nabatchi & Antoun 2013, p. 2030). There are two-pronged benefits in this approach – greater buy-in for government programmes and better quality policies and decisions because of tapping into a larger pool of people for their ideas (Michels 2012). Citizen participation has also been construed as an instrument of change and empowerment for those benefiting least from the current political and economic arrangements.

1. While legal mandates for citizen engagement are clear, a World Bank Working Paper on devolution in Kenya identifies, "the high cost of participation, lack of administrative capacity and lack of national guidelines on participation as key hindrances to effective citizen engagement" (2015, p. 2). Though participation has immense benefits, it is only as good as the communication structures put in place to facilitate this. Technology has provided means engaging with citizens.

This paper seeks to map out public engagement practices in selected county governments in Kenya and the extent to which digital technology has been employed in citizen engagement.

ID: 203

Session: **Digital Activism/Enacting Citizenship II**

Title of Paper: Culture and the role of social media in elections: A case study of Nigeria

Author (s): Chiemezie Nwosu (University of Technology, Sydney)

Abstract:

The 2015 Nigerian presidential election results brought an interesting and significant change to the political rhetoric of Africa's most populous nation. For the first time in the country's democratic history, an incumbent president lost the election to a challenger. This research explores the role of social media as tools of daily communication in general, and as tools of political communication and participation in particular within Africa. It uses a connective ethnography methodology to investigate Twitter as an agent of political participation as it draws on citizens' political participation in Nigeria in the span of two elections - the historic 2015 presidential election and the upcoming 2019 presidential election. Data collection is via Twitter scraping, online and offline participant observation, and semi-structured interviews, while content analysis is used to analyse both the quantitative and qualitative data. The study specifically investigates citizens' political discourses on Twitter during the political campaigns leading up to the elections and juxtaposes it with their offline participation to determine if online and offline behaviours correlate, and whether online behaviours affect how the electorates vote during the elections. It further argues that the culture of a society influences the online and offline activities of its citizenry. With the culture of dependency imbedded and prevalent in African society, this research seeks to examine how that culture influences online and offline political participation.

ID: 78

Session: **Digital Activism/Enacting Citizenship II**

Title of Paper: Mobile Media and the Fourth Estate in Three African Nations: A Multilevel Model of Citizens Support for Press Freedom,

Author (s): Jason Martin (DePaul University, Chicago, USA)

Abstract:

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

This study presents a multilevel model of factors that moderate the relationship between mobile media use and support for press freedom by citizens in three African nations. This theoretical framework incorporates institutional aspects of globalization, media ecology, and the diffusion and penetration of mobile phones alongside individual factors that predict news consumption and attention related to public affairs across a variety of media and platforms. The constitution of a new public sphere emerging in Africa is considered alongside the production of cultural capital and a more nuanced understanding of public support for the newsgathering activities of journalists in these countries.

Three African countries in the top 30 of the Reporters Without Borders 2018 Press Freedom Rankings were selected for examination: Ghana (23rd), South Africa (28th), and Cape Verde (29th). Data were analyzed from face-to-face interviews of a random sample of citizens in each nation conducted in 2015 and 2017 (Ghana, N=2,400; South Africa, N=2,400; Cape Verde, N=1,200) to understand aspects of news use, engagement with media, frequency of use of mobile media. Institutional factors such as technological infrastructure, human development rankings, and other variables of democratic governance were incorporated to create multiple levels of supply and demand for press freedom that incorporate the realities of the media and political environments in those nations.

Results indicate significant positive associations of mobile media use and support for press freedom, investigative journalism critical of the government, and reporting efficacy after holding other structural and individual factors constant. Findings contribute a new understanding regarding how citizens are more likely to support press freedom and hold more positive opinions of the a free press when using mobile media more frequently. The importance of mobile media use as a conduit for public affairs information, news literacy, and awareness of normative standards of press freedom is discussed.

ID: 257

Session: **Digital Activism/Enacting Citizenship II**

Title of Paper: Social Media, Virality, and Election Administration in Ghana

Author (s): Elinam Amevor (University of Oregon, U.S.A) and Jeslyn Lemke (Rhode Island College, U.S.A)

Abstract:

Multi-party democracy was endorsed as the best way to go in ensuring a progressive society. The quest to preserve the sanctity and transparency of the electoral process in Ghana culminated in the establishment of the National Electoral Commission—mandated by the 1992 Constitution to organize credible elections, and by the power vested in its Chairman—to declare the winner of a presidential contest.

The media's role is considered critical in not only serving as watchdog of state institutions, including the Electoral Commission in organizing free and fair elections, but also as enhancing citizens' participation in the democratic process. The emergence of social media has been hailed due to its perceived potential in enhancing participatory democracy. That notwithstanding, the abuse of social media for fomenting violence in electioneering, with a reference to Kenya's 2007 presidential election, calls for the need to re-examine the role of social media in African elections.

This conceptual paper examines the potential threats that the virality of social media messages via Facebook, Twitter, and WhatsApp pose to election administration in Ghana due to their ability to: (1) spread disinformation, (2) usurp the constitutional mandate of the Electoral Commission in declaring presidential election outcomes, and (3) serve as a precursor for electoral violence.

We recommend that social media usage in Ghana should be balanced between "sanitization" to avoid the above listed problems, while also retaining the rights of citizens to free expression during electioneering. We draw on media effects and the theoretical concept of virality to establish an argument for better logical usage of social media during elections in Ghana.

ID: 159

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: Digitisation and the Emergence of New Digital Opportunities in urban Tanzania: Do Youths in Dar es Salaam City Make Potential Use of their Smartphones?

Author (s): Josephine Philip Churk (College of Business Education, Tanzania) and Ingrid Volkmer (University of Melbourne)

Abstract:

Digital communication, especially smartphone interaction, has emerged as a key practice among young citizens in urban regions of Tanzania. However, the use of digital smartphone interaction for civic and public communication is rarely assessed in research. This study aims to fill this gap by focusing on the way how policy makers perceive digital public communication especially among young citizens who constitute the majority of smartphone users in Tanzania. Semi-structured interviews were conducted with policy experts in Dar es salaam city and outcomes show that policy experts mainly focus on digital economic capacity building and less on the opportunities for developing civic and public communication as an important component of societal development. The study suggests – as a first step - policy capacity building among policy experts in Dar es salaam city as a strategy to guide the utilisation of smartphone to

promote engagement in civic and public life specifically for young citizens as a trajectory towards societal development

ID: 90

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: Migration to Digital Terrestrial Television in Botswana: Promise and Performance

Author (s): Seamogano Mosanako (University of Botswana)

Abstract:

In June 2015, Botswana, as a member of the International Telecommunications Union (ITU), was mandated to migrate to digital broadcasting. As such in June 2015, Botswana's technical broadcasting system migrated from analogue to digital broadcasting. When this new innovation was introduced in Botswana, policy makers were advocating for it as a technology that could help address existing local broadcasting and other national challenges. Broadcasting challenges related to issues such as poor signal coverage especially in rural areas and insufficient local content. At a national level, there remain challenges relating to employment creation and economic growth. Thus digital migration was seen as a panacea to the preceding challenges and many others. It is almost three years since the introduction of digital terrestrial broadcasting, and this study aims to evaluate the fulfillment of the promises of digital broadcasting in the context of Botswana. Using interviews and documents analysis, the study has established that there were two broad prominent themes being advocated for during the digital migration process. There was a perception that digital migration will improve local content, and that it will contribute to socio-economic development of Botswana. Based on the findings that there are a few television license issued, although the services are still to be nationally accessible, it could be argued that indeed digital migration has a potential of addressing the persistent challenge of insufficient local content in Botswana. The benefits of digital migration are still far from being realized as the digital set top boxes that are necessary to receive the signal, are still to be made nationally available. Moreover, the assumed socio-economic benefits specifically relating to employment creation are unlikely to be realized as the set top boxes and other technologies are to be imported as opposed to be manufactured in Botswana. Thus, digital migration will be another expensive technology for Botswana, whose benefits will be outweighed by its costs.

ID: 122

Session: **Digital Engagements: Dilemmas and Opportunities**

Title of Paper: Can New Digital Media Technologies Help Realize the Dream of African Regional News Media?

Author (s): Musawenkosi W. Ndlovu (University of Cape Town)

Abstract:

Modern day technological advancements ensure for internet connected populations. The continuous linkages developed by the internet penetration form synergies amongst an earlier segregated majority of the governed. Such synergies serve as platforms for the enthusiastic people of the world, who leverage on Internet trolls, traffic and following to energize their agendas at a local, national even international scale. This build up comes in two ways, one is the positive side banked on by the controlling hands behind the trend of any narrative online. Second is the scare created, the fear factor as envisioned by the existing forms and systems of social command. Thus, governments are worried about the synergies created when people are online, tweeting, tagging and texting. It appears that you may never know what the internet will lead the masses to. An analysis of such synergies as created online is a fertile ground for scholarly inquest. Following the traces and traffic of online movements creates an environment that can be based on theoretical implications and understandings. Kenyan youth make up to and over 50% of the total population. This youth are in institutions of learning, formal employment and the bulk in informal employment. Over the years, the youth have continued to realize that they have a stake in matters national government . The constitution of Kenya (2010) allows for freedoms while emphasizing the need for public participation in matters governance. This Kenyan Youth have relied on internet and connectivity as a factor that allows for their synergy, activity and participation in national dialogues. Banking on the increase in internet penetration among Kenyan youth, availability of affordable technological gadgets and the time sociability factor, Kenyan youths now feel more eligible to participate in matters of online national issues dialogue. This paper is an attempt to analyze the development of Kenyan Youth synergies online, look at capacity building online and attempt to draw theoretical implications of participation and involvement and attempt explanations of why or why not participation online is the way to go for citizenry of the African youthful population , for their involvement in matters governance.

ID: 18

Session: Digital Engagements: Dilemmas and Opportunities

Title of Paper: Does Social Media Matter in Developing Democracies? Examining its Impact on Citizen Political Participation and Expression in Uganda

Author (s): Juma Kasadha (City University of Hong Kong SAR, China)

Abstract:

African economies or democracies need to adopt the use of information technologies in Africa's increasingly growing sectors to encourage communicative practices that are interactive, hyper-textual, virtual and networked. In the developed economies, Information technologies such as social media contributed to the digitally networked action (DNA) of Occupy Wall Street and los indignados in Spain. Through use of social media, European cities digitally connected and collectively called upon world leaders to eradicate poverty, create jobs, and show commitment to climate change during the G20 summit. In the developing economies of Africa, there is need for scholarly studies that examine how technologies, in particular social media networks, have been adopted in building a DNA based on informally shared knowledge. This study focuses on examining the impact of social media platforms in engaging citizens in issues of a country's governance in particular political participation and expression in related political activities. Findings from the studied N=2400 respondents, evidenced social media does matter in the developing democracy of Uganda as the second most preferred form of media (.95±2.37). Findings also showed the use of social media for political participation in persuading others to vote for a given candidate or party was positively correlated $r=.043^*$ (p value at 0.05), $n=2400$ and $p=.035$ with $R^2=.002$. Future studies, should examine the use of social media platforms for policy implementation, civic engagement and Inclusiveness. Based on this study's findings, African democracies should embrace use of information technologies such as social media platforms to foster and encourage e-governance practices.

ID: 68

Session: **Digitalisation and Storytelling Cultures**

Title of Paper: Watching Our Perfect Wedding with a side serving of Twitter: Analysing South African television through social media

Author (s): Alexia Smit and Tanja Bosch (University of Cape Town)

Abstract:

The proposed paper explores how Twitter is used alongside television in South Africa, to connect the audiences of reality television shows. The growth of the mobile internet and social media in South Africa has led to the rise of Twitter as a space in which the audiences of television shows participate in a communal viewing experience. Twitter provides a new channel for conversations about TV content, creating a 'second screen' for TV.

The paper explores how Twitter is used by audiences with regard to the popular South African reality television show: Date My Family (Mzansi Magic, 2015 -). In promotional inserts which regularly appear on the Mzansi Magic channel, Date My Family is described as Mzansi's "most trending show." This framing explicitly links the experience of the programme to social media engagement. In this paper we explore how audiences use Twitter to enhance their TV viewing

experience. We undertake a quantitative and qualitative analysis of tweets following each weekly broadcast. Through tracking the Twitter activity surrounding the show, the research provides insights into audience reactions to key moments of the show.

Our argument is that an analysis of Twitter provides insight into the interpretive practices of audiences. In particular we explore the way in which Twitter reveals negotiations about self-performance, surveillance and judgement in the social media policing of dating cultures and black identity. The performance of gender is a particularly salient area of contestation both within the television text and on the Twitter feed. The paper will offer a focus on the way in which Twitter commentators interpret, judge and negotiate the performance of gender cultures on the show. The research contributes towards an understanding of South African television audiences in an increasingly converged media environment in which online ‘talk’ about television is a significant dimension of the pleasures and interpretive strategies of television viewers.

ID: 246

Session: **Digitalisation and Storytelling Cultures**

Title of Paper: Digital Performances, Miscommunication and EnGENDERed Spaces: The Nigerian Experience

Author (s): Bassey Nsa Ekpe (Akwa Ibom State University, Nigeria)

Abstract:

The Nigerian theatre concurrently transcends the physical space to the virtual sphere manifesting as digital performances. Within this virtual space is an overlapping layer of mediatized performances which are reinforced in a number of ways. Interestingly, the performances accommodate overwhelming references to the woman gender and there exists mis/communication of perceived bias and prejudices against women. This essay critically analyses some of these digital performances through the lenses of digital media theories, cultural ideologies and feminists’ criticism. The paper observes that these performances thematise subtle and at this profound depictions of women in derogatory hues and shades. The paper further explains contending realities that have influenced these depiction, and it is quick to suggest that a more profound and radical ‘spin’ is required to overwhelm these miscommunication about the woman. The essay submits that within these engendered terrains rest competing demands and realities in the woman. In the final analysis, the paper presents practical alternatives to the prejudiced digital messages which are performed in the virtual space.

ID: 107

Session: **Digitalisation and Storytelling Cultures**

Title of Paper: Digitalizing the Mwaghavul Folktales in the Cyberspace

Author (s): Peace Sorochi Longdet (University of Jos, Nigeria)

Abstract:

The ever-changing arc of human society brings about innovation in the retrieval, production, transmission, and of cultural elements. The advancement in technology in the 20th and 21st centuries has given new impetus to discourse on the African oral arts. Thus, this work examines the role of the cyberspace in preserving and disseminating the Mwaghavul oral culture as observed in their childlore. The ethnographic collection and expository of translated Mwaghavul childlore form the data and basis for explaining certain salient issues concerning children. The interpretation of the symbolic undertone of these childlore provides a basis for understanding the need to leverage on technology and preserve the African childlore in general and the Mwaghavul childlore in particular in the digital world. The project will also create a web-based, three-layered digital storage space for the Mwaghavul folktales that is easily updatable and expandable for the purpose of preservation and transposition into electronic text(s). The first layer provides open-access exhibit space, here the folktales are easily accessible; the second layer provides password protected access for specialist researchers in the field of literature and linguistics while a third layer contains raw data from fieldwork accessible to researchers for further critical investigation. This research on the transposition of Mwaghavul folktales into cyberspace for children is to an extent to cover an unexplored aspect of folklore studies. The study promotes other dimensions of knowledge about computing research prospects of folklore in general and Mwaghavul folktales in particular. Creating the Mwaghavul folktale database can give rise to comparative study of folktales with stories in the Multilingual Folktale Database www.mftd.org.

ID: 133

Session: **Digitalisation and Storytelling Cultures**

Title of Paper: Revisiting Social Media Network Uses in Rebuilding Communities among Displaced Persons in Northeast Nigeria and Attendant Gratifications

Author (s): Presly 'Ruke Obukoadata (American University of Nigeria) and Uduma E. Ngozi (Federal University, Ndofe, Nigeria)

Abstract:

Social media usage and expression among diverse-background-persons is offering more of 'an information sharing purpose' (Hughes and Palen, 2009) which challenges how meanings are

constructed and deconstructed on media space. One of such spaces is using social media network for reconstruction of identities of displaced persons who share similar experiences and socioeconomic status. Displaced persons, arguably have skewed socioeconomic status which affects media usage and adaptation of communication technologies for new purposes.

This study explores how displaced persons in Nigeria northeast communities affected by Boko Haram insurgency are using social media in rebuilding lives, telling stories, and deriving satisfactions. Significantly, the study questions the effects of established contexts of media use among people and reestablishes the notion of information rich and information poor (Kayany and Yelsma, 2000).

It relies on the Uses and Gratifications theory of Katz, Blumler, and Gurevitch (1973) which examined the social and psychological origins of needs, which generate expectations for the mass media or other sources. They contend that such needs lead to “differential patterns of media exposure (or engagement in other activities), resulting in need gratifications and some other consequences, perhaps mostly unintended ones”.

The study adopts the survey design. Population is infinite and comprises all persons displaced by the insurgency in northeast Nigeria. These included those in IDP camps, sheltered homes, and in rebuilt settlements. Sample size for the study is 2881 arrived at using 95% confidence level, 80% expected response rate in accordance with NBS national surveys and loss of sampling efficiency calculated at 1.5. The sample was drawn through a multistage technique that included cluster, quota and purposive sampling techniques. Data was collected using questionnaire, interview and observation, and analysed across demographics through the Pearson correlation statistic.

ID: 169

Session: **Youth Cultures and Digitalisation**

Title of Paper: Media Preferences of Digital Natives in Higher Institutions,

Author (s): Okolo Michael Obiamaka and Oji Ruth Karachi (Pan-Atlantic University, Nigeria)

Abstract:

In today's world, the face of communication is changing fast. The technology and the channels of communication used yesterday may not be appropriate today and tomorrow, or may lose its potentials to promote effective communication. This is complicated by the fact that channels preferences are beginning to be segmented. While there are individuals that prefer the traditional means of communication like notice boards and meetings, others prefer the use of newer means of communication like emails and the social media. These experiences are not peculiar to organizations alone but transcend academic institutions too.

This study investigated the channel preferences of students of 18 universities in Nigeria. That is, the channels they prefer for receiving and giving information to and from the administrators of their university and their lecturers. Synthesizing current literature, the study hinged on both the Media Richness Theory and the Medium Theory and deployed a mixed research method so as to draw the dual benefit of numbers of respondents with results that consider opinions, beliefs and values. About 125 responses were received from both undergraduate and postgraduate students through an online survey, while 10 others comprising Faculty members and administrators were interviewed in addition to 6 others who had a Focus Group Discussion on the issue.

Descriptive statistics were used to analyze the data collected. Findings reveal that students prefer to receive information regarding their university's activities as well as give feedback to their lecturers through email correspondence. However, for communication of sensitive issues, students prefer that a face to face approach be taken. Contrary also to the assumption that digital natives prefer mostly computer mediated channels of communication during informal settings, the study found that more than half the respondents opt for face to face interaction during informal communication. Further studies can assess if gender plays a role in channel preferences of digital natives.

ID: 182

Session: **Youth Cultures and Digitalisation**

Title of Paper: Smartphone Use and Addiction Among Youths in Lagos State, Nigeria

Author (s): Simon Godwin (University of Lagos, Nigeria)

Abstract:

This study examined smartphone use and addiction among youths in Lagos state. It sought out to ascertain the frequency at which select youths use smartphone as well as the different activities they carry out with their smartphones. The study also measured the nature of smartphone addiction among the youths, and pointed out the statistical significance of gender, hours of daily smartphone use, and family income in smartphone addiction. The survey research method was used for the study, while questionnaire served as the research instrument. Specifically, smartphone addiction was appraised with the Smartphone Addiction Scale- Short Version (SAS-SV) provided by Kwon et al (2013). A total of 400 respondents were sampled for the study using the multi-stage sampling technique. However, 376 questionnaires were considered valid and analysed using the Statistical Package for Social Scientists (SPSS), version 20. Findings showed high frequency of smartphone use among the respondents as most of them (45.7%) spend over seven hours daily using their smartphones. Social networking turned out to be the mostly carried out activity on smartphone (mean=3.94, SD=1.23). This was followed by Information seeking (mean=3.68, SD=1.22), and

academic activities (mean=3.62, SD=1.17). Regarding the nature of smartphone addiction among the respondents, the most prominent indicator was usage of smartphone more than intended (mean=4.03, SD=1.57). This was followed by constant checking of smartphone (mean=3.53, SD=1.75), and inability to stand not having a smartphone (mean=3.53, SD=1.86). Overall, 48.4 per cent of respondents were addicted to smartphone, while 51.6 per cent were not. Results also showed that gender and monthly family income were not statistically significant in smartphone addiction. However, hours of daily use was significant. The study concluded that smartphone addiction is an emerging reality in Nigeria, and suggested that multi-disciplinary and longitudinal studies should be conducted to ascertain effects of smartphone addiction on lifestyles as they relate to Nigeria, and Africa.

ID: 142

Session: Youth Cultures and Digitalisation

Title of Paper: Digital Media and the Human Factor: A ‘Killer Pill’ for Nigeria’s Leaders of Tomorrow

Author (s): Stanislaus Iyorza (University of Calabar. Nigeria)

Abstract:

This paper x-rays the experience of Nigerian youths in the context of digital media use. The paper examines the concept of ‘killer pill’ and likens the digital media to it as Nigerian youths in the world of digitization are incautiously embracing every wind of technological innovation introduced to them. The killer pill naturally kills, sometimes not as intended by the producers. Such pills may be produced for the purpose of edifying the health needs of the sick but the abusive behaviour of the patient may render the drug dangerous. That is the scenario here. Of course, the leaders of tomorrow in Nigeria are the youths of today and if they are no more tomorrow, one can only imagine if the country will have leaders at all. Studies have shown that the digital technology has positive impact on the development of any economy notwithstanding its negative effects. This study analyses the problem of lack of human discipline in the digital world and considers it to be the major cause of digital technology ills among the Nigerian youths. The paper adopts a pure analytical approach to justify the unethical behaviours of the Nigerian youths in the era of technological advancement: the social media addiction saga, the internet frauds, pseudo dating, the yielding to imperialist cultures and many more. The paper takes a step further to examine what the future portends for the Nigerian youths in the wake of this digital technological advancement.

ID: 263

Session: Youth Cultures and Digitalisation

Title of Paper: Online engagement behavior of millennials in Nairobi: A Uses and Gratifications Theory perspective

Author (s): Kenneth Mburu (United States International University-Africa, Kenya)

Abstract:

Over the last decade, digital communication has grown in importance as the number of internet users continues to grow. This growth has had an enormous implication on how brands engage with their audiences. Although both scholars and practitioners have jointly acknowledged the capabilities of the internet as a communication tool that has great potentials and advantages, there remains a scarcity of knowledge on factors affecting online engagement behaviour. This study sought to fill this gap by assessing how entertainment gratification in the use of select digital communication platforms influence the online engagement behaviour of millennials in Nairobi. The engagement behaviours sought to be observed included, repeat website visits, repeat mobile app usage and online ads click-throughs. The theoretical perspective guiding this research was the Uses and Gratifications Theory. Data for the study was collected using a survey conducted through administering online questionnaires to millennials living in Nairobi. Findings indicate that the level of entertainment gratification derived from a website, mobile app and banner ad is a key factor in influencing the online engagement behaviour of millennials. Specifically, entertainment was found to have a positive influence on the level of engagement. The study further identified that the extent to which entertainment gratification has an influence on online engagement behaviour is influenced by gender, age, income level but not education level.

Day 2 Parallel sessions3g

Time: 4:00-5:30pm

Room: Nashiru Isahaku Conference room, Bank of Ghana Hall, UG

Session theme:

Chair: Kenneth Mburu (United States International University-Africa, Kenya)

ID: 1

Session: Digitalisation and Conflict

Title of Paper: Contribution of social media platforms in conflict management: A study of Kenya's Ushahidi platform

Author (s): Njeru Abraham Kirea (Multimedia University of Kenya)

Abstract:

Throughout history information is a key factor in conflict management around the world. The media can play an important role of a watch dog of the society, by exposing to the masses what is essential but hidden, however it can also be used to mobilize masses to violence. Social media can therefore act as a tool for widening the democratic space, but can also lead to destabilization of peace. The general objective of this study is to find out how social media can be used as a proactive actor in conflict management. The study will use a mixed method approach. Interviews, focus group discussions and content analysis of the Ushahidi platform will be chosen as the tools of data collection. In order to bring order, structure and interpretation to the collected data, the researcher will systematically organize the data by coding it into categories and constructing matrixes. After classifying the data the researcher will compare and contrast it to the information got from the literature review. After administering the questionnaires the researcher will use codes and convert data into numerical codes for statistical analysis. Statistical package for social sciences (SPSS) will be used for data analysis. Descriptive statistics will then be computed for all the variables to ensure quality of data. The results from the sample will then be generalized to the study population. The researcher will use descriptive statistics to show distribution, relationships between variables under study, proportions in terms of texts, percentages, charts and tables.

ID: 100

Session: **Digitalisation and Conflict**

Title of Paper: Social Media in West Africa: A continuation of conflict by other means ?

Author (s): Jon Silverman (University of Bedfordshire, UK)

Abstract:

During 2018, many millions of words have been written and spoken about the social,cultural and political impact of social media. From Facebook to Twitter to WhatsApp, first world commentators have interrogated the use of platforms to bring people together, to divide them, and to challenge and undermine behavioural norms. By global standards, the level of internet penetration in many parts of West Africa is relatively low but it is growing rapidly and WhatsApp is now the most popular messaging app on mobile phones.

Early results from a scoping study suggest that, as in other parts of the world, WhatsApp in West Africa has been a conduit for the spread of false and malicious information, which has obvious implications for social and political cohesion, especially in post conflict states and those with weak or flawed governance structures.

In the Sierra Leone election campaign, for example, rumours circulated that UN peacekeepers were about to be deployed to forestall expected violence. Such was the effect of this false claim that the Inspector-General of Police was forced to issue a formal denial.

The paper argues that the use of a platform which is designed for person-to-person communication, represents a paradigm shift in the delivery of propaganda, abuse and misinformation, from a Habermasian public, or semi-public, sphere to manipulation of a private space.

ID: 235

Session: **Digitalisation and Conflict**

Title of Paper: Social Media as Terrorism Battlefield: Nigeria and Boko Haram Terrorists

Author (s): Chris Wolumati Ogbondah and Pita Ogaba Agbese(University of Northern Iowa, USA)

Abstract:

The advent of the social media as a communications platform has given greater visibility to terrorists and their deadly activities. Terrorists use social media for disseminating propaganda, recruiting followers, reaching out to other terrorist groups, raising funds and for capturing hearts and minds. As a life-blood to terrorist groups, the social media may be more important to terrorists than suicide-bombing or other forms of their horrific and violent attacks, and heinous crimes. Using social media platforms such as Twitter, Facebook or WhatsApp allows terrorists to reach world-wide audiences.

This paper examines how Boko Haram, rated as the world's deadliest terrorist group in 2016, has utilized social media as an extension of its battlefield. It outlines the specific social media techniques and platforms that the terrorist group has used and it provides a critical analysis of the contents of its social media messaging. The paper also examines how the Nigerian government has employed social media to counter Boko Haram's messages. The paper notes that although Boko Haram has not been as media-savvy as ISIS but nonetheless, it has taken advantage of social media to broaden its appeal and recruitment efforts not only in Nigeria but internationally.

The study utilizes the traditional historical research method, relying mostly on primary sources to discover the social media platforms and the contents of the messages utilized by Boko Haram in its propaganda war, and the Nigerian government's anti-insurgency [counter] messages. We also triangulate the facts i.e. we tried to verify the facts using multiple sources of data as a way to overcome the danger of using social media sites. Contents of the social media messages gathered are collated in a meaningful order and thematically analyzed.

ID: 207

Session: **Digitalisation and Conflict**

Title of Paper: Eyewitness media, livestream video and the satellite imagery: Implications of open-source intelligence on digital media ethics in conflict reporting

Author (s): Irene Awino and Leslie Steeves (University of Oregon)

Abstract:

Human rights and conflict reporting are changing, as new communication technologies continue to disrupt media content gathering, production and dissemination. While much has been written and said about the Web 2.0 era, the gathering of information in conflict/war zones by eyewitnesses, foreign correspondents and advocacy organizations using digital devices and platforms is understudied and less discussed. According to the Global Conflict Tracker, there are currently seven ongoing violent conflicts in sub-Saharan Africa. The media logic in times of conflict is a unique meaning-making space that calls for an examination of state and non-state actors in creating ‘news’ for diverse audiences. Information gathering, processing and dissemination in conflict zones forms a critical part of the post-conflict justice and reconciliation processes. Foreign correspondents and human rights groups are increasingly turning to open-source intelligence to gather and relay information. Eyewitness videos on social media, Google Earth’s satellite imagery, livestream content from social media sites like Twitter and Facebook, online videos and images, and geo-referenced field documentation are some of the publicly available sources of information in conflict zones. This paper examines the ethical implications of open source intelligence on conflict reporting. Selected examples of videos and online content are analyzed for their ethical codes and news values in representation of the conflict, and actors involved. Preliminary findings from a comparative analysis of Amnesty International and BBC reporting of conflicts in Burundi and Cameroon reveal the open source intelligence platform as a site of struggle where ethical codes are “untidy” arising from intersecting obstacles on verification, reliability, authentication, representation and security. This study challenges the place of the hegemonic pre-digital “gold standard” codes that have occupied the global ethics discourse for decades.

PANEL

Session: Digital Communication at Cross-Roads in Africa

Chair: Kehbuma Langmia (Howard University)

Panelists: Bala Musa (Azusa Pacific University); Lucy Agnes Lando (Daystar University); Paula Gardner (McMaster University); Herman Wasserman (University of Cape Town)

ID: 260

Session: **Digitalisation, Social Impacts and the Regulatory Environment**

Title of Paper: Uplink Traffic Forecasting Based on New Hybrid Modelling and Analysis

Author (s): Francis Kwabena Oduro-Gyimah (Ghana Technology University College, Ghana) and Kwame Osei Boateng (Kwame Nkrumah University of Science and Technology, Ghana)

Abstract:

With the increasing demand of over-the-top (OTT) applications such as YouTube, Hulu, Netflix, Twitter, Apple TV etc, the hitherto bigger bandwidth allocation to the downlink channels must be reconsidered. The OTT services require a bigger bandwidth for the uplink channel to cater for the volume of traffic. This study proposes a new hybrid approach which combines Hodrick-Prescott (HP) filter to remove the trend and cyclical components in the 3G uplink monthly traffic and ARIMA methodology to model the generated traffic from the HP filter. This study provides statistical approach to analyse and forecast the 72 samples of 3G uplink monthly data obtained from a network operator in Ghana from 2014 to 2017. The stationarity of the data was tested with Augmented Dickey Fuller (ADF), Kwiatkowski, Phillips, Schmidt, and Shin (KPSS) and Philip-Perron (PP) before performing seasonal and nonseasonal differencing to obtain appropriate pattern. The Box-Jenkins methodology of model identification, parameter estimation, model verification and forecasting was followed to finally select four linear models with ARIMA (1, 0, 0) being the best. The results of the analysis indicate that the proposed hybrid model outperformed the ARIMA linear model.

ID: 255

Session: **Digitalisation, Social Impacts and the Regulatory Environment**

Title of Paper: Internet Regulation: To self-regulate or be regulated by state?

Author (s): Columbus Mavhunga (Zimbabwe Union of Journalists)

Abstract:

Regulation of content in the internet has in the recent past raised public debate as a matter of concern for both governments and Net users. Many authors have thus queried the efficacy of regulation in an era of increasing media diversification (Hoffman- Reim 1996; Rioba 2012; Mhagama & Kanyang'wa 2012; Iwokwagh & Akurega 2012). Governments the world over have had pressures to regulate the Internet for varied reasons. These reasons include: "national security; protection of minors; protection of human dignity; economic security; information security; protection of privacy; protection of reputation; and intellectual property" (EU, 1996). However, governments lack a specific regulatory paradigm for Internet use and instead employ related regulations such as broadcasting or even print media regulations (Ang, no date). The internet has broken barriers both in country and outside. An individual anywhere in the world with an internet connection can access a vast store of information, much greater than what anyone a century ago could have imagined (Palfrey, 2010). There are four phases of Internet regulations: the "open Internet" period, from the network's birth through about 2000; "access denied," through about 2005; "access controlled," through about 2010; and "access contested,"

the phase we are entering” (Palfrey, 2010 p. 981). This paper will look at the "access contested," period and explore existing formal (legal and ethical) measures governing communication in web 1.0 and web 2.0, and their implementation by various countries.

There is no single universal model for Internet content regulation. It is the prerogative of each country to make its own regulation which is mostly driven partly by law or culture of the society. Of importance to note is that each country has its own specific concerns and this diversity of the Internet make it difficult to regulate.

ID: 254

Session: **Digitalisation, Social Impacts and the Regulatory Environment**

Title of Paper: Social Media and Freedom of Expression: Relating Article 33 of the Kenyan Constitution to the Kenyan Blogging Practice

Author (s): Muthoni E. King’ori (St. Paul’s University, Kenya)

Abstract:

Article 33 of the Kenyan Constitution describes freedom of expression as: 1) freedom to seek, receive, or impart information or ideas; 2) freedom of artistic creativity and 3) academic freedom and freedom of scientific research. The freedom excludes propaganda, hate speech, incitement to violence and advocacy of hatred.

One media platform that has allowed this freedom to flourish is blogs. Through blogs, citizens express their thoughts about various happenings in society, journal their experiences, start advocacy campaigns, disseminate news or showcase their writing skills.

This paper examines blogs as one of the media forms that has given citizens unfettered freedom to create and share content. While this open and free-for-all nature of blogging has allowed Kenyan bloggers to share information and also showcase their creativity in writing, some bloggers have largely ignored the limitations that accompany the freedom.

The actions of bloggers who ignore the limitations to freedom of expression have occasioned an on-going debate on regulation of bloggers and of social media as a whole.

The question has been whether blogging, which some regard as free speech guaranteed under the constitution, should be allowed to flourish freely or whether the practice should be treated like mainstream journalism and be regulated?

Arguments on this matter are varied. One is that blogging should be left as it is, as it is impossible for a government to purport to regulate the internet or social media. Another is that bloggers are a dangerous lot who cannot be left to their own devices. While, yet another argument is that current laws are adequate to check on those who go to extremes.

ID: 40

Session: **Digitalisation, Social Impacts and the Regulatory Environment**

Title of Paper: Ubiquity of Digital Products Kiosks in Kenya and the Dilemmas of Regulation and Governance of Intellectual Property Rights

Author (s): Sammy Gakero Gachigua (Egerton University, Kenya)

Abstract:

The ubiquity of kiosks in urban centers in Kenya selling downloaded digital products such as movies, music, e-books and other digital products raise two pertinent dilemmas to the conception of intellectual property (IP) rights and the attendant protections, regulation and governance regime. Firstly, the kiosks seemingly profit from the reproduction and distribution of IP products at the expense of the creators of the same. Secondly, these kiosks operate in a seemingly contradictory regulatory and governance regime in which on the one hand they are duly licensed to operate in the manner they do, and on the other hand in a country that has statutes that protect IP rights. These dilemmas pose a number of questions: (a) Do the Kiosk operators and the consumers know of the existence of IP rights and laws? (b) What do they conceive of IP rights and laws in relation to their reproduction and consumption of digital IP creations? (c) Why do the IP regulators seem to hold an ambivalent attitude towards IP rights regulation and enforcement? (d) What does the emerging culture towards reproduction and development of a parallel economy of digital products mean for IP rights, regulation and governance in Africa? In the quest to answer these questions, the study will conduct interviews and focus group discussions (FGDs) with the digital kiosks operators, consumers of the digital products from these kiosks, and IP regulatory agencies and personnel. This will help unravel the existing knowledge of and conceptions of IPs, the emerging cultures around the reproduction and consumption of IPs, and the future implications for regulation and governance of IPs in Africa.

Session: Mentorship Session

Title of Paper: Public relations in a chiefs palace: The case of Adansiman

Author (s): Abena Duah Kyeraa

Abstract:

Scholars continue to lament the scarcity of empirical studies that lead to the building of theories that explain communication in the indigenous African context. This proposal seeks to establish the feasibility of using the grounded theory approach to build a theory of public relations using indigenous institutions, knowledge and media systems as a case. This study proposes to deploy

observer participation, focus group discussions and interviews to collect data from an indigenous institution for analysis and subsequent building of an appropriate public relations theory.

Session: Mentorship Session

Title of Paper: Interpersonal Meanings in Nigerian Gender-based Online Forums

Author (s): Oluwayomi Rosemary Olaniyan

Abstract:

The study examines gendered online interpersonal discourse in two Nigerian gender-based online forums. It investigates the grammatical strategies used in the discourse, discusses the features of interpersonal meanings expressed, explores the gendered differences portrayed in the expression of interpersonal meanings and seeks to propose an analytical framework for eliciting interpersonal meanings in gender-based online forums. This is being done with a view to characterizing the discourse and describing features of the observed gender disparities displayed in interpersonal relationships in online forums. The data for the study spans topics on relationships, marriage, domestic violence, divorce and more, obtained from two Nigerian gender-based online forums. The two platforms post 'stories' from the two traditional categorization of gender and both forums allow for unaltered naturally occurring language use. Anonymity is allowed, which gives room for authenticity and openness without the fear of being recognized or castigated. Thirty stories (fifteen from each gender), with the first one hundred comments, will be chosen for the study from the two forums. Hyland's interpersonal model of metadiscourse, Eggins' mood network, and Tannen's difference theory will be adapted as the theoretical framework for the data analysis. The study seeks to elicit the peculiar features of interpersonal grammar and the semantic import of expressions found in the forums. The study will demonstrate that gender-based online forums have unique affiliations which define interpersonal relationships and contribute to our social status and stand as citizens of a postmodern society.

Session: Mentorship Session

Title of Paper: Women's participation in development discourse: A study of selected community radio stations in Ghana

Author (s): Annie Oye

Abstract:

The essence of Community Radio is to have collaboration between members of a community towards communicating in order to bring about development within the community. These radio

stations are therefore supposed to offer platforms for participatory communication. Guided by the participatory communication and the feminist standpoint theories, this study employs the mixed methods approach to research involving content analysis and in-depth interviews to assess the involvement of women in selected Community Radio stations in rural Ghana. The process therefore involves an analysis of the content of programmes on the selected radio stations, interviews with station managers and female volunteers at these stations. The purpose of the study is to determine the extent to which women who are often considered vulnerable and under privileged in rural communities are involved in Community Radio stations in Ghana. The findings from this study will provide literature on the role of women in Community Radio in Ghana as well as their contribution to the development discourse.

Session: Mentorship Session

Title of Paper: Digital Communication and Youth Culture: Stance-taking in all progressives congress 'Change Agenda in Nairaland and Sahara Reporters

Author (s): Hellen Ugah

Abstract:

Digital technology has heralded the Internet, which is the fastest, most common and popular form of communication. It has aided the creation of online news sites, forums and blogs and that contain related information on various human concerns. It has greatly facilitated an array of internet-based practices where internet users, especially youths, communicate with people across the world, and also engage in online journalistic practices like reposting news stories, linking news stories, tagging, rating, modifying or commenting on news stories posted by other users or professional news outlets. This usually entails the expression of stance. Stance is the expression of assessment, judgement and attitude by speakers and writers; it manifests in all contexts of human communication, especially in online communication. This study argues that news reports, opinion articles and readers' comments and threads in online forums produced by Nigerian youths embody their evaluative stance portrayed through their opinionated use of language. It draws insights from Martin and White's (2005) Appraisal Theory and Biber's (2006) Theory of Grammatically Marked Stance to explore, interpret and evince the ideological perceptions of stance-taking in the forums. The data which comprise eighty purposively selected news and opinion articles of about 305,000 words, and readers' comments and threads of about 13,000,000 words on the Nigerian All Progressives' Congress' 'change agenda' before (2013-2015) and after (2015-2017) the Nigerian 2015 general election downloaded from Sahara Reporters.com and Nairaland.com, will uncover the stance of Nigerian youths towards the promise and actualisation of the agenda before and after the elections. The study explicates the nature of discursivity in citizen-generated discussions on Nigerian politics among youths in online forums and portrays the socio-political implication of

language use for online civic engagement and citizen journalism in Nigeria. Stance-taking thus becomes a strategy of engagement and mechanism for negotiating assessment and ideology.

Session: Mentorship Session

Title of Paper: Cultural and Christian values in conflict resolution among couples: A case of the Iteso Ethnic group of Uganda

Author (s): Akurut Betty Enyipu

Abstract:

Customary marriage in Uganda is a communal event that draws together relatives of the spouses, creating a relationship of in-laws. Christian marriage involves the couple exchanging vows to live together, regardless of the challenge marriage presents, till death separates them. A typical Ugandan couple has gone through both a traditional and a Christian marriage. Culture defines the ways in which women and men interact with each other. Once a couple is together, the roles, the rights, and the rituals of married life are reduced to a very limited set of societal norms; the roles of men and women are distinct. Couples experience conflicts irrespective of whether they practice Christian values or cultural values. The purpose of the study therefore is to examine the role of cultural and Christian values in conflict resolution among Iteso Christian couples. The specific objectives are to determine cultural practices that influence Christian marriages among the Iteso; to identify cultural practices that are in tandem with Christian values, and to identify cultural practices that are in conflict with Christian values. The study will in addition examine the interventions that the families have in place to resolve conflicts between cultural and Christian values. The study will be quantitative and will use a descriptive survey research design. The study respondents will be drawn from four churches of different Christian denominations. Only couples from Iteso ethnic group in these churches will be purposively selected for the study to examine the role of cultural and Christian values in conflict resolution among Iteso Christian couples. It is expected that the study will generate findings on the role of cultural and Christian values on conflict resolution.

Session: Mentorship Session

Title of Paper: An Assessment of Undergraduate Journalism Education of Universities in Ghana

Author (s): Caroline Anane

Abstract:

This study seeks to explore and analyse the bachelor degree journalism curricula of universities in Ghana and find out the extent to which the curricula is relevant to journalism practice in the

country. Between 1959 and early 2000's only two institutions offered recognized journalism education in the country. These institutions were the Ghana Institute of Journalism, which offered journalism programmes at the diploma level, and the then School of Communication Studies, University of Ghana which offered journalism programmes at the post graduate level. However, from 2005 to present, Ghana has witnessed a marked increase in university-based education in communication studies broadly with journalism education as a core component. Journalism education is now offered in fifteen public and private universities and more universities hope to start journalism programmes. With such mushrooming of journalism programmes, the need for quality checks arise, especially in this era of rapid changes taking place in the communication industry. Added to this is the fact that communication education and training is facing many challenges due to major developments such as technological, political and social. The study will analyse the content of the undergraduate journalism curricula of accredited public and private universities in Ghana and determine the extent to which the curricula are relevant to journalism practice. The study will also assess the gaps between the needs of the job market and the existing curricula and how these gaps are being addressed. The conceptual framework for this study is the quality assurance model. The researcher employs the mixed methods approach and will use content analysis and in-depth interviews to obtain details about the phenomenon for documentation.

Session: Mentorship Session

Title of Paper: Exploring communication in international conflict management: A Study of public information in military contingents in United Nations peacekeeping operations in Africa

Author (s): M'bawine Atintande

Abstract:

Around 2002, the UN Secretariat adopted a deliberate policy to expand public information practice throughout all its agencies and field missions world-wide, including peacekeeping operations. The policy provided, among others, that the military components of peacekeeping missions could have their own public information capabilities. These should nevertheless work closely and be integrated with the civilian public information components. Over the years it does not seem that military contingents in peacekeeping operations have fully complied with the policy. Moreover, much of the literature on public information practice in peacekeeping operations does not seem to have fully explored the use of public information by military contingents. This apparent silence may perhaps be because of the possible absence of dedicated public information capabilities in the military contingents or the fact that researchers have not deemed it fit to interrogate that subject. This research seeks to case study United Nations peacekeeping operations in Africa to, among others, establish whether and how UN peacekeeping operations have complied with the 2002 policy; determine how military contingents carry out their public communication, and identify the

relationship between the civilian and military public information components in UN peacekeeping operations. The theoretical underpinnings of the study are organisation theory and the theory of organisational communication. UN peacekeeping operations can be effective if the UN's many parts at all levels integrate, coordinate, and cooperate.

Session: Mentorship Session

Title of Paper: Hashtags have replaced sticks and stones: comparing the 1976 Soweto Uprisings to the 2015 #FeesMustFall student protests

Author (s): Linda Fekisi

Abstract:

Digitization has moved from being perceived as a threat to African norms and cultures (Manžuch, 2017) into becoming central in the development of cultures. This is evident in various socio-political spheres across the continent. The focus of this paper lies in the manner in which digitization has impacted the culture of student protests in South Africa.

When the #FeesMustFall protests broke out in 2015 Subramany (2015) and Evans (2015) highlighted how the protests sparked a Déjà vu of the Soweto Uprisings back in 1976. The 2015 protests came with a unique element in the form of trending tweets which read: "The revolution will not be televised". These tweets led to publications such as the Cape Argus and editor, Gasant Arbarder, going to the extent of inviting students to collaborate with them and tell their side of the story (Abarder, 2015).

The #FeesMustFall youth have found a platform on social media, especially Twitter, to express themselves like no generation before them has. Digitization of this magnitude is something that the youth of 1976 did not have. Yes, we have seen photos of 1976 protesters raising their fists and throwing stones to protect themselves during protests, but that was just as far as it went when it came to our predecessor's ability of constructing their narrative.

Session: Mentorship Session

Title of Paper: Social Media uptake in corporate communication: A comparative study of Kenya Ports Authority and Kenya Wildlife Services

Author (s): Jean Murungi

Abstract:

This study investigated the uptake of social media in corporate communication. The research was a comparative study of Kenya Ports Authority (KPA) and Kenya Wildlife Services (KWS), with the aim of finding out the social media tools used by the two corporations; reasons the corporations

adopted social media, the kind of messages the corporations communicated using social media, and the advantages the corporation derived from the use of social media. Both qualitative and quantitative methods of data collection were employed. Results indicated that while, on the one hand, KWS had fully adopted the use of social media, KPA had not. The findings revealed that social media had greatly changed the way KWS was communicating with its key public and the outcome was positive. On KPA the use of Skype had made effective the communication with consultants abroad. The researcher came to the conclusion that it was important for government corporations to adopt social media because it would revolutionise corporate communication, by making it cheaper, convenient and quick.

Abstract:

Session: Mentorship Session

Title of Paper: Kenya red cross digital synergy in disaster coordination: added value model analysis to Patel Dam disaster response, Kenya

Author (s): Shirima Mathews Arnold (Egerton University)

Abstract:

Kenya Red Cross Society (KRCS) has emerged as a leading disaster management agency in Kenya. With over 70,000 volunteers, KRCS runs an efficient, effective and well-coordinated disaster response system. The quick and timely response to disasters led the Kenyan parliament to contemplate giving KRCS full responsibility on matters of national disaster management. The efficient communication system coupled with excellent resource mobilization mechanisms make it the lead agency during disaster response. One such exemplary response by KRCS was in the Patel Dam disaster. Patel dam, situated in Solai, Nakuru County in Kenya burst its banks on 9th May 2018 at around 7.00 pm. The water swept through Solai village leaving in its wake the death of 47 people, massive and complete destruction of property, crops and killing of livestock rendering almost all 18,867 village dwellers completely destitute. This disaster shocked the world. Within hours, KRCS volunteers arrived at the scene and took lead in rescuing survivors. By dawn, humanitarian aid started arriving. Such a quick and timely response demanded effective communication. Using Olga Kazaka's Value added model of corporate communication in social media, this research explores the digital synergy strategies that KRCS uses in order to effectively coordinate disaster responses. The research investigates how KRCS deploys efficient and effective digital synergy to mobilize volunteers, coordinate their activities and also mobilize resources. The research has established that KRCS has ingrained digital communication at the center of every stage of its disaster response strategies including disaster preparation, response and recovery.

Session: Mentorship Session

Title of Paper: An Investigation of The Herald newspaper coverage and social media student communication during the 2015 #FeesMustFall protest movement at the Nelson Mandela University

Author (s): Thabani Lindokuhle Matrose

Abstract:

In October 2015 there was a robust, industrious, and enduring #FeesMustFall student-led protest movement that affected almost every student from most South African universities. The protest was widely reported in the media. In response to the mass media coverage, there were claims among students and some members of the public about the media coverage of the student protest movement. It was believed that media did not provide an accurate and balanced reportage during the protest movement, which ultimately led to the portrayal of student protesters and the protest movement in general in a bad light. One of the media's main objectives is to provide news and coverage that is true, fair and balanced about events to the public. Due to these claims and debates, students in their numbers gravitated to social media, mainly Twitter and Facebook, where they actively held most discussions pertaining to the protest movement. This student's act resulted in South Africa now having two types of media platforms reporting on the movement; which is mainstream media by journalists and the social media by student protesters. Research on media coverage of protests shows that mainstream media tend to focus its reportage on the violent and disruptive sides of the protests, which culminates to the public perceiving the protestors as trouble makers and irrational, therefore losing the public support. It is through this background that this study seeks to examine how students represented themselves and the protest in general on their social media platforms during the 2015 #FeesMustFall protest movement in the Nelson Mandela Metropolitan University. A detailed content analysis of one provincial newspaper coverage and the student's social media (Twitter and Facebook) discussions is conducted. The Herald, a Port Elizabeth based newspaper in the Eastern Cape province, and the Nelson Mandela University #FeesMustFall student protest movement are the focus of the study.

Session: Mentorship Session

Title of Paper: Digital media fails to uphold media ethics,

Author (s): Sussy Gitari

Abstract:

Digital Media has greatly taken over the era of transmitting information, world's population is now online mostly by connecting websites; these are websites that are the key connectors of information that has been digitalized. With the latest data showing that nearly four billion people are connected by this I mean they are online or using the digital platforms. Internet users across

the continent; Africa continues to grow rapidly by an increase of more than 20 percent year-on-year (McDonald, 2018). But as this is first raising, the connectivity goes to an extent of forsaking or doing away with media ethics. Being online or connected means you can be on a blog site or be a blogger, own a website or account, you can upload files, images of what you please on the accounts.

Digital media is a branch of media or communication that is mainstream, information is therefore uploaded in seconds of happening. With media ethics uploading of gruesome photos of accidents or mutilated bodies is not allowed if the images are not in blurred vision but most cases you find most of the images on personal websites or personal accounts of citizen journalist full of this images that their intention is to pass information. If digital media lacks ethics then it does neither uphold the privacy of personal accounts due to access by hackers on this websites or surveillance of what is going to disseminated that would result to political instability or a countries security interest and also one's personal information could be compromised. Again; lack of surveillance then will result to fake news being disseminated broadly. Digital media has failed to curb on fake news, hacking and has completely failed to uphold media ethics although it being a source of information.

Session: Mentorship Session

Title of Paper: Is digitization a blessing or a curse to media in Kenya?

Author (s): Kennedy Mbugua and Mary Gathoni

Abstract:

Migration began in early 2000 when a number of countries from Europe, Africa and middle East under International Telecommunication Union (ITU) expressed interest to introduce digital broadcasting (CA, 2014). Kenya as a member state of the ITU entirely migrated from the analogue to digital broadcasting on 17th June, 2015 (CA, 2014). Consequently, the government introduced regulations and policies to enforce this transition that has affected media management (KLR, 2016). Digitization of the media in Kenya has also introduced new players into the industry such as the signal distributors (CA, Understanding Migration from Analogue to Digital TV Broadcasting in Kenya, 2014)

Statement of the problem

The entry of new players in the media industry and government regulations and policies have altered the influence of legacy media stations. This study therefore seeks to explore the impact of this media transition in Kenya on legacy media management.

Objectives of the Study

To establish the regulatory effects of the digital migration to the media station.

To determine the incidental effects of the digital migration to the media in Kenya.

Rationale of the study

This study will promote media practitioners understanding of their conditions and constraints as they seek to be compliant with media regulatory bodies. This is in view of how digitization has made head way with the promise of broadly disseminating creative works but unfortunately eroding the commercial value of media productions (Botein & Sammuels, 2008)

Methodology

This research will be a case study of one of the privately owned national broadcasting station that will be purposively sampled based on its coverage, years of broadcasting and fitting the description of legacy media. The data collection instrument will be in-depth interviews with middle and senior level management and document analysis.

Session: Mentorship Session

Title of Paper: Ethical and moral implications of digitization among Kenyan urban teens on the society

Author (s): Helgister Lichuma

Abstract:

There has been a great society concern about how the youth are using the social media, and more importantly what they are sharing. This is believed to be destroying the once closely knit societal fabric with its values and morals. “Communicate all the time everything to everybody!” seems to

be the youth mantra and youth culture. Digitization and social media to be precise, has also brought about robotization of the youth and teens. Total communication takes us, paradoxically, to being “alone together” (Turkle 2011). Recently in Kenya (April 2018), we woke up to a campaign by teenagers dubbed “#ifikie wazazi” (loosely translated, ‘let this reach the parents’). This campaign involved sharing sexually explicit photos on social media platforms with the intention of angering the parents and the church. The question is what triggered such uproar and is the social media enabling the youth to be immoral and irresponsible, or is it just an easier avenue for venting? Previous research tells us a lot about the who, what and how many of teens and social media usage, but substantially less is known about why and how teens engage with social media. For example a research by Australian Psychology Society found out that social media impact teens mental health, especially cyber bullying (42%) which leads to low self-esteem and other serious consequences. A report by Dr Olivia Freeman among 11-14 year old Irish teens, showed that ‘the currency of likes’ leads the teens to post private information online, lie and even steal to portray a particular lifestyle to their peers. Using the uses and gratification theory, this research aims at finding out the ethical and moral implications of how and why the youths in Kenya (Nairobi, Embakasi area) use social media, specifically WhatsApp and Instagram.

Session: Mentorship Session

Title of Paper: Surveillance in Kenya: Digital media and terrorism in Kenya

Author (s): Jimmy Ochieng

Abstract:

This study interrogates the use of digital communication in counter-terrorism interventions in Kenya. It seeks to understand the uptake of digital communication in surveillance, its effectiveness and how its usage should be mediated so as to improve the interventions geared towards stopping terror attacks. The data was collected through a survey using an open-ended questionnaire from 1-7 April 2016 on Kenyans over 18 years old – including police officers, security experts, university students, and non-students. From a sample size of 45 individuals, the

survey got a response rate of 67%. Out of the 30 respondents, there were 13 police officers (43%), three security experts (10%), two communication specialists (7%), five university students (17%) and seven non-students (23%). 70 per cent of the respondents affirm digital communication has been instrumental in enhancing surveillance. However, this has not stopped terror attacks due to the ineffective use of digital communication. This has led to the perception among most respondents that the country was more secure during the pre-digital era compared to the digital era.

Session: Mentorship Session

Title of Paper: Social Media and Political Participation in the County Governments' development activities in Kenya

Author (s): Hesbon Hansen Ochieng Owilla

Abstract:

Recent studies have shown that citizen involvement on the internet platforms can lead to non-party members and non-political activists initiating and carrying out campaign activities (Gibson, 2015; Vaccari & Valeriani, 2016) that might influence policy and development trajectories.

The choice of the digital media could probably be anchored on recent studies such as an investigation of the relationship between youth engagement on social media and their interest in politics which found that Facebook is an important source of political information and news (Douai & Olorunnisola, 2013). In their investigation Douai and Olorunnisola found out that 47% of Kenyan youths have engaged with politicians on Facebook. In addition to being active these youths on social media were found to be more interested in politics and more willing to vote in the next election than the youths not using social media (Douai & Olorunnisola, 2013, p. 280-282).

The current study seeks to extend such investigations beyond Facebook and focus on other social media platforms such as Twitter, Instagram and traditional media and investigate how Kenyans use the social media for political participation and engagements with the County Governments

on legislative and development issues. Studies have shown that using social media, such as Twitter and Facebook pages have strength in and have been used to mobilize people or to advance political aspirations (Enjolras, Steen-Johnsen, & Wollebæk, 2012; Khamis & Vaughn, 2011). However, despite Kenya being one of the leading countries in social media use in africa (Macharia, 2015), there seems to be a dearth of studies conducted on how Kenyans use social media for political participation. President Uhuru Kenyatta and Raila Odinga, the two leading candidates in the 2013 and 2017 presidential elections, are cited by Ndlela (2016) as among the top ten tweeting African leaders. But in his study which focuses on the political class Ndlela further found that Kenyan politicians use social media such as Facebook and Twitter to mobilize supporters, organize rallies and profile parties and individuals.

The current study will focus more on the electorate and investigate how Kenyans use social media for political participation and engagements through a descriptive survey research design.

Session: Mentorship Session

Title of Paper: The use of health belief model to assess children uptake of hand washing campaign messages: A case of happyland preparatory school

Author (s): Eunice Ndungu and Moses Muriithi

Abstract:

Keywords:

Hand hygiene, Hand washing, children, Hand washing campaigns, health belief model, health belief, knowledge, behavior change, primary school

Introduction:

Proper knowledge and practices of hand hygiene plays critical role in avoiding communicable diseases. Despite the many hand hygiene campaigns in Kenya, the problem of infectious diseases among children due to poor hand hygiene is on the increase (Murray & Lopez, 1996).

Research indicates improved awareness of hand hygiene through will effectively reduce gastrointestinal and respiratory tract infections by up to 50% (Rabie & Curtis 2006). Exposure to health campaigns on hand washing at most junctures increases children hand washing practice (Paul, Singh & John, 2002). According to WHO Guidelines on Hand Hygiene in Health Care, 2009 many international and national health campaigns have been useful in behavior change.

Objectives:

The study seeks to establish the health beliefs that contribute to a children's uptake of hand washing campaign messages.

Methodology:

This cross-sectional study will involve about 200 primary school children of ages 9-12 years at Happyland Preparatory School. Nairobi County. The respondents will be selected based on the stratified random sampling technique. A questionnaire will be used to collect data. SPSS will be used to enter and analyze the data.

Results:

The study is ongoing, the results will be used improve the current hand washing campaigns in Kenya in order to promote proper knowledge and practices of hand hygiene by children.

Session: Mentorship Session

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

Author (s): Eunice Ndungu and Moses Muriithi

ABSTRACT:

Kenya is one of the six HIV 'high burden' countries in Africa where about 1.5 million people were living with HIV infection at the end of 2015. Despite current interventions, there are still large numbers of new HIV infections among children aged 0-14 years in Kenya. In response to the AIDS epidemic the government of Kenya together with partners have invested millions of

dollars over the past two decades in programs that focus on prevention of HIV/AIDS transmission through behaviour change and adherence to anti-retroviral therapy. However, not all of these programs are successful, and sometimes fail to bring about appropriate behavioural change. Critics of the mass media approach have pointed out that the heavy dependence of the HIV/AIDS campaigns on mass media has ignored the extensive research showing the ineffectiveness of these media approaches and the complexity of the health communication methods in behaviour change. Using a quasi-experimental design this study examines the mentor-mother interpersonal approach in the prevention of mother-to-child transmission of HIV in Homa Bay County, Kenya. Mentor Mothers are mothers living with HIV working alongside medical staff in understaffed health centres and form close inter-personal relationships with HIV positive pregnant women. They guide them on protecting their unborn children from contracting the disease. . Using interpersonal principles and building on the convergence theory and Social Influence Theory, this study follows HIV+ pregnant women enrolled in the Kenya Mentor Mother Programme in Homa Bay Kenya (Experimental Group) and HIV+ pregnant women in Nairobi without a mentor mother programme (control group) for a period of 6 months to identify the impact mentor mothers interpersonal contact may have on effective prevention of mother-to-child transmission of HIV. As such this study will contribute to providing useful insights on the effectiveness of interpersonal communication in behaviour change.

Session: Mentorship Session

Title of Paper: Securitisation of incivility or agonistic democracy? A Discourse Analysis of dislocation through incivility in social media in Kenya

Author (s): David Katiambo

Abstract:

Offensive comments in social media sites are a regular occurrence in Kenya. Although Facebook and Twitter have increased participation in political discourses by enabling users to easily create and distribute content, many comments are *uncivil* as they are impolite and generally offensive. It can be argued that social media encourages *uncivil* communication as these new channels are not

only informal but have also depersonalised interpersonal communication, thus undermining civility norms. The problem of *incivility* in social media in Kenya can be highlighted by the unknown whereabouts of Dickson Bogonko Bosire, the editor of the once controversial blog, *Jackal News*. *It is more than eight years since the blogger was forced into disappearance*. Furthermore, several bloggers have been charged with offences related to hate speech. Yet as explained by Žižek (2006: xi), civility should only be more obligatory than kindness or generosity but not to be as obligatory as laws. Rather than reduce social media *incivility* to hate speech crimes as the regime has attempted to do through securitisation, this study approaches *incivility* from an ontological perspective, viewing it as a form of hegemonic struggle to denaturalise social practices. Thus securitisation that equates *incivility* to hate speech is a hegemonic because *incivility* is a ‘floating signifier’ that can take a variety of meanings, even though the regime’s preferred meaning is fixed by enjoining *incivility* to set of discursive relations such security (cf. Laclau,1988:254). From this poststructuralist perspective, *incivility* can be viewed as antagonism that is part of ‘real opposition’ between two incompatible things, different from contradiction that is a relation between two propositions (see Laclau,1988:256). Historically, democratic speech was rough, vulgar and insulting beyond what we consider acceptable today (Dover, 1972: 34-35).

The purpose of this dissertation is to make sense of *incivility* in social media in Kenya outside the regime’s hegemonic explanations. This study uses Laclau and Mouffe’s (1985) Discourse Theory to analyse how *incivility* in social media is a dislocatory event that is introducing new political practices providing news ways of participating in public discourses; and how the ‘government’ (from Foucauldian perspective) is struggling to extend its hegemonic meaning over *incivility* through ‘articulation’, a process of partially fixing the meaning of *incivility* by repairing the dislocation. The study will combine the ontological Laclau and Mouffe’s (1985) Discourse Theory with ontic discourse analysis methods to create an empirical method for examining how the regime has constructed *incivility* in social media. In Heideggerian (1962:44) terms, Discourse Theory can be used to analysis politics at the deep underlying structure, whereas discourse analysis is examination of politics at the ontic level. I will thus use linguistic and material texts, the ontic, to examine *incivility* from the ontological perspective. Therefore, from ontological perspective, *incivility* symbolises the true nature of politics what Lacan calls the *Real* that cannot be symbolised as it is “distinct from reality” (Stavrakakis:2007.6).

Session: Mentorship Session

Title of Paper: Performance of pupils: empirical evidence of public rural primary schools in Uganda

Author (s): Naluwooza Ruqqaiya

Abstract:

The performance of pupils in rural areas has increasingly become an issue of concern in most developing countries, Uganda not being an exception. Over time, most of the rural and urban-rural schools perform poorly each year. There are very few rural schools which actually use Information Communication Technologies (ICTs) that can enhance the learning environment and performance of the pupils in schools. The study aims at examining the performance of pupils in rural schools with a view of identifying the factors that affect the performance of these pupils and design a framework that can enhance performance of these schools.

Session: Mentorship Session

Title of Paper: An investigation on the role of Corporate communication on customer retention in institutions of Higher learning: a study of Daystar University

Author (s): Hellen Ogodo (Day Star University)

Abstract:

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

The rapid expansion of colleges to universities and significant increase in private chartered universities and education cost combined with demographic shift in the population force the

institutions of higher learning to think differently about the role of student satisfaction and retention for their survival. (Kotler and Fox, 1995). Daystar University is not an exception to the changing landscape in the universit. Tuition fee is the main source of income for privately owned universities.

According to research from daily Nation, standard media and other sources two private universities closed down six of their satellite Campuses in 2017 due to low student enrolment and the list continues to grow. Student enrolment in private universities has become a crucial issue. These findings thus form basis for this study which seeks to find out the role of corporate communication and its effect on customer retention. This question will be answered in two approaches. First, a content analysis of answers from interviews from the dean of students, corporate affairs manager and deans will be presented as a report.

Secondly questionnaires will be administered to the target population to examine the extent of the role of corporate communication in customer retention. The three frames generated from related literature will be examined and Bertalanffy's (1968) systems theory will be used. This study period is significant because Customer retention is critical, institutions are closing down others are at a threat. Simple random sampling will be used to select the target population.

Session: Mentorship Session

Title of Paper: Corporate communication factors affecting the effectiveness of corporate social responsibility programs: A case of three selected multinationals

Author (s): John Kamau

Abstract:

The Concept:

The purpose of this study is to provide empirical evidence demonstrating the relationship between corporate communication factors (Image, Branding, Identity and Reputation) and effective implementation of CSR programs. To fulfil the overall aim of the study and help answer the research questions, Systems theory proposed by Von Berthalanffy (1950) will be

applied. The focus will be on the completeness rather than concentrating on the single peculiarities of the system, with the belief that the wholeness can bring more significance to the system than focusing on each and every aspect.

Problem Statement:

In Kenya, several organizations are currently engaging in CSR activities, but most of these organizations have not tapped into the pivotal role Corporate Communication would play in shaping the organizations CSR agenda.

Data Set:

The target population for this study is multinationals listed at the NSE (Nairobi Securities Exchange) who have been running CSR programs for at least 5 years. This study shall be carried out on three selected Multinationals in the key sectors at the NSE, namely banking, commercial & allied and energy & petroleum sectors.

Methodology:

In this study a survey shall be used to collect data which will be analyzed quantitatively using descriptive and inferential statistics.

Session: Mentorship Session

Title of Paper: Influencers for a cause: Are social media influencers the next big thing in brand promotions?

Author (s): Wangeci Kanyeki and Mary Gitari

Abstract:

Celebrity endorsement is as old as marketing itself. With the social media uprising, influencers are being used to push brands on social media using multiple digital platforms on twitter, instagram, snapchat and facebook. This method of publicity is over taking billboards, magazine and newspaper ads as it is more cost effective and offers measurability as well as immediacy.

The influencer can broadcast the message the moment they receive it, hence speedy immediacy is their selling point. According to Oracle (2018) ‘People trust personal recommendations above all else, and brand advocates represent the pinnacle of such ‘social proofing’. Successful Social media influencers are therefore selling believability and credibility for paid and unpaid media. This paper investigates the reason why the phenomenon of social media influencers is on the increase in Kenya especially when publicising a cause. The study will consider, which influencer works for what cause? Who are Kenya’s influencers? How does remuneration influence the message, messenger and recipient? What is the tight rope balance of giving the influencer space to express their own views of a brand, while ensuring that the influencer does not go ‘off-message’. Researchers will anchor their study of two flow communication theory and propose to use a descriptive research design. They also propose to use an on line self administered questionnaires and a content analysis of the social media influencers that will be sampled.

Session:

Title of Paper: Tech chemaas: A comparative study of female tech entrepreneurs in Ghana

Author (s): Sangu J. Delle (University of Birmingham, United Kingdom)

Abstract:

My PhD project proposes to explore the new generation of female technology entrepreneurs in Ghana. The goal is to contribute to the body of anthropological research on gender and entrepreneurship in Ghana focused on female technology entrepreneurs. The project questions assumptions embedded in the economics, anthropology and development literature, some of which are androcentric and ethnocentric in approach. For example, most of the scholarship on entrepreneurs has historically focused on male entrepreneurs and a lot of the existing research conducted on female entrepreneurs in Africa tends to focus on small-scale traders and entrepreneurs at the bottom of the pyramid (BoP) and some of the language used to describe these female entrepreneurs treats them as “other”. The project aims are:

I. Gender and technology entrepreneurship: What is the relationship between gender and entrepreneurship in the lives of the selected Ghanaian female technology entrepreneurs? What is the role of gender in the performance and success of their duties as tech entrepreneurs?

II. Creation of technology markets: How are markets created for the products designed by these female tech entrepreneurs? Here I will engage with some of the anthropological and sociological literature on markets by Callon, Zelizer and other scholars.

III. Business Management: How do female tech entrepreneurs manage their businesses? How do their enterprises compare with those of small-scale traders which have dominated a lot of the anthropology and development literature?

IV. Relationship with Government: What is the relationship between tech entrepreneurs and the government? How are they regulated? How do their economic activities weave between zones of regulations?

The methodologies adopted for this study are in-depth life history interviews, ethnographic observations, semi-structured interviews and archival research. I also map out the institutional environment for entrepreneurship in Ghana through structured interviews with all stakeholders including government agencies, NGOs, educational institutions, trade associations, entrepreneurship organizations and development agencies. I am conducting field research over a 2-year period from 2016 to 2018. An example of a female technology entrepreneur I have interviewed is Regina Agyare, a Ghanaian software developer and founder of Soronko Solutions, a software development company in Accra, Ghana. Regina is also the founder of Tech Needs Girls Ghana, a movement to teach girls how to code.

Since the start of my field research in July 2016, I have conducted life history interviews with most of the female technology entrepreneurs in Ghana, 19 in total. Almost half of them (47%) are involved in e-commerce, 26% are involved in software development, 11% in media and the rest in other. A majority of the entrepreneurs (68%) are returnees, who completed either undergraduate or graduate school outside Ghana and have returned to work on their ventures. 32% of the interviewees were born and raised their entire lives in Ghana, and attended university in Ghana. Virtually all the interviewees had early exposure and access to ICT/computers, with the unique exception of one interviewee who did not have any exposure until after high school. 84% of the interviewees had 'progressive' fathers who encouraged their involvement in technology / entrepreneurship. 95% of them are based in Accra, with the unique exception of one e-commerce entrepreneur who resides in Kumasi, 5 hours north of Accra.

a. Gender and technology entrepreneurship: Many of the entrepreneurs interviewed described various gender-related challenges including being underestimated, facing sexual harassment, gender-pay gaps. However, a few of the e-commerce entrepreneurs pointed to the role of technology in limiting in-person interactions, and thereby reducing their daily experience with sexism. A small minority of the entrepreneurs did not feel that they faced any challenges due to their gender.

b. Creation of technology markets: Many of the entrepreneurs leveraged social media and networks to create markets for their products. The e-commerce entrepreneurs in particular relied

heavily on Instagram and Facebook, often using social media to ‘prove’ the authenticity of their products and the ties to the communities that produce the products, and in the process taking advantage of the ‘ethical fashion’ trend among consumers. The software developers mostly had to rely on social and business networks since their customers were mostly businesses and not consumers.

c. **Business Management:** Many of the entrepreneurs leverage digital technologies, especially Whatsapp to manage their operations and use social media to manage their marketing. For the mothers in the group (21%), the mobile nature of digital technology gave them flexibility and allowed them to more easily combine their motherhood duties with work.

d. **Relationship with Government:** It was very important for virtually all the entrepreneurs to formally register their business because it conferred a sense of credibility and legitimacy and helped with securing business contracts with multinational firms or foreign firms. Except for one entrepreneur (focused on e-commerce), everyone else claimed to be tax compliant. Majority of them, in particular, expressed strong views about the importance of paying taxes. Only a small minority believed businesses were overtaxed. Virtually all the entrepreneurs lamented the red tape and bureaucracy, and did not find government to be helpful in promoting entrepreneurship, or advancing technology. I conducted an interview and site visit / observation of two incubators, Impact Hub and MEST, which is one of the leading incubators in the country. MEST has about 4-5,000 applicants, from which they choose 50. Even though mostly men apply to the program, they focus on diversity and often choose a cohort comprising of 35% women. The Director of MEST shared that the women in the MEST cohort typically perform at the same level as the men. He did note, however, that women face particular challenges with respect to balancing maternal and ‘home’ duties. I also collected data from the Registrar General’s office, which revealed that from 2012 to 2016, the number of female founded companies grew at a faster rate than male founded companies. As a result, the share of companies founded by a female entrepreneur grew from 27.53% in 2012 to 32.63% in 2016. A lot of existing studies of female entrepreneurship in Sub-Saharan Africa group all women together irrespective of differences in generations or sectors. This project hopes

to contribute to debates regarding gender and entrepreneurship in Ghana (and Sub-Saharan Africa) by focusing on tech entrepreneurship, which has been a leading driver of innovation and job creation globally. The spread of internet connectivity is transforming many African economies and turning African producers into “participants in a digital revolution” (Graham & Mann, 2013). This research is particularly important as, at this time, there has been very little written about emerging entrepreneurship on the continent, especially technology entrepreneurs. The research is thus valuable in giving greater insight into the factors that have allowed for the emergence and success or failures of female tech entrepreneurs. Finally, this work is important and relevant given the transformational characteristics of the tech 2.0 wave of entrepreneurship. The findings from the research will have implications for entrepreneurship theory and policy.

Session: Student Mentroship

Title of Paper: Cultivation, prank shows and good samaritanism

Author (s): Isaac Oyuga and Joy Kibarabara

Abstract:

This study investigated the influence of prank shows on urban youth's compassionate responses towards strangers in public places. The focus was on Naswa and Kaa Rada prank shows aired on Kenya's Citizen TV, and the study explored their influences on Riara University students. 160 respondents answered a self-administered questionnaire, 12 of them participated in follow-up focus group discussions, and a prank show producer was also interviewed. The study was hinged on Cultivation theory's premise that with repeated, heavy exposure to TV, people begin to view the world as similar to the TV world. Interestingly, findings identified heavy dissents in self-reporting about respondents' probability to be pranked or influenced by prank shows, compared to other people. Further, although respondents perceived that Good Samaritans were depicted as victims in prank shows, few anti-compassionate acts were identified in prank shows. This cultivation contrast was thus linked to the role of transportation in making narratives' messages pass under the radar. An average undecided rate of esteeming compassion was also recorded in addition to significant numbers of respondents willing to be pranksters. Thus, a relationship (although not significant) was found between the value of compassion, avoidance of certain places for fear of being pranked, and reduced opportunities for needy people to receive help in such places. Moreover, the study also found that the results were recorded at a time when local prank shows' production had stopped. Therefore, prank show influence on compassion was projected to more likely be more significant in regions of greater prank show viewership/following. Therefore, this linking of prank shows to antisocial behaviour led to the recommendation that warning messages be included in prank shows to ease effects.

Session: Mentorship Session

Title of Paper: Digitization is a negative influence for the youth,

Author (s): Claire Karanja and Sussy Gitari

Abstract:

Half the world today is connected or is online could be websites such as Instagram, Snapchat and Facebook and many other media platforms although it being a nice feeling of diversity there is a costly part of influence. With young adults standing out mostly on the use of social media platforms this may have resulted in many living according to the social media sensations personalities that they are exposed to during the browsing through the platforms. There is a domination of the smartphones that are the main channels of the platforms, 73 % of young adults use the smartphones and a 15% use the basic phone as 87% have access to tablets (Pew Research Center, 2015) making it an easy walk through the connections and diversity.

It carrying the aspect of diversity and global connections a young adult is therefore exposed to the outside world without any surveillance by the guardian. A percentage of them get new ideas and try to live new lives from what they see on the websites, therefore, it dominating in their daily life. Digital media platforms are slowly colonizing and dictating these young lives. As much as guardian is on guard on how much usage of phone or tablet on connection a young adult has. There is no surveillance in the platforms on what these young ones are busy reading through or looking at it neither deletes out content that can negatively affect them but instead gives all for reach. With it out there a young adult will slowly be carried away by the sensational lifestyle he or she sees on the platforms try out stunts he/she watches and also go to an extent of trying to live the life of a certain sensational personality, therefore with all these diversity; digital media is colonizing the young generation and molding them to live up to its expectation and cultural values are thrown out.

Session: Mentorship Session

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

Author (s): By Don Bosco Onyalla, (Daystar University, Nairobi, Kenya)

Abstract

Globally, the practice of journalism has become an agenda for research. In particular, scholars are rethinking the contemporary practice of journalism in the face of profound technological and societal transformations, including the complexities and contradictions associated with new media, the fact-checking practice in newsrooms (Graves 2016; Graves & Cherubini 2016, Tandoc, Lim, & Ling, 2017), as well as the concept of media diversity (Sjøvaag, 2016; Stirling, 2007). Media pluralism in general and media diversity in particular are considered significant values upon which functioning democracies rely to enable citizens to freely participate in local, national, regional, and international conversations because of the opportunity the media create for citizens to encounter

diverse topics, opinions, and perspectives (Möller, Trillin, Helberger, & Es, 2018; Owen & Smith, 2015).

Graves (2016) is among scholars who have proposed the need to diversify studies that examine journalism practice in other contexts of the globe beyond United States of America. It is perhaps for this reason that in Africa, studies examining the extent to which journalists on the continent are coming to terms with various ongoing transformations in societies have been encouraged (Atton & Mabweazara, 2011). Scholars on the continent are questioning the state of journalism not only in Africa in general (Bosch, 2015; Christians, 2015; Fair, 2015; Mabweazara, 2015; Nyamnjoh, 2015; Paterson, 2013; Skjerdal, 2015) but also in individual countries: Botswana (Lesitaokana & Akpabio 2014); Nigeria (Obalanlege, 2015); South Africa (Chuma, Wasserman, Bosch, & Pointer, 2017; Cowling, 2017; Ndlovu, 2015), among other countries.

Therefore, situating itself in the global conversation about the need to rethink journalism practice in different contexts of the world in the face of profound societal and technological transformations, this study seeks to examine the practice of journalism in contemporary Kenya. Considering the value of media diversity in journalism practice research, this study will apply media diversity frameworks in an attempt to conceptualize journalism practice in Kenya.

Specifically, the study will operationalize two diversity frameworks and one cross-cutting measure of diversity. For one, this research will seek to operationalize the framework that considers what is presented to audiences, which scholars have termed output diversity (Baker, 2007; Humprech & Buchel, 2013; Powers & Benson, 2014; Sjøvaag, 2016). Production diversity, which considers the professional and journalistic aspects of news work as diversity measures (Reich, 201; Sjøvaag, 2016) will constitute the second diversity framework. The cross-cutting measure of representation that questions aspects such as homogeneity in staff and the domination of particular sources in media content will also be operationalized in this study.

Further, as it will be explained and illustrated in the literature review section, this study will be founded on other conceptual and theoretical frameworks and models. In particular, the operationalization of output diversity framework will be supported by framing theory (Cacciatore, Scheufele, & Iyengar, 2016; Entman, 1993, 2003) as well as valence framing. The concept of newsworthiness will facilitate the operationalization of production diversity framework. This latter framework, which focuses on journalistic tasks, will also find support in Herman and Chomsky's (1988) propaganda model, McManus' (1994) market-driven journalism theory, and Shoemaker and Reese's (1996) hierarchy of influences theory.

These frameworks, concepts, models, and theories imply a mixed methods approach. On one hand, the output diversity framework will be measured through quantitative content analysis of newspaper content, to be sampled over a particular period of study and to use an appropriate unit of analysis supported in reviewed literature. Results from this content analysis will provide the basis for the examination of production diversity, which will, on the other hand, involve a qualitative research design. In this latter method, the researcher will collect data through in-depth and semi-structured interviews with news workers including journalists and editors. It is expected

that the analysis and interpretation of collected data from both methods will contribute toward a conceptualization of journalism practice in contemporary Kenya.

Session: Mentorship Session

Title of Paper: Building a multilingual, multimedia newsroom with monolingual assets: Lessons in collaboration towards an inclusive South African digital newsroom #DecolonizeTheInternet

Author (s): Tando Ntunja

Abstract:

With indigenous-language media taking the lion's share of listener numbers in South Africa's radio space – compare for instance English-language SAfm's 200 000+ listeners with isiXhosa-language Umhlobo Wenene's 5,5 million+ listeners – this same dominance has not been realised in mainstream digital media. The radio numbers – along with the 88 million mobile phone connections in a population of over 50 million people – indicate there is a lost opportunity when it comes to creating demand for indigenous language content in the digital space. The use of hyper-local angles would likely also help to connect audiences that have otherwise been neglected. This paper unpacks an observation made over 13 weeks with the Interactive Media III class at the University of Cape Town in 2017, which was a group of 8 largely monolingual, English-speaking students collaborating with 3 isiXhosa-speaking undergraduates to create multilingual versions of Android storybooks, interactive documentaries and data maps showing the distribution of the City of Cape Town's capital budget for 2018/19, to get lessons over how a more inclusive and representative newsroom might be set up in future. The languages used were the two dominant Western Cape languages of Afrikaans and isiXhosa.

Session: Mentorship Session

Title of Paper Digital Cultures and Citizen Journalism Perspectives from Kenya: Is the Content Balanced?

Author (s): Miriam Kwena Ayieko

Abstract:

Information communication technologies in Africa have promoted fast growing digital cultures and citizen journalism. However, debates on whether citizen journalism is bound by time honored professional journalism ethical considerations are ongoing. While citizen journalists are motivated by the fast growing digital cultures, and may not be bound by professional journalism ethics, this paper seeks to find out if they consider balance of the content they send out as an aspect of ethics in journalism. The study employs a descriptive survey design to find out if citizen journalists

consider balance when they create media content. Using a population of a regional university in eastern Africa, the study sampled 246 students to find out their understanding of balance as an ethical standard in journalism when they create citizen journalism content. By evaluating balance, the study found out that most citizen journalists do not consider balance when they create and disseminate media content. The content is mostly one sided, which is a breach of professional journalism ethics that advocates for balance as a key principle of ethics in journalism. This study is an attempt to understand whether citizen journalism requires to be streamlined to have a code of ethics especially in Kenya where new laws of media are emerging to control the kind of content disseminated by citizen journalists.