

ICAfrica 2018

ICAFRICA-Ghana 2018

University of Ghana

Legon, Accra, Ghana

November 7-9, 2018

***Theme: African Digital Cultures:
Emerging Research, Practices and
Innovations***



UNIVERSITY OF GHANA
SCHOOL OF INFORMATION AND COMMUNICATION STUDIES



ICAfrica 2018



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6th November	Registration opens between 10 am-6pm	
	Pre-conference: Media freedoms in Ghana	
	Time: 2 pm Venue: CDD Offices, Accra (bus will be available to transport interested persons.)	
	Please sign up via the conference website or by email to sics@ug.edu.gh	
Optional, half-day paid tour of Accra in the afternoon. Sign up via conference website		
Main conference		
Day 1: 7th November		
8 am	Registration opens and continues all day	
9-11:00 am	Opening ceremony and plenary <ul style="list-style-type: none"> ▪ Opening ceremony Special Guest: H.E. Dr. Mahamudu Bawumia, Vice President of the Republic of Ghana ▪ Plenary Keynote: Professor Francis Nyamnjoh, University of Cape Town 	
11:00-11:30	Snack break	
11:30-1:00	Parallel sessions (1a-1j)	
1:00-2:00	Lunch	Documentary Film Screening: Zanzibar Soccer Dreams (2016) Directors: Florence Ayisi and Catalin Brylla A case study for Paper No. 70 to be presented in Day 1 Parallel sessions 1h
2:00-3:30	Parallel sessions (2a-2j)	

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3:30-4:00	Snack break
4-5:30	Parallel sessions (3a-3i)
6-7:30	Opening Cocktail
Day 2: 8th November	
9-10:30	Plenary Keynote: Professor Janet Kwami, Furman University
10:30-11:00	Snack break
11-:1:00	Parallel sessions (1a-1j)
1:00-2:00	Lunch
2-3:30	Parallel sessions (2a-2j)
3:30-4:00	Snack break
4:00-5:30	Parallel sessions (3a-3i)
7:00 pm	Conference dinner
Day 3: 9th November:	
Optional day's trip to Cape Coast Castle Sign up via conference website	
Mentorship Session	
9am-10:30	Opening plenary Madrid-Morales (University of Houston)
10:30-11:00	Snack break
11:00-1:00	Mentorship parallel sessions
1.00-2:00	Lunch
2:00-4:00	Mentorship parallel sessions

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Day 1: 7th November

PARALLEL SESSIONS

Day 1 Parallel sessions1a

Time: 11:30-1:00pm

Room: Ernest Aryeetey Conference room, Bank of Ghana Hall, UG

Session theme: Digitalisation and social interventions

Chair: Kwamena Kwansah Aidoo (Ghana Institute of Journalism)

Presentations

209 -Strengthening how e-Inclusion intermediaries support community development in South Africa: the role of social media, Natasha Katunga, James Njenga, Leona Craffert (University of the Western Cape, South Africa), Leo van Audenhove, Ilse Mariën (Vrije Universiteit Brussel, Belgium).

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

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

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

Day 1 Parallel sessions1b

Time: 11:30-1:00pm

Room: Balme Library Room 30

Session theme: Religion and digitalisation

Chair: Stewart Hoover (University of Colorado, USA)

Presentations

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

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

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

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

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

Day 1 Parallel sessions 1c

Time: 11:30-1:00pm

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

Session theme: Gender and digitalisation

Chair: Sarah Akrofi-Quarcoo (University of Ghana)

Presentations

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

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

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

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

49 - Women and ICT in South Africa: the defining influence of socio-cultural factors, support and attitudes, Carlynn Pokpas, Leona Craffert (University of the Western Cape, South Africa), Leo van Audenhove, Ilse Mariën Vrije (Universiteit Brussel, Belgium)

1 Parallel sessions1d

Time: 11:30-1:00pm

Room: Paul Acquah Conference room, Bank of Ghana Hall, UG

Session theme: Corporates and digital communication

Chair: Margaret Ivy Amoakohene (University of Ghana)

Presentations

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

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

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

Day 1 Parallel sessions1e

Time: 11:30-1:00pm

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

Session theme: Digital activism/Enacting citizenship

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Chair: Kweku Rockson (University of Professional Studies, Accra, Ghana)

Presentations

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

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

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

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

Day 1 Parallel sessions1f

Time: 11:30-1:00pm

Room: Balme Library Room 15

Session theme: Digitalisation and storytelling cultures

Chair: Ed Madison (University of Oregon)

Presentations

46 - Audiences and digital culture: Rethinking the Cinema of Apartheid, Calum Waddell (Coventry University, England)

167 - 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, Mbatia B. Kinyanjui (Egerton University, Kenya)

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

214 - The Erotics of the Digital Visual Archive: Instagram Mediations of Everyday Life in Accra, Nana Akua Amofoa Mensah (Yale University)

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Day 1 Parallel sessions1g

Time: 11:30-1:00pm

Room: Balme Library Room 11

Session theme: Self-(re)presentation and the digital space

Chair: Isaac Abeiku Blankson (Ghana Technology University College)

Presentations

309 - The Voice of Diaspora: On Podcasts. Reginold Royston (University of Wisconsin, Madison, USA)

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

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

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

Day 1 Parallel sessions1h

Time: 11:30-1:00pm

Room: Balme Library Room 27

Session theme: Viewing the past through a digitalised future

Chair: Kwasi Ansu-Kyeremeh (University of Ghana)

Presentations

287 - Digital culture, digital colonization: An attempt to forever suppress Africans' ingenuity through digitisation, Felixix Olajide Talabi (Redeemer's University, Osun State, Nigeria)

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

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

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

Day 1 Parallel sessions1i

Time: 11:30-1:00pm

Room: Ebenezer Oduro Owusu Conference Room, Bank of Ghana Hall, UG

Session theme: Digitalisation and journalistic practices

Chair: Kwame Karikari (Wisconsin International University College, Ghana)

Presentations

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

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

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

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

Day 1 Parallel sessions1j: PANEL

Time: 11:30-1:00pm

Room: Balme Library Room 24

Session theme: Revisiting the Foundations of African Communication Scholarship

Chair and Moderator: Cornelius B. Pratt.

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

Day 1 Parallel sessions2a

Time: 2:00-3:30pm

Room: Paul Acquah Conference room, Bank of Ghana Hall, UG

Session theme: Corporates, digital dilemmas and opportunities

Chair: Francis Nyamnjoh (University of Cape Town)

Presentations

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

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

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

36 – 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, Bo Han and Wenkai Jin (Tsinghua University, China)

Day 1 Parallel sessions2b

Time: 2:00-3:30pm

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

Session theme: Gender Equality, Social Inclusion and digitalisation

Chair: Leslie Steeves (University of Oregon, USA)

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Presentations

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

176 - Cyberbullying Experiences of Nigerian High School Adolescents: A Research Descriptive Analysis , Adamkolo Mohammed Ibrahim

129 - Rural development in the digital age – Need for digitalization of rural communities, Funmilola O. Omotayo (University of Ibadan, Nigeria)

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

Day 1 Parallel sessions2c

Time: 2:00-3:30pm

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

Session theme: Digital activism/ Enacting citizenship

Chair: Chiemezie Nwosu (University of Technology, Sydney)

Presentations

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

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

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

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

Day 1 Parallel sessions2d

Time: 2:00-3:30

Room: Ernest Aryeetey Conference Room, Bank of Ghana Hall, UG

Session theme: Emerging cultures in the use of digital applications

Chair: Ama Dadson (University of Ghana)

Presentations

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

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

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

2 - The Swedru factor in the internet fraud phenomenon in Ghana, Kwesi Aggrey (University of Education, Ghana)

Day 1 Parallel sessions2e

Time: 2:00-3:30pm

Room: Balme Library Room 27

Session theme: Digital media uses and applications

Chair: Adwoa Sikayena Amankwa (Christian Service University College, Ghana)

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Presentations

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

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

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

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

Day 1 Parallel sessions2f

Time: 2:00-3:30pm

Room: Balme Library Room 11

Session theme: The ethics of digitalisation

Chair: Jon Silverman (University of Bedfordshire, UK)

Presentations

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

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

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

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

Day 1 Parallel sessions2g

Time: 2:00-3:30pm

Room: Balme Library Room 24

Session theme: Health and digitalisation

Chair: Fidelis Sesenu (University of Ghana)

Presentations

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

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

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

Day 1 Parallel sessions2h

Time: 2:00-3:30pm

Room: Ebenezer Oduro Owusu Conference Room, Bank of Ghana Hall, UG

Session theme: Digitalisation and journalistic practices

Chair: Prof Ralph Akinfeleye, University of Lagos

Presentations

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

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

102 - “I have no clue what this contains”: Social media framing of public sentiment on the 2018 Ghana-USA Defence Cooperation Agreement, Andrew Ofori-Birikorang, University of Education, Ghana

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

Day 1 Parallel sessions2i (PANEL)

Time: 2:00-3:30pm

Room: Balme Library Room 30

Session theme: Roundtable on communication associations

Chair: Prof. Paula Gardner, McMaster University, Canada

Panelists: Sr. Prof. Agnes Lucy Lando (Daystar University), Prof. Ezekiel Asemah Novena University, Nigeria), Dr. Wilson Ugangu (Multimedia University), Prof Ylva Rodny-Gumede (University of Johannesburg) and Miriam Ayieko (Daystar University), Prof. Colin Chasi (University of Johannesburg)

Day 1 Parallel sessions2j (PANEL)

Time: 2:00-3:30pm

Room: Balme Library Room 15

Session theme: International Development Aid and the Transformation of Digital Cultures

Chair: Audrey Gadzekpo, University of Ghana

Panelists: Herman Wasserman (University of Cape Town), Gilbert Tietaah, (University of Ghana) and Michael Serwornoo (University of Cape Coast)

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Day 1 Parallel sessions3a

Time: 4:00-5:30pm

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

Session theme: Digitalisation and Fake news

Chair: Melissa Tully (University of Iowa, USA)

Presentations

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

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

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

87 - Audiences' perception of influence of disinformation on news consumption habits in Lagos State, Nigeria, Omolade Sanni (Lagos State University)

Day 1 Parallel sessions3b

Time: 4:00-5:30pm

Room: Balme Library Room 30

Session theme: Digitalisation, social impacts and the regulatory environment

Chair: Kyalo wa Ngula (Africa Nazarene University, Kenya)

Presentations

180 - The Social-economic Impact of Mobile Phone Technology on Sub-Saharan Africa:

A Literature Review, Euriahs Togar (Tilburgh University/University of Liberia)

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

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

Day 1 Parallel sessions3c

Time: 4:00-5:30pm

Room: Balme Library Room 15

Session theme: Digitalisation, marginalization and inclusiveness

Chair: Lilia Raycheva (The St. Kliment Ohridsky Sofia University, Bulgaria)

Presentations

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

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

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

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

Day 1 Parallel sessions3d

Time: 4:00-5:30pm

Room: Balme Library Room 11

Session theme: Digital engagements: dilemmas and opportunities

Chair: Patience Dzandza (University of Ghana)

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Presentations

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

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

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

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

Day 1 Parallel sessions3e

Time: 4:00-5:30pm

Room: Ernest Aryeetey Conference room, Bank of Ghana Hall, UG

Session theme: Digitalisation and social interventions

Chair: Lucas Chigabatia (University of Ghana)

Presentations

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

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

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

Day 1 Parallel sessions3f

ICAfrica 2018

Time: 4:00-5:30pm

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

Session theme: Gender and digitalisation

Chair: Marian Tsegah (Central University, Ghana)

Presentations

127 - Adoption, Motivation and patterns of Social Media Use among women in Nigeria,

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

275 - Ghanaian women's perception on online feminist advocacy group Pepperdem Ministries, Ivy M. Fofie and Fidelis Y. Sesenu (University of Ghana)

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

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

Day 1 Parallel sessions3g

Time: 4:00-5:30pm

Room: Balme Library Room 27

Session theme: Youth cultures and digitalisation

Chair: Janet Kwami (Furman University)

Presentations

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

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

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

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

Day 1 Parallel sessions3h

Time: 4:00-5:30pm

Room: Balme Library Room 24

Session theme: Digitalisation and interpersonal relationships

Chair: Juliet Macharia (Karatina University, Kenya)

Presentations

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

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

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

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

Day 2: 8th November

Plenary

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Time: 9:00-:10:30am

Room: Ernest Addison Conference Room,

Keynote: Professor Janet Kwami, Furman University

Chair: Leah Komen, Daystar University

PARALLEL SESSIONS

Day 2 Parallel sessions1a

Time: 11-:1:00pm

Room: Balme Library Room 24

Session theme: Digitalisation and interpersonal relationships

Chair: Abena A. Yeboah-Banin (University of Ghana)

Presentations

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

162 - “Liquid love”: South African users’ experiences of Tinder, Tanja Bosch (University of Cape Town)

26 - Digital technologies and the culture of romance among young adults: A qualitative inquiry, Alade O. Moyosore (Redeemer’s University, Nigeria) and Ayobolu Yetunde (Caleb University)

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

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

Day 2 Parallel sessions1b

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Time: 11-:1:00pm

Room: Ebenezer Oduro Owusu Conference Room, Bank of Ghana Hall, UG

Session theme: Digitalisation and journalistic practices

Chair: Brian Ekdale (University of Iowa, USA)

Presentations

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

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

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

264 - Radio Framing and Opinion Formation in Forest Conservation in Tanzania: The Case of Urithi Wetu Programme, 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: Catalin Brylla

Presentations

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

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

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

12 - Nigerian film audiences on the Internet: Influences, preferences and contentions on iROKOtv, Agina Anulika Mary (Pan Atlantic University, Nigeria)

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

Day 2 Parallel sessions1d

Time: 11-:1:00pm

Room: Paul Acquah Conference room, Bank of Ghana Hall, UG

Session theme: Epistemologies, disciplinary developments and pedagogies in digital communication

Chair: Sr Agnes Lucy Lando (Daystar University, Kenya)

Presentations

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

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

ICAfrica 2018

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

50 - ICT for development discourse: the daily strategies and appropriations of tech entrepreneurs in tech hubs and incubators in Accra, Ghana, Tessa Pijnaker (University of Birmingham)

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

Day 2 Parallel sessions1f (Workshop)

Time: 11-:1:00pm

Room: Balme Library Room 11

Facillitator: Andy Opel (Florida State University)

Session theme: Students Make Media: How to integrate cellphone video projects in your course to support community action

Day 2 Parallel sessions1g (Policy Lab)

Time: 11- 1:00pm

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

Chair: Mr. Tirso dos Santos, Country Representative Unesco

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)

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

Day 2 Parallel sessions1h

Time: 11-:1:00pm

Room: Balme Library Room 15

Session theme: Digitalisation and storytelling cultures

Chair: Ngozi Uduma Emily Ogale (University of Port Harcourt, Nigeria)

Presentations

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

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

138 – Neutralizing Negative Narratives About Nima: Young Ghanaian Artists, Community

Empowerment, and Digital Storytelling, Ed Madison (University of Oregon)

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

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

Day 2 Parallel sessions1i

Time: 11-:1:00pm

Room: Balme Library Room 27

Session theme: Youth cultures and digitalisation

Chair: Pier Paolo Frassinelli (University of Johannesburg)

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Presentations

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

83 - Today is Your Birthday!: Facebook Celebrations and its Imperative on Digital Social Culture of Nigerian Youths, Doris Ngozi Morah (Madonna University, Okija) and Chinwe Elizabeth Uzochukwu (Nnamdi Azikiwe University Awka) Please Remove this author Liani Maasdorp, (University of Cape Town)

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

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

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

Day 2 Parallel sessions1j (PANEL)

Time: 11-:1:00pm

Room: Balme Library Room 30

Session theme: 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)

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

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

ICAfrica 2018

Day 2 Parallel sessions2a

Time: 2:00-3:30pm

Room: Paul Acquah Conference room, Bank of Ghana Hall, UG

Session theme: Corporates, consumers and online behaviours

Chair: S. Senyo Ofori-Parku (University of Oregon, USA)

Presentations

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

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

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

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

Day 2 Parallel sessions2b

Time: 2:00-3:30pm

Room: Balme Library Room 11

Session theme: Digital engagements: dilemmas and opportunities

Chair: Andrew ofori-Birikorang (University of Education, Ghana)

Presentations

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

ICAfrica 2018

149 – Evaluating digital communication within devolved governments: The case of a public complaints system in Nyandarua County, Kenya, Jesse Masai (Daystar University, Kenya)

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

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

Day 2 Parallel sessions2c

Time: 4:00-5:30pm

Room: Paul Acquah Conference room, Bank of Ghana Hall, UG

Session theme: Epistemologies, disciplinary developments and pedagogies in digital communication

Chair: Langmia Kehbuma (Howard University)

Presentations

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

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

151 - Evaluating digital tools for development communication: The case of Ezekiel Chebunde, a 2017 candidate for a civic race in Sitatunga Ward, Kenya, Juddy Bisem (Jomo Kenyatta University of Agriculture and Technology)

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

ICAfrica 2018

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

Day 2 Parallel sessions2d

Time: 2:00-3:30pm

Room: Balme Library Room 15

Session theme: User digital media competences and applications

Chair: Kofi Dzokoto (Blue Crest University, Ghana)

Presentations

19 - YouTube and Second Life indigenous language learning: Awareness and usage in tertiary education in Nigeria, Umefien Dakoru Epepe (National Institute for Nigerian Languages, Nigeria)

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

4 - Digital Colonization and its implications on Nigerian Youths: What hope for the Future? Maria Agbenu Onyilo (Benue State University, Nigeria)

Day 2 Parallel sessions2e

Time: 2:00-3:30pm

Room: Ebenezer Oduro Owusu Conference Room, Bank of Ghana Hall, UG

Session theme: Digitalisation and journalistic practices

Chair: Christian Ogbondah (University of Northern Iowa, USA)

Presentations

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

ICAfrica 2018

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

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

Day 2 Parallel sessions2f

Time: 2:00-3:30pm

Room: Balme Library Room 30

Session theme Digitalisation, social impacts and the regulatory environment

Chair: Marquita Smith (John Brown University, USA)

Presentations

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

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

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

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

Day 2 Parallel sessions2g

Time: 2:00-3:30pm

Room: Balme Library Room 27

ICAfrica 2018

Session theme: Digitalisation and education initiatives

Chair: Kwesi Aggrey (University of Education, Ghana)

Presentations

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

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

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

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

Day 2 Parallel sessions2h

Time: 2:00-3:30pm

Room: Ernest Aryeetey Conference room, Bank of Ghana Hall, UG

Session theme: Digitalisation and social interventions

Chair: Gilbert Tietaah (University of Ghana)

Presentations

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

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

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

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

Day 2 Parallel sessions2i

Time: 2:00-3:30pm

Room: Balme Library Room 24

Session theme: Health and digitalisation

Chair: Eunice Adiko (Islamic University College, Ghana)

Presentations

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

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

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

Day 2 Parallel sessions2j

Time: 2:00-3:30pm

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

ICAfrica 2018

Session theme: Gender and digitalisation

Chair: Evonne Mwangale (Daystar University)

Presentations

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

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

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

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

Day 2 Parallel sessions3a

Time: 4:00-5:30pm

Room: Ebenezer Oduro Owusu Conference Room, Bank of Ghana Hall, UG

Session theme: Digitalisation and journalistic practices

Chair: Kwami Ahiabenu II, Penplusbytes

Presentations

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

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

Mbatia B. Kinyanjui (Egerton University, Kenya)

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

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

Day 2 Parallel sessions3b

Time: 4:00-5:30pm

Room: Balme Library Room 24

Session theme: Health and digitalisation

Chair: Ivy Fofie (University of Ghana)

Presentations

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

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

131 - Motives, effects and perceptions of use of digital health information by Kenyan digital natives, Kyalo wa Ngula (Africa Nazarene University, Kenya) and Kinya K. Kigatiira (Multimedia University of Kenya)

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

ICAfrica 2018

Day 2 Parallel sessions3c

Time: 4:00-5:30pm

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

Session theme: Digital activism/Enacting citizenship II

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

Presentations

126 – Mapping Citizen Engagement Strategies Used by County Governments in Kenya and the Role of Technology, Dorothy Njoroge (United States International University-Africa, Kenya)

203 - Culture and the role of social media in elections: A case study of Nigeria, Chiemezie Nwosu (University of Technology, Sydney)

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

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

248 – Optimising interactivity of new media technologies for symmetrical political communication: The case of the 2016 elections in Ghana, Adwoa Amankwa (University of Professional Studies, Ghana)

Day 2 Parallel sessions3d

Time: 4:00-5:30pm

Room: Balme Library Room 11

Session theme Digital engagements: dilemmas and opportunities

ICAfrica 2018

Chair: Stella N. Kpolugbo (Anchor University, Nigeria)

Presentations

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

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

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

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

Day 2 Parallel sessions3e

Time: 4:00-5:30pm

Room: Balme Library Room 15

Session theme: Digitalisation and storytelling cultures

Chair: Emily Ogale (University of Port Harcourt, Nigeria)

Presentations

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

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

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

133 – Revisiting Social Media Network Uses in Rebuilding Communities among Displaced Persons in Northeast Nigeria and Attendant Gratifications, Presly ‘Ruke Obukoadata
(American University of Nigeria) and Uduma E. Ngozi (Federal University, Ndofe, Nigeria)

Day 2 Parallel sessions3f

Time: 4:00-5:30pm

Room: Balme Library Room 27

Session theme: Youth cultures and digitalisation

Chair: Annie Oye (Valley View University)

Presentations

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

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

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

263 – Online engagement behavior of millennials in Nairobi: A Uses and Gratifications Theory perspective, Kenneth Mburu (United States International University-Africa, Kenya)

Day 2 Parallel sessions3g

Time: 4:00-5:30pm

ICAfrica 2018

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

Session theme: Digitalisation and Conflict

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

Presentations

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

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

235 - Social Media as Terrorism Battlefield: Nigeria and Boko Haram Terrorists, Chris Wolumati Ogbondah and Pita Ogaba Agbese (University of Northern Iowa, USA)

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

Day 2 Parallel sessions3h (PANEL)

Time: 4:00-5:30pm

Room: Ernest Aryeetey Conference room, Bank of Ghana Hall, UG

Panel Title: Digital Communication at Cross-Roads in Africa

Chair: Kehbuma Langmia (Howard University)

Panelists: Lucy Agnes Lando (Daystar University); Paula Gardner (McMaster University); Herman Wasserman (University of Cape Town)

Day 2 Parallel sessions3i

Time: 4:00-5:30pm

Room: Balme Library Room 30

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

Chair: Margaret Mtange (Multimedia University of Kenya)

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Presentations

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

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

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

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

Day 3: 9th November

ICAfrica 2018

MENTORSHIP SESSIONS

Plenary:

Time: 9am-10:30

Room: SCDE Smart Classroom, UG

Session theme: Presenting research, networking and being more visible: Conference benefits, opportunities and dilemmas for graduate students and early career scholars in Africa

Speaker: Dani Madrid-Morales (University of Houston)

PARALLEL SESSIONS

Day 3 Mentorship Parallel Session1

Time: 11:00 -13:00

Room: Deans Conference Room, School of Information and Communication Studies, UG

Mentors: Prof. Leslie Steeves
Audrey Gadzekpo

Presentations

Public relations in a chiefs palace: The case of Adansiman, Abena Duah Kyeraa

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

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

Day 3 Mentorship Parallel Session2

Time: 11:00 -13:00

Room: SCDE Smart Classroom, UG

Mentors: Paula Gardner

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Stewart Hoover

Presentations

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

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

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

Day 3 Mentorship Parallel Session3

Time: 11:00 -13:00

Room: SCDE PhD Conference Room, UG

Mentors: Sr Agnes Lando

Ed Madison

Presentations

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

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

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

Day 3 Mentorship Parallel Session4

Time: 11:00 -13:00

Room: Department of Communication Studies Small Lecture Hall, UG

Mentors: Ian Rijdsdijk

Tanja Bosch

Presentations

ICAfrica 2018

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

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

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

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Day 3 Mentorship Parallel Session5

Time: 11:00 -13:00

Room: Department of Communication Studies Editing Suite

Mentors: Janet Kwami (Furman University)

Kobina Bedu-Addo (Ghana Institute of Journalism)

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

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

Digital media fails to uphold media ethics, Sussy Gitari

Analysing visitor book comments: The cases of Cape Coast Castle, Manhyia Palace and Mole Park, Kofi Akpabli

Lunch break

Day 3 Mentorship Parallel Session6

Time: 2:00-4:00

Room: Deans Conference Room, School of Information and Communication Studies, UG

Mentors: Kehbuma Langmia

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Musawenkosi Ndlovu

Presentations

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

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

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

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

Day 3 Mentorship Parallel Session7

Time: 2:00-4:00

Room: SCDE Smart Classroom, UG

Mentors: Andrews Ofori-Birikorang

Gilbert Tietaah

Presentations

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

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

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

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

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Day 3 Mentorship Parallel Session8

Time: 2:00-4:00

Room: SCDE PhD Conference Room, UG

Mentors: Alexia Smit

Monica B. Chibita

Presentations

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

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

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

Day 3 Mentorship Parallel Session9

Time: 2:00-4:00

Room: Department of Communication Studies Small Lecture Hall, UG

Mentors: Senyo Ofori-Parku

Mentor: Abena A Yeboah-Banin

Presentations

An investigation on the role of Corporate communication on customer retention in institutions of Higher learning: a study of Daystar University, Hellen Ogodo (Day Star University)

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

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

Day 3 Parallel sessions10: PANEL

Time: 11:30-1:00pm

Room: Deans office, School of Informationa and Communication Studies, UG

Session theme: Communication Educators Association of Ghana inaugural meeting

Chair: Prof. Kwame Karikari